

YouGov Survey Results

Sample Size: 10505 Adults in GB
Fieldwork: 16th - 17th January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	10505	1890	2699	966	1134	3687	3750	5084	5421	1105	4339	2594	2468	5988	4517	9087	504	914	2490	1723	1271	3603	
Unweighted Sample	10505	1690	3054	1137	1385	4333	4025	4775	5730	619	4117	2762	3007	6431	4074	8995	574	936	2504	1791	1001	3699	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a random selection of historical kings and queens of England or the UK. For each please say whether you have a favourable or unfavourable opinion of them. If you have not heard of that king or queen, please tick the "have not heard of" option

[Respondents were shown a random selection of 11 monarchs]

William I (William the Conqueror): 1066–1087

[n=2660]

Very favourable	4	8	3	3	6	4	5	6	3	3	3	5	5	4	4	4	2	2	5	3	4	4
Somewhat favourable	29	38	28	34	33	31	34	31	27	18	25	30	40	32	25	29	32	22	25	34	31	30
TOTAL FAVOURABLE	33	46	31	37	39	35	39	37	30	21	28	35	45	36	29	33	34	24	30	37	35	34
Somewhat unfavourable	14	13	17	17	14	18	14	15	14	15	11	16	17	15	13	14	15	14	15	14	13	15
Very unfavourable	7	6	6	6	8	7	7	9	4	5	5	9	7	7	6	6	6	10	9	5	6	5
TOTAL UNFAVOURABLE	21	19	23	23	22	25	21	24	18	20	16	25	24	22	19	20	21	24	24	19	19	20
Don't know	39	33	41	37	36	38	37	34	44	43	44	38	31	37	42	39	39	45	41	37	37	39
N/A - I have not heard of them	7	2	5	3	3	3	4	5	9	16	12	2	1	5	10	7	6	8	6	7	9	7
NET FAVOURABILITY	12	27	8	14	17	10	18	13	12	1	12	10	21	14	10	13	13	0	6	18	16	14

William II (William Rufus): 1087–1100

[n=2620]

Very favourable	0	1	0	0	1	0	1	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0
Somewhat favourable	7	12	5	6	8	7	8	8	5	6	6	6	10	7	6	7	9	3	5	8	7	9
TOTAL FAVOURABLE	7	13	5	6	9	7	9	8	5	6	6	6	11	8	6	7	9	3	5	9	7	9
Somewhat unfavourable	6	6	6	8	6	7	7	8	4	5	3	7	10	7	5	6	7	3	4	6	10	7
Very unfavourable	2	1	2	1	3	2	2	3	1	0	2	2	2	2	2	2	3	2	3	2	2	1
TOTAL UNFAVOURABLE	8	7	8	9	9	9	9	11	5	5	5	9	12	9	7	8	10	5	7	8	12	8
Don't know	39	44	42	41	43	41	43	37	40	32	32	41	51	39	38	40	31	34	42	38	40	39
N/A - I have not heard of them	46	36	45	44	39	43	40	44	49	57	56	44	27	44	49	45	51	58	46	46	40	44
NET FAVOURABILITY	-1	6	-3	-3	0	-2	0	-3	0	1	1	-3	-1	-1	-1	-1	-1	-2	-2	1	-5	1

Henry I: 1100–1135

[n=2664]

Very favourable	1	1	0	0	2	1	1	1	0	1	0	1	1	1	1	1	1	1	0	1	1	0
Somewhat favourable	11	16	11	12	15	11	14	13	10	9	9	11	17	11	11	12	13	5	9	14	11	13
TOTAL FAVOURABLE	12	17	11	12	17	12	15	14	10	10	9	12	18	12	12	13	14	6	9	15	12	13
Somewhat unfavourable	5	7	5	6	5	6	6	6	5	5	5	5	7	5	6	5	6	7	3	6	9	5
Very unfavourable	2	1	2	1	1	3	1	3	1	1	2	2	1	2	2	2	2	5	3	1	1	1
TOTAL UNFAVOURABLE	7	8	7	7	6	9	7	9	6	6	7	7	8	7	8	7	8	12	6	7	10	6
Don't know	58	60	59	60	60	59	62	57	59	46	55	64	63	59	57	59	59	48	63	60	49	59
N/A - I have not heard of them	23	15	23	20	16	21	16	20	26	38	29	17	11	22	24	22	19	34	23	18	29	21
NET FAVOURABILITY	5	9	4	5	11	3	8	5	4	4	2	5	10	5	4	6	6	-6	3	8	2	7

