

YouGov / BBC Survey Results

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region			Ethnicity			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How strongly, if at all, do you identify yourself as being...

English?

Very strongly	54	70	41	36	38	71	53	56	46	48	57	68	48	62	38	57	57	58	59	18
Fairly strongly	26	20	32	37	34	19	26	25	31	28	25	19	28	22	25	26	26	26	26	27
TOTAL STRONGLY	80	90	73	73	72	90	79	81	77	76	82	87	76	84	63	83	83	84	85	45
Not very strongly	11	5	17	18	18	5	11	10	13	13	10	7	13	8	18	10	9	10	9	23
Not at all	8	4	9	9	9	4	8	8	9	9	7	5	9	6	17	7	6	5	6	26
TOTAL NOT VERY STRONGLY/ NOT AT ALL	19	9	26	27	27	9	19	18	22	22	17	12	22	14	35	17	15	15	15	49
Don't know	1	0	1	0	1	1	1	1	2	2	1	1	1	1	3	1	1	1	1	5

British?

Very strongly	46	51	44	43	44	49	44	49	52	43	45	50	45	48	39	46	46	51	47	38
Fairly strongly	36	37	38	41	39	37	37	35	31	37	38	36	38	35	37	37	38	35	37	35
TOTAL STRONGLY	82	88	82	84	83	86	81	84	83	80	83	86	83	83	76	83	84	86	84	73
Not very strongly	11	8	13	12	12	10	12	10	9	11	13	10	11	11	13	11	11	10	11	13
Not at all	5	3	4	3	3	4	6	5	6	6	4	4	5	5	9	5	5	4	4	11
TOTAL NOT VERY STRONGLY/ NOT AT ALL	16	11	17	15	15	14	18	15	15	17	17	14	16	16	22	16	16	14	15	24
Don't know	1	0	1	1	1	1	1	1	2	1	1	0	1	1	2	1	1	1	1	4

From another country inside the UK (Scottish, Welsh or from Northern Ireland)

Very strongly	3	4	3	2	3	3	3	3	2	2	4	4	3	3	3	3	3	3	3	2
Fairly strongly	4	3	4	5	4	4	4	4	6	4	3	4	4	3	5	4	3	3	4	5
TOTAL STRONGLY	7	8	6	7	8	7	6	8	7	6	7	7	7							
Not very strongly	8	6	10	10	10	7	9	8	11	9	7	6	9	7	11	7	8	8	8	12
Not at all	82	85	80	82	80	85	81	83	77	81	84	84	81	83	77	83	82	83	83	75
TOTAL NOT VERY STRONGLY/ NOT AT ALL	90	91	90	92	90	92	90	91	88	90	91	90	90	90	88	90	90	91	91	87
Don't know	3	2	3	1	2	2	3	2	4	3	2	2	2	4	3	2	3	3	2	6

From another country outside the UK?

Very strongly	5	2	4	3	4	2	4	5	8	6	3	2	5	4	12	3	4	3	21	
Fairly strongly	6	3	7	6	7	3	5	6	11	7	4	2	7	4	12	5	4	3	25	
TOTAL STRONGLY	11	5	11	9	11	5	9	11	19	13	7	4	12	8	24	8	9	7	6	46
Not very strongly	6	4	8	7	8	4	7	6	10	8	4	3	7	5	12	5	5	5	5	19
Not at all	81	90	79	83	79	89	81	82	67	77	87	91	80	84	61	85	84	86	87	29
TOTAL NOT VERY STRONGLY/ NOT AT ALL	87	94	87	90	87	93	88	88	77	85	91	94	87	89	73	90	89	91	92	48
Don't know	3	2	2	1	2	2														

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Sample Size: 20081 English Adults

Fieldwork: 9th - 26th March 2018

	Education Level							Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How strongly, if at all, do you identify yourself as being...

English?

Very strongly	54	76	71	68	56	52	36	53	70	55	36	53	60	57	85	75	64	21	11	3	32	41	55	60	62
Fairly strongly	26	15	19	21	26	25	33	27	19	25	33	25	27	27	12	22	31	45	15	10	23	26	26	25	24
TOTAL STRONGLY	80	91	90	89	82	77	69	80	89	80	69	78	87	84	97	97	95	66	26	13	55	67	81	85	86
Not very strongly	11	4	5	6	9	10	18	11	6	10	18	11	9	9	3	2	4	28	33	23	18	16	10	9	8
Not at all	8	4	3	3	7	12	12	7	4	8	12	9	4	6	0	0	0	5	39	61	9	14	7	5	5
TOTAL NOT VERY STRONGLY/ NOT AT ALL	19	8	8	9	16	22	30	18	10	18	30	20	13	15	3	2	4	33	72	84	27	30	17	14	13
Don't know	1	1	1	1	1	1	1	1	1	2	1	1	0	1	0	0	1	1	2	3	18	3	1	1	1

British?

Very strongly	46	55	49	50	48	45	41	44	51	47	41	46	48	47	21	33	67	59	48	6	33	41	46	49	50	
Fairly strongly	36	28	35	35	36	36	40	40	34	36	40	36	38	39	45	54	29	34	38	15	23	36	36	36	37	
TOTAL STRONGLY	82	83	84	85	84	81	81	84	85	83	81	82	86	86	66	87	96	93	86	21	56	77	82	85	87	
Not very strongly	11	11	10	10	10	11	13	11	10	10	13	11	11	11	23	11	4	6	12	29	20	13	11	10	10	
Not at all	5	6	5	4	4	7	6	5	4	5	6	5	3	4	10	1	0	1	1	47	7	8	6	4	3	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	16	17	15	14	14	18	19	16	14	15	19	16	14	15	33	12	4	7	13	76	27	21	17	14	13	
Don't know	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	0	0	0	0	0	3	16	2	1	1	1

From another country inside the UK (Scottish, Welsh or from Northern Ireland)

Very strongly	3	3	3	2	3	4	3	4	3	3	3	3	3	4	1	0	1	3	17	10	1	3	3	2	3
Fairly strongly	4	2	4	3	4	4	4	4	3	4	4	4	4	4	2	2	3	6	9	7	2	4	4	4	3
TOTAL STRONGLY	7	5	7	5	7	8	7	8	6	7	7	7	8	3	2	4	9	26	17	3	7	7	6	6	
Not very strongly	8	5	7	6	9	8	10	8	6	9	10	8	7	8	5	6	8	12	10	9	13	10	8	8	8
Not at all	82	85	83	85	81	81	81	83	85	81	81	82	85	81	90	89	86	77	62	71	62	79	82	84	84
TOTAL NOT VERY STRONGLY/ NOT AT ALL	90	90	90	91	90	89	91	91	90	91	90	91	92	89	95	95	94	89	72	80	75	89	90	92	92
Don't know	3	4	3	3	3	2	3	1	3	3	1	3	1	2	2	2	2	3	3	22	4	3	2	2	2

From another country outside the UK?

Very strongly	5	3	2	2	4	7	7	4	2	5	7	5	2	2	1	1	3	9	38	7	9	4	3	2

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YouGov / BBC Survey Results

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Type of area lived in						Region lived									
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How strongly, if at all, do you identify yourself as being...

English?

Very strongly	54	63	56	61	59	58	52	57	57	61	59	55	60	38	56	56	
Fairly strongly	26	24	22	25	26	23	26	27	27	24	25	27	23	25	27	27	
TOTAL STRONGLY	80	87	78	86	85	81	78	84	84	85	84	82	83	63	83	83	
Not very strongly	11	7	12	8	9	9	12	9	10	9	9	9	9	18	10	9	
Not at all	8	4	8	5	5	8	9	6	6	5	6	7	7	17	7	7	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	19	11	20	13	14	17	21	15	16	14	15	16	16	35	17	16	
Don't know	1	1	2	1	1	2	1	1	1	1	1	1	2	1	3	1	1

British?

Very strongly	46	49	48	52	47	44	45	50	50	51	46	47	44	39	46	49
Fairly strongly	36	36	34	35	38	36	36	37	34	34	38	37	39	37	37	36
TOTAL STRONGLY	82	85	82	87	85	80	81	87	84	85	84	84	83	76	83	85
Not very strongly	11	10	11	9	11	14	11	10	11	10	11	10	11	13	11	10
Not at all	5	3	4	2	4	5	7	2	4	4	5	5	5	9	5	4
TOTAL NOT VERY STRONGLY/ NOT AT ALL	16	13	15	11	15	19	18	12	15	14	16	15	16	22	16	14
Don't know	1	2	2	1	1	1	1	1	1	1	1	1	1	2	1	1

From another country inside the UK (Scottish, Welsh or from Northern Ireland)

Very strongly	3	3	3	3	2	4	3	4	3	2	3	3	3	3	3	4
Fairly strongly	4	4	2	4	3	3	4	4	4	3	3	4	3	5	5	5
TOTAL STRONGLY	7	7	5	7	5	7	7	8	7	5	6	7	8	8	9	
Not very strongly	8	7	6	6	7	9	10	8	8	8	7	9	7	11	7	8
Not at all	82	84	86	85	84	81	80	83	82	84	85	80	85	77	83	81
TOTAL NOT VERY STRONGLY/ NOT AT ALL	90	91	92	91	91	90	90	91	90	92	92	89	92	88	90	89
Don't know	3	3	3	3	2	3	3	2	3	3	3	3	3	3	2	2

From another country outside the UK?

Very strongly	5	1	5	2	3	5	6	2	3	3	3	4	4	12	4	2
Fairly strongly	6	3	6	3	4	3	6	2	4	4	4	5	4	12	5	4
TOTAL STRONGLY	11	4	11	5	7	8	12	4	7	7	9	8	24	9	6	
Not very strongly	6	4	7	4	5	6	7	5	4	6	5	5	5	12	6	5
Not at all	81	89	79	88	87	84	78	89	86	85	85	83	85	61	83	87
TOTAL NOT VERY STRONGLY/ NOT AT ALL	87	93	86	92	92	90	85	94	90	91	90	88	90	73	89	92
Don't know	3	3	2	2	2	3	3	2	2	3	3	3	2	3	2	2

European?

Very strongly	9	6	10	5	9	7	12	5	9	9	8	7	8	14	10	9
Fairly strongly	17	15	14	13	16	13	19	15	17	16	16	13	15	21	17	16
TOTAL STRONGLY	26	21	24	18	25	20	31	20	26	25	24	20	23	35	27	25
Not very strongly	24	23	25	24	24	20	25	27	23	25	25	24	25	23	24	25
Not at all	47	52	49	55	48	56	42	50	48	47	49	52	49	39	46	47
TOTAL NOT VERY STRONGLY/ NOT AT ALL	71	75	74	79	72	76	67	77	71	72	<b					

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From a county in England?

Very strongly	21	22	20	16	17	25	21	21	24	18	21	25	19	24	9	19	19	31	22	10
Fairly strongly	27	29	28	26	27	29	28	27	27	26	27	28	27	28	21	28	28	30	28	20
TOTAL STRONGLY	48	51	48	42	44	54	49	48	51	44	48	53	46	52	30	47	47	61	50	30
Not very strongly	23	23	25	29	27	20	24	22	23	24	23	21	26	19	24	25	25	18	23	22
Not at all	26	24	26	27	26	24	25	28	22	28	28	24	27	26	42	26	25	19	25	41
TOTAL NOT VERY STRONGLY/ NOT AT ALL	49	47	51	56	53	44	49	50	45	52	51	45	53	45	66	51	50	37	48	63
Don't know	3	1	2	1	2	2	3	3	5	3	2	2	2	4	4	2	3	2	2	7

From a particular village, town or city in England?

Very strongly	21	20	22	14	18	23	21	21	29	19	20	21	19	24	18	17	21	27	22	17
Fairly strongly	28	28	29	31	29	28	29	27	28	28	27	28	28	27	24	28	29	30	29	22
TOTAL STRONGLY	49	48	51	45	47	51	50	48	57	47	47	49	47	51	42	45	50	57	51	39
Not very strongly	24	27	25	29	28	24	25	24	20	25	26	25	27	21	21	27	24	23	25	19
Not at all	24	24	22	25	23	23	23	26	18	24	25	25	24	24	33	25	23	18	23	35
TOTAL NOT VERY STRONGLY/ NOT AT ALL	48	51	47	54	51	47	48	50	38	49	51	50	51	45	54	52	47	41	48	54
Don't know	2	1	2	1	2	2	3	2	4	3	1	1	2	3	3	2	3	2	2	7

Which of the following best describes the way you think of yourself?

English not British	16	22	10	7	8	24	18	13	8	13	19	22	13	19	12	17	19	14	17	6
More English than British	18	24	15	13	14	23	20	17	14	18	19	22	18	19	15	19	18	19	20	7
TOTAL MORE ENGLISH	34	46	25	20	22	47	38	30	22	31	38	44	31	38	27	36	37	33	37	13
Equally English and British	34	34	35	36	35	34	30	38	35	34	34	36	33	37	26	34	35	39	36	20
More British than English	14	11	19	25	21	9	15	14	21	15	13	11	17	10	18	14	13	14	14	21
British not English	8	6	11	11	11	6	9	7	9	9	8	6	9	6	14	7	7	6	6	24
TOTAL MORE BRITISH	22	17	30	36	32	15	24	21	30	24	21	17	26	16	32	21	20	20	45	
Other	6	2	6	7	6	2	6	6	7	8	5	3	7	4	12	5	5	4	5	15
Don't know	4	1	4	2	4	2	3	4	8	5	2	1	3	5	4	3	4	4	3	8

How proud or embarrassed would you say you are about identifying as English?

Very proud	36	54	24	19	21	54	37	36	21	27	43	54	32	42	27	38	38	39	39	15
Fairly proud	21	23	21	23	23	21	21	21	24	24	20	18	22	21	18	22	21	22	22	17
TOTAL PROUD	57	77	45	42	44	75	58	57	45	51	63	72	54	63	45	60	59	61	61	32
Neither proud nor embarrassed	27	18	35	39	36	19	26	28	34	30										

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Total	Education Level						Education Level 2			Living in Urban / Rural /			How you think of yourself						Type of city / town						
		None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town	
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939	
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
From a county in England?																										
Very strongly	21	29	28	25	23	19	15	20	26	21	15	20	26	23	26	25	26	13	10	5	12	13	22	22	25	
Fairly strongly	27	24	26	29	28	26	27	30	28	27	27	27	28	31	28	33	30	27	19	9	15	23	27	28	30	
TOTAL STRONGLY	48	53	54	54	51	45	42	50	54	48	42	47	54	54	54	58	56	40	29	14	27	36	49	50	55	
Not very strongly	23	14	20	19	24	24	28	25	18	23	28	23	24	19	24	22	30	22	18	24	23	22	23	21		
Not at all	26	31	23	24	24	29	29	24	25	26	29	28	21	25	17	20	28	48	65	25	37	26	24	22		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	49	45	43	43	48	53	57	49	43	49	57	51	45	45	44	41	42	58	70	83	49	60	48	47	43	
Don't know	3	3	2	3	3	2	2	1	3	3	2	3	2	2	1	2	2	2	2	23	4	3	2	2		
From a particular village, town or city in England?																										
Very strongly	21	28	28	24	23	19	16	19	26	21	16	21	21	17	27	23	24	16	12	7	15	22	22	22	21	
Fairly strongly	28	22	26	29	30	29	28	28	27	28	28	28	30	26	32	31	29	20	14	19	25	28	27	30		
TOTAL STRONGLY	49	50	54	53	53	48	44	47	53	49	44	49	49	47	53	55	55	45	32	21	34	47	50	49	51	
Not very strongly	24	20	20	22	24	25	28	28	21	24	28	23	28	31	22	27	24	30	22	18	20	20	23	26	26	
Not at all	24	27	25	22	21	25	26	24	24	23	26	25	21	23	16	19	24	44	58	24	29	24	23	21		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	48	47	45	44	45	50	54	52	45	47	54	48	49	52	45	43	54	66	76	44	49	47	49	47		
Don't know	2	3	2	2	2	2	2	1	2	3	2	2	2	1	2	1	2	3	22	4	3	2	1			
Which of the following best describes the way you think of yourself?																										
English not British	16	26	24	21	15	14	9	16	23	15	9	15	17	17	100	0	0	0	0	0	0	12	15	17	18	
More English than British	18	17	22	21	20	17	16	20	20	19	16	18	21	19	0	100	0	0	0	0	0	15	19	20	20	
TOTAL MORE ENGLISH	34	43	46	42	35	31	25	36	43	34	25	33	38	36	100	0	0	0	0	0	0	27	34	37	38	
Equally English and British	34	38	37	38	34	35	30	34	38	35	30	34	38	36	0	0	100	0	0	0	0	29	35	36	36	
More British than English	14	9	9	9	14	14	22	13	9	13	22	14	13	14	0	0	0	100	0	0	0	17	14	13	12	
British not English	8	4	4	5	7	9	12	9	4	8	12	8	5	7	0	0	0	0	100	0	0	12	7	6	7	
TOTAL MORE BRITISH	22	13	13	14	21	23	34	22	13	21	34	22	18	21	0	0	0	100	100	0	0	29	21	19	19	
Other	6	2	2	3	5	8	9	5	3	6	9	6	4	4	0	0	0	0	100	0	0	10	5	4	3	
Don't know	4	4	2	3	4	3	3	3	3	5	3	4	2	3	0	0	0	0	0	0	0	4	4	3	3	
How proud or embarrassed would you say you are about identifying as English?																										
Very proud	36	57	49	48	36	35	21	39	50	37	21	36	40	40	62	48	42	16	8	3	9	29	37	40	40	
Fairly proud	21	16	23	22	24	22	22	18	21	21	22	21	24	23	19	28	25	22	9	5	12	19	22	22	21	
TOTAL PROUD	57	73	72	70	60	57	43	57	71	58	43	57	64	63	81	76	67	38	17	8	21	48	59	62	61	
Neither proud nor embarrassed	27	18	21	22	27	27	35	28	21	27	35	27	26	26	15	21	28	44	33	22	32</					

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
From a county in England?																
Very strongly	21	27	17	29	24	17	21	27	25	40	21	18	18	9	17	23
Fairly strongly	27	30	23	28	29	23	28	32	30	28	27	28	28	21	27	28
TOTAL STRONGLY	48	57	40	57	53	40	49	59	55	68	48	46	46	30	44	51
Not very strongly	23	21	24	20	22	24	22	21	20	14	25	25	25	24	27	23
Not at all	26	19	34	20	22	34	26	19	22	16	24	26	26	42	27	24
TOTAL NOT VERY STRONGLY/ NOT AT ALL	49	40	58	40	44	58	48	40	42	30	49	51	51	66	54	47
Don't know	3	3	2	2	2	3	3	1	3	2	3	4	2	4	3	2
From a particular village, town or city in England?																
Very strongly	21	24	19	27	21	19	22	27	28	26	21	22	17	18	17	18
Fairly strongly	28	27	20	28	28	29	30	34	28	30	28	30	29	24	26	28
TOTAL STRONGLY	49	51	39	55	49	48	52	61	56	56	49	52	46	42	43	46
Not very strongly	24	26	27	23	26	21	22	22	22	24	26	22	26	21	28	27
Not at all	24	20	32	20	22	28	23	16	20	18	23	23	25	33	26	25
TOTAL NOT VERY STRONGLY/ NOT AT ALL	48	46	59	43	48	49	45	38	42	42	49	45	51	54	54	52
Don't know	2	3	2	2	2	3	2	1	2	2	3	3	2	3	2	2
Which of the following best describes the way you think of yourself?																
English not British	16	16	15	16	18	16	13	13	14	14	19	19	19	12	17	15
More English than British	18	21	19	22	19	22	17	19	18	21	18	18	20	15	20	18
TOTAL MORE ENGLISH	34	37	34	38	37	38	30	32	32	35	37	37	39	27	37	33
Equally English and British	34	38	35	38	35	32	36	42	39	37	37	33	33	26	33	37
More British than English	14	12	14	13	13	12	16	13	14	14	12	13	13	18	14	14
British not English	8	6	8	6	7	7	7	6	7	6	6	7	7	14	7	8
TOTAL MORE BRITISH	22	18	22	19	20	19	23	19	21	20	18	20	20	32	21	22
Other	6	4	5	3	4	4	7	3	4	4	4	5	5	12	6	5
Don't know	4	3	4	4	3	6	4	4	3	4	4	4	3	4	4	3
How proud or embarrassed would you say you are about identifying as English?																
Very proud	36	41	37	42	39	42	32	39	38	40	38	37	39	27	36	39
Fairly proud	21	24	23	23	22	22	21	22	22	21	22	22	22	18	23	21
TOTAL PROUD	57	65	61	65	61	64	53	61	60	62	59	59	61	45	59	60
Neither proud nor embarrassed	27	25	23	26	28	23	28	28	26	26	28	27	26	30	27	26
Fairly embarrassed	5	3	6	3	4	4	6	4	5	4	4	4	4	6	4	5
Very embarrassed	2	1	1	1	2	1	2	1	2	1	1	1	1	2	2	2
TOTAL EMBARRASSED	7	4	7	4	6	5	8	5	7	5	5	5	5	8	6	7
Not applicable – I do not identify as English at all	7	4	7	4	4	5	8	5	4	4	5	6	5	14	6	5
Don't know	2	2	3	2	2	2	2	2	3	2	2	2	2	3	2	2
Thinking about England, which of the following best reflects your view?																
England was better in the past	49	55	48	54	52	58	45	49	51	50	52	54	53	40	49	49
England is at its best right now	5	2	3	5	6	4	4	4	5	5	4	4	5	6	4	4
England's best years are still in the future	17	14	20	13	16	17	19	15	17	16	15	16	16	19	18	19
Not sure	29	28	29	27	27	21	32	32	28	29	28	27	26	35	29	28

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And compared to other countries, would you say

England is...

