

YouGov Survey Results

Sample Size: 2207 GB Adults
Fieldwork: 28th - 29th June 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	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	North	Midlands	London	Rest of South
Weighted Sample	2207	397	567	203	238	137	775	788	1066	1141	232	909	545	521	748	494	660	1909	106	192	523	362	267	757
Unweighted Sample	2207	341	623	220	261	137	879	801	987	1220	186	729	640	652	889	498	483	1877	126	204	545	381	178	773
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?
George Washington

Very favourable	9	13	10	8	13	0	9	10	10	8	4	5	10	15	9	10	7	9	6	8	9	11	10	8
Somewhat favourable	44	51	43	54	50	34	46	46	48	40	41	38	44	54	47	45	40	44	39	41	43	41	47	46
TOTAL FAVOURABLE	53	64	53	62	63	34	55	56	58	48	45	43	54	69	56	55	47	53	45	49	52	52	57	54
Somewhat unfavourable	9	4	10	11	4	20	9	7	10	8	16	9	8	5	10	6	9	8	12	11	9	8	6	9
Very unfavourable	2	1	2	1	1	1	1	2	3	1	3	2	2	1	1	1	3	2	0	1	2	1	5	2
TOTAL UNFAVOURABLE	11	5	12	12	5	21	10	9	13	9	19	11	10	6	11	7	12	10	12	12	11	9	11	11
Don't know	37	30	35	25	32	45	35	35	29	45	35	45	36	25	33	39	41	36	43	39	37	40	32	36
NET FAVOURABILITY	42	59	41	50	58	13	45	47	45	39	26	32	44	63	45	48	35	43	33	37	41	43	46	43

Julius Caesar

Very favourable	4	6	3	5	6	1	3	5	6	3	4	5	4	4	4	5	4	4	4	5	3	3	5	5
Somewhat favourable	29	33	28	32	33	25	30	30	34	25	23	31	26	31	30	30	28	30	22	27	29	30	33	29
TOTAL FAVOURABLE	33	39	31	37	39	26	33	35	40	28	27	36	30	35	34	35	32	34	26	32	32	33	38	34
Somewhat unfavourable	23	23	28	28	18	32	26	23	24	22	25	17	26	29	28	19	21	23	26	24	25	21	22	23
Very unfavourable	7	7	8	9	5	3	7	7	8	6	3	5	9	9	8	6	6	6	8	10	6	6	9	6
TOTAL UNFAVOURABLE	30	30	36	37	23	35	33	30	32	28	28	22	35	38	36	25	27	29	34	34	31	27	31	29
Don't know	37	31	32	27	38	39	33	35	29	44	44	42	35	26	30	40	40	37	40	34	37	39	31	38
NET FAVOURABILITY	3	9	-5	0	16	-9	0	5	8	0	-1	14	-5	-3	-2	10	5	5	-8	-2	1	6	7	5

Napoleon Bonaparte

Very favourable	2	4	2	1	3	0	2	2	3	2	2	2	3	2	2	2	3	2	0	2	2	3	3	2
Somewhat favourable	18	21	19	18	17	12	17	18	19	18	16	19	19	17	18	21	19	18	17	23	18	17	24	16
TOTAL FAVOURABLE	20	25	21	19	20	12	19	20	22	20	18	21	22	19	20	23	22	20	17	25	20	20	27	18
Somewhat unfavourable	30	32	33	40	30	33	35	31	36	24	26	28	28	38	36	26	26	30	29	23	31	30	32	30
Very unfavourable	13	15	13	12	14	16	13	13	16	10	14	9	13	20	14	14	11	13	12	12	12	12	13	15
TOTAL UNFAVOURABLE	43	47	46	52	44	49	48	44	52	34	40	37	41	58	50	40	37	43	41	35	43	42	45	45
Don't know	37	28	33	29	36	39	33	35	26	47	42	43	36	23	30	38	41	36	41	39	37	37	29	37
NET FAVOURABILITY	-23	-22	-25	-33	-24	-37	-29	-24	-30	-14	-22	-16	-19	-39	-30	-17	-15	-23	-24	-10	-23	-22	-18	-27

Alexander the Great

Very favourable	6	10	6	4	8	1	6	6	7	5	3	5	8	7	6	7	4	6	6	4	5	6	11	5
Somewhat favourable	31	35	28	35	31	30	29	33	35	27	27	30	29	36	32	31	31	31	27	30	31	29	39	29
TOTAL FAVOURABLE	37	45	34	39	39	31	35	39	42	32	30	35	37	43	38	38	35	37	33	34	36	35	50	34
Somewhat unfavourable	12	10	13	17	9	15	14	10	14	10	14	10	11	15	13	9	10	12	12	10	13	12	9	12
Very unfavourable	3	5	3	3	2	3	3	3	4	3	2	3	4	4	3	2	4	3	3	5	3	2	3	3
TOTAL UNFAVOURABLE	15	15	16	20	11	18	17	13	18	13	16	13	15	19	16	11	14	15	15	15	16	14	12	15
Don't know	48	40	50	41	49	52	48	47	40	56	54	52	49	39	45	50	49	48	52	51	48	51	37	50
NET FAVOURABILITY	22	30	18	19	28	13	18	26	24	19	14	22	22	24	22	27	21	22	18	19	20	21	38	19