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

Stephen of Blois: 1135–1154
[n=2568]

Very favourable	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Somewhat favourable	3	5	3	3	1	3	4	3	2	2	2	3	4	3	2	3	1	2	2	3	2
TOTAL FAVOURABLE	3	6	3	3	1	4	4	3	2	2	2	3	5	3	2	3	1	2	2	3	4
Somewhat unfavourable	4	3	4	8	4	5	4	5	3	4	3	4	6	5	3	4	4	3	3	5	5
Very unfavourable	2	2	2	1	3	3	2	3	2	2	3	2	2	3	2	2	5	2	2	2	3
TOTAL UNFAVOURABLE	6	5	6	9	7	8	6	8	5	6	6	6	8	8	5	6	9	5	5	7	8
Don't know	17	18	17	18	20	19	18	19	16	11	15	18	23	19	15	18	18	14	17	18	19
N/A - I have not heard of them	73	70	74	69	71	70	72	69	77	82	77	73	64	70	78	73	73	79	76	72	69
NET FAVOURABILITY	-3	1	-3	-6	-6	-4	-2	-5	-3	-4	-4	-3	-3	-5	-3	-3	-8	-3	-4	-5	-2

Henry II: 1154–1189
[n=2571]

Very favourable	1	2	1	1	1	1	1	1	1	0	1	0	2	1	1	1	1	0	1	1	1
Somewhat favourable	11	16	11	13	13	11	14	13	9	6	9	12	15	11	11	12	15	3	9	13	12
TOTAL FAVOURABLE	12	18	12	14	14	12	15	14	10	6	10	12	17	12	12	13	16	3	10	14	13
Somewhat unfavourable	6	6	8	6	9	6	8	7	6	6	5	7	8	7	6	6	8	9	6	5	7
Very unfavourable	3	0	3	0	3	3	2	3	2	2	3	3	1	2	3	2	1	6	3	2	3
TOTAL UNFAVOURABLE	9	6	11	6	12	9	10	10	8	8	8	10	9	9	9	8	9	15	9	7	10
Don't know	58	62	57	60	59	60	59	58	57	49	54	62	62	57	58	58	54	52	62	56	54
N/A - I have not heard of them	22	14	20	20	15	20	16	18	25	38	28	15	11	22	21	21	30	19	23	24	20
NET FAVOURABILITY	3	12	1	8	2	3	5	4	2	-2	2	2	8	3	3	5	7	-12	1	7	6

Richard I (Richard the Lionheart): 1189–1199
[n=2585]

Very favourable	7	10	6	5	17	5	12	10	4	3	4	9	12	7	8	7	7	3	7	9	4
Somewhat favourable	34	46	31	37	37	37	40	35	33	17	28	37	49	35	32	34	39	27	35	37	33
TOTAL FAVOURABLE	41	56	37	42	54	42	52	45	37	20	32	46	61	42	40	41	46	30	42	46	37
Somewhat unfavourable	8	6	11	15	8	11	8	8	9	9	7	9	10	9	8	8	9	13	8	9	9
Very unfavourable	4	2	4	3	3	4	3	5	2	4	3	5	3	4	3	3	5	5	3	5	3
TOTAL UNFAVOURABLE	12	8	15	18	11	15	11	13	11	13	10	14	13	13	11	11	14	18	11	14	10
Don't know	35	30	37	35	28	37	30	32	38	37	40	36	25	35	35	35	28	37	36	31	36
N/A - I have not heard of them	12	6	12	6	7	6	7	10	13	30	18	3	1	10	14	11	12	15	10	10	15
NET FAVOURABILITY	29	48	22	24	43	27	41	32	26	7	22	32	48	29	29	30	32	12	31	32	31