The best country in the world	11	16	7	5	6	16	12	9	7	7	13	18	9	13	10	11	11	11	8	
Better than most other countries	42	52	35	38	38	47	45	39	42	37	43	49	43	40	43	43	40	42	43	
TOTAL BEST/ BETTER	53	68	42	43	44	63	57	48	49	44	56	67	52	53	53	54	51	53	53	51
No better or worse than most other countries	35	26	44	45	44	27	31	39	34	40	34	28	36	33	34	36	36	35	36	32
Worse than most other countries	6	3	9	7	8	5	7	6	8	8	7	3	6	7	6	7	6	7	6	8
The worst country in the world	0	0	0	0	0	0	1	0	1	1	0	0	0	1	0	0	0	1	0	1
TOTAL WORSE/ WORST	6	3	9	7	8	5	8	6	9	9	7	3	6	8	7	6	7	8	6	9
Don't know	5	2	5	5	5	3	4	6	9	7	3	2	4	6	6	5	5	5	5	8

Still thinking about England, which, if any, of the following statements **BEST** describe England to you?

Please tick up to two or three.

England is a diverse country, made up of people from many backgrounds	51	42	64	69	68	39	48	54	57	52	52	47	56	45	59	50	50	50	51	59
England is a place where history, tradition and pageantry are important	50	61	45	53	49	57	47	54	37	44	57	64	51	50	47	54	49	49	52	37
England has led the world in innovation, industry and trade	36	48	31	38	34	43	42	30	26	28	41	49	38	32	32	35	37	38	37	23
England is a country of rural villages and peaceful countryside	25	26	24	21	22	27	21	28	26	27	22	24	23	27	18	28	26	23	26	18
England is a country that has always been proud to stand alone	24	35	15	12	12	36	26	21	16	18	26	36	21	27	20	25	24	24	25	14
England is a modern and ambitious place	12	12	13	11	13	11	13	11	20	13	11	9	13	11	17	12	11	11	11	20
England is a contented country that is at ease with itself	3	3	3	2	3	3	4	3	5	3	3	3	3	4	4	3	3	3	3	7
None of these	5	2	5	5	5	4	5	4	5	6	4	2	4	5	5	4	4	5	4	6
Don't know	5	2	5	3	4	3	5	6	9	7	2	2	4	7	5	4	6	5	5	8

How strongly, if at all, do the following contribute to your English identity?

The English countryside

Very strongly	39	51	33	35	33	51	37	41	23	32	47	53	37	42	26	43	39	41	42	20
Fairly strongly	38	37	41	46	43	35	39	37	37	39	38	37	40	36	38	39	38	39	32	
TOTAL STRONGLY	77	88	74	81	76	86	76	78	60	71	85	90	77	78	64	82	77	79	81	52
Not very strongly	11	7	14	11	14	8	12	11	19	14	9	6	12	10	17	10	11	11	10	21
Not at all	6	3	8	6	7	3	6	6	12	8	4	2	7	6	13	4	6	5	5	17

TOTAL NOT VERY STRONGLY/ NOT AT ALL

Don't know	5	2	5	2	4	3	5	5	9	7	2	2	4	6	6	4	6	4	4	10
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England's Christian tradition

Very strongly	12	19	8	8	8	18	12	13	6	8	15	21	11	14	12	12	13	13	10
Fairly strongly	24	31	18	23	21	29	23	24	16	20	26	32	24	24	21	25	24	24	19
TOTAL STRONGLY	36	50	26	31	29	47	35	37	22	28	41	53	35	38	33	37	36	37	29
Not very strongly	28	28	28	31	29	28	28	28	23	29	30	27	29						

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Education Level							Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And compared to other countries, would you say

England is...

The best country in the world	11	22	15	14	10	9	7	11	16	10	7	11	11	11	21	13	11	5	6	2	2	10	10	12	11
Better than most other countries	42	40	46	43	44	42	41	45	42	42	41	41	43	45	43	49	43	43	36	30	20	41	41	42	43
TOTAL BEST/ BETTER	53	62	61	57	54	51	48	56	58	52	48	52	54	56	64	62	54	48	42	32	22	51	51	54	54
No better or worse than most other countries	35	27	32	32	34	39	41	34	31	35	41	35	35	35	26	30	37	40	44	45	29	35	36	36	34
Worse than most other countries	6	5	6	6	6	7	7	7	6	7	7	6	5	7	5	5	7	10	13	8	7	7	6	6	6
The worst country in the world	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	2	4	0	0	1	1
TOTAL WORSE/ WORST	6	6	6	7	6	7	7	7	7	7	7	6	5	7	5	7	11	15	12	7	7	7	7	7	
Don't know	5	5	2	5	5	3	4	4	5	6	4	6	3	4	3	3	4	3	4	9	37	6	6	4	5

Still thinking about England, which, if any, of the following statements **BEST** describe England to you?

Please tick up to two or three.

England is a diverse country, made up of people from many backgrounds	51	34	43	44	51	57	63	53	41	51	63	52	49	48	33	46	55	65	62	59	35	58	51	50	48
England is a place where history, tradition and pageantry are important	50	52	54	54	50	52	49	55	53	49	49	49	56	56	54	58	53	49	41	36	21	45	50	51	53
England has led the world in innovation, industry and trade	36	31	32	34	36	34	38	42	33	35	38	35	37	43	39	43	36	37	31	21	12	33	34	36	37
England is a country of rural villages and peaceful countryside	25	32	31	28	26	24	21	23	29	25	21	23	31	33	26	28	27	24	17	19	16	18	24	26	27
England is a country that has always been proud to stand alone	24	34	31	29	24	22	17	26	31	23	17	23	29	26	35	31	24	17	13	12	6	19	22	26	26
England is a modern and ambitious place	12	9	11	10	14	12	14	11	10	13	14	13	10	9	10	12	13	14	15	12	8	16	12	11	11
England is a contented country that is at ease with itself	3	4	5	3	4	3	3	3	4	4	4	3	3	3	4	3	4	3	3	4	3	4	3	4	4
None of these	5	4	4	4	4	4	5	4	4	5	5	5	4	4	5	3	3	4	7	14	11	5	5	4	4
Don't know	5	7	4	5	5	3	3	3	6	6	3	6	4	3	4	3	5	3	4	6	37	6	6	5	5

How strongly, if at all, do the following contribute to your English identity?

The English countryside

Very strongly	39	49	48	44	37	41	33	43	46	39	33	37	48	54	52	47	42	34	23	15	13	28	37	41	45
Fairly strongly	38	31	39	37	37	40	42	40	36	37	42	39	38	34	34	40	40	45	36	27	27	38	39	39	39
TOTAL STRONGLY	77	80	87	81	74	81	75	83	82	76	75	76	86	88	86	87	82	79	59	42	40	66	76	80	84
Not very strongly	11	10	7	10	13	9	13	8	10	11	13	12	8	6	9	9	10	14	17	16	17	17	12	11	9
Not at all	6	3	3	5	7	6	8	5	4	7	8	7	3	3	3	2	3	5	18	31	11	11	7	5	4
TOTAL NOT VERY STRONGLY/ NOT AT ALL	17	13	10	15	20	15	21	13	14	18	21	19	11	9	12	11	13	19	35	47	28	28	19	16	13
Don't know	5	6</																							

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And compared to other countries, would you say England is...

The best country in the world	11	10	11	13	12	13	9	13	10	10	11	11	11	10	10	11
Better than most other countries	42	43	45	40	41	41	39	39	43	42	40	41	44	43	44	41
TOTAL BEST/ BETTER																
No better or worse than most other countries	35	36	31	36	37	36	36	37	33	35	37	35	36	34	36	36
Worse than most other countries	6	6	6	7	5	6	7	7	7	7	7	5	7	5	5	7
The worst country in the world	0	0	0	0	0	0	1	1	1	1	0	1	0	0	0	0
TOTAL WORSE/ WORST																
Don't know	5	6	7	5	4	4	7	5	6	5	5	6	4	6	5	5

Still thinking about England, which, if any, of the following statements **BEST** describe England to you?

Please tick up to two or three.

England is a diverse country, made up of people from many backgrounds	51	47	55	49	52	50	51	48	51	51	50	50	48	59	52	49
England is a place where history, tradition and pageantry are important	50	56	54	49	53	47	48	47	48	50	49	49	54	47	54	54
England has led the world in innovation, industry and trade	36	37	35	36	34	33	34	36	40	36	37	36	35	32	35	35
England is a country of rural villages and peaceful countryside	25	26	26	23	27	26	23	24	20	27	29	24	26	18	28	30
England is a country that has always been proud to stand alone	24	27	24	24	25	23	22	25	24	24	25	22	25	20	25	25
England is a modern and ambitious place	12	10	12	11	12	12	13	10	12	11	11	12	13	17	12	10
England is a contented country that is at ease with itself	3	3	2	4	4	2	3	4	3	3	3	4	3	4	3	3
None of these	5	4	3	4	3	6	5	5	5	4	4	5	5	4	5	5
Don't know	5	5	6	6	5	6	6	6	5	5	6	7	5	5	4	4

How strongly, if at all, do the following contribute to your English identity?

The English countryside

Very strongly	39	42	38	39	43	40	35	41	40	44	40	38	42	26	43	46
Fairly strongly	38	41	41	40	39	37	40	38	37	38	38	38	39	38	39	38
TOTAL STRONGLY																
Not very strongly	11	9	12	11	11	12	12	12	12	10	11	11	10	17	10	8
Not at all	6	4	4	5	4	6	8	5	6	5	6	6	4	13	5	4

TOTAL NOT VERY STRONGLY/ NOT AT ALL	17	13	16	16	15	18	20	17	18	15	17	17	14	30	15	12
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Don't know

Very strongly	12	11	14	15	11	12	11	13	14	12	13	13	12	12	13	13
Fairly strongly	24	25	21	22	25	27	22	25	24	24	22	25	26	21	24	24
TOTAL STRONGLY																
Not very strongly	28	30	28	30	30	28	27	30	26	29	28	28	28	26	29	28
Not at all	30	28	28	26	28	27	34	25	29	29	32	26	27	34	30	30

TOTAL NOT VERY STRONGLY/ NOT AT ALL	58	58	56	56	58	55	61	55	55	58	60	54	55	60	59	58
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Don't know

Very strongly	13	10	13	11	12	14	12	11	14	10	10	10	1
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Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME	
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989	
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
England's history and heritage																					
Very strongly	40	54	32	37	32	53	41	39	22	33	48	53	39	41	33	43	39	40	42	23	
Fairly strongly	36	34	40	43	42	33	36	37	34	37	36	36	38	34	36	36	36	37	37	32	
TOTAL STRONGLY	76	88	72	80	74	86	77	76	56	70	84	89	77	75	69	79	75	77	79	55	
Not very strongly	13	7	17	13	15	8	12	13	21	15	9	6	13	12	14	12	13	13	12	21	
Not at all	6	3	7	5	7	4	6	6	12	7	5	3	6	6	10	5	7	6	5	14	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	19	10	24	18	22	12	18	19	33	22	14	9	19	18	24	17	20	19	17	35	
Don't know	5	2	5	3	4	3	5	5	10	7	2	2	4	6	7	4	6	5	4	10	
English sports and leisure activities																					
Very strongly	13	15	13	10	11	15	17	9	14	12	14	13	13	13	13	13	13	12	14	13	14
Fairly strongly	35	41	33	34	35	38	38	32	29	34	37	38	36	34	35	35	35	35	35	33	
TOTAL STRONGLY	48	56	46	44	46	53	55	41	43	46	51	51	49	47	48	48	47	49	48	47	
Not very strongly	30	30	31	34	32	30	26	34	27	29	31	34	30	30	27	31	30	30	31	24	
Not at all	16	11	18	19	17	13	14	18	20	17	15	13	16	16	18	16	16	15	16	19	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	46	41	49	53	49	43	40	52	47	46	47	46	45	47	46	45	47	43			
Don't know	6	3	5	3	5	4	5	6	10	8	3	2	4	7	6	5	6	6	5	10	
English poetry and literature and art																					
Very strongly	18	20	19	18	19	20	16	19	12	15	20	23	19	16	21	18	16	17	18	17	
Fairly strongly	36	40	37	40	39	37	36	37	28	35	38	41	38	34	38	37	35	36	37	31	
TOTAL STRONGLY	54	60	56	58	58	57	52	56	40	50	58	64	57	50	59	55	51	53	55	48	
Not very strongly	27	27	26	29	26	28	29	25	31	27	27	25	27	28	20	28	28	28	28	22	
Not at all	13	10	12	10	11	11	13	12	19	15	11	8	12	14	14	11	14	13	12	19	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	40	37	38	39	37	39	42	37	50	42	38	33	39	42	34	39	42	41	40	41	
Don't know	6	3	5	3	5	5	6	6	11	8	4	3	5	8	7	5	7	6	6	11	
English dance and music																					
Very strongly	11	11	11	9	9	12	11	10	10	10	12	11	10	12	11	11	10	11	11	10	
Fairly strongly	32	35	32	30	32	34	32	32	28	30	33	36	32	32	28	32	31	33	32	25	
TOTAL STRONGLY	43	46	43	39	41	46	43	42	38	40	45	47	42	44	39	43	41	44	43	35	
Not very strongly	36	39	36	40	37	37	36	36	33	34	37	40	38	34	35	37	36	36	37	32	
Not at all	15	12	16	17	17	12	16	15	19	17	15	11	16	15	17	15	16	15	15	22	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	51	51	52	57	54	49	52	51	52	51	54	49	52	52	52	51	52	54			
Don't know	6	3	6	3	5	5	6	6	10	9	3	3	5	8	8	6	7	6	6	11	
How strongly, if at all, do you associate the following characteristics with English identity?																					
Sense of humour																					
Very strongly	36	42	34	33	32	43	39	33	32	33	40	38	36	36	32	37	34	38	37	23	
Fairly strongly	44	44	46	50	48	43	43	46	41	43	45	48	46	42	44	45	45	45	45	42	
TOTAL STRONGLY	80	86	80	83	80	86	82	79	73	76	85	86	82	78	76	81	79	83	82	65	
Not very strongly	12	9	13	13	13	9	10	13	13	13	10	11	12	12	14	12	12	10	11	20	
Not at all	3	1	3	2	3	2	3	3	3	4	2	1	3	3	4	2</					

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	Total	Education Level						Education Level 2			Living in Urban / Rural /			How you think of yourself						Type of city / town						
		None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town	
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939	
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
England's history and heritage																										
Very strongly	40	45	48	44	38	41	36	45	45	39	36	39	45	46	53	50	41	35	25	14	12	34	39	41	44	
Fairly strongly	36	31	37	35	35	38	40	37	35	35	40	36	36	38	31	37	40	42	36	24	22	36	36	37	37	
TOTAL STRONGLY	76	76	85	79	73	79	76	82	80	74	76	75	81	84	84	87	81	77	61	38	34	70	75	78	81	
Not very strongly	13	12	9	11	15	11	14	10	11	13	14	13	11	9	9	9	11	16	17	19	20	15	13	12	10	
Not at all	6	5	4	5	7	7	5	5	5	7	7	5	5	4	4	2	3	4	17	32	12	9	7	5	5	5
TOTAL NOT VERY STRONGLY/ NOT AT ALL	19	17	13	16	22	18	21	15	16	20	21	20	16	13	13	11	14	20	34	51	32	24	20	17	15	
Don't know	5	7	2	5	5	4	4	3	5	6	4	5	3	3	3	2	4	3	5	11	33	7	5	5	4	
English sports and leisure activities																										
Very strongly	13	17	17	15	13	11	11	13	15	13	11	13	11	13	20	15	13	11	8	6	5	13	14	14	13	
Fairly strongly	35	31	40	37	36	35	35	36	36	35	35	35	37	35	36	42	38	35	27	17	18	35	36	34	35	
TOTAL STRONGLY	48	48	57	52	49	46	46	49	51	48	46	48	48	48	56	57	51	46	35	23	23	48	50	48	48	
Not very strongly	30	31	27	29	30	32	31	32	29	30	31	30	32	33	27	29	33	34	30	22	23	28	29	31	32	
Not at all	16	15	12	13	16	18	19	15	13	16	19	16	17	16	12	11	12	16	29	45	19	18	15	15	15	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	46	46	39	42	46	50	50	47	42	46	50	46	49	49	40	45	50	59	67	42	46	44	46	47		
Don't know	6	7	5	6	5	5	4	4	6	6	4	4	4	5	3	5	4	5	10	35	7	6	5	5	5	
English poetry and literature and art																										
Very strongly	18	16	17	15	16	20	21	18	16	17	21	18	18	18	20	19	18	18	16	13	8	19	16	17	17	
Fairly strongly	36	31	35	34	35	39	40	38	34	36	40	36	37	39	34	41	38	41	32	24	17	37	35	36	37	
TOTAL STRONGLY	54	47	52	49	51	59	61	56	50	53	61	54	55	57	54	60	56	59	48	37	25	56	51	53	54	
Not very strongly	27	29	31	30	30	24	24	27	30	27	24	27	28	28	28	28	28	28	25	19	21	23	28	29	29	
Not at all	13	14	14	13	13	12	11	12	14	13	11	13	14	11	12	9	10	10	22	32	18	14	14	12	12	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	40	43	45	43	43	36	35	39	44	40	35	40	42	39	40	37	38	38	47	51	39	37	42	41	41	
Don't know	6	9	3	7	6	5	4	5	7	7	4	4	7	4	5	3	5	3	6	11	36	8	7	6	5	
English dance and music																										
Very strongly	11	14	14	11	11	9	10	12	11	9	11	9	10	14	11	11	10	7	7	7	11	11	11	10		
Fairly strongly	32	31	32	33	30	33	32	32	33	31	32	31	33	32	35	31	23	20	16	30	32	33	33	33		
TOTAL STRONGLY	43	45	46	44	41	44	41	42	45	42	41	42	42	47	46	41	30	27	23	41	43	44	43			
Not very strongly	36	34	38	35	38	35	37	39	35	36	37	35	39	40	35	40	37	40	34	22	23	34	35	37	37	
Not at all	15	14	12	13	15	16	17	15	13	15	17	15	16	14	13	11	11	16	29	40	18	17	16	14	15	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	51	48	50	48	53	51	54	54	48	51	54	50														