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Unweighted Sample	2207	341	623	220	261	137	879	801	987	1220	186	729	640	652	889	498	483	1877	126	204	645	381	178	773
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Abraham Lincoln																								
Very favourable	17	19	17	15	23	9	18	17	22	11	12	15	18	21	18	19	13	17	20	14	16	15	22	16
Somewhat favourable	47	49	48	58	47	43	49	48	48	46	46	45	45	53	52	43	46	47	39	46	47	48	48	47
TOTAL FAVOURABLE	64	68	65	73	70	52	67	65	70	57	58	60	63	74	70	62	59	64	59	60	63	63	70	63
Somewhat unfavourable	5	3	6	3	3	8	5	4	5	4	4	5	5	3	5	4	4	4	7	5	5	4	3	4
Very unfavourable	1	1	0	0	0	1	1	1	2	1	2	1	2	1	1	1	1	1	1	2	1	0	1	1
TOTAL UNFAVOURABLE	6	4	6	3	3	9	6	5	7	5	6	6	7	4	6	5	5	5	8	7	6	4	4	5
Don't know	31	28	28	24	26	38	27	30	23	38	36	35	31	22	25	34	35	30	34	33	30	32	26	32
NET FAVOURABILITY	58	64	59	70	67	43	61	60	63	52	52	54	56	70	64	57	54	59	51	53	57	59	66	58
Winston Churchill																								
Very favourable	34	57	23	21	69	16	27	53	41	27	9	25	43	51	33	39	36	35	26	26	33	37	33	37
Somewhat favourable	40	34	47	54	24	35	43	35	37	42	40	43	36	38	46	38	35	39	49	38	38	37	38	41
TOTAL FAVOURABLE	74	91	70	75	93	51	70	88	78	69	49	68	79	89	79	77	71	74	75	64	71	74	71	78
Somewhat unfavourable	11	3	16	15	2	28	15	4	11	12	25	12	8	6	11	9	12	11	10	16	13	9	12	10
Very unfavourable	4	2	4	2	0	10	4	1	4	3	8	4	3	2	4	3	3	4	3	4	3	2	8	3
TOTAL UNFAVOURABLE	15	5	20	17	2	38	19	5	15	15	33	16	11	8	15	12	15	15	13	20	16	11	20	13
Don't know	12	4	9	8	4	11	10	7	7	16	19	17	9	3	7	12	14	11	12	16	13	16	9	9
NET FAVOURABILITY	59	86	50	58	91	13	51	83	63	54	16	52	68	81	64	65	56	59	62	44	55	63	51	65
Charles de Gaulle																								
Very favourable	3	3	4	2	4	0	3	2	4	2	2	3	2	4	3	2	4	3	1	1	3	1	6	4
Somewhat favourable	21	25	24	29	18	11	26	20	24	18	11	17	24	28	24	21	19	20	26	25	21	23	18	19
TOTAL FAVOURABLE	24	28	28	31	22	11	29	22	28	20	13	20	26	32	27	23	23	23	27	26	24	24	24	23
Somewhat unfavourable	17	27	15	22	18	16	18	22	20	14	7	10	18	32	21	14	17	17	13	17	17	16	17	18
Very unfavourable	5	6	4	2	12	4	3	8	8	2	3	2	7	10	6	5	5	5	2	5	6	5	4	6
TOTAL UNFAVOURABLE	22	33	19	24	30	20	21	30	28	16	10	12	25	42	27	19	22	22	15	22	23	21	21	24
Don't know	54	39	53	44	48	68	50	47	44	63	76	68	50	25	47	58	55	54	57	51	54	54	56	54
NET FAVOURABILITY	2	-5	9	7	-8	-9	8	-8	0	4	3	8	1	-10	0	4	1	1	12	4	1	3	3	-1
Genghis Khan																								
Very favourable	1	2	1	1	1	0	1	1	2	1	1	1	1	2	1	2	1	1	1	2	1	2	1	1
Somewhat favourable	11	12	10	12	11	9	10	12	14	9	9	12	11	11	10	12	11	11	9	16	11	12	11	10
TOTAL FAVOURABLE	12	14	11	13	12	9	11	13	16	10	10	13	12	13	11	14	12	12	10	18	12	14	12	11
Somewhat unfavourable	22	25	25	25	21	26	24	25	27	18	23	20	24	25	28	20	19	23	23	17	22	25	23	23
Very unfavourable	25	25	28	31	29	29	29	23	29	21	24	19	28	31	28	25	21	25	27	20	26	20	28	26
TOTAL UNFAVOURABLE	47	50	53	56	50	55	53	48	56	39	47	39	52	56	56	45	40	48	50	37	48	45	51	49
Don't know	40	36	36	31	37	36	35	38	29	51	44	48	35	31	32	41	48	40	40	44	41	42	37	39
NET FAVOURABILITY	-35	-36	-42	-43	-38	-46	-42	-35	-40	-29	-37	-26	-40	-43	-45	-31	-28	-36	-40	-19	-36	-31	-39	-38

*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.