John (Lackland): 1199–1216
[n=2556]

Very favourable	0	1	0	0	1	0	0	1	0	1	0	0	0	0	0	0	2	0	0	0	0
Somewhat favourable	3	3	3	1	4	2	3	3	2	3	2	2	3	3	2	3	2	1	2	3	2
TOTAL FAVOURABLE	3	4	3	1	5	2	3	4	2	4	2	2	3	3	2	3	4	1	2	3	2
Somewhat unfavourable	5	5	6	9	5	8	6	6	5	5	3	6	9	7	4	6	4	4	6	6	7
Very unfavourable	5	4	5	5	7	6	5	7	3	7	4	4	6	6	4	4	11	5	4	5	5
TOTAL UNFAVOURABLE	10	9	11	14	12	14	11	13	8	12	7	10	15	13	8	10	15	9	10	11	9
Don't know	23	26	24	24	24	22	24	25	21	20	21	24	26	24	22	23	16	23	20	23	27
N/A - I have not heard of them	64	61	63	61	59	62	63	59	69	65	69	64	55	61	68	64	65	67	68	62	60
NET FAVOURABILITY	-7	-5	-8	-13	-7	-12	-8	-9	-6	-8	-5	-8	-12	-10	-6	-7	-11	-8	-8	-8	-10

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

James I: 1603–1625 (also James VI of Scotland)
[n=2608]

Very favourable	3	2	3	3	5	3	4	3	2	3	2	3	4	3	3	3	0	6	2	2	4	3
Somewhat favourable	19	24	20	17	17	22	20	19	19	20	15	18	25	21	17	18	19	27	16	21	16	19
TOTAL FAVOURABLE	22	26	23	20	22	25	24	22	21	23	17	21	29	24	20	21	19	33	18	23	20	22
Somewhat unfavourable	12	15	11	16	13	14	13	13	10	8	9	12	17	12	11	12	8	10	11	12	14	12
Very unfavourable	6	5	5	5	6	6	6	7	5	4	6	6	6	6	5	5	6	8	5	6	6	5
TOTAL UNFAVOURABLE	18	20	16	21	19	20	19	20	15	12	15	18	23	18	16	17	14	18	16	18	20	17
Don't know	46	46	45	47	45	44	48	43	48	39	46	51	43	44	47	47	38	36	50	44	42	49
N/A - I have not heard of them	15	8	16	12	14	11	10	15	16	26	21	10	5	14	17	15	28	13	15	14	19	13
NET FAVOURABILITY	4	6	7	-1	3	5	5	2	6	11	2	3	6	6	4	4	5	15	2	5	0	5

Charles I: 1625–1649
[n=2680]

Very favourable	1	2	1	2	3	1	2	2	1	2	1	2	1	2	1	1	1	1	1	2	2	1
Somewhat favourable	14	22	12	15	19	15	18	14	15	9	13	14	19	15	14	15	15	10	12	19	15	15
TOTAL FAVOURABLE	15	24	13	17	22	16	20	16	16	11	14	16	20	17	15	16	16	11	13	21	17	16
Somewhat unfavourable	16	20	19	16	14	19	17	15	14	12	19	21	18	14	16	16	15	15	15	16	18	16
Very unfavourable	8	5	9	9	9	10	8	10	6	10	5	8	12	9	7	8	3	9	10	8	10	7
TOTAL UNFAVOURABLE	24	25	28	25	23	29	25	27	21	24	17	27	33	27	21	24	19	24	25	24	28	23
Don't know	46	44	45	45	44	45	46	44	47	38	47	50	43	43	49	45	46	49	52	41	36	46
N/A - I have not heard of them	14	7	14	14	11	10	9	13	15	27	22	7	4	13	16	14	19	15	11	15	19	14
NET FAVOURABILITY	-9	-1	-15	-8	-1	-13	-5	-11	-5	-13	-3	-11	-13	-10	-6	-8	-3	-13	-12	-3	-11	-7

