



25-061766-33 - BAYEAUX TAPESTRY

T1	Table 1	Q1 How would you describe the relationship between Britain and France at present?	Base: All adults aged 16-75 in Great Britain
T2	Table 2	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T3	Table 3	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T4	Table 4	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T5	Table 5	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T6	Table 6	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T7	Table 7	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T8	Table 8	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T9	Table 9	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T10	Table 10	Q2 To what extent do you consider each of the following cultural artifacts to be important or not important?	Base: All adults aged 16-75 in Great Britain
T11	Table 11	Q3 Before taking this survey, how much, if anything, would you say you knew about the Bayeux Tapestry?	Base: All adults aged 16-75 in Great Britain
T12	Table 12	Q3 BIS Are you aware that the UK is exchanging historical British cultural items in exchange for the Bayeux Tapestry?	Base: All adults aged 16-75 in Great Britain
T13	Table 13	Q4 Which famous battle is portrayed by the Bayeux Tapestry?	Base: All adults aged 16-75 in Great Britain
T14	Table 14	Q5 Which three monarchs are depicted by the Bayeux Tapestry?	Base: All adults aged 16-75 in Great Britain
T15	Table 15	Q6 The Bayeux Tapestry depicts Harold II being shot in the eye by an arrow. Based on your knowledge, do you think this is accurate?	Base: All adults aged 16-75 in Great Britain
T16	Table 16	Q7 Who were the British fighting during the battle portrayed by the Bayeux Tapestry?	Base: All adults aged 16-75 in Great Britain
T17	Table 17	Q8 What was the outcome of the battle depicted by the Bayeux Tapestry?	Base: All adults aged 16-75 in Great Britain



Table 1
Q2 How would you describe the relationship between Britain and France at present?

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	1100	515	586	347	390	363	259	288	249	157	53	94	762	338	729	371	629	471	159	217	269	176	165	943	152	345	75	94	121	483	219			
WEIGHTED BASE	1100	512	589	352	399	359	259	288	213	157	52	97	712	391	633	427	351	219	170	211	262	112	163	939	129	311	67	119	117	412	289			
(1) View positive	51	42	9	31	12	8	21	7	7	9	5	2	37	14	20	30	22	28	3	11	14	14	11	39	4	30	3	7	1	18	13			
	5%	8%	2%	9%	3%	2%	8%	3%	3%	6%	9%	2%	5%	4%	3%	6%	6%	4%	2%	5%	5%	4%	8%	4%	2%	9%	6%	6%	1%	4%	4%			
(3) Somewhat positive	262	148	110	88	100	75	65	58	55	56	7	21	189	74	175	87	128	134	26	50	75	99	46	220	47	102	19	15	26	133	54			
	24%	27%	20%	25%	26%	21%	25%	20%	22%	26%	14%	23%	20%	20%	28%	18%	34%	19%	15%	21%	29%	31%	32%	28%	32%	32%	12%	23%	23%	31%	17%			
(6) Neither positive nor negative	324	165	166	97	121	116	63	95	82	46	15	33	236	119	188	147	115	159	54	73	76	95	41	286	51	95	21	42	36	146	95			
	30%	31%	30%	27%	31%	32%	24%	33%	33%	29%	30%	30%	29%	32%	30%	31%	30%	31%	31%	30%	29%	29%	29%	31%	30%	30%	34%	35%	31%	31%	34%	31%		
(7-11) Somewhat negative	198	106	91	37	69	93	47	59	17	13	14	129	70	118	81	49	149	32	57	45	51	13	181	43	41	8	27	25	69	75				
	18%	20%	16%	10%	18%	20%	16%	19%	16%	24%	11%	23%	15%	18%	15%	17%	13%	21%	18%	23%	17%	16%	9%	10%	25%	13%	22%	22%	21%	16%	24%			
(1-2) View negative	66	36	30	10	21	35	15	23	14	9	1	4	37	29	28	39	17	49	22	7	19	15	3	11	4	3	1	3	4	9	47			
	6%	7%	5%	3%	5%	10%	6%	8%	5%	6%	2%	5%	5%	8%	4%	8%	5%	7%	12%	3%	7%	5%	3%	7%	8%	1%	6%	19%	4%	2%	15%			
NET: Positive	313	189	119	119	112	82	86	66	61	65	12	23	225	88	195	117	151	162	29	62	88	113	57	249	50	132	23	21	28	151	67			
	28%	35%	22%	33%	29%	23%	33%	23%	24%	42%	22%	25%	31%	24%	31%	25%	40%	23%	17%	26%	34%	35%	40%	27%	30%	42%	17%	18%	24%	30%	22%			
NET: Negative	285	142	121	47	90	128	64	70	73	25	14	19	166	98	146	119	66	188	54	64	63	66	16	244	56	45	11	50	29	78	122			
	26%	26%	22%	13%	23%	34%	25%	24%	29%	16%	27%	20%	23%	27%	23%	25%	17%	28%	31%	36%	24%	21%	11%	26%	13%	14%	10%	42%	25%	18%	39%			
Mean	0.04	0.11	-0.06	0.35	0.04	-0.22	0.13	-0.09	-0.09	0.3	0.03	0.02	0.1	-0.08	0.08	-0.03	0.27	-0.1	-0.31	0.01	0.09	0.17	0.42	-0.02	-0.1	0.41	0.21	-0.4	-0.04	0.22	-0.31			
Don't know	188	41	145	62	64	32	47	57	34	20	11	18	124	64	94	94	49	139	38	43	34	48	29	151	11	48	6	6	24	56	25			
	17%	8%	26%	17%	9%	18%	20%	14%	16%	13%	21%	20%	17%	17%	15%	20%	13%	19%	22%	18%	13%	15%	20%	16%	7%	15%	9%	5%	21%	13%	8%			