Sample Size: 20081 English Adults
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	Weighted Sample	Type of area lived in							Region lived								
		Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
		20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample		20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
England's history and heritage																	
	Very strongly	40	44	38	40	40	45	37	40	40	41	38	39	43	33	43	43
	Fairly strongly	36	36	41	37	38	30	36	36	36	38	37	36	36	36	36	36
	TOTAL STRONGLY	76	80	79	77	78	75	73	76	76	79	75	75	79	69	79	79
	Not very strongly	13	12	10	13	11	12	15	14	13	11	14	12	11	14	12	12
	Not at all	6	4	6	6	5	6	7	5	7	5	7	6	4	10	5	5
	TOTAL NOT VERY STRONGLY/ NOT AT ALL	19	16	16	19	16	18	22	19	20	16	21	18	15	24	17	17
	Don't know	5	4	5	4	5	6	5	5	5	5	4	7	5	7	4	4
English sports and leisure activities																	
	Very strongly	13	13	11	17	13	18	13	13	15	13	13	11	13	13	14	12
	Fairly strongly	35	34	34	34	36	34	35	37	34	35	34	37	36	35	36	34
	TOTAL STRONGLY	48	47	45	51	49	52	48	50	49	48	47	48	49	48	50	46
	Not very strongly	30	31	36	30	31	26	29	32	30	30	31	30	30	27	30	33
	Not at all	16	16	12	15	13	15	17	12	15	16	17	15	18	16	17	17
	TOTAL NOT VERY STRONGLY/ NOT AT ALL	46	47	48	45	44	41	46	44	45	46	48	45	45	46	50	
	Don't know	6	5	6	5	6	7	6	6	5	6	5	8	6	6	5	4
English poetry and literature and art																	
	Very strongly	18	18	18	17	16	18	15	16	18	16	15	16	20	21	18	17
	Fairly strongly	36	35	34	34	37	35	36	34	35	35	37	34	37	35	38	37
	TOTAL STRONGLY	54	53	52	51	53	53	51	50	53	53	49	53	55	59	56	54
	Not very strongly	27	29	27	27	30	29	28	29	28	28	30	27	28	20	28	29
	Not at all	13	12	13	15	11	12	14	13	13	13	16	12	11	14	11	12
	TOTAL NOT VERY STRONGLY/ NOT AT ALL	40	41	40	42	41	41	42	42	41	41	46	39	39	34	39	41
	Don't know	6	6	8	7	7	6	7	8	6	6	6	8	6	7	5	5
English dance and music																	
	Very strongly	11	13	10	13	9	11	10	11	12	10	9	10	10	11	11	11
	Fairly strongly	32	30	32	31	33	34	32	30	34	33	31	32	32	28	32	31
	TOTAL STRONGLY	43	43	42	44	42	45	42	41	46	43	40	42	42	39	43	42
	Not very strongly	36	39	34	35	38	33	35	40	34	35	38	35	37	35	36	37
	Not at all	15	12	17	14	14	14	17	12	15	15	16	15	14	17	15	16
	TOTAL NOT VERY STRONGLY/ NOT AT ALL	51	51	51	49	52	47	52	52	49	50	54	50	51	52	51	53
	Don't know	6	6	8	6	6	8	6	7	5	7	5	8	6	8	5	5
How strongly, if at all, do you associate the following characteristics with English identity?																	
Sense of humour																	
	Very strongly	36	37	33	41	39	36	35	38	39	37	36	33	37	32	37	36
	Fairly strongly	44	46	45	42	44	45	43	43	44	47	44	45	45	44	45	43
	TOTAL STRONGLY	80	83	78	83	83	81	78	81	83	84	80	78	82	76	82	79
	Not very strongly	12	10	14	10	10	11	12	11	10	9	12	13	11	14	12	14
	Not at all	3	2	3	3	2	3	3	3	3	2	2	3	2	4	2	3
	TOTAL NOT VERY STRONGLY/ NOT AT ALL	15	12	17	13	12	14	15	14	13	11	14	16	13	18	14	17
	Don't know	5	5	5	5	6	6	6	5	5	6	5	6	5	6	5	4
Sense of fair play																	
	Very strongly	26	26	27	27	27	28	23	25	27	26	25	25	27	22	29	28
	Fairly strongly	46	46	44	46	48	42	45	45	46	45	48	4				

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			Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME		
	Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989	
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Good manners																						
Very strongly	27	34	23	21	22	33	27	27	27	25	29	29	26	28	25	27	27	27	28	21		
Fairly strongly	47	49	48	53	51	47	47	48	44	47	47	50	49	45	45	49	46	47	48	42		
TOTAL STRONGLY	74	83	71	74	73	80	74	75	71	72	76	79	75	73	70	76	73	74	76	63		
Not very strongly	17	13	20	19	19	14	16	17	15	17	18	17	17	16	19	16	17	17	16	21		
Not at all	4	2	4	4	4	3	5	3	5	4	4	3	4	4	5	3	4	3	3	7		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	21	15	24	23	23	17	21	20	20	21	22	20	21	20	24	19	21	20	19	28		
Don't know	5	2	5	3	4	3	5	5	10	7	2	2	4	7	6	4	6	6	5	9		
Tolerance																						
Very strongly	17	23	14	13	12	23	18	16	10	14	21	22	16	18	17	17	17	17	17	14		
Fairly strongly	47	53	44	49	46	50	47	47	41	43	50	53	48	46	46	47	47	47	48	39		
TOTAL STRONGLY	64	76	58	62	58	73	65	63	51	57	71	75	64	64	63	64	64	64	65	53		
Not very strongly	24	17	28	27	28	18	23	24	28	27	20	19	24	23	22	24	23	23	23	27		
Not at all	6	3	7	6	7	4	6	5	7	7	5	3	6	5	7	5	5	5	5	9		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	20	35	33	35	22	29	29	35	34	25	22	30	28	29	29	28	28	28	36		
Don't know	7	3	7	5	6	5	6	8	14	9	4	3	6	9	7	6	7	8	7	10		
Welcoming																						
Very strongly	17	20	14	10	12	22	16	18	12	14	19	21	14	20	14	15	15	22	17	13		
Fairly strongly	46	54	42	44	43	52	46	47	40	44	49	52	46	46	41	47	48	48	48	36		
TOTAL STRONGLY	63	74	56	54	55	74	62	65	52	58	68	73	60	66	55	62	63	70	65	49		
Not very strongly	25	20	30	33	32	19	26	25	30	27	24	22	29	21	30	28	25	20	25	31		
Not at all	5	2	7	8	7	3	6	4	8	6	5	2	6	5	8	5	5	4	5	11		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	22	37	41	39	22	32	29	38	33	29	24	35	26	38	33	30	24	30	42		
Don't know	6	3	6	5	6	4	6	6	11	8	3	2	5	8	7	5	7	6	6	9		
Friendliness																						
Very strongly	17	22	14	9	11	23	17	17	12	14	20	23	15	20	12	14	16	24	18	11		
Fairly strongly	48	55	45	47	46	53	48	49	43	46	50	55	48	49	41	49	50	51	49	38		
TOTAL STRONGLY	65	77	59	56	57	76	65	66	55	60	70	78	63	69	53	63	66	75	67	49		
Not very strongly	25	18	30	33	32	18	25	24	29	28	23	19	28	20	34	28	24	17	24	33		
Not at all	4	2	5	6	6	3	5	4	5	5	4	2	5	4	7	4	4	3	4	10		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	29	20	35	39	38	21	30	28	34	33	27	21	33	24	41	32	28	20	28	43		
Don't know	6	3	5	4	5	4	6	6	11	8	3	2	4	7	7	5	6	6	5	9		
Generosity																						
Very strongly	16	22	13	10	11	23	16	17	10	13	20	23	14	20	14	16	16	19	17	13		
Fairly strongly	45	52	42	43	43	49	45	45	36	42	49	51	45	44	38	46	45	47	46	34		
TOTAL STRONGLY	61	74	55	53	54	72	61	62	46	55	69	74	59	64	52	62	61	66	63	47		
Not very strongly	26	20	31	36	34	19	27	26	33	30	22	21	29	22	31	27	27	22	26	32		
Not at all	5	2	7	6	6	3	6	4	7	7	5	2	5	5	8</							

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Total	Education Level						Education Level 2			Living in Urban / Rural /			How you think of yourself						Type of city / town						
		None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town	
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939	
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Good manners																										
Very strongly	27	31	28	28	28	26	24	29	29	27	24	27	29	27	36	32	28	23	17	15	11	25	27	26	28	
Fairly strongly	47	41	49	47	47	49	50	49	46	47	50	47	49	48	44	50	50	52	45	37	29	45	47	49	47	
TOTAL STRONGLY	74	72	77	75	75	74	78	75	74	74	74	78	75	80	82	78	75	62	52	40	70	74	75	75		
Not very strongly	17	16	16	16	18	18	16	16	16	16	18	17	16	19	14	14	15	18	26	28	19	18	16	16	16	
Not at all	4	4	4	3	3	5	4	3	3	4	4	4	3	3	3	2	3	4	7	13	6	5	4	4	3	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	21	20	20	19	19	23	22	19	19	20	22	21	19	22	17	16	18	22	33	41	25	23	20	20	19	
Don't know	5	7	3	6	5	3	4	4	6	6	4	6	4	3	4	2	5	4	5	8	34	7	6	5	5	
Tolerance																										
Very strongly	17	22	21	19	16	17	15	18	20	16	15	17	15	15	24	19	17	16	12	8	7	17	18	17	17	
Fairly strongly	47	43	49	49	48	49	46	50	48	47	46	46	49	51	47	53	50	47	39	32	22	45	45	47	48	
TOTAL STRONGLY	64	65	70	68	64	66	61	68	68	63	61	63	66	71	72	67	63	51	40	29	62	63	64	65		
Not very strongly	24	23	20	21	24	24	27	21	21	23	27	23	25	24	20	20	22	26	32	34	24	23	24	24	22	
Not at all	6	4	4	4	5	6	7	6	4	6	7	6	4	4	3	4	6	11	18	8	7	6	6	5	5	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	27	24	25	29	30	34	27	25	29	34	29	29	28	24	23	26	32	43	52	32	30	30	27		
Don't know	7	8	5	8	7	4	5	5	7	8	5	7	5	5	4	7	4	7	9	39	8	7	7	8		
Welcoming																										
Very strongly	17	27	26	20	16	17	11	14	22	16	11	17	14	24	18	19	12	9	6	7	15	17	18	19		
Fairly strongly	46	45	51	51	47	47	43	51	49	47	43	46	50	51	48	52	50	46	36	28	25	42	46	47	48	
TOTAL STRONGLY	63	72	77	71	63	64	54	65	71	63	54	63	67	65	72	70	69	58	45	34	32	57	63	65	67	
Not very strongly	25	18	17	19	25	26	34	25	18	25	34	25	24	27	19	23	22	32	36	39	25	28	25	25	23	
Not at all	5	3	3	4	5	6	7	5	3	5	7	6	4	4	3	3	6	12	19	6	7	5	5	4	4	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	21	20	23	30	32	41	30	21	30	41	31	28	31	23	26	25	38	48	58	31	35	30	30	27	
Don't know	6	7	3	6	6	3	5	5	6	7	5	7	5	4	6	4	6	6	7	37	8	6	6	6	6	
Friendliness																										
Very strongly	17	29	27	20	16	17	11	18	23	17	11	17	19	15	26	19	19	11	8	6	9	15	17	18	19	
Fairly strongly	48	46	51	52	49	48	46	52	50	48	46	47	51	53	49	55	52	49	38	31	24	42	48	50	51	
TOTAL STRONGLY	65	75	78	72	65	65	57	70	73	65	57	64	70	68	75	74	71	60	46	37	33	57	65	68	70	
Not very strongly	25	15	17	19	25	26	33	23	18	24	33	25	22	25	18	22	21	32	38	39	26	30	24	23	22	
Not at all	4	3	3	3	4	5	6	4	3	4	6	5	3	3	2	3	5	10	16	6	6	4	4	3	3	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	29	18	20	22	29	31	39	27	21	28	39	30	25	28	21	24	24	48	55	<						

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Good manners																
Very strongly	27	28	23	28	27	30	26	28	27	27	27	27	27	25	28	27
Fairly strongly	47	47	53	47	49	47	47	46	47	48	46	46	46	49	50	49
TOTAL STRONGLY	74	75	76	75	76	77	73	74	74	75	73	73	76	70	78	76
Not very strongly	17	17	16	16	15	16	16	16	17	16	17	16	16	19	15	17
Not at all	4	4	3	4	3	4	4	3	4	3	4	5	3	5	3	4
TOTAL NOT VERY STRONGLY/ NOT AT ALL	21	21	19	20	19	19	20	19	21	19	21	21	19	24	18	21
Don't know	5	4	5	5	5	5	6	6	5	6	6	6	5	6	4	4
Tolerance																
Very strongly	17	18	17	20	17	20	16	17	19	16	17	17	17	17	17	16
Fairly strongly	47	48	43	48	48	46	45	46	46	48	47	47	48	46	48	47
TOTAL STRONGLY	64	66	60	68	65	66	61	63	65	64	64	64	65	63	65	63
Not very strongly	24	24	26	20	23	22	26	24	23	23	24	23	24	22	24	25
Not at all	6	3	8	4	5	6	6	4	5	5	5	6	5	7	5	6
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	27	34	24	28	28	32	28	28	29	29	29	29	29	31	
Don't know	7	7	7	7	6	6	8	8	7	8	7	8	7	7	6	6
Welcoming																
Very strongly	17	20	16	24	18	19	15	23	22	21	15	16	14	14	15	15
Fairly strongly	46	49	41	47	47	45	46	51	47	48	48	48	47	41	46	48
TOTAL STRONGLY	63	69	57	71	65	64	61	74	69	69	63	63	61	55	61	63
Not very strongly	25	24	30	20	25	25	26	16	21	20	26	25	29	30	28	27
Not at all	5	3	6	4	4	6	6	4	4	4	5	5	5	8	5	5
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	27	36	24	29	31	32	20	25	24	31	30	34	38	33	32
Don't know	6	5	7	6	6	6	7	7	6	7	6	8	6	7	5	5
Friendliness																
Very strongly	17	20	14	25	17	19	16	25	24	22	16	16	15	12	13	16
Fairly strongly	48	51	43	51	51	43	48	52	49	52	50	49	49	41	49	50
TOTAL STRONGLY	65	71	57	76	68	62	64	77	73	74	66	65	64	53	62	66
Not very strongly	25	22	33	16	23	28	25	14	19	16	24	24	28	34	29	25
Not at all	4	3	5	3	3	6	5	3	4	3	3	5	4	7	5	5
TOTAL NOT VERY STRONGLY/ NOT AT ALL	29	25	38	19	26	34	30	17	23	19	27	29	32	41	34	30
Don't know	6	4	5	5	6	5	6	6	5	6	6	7	5	7	5	5
Generosity																
Very strongly	16	18	15	21	17	17	15	20	19	17	15	17	16	14	15	16
Fairly strongly	45	48	41	50	47	45	43	48	46	48	47	43	45	38	46	47
TOTAL STRONGLY	61	66	56	71	64	62	58	68	65	65	62	60	61	52	61	63
Not very strongly	26	23	33	20	25	27	28	20	23	23	26	27	28	31	27	26
Not at all	5	4	4	4	4	5	6	4	5	4	5	5	4	8	5	5
TOTAL NOT VERY STRONGLY/ NOT AT ALL	31	27	37	24	29	32	34	24	28	27	31	32	32	39	32	31
Don't know	7	7	6	6	7	8	8	7	7	9	7	7	7	9	6	6
Stiff upper lip																
Very strongly	21	22	19	23	22	23	19	19	21	19	20	20	24	20	22	20
Fairly strongly	43	45	43	39	44	44	42	40	40	41	44	42	43	41	46	46
TOTAL STRONGLY	64	67	62	62	66	67	61	59	61	60	64	62	67	61	68	66
Not very strongly	23	22	23	24	22	20	23	27	24	24	22	22	22	23	21	22
Not at all	6	4	6	6	5	5	7	6	7	6	7	5	6	4	5	5
TOTAL NOT VERY STRONGLY/ NOT AT ALL	29	26	29	30	27	25	30	33	31	31	28	29	27	29	25	27
Don't know	8	7	9	8	6	8	9	9	8	9	7	9	7	10	6	6

Sample Size: 20081 English Adults
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	Vote in 2017		EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
	Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Outward looking																				
Very strongly	9	12	7	5	6	12	10	8	7	7	10	12	8	10	9	8	8	10	9	9
Fairly strongly	36	46	30	29	30	44	37	35	30	32	38	44	35	38	31	37	36	36	37	30
TOTAL STRONGLY	45	58	37	34	36	56	47	43	37	39	48	56	43	48	40	45	44	46	46	39
Not very strongly	34	31	38	44	41	30	33	35	29	35	36	33	37	31	35	35	33	33	35	32
Not at all	9	4	12	13	13	5	10	7	9	10	9	5	10	7	12	8	9	8	8	12
TOTAL NOT VERY STRONGLY/ NOT AT ALL	43	35	50	57	54	35	43	42	38	45	45	38	47	38	47	43	42	41	43	44
Don't know	12	8	13	9	10	10	10	15	25	16	7	5	11	15	13	11	13	13	12	17
Loud																				
Very strongly	5	4	6	4	5	5	5	5	9	6	5	3	5	6	6	5	6	6	5	7
Fairly strongly	20	16	23	18	20	18	20	20	26	23	18	15	19	21	22	18	20	22	20	26
TOTAL STRONGLY	25	20	29	22	25	23	25	25	35	29	23	18	24	27	28	23	26	28	25	33
Not very strongly	46	51	46	52	49	49	46	47	36	43	50	54	48	45	43	49	47	45	48	36
Not at all	21	25	18	21	19	23	22	19	16	18	23	24	22	18	21	22	20	19	21	20
TOTAL NOT VERY STRONGLY/ NOT AT ALL	67	76	64	73	68	72	68	66	52	61	73	78	70	63	64	71	67	64	69	56
Don't know	8	4	8	6	7	5	7	8	12	10	4	4	6	9	8	7	8	8	7	11
Liberal																				
Very strongly	9	9	9	9	8	10	9	8	7	8	9	10	9	8	11	8	8	9	8	12
Fairly strongly	39	43	40	46	42	40	39	39	34	36	43	44	41	36	43	40	38	38	40	37
TOTAL STRONGLY	48	52	49	55	50	50	48	47	41	44	52	54	50	44	54	48	46	47	48	49
Not very strongly	32	34	32	32	33	33	33	31	26	31	34	34	32	31	28	34	32	31	32	27
Not at all	7	6	7	6	6	7	8	6	7	8	7	6	7	8	6	7	7	7	7	8
TOTAL NOT VERY STRONGLY/ NOT AT ALL	39	40	39	38	39	40	41	37	33	39	41	40	39	39	34	41	39	38	39	35
Don't know	13	8	12	8	10	11	11	16	26	17	8	6	11	17	12	12	15	14	13	16
Traditional																				
Very strongly	29	40	23	21	22	40	29	30	19	24	34	40	28	32	25	31	29	30	31	20
Fairly strongly	49	47	51	58	54	46	49	49	44	49	51	48	51	45	46	50	48	49	50	43
TOTAL STRONGLY	78	87	74	79	76	86	78	79	63	73	85	88	79	77	71	81	77	79	81	63
Not very strongly	13	9	17	15	16	9	13	13	19	16	10	9	14	12	17	12	13	12	12	21
Not at all	3	1	3	2	3	2	4	2	6	4	2	1	3	3	4	2	3	3	2	6
TOTAL NOT VERY STRONGLY/ NOT AT ALL	16	10	20	17	19	11	17	15	25	20	12	10	17	15	21	14	16	15	14	27
Don't know	6	2	6	4	5	3	5	6	12	7	2	2	4	7	6	5	6	6	5	10
Yob culture																				
Very strongly	9	8	10	9	9	9	10	8	7	9	9	9	8	9	10	8	9	9	8	12
Fairly strongly	29	25	32	33	32	26	29	28	25	31	29	25	30	27	29	29	27	29	28	30
TOTAL STRONGLY	38	33	42	42	41	35	39	36	32	40	38	34	38	36	39	37	36	38	36	42
Not very strongly	38	43	36	39	38	40	37	38	31	35	41	42	39	36	36	39	37	37	39	28
Not at all	14	18	12	12	12	17	16	13	12	12	15	19	14	15	12	15	15	15	15	11