Oliver Cromwell (Lord Protector): 1653–1658
[n=2530]

Very favourable	4	5	3	3	6	3	6	6	2	2	2	5	5	3	4	4	4	3	5	3	5	3
Somewhat favourable	17	18	17	17	20	16	18	17	17	15	17	18	17	16	18	17	21	12	17	20	18	16
TOTAL FAVOURABLE	21	23	20	20	26	19	24	23	19	17	19	23	22	19	22	21	25	15	22	23	23	19
Somewhat unfavourable	20	26	23	31	17	24	21	20	21	18	16	23	27	23	17	21	18	17	19	21	22	22
Very unfavourable	21	23	22	18	23	23	24	23	19	22	16	23	29	24	18	21	21	25	20	19	21	22
TOTAL UNFAVOURABLE	41	49	45	49	40	47	45	43	40	40	32	46	56	47	35	42	39	42	39	40	43	44
Don't know	30	24	28	25	31	27	28	26	34	22	38	30	19	27	33	30	29	31	33	28	24	30
N/A - I have not heard of them	8	5	6	6	4	5	3	8	7	21	12	2	2	7	9	7	7	12	5	9	11	7
NET FAVOURABILITY	-20	-26	-25	-29	-14	-28	-21	-20	-21	-23	-13	-23	-34	-28	-13	-21	-14	-27	-17	-17	-20	-25

Charles II: 1660–1685
[n=2663]

Very favourable	3	2	2	3	4	2	1	2	3	10	1	1	3	3	2	2	5	2	3	3	2	2
Somewhat favourable	18	26	19	21	17	19	19	19	17	15	14	15	27	19	16	18	17	14	17	21	20	17
TOTAL FAVOURABLE	21	28	21	24	21	21	20	21	20	25	15	16	30	22	18	20	22	16	20	24	22	19
Somewhat unfavourable	13	12	14	17	17	15	14	14	12	15	10	14	16	13	13	14	10	11	13	13	17	13
Very unfavourable	4	4	4	5	5	5	5	6	3	2	5	5	5	5	3	5	4	5	5	5	6	3
TOTAL UNFAVOURABLE	17	16	18	22	22	20	19	20	15	17	15	19	21	18	16	19	14	16	18	18	23	16
Don't know	46	44	46	42	50	48	50	43	50	29	47	56	43	44	49	46	52	45	46	47	36	50
N/A - I have not heard of them	16	12	15	13	8	12	10	15	17	28	22	9	6	15	17	15	12	23	16	12	19	15
NET FAVOURABILITY	4	12	3	2	-1	1	1	1	5	8	0	-3	9	4	2	1	8	0	2	6	-1	3

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

George I: 1714–1727 [n=2614]

Very favourable	1	1	1	0	2	0	2	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1
Somewhat favourable	15	22	15	15	20	15	18	17	13	10	13	15	20	15	15	15	16	12	12	19	15	15	15
TOTAL FAVOURABLE	16	23	16	15	22	15	20	18	14	10	13	16	21	16	16	16	17	13	13	20	16	16	16
Somewhat unfavourable	8	7	10	8	8	10	9	10	7	9	6	7	13	9	7	8	8	8	7	9	10	9	9
Very unfavourable	3	2	3	4	3	4	3	4	2	3	4	3	3	4	2	3	3	7	5	2	3	2	2
TOTAL UNFAVOURABLE	11	9	13	12	11	14	12	14	9	12	10	10	16	13	9	11	11	15	12	11	13	11	11
Don't know	55	57	57	56	54	57	57	54	56	44	53	63	55	54	56	56	46	50	57	54	51	58	58
N/A - I have not heard of them	18	10	15	17	13	14	11	14	21	35	24	10	7	18	18	17	25	22	18	15	21	16	16
NET FAVOURABILITY	5	14	3	3	11	1	8	4	5	-2	3	6	5	3	7	5	6	-2	1	9	3	5	5

