YouGov Survey Results

Sample size: 2258 adults in GB

Fieldwork: 2nd - 3rd November 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	**2258**	406	580	208	244	132	768	813	1091	1167	237	930	558	533	765	506	675	1953	108	196
Unweighted Sample	**2258**	370	616	210	233	143	887	762	998	1260	177	893	625	563	895	515	518	1934	123	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about the British Empire, would you say it is more something to be proud of or more something to be ashamed of, or neither?																				
More something to be proud of	**35**	58	25	26	64	18	25	55	42	29	12	31	43	46	33	39	44	37	28	22
Neither something to be proud of nor ashamed of	**39**	37	42	51	29	33	45	33	37	41	37	41	35	42	42	37	36	38	42	47
More something to be ashamed of	**19**	4	27	19	5	41	24	8	16	22	43	19	17	11	22	16	13	18	23	28
Don't know	**6**	1	6	4	2	7	5	3	4	8	9	9	5	2	3	7	7	6	7	3
Would you support or oppose the United Kingdom officially apologising for Britain's role in the transatlantic slave trade?																				
Strongly support	**25**	10	37	34	2	40	32	10	23	26	45	29	23	10	27	22	20	25	26	20
Somewhat support	**27**	27	31	28	16	31	31	22	26	28	31	25	28	28	28	26	25	27	23	28
TOTAL SUPPORT	**52**	**37**	**68**	**62**	**18**	**71**	**63**	**32**	**49**	**54**	**76**	**54**	**51**	**38**	**55**	**48**	**45**	**52**	**49**	**48**
Somewhat oppose	**14**	21	11	14	15	10	14	18	14	15	9	12	15	20	14	19	13	14	9	16
Strongly oppose	**23**	37	13	15	60	8	13	41	29	18	6	19	25	36	22	23	31	23	30	21
TOTAL OPPOSE	**37**	**58**	**24**	**29**	**75**	**18**	**27**	**59**	**43**	**33**	**15**	**31**	**40**	**56**	**36**	**42**	**44**	**37**	**39**	**37**
Don't know	**10**	5	9	9	7	12	9	8	7	13	9	14	8	7	9	10	12	10	11	15

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		Region in England				British empire perspectives				Ethnicity		
	Total	North	Midlands	London	Rest of South	Proud	Neither proud nor ashamed	Ashamed	Don't know	White	Ethnic minorities	Prefer not to say
Weighted Sample	**2258**	535	370	273	774	801	884	433	140	1856	334	15
Unweighted Sample	**2258**	536	379	249	770	774	908	454	122	1864	312	21
	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about the British Empire, would you say it is more something to be proud of or more something to be ashamed of, or neither?												
More something to be proud of	**35**	35	39	32	40	100	0	0	0	37	27	*40*
Neither something to be proud of nor ashamed of	**39**	37	42	35	39	0	100	0	0	40	38	*14*
More something to be ashamed of	**19**	21	12	26	16	0	0	100	0	18	27	*23*
Don't know	**6**	7	7	7	5	0	0	0	100	6	8	*23*
Would you support or oppose the United Kingdom officially apologising for Britain's role in the transatlantic slave trade?												
Strongly support	**25**	28	20	36	23	9	19	65	29	21	45	*32*
Somewhat support	**27**	25	26	29	28	24	35	21	16	28	26	*3*
TOTAL SUPPORT	**52**	**53**	**46**	**65**	**51**	**33**	**54**	**86**	**45**	**49**	**71**	***35***
Somewhat oppose	**14**	14	19	13	13	17	18	3	8	15	10	*0*
Strongly oppose	**23**	22	24	15	26	43	17	5	7	25	10	*50*
TOTAL OPPOSE	**37**	**36**	**43**	**28**	**39**	**60**	**35**	**8**	**15**	**40**	**20**	***50***
Don't know	**10**	11	11	7	10	7	11	5	40	10	10	*14*

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Unweighted Sample	**2258**	370	616	210	233	143	887	762	998	1260	177	893	625	563	895	515	518	1934	123	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you support or oppose the United Kingdom paying reparations to countries affected by Britain's transatlantic slave trade?																				
Strongly support	**9**	3	13	6	1	18	11	4	10	9	18	12	9	1	10	10	7	9	10	8
Somewhat support	**12**	6	16	16	5	22	13	6	9	15	28	15	8	4	11	9	11	12	16	9
TOTAL SUPPORT	**21**	**9**	**29**	**22**	**6**	**40**	**24**	**10**	**19**	**24**	**46**	**27**	**17**	**5**	**21**	**19**	**18**	**21**	**26**	**17**
Somewhat oppose	**16**	14	19	20	6	14	20	10	15	18	17	17	18	13	19	15	14	17	9	16
Strongly oppose	**49**	71	40	49	82	28	42	73	58	41	19	39	54	76	51	53	55	49	50	53
TOTAL OPPOSE	**65**	**85**	**59**	**69**	**88**	**42**	**62**	**83**	**73**	**59**	**36**	**56**	**72**	**89**	**70**	**68**	**69**	**66**	**59**	**69**
Don't know	**13**	6	12	8	7	18	13	8	8	17	18	17	12	5	10	13	13	13	14	14

**This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).*

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

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	%	%	%	%	%	%	%	%	%	%	%	%
Would you support or oppose the United Kingdom paying reparations to countries affected by Britain's transatlantic slave trade?												
Strongly support	**9**	9	9	16	7	3	4	30	13	6	25	*7*
Somewhat support	**12**	11	13	16	11	7	13	24	6	11	18	*15*
TOTAL SUPPORT	**21**	**20**	**22**	**32**	**18**	**10**	**17**	**54**	**19**	**17**	**43**	***22***
Somewhat oppose	**16**	17	13	21	17	11	22	15	14	17	15	*4*
Strongly oppose	**49**	49	54	35	52	72	49	18	16	54	27	*54*
TOTAL OPPOSE	**65**	**66**	**67**	**56**	**69**	**83**	**71**	**33**	**30**	**71**	**42**	***58***
Don't know	**13**	14	12	12	13	6	13	13	51	12	16	*21*

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