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	Total	Education Level						Education Level 2			Living in Urban / Rural /			How you think of yourself						Type of city / town						
		None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town	
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939	
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Outward looking																										
Very strongly	9	13	12	10	9	9	6	8	11	9	6	8	7	13	9	9	7	6	4	3	9	9	8	10		
Fairly strongly	36	41	44	42	36	37	31	36	42	35	31	35	38	41	39	33	26	18	17	32	36	37	38			
TOTAL STRONGLY	45	54	56	52	45	46	37	44	53	44	37	44	46	45	54	50	48	40	32	22	20	41	45	45	48	
Not very strongly	34	26	29	30	33	36	41	37	29	33	41	34	37	36	30	35	33	40	40	36	21	35	32	34	34	
Not at all	9	6	5	6	8	9	13	9	6	8	13	9	8	8	6	4	6	12	18	26	11	11	9	8	7	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	43	32	34	36	41	45	54	46	35	41	54	43	45	44	36	39	39	52	58	62	32	46	41	42	41	
Don't know	12	14	9	13	15	9	9	10	13	15	9	13	10	11	10	11	13	8	10	15	48	14	14	12	11	
Loud																										
Very strongly	5	7	5	5	6	6	4	4	6	6	4	6	4	4	6	4	5	4	7	9	5	6	6	5	5	
Fairly strongly	20	22	22	21	22	21	19	17	22	20	19	21	18	17	20	18	20	21	24	26	17	22	21	20	19	
TOTAL STRONGLY	25	29	27	26	28	27	23	21	28	26	23	27	22	21	26	22	25	25	31	35	22	28	27	25	24	
Not very strongly	46	45	51	47	46	47	47	49	47	45	47	46	50	50	46	52	49	49	41	32	25	42	45	47	50	
Not at all	21	17	16	18	18	20	24	25	18	20	24	20	22	24	22	19	22	21	23	15	20	20	21	19		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	67	62	67	65	64	67	71	74	65	65	71	66	72	74	74	68	71	62	55	40	62	65	68	69		
Don't know	8	9	5	8	8	5	5	6	8	9	5	8	6	5	6	4	7	5	8	10	38	9	8	7	7	
Liberal																										
Very strongly	9	10	10	8	9	8	9	9	9	8	9	9	8	5	10	9	9	8	6	4	10	9	8	8		
Fairly strongly	39	34	39	39	39	43	42	41	38	39	42	39	41	40	37	43	41	44	37	30	18	40	37	39	41	
TOTAL STRONGLY	48	44	49	47	48	51	51	50	47	47	51	48	49	45	47	52	50	53	45	36	22	50	46	47	49	
Not very strongly	32	30	34	32	31	33	34	32	32	31	34	31	33	36	33	33	30	33	35	34	22	29	32	32	33	
Not at all	7	9	5	6	7	7	7	7	7	8	7	7	6	6	9	5	6	10	16	9	7	8	7	7	7	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	39	39	39	38	38	40	41	39	39	41	38	39	42	42	38	35	39	45	50	31	36	40	39	40		
Don't know	13	18	13	15	15	9	9	10	15	15	9	14	11	12	11	10	15	8	10	15	47	13	15	13	12	
Traditional																										
Very strongly	29	40	41	34	28	31	23	31	37	29	23	29	33	32	42	35	30	24	20	16	8	25	29	30	32	
Fairly strongly	49	39	45	47	49	49	54	52	45	48	54	49	50	51	52	54	47	45	33	46	49	50	48			
TOTAL STRONGLY	78	79	86	81	77	80	77	83	82	77	78	83	83	84	86	82	78	67	61	41	71	78	80	80		
Not very strongly	13	11	10	11	14	13	16	12	11	13	16	14	12	11	10	10	12	16	21	20	16	17	13	11	12	
Not at all	3	3	1	2	3	3	3	2	2	3	3	3	1	1	2	1	2	3	6	11	6	4	3	3	2	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	16	14	11	13	17	16	19	14	13	16	19	17	13	12	12	11	14	19	27</							

Sample Size: 20081 English Adults
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	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Outward looking																
Very strongly	9	8	8	11	10	10	8	10	10	9	7	9	8	9	8	8
Fairly strongly	36	38	36	40	38	36	35	36	36	36	38	35	38	31	38	36
TOTAL STRONGLY	45	46	44	51	48	46	43	46	46	45	45	44	46	40	46	44
Not very strongly	34	36	32	30	34	32	33	32	33	35	34	33	36	35	35	35
Not at all	9	7	10	7	7	8	10	8	9	8	9	9	7	12	8	9
TOTAL NOT VERY STRONGLY/ NOT AT ALL	43	43	42	37	41	40	43	40	42	43	43	42	43	47	43	44
Don't know	12	12	14	13	12	15	14	14	13	13	12	15	11	13	12	11
Loud																
Very strongly	5	4	5	7	5	7	5	5	5	6	6	6	5	6	5	5
Fairly strongly	20	21	20	22	19	19	21	21	23	22	21	19	18	22	18	19
TOTAL STRONGLY	25	25	25	29	24	26	26	26	28	28	27	25	23	28	23	24
Not very strongly	46	48	45	45	48	44	46	46	45	44	48	46	48	43	49	50
Not at all	21	19	23	18	21	21	19	20	19	18	19	22	21	22	21	21
TOTAL NOT VERY STRONGLY/ NOT AT ALL	67	67	68	63	69	65	65	66	64	62	67	68	70	64	71	71
Don't know	8	8	7	6	7	8	8	8	7	9	7	8	7	8	7	6
Liberal																
Very strongly	9	9	7	9	9	10	8	8	9	9	7	9	7	11	8	7
Fairly strongly	39	37	36	39	39	36	36	36	39	38	39	37	39	43	40	39
TOTAL STRONGLY	48	46	43	48	48	46	44	44	48	47	46	46	46	54	48	46
Not very strongly	32	34	35	32	33	31	33	32	31	31	32	32	34	28	33	35
Not at all	7	6	6	6	7	9	8	8	7	8	7	7	6	7	7	7
TOTAL NOT VERY STRONGLY/ NOT AT ALL	39	40	41	38	40	40	41	40	38	39	40	39	41	34	40	42
Don't know	13	14	16	14	12	14	15	15	13	15	14	16	12	12	12	12
Traditional																
Very strongly	29	33	28	32	29	30	27	30	30	30	28	30	31	25	30	31
Fairly strongly	49	49	51	48	52	45	50	49	49	49	47	50	46	51	49	49
TOTAL STRONGLY	78	82	79	80	81	75	77	79	79	79	77	77	81	71	81	80
Not very strongly	13	11	13	12	11	16	14	12	12	12	14	13	12	17	12	12
Not at all	3	2	2	3	3	3	3	3	3	2	3	3	1	4	2	3
TOTAL NOT VERY STRONGLY/ NOT AT ALL	16	13	15	15	14	19	17	15	15	14	17	16	13	21	14	15
Don't know	6	5	5	6	6	6	6	7	6	6	6	6	5	6	4	5
Yob culture																
Very strongly	9	8	9	8	9	9	9	8	10	9	8	9	8	10	9	9
Fairly strongly	29	30	30	29	29	28	27	28	31	26	27	28	29	29	29	29
TOTAL STRONGLY	38	38	39	37	38	37	36	36	41	35	35	37	37	39	38	38
Not very strongly	38	37	37	38	38	35	37	38	35	38	38	37	39	36	38	39
Not at all	14	15	11	16	15	17	14	15	15	15	14	14	12	15	15	15
TOTAL NOT VERY STRONGLY/ NOT AT ALL	52	52	48	54	53	52	51	53	50	53	53	51	53	48	53	54
Don't know	11	10	13	9	8	11	13	11	9	12	12	12	10	13	9	9
Plain-speaking																
Very strongly	15	16	11	21	17	17	15	17	19	21	15	14	13	13	13	14
Fairly strongly	43	46	45	46	45	40	40	44	43	47	46	45	45	36	42	41
TOTAL STRONGLY	58	62	56	67	62	57	55	61	62	68	61	59	58	49	55	55
Not very strongly	27	27	28	21	26	31	27	24	25	21	26	26	28	31	31	31
Not at all	7	3	8	4	5	5	9	6	6	4	7	6	11	7	7	7
TOTAL NOT VERY STRONGLY/ NOT AT ALL	34	30	36	25	31	36	36	30	31	25	33	33	34	42	38	38
Don't know	8	8	7	7	7	7	9	9	7	7	7	9	8	8	7	7

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, which, if any, of the following do you think makes a person "English"?

Considering themselves to be English?

Does make a person English	38	35	43	48	46	32	38	37	45	38	35	36	42	31	42	37	36	36	37	39
Does not make a person English	50	57	43	39	40	59	49	50	38	46	55	57	46	55	43	51	51	51	51	43
Don't know	13	8	14	13	14	9	12	13	17	16	10	7	12	14	15	12	13	13	12	18
Being born in England																				
Does make a person English	79	82	79	80	79	81	77	80	74	76	81	84	79	79	71	80	79	81	81	63
Does not make a person English	15	15	15	17	15	15	16	14	16	16	15	14	16	15	21	15	14	14	14	27
Don't know	6	3	6	4	6	4	7	5	9	8	3	2	6	6	8	5	6	6	5	10
Growing up in England																				
Does make a person English	65	62	71	74	73	60	63	67	74	66	61	63	68	61	65	65	64	65	66	61
Does not make a person English	28	34	22	20	20	35	29	26	16	24	33	34	25	31	27	28	28	28	28	27
Don't know	7	4	7	5	7	5	8	7	10	10	5	3	7	8	9	7	8	7	7	11
Speaking English																				
Does make a person English	30	34	28	28	28	33	30	30	23	26	31	40	29	31	26	30	32	30	30	27
Does not make a person English	63	62	64	66	65	62	62	64	67	64	64	58	64	61	65	63	61	63	63	62
Don't know	7	4	8	6	7	4	8	7	10	10	5	3	6	8	9	6	7	7	6	11
Speaking with an English accent																				
Does make a person English	25	28	24	24	24	27	26	25	23	25	24	29	25	26	26	25	26	25	25	29
Does not make a person English	66	67	66	69	67	67	65	66	64	63	70	67	67	64	63	66	65	67	67	58
Don't know	9	5	10	8	9	6	9	9	13	12	6	4	8	10	11	9	9	9	8	13
Having one English parent																				
Does make a person English	51	49	56	56	57	46	48	53	56	53	49	45	54	46	54	51	50	49	50	55
Does not make a person English	37	43	32	34	31	44	40	35	28	32	41	47	35	40	32	38	38	38	38	30
Don't know	12	9	13	10	12	10	13	12	16	15	10	8	11	14	11	12	13	12	14	14
Having two English parents																				
Does make a person English	77	82	76	75	75	81	74	80	74	73	79	86	78	77	76	79	77	76	78	71
Does not make a person English	15	13	16	19	17	14	17	13	15	17	16	11	15	15	14	14	15	17	15	17
Don't know	8	4	8	6	8	5	9	7	11	11	6	3	7	9	7	8	8	7	11	
Having lived in England for up to 5 years																				
Does make a person English	14	8	20	18	20	8	14	14	27	16	10	9	16	12	16	13	14	14	13	20
Does not make a person English	73	84	64	66	64	83	73	73	55	67	79	84	71	75	69	74	72	73	74	63
Don't know	13	8	15	16	16	8	13	13	17	17	11	7	13	13	15	12	14	13	13	17
Having lived in England for 5 to 10 years																				
Does make a person English	20	13	28	29	29	12	21	20	40	22	15	13	23	17	24	19	19	20	19	30
Does not make a person English	66	79	57	55	56	79	66	66	43	60	74	80	63	69	61	68	67	66	68	52
Don't know	14	8	15	16	16	9	14	14	17	17	12	7	13	14	15	13	14	14	13	18
Having lived in England for over 10 years																				
Does make a person English	34	28	41	43	42	26	34	34	55	35	28	28	37	29	39	33	32	33	33	43
Does not make a person English	53	64	45	42	43	65	53	53	30	48	61	65	50	57	47	55	54	54	55	40
Don't know	13	8	15	15	15	9	13	13	15	17	11	7	13	13	14	12	14	13	12	17

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	Education Level							Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, which, if any, of the following do you think makes a person "English"?

Considering themselves to be English?

Being born in England	Does make a person English	38	30	29	30	39	36	48	38	30	36	48	38	37	38	32	38	37	47	39	40	20	41	37	36	35
	Does not make a person English	50	59	60	60	49	52	39	51	60	50	39	49	51	53	59	53	51	42	47	42	30	44	50	52	54
	Don't know	13	11	10	11	13	13	13	11	11	14	13	13	12	9	9	9	12	12	14	18	50	15	13	12	12
Growing up in England	Does make a person English	79	81	82	81	80	77	77	80	81	78	77	78	83	81	81	83	84	78	67	67	52	73	79	81	82
	Does not make a person English	15	14	15	13	14	18	17	15	14	15	17	16	13	16	15	14	12	17	26	21	12	19	14	14	13
	Don't know	6	5	3	5	6	5	6	4	5	6	6	6	4	3	4	3	4	5	7	11	35	8	6	5	5
Speaking English	Does make a person English	65	60	58	57	69	66	72	64	58	65	72	65	66	64	56	66	70	73	56	61	45	65	65	65	64
	Does not make a person English	28	33	35	35	25	28	21	30	35	27	21	27	28	30	38	29	24	22	36	26	15	26	28	29	29
	Don't know	7	6	6	7	6	7	7	6	7	8	7	8	6	6	5	6	5	8	13	39	9	8	6	7	7
Speaking with an English accent	Does make a person English	25	33	28	25	25	24	25	24	27	25	25	26	25	24	28	28	27	25	20	20	13	26	26	26	24
	Does not make a person English	66	60	65	67	66	68	66	69	65	66	66	65	67	69	65	66	66	68	71	67	47	63	64	67	68
	Don't know	9	8	7	8	9	8	9	7	8	10	9	9	7	7	6	6	8	8	9	13	40	11	9	8	8
Having one English parent	Does make a person English	51	41	48	47	51	50	58	49	46	49	58	51	52	48	41	50	55	56	51	54	31	54	50	50	48
	Does not make a person English	37	46	42	42	37	38	30	40	43	38	30	36	38	42	50	40	33	34	38	30	23	32	37	39	40
	Don't know	12	13	10	11	12	12	12	11	12	13	12	13	10	11	9	10	12	11	11	16	46	14	13	11	12
Having two English parents	Does make a person English	77	80	82	79	77	78	75	80	80	77	75	77	83	78	79	81	80	77	73	70	46	76	75	79	79
	Does not make a person English	15	13	12	14	15	15	17	15	14	15	17	15	11	16	15	14	13	17	18	17	14	15	16	15	14
	Don't know	8	7	6	6	8	7	8	6	7	9	8	8	6	6	5	7	7	9	13	40	9	9	7	7	7
Having lived in England for up to 5 years	Does make a person English	14	10	11	11	17	12	17	12	11	15	17	15	12	12	9	11	16	20	15	16	12	16	14	14	12
	Does not make a person English	73	79	80	79	70	75	68	77	79	71	68	72	74	77	83	80	72	66	70	65	40	68	72	74	76
	Don't know	13	11	9	11	13	13	15	11	10	14	15	14	13	11	9	9	13	14	14	19	48	16	14	12	12
Having lived in England for 5 to 10 years	Does make a person English	20	14	16	14	24	20	25	18	14	21	25	21	18	19	13	15	22	30	22	22	15	24	20	20	18
	Does not make a person English	66	75	75	75	62	67	59	71	75	64	59	65	69	70	79	75	65	56	64	58	36	60	66	68	69
	Don't know	14	11	9	11	13	13	16	11	11	14	16	14	13	11	8	10	13	14	15	20	48	16	14	12	13
Having lived in England for over 10 years	Does make a person English	34	27	29	27	39	34	39	32	27	35	39	34	31	32	25	30	37	45	31	33	23	38	33	33	32
	Does not make a person English	53	63	61	62	49	54	46	58	62	52	46	52	56	58	66	60	50	43	55	49	29	47	53	55	56
	Don't know	13	10	10	11	12	11	15	10	11	13	15	13	13	10	8	10	12	12	14	18	48	15	14	12	12

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	Weighted Sample	Type of area lived in							Region lived								
		Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
		20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
	Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

In general, which, if any, of the following do you think makes a person "English"?

Considering themselves to be English?