George II: 1727–1760 [n=2668]

Very favourable	1	2	1	0	2	1	2	2	1	0	1	2	2	1	1	1	2	0	1	1	1	1	1
Somewhat favourable	13	21	12	11	23	12	17	15	11	10	9	15	19	13	12	13	13	7	11	14	13	15	15
TOTAL FAVOURABLE	14	23	13	11	25	13	19	17	12	10	10	17	21	14	13	14	15	7	12	15	14	16	16
Somewhat unfavourable	8	8	11	11	8	10	9	10	7	5	7	8	12	9	8	9	7	7	9	8	11	8	8
Very unfavourable	4	2	4	3	3	4	3	5	3	3	4	4	3	4	3	3	3	9	4	2	4	3	3
TOTAL UNFAVOURABLE	12	10	15	14	11	14	12	15	10	8	11	12	15	13	11	12	10	16	13	10	15	11	11
Don't know	55	53	55	59	50	58	56	50	58	46	53	59	56	56	53	55	52	50	58	59	50	53	53
N/A - I have not heard of them	19	13	17	15	14	15	12	18	20	36	26	11	9	17	22	18	23	26	17	16	21	19	19
NET FAVOURABILITY	2	13	-2	-3	14	-1	7	2	2	2	-1	5	6	1	2	2	5	-9	-1	5	-1	5	5

George III: 1760–1820 [n=2576]

Very favourable	1	2	1	0	3	1	2	2	1	2	1	1	1	1	1	1	1	2	1	1	0	1	1
Somewhat favourable	16	22	16	19	20	18	18	18	14	12	13	19	22	17	16	17	14	10	16	16	16	16	18
TOTAL FAVOURABLE	17	24	17	19	23	19	20	20	15	14	14	20	23	18	17	18	15	12	17	17	16	19	19
Somewhat unfavourable	10	12	11	13	10	12	11	11	9	6	8	10	16	11	9	10	12	9	10	10	11	10	10
Very unfavourable	4	1	4	4	4	4	4	5	2	3	3	5	4	4	3	3	4	10	3	2	5	3	3
TOTAL UNFAVOURABLE	14	13	15	17	14	16	15	16	11	9	11	15	20	15	12	13	16	19	13	12	16	13	13
Don't know	52	51	52	49	49	54	54	48	55	43	53	55	51	52	52	52	52	50	53	55	45	53	53
N/A - I have not heard of them	17	12	16	15	15	12	11	16	18	35	22	10	6	15	19	17	18	18	17	15	23	14	14
NET FAVOURABILITY	3	11	2	2	9	3	5	4	4	5	3	5	3	3	5	5	-1	-7	4	5	0	6	6

George IV: 1820–1830 [n=2592]

Very favourable	1	2	1	2	2	1	2	2	1	1	1	1	1	1	1	1	4	1	1	1	2	1	1
Somewhat favourable	16	27	16	14	18	15	21	16	16	8	13	19	22	17	15	17	12	10	15	19	18	16	16
TOTAL FAVOURABLE	17	29	17	16	20	16	23	18	17	9	14	20	23	18	16	18	16	11	16	20	20	17	17
Somewhat unfavourable	9	10	11	9	9	10	10	11	8	11	7	10	12	9	9	10	7	8	9	8	10	11	11
Very unfavourable	4	2	4	3	6	6	4	6	3	4	4	5	5	5	4	4	8	8	4	3	3	4	4
TOTAL UNFAVOURABLE	13	12	15	12	15	16	14	17	11	15	11	15	17	14	13	14	15	16	13	11	13	15	15
Don't know	52	48	52	51	53	55	53	51	53	39	51	57	55	52	52	51	52	57	54	50	52	50	50
N/A - I have not heard of them	17	10	17	21	11	13	11	15	19	38	23	7	5	16	19	17	18	16	16	19	16	17	17
NET FAVOURABILITY	4	17	2	4	5	0	9	1	6	-6	3	5	6	4	3	4	1	-5	3	9	7	2	2

YouGov Survey Results

Sample Size: 10505 Adults in GB
Fieldwork: 16th - 17th January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	10505	1890	2699	966	1134	3687	3750	5084	5421	1105	4339	2594	2468	5988	4517	9087	504	914	2490	1723	1271	3603	
Unweighted Sample	10505	1690	3054	1137	1385	4333	4025	4775	5730	619	4117	2762	3007	6431	4074	8995	574	936	2504	1791	1001	3699	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

William IV: 1830–1837 [n=2679]

Very favourable	1	3	0	1	3	1	1	2	1	2	1	1	2	2	1	1	1	0	1	2	2	1
Somewhat favourable	13	21	12	17	17	14	17	15	12	7	10	14	21	14	12	13	14	10	10	12	16	15
TOTAL FAVOURABLE	14	24	12	18	20	15	18	17	13	9	11	15	23	16	13	14	15	10	11	14	18	16
Somewhat unfavourable	6	7	7	7	4	7	7	7	5	3	4	6	10	6	6	6	5	6	5	7	6	6
Very unfavourable	3	1	3	2	4	3	3	3	3	4	3	3	2	3	3	3	3	7	3	2	3	3
TOTAL UNFAVOURABLE	9	8	10	9	8	10	10	10	8	7	7	9	12	9	9	9	8	13	8	9	9	9
Don't know	55	57	55	55	56	54	57	54	57	53	52	60	59	56	55	56	50	57	58	54	49	57
N/A - I have not heard of them	21	11	23	19	16	20	16	20	23	31	30	15	7	19	24	21	27	20	22	22	23	19
NET FAVOURABILITY	5	16	2	9	12	5	8	7	5	2	4	6	11	7	4	5	7	-3	3	5	9	7

Victoria: 1837–1901 [n=2647]

Very favourable	18	30	15	15	29	17	24	19	17	11	13	22	27	18	19	19	17	15	15	19	15	22
Somewhat favourable	44	51	46	52	44	48	49	43	45	27	41	49	52	44	44	45	41	41	45	45	45	44
TOTAL FAVOURABLE	62	81	61	67	73	65	73	62	62	38	54	71	79	62	63	64	58	56	60	64	60	66
Somewhat unfavourable	9	4	12	9	6	11	7	8	10	18	9	8	6	10	8	9	9	10	10	11	8	8
Very unfavourable	3	1	3	3	1	4	2	4	2	5	4	3	2	4	3	3	3	6	4	2	5	2
TOTAL UNFAVOURABLE	12	5	15	12	7	15	9	12	12	23	13	11	8	14	11	12	12	16	14	13	13	10
Don't know	21	13	20	17	17	18	16	20	21	29	27	15	12	20	23	20	26	26	21	20	20	19
N/A - I have not heard of them	5	2	4	4	3	2	2	5	5	9	7	2	1	4	5	5	4	3	5	3	7	4
NET FAVOURABILITY	50	76	46	55	66	50	64	50	50	15	41	60	71	48	52	52	46	40	46	51	47	56

Edward VII: 1901–1910 [n=2667]