Being born in England	Does make a person English	38	33	33	34	40	39	39	33	38	37	36	36	38	42	38	35
	Does not make a person English	50	56	55	54	50	47	48	50	50	51	52	51	50	43	50	54
	Don't know	13	11	12	12	11	13	14	17	12	12	12	14	12	15	12	11
Growing up in England	Does make a person English	79	84	78	78	82	81	79	79	81	81	80	79	79	71	80	81
	Does not make a person English	15	12	16	16	13	14	14	14	14	13	14	15	15	21	15	14
	Don't know	6	4	6	6	5	5	8	7	5	5	5	7	6	8	5	5
Speaking English	Does make a person English	65	63	64	64	66	65	66	63	65	66	67	61	64	65	66	66
	Does not make a person English	28	32	29	29	28	28	25	28	28	27	27	30	29	27	27	28
	Don't know	7	5	8	7	6	8	9	9	7	7	7	9	7	9	7	6
Speaking with an English accent	Does make a person English	30	30	30	33	32	34	28	31	29	31	33	31	31	26	30	31
	Does not make a person English	63	65	63	61	63	59	63	62	64	62	61	61	63	65	63	64
	Don't know	7	6	8	6	5	7	8	8	7	7	6	8	7	9	7	6
Having one English parent	Does make a person English	51	50	52	48	52	49	51	45	49	49	49	51	51	54	53	49
	Does not make a person English	37	38	35	41	38	39	35	39	38	38	41	36	37	32	37	39
	Don't know	12	12	13	12	10	12	13	16	13	12	11	13	12	14	11	12
Having two English parents	Does make a person English	77	79	76	75	77	73	75	74	76	76	78	76	78	76	80	79
	Does not make a person English	15	15	15	18	16	19	16	17	17	16	15	16	14	14	13	15
	Don't know	8	6	9	7	7	8	10	9	7	8	7	9	8	9	7	7
Having lived in England for up to 5 years	Does make a person English	14	11	11	14	14	15	16	13	15	14	14	14	13	16	14	12
	Does not make a person English	73	78	74	73	75	75	68	71	73	73	73	72	74	69	74	76
	Don't know	13	11	15	13	12	10	16	16	12	13	13	14	13	15	12	12
Having lived in England for 5 to 10 years	Does make a person English	20	15	15	21	20	19	22	20	20	20	19	19	19	24	20	19
	Does not make a person English	66	73	70	66	68	69	62	64	67	66	67	66	68	61	67	69
	Don't know	14	12	15	13	12	12	16	16	13	14	14	14	13	15	13	13
Having lived in England for over 10 years	Does make a person English	34	31	31	35	33	36	35	31	34	33	33	32	32	39	34	33
	Does not make a person English	53	58	56	54	56	54	50	54	54	54	55	53	56	47	53	56
	Don't know	13	11	12	12	12	11	15	15	13	13	13	14	12	14	12	12

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	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about WHERE you identify as being from, do you identify...

As being from a specific region or part of the country	30	34	29	27	29	33	30	30	24	27	33	34	30	30	25	28	28	35	30	23
As being from a specific county	20	23	18	21	19	22	20	20	18	18	21	23	20	19	11	23	19	22	21	12
As being from a specific village, town or city	23	21	26	24	25	21	23	23	30	25	21	18	24	22	24	22	26	22	23	21
As being from a specific neighbourhood or area of a large town or city	6	5	7	5	5	6	5	6	7	6	5	5	5	6	12	4	5	5	5	10
None of these	14	13	13	18	15	12	14	13	10	14	14	14	15	12	18	16	14	9	13	20
Not sure	8	5	7	4	6	6	8	8	11	10	6	5	6	10	10	7	8	7	7	14

Do you think your local area is generally getting better or worse, or is it staying much the same?

Is getting better	11	10	13	13	14	8	12	11	19	12	9	8	13	9	16	10	10	11	10	19
Is staying much the same	44	47	43	48	48	42	45	44	45	44	43	46	45	43	40	46	44	44	45	40
Is getting worse	39	40	38	34	32	47	38	39	25	37	44	43	36	43	36	39	40	39	40	29
Don't know	6	3	6	6	6	4	6	7	11	7	4	4	6	6	8	6	6	6	6	12

How strongly, if at all, do you identify as being from the following places...

The place you live at the moment?

Very strongly	26	28	25	22	23	29	25	27	27	24	27	28	24	28	24	23	25	32	26	22
Fairly strongly	37	39	38	39	39	37	38	37	34	37	38	40	38	37	38	38	37	37	37	38
TOTAL STRONGLY	63	67	63	61	62	66	63	64	61	61	65	68	62	65	62	61	62	69	63	60
Not very strongly	24	24	24	28	25	23	24	24	22	24	25	24	25	22	24	26	25	20	24	24
Not at all	10	8	10	10	10	9	10	10	12	11	9	8	10	9	11	11	10	8	10	10
TOTAL NOT VERY STRONGLY/ NOT AT ALL	34	32	34	38	35	32	34	34	35	34	32	35	31	35	37	35	28	34	34	
Don't know	3	1	2	1	2	2	3	3	5	5	1	1	2	4	4	2	3	3	3	6

The place you were born?

Very strongly	36	38	35	29	31	41	35	37	37	32	38	41	34	38	31	34	36	41	36	31
Fairly strongly	32	33	34	33	34	32	33	32	33	33	32	31	33	32	35	31	32	32	32	34
TOTAL STRONGLY	68	71	69	62	65	73	68	69	70	65	70	72	67	70	66	65	68	73	68	65
Not very strongly	20	20	20	26	23	18	21	20	18	21	20	19	22	18	21	22	20	17	20	20
Not at all	9	8	9	11	10	8	9	9	8	9	9	8	8	10	10	10	8	7	9	10
TOTAL NOT VERY STRONGLY/ NOT AT ALL	29	28	29	37	33	26	30	29	26	30	29	27	31	26	31	32	28	24	29	30
Don't know	3	1	2	1	2	2	3	3	5	4	1	1	2	4	4	2	3	3	2	6

The place you grew up?

Very strongly	40	41	40	34	36	44	38	41	45	37	40	42	39	41	35	38	40	44	40	34
Fairly strongly																				

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 Fieldwork: 9th - 26th March 2018

	Education Level							Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about WHERE you identify as being from, do you identify...

As being from a specific region or part of the country	30	30	34	31	29	32	28	32	31	30	28	29	31	31	34	32	31	30	27	18	16	25	29	33	31
As being from a specific county	20	20	21	20	21	19	20	22	20	20	20	18	27	28	22	23	21	19	15	11	10	12	19	20	24
As being from a specific village, town or city	23	19	23	23	26	22	24	22	22	23	24	24	19	19	22	25	25	19	16	18	26	26	22	20	
As being from a specific neighbourhood or area of a large town or city	6	7	5	6	6	5	5	4	6	5	5	6	3	3	6	6	6	6	6	4	4	11	4	4	4
None of these	14	12	11	12	11	16	17	15	12	13	17	14	14	13	10	9	10	15	25	42	18	16	13	13	13
Not sure	8	12	6	8	7	5	6	6	9	8	6	8	6	5	7	5	8	6	7	10	35	9	9	8	7

Do you think your local area is generally getting better or worse, or is it staying much the same?

Is getting better	11	8	9	7	12	13	14	9	8	11	14	12	8	9	8	10	11	14	14	13	6	15	11	9	10
Is staying much the same	44	40	45	45	44	44	47	44	44	43	47	43	47	52	41	46	47	46	41	39	32	41	43	45	46
Is getting worse	39	47	43	42	37	40	32	42	44	39	32	39	39	34	47	41	37	35	38	35	27	36	41	41	39
Don't know	6	5	4	5	7	4	7	4	5	7	7	6	5	5	4	4	5	5	7	13	34	8	6	5	5

How strongly, if at all, do you identify as being from the following places...

The place you live at the moment?

Very strongly	26	34	30	31	27	26	20	25	31	26	20	26	23	24	29	30	23	17	11	13	26	26	26	28	
Fairly strongly	37	34	37	37	38	37	38	39	36	37	38	37	39	38	37	40	39	40	34	27	28	37	37	38	
TOTAL STRONGLY	63	68	67	68	65	63	58	64	67	63	58	63	62	62	66	69	69	63	51	38	41	63	63	66	
Not very strongly	24	21	24	21	23	25	28	25	21	23	28	23	26	28	23	21	22	26	31	30	24	23	23	24	23
Not at all	10	7	8	9	9	10	12	9	8	10	12	10	10	9	8	7	10	16	28	11	10	10	10	9	9
TOTAL NOT VERY STRONGLY/ NOT AT ALL	34	28	32	30	32	35	40	34	29	33	40	33	36	38	32	29	29	36	47	58	35	33	34	32	
Don't know	3	4	1	3	3	2	2	2	3	4	2	3	2	1	2	2	2	1	2	4	25	4	3	3	3

The place you were born?

Very strongly	36	45	46	41	37	33	30	33	43	35	30	36	34	33	42	39	37	30	35	17	35	38	37	36	
Fairly strongly	32	30	31	31	33	35	33	34	31	33	33	32	33	31	33	35	33	35	31	28	27	34	32	31	32
TOTAL STRONGLY	68	75	77	72	70	68	63	67	74	68	63	67	64	73	72	70	65	61	63	44	69	70	68	68	
Not very strongly	20	15	16	18	19	21	24	21	17	20	24	20	22	24	18	19	20	23	23	21	20	19	18	20	21
Not at all																									

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 Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking specifically about WHERE you identify as being from, do you identify...																
As being from a specific region or part of the country	30	33	25	40	31	25	27	49	34	30	26	30	27	25	29	29
As being from a specific county	20	22	22	19	25	17	17	14	17	32	22	16	24	11	20	25
As being from a specific village, town or city	23	21	22	23	20	28	29	20	26	19	26	27	22	24	22	22
As being from a specific neighbourhood or area of a large town or city	6	4	5	4	3	6	5	3	6	5	4	5	4	12	4	3
None of these	14	13	16	7	14	13	14	7	9	9	14	13	15	18	17	15
Not sure	8	7	9	8	8	10	9	8	8	6	8	9	8	10	8	7
Do you think your local area is generally getting better or worse, or is it staying much the same?																
Is getting better	11	8	10	9	9	12	13	13	10	11	10	9	9	16	9	12
Is staying much the same	44	43	44	40	46	44	45	44	43	45	45	44	44	40	46	48
Is getting worse	39	44	41	47	40	38	36	37	41	38	38	41	42	36	39	35
Don't know	6	5	5	5	5	5	7	6	6	5	6	6	5	8	6	6
How strongly, if at all, do you identify as being from the following places...																
The place you live at the moment?																
Very strongly	26	26	22	32	27	23	27	35	30	32	25	25	22	24	21	26
Fairly strongly	37	38	38	38	38	37	36	37	36	37	36	37	36	38	39	38
TOTAL STRONGLY	63	64	60	70	65	60	63	72	66	69	61	62	58	62	60	64
Not very strongly	24	25	24	20	23	25	23	19	22	19	25	25	27	24	27	24
Not at all	10	8	12	8	10	11	11	6	9	8	11	9	12	11	10	10
TOTAL NOT VERY STRONGLY/ NOT AT ALL	34	33	36	28	33	36	34	25	31	27	36	34	39	35	37	34
Don't know	3	4	5	3	3	4	3	3	3	3	2	4	2	4	2	2
The place you were born?																
Very strongly	36	37	38	42	35	37	37	43	40	41	36	36	35	31	32	35
Fairly strongly	32	32	28	33	33	31	32	32	33	32	32	33	31	35	32	31
TOTAL STRONGLY	68	69	66	75	68	68	69	75	73	73	68	69	66	66	64	66
Not very strongly	20	19	21	16	21	21	19	15	17	17	20	20	22	21	23	22
Not at all	9	8	9	7	9	8	8	6	7	7	9	7	9	10	10	10
TOTAL NOT VERY STRONGLY/ NOT AT ALL	29	27	30	23	30	29	27	21	24	24	29	27	31	31	33	32
Don't know	3	4	4	3	2	3	3	3	3	3	3	4	3	4	2	2
The place you grew up?																
Very strongly	40	38	39	44	39	40	40	46	43	45	40	39	39	35	37	39
Fairly strongly	37	38	37	36	38	35	36	37	36	35	36	37	38	38	38	37
TOTAL STRONGLY	77	76	76	80	77	75	76	83	79	80	76	76	77	73	75	76
Not very strongly	16	17	15	12	16	15	16	11	14	13	16	16	16	17	17	17
Not at all	5	3	5	5	4	5	5	3	4	4	5	4	5	6	5	5
TOTAL NOT VERY STRONGLY/ NOT AT ALL	21	20	20	17	20	20	21	14	18	17	21	20	21	23	22	22
Don't know	3	3	3	3	3	4	3	3	3	3	3	4	3	4	3	2
Which of the following applies to you?																
I still live around the same area I grew up in, and always have done	30	32	33	44	32	29	32	43	36	36	31	32	28	25	27	25
I still live around the same area I grew up in, having moved away earlier in life and then returned	13	13	13	16	14	11	13	17	14	15	12	14	12	12	14	12
I grew up in a different area to the one I now live in	53	51	50	39	52	55	49	37	46	46	53	49	57	58	56	60
None of these	4	4	4	2	2	4	5	3	3	3	4	5	3	5	3	3

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How strongly, if at all, do these things add to your sense
of belonging to where you live now?

The landscape

Very strongly	24	30	22	26	22	29	23	25	20	20	27	31	24	25	11	28	21	28	25	14
Fairly strongly	38	40	39	40	41	38	39	38	36	39	39	39	40	37	34	40	38	39	39	33
TOTAL STRONGLY	62	70	61	66	63	67	62	63	56	59	66	70	64	62	45	68	59	67	64	47
Not very strongly	19	18	20	19	21	18	20	19	20	20	20	18	20	19	28	17	21	17	19	25
Not at all	11	8	12	12	11	10	11	11	13	12	11	9	11	11	18	9	13	9	10	16
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	26	32	31	32	28	31	30	33	32	31	27	31	30	46	26	34	26	29	41
Don't know	7	4	6	4	5	5	6	7	12	10	4	3	5	9	9	6	8	7	6	12

History of the area

Very strongly	19	23	17	19	16	24	19	18	13	16	22	24	18	20	14	19	18	22	19	13
Fairly strongly	39	42	39	40	41	40	39	38	33	37	41	42	39	38	35	39	38	42	40	31
TOTAL STRONGLY	58	65	56	59	57	64	58	56	46	53	63	66	57	58	49	58	56	64	59	44
Not very strongly	23	22	23	25	25	20	23	23	23	23	22	22	24	21	26	24	23	19	22	25
Not at all	13	10	14	12	13	10	12	13	16	14	11	9	13	12	16	13	14	10	12	18
TOTAL NOT VERY STRONGLY/ NOT AT ALL	36	32	37	37	38	30	35	36	40	37	33	31	37	33	42	37	37	29	34	43
Don't know	7	4	7	4	6	6	7	8	13	10	4	3	6	9	9	6	8	7	6	13

Accent or dialect

Very strongly	15	15	15	10	12	18	16	14	17	14	15	14	14	16	10	11	14	22	15	12
Fairly strongly	29	30	31	28	30	30	28	30	30	30	29	27	29	29	26	27	28	34	29	27
TOTAL STRONGLY	44	45	46	38	42	48	44	44	47	44	44	41	43	45	36	38	42	56	44	39
Not very strongly	28	31	27	32	30	28	29	28	23	26	30	34	29	27	30	32	30	22	29	27
Not at all	21	19	21	25	22	19	21	21	18	20	22	22	22	19	25	24	21	15	21	22
TOTAL NOT VERY STRONGLY/ NOT AT ALL	49	50	48	57	52	47	50	49	41	46	52	56	51	46	55	56	51	37	50	49
Don't know	7	4	6	4	5	6	7	7	12	10	4	3	5	9	9	6	8	6	6	12

Cultural traditions

Very strongly	9	11	8	8	7	12	9	9	8	8	10	11	9	10	9	9	7	10	9	10
Fairly strongly	30	33	29	33	32	31	30	29	26	28	31	33	31	28	27	29	28	33	30	30
TOTAL STRONGLY	39	44	37	41	39	43	39	38	34	36	41	44	40	38	36	38	35	43	39	40
Not very strongly	32	32	34	35	35	31	32	32	29	31	33	34	33	31	32	33	34	30	33	29
Not at all	20	18	21	19	20	19	20	21	22	21	20	18	21	20	22	21	21	17	20	19
TOTAL NOT VERY STRONGLY/ NOT AT ALL	52	50	55	54	55	50	52													

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Education Level							Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How strongly, if at all, do these things add to your sense of belonging to where you live now?

The landscape

Very strongly	24	28	27	24	24	27	22	27	26	24	22	21	33	40	28	28	26	24	16	15	10	14	21	24	30
Fairly strongly	38	32	39	38	39	41	40	40	37	38	40	38	41	39	36	42	40	42	37	28	21	34	39	40	40
TOTAL STRONGLY	62	60	66	62	63	68	62	67	63	62	62	59	74	79	64	70	66	66	53	43	31	48	60	64	70
Not very strongly	19	19	21	19	19	18	21	18	19	19	21	21	15	12	19	18	19	20	23	23	19	26	21	19	16
Not at all	11	11	9	11	11	10	12	10	11	11	12	12	7	5	10	8	9	10	18	24	14	17	11	11	8
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	30	30	30	30	28	33	30	30	33	33	22	17	29	26	28	30	41	47	33	43	32	30	24	
Don't know	7	10	4	8	7	4	4	5	8	8	4	7	4	4	6	4	6	6	10	37	9	8	6	6	6

History of the area

Very strongly	19	23	24	19	19	21	21	21	21	19	17	18	21	21	25	22	20	16	13	10	6	16	18	20	21
Fairly strongly	39	36	37	39	39	41	40	41	38	38	40	38	41	39	43	41	43	33	24	20	36	39	39	40	40
TOTAL STRONGLY	58	59	61	58	58	62	57	62	59	57	57	56	62	62	63	65	61	59	46	34	26	52	57	59	61
Not very strongly	23	20	23	22	23	22	25	22	22	22	25	23	23	22	20	22	23	24	28	26	19	24	22	22	22
Not at all	13	12	12	11	13	12	14	11	12	12	14	13	11	10	11	9	10	12	20	31	17	15	13	12	11
TOTAL NOT VERY STRONGLY/ NOT AT ALL	36	32	35	33	36	34	39	33	34	34	39	36	34	32	31	31	33	36	48	57	36	39	35	34	33
Don't know	7	9	5	8	7	5	5	5	8	8	5	8	5	6	6	5	7	4	7	9	38	9	8	7	6

Accent or dialect

Very strongly	15	19	18	16	16	14	12	14	17	15	12	15	14	13	19	19	15	12	10	8	6	14	15	16	17
Fairly strongly	29	25	32	29	31	31	29	29	29	30	29	29	31	30	32	31	31	31	26	14	14	28	29	28	30
TOTAL STRONGLY	44	44	50	45	47	45	41	43	46	45	41	44	45	42	49	51	46	43	36	22	20	42	44	44	47
Not very strongly	28	28	28	28	27	29	30	30	28	28	30	30	32	32	27	29	29	30	29	28	19	27	28	29	27
Not at all	21	19	17	19	19	21	25	22	19	20	25	21	20	21	17	16	19	22	30	40	22	22	20	21	19
TOTAL NOT VERY STRONGLY/ NOT AT ALL	49	47	45	47	46	50	55	52	47	48	55	49	50	53	44	45	48	52	59	68	41	49	48	50	46
Don't know	7	9	5	8	6	5	4	5	8	8	4	8	5	5	6	4	6	6	10	38	9	8	7	7	7

Cultural traditions

Very strongly	9	11	12	9	9	10	8	9	10	9	8	9	8	11	13	11	9	7	7	6	4	9</

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How strongly, if at all, do these things add to your sense of belonging to where you live now?

The landscape

Very strongly	24	28	15	25	26	19	22	32	24	32	23	20	22	11	25	38
Fairly strongly	38	41	42	39	42	37	38	40	39	39	39	36	40	34	42	38
TOTAL STRONGLY	62	69	57	64	68	56	60	72	63	71	62	56	62	45	67	76
Not very strongly	19	17	21	20	17	21	21	14	20	16	20	22	19	28	19	13
Not at all	11	8	12	9	9	15	11	6	11	7	12	14	12	18	9	6
TOTAL NOT VERY STRONGLY/ NOT AT ALL	30	25	33	29	26	36	32	20	31	23	32	36	31	46	28	19
Don't know	7	6	9	6	6	7	8	8	6	7	7	8	7	9	6	5

History of the area

Very strongly	19	20	13	22	19	13	20	29	19	23	17	18	17	14	17	22
Fairly strongly	39	41	37	39	41	37	40	41	42	42	39	37	36	35	40	40
TOTAL STRONGLY	58	61	50	61	60	50	60	70	61	65	56	55	53	49	57	62
Not very strongly	23	21	26	21	22	27	21	16	21	18	23	23	25	26	25	22
Not at all	13	10	15	12	11	17	12	7	12	10	14	13	15	16	12	11
TOTAL NOT VERY STRONGLY/ NOT AT ALL	36	31	41	33	33	44	33	23	33	28	37	36	40	42	37	33
Don't know	7	8	9	6	7	6	8	7	7	8	7	8	7	9	6	5

Accent or dialect

Very strongly	15	13	8	25	15	11	14	31	19	22	12	15	11	10	10	14
Fairly strongly	29	31	27	32	28	29	29	33	34	36	27	30	26	26	25	30
TOTAL STRONGLY	44	44	35	57	43	40	43	64	53	58	39	45	37	36	35	44
Not very strongly	28	29	33	22	31	29	29	18	24	21	31	28	32	30	33	31
Not at all	21	19	23	14	20	24	20	10	17	14	23	19	24	25	26	20
TOTAL NOT VERY STRONGLY/ NOT AT ALL	49	48	56	36	51	53	49	28	41	35	54	47	56	55	59	51
Don't know	7	7	10	6	7	7	8	6	6	7	7	8	7	9	7	5

Cultural traditions

Very strongly	9	8	5	12	9	9	8	12	10	10	6	7	9	9	8	11
Fairly strongly	30	29	26	31	29	24	31	34	32	35	27	29	28	27	27	34
TOTAL STRONGLY	39	37	31	43	38	33	39	46	42	45	33	36	37	36	35	45
Not very strongly	32	36	35	30	34	33	31	28	32	28	36	33	32	32	34	31
Not at all	20	18	24	19	20	24	20	14	18	17	22	20	23	22	23	18
TOTAL NOT VERY STRONGLY/ NOT AT ALL	52	54	59	49	54	57	51	42	50	45	58	53	55	54	57	49
Don't know	9	9	10	8	8	9	9	11	8	9	8	10	8	10	8	7

Diverse cultural life

Very strongly	7	4	5	6	5	6	8	6	8	6	5	5	5	16	6	5
Fairly strongly	24	20	23	24	23	19	25	25	24	25	20	24	20	33	20	21
TOTAL STRONGLY	31	24	28	30	28	25	33	31	32	31	26	29	25	49	26	26
Not very strongly	35	39	35	36	36	36	34	39	36	35	36	34	36	24	38	38
Not at all	25	28	27	26	28	31	22	22	25	25	29	26	30	18		

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017		EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME	
	Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Local sports teams																					
Very strongly	10	10	11	6	9	11	13	7	10	9	11	8	9	10	8	7	9	15	10	9	
Fairly strongly	20	22	21	21	21	21	23	18	20	21	20	20	21	20	18	19	20	24	21	20	
TOTAL STRONGLY	30	32	32	27	30	32	36	25	30	30	31	28	30	30	26	26	29	39	31	29	
Not very strongly	29	32	27	31	29	30	27	30	25	27	30	33	29	29	28	32	29	26	29	28	
Not at all	33	31	35	38	36	31	30	37	32	32	34	35	35	31	37	36	33	28	34	31	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	62	63	62	69	65	61	57	67	57	59	64	68	64	60	65	68	62	54	63	59	
Don't know	8	5	7	4	6	7	7	8	13	10	5	4	6	10	10	7	8	7	7	12	
Locally produced food or drinks																					
Very strongly	10	12	9	9	9	12	10	11	9	9	11	12	10	10	7	11	10	11	10	10	
Fairly strongly	30	32	31	30	31	31	29	31	26	29	31	32	30	30	21	32	29	33	30	26	
TOTAL STRONGLY	40	44	40	39	40	43	39	42	35	38	42	44	40	40	28	43	39	44	40	36	
Not very strongly	32	32	31	34	33	31	32	31	29	30	33	33	32	30	33	31	32	31	32	28	
Not at all	21	19	21	22	21	19	22	19	22	21	19	21	20	29	20	21	17	20	24		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	53	51	52	56	54	50	54	50	51	54	52	53	50	62	51	53	48	52	52		
Don't know	8	5	7	5	6	7	7	8	14	10	4	4	6	10	10	7	9	8	7	13	
Locally produced objects or clothes																					
Very strongly	6	7	6	4	5	7	6	6	6	5	7	7	6	6	5	6	5	7	6	7	
Fairly strongly	22	24	21	21	22	23	21	22	18	21	22	23	21	22	15	22	22	24	22	20	
TOTAL STRONGLY	28	31	27	25	27	30	27	28	24	26	29	30	27	28	20	28	27	31	28	27	
Not very strongly	36	38	36	39	38	37	37	35	31	34	38	40	39	37	34	36	36	37	37	30	
Not at all	28	26	28	31	28	25	29	26	30	28	27	26	29	35	28	33	32	27	31	29	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	64	64	64	70	66	62	66	61	62	65	66	66	60	69	64	64	60	65	59		
Don't know	9	5	9	6	7	8	8	10	15	11	5	5	7	11	11	8	9	9	8	14	
Local music or dance																					
Very strongly	5	4	6	3	5	5	5	4	6	5	4	4	4	5	5	4	4	6	4	7	
Fairly strongly	17	16	18	14	17	17	17	17	17	18	17	15	16	17	15	16	15	20	17	17	
TOTAL STRONGLY	22	20	24	17	22	22	21	23	23	21	19	20	20	20	19	19	26	21	24		
Not very strongly	38	43	37	42	40	40	37	39	30	35	41	46	39	37	36	40	39	38	39	31	
Not at all	31	31	31	35	31	30	32	30	31	31	33	31	33	29	33	33	32	31	31	30	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	69	74	68	77	71	70	69	69	61	66	74	77	72	66	69	73	71	65	70	61	
Don't know	9	6	8	5	7	8	8	10	15	12	6	5	7	11	11	8	10	9	9	15	
Local poetry or literature																					
Very strongly	4	4	5	3	4	4	4	4	5	4	5	4	4	4	4	4	5	4	5	7	
Fairly strongly	16	16	18	15	17	17	16	17	14	17	16	17	16	16	15	15	16	19	16	18	
TOTAL STRONGLY	20	20	23	18	21	21	20	21	19	21	21	21	20	20	19	19	19	24	20	25	
Not very strongly	38	43	38	43	40	39	38	38	31	35	41	45	39	37	36	39	39	38	39	30	
Not at all	32	31	31	34	31	32	34	30	34	32	33	30	33	31	33	33	32	32	3		

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Total	Education Level						Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town					
		None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town	
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939	
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Local sports teams																										
Very strongly	10	12	12	11	10	8	8	9	11	9	8	10	7	7	14	12	10	7	7	5	3	10	11	10	9	
Fairly strongly	20	18	23	21	22	20	20	20	20	21	20	21	19	16	22	24	21	20	15	12	10	20	22	21	22	
TOTAL STRONGLY	30	30	35	32	32	28	28	29	31	30	28	31	26	23	36	36	31	27	22	17	13	30	33	31	31	
Not very strongly	29	32	30	29	29	31	28	31	29	29	28	28	32	33	28	29	30	31	27	23	19	26	29	29	30	
Not at all	33	27	29	30	32	35	39	33	29	32	39	32	36	38	28	29	31	37	43	51	30	34	30	34	32	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	62	59	59	59	61	66	67	64	58	61	67	60	68	71	56	58	61	68	70	74	49	60	59	63	62	
Don't know	8	12	6	9	7	6	5	6	9	9	5	8	6	6	8	5	7	5	7	9	38	9	8	7	7	
Locally produced food or drinks																										
Very strongly	10	12	12	11	10	12	9	11	11	11	9	9	12	16	14	10	10	9	8	7	5	8	9	10	12	
Fairly strongly	30	28	29	29	30	33	31	31	29	30	31	28	37	36	30	32	31	31	29	23	15	24	29	30	32	
TOTAL STRONGLY	40	40	41	40	40	45	40	42	40	41	40	37	49	52	44	42	41	40	37	30	20	32	38	40	44	
Not very strongly	32	30	35	31	31	32	33	31	31	30	33	32	29	27	30	35	33	32	29	27	21	32	32	33	32	
Not at all	21	18	17	20	21	19	22	21	19	20	22	22	17	16	19	18	18	22	27	34	21	26	21	21	17	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	53	48	52	51	52	51	55	52	50	50	55	54	46	43	49	53	51	54	56	61	42	58	53	54	49	
Don't know	8	12	7	9	8	5	5	6	9	9	5	8	5	5	7	5	8	5	7	9	38	10	8	7	7	
Locally produced objects or clothes																										
Very strongly	6	8	8	6	5	8	5	6	7	6	5	6	6	8	9	6	6	4	5	5	3	5	6	6	7	
Fairly strongly	22	20	23	21	22	23	21	22	21	22	21	21	24	26	23	23	22	19	15	12	18	21	21	23		
TOTAL STRONGLY	28	28	31	27	27	31	26	28	28	26	27	30	34	32	29	29	26	24	20	15	23	27	30			
Not very strongly	36	36	37	35	36	35	37	37	36	35	35	36	38	36	35	40	37	38	33	28	22	34	36	36	38	
Not at all	28	22	24	28	27	27	31	28	26	27	31	28	26	24	25	26	30	35	42	24	32	27	28	24		
TOTAL NOT VERY STRONGLY/ NOT AT ALL	64	58	61	63	63	62	68	65	62	62	68	64	64	60	65	63	68	70	46	66	63	64	62			
Don't know	9	13	8	10	9	6	5	7	10	10	5	9	6	6	8	6	8	6	7	11	39	11	10	9	8	
Local music or dance																										
Very strongly	5	5	6	4	5	5	4	4	5	5	4	5	3	4	6	4	5	5	3	4	5	5	5	5		
Fairly strongly	17	17	20	17	18	19	16	15	17	17	16	17	14	16	18	17	17	16	14	11	19	17	16	17		
TOTAL STRONGLY	22	22	26	21	23	24	20	19	22	22	20	17	20	21	21	22	20	19	14	25	22	21	22			
Not very strongly	38	38	40	39	37	39	39	40	39	37	39	37	43	42	38	42	40	39	35	29	21	35	38	38	41	
Not at all	31	27	29	30	31	30	34	34	29	31	34	31	33	31	29	31	29	34	37	41	26	30	31	33	29	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	69	65	69	69	68	73	74	68	73	68	76	73	67	73	69	73	72									

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Local sports teams																
Very strongly	10	10	9	14	9	8	12	18	15	13	9	9	7	8	6	7
Fairly strongly	20	19	18	25	20	21	24	24	26	23	21	20	19	18	17	20
TOTAL STRONGLY	30	29	27	39	29	29	36	42	41	36	30	29	26	26	23	27
Not very strongly	29	30	29	26	30	31	27	25	26	26	28	30	32	28	32	31
Not at all	33	32	35	28	33	31	30	24	28	30	35	31	33	37	38	36
TOTAL NOT VERY STRONGLY/ NOT AT ALL	62	62	64	54	63	62	57	49	54	56	63	61	65	65	70	67
Don't know	8	8	9	7	7	8	8	9	7	8	7	9	8	10	7	6
Locally produced food or drinks																
Very strongly	10	11	5	10	11	8	10	11	10	12	11	8	10	7	8	16
Fairly strongly	30	33	24	30	32	24	31	33	32	35	28	29	28	21	30	37
TOTAL STRONGLY	40	44	29	40	43	32	41	44	42	47	39	37	38	28	38	53
Not very strongly	32	33	34	33	34	35	30	34	32	29	32	32	33	33	33	26
Not at all	21	16	26	20	17	25	20	13	20	16	21	22	29	22	15	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	53	49	60	53	51	60	50	47	52	45	53	53	55	62	55	41
Don't know	8	7	10	7	7	8	8	9	7	9	8	9	8	10	7	6
Locally produced objects or clothes																
Very strongly	6	6	3	8	6	4	6	7	8	7	5	6	6	5	4	8
Fairly strongly	22	23	19	23	21	18	23	24	22	26	22	21	21	15	20	27
TOTAL STRONGLY	28	29	22	31	27	22	29	31	30	33	27	27	27	20	24	35
Not very strongly	36	38	35	35	39	38	35	36	38	35	36	36	37	34	37	35
Not at all	28	23	32	25	25	33	27	21	25	22	28	27	29	35	31	23
TOTAL NOT VERY STRONGLY/ NOT AT ALL	64	61	67	60	64	71	62	57	63	57	64	63	66	69	68	58
Don't know	9	9	11	9	8	7	9	11	8	9	9	10	9	11	8	6
Local music or dance																
Very strongly	5	5	2	6	4	5	5	7	7	4	4	4	3	5	4	5
Fairly strongly	17	20	13	19	15	13	18	21	20	19	13	17	13	15	15	19
TOTAL STRONGLY	22	25	15	25	19	18	23	28	27	23	17	21	16	20	19	24
Not very strongly	38	40	36	39	41	37	38	38	37	39	39	39	42	36	38	39
Not at all	31	27	35	28	32	37	29	24	27	28	35	30	33	33	35	29
TOTAL NOT VERY STRONGLY/ NOT AT ALL	69	67	71	67	73	74	67	62	64	67	74	69	75	69	73	68
Don't know	9	9	13	9	8	8	10	10	8	9	9	11	9	11	8	7
Local poetry or literature																
Very strongly	4	4	3	5	4	5	4	6	5	4	3	4	4	3	5	5
Fairly strongly	16	15	14	18	16	13	18	20	18	19	14	17	14	15	15	17
TOTAL STRONGLY	20	19	17	23	20	18	22	26	23	23	17	21	18	19	18	22
Not very strongly	38	42	34	37	40	38	37	36	39	37	39	38	40	36	39	40
Not at all	32	29	38	32	32	33	30	28	30	30	34	30	34	33	35	31
TOTAL NOT VERY STRONGLY/ NOT AT ALL	70	71	72	69	72	71	67	64	69	67	73	68	74	69	74	71
Don't know	9	9	11	8	9	10	11	10	8	10	9	11	9	11	8	7
People share my values and outlook																
Very strongly	12	11	8	14	11	12	12	12	13	13	10	10	12	12	11	11
Fairly strongly	38	39	32	37	38	34	36	37	39	40	36	34	37	41	39	40
TOTAL STRONGLY	50	50	40	51	49	46	48	49	52	53	46	44	49	53	50	51
Not very strongly	26	26	35	26	28	25	28	28	26	26	30	30	26	22	27	27
Not at all	14	13	13	14	13	20	14	11	13	12	15	15	16	14	15	14
TOTAL NOT VERY STRONGLY/ NOT AT ALL	40	39	48	40	41	45	42	39	39	38	45	45	42	36	42	41
Don't know	9	11	11	10	9	9	10	11	9	10	9	11	10	10	9	8
People share my religion																
Very strongly	5	6	5	7	5	5	6	7	7	5	5	6				

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People share my ethnicity and heritage

Very strongly	10	13	7	5	6	14	10	9	8	8	11	12	9	11	9	9	9	11	10	10
Fairly strongly	26	31	24	22	24	29	26	26	25	24	27	29	26	26	22	26	26	29	26	26
TOTAL STRONGLY	36	44	31	27	30	43	36	35	33	32	38	41	35	37	31	35	35	40	36	36
Not very strongly	31	31	32	37	34	29	31	30	27	30	31	32	31	30	32	31	31	30	31	30
Not at all	25	19	29	31	29	20	24	25	26	25	26	23	27	22	28	26	24	22	25	24
TOTAL NOT VERY STRONGLY/ NOT AT ALL	56	50	61	68	63	49	55	55	53	55	57	55	58	52	60	57	55	52	56	54
Don't know	9	6	8	5	7	8	8	10	14	12	5	4	7	11	9	8	10	9	8	11

Thinking again about your local area, are there other areas or places that you would consider to be "rivals"?

Yes, there is	22	22	24	23	24	22	25	19	26	21	22	22	23	20	14	21	20	30	22	18
No, there is not	55	57	55	58	57	56	53	57	52	56	56	54	56	54	62	57	56	49	56	50
Not sure	23	21	21	18	19	22	21	24	23	23	22	23	20	26	24	22	24	21	22	31

Do the rival places you named include (please tick all that apply)

[Asked only to respondents who said there are other places they consider to be "rivals"; n=4603]	A different neighbourhood in the same city or town	14	11	15	9	12	13	14	14	21	15	12	9	13	16	50	9	12	10	12	32
	A different village, town or city	53	50	55	57	55	50	54	52	57	59	50	44	54	51	28	53	58	57	54	44
	A different county	36	45	30	34	34	40	37	34	25	30	38	49	36	35	19	42	34	35	37	20
	A different region of England	21	26	17	20	19	25	22	20	16	14	23	36	21	21	16	22	21	22	22	16
	A different nation within the UK	6	7	4	4	5	7	6	5	4	4	7	8	5	7	6	6	5	5	6	5
	A different nation outside the UK	3	3	3	3	3	3	4	2	3	3	3	4	3	3	5	3	3	3	3	3
	None of these	2	1	3	2	2	2	2	2	2	2	3	2	2	3	3	2	2	2	2	5
	Don't know	2	1	2	1	2	2	2	2	2	3	1	1	2	2	3	2	2	2	1	

How strongly or weakly held do you think that local

rivalry is in your local area?

[Asked only to respondents who said there are other places they consider to be "rivals"; n=4603]	Very strongly	10	9	12	4	9	11	12	8	11	11	11	6	10	11	8	8	10	13	10	16
	Fairly strongly	36	35	39	37	36	37	38	33	35	39	36	33	35	37	31	30	35	44	37	29
	TOTAL STRONGLY	46	44	51	41	45	48	50	41	46	50	47	39	45	48	39	38	45	57	47	45
	Fairly weakly	33	34	31	38	35	30	33	32	34	33	31	33	34	30	32	35	37	29	33	31
	Very weakly	11	13	10	12	11	11	9	13	11	9	11	15	12	10	20	14	8	8	11	14
	TOTAL WEAKLY	44	47	41	50	46	41	42	45	45	42	42	48	46	40	52	49	45	37	44	45
	Don't know	10	10	8	9	9	11	8	13	8	9	11	13	9	12	10	13	11	7	10	10

How much opportunity do you have to influence the

decisions that affect your life?