Very favourable	3	4	3	1	4	2	3	3	2	1	2	3	4	3	2	3	1	2	3	2	3	2
Somewhat favourable	25	37	23	29	29	26	33	26	25	12	19	28	40	26	24	26	25	20	24	24	25	28
TOTAL FAVOURABLE	28	41	26	30	33	28	36	29	27	13	21	31	44	29	26	29	26	22	27	26	28	30
Somewhat unfavourable	10	9	12	13	9	13	9	12	9	6	9	12	12	10	10	10	7	11	10	12	9	10
Very unfavourable	4	4	3	4	4	5	4	4	3	4	3	5	4	4	4	3	8	7	3	3	6	3
TOTAL UNFAVOURABLE	14	13	15	17	13	18	13	16	12	10	12	17	16	14	14	13	15	18	13	15	15	13
Don't know	44	38	46	44	45	44	42	43	45	49	46	46	36	43	45	44	39	46	44	45	41	45
N/A - I have not heard of them	14	8	13	9	9	9	9	12	16	29	21	6	3	13	14	13	20	15	15	13	15	11
NET FAVOURABILITY	14	28	11	13	20	10	23	13	15	3	9	14	28	15	12	16	11	4	14	11	13	17

George V: 1910–1936 [n=2596]

Very favourable	8	14	5	9	14	7	11	9	7	3	5	10	11	7	8	8	7	5	8	9	5	8
Somewhat favourable	33	42	32	44	35	36	37	31	34	18	27	35	47	35	30	33	35	25	28	39	35	34
TOTAL FAVOURABLE	41	56	37	53	49	43	48	40	41	21	32	45	58	42	38	41	42	30	36	48	40	42
Somewhat unfavourable	7	6	9	8	6	8	7	10	5	9	6	9	8	8	7	7	6	9	9	7	6	7
Very unfavourable	4	2	4	1	2	5	3	6	2	8	3	3	3	5	3	3	3	7	4	3	6	3
TOTAL UNFAVOURABLE	11	8	13	9	8	13	10	16	7	17	9	12	11	13	10	10	9	16	13	10	12	10
Don't know	38	33	38	31	35	37	36	36	40	34	44	39	29	36	41	38	33	42	40	35	37	38
N/A - I have not heard of them	11	3	12	7	8	7	6	9	12	29	14	4	2	10	11	10	16	13	11	8	10	10
NET FAVOURABILITY	30	48	24	44	41	30	38	24	34	4	23	33	47	29	28	31	33	14	23	38	28	32

YouGov Survey Results

Sample Size: 10505 Adults in GB
Fieldwork: 16th - 17th January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	10505	1890	2699	966	1134	3687	3750	5084	5421	1105	4339	2594	2468	5988	4517	9087	504	914	2490	1723	1271	3603	
Unweighted Sample	10505	1690	3054	1137	1385	4333	4025	4775	5730	619	4117	2762	3007	6431	4074	8995	574	936	2504	1791	1001	3699	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Edward VIII: 1936 [n=2547]

Very favourable	3	7	2	4	5	2	5	4	2	3	2	4	4	3	3	3	3	2	3	3	2	4
Somewhat favourable	16	19	14	22	21	17	20	16	16	10	14	22	18	16	16	16	18	17	15	16	13	18
TOTAL FAVOURABLE	19	26	16	26	26	19	25	20	18	13	16	26	22	19	19	19	21	19	18	19	15	22
Somewhat unfavourable	16	19	18	20	16	20	16	17	16	14	14	17	22	17	16	17	11	12	17	21	19	15
Very unfavourable	16	20	15	16	15	16	19	17	14	8	9	18	28	18	13	16	14	17	14	15	16	17
TOTAL UNFAVOURABLE	32	39	33	36	31	36	35	34	30	22	23	35	50	35	29	33	25	29	31	36	35	32
Don't know	37	28	40	29	34	37	32	35	39	41	45	32	25	35	40	36	43	37	39	32	36	37
N/A - I have not heard of them	12	7	11	9	9	7	8	11	12	25	17	7	2	11	13	11	11	15	12	12	14	10
NET FAVOURABILITY	-13	-13	-17	-10	-5	-17	-10	-14	-12	-9	-7	-9	-28	-16	-10	-14	-4	-10	-13	-17	-20	-10

George VI: 1936–1952 [n=2610]