A lot	9	9	9	9	9	9	9	9	14	11	8	6	10	9	11	9	9	9	9	12

<tbl_r cells="21

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Education Level								Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town	
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939	
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
People share my ethnicity and heritage																										
Very strongly	10	14	11	11	9	9	8	10	12	9	8	9	10	11	16	12	9	7	6	5	4	9	10	9	10	
Fairly strongly	26	23	31	27	27	29	25	26	26	27	25	26	29	27	27	33	27	25	20	16	12	24	26	26	27	
TOTAL STRONGLY	36	37	42	38	36	38	33	36	38	36	33	35	39	38	43	45	36	32	26	21	16	33	36	35	37	
Not very strongly	31	30	28	30	32	32	32	29	30	30	32	31	31	29	29	30	32	35	32	26	18	31	31	30	30	
Not at all	25	22	23	22	23	23	30	27	22	24	30	25	23	25	21	19	23	28	36	43	25	27	24	25	24	
TOTAL NOT VERY STRONGLY/ NOT AT ALL	56	52	51	52	55	55	62	56	52	54	62	56	54	54	50	49	55	63	68	69	43	58	55	55	54	
Don't know	9	12	7	11	8	7	5	7	10	10	5	9	7	7	8	7	9	6	6	6	10	41	10	10	8	9
Thinking again about your local area, are there other areas or places that you would consider to be "rivals"?																										
Yes, there is	22	17	18	20	24	22	24	24	19	23	24	22	21	22	23	25	21	25	19	17	12	18	25	24	23	
No, there is not	55	55	57	56	55	55	57	56	56	53	57	55	59	58	57	55	56	55	52	39	58	52	54	54	54	
Not sure	23	28	25	24	22	22	19	20	25	24	19	23	20	20	20	22	19	26	31	50	24	23	23	23		
Do the rival places you named include (please tick all that apply)																										
[Asked only to respondents who said there are other places they consider to be "rivals"; n=4603]																										
A different neighbourhood in the same city or town	14	15	12	12	16	14	14	11	13	15	14	15	8	5	14	12	13	13	21	21	20	32	12	11	7	
A different village, town or city	53	45	58	50	56	55	54	52	50	54	54	55	44	37	52	55	54	53	46	46	46	43	61	61	54	
A different county	36	31	36	36	34	38	34	45	35	37	34	32	49	59	38	39	37	33	31	26	21	22	32	33	41	
A different region of England	21	21	22	20	20	26	21	24	21	22	21	19	27	33	22	23	21	19	20	21	10	17	18	21	23	
A different nation within the UK	6	8	4	6	6	6	5	6	6	6	6	5	6	7	6	5	6	6	9	0	6	5	5	6		
A different nation outside the UK	3	3	2	3	4	2	3	4	3	3	3	3	4	5	5	3	2	2	4	11	6	3	3	3		
None of these	2	7	4	3	2	1	2	1	4	1	2	2	2	1	1	2	2	2	5	10	4	1	2	1		
Don't know	2	5	0	2	2	2	1	1	3	2	1	2	2	1	2	2	2	1	2	2	8	3	2	2		
How strongly or weakly held do you think that local rivalry is in your local area?																										
[Asked only to respondents who said there are other places they consider to be "rivals"; n=4603]																										
Very strongly	10	11	8	10	12	8	9	9	10	11	9	11	7	7	13	9	9	8	11	13	10	10	14	8	8	
Fairly strongly	36	41	43	38	37	33	34	35	39	35	34	37	33	30	40	37	36	36	32	28	25	38	37	36	36	
TOTAL STRONGLY	46	52	51	48	49	41	43	44	49	46	43	48	40	37	53	46	45	44	43	41	35	48	51	44	44	
Fairly weakly	33	21	29	32	32	33	36	35	29	33	36	32	34	36	26	32	34	37	35	30	26	29	31	35	36	
Very weakly	11	14	13	9	9	11	12	14	10	11	12	10	13	17	10	11	11	12	13	9	23	14	9	8	9	
TOTAL WEAKLY	44	35	42	41	41	44	48	49	39	44	48	42	47	53	36	43	45	49	48	39	49	43	40	43	45	
Don't know	10	14	7	12	10	15	8	7	11	11	8	10	13	10	9	11	10	7	9	20	15	9	9	12	11	
How much opportunity do you have to influence the decisions that affect your life?																										
A lot	9	9	9	9	10	10	9	8	9	9	9	9	8	10	10	8	10	9	9	12	9	10	10	9	8	
A fair amount	31	24	28	28	34	34	35																			

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
People share my ethnicity and heritage																
Very strongly	10	10	6	13	9	9	9	10	10	11	9	10	9	9	9	10
Fairly strongly	26	26	25	27	27	26	27	30	29	28	26	25	25	22	26	26
TOTAL STRONGLY	36	36	31	40	36	35	36	40	39	39	35	35	34	31	35	36
Not very strongly	31	31	32	30	31	34	31	29	30	29	32	31	32	32	30	30
Not at all	25	22	26	22	25	24	24	21	23	23	25	24	25	28	26	26
TOTAL NOT VERY STRONGLY/ NOT AT ALL	56	53	58	52	56	58	55	50	53	52	57	55	57	60	56	56
Don't know	9	10	12	9	8	7	9	10	8	10	9	11	9	9	8	8
Thinking again about your local area, are there other areas or places that you would consider to be "rivals"?																
Yes, there is	22	26	19	29	19	16	27	35	29	27	22	17	19	14	20	24
No, there is not	55	50	57	48	58	60	51	45	48	52	54	58	57	62	58	54
Not sure	23	24	24	23	23	24	22	20	22	21	23	25	24	24	22	22
Do the rival places you named include (please tick all that apply)																
[Asked only to respondents who said there are other places they consider to be "rivals"; n=4603]																
A different neighbourhood in the same city or town	14	10	18	11	12	19	9	10	10	9	11	13	12	50	11	6
A different village, town or city	53	58	51	60	58	57	64	69	62	42	54	63	53	28	62	43
A different county	36	40	28	28	36	25	32	25	30	47	43	23	41	19	32	53
A different region of England	21	25	18	17	18	16	18	16	22	26	21	20	22	16	25	19
A different nation within the UK	6	4	6	4	5	6	4	5	6	4	3	8	6	6	6	8
A different nation outside the UK	3	3	3	1	2	1	3	1	4	3	4	1	2	5	3	5
None of these	2	2	2	1	2	2	1	2	2	1	2	4	2	3	2	1
Don't know	2	1	0	4	2	1	1	2	2	1	3	3	1	3	2	2
How strongly or weakly held do you think that local rivalry is in your local area?																
[Asked only to respondents who said there are other places they consider to be "rivals"; n=4603]																
Very strongly	10	9	7	12	9	16	16	22	11	9	10	10	13	8	8	5
Fairly strongly	36	35	26	45	38	26	37	49	43	42	36	33	29	31	28	33
TOTAL STRONGLY	46	44	33	57	47	42	53	71	54	51	46	43	42	39	36	38
Fairly weakly	33	36	44	27	33	42	30	19	30	33	35	38	35	32	32	39
Very weakly	11	11	15	7	11	9	7	4	9	8	9	8	13	20	16	11
TOTAL WEAKLY	44	47	59	34	44	51	37	23	39	41	44	46	48	52	48	50
Don't know	10	9	8	8	9	7	10	5	8	9	10	12	10	10	16	12
How much opportunity do you have to influence the decisions that affect your life?																
A lot	9	8	9	9	8	13	10	8	9	9	10	9	9	11	8	11
A fair amount	31	30	33	30	31	32	33	28	31	33	31	31	32	32	32	31
TOTAL A LOT/ FAIR AMOUNT	40	38	42	39	39	45	43	36	40	42	41	40	43	40	42	
Not very much	40	39	39	40	44	36	37	40	40	41	40	38	41	38	43	41
None at all	12	15	12	14	12	13	11	13	13	12	12	13	12	12	11	12
TOTAL NOT VERY MUCH/ NONE AT ALL	52	54	51	54	56	49	48	53	53	53	52	51	53	50	54	53
Don't know	7	7	7	8	5	6	9	10	7	6	6	9	6	8	5	5

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region			Ethnicity			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much opportunity do you have to influence the decisions that affect the place that you live?

A lot	4	4	4	3	4	4	4	3	5	4	3	2	4	4	4	3	3	4	6	
A fair amount	17	17	17	21	19	16	16	17	20	17	16	16	18	15	18	17	17	16	17	19
TOTAL A LOT/ FAIR AMOUNT	21	21	21	24	23	20	20	20	25	21	19	18	22	19	22	21	20	19	21	25
Not very much	52	56	53	58	56	52	52	52	44	49	55	59	54	49	49	54	51	52	53	43
None at all	21	19	20	17	16	23	22	20	18	21	22	20	18	24	20	19	21	22	21	20
TOTAL NOT VERY MUCH/ NONE AT ALL	73	75	73	75	72	75	74	72	62	70	77	79	72	73	69	73	72	74	74	63
Don't know	7	4	6	3	5	5	7	7	13	9	3	2	5	8	7	6	7	7	6	12

How much influence do you think people in your area have on the decisions central government make that affect the place where you live?

A lot	2	1	2	1	1	2	2	2	3	2	1	1	2	2	3	2	1	2	1	4
A fair amount	10	10	11	9	11	9	11	10	16	11	8	8	11	10	14	10	10	9	10	17
TOTAL A LOT/ FAIR AMOUNT	12	11	13	10	12	11	13	12	19	13	9	9	13	12	17	12	11	11	11	21
Not very much	48	53	47	54	53	47	47	49	43	45	50	54	51	44	47	50	48	45	49	41
None at all	30	30	31	31	27	35	32	28	20	29	35	33	29	32	23	30	30	34	31	21
TOTAL NOT VERY MUCH/ NONE AT ALL	78	83	78	85	80	82	79	77	63	74	85	87	80	76	70	80	78	79	80	62
Don't know	10	6	9	5	8	7	8	11	18	13	6	4	8	12	12	9	11	10	9	17

How much influence do you think people in your area have on the decisions local government make that affect the place where you live?

A lot	2	2	3	2	2	2	2	2	4	2	2	1	2	2	3	2	2	2	5	
A fair amount	21	21	22	26	25	18	21	20	28	20	18	22	23	18	25	21	19	20	24	
TOTAL A LOT/ FAIR AMOUNT	23	23	25	28	27	20	23	22	32	22	20	23	25	20	28	23	21	21	22	29
Not very much	49	53	49	53	52	50	48	49	38	46	54	54	51	46	45	50	49	48	50	41
None at all	19	18	18	14	13	23	20	17	12	19	20	18	16	21	15	18	19	21	19	14
TOTAL NOT VERY MUCH/ NONE AT ALL	68	71	67	67	65	73	68	66	50	65	74	72	67	67	60	68	68	69	69	55
Don't know	10	6	9	5	8	7	9	11	18	13	6	4	8	13	12	9	11	10	9	17

And how much influence do you think people in your area have on decisions that businesses that employ people in your local area make?

A lot	1	1	1	1	1	1	1	1	3	1	1	1	1	1	2	1	1	1	4	
A fair amount	15	15	16	15	16	14	15	15	22	16	12	13	16	14	15	16	14	15	15	19
TOTAL A LOT/ FAIR AMOUNT	16	16	17	16	17	15	16	16	25	17	13	14	17	15	17	17	15	16	16	23
Not very much	46	50	45	50	49	46	46	46	39	43	49	51	48	43	44	47	45	45	47	38
None at all	23	22	24	24	21	26	25	21	14	22	28	24	22	24	22	24	24	24	24	18
TOTAL NOT VERY MUCH/ NONE AT ALL	69	72	69	74	70	72	71	67	53	65	77	75	70	67	66	69	69	71	56	
Don't know	15	11	14	10																

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Education Level							Education Level 2		Living in Urban / Rural /			How you think of yourself							Type of city / town					
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much opportunity do you have to influence the decisions that affect the place that you live?

A lot	4	4	3	4	4	4	4	4	4	4	4	4	2	4	4	3	4	3	4	4	4	4	4	4	3
A fair amount	17	13	14	13	18	19	19	18	13	18	19	16	19	20	16	18	17	19	17	10	18	16	15	14	14
TOTAL A LOT/ FAIR AMOUNT	21	17	17	17	22	23	23	22	17	22	23	20	21	24	20	19	22	20	23	21	14	22	20	19	17
Not very much	52	49	53	50	51	52	56	56	51	50	56	51	55	55	48	56	54	58	51	43	29	49	51	53	55
None at all	21	26	25	25	20	20	17	18	25	20	17	21	19	17	26	21	18	17	22	26	21	21	22	21	21
TOTAL NOT VERY MUCH/ NONE AT ALL	73	75	78	75	71	72	73	74	76	70	73	72	74	74	77	72	75	73	69	50	70	72	75	76	
Don't know	7	7	5	7	7	5	5	4	7	8	5	7	4	4	5	4	6	5	5	9	36	8	8	7	6

How much influence do you think people in your area have on the decisions central government make that affect the place where you live?

A lot	2	2	2	2	2	2	1	1	2	2	1	2	1	1	2	1	2	1	2	2	2	2	2	1	
A fair amount	10	9	11	10	12	11	11	8	10	11	11	11	8	9	10	9	11	10	13	11	6	13	10	10	8
TOTAL A LOT/ FAIR AMOUNT	12	11	13	12	14	13	12	9	12	13	12	13	9	10	12	10	13	11	15	13	8	15	12	12	9
Not very much	48	43	51	46	46	47	52	53	46	46	52	47	50	50	44	50	50	53	45	41	27	47	47	48	49
None at all	30	34	29	32	29	32	28	32	32	30	28	30	32	32	36	33	27	28	31	31	22	26	30	32	32
TOTAL NOT VERY MUCH/ NONE AT ALL	78	77	80	78	75	79	80	85	78	76	80	77	82	82	80	83	77	81	76	72	49	73	77	80	81
Don't know	10	13	7	10	11	7	7	6	11	11	7	11	8	7	7	7	10	7	9	14	44	12	11	9	9

How much influence do you think people in your area have on the decisions local government make that affect the place where you live?

A lot	2	2	2	2	2	3	2	1	2	2	2	2	1	2	2	2	3	3	3	3	3	2	2	2	
A fair amount	21	14	16	17	22	22	25	22	16	21	25	21	21	22	17	20	22	23	23	23	10	24	20	19	20
TOTAL A LOT/ FAIR AMOUNT	23	16	18	19	24	25	27	23	18	23	27	23	22	24	19	22	24	26	26	13	27	22	21	22	
Not very much	49	46	51	48	47	48	51	53	48	47	51	48	52	52	47	52	49	54	48	41	26	45	48	51	49
None at all	19	24	22	22	17	20	15	18	23	18	15	19	18	17	26	19	17	13	18	20	16	17	20	19	20
TOTAL NOT VERY MUCH/ NONE AT ALL	68	70	73	70	64	68	66	71	71	65	66	67	70	69	73	71	66	67	66	61	42	62	68	70	69
Don't know	10	14	8	10	11	7	7	6	11	12	7	11	8	7	8	7	10	7	8	14	45	12	11	9	10

And how much influence do you think people in your area have on decisions that businesses that employ people in your local area make?

A lot	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1

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Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much opportunity do you have to influence the decisions that affect the place that you live?

A lot	4	3	6	3	4	4	4	3	4	3	4	3	4	4	4	5
A fair amount	17	14	12	14	16	15	17	14	16	17	17	17	16	18	18	18
TOTAL A LOT/ FAIR AMOUNT	21	17	18	17	20	19	21	17	20	20	21	20	20	22	22	23
Not very much	52	53	53	52	55	52	50	53	51	52	52	51	53	49	54	54
None at all	21	23	20	23	20	23	20	22	23	22	21	22	20	19	19	19
TOTAL NOT VERY MUCH/ NONE AT ALL	73	76	73	75	75	70	75	74	74	73	73	73	69	73	73	73
Don't know	7	7	9	8	6	5	9	9	7	7	7	8	7	7	5	5

How much influence do you think people in your area have on the decisions central government make that affect the place where you live?

A lot	2	2	2	2	1	2	1	2	2	1	1	1	1	3	1	2
A fair amount	10	8	9	10	10	10	11	9	10	9	9	10	9	14	11	9
TOTAL A LOT/ FAIR AMOUNT	12	10	11	12	11	12	12	11	12	10	10	11	10	17	12	11
Not very much	48	47	50	43	51	42	49	41	44	49	48	48	50	47	50	50
None at all	30	31	29	37	30	35	27	38	34	32	32	28	30	23	28	31
TOTAL NOT VERY MUCH/ NONE AT ALL	78	78	79	80	81	77	76	79	78	81	80	76	80	70	78	81
Don't know	10	11	10	9	9	12	12	10	9	10	10	10	13	9	12	9

How much influence do you think people in your area have on the decisions local government make that affect the place where you live?

A lot	2	2	3	1	1	3	2	2	1	3	2	2	2	3	2	2
A fair amount	21	15	16	16	22	18	22	17	20	19	19	19	20	25	23	21
TOTAL A LOT/ FAIR AMOUNT	23	17	19	17	23	21	24	18	23	21	21	22	28	25	23	
Not very much	49	51	53	49	49	46	47	48	47	50	50	48	51	45	51	50
None at all	19	21	19	24	19	23	17	22	22	20	19	18	15	16	19	19
TOTAL NOT VERY MUCH/ NONE AT ALL	68	72	72	73	68	69	64	70	69	70	70	67	69	60	67	69
Don't know	10	10	9	9	9	10	12	11	9	10	10	13	9	12	9	8

And how much influence do you think people in your area have on decisions that businesses that employ people in your local area make?

A lot	1	2	2	1	1	2	1	1	1	1	1	1	1	2	1	1
A fair amount	15	14	14	14	16	16	17	13	15	14	15	14	14	15	16	17
TOTAL A LOT/ FAIR AMOUNT	16	16	16	15	17	18	18	14	16	15	16	15	15	17	17	18
Not very much	46	47	45	42	48	42	44	45	44	48	46	44	48	44	47	48
None at all	23	23	23	28	24	27	21	26	25	23	25	24	23	22	21	22
TOTAL NOT VERY MUCH/ NONE AT ALL	69	70	68	70	72	69	65	71	69	71	71	68	71	66	68	70
Don't know	15	15	16	15	13	13	16	16	14	15	14	14	17	14	14	13

Sample Size: 20081 English Adults
Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region			Ethnicity			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865

How much do you agree or disagree with this statement?

Politicians in Westminster reflect the concerns of people in my part of the country.

Strongly agree	1	1	1	1	1	1	1	3	1	1	0	1	1	2	1	1	1	1	3	
Tend to agree	12	14	11	13	14	10	13	11	16	12	9	11	13	10	19	13	9	8	11	17
TOTAL AGREE	13	15	12	14	15	11	14	12	19	13	10	11	14	11	21	14	10	9	12	20
Tend to disagree	36	42	34	43	39	36	35	37	33	33	36	42	39	32	36	38	36	33	37	29
Strongly disagree	36	31	42	35	33	41	39	34	23	35	44	38	34	39	27	33	38	45	37	28
TOTAL DISAGREE	72	73	76	78	72	77	74	71	56	68	80	80	73	71	63	71	74	78	74	57
Don't know	15	12	12	9	12	12	12	18	26	19	10	9	13	18	17	15	16	13	14	23

Would you support or oppose introducing an English Parliament, similar to the Welsh Assembly or Scottish Parliament?

Strongly support	13	20	9	10	7	21	17	10	9	10	17	17	13	14	10	15	14	12	14	7
Tend to support	28	32	26	29	27	31	29	27	22	26	29	32	28	27	23	28	29	29	29	20
TOTAL SUPPORT	41	52	35	39	34	52	46	37	31	36	46	49	41	41	33	43	43	41	43	27
Tend to oppose	15	14	18	22	21	11	16	14	16	15	15	15	18	12	18	15	14	14	15	17
Strongly oppose	9	9	10	12	12	7	11	7	8	8	10	10	10	7	11	9	8	9	9	11
TOTAL OPPOSE	24	23	28	34	33	18	27	21	24	23	25	25	28	19	29	24	22	23	24	28
Don't know	35	25	37	28	33	29	27	43	46	40	29	26	31	41	37	34	35	36	34	44

Which of the following reflects your view?

It is more important to me that the Union between England, Scotland, Wales and Northern Ireland is maintained, even if it means putting it before the interests of England	38	35	46	57	53	29	40	37	45	37	36	39	43	31	42	39	35	37	38	41
It is more important to me that the interests of England are prioritised, even if it were to put the Union between England, Scotland, Wales and Northern Ireland at risk	24	34	17	12	13	36	27	21	18	22	27	27	23	26	19	25	26	24	25	18
Neither	21	20	22	21	22	21	20	22	15	20	24	24	21	22	21	22	22	21	22	19
Don't know	16	11	15	10	13	13	13	19	22	20	13	10	13	21	18	15	16	18	16	21

Thinking about the amount of money that is raised and spent by local and national government, which of the following reflects your view?