Very favourable	17	30	15	17	22	16	25	18	16	8	10	19	30	18	15	17	20	15	14	19	19	17
Somewhat favourable	32	39	31	42	38	36	36	30	33	20	27	36	40	34	29	33	25	28	32	33	26	35
TOTAL FAVOURABLE	49	69	46	59	60	52	61	48	49	28	37	55	70	52	44	50	45	43	46	52	45	52
Somewhat unfavourable	6	5	7	5	4	7	5	7	5	8	7	5	6	6	6	6	5	6	5	9	10	5
Very unfavourable	3	3	2	1	3	3	2	4	1	1	3	2	3	3	2	2	6	7	2	1	4	1
TOTAL UNFAVOURABLE	9	8	9	6	7	10	7	11	6	9	10	7	9	9	8	8	11	13	7	10	14	6
Don't know	33	19	34	28	24	32	26	33	32	37	39	33	20	30	36	33	28	34	37	29	30	32
N/A - I have not heard of them	10	4	10	6	8	6	5	8	12	26	14	5	2	9	12	10	16	9	10	9	11	10
NET FAVOURABILITY	40	61	37	53	53	42	54	37	43	19	27	48	61	43	36	42	34	30	39	42	31	46

Elizabeth II: 1952–2022 [n=2699]

Very favourable	59	83	53	61	71	55	73	59	58	43	47	65	79	58	60	60	58	49	60	62	50	62
Somewhat favourable	25	12	32	28	16	27	18	23	26	30	30	23	14	27	22	25	24	26	26	21	30	23
TOTAL FAVOURABLE	84	95	85	89	87	82	91	82	84	73	77	88	93	85	82	85	82	75	86	83	80	85
Somewhat unfavourable	6	1	5	5	4	7	2	6	5	10	7	4	2	6	5	5	6	8	4	6	9	4
Very unfavourable	4	1	2	2	3	3	2	4	3	8	4	2	2	3	4	3	4	9	2	4	5	3
TOTAL UNFAVOURABLE	10	2	7	7	7	10	4	10	8	18	11	6	4	9	9	8	10	17	6	10	14	7
Don't know	7	3	7	4	6	7	5	7	7	9	10	5	3	6	9	7	8	7	8	6	5	8
N/A - I have not heard of them	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0	0
NET FAVOURABILITY	74	93	78	82	80	72	87	72	76	55	66	82	89	76	73	77	72	58	80	73	66	78

Charles III: 2022–present [n=2628]

Very favourable	19	35	15	17	25	17	26	18	19	8	11	23	31	19	18	19	16	11	20	18	13	22
Somewhat favourable	39	45	41	50	37	43	41	38	39	22	41	42	39	41	36	39	37	36	37	41	39	40
TOTAL FAVOURABLE	58	80	56	67	62	60	67	56	58	30	52	65	70	60	54	58	53	47	57	59	52	62
Somewhat unfavourable	18	10	21	16	17	19	13	17	19	32	19	15	14	18	17	17	22	20	19	19	18	16
Very unfavourable	13	3	12	7	12	12	11	15	10	20	14	12	8	11	15	12	13	19	12	12	17	11
TOTAL UNFAVOURABLE	31	13	33	23	29	31	24	32	29	52	33	27	22	29	32	29	35	39	31	31	35	27
Don't know	11	6	11	9	9	9	8	11	12	18	14	8	8	10	14	11	12	13	12	10	12	11
N/A - I have not heard of them	1	0	0	0	0	0	0	0	1	1	1	0	0	1	1	1	1	0	1	1	1	0
NET FAVOURABILITY	27	67	23	44	33	29	43	24	29	-22	19	38	48	31	22	29	18	8	26	28	17	35

YouGov Survey Results

Sample Size: 10505 Adults in GB
Fieldwork: 16th - 17th January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample 10505	1890	2699	966	1134	3687	3750	5084	5421	1105	4339	2594	2468	5988	4517	9087	504	914	2490	1723	1271	3603	
Unweighted Sample 10505	1690	3054	1137	1385	4333	4025	4775	5730	619	4117	2762	3007	6431	4074	8995	574	936	2504	1791	1001	3699	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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.*