More money should be raised and spent by local government, and less by national government	37	38	40	41	38	40	38	37	33	36	38	41	37	37	31	36	38	41	38	33
More money should be raised and spent by national government, and less by local government	17	17	19	17	18	18	20	14	14	16	19	19	18	16	17	18	16	17	17	20
The current balance between local and national government spending is about right	15	21	10	17	15	16	17	13	14	13	16	18	17	12	18	16	14	12	15	13
Don't know	31	24	30	25	29	27	25	36	39	35	28	22	28	35	34	30	31	30	30	34

Would you support or oppose a combined authority for your area?

Strongly support	10	9	11	10	10	10	12	8	11	9	9	11	10	10	11	9	8	12	9	14
Tend to support	38	41	38	41	42	37	39	37	38	36	38	42	40	35	37	38	38	38	38	35
TOTAL SUPPORT	48	50	49	51	52	47	51	45	49	45	47	53	50	45	48	47	4			

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Education Level							Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you agree or disagree with this statement?

Politicians in Westminster reflect the concerns of people in my part of the country.

Strongly agree	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	2	1	1	2	1	1	1	1	
Tend to agree	12	8	9	10	13	12	15	10	9	11	15	12	10	12	10	11	12	14	15	11	7	16	11	11	9
TOTAL AGREE	13	9	10	11	14	13	16	10	10	12	16	13	10	13	11	12	13	15	17	12	8	18	12	12	10
Tend to disagree	36	31	37	35	37	37	39	38	34	35	39	35	38	39	32	40	37	41	32	28	19	35	35	36	36
Strongly disagree	36	40	38	38	34	37	34	41	39	36	34	36	39	38	45	37	33	34	39	40	23	31	37	39	38
TOTAL DISAGREE	72	71	75	73	71	74	73	79	73	71	73	71	77	77	77	70	75	71	68	42	66	72	75	74	
Don't know	15	19	15	16	15	13	11	11	17	16	11	16	12	11	11	17	10	13	20	50	17	17	14	16	

Would you support or oppose introducing an English Parliament, similar to the Welsh Assembly or Scottish Parliament?

Strongly support	13	15	16	15	14	13	11	17	15	14	11	13	13	16	27	18	10	9	7	6	4	11	14	14	14
Tend to support	28	24	27	30	27	28	28	30	28	27	28	27	31	30	30	34	28	26	24	20	9	24	28	29	28
TOTAL SUPPORT	41	39	43	45	41	41	39	47	43	41	39	40	44	46	57	52	38	35	31	26	13	35	42	43	42
Tend to oppose	15	10	10	12	15	14	21	15	11	14	21	15	15	17	10	12	16	23	20	14	7	17	15	13	14
Strongly oppose	9	8	5	6	8	9	12	11	6	9	12	9	9	8	6	6	8	14	18	13	7	11	7	9	9
TOTAL OPPOSE	24	18	15	18	23	23	33	26	17	23	33	24	24	25	16	18	24	37	38	27	14	28	22	22	23
Don't know	35	43	40	37	37	37	28	27	39	37	28	36	31	29	26	30	39	29	31	48	73	37	36	35	35

Which of the following reflects your view?

It is more important to me that the Union between England, Scotland, Wales and Northern Ireland is maintained, even if it means putting it before the interests of England	38	26	27	30	40	40	50	39	28	38	50	38	38	41	20	29	41	59	55	36	19	41	37	37	36
It is more important to me that the interests of England are prioritised, even if it were to put the Union between England, Scotland, Wales and Northern Ireland at risk	24	30	34	31	25	23	17	25	31	24	17	24	26	25	48	35	19	13	12	10	8	19	26	25	26
Neither	21	21	19	21	20	23	23	24	20	21	23	21	24	22	18	22	23	18	21	34	18	21	20	22	23
Don't know	16	24	21	19	16	15	11	11	20	17	11	17	13	12	14	13	17	11	12	20	56	18	17	16	16

Thinking about the amount of money that is raised and spent by local and national government, which of the following reflects your view?

More money should be raised and spent by local government, and less by national government	37	36	38	35	38	40	38	42	36	38	38	37	41	40	40	37	39	37	34	15	34	36	38	39
More money should be raised and spent by national government, and less by local government	17	18	18	16	15	16	18	19	17	16	18	17	17	17	18	16	19	20	14	9	17	17	17	17
The current balance between local and national government spending is about right	15	11	13	15	15	14	17</																	

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410

How much do you agree or disagree with this statement?

Politicians in Westminster reflect the concerns of people in my part of the country.

Strongly agree	1	2	2	1	1	2	1	1	1	1	1	1	1	2	1	1
Tend to agree	12	8	12	8	12	9	11	8	8	8	8	10	12	19	15	11
TOTAL AGREE	13	10	14	9	13	11	12	9	9	9	9	11	13	21	16	12
Tend to disagree	36	34	39	33	36	34	35	28	34	34	36	36	38	36	38	38
Strongly disagree	36	42	30	45	36	40	36	51	44	44	40	36	33	27	30	37
TOTAL DISAGREE	72	76	69	78	72	74	71	79	78	78	76	72	71	63	68	75
Don't know	15	15	17	13	15	15	17	12	13	14	15	17	16	17	16	14

Would you support or oppose introducing an English Parliament, similar to the Welsh Assembly or Scottish Parliament?

Strongly support	13	15	16	12	15	18	11	10	14	12	13	14	17	10	15	13
Tend to support	28	27	28	29	29	26	28	28	29	29	28	30	27	23	28	29
TOTAL SUPPORT	41	42	44	41	44	44	39	38	43	41	41	44	44	33	43	42
Tend to oppose	15	13	14	15	14	14	15	14	15	13	14	14	15	18	15	15
Strongly oppose	9	8	7	9	8	8	8	9	9	9	8	8	7	11	9	9
TOTAL OPPOSE	24	21	21	24	22	22	23	23	24	22	22	22	22	29	24	24
Don't know	35	37	35	35	34	34	37	39	34	37	36	34	34	37	33	34

Which of the following reflects your view?

It is more important to me that the Union between England, Scotland, Wales and Northern Ireland is maintained, even if it means putting it before the interests of England	38	33	36	33	38	34	42	38	38	36	35	36	34	42	40	41
It is more important to me that the interests of England are prioritised, even if it were to put the Union between England, Scotland, Wales and Northern Ireland at risk	24	28	25	27	26	31	23	24	24	24	28	25	28	19	24	24
Neither	21	21	20	22	21	22	19	20	21	21	22	22	22	21	21	22
Don't know	16	18	19	18	15	13	16	18	17	18	16	17	15	18	15	13

Thinking about the amount of money that is raised and spent by local and national government, which of the following reflects your view?

More money should be raised and spent by local government, and less by national government	37	37	39	41	39	36	35	41	42	41	40	37	36	31	36	36
More money should be raised and spent by national government, and less by local government	17	18	13	17	16	18	18	16	18	16	15	17	16	17	17	20
The current balance between local and national government spending is about right	15	14	15	12	15	16	13	10	12	12	14	14	17	18	17	15
Don't know	31	31	33	30	29	31	33	33	28	31	31	32	31	34	30	29

Would you support or oppose a combined authority for your area?

Strongly support	10	8	13	11	9	8	10	11	12	12	8	9	9	11	9	9
Tend to support	38	41	36	38	39	36	37	38	38	39	38	37	39	37	38	36
TOTAL SUPPORT	48	49	49	49	48	44	47	49	50	51	46	46	48	48	47	45
Tend to oppose	13	11	12	13	15	14	13	12	13	11	14	13	15	11	14	15
Strongly oppose	6	4	3	6	6	6	6	6	5	5	6	7	5	5	4	8
TOTAL OPPOSE	19	15	15	19	21	20	19	18	18	16	20	20	20	16	18	23
Don't know	34	36	36	32	32	36	33	34	32	33	34	34	33	36	35	31

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	White	BME
Weighted Sample	20081	7229	6763	1255	7671	8795	9759	10322	2249	8555	4719	4558	11647	8434	3115	7530	3835	5601	17848	1989
Unweighted Sample	20081	6921	7560	1456	8947	8397	8393	11688	2483	7697	5086	4815	12311	7770	2441	7933	3908	5799	17987	1865
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following areas, please say whether you think decisions should be made in Westminster, by combined local authorities or by individual local councils?

What subjects are taught in schools

Decisions should be made by the Westminster government	56	65	55	69	63	56	60	53	54	53	60	60	63	47	57	59	55	53	57	49
Decisions should be made by combined local authorities	22	20	23	17	20	23	19	24	22	21	21	24	19	26	21	20	22	25	22	25
Decisions should be made by individual local councils	8	7	8	5	6	9	7	8	6	8	8	9	6	10	7	7	8	9	8	8
Not sure	14	8	14	8	11	11	14	14	17	18	11	8	11	18	16	13	15	14	13	18

What NHS services are provided in an area

Decisions should be made by the Westminster government	31	34	30	37	33	30	34	27	30	31	30	32	34	26	33	32	32	26	31	28
Decisions should be made by combined local authorities	44	46	46	46	47	45	43	46	43	41	47	48	45	43	41	45	42	46	44	43
Decisions should be made by individual local councils	13	13	13	9	10	15	11	14	11	12	15	15	11	15	11	12	13	15	13	13
Not sure	12	7	12	8	10	9	12	12	17	17	9	5	10	15	15	11	13	12	12	16

The levels of unemployment benefit in an area

Decisions should be made by the Westminster government	42	51	39	56	46	44	46	38	26	37	51	51	47	35	42	45	42	39	43	32
Decisions should be made by combined local authorities	29	27	32	27	29	29	27	30	36	30	25	27	28	30	29	28	28	31	29	34
Decisions should be made by individual local councils	15	13	15	8	12	16	13	17	20	15	13	13	13	17	14	14	15	16	14	18
Not sure	14	9	14	9	12	12	14	15	18	18	11	9	12	18	16	13	15	15	14	17

How bins and recycling are collected

Decisions should be made by the Westminster government	8	9	6	5	7	9	9	6	8	8	7	7	8	7	8	8	7	7	9	
Decisions should be made by combined local authorities	29	30	29	30	31	28	29	28	28	28	29	30	29	28	29	28	28	29	30	
Decisions should be made by individual local councils	54	56	56	60	56	56	52	56	50	51	57	59	55	52	52	55	54	55	55	47
Not sure	10	5	9	4	7	7	10	9	14	13	6	4	8	12	12	8	10	10	9	14

How many houses are built in an area

Decisions should be made by the Westminster government	10	11	10	8	10	10	12	8	10	11	10	9	11	9	15	10	10	8	10	14
Decisions should be made by combined local authorities	38	35	41	46	44	33	38	38	45	37	36	36	40	35	41	37	37	37	37	41
Decisions should be made by individual local councils	41	47	37	40	37	48	39	43	29	37	46	49	40	42	31	43	42	43	42	30
Not sure	11	6	11	6	9	9	11	11	16	15	8	5	9	14	10	11	12	11	15	

Whether a new railway line is built in an area

Decisions should be made by the Westminster government	28	33	26	34	31	27	35	21	24	25	31	32	31	23	34	30	26	23	28	30
Decisions should be made by combined local authorities	40	38	43	42	42	38	37	42	46	39	38	39	41	38	37	39	38	42	40	39
Decisions should be made by individual local councils	19	21	19	15	16	24	16	23	14	19	21	18	22	13	20	22	21	20	15	
Not sure	13	8	12	9	11	10	13	14	16	17	10	7	11	17	15	12	14	13	16	

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Education Level							Education Level 2			Living in Urban / Rural /			How you think of yourself							Type of city / town				
	Total	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	Other technical qualifications	Low	Medium	High	Urban	Town and Fringe	Rural	English not British	More English than British	Equally English and British	More British than English	British not English	Other	Don't know	Core City	Large town	Medium town	Small town
Weighted Sample	20081	1358	804	3747	4077	1507	5642	1962	5909	8530	5642	16456	1797	1823	3134	3712	6883	2868	1596	1153	736	4601	4872	3513	2939
Unweighted Sample	20081	1207	781	3414	4138	1582	6018	2086	5402	8661	6018	16201	1919	1956	2850	3605	7102	3116	1660	1099	649	4008	5064	3617	3005
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following areas, please say whether you think decisions should be made in Westminster, by combined local authorities or by individual local councils?

What subjects are taught in schools

Decisions should be made by the Westminster government	56	34	46	50	58	57	68	64	46	56	68	55	61	62	51	62	55	63	61	51	29	55	55	55	55
Decisions should be made by combined local authorities	22	33	29	25	23	23	16	19	28	22	16	22	21	21	24	20	24	20	20	19	17	21	21	24	23
Decisions should be made by individual local councils	8	13	13	9	6	8	6	7	11	7	6	8	8	8	11	6	8	7	8	9	7	8	8	8	9
Not sure	14	20	12	15	14	12	10	10	16	15	10	15	11	10	14	11	13	10	11	21	47	16	15	13	13

What NHS services are provided in an area

Decisions should be made by the Westminster government	31	23	24	27	30	29	37	35	26	30	37	30	33	33	30	32	29	34	35	30	16	32	29	30	29
Decisions should be made by combined local authorities	44	45	44	44	46	47	44	45	44	44	44	44	46	46	46	46	46	47	45	38	29	41	44	44	45
Decisions should be made by individual local councils	13	17	22	16	12	14	9	11	17	12	9	13	12	12	17	13	13	10	11	13	10	13	13	14	14
Not sure	12	15	10	13	13	10	9	9	13	14	9	13	9	8	12	10	11	9	9	18	44	15	13	12	12

The levels of unemployment benefit in an area

Decisions should be made by the Westminster government	42	31	36	39	40	42	50	51	37	41	50	41	46	47	42	46	41	47	45	36	18	39	41	42	43
Decisions should be made by combined local authorities	29	30	31	28	32	31	28	27	29	30	28	29	27	29	28	30	29	30	30	28	20	29	29	30	29
Decisions should be made by individual local councils	15	19	20	17	15	15	12	12	18	15	12	15	13	13	16	14	15	14	14	15	12	15	15	15	15
Not sure	14	20	13	16	14	12	10	10	17	15	10	15	12	12	14	12	14	10	11	20	50	16	15	13	14

How bins and recycling are collected

Decisions should be made by the Westminster government	8	6	9	8	7	8	7	8	8	8	7	8	7	8	10	8	7	7	8	4	8	8	7	7	7
Decisions should be made by combined local authorities	29	31	29	28	28	29	30	28	29	28	29	28	29	27	29	28	29	30	31	26	21	29	28	29	30
Decisions should be made by individual local councils	54	49	55	53	55	57	56	57	53	54	56	58	56	52	56	55	57	55	52	34	51	54	54	55	55
Not sure	10	13	7	11	10	7	7	6	11	11	7	10	7	6	9	8	9	6	7	15	40	12	10	10	8

How many houses are built in an area

Decisions should be made by the Westminster government	10	8	9	10	10	9	11	10	10	10	11	11	7	8	11	10	11	11	11	6	13	10	10	8	
Decisions should be made by combined local authorities	38	33	35	35	39	37	42	36	34	37	42	38	34	35	32	37	38	42	40	26	42	38	37	37	
Decisions should be made by individual local councils	41	43	47	43	39	45	38	46	43	42	40	39	51	49	46	44	42	39	37	32	24	31	40	42	46
Not sure	11	16	9	12	11	9	8	8	13	12	8	12	8	8	11	9	10	8	8	17	45	14	12	11	10

Whether a new railway line is built in an area

Decisions should be made by the Westminster government	28	21	24	25	27	26	33	33	24	27	33	28	27	27</td

Sample Size: 20081 English Adults
 Fieldwork: 9th - 26th March 2018

	Type of area lived in							Region lived								
	Total	Coastal	Commuter	Ex-industrial	Market town	New town	University	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	20081	870	411	1267	1984	461	2113	1012	2538	2050	1897	1938	2102	3115	3141	2287
Unweighted Sample	20081	907	431	1275	2059	472	2226	1029	2679	2091	1928	1980	2212	2441	3311	2410
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following areas, please say whether you think decisions should be made in Westminster, by combined local authorities or by individual local councils?

What subjects are taught in schools

Decisions should be made by the Westminster government	56	53	59	51	57	55	56	51	54	52	57	54	58	57	61	58
Decisions should be made by combined local authorities	22	24	18	25	22	25	20	25	24	25	21	23	20	21	20	21
Decisions should be made by individual local councils	8	9	7	10	8	7	8	10	9	8	8	8	7	6	9	
Not sure	14	14	16	15	13	14	15	14	13	15	14	16	14	16	12	12

What NHS services are provided in an area

Decisions should be made by the Westminster government	31	28	28	24	31	29	31	25	26	27	33	31	33	33	32	32
Decisions should be made by combined local authorities	44	47	48	48	43	45	42	48	47	45	43	42	43	41	47	44
Decisions should be made by individual local councils	13	15	11	15	14	13	14	15	15	14	13	14	13	11	10	14
Not sure	12	11	13	12	12	13	14	12	11	13	12	14	11	15	11	10

The levels of unemployment benefit in an area

Decisions should be made by the Westminster government	42	40	39	37	42	44	40	37	39	38	43	41	45	42	45	44
Decisions should be made by combined local authorities	29	33	30	33	29	27	28	30	31	31	27	29	27	29	29	28
Decisions should be made by individual local councils	15	14	16	16	15	13	17	18	16	15	15	15	15	14	13	15
Not sure	14	13	15	14	14	16	15	15	14	16	14	15	13	16	13	13

How bins and recycling are collected

Decisions should be made by the Westminster government	8	7	8	7	7	9	8	6	7	7	9	8	8	8	8	7
Decisions should be made by combined local authorities	29	32	25	29	29	29	27	26	30	27	29	28	29	30	30	30
Decisions should be made by individual local councils	54	50	57	54	54	52	55	58	54	55	56	52	55	52	54	55
Not sure	10	10	10	10	9	10	10	10	9	11	9	11	9	12	8	8

How many houses are built in an area

Decisions should be made by the Westminster government	10	10	10	11	9	12	10	10	8	8	9	11	9	15	11	8
Decisions should be made by combined local authorities	38	40	37	35	36	34	39	34	38	37	37	37	41	37	38	38
Decisions should be made by individual local councils	41	38	41	44	45	40	39	45	43	42	44	40	44	31	42	45
Not sure	11	12	12	11	11	13	12	11	10	13	10	13	10	14	10	9

Whether a new railway line is built in an area

Decisions should be made by the Westminster government	28	29	27	26	26	32	28	27	24	21	26	25	28	34	33	27
Decisions should be made by combined local authorities	40	37	38	40	41	35	41	40	42	43	39	38	40	37	38	40
Decisions should be made by individual local councils	19	20	20	21	20	19	17	20	21	21	22	22	20	13	18	22
Not sure	13	13	14	12	13	14	14	14	13	14	13	15	13	15	12	11

The number of foreign workers allowed to come and work in an area

Decisions should be made by the Westminster government	31	25	31	27	30	26	33	29	27	27	28	28	32	40	32	30
Decisions should be made by combined local authorities	27	30	26	29	28	28	26	27	29	27	26	26	24	27	27	27
Decisions should be made by individual local councils	24	29	23	28	25	26	23	26	25	27	27	27	25	15	24	27
Not sure	18	17	20	17	17	19	19	18	18	19	17	19	17	20	16	15

Whether or not a new bus route is opened in an area

Decisions should be made by the Westminster government	**4**	3	3	3	3	6	4	3	3	3	4	4	4	7	4	3

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