Proportions/Means: Columns Tested (5% risk level) - $\chi^2/\chi^2 - \chi^2/N/\chi^2/A - (m - n)/n - p/\chi^2 - \chi^2/N/\chi^2 - \chi^2/N/\chi^2 - \chi^2/N/\chi^2 - \chi^2/N/\chi^2 - \chi^2/N/\chi^2 - \chi^2/N/\chi^2 - \chi^2/N/\chi^2$
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



25-061766-33 - BAYEAUX TAPESTRY
14TH - 17TH AUGUST 2026
IPSOS

19 Aug 2026

Table 2

Q2 To what extent do you consider each of the following cultural artifacts to be important or not important to Britain's cultural heritage? SUMMARY TABLE

Base: All adults aged 16-75 in Great Britain

	The Bayeux Tapestry	The Rosetta Stone	The Magna Carta	The Sutton Hoo Helmet	The Parthenon Sculptures / Elgin Marbles	The Lindisfarne Gospels	The Lewis Chessmen	The Domesday Book
UNWEIGHTED BASE	1100	1100	1100	1100	1100	1100	1100	1100
WEIGHTED BASE	1100	1100	1100	1100	1100	1100	1100	1100
(4) Very important	300 27%	196 18%	510 46%	198 18%	144 13%	227 21%	132 12%	430 39%
(3) Fairly important	365 33%	328 30%	305 28%	203 18%	221 20%	208 19%	164 15%	305 28%
(2) Not that important	129 12%	135 12%	49 4%	96 9%	204 19%	100 9%	93 8%	73 7%
(1) Not at all important	53 5%	66 6%	38 3%	45 4%	127 12%	43 4%	43 4%	39 4%
NET: Important	666 61%	524 48%	816 74%	401 36%	365 33%	434 39%	296 27%	735 67%
NET: Not important	181 16%	200 18%	87 8%	142 13%	330 30%	143 13%	135 12%	112 10%
Mean	3.08	2.9	3.43	3.02	2.55	3.07	2.89	3.33
Don't know	253 23%	376 34%	197 18%	557 51%	405 37%	522 47%	668 61%	253 23%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 3
Q2 To what extent do you consider each of the following cultural artifacts to be important or not important to Britain's cultural heritage? The Bayeux Tapestry
Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY				GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	1100	511	589	347	390	363	210	288	249	157	13	94	762	338	728	371	629	421	159	217	269	176	165	913	152	345	175	14	126	483	210						
WEIGHTED BASE	1100	512	588	352	399	350	211	287	251	157	14	94	773	335	733	375	635	421	161	217	269	176	165	913	152	345	175	14	126	483	210						
(1) Very important	300	159	141	87	101	113	72	80	63	55	17	15	187	103	173	128	112	188	49	61	77	88	37	262	67	86	15	37	24	126	105						
	27%	30%	25%	25%	26%	31%	28%	28%	25%	35%	32%	16%	27%	28%	28%	27%	30%	26%	28%	28%	25%	30%	27%	26%	40%	27%	25%	31%	20%	29%	34%						
(3) Fairly important	365	195	165	88	141	136	85	97	95	46	11	32	234	131	206	160	112	233	49	82	100	104	43	315	56	132	25	39	37	153	104						
	33%	36%	30%	25%	36%	38%	33%	34%	38%	29%	20%	35%	32%	36%	33%	33%	33%	32%	28%	34%	38%	32%	30%	36%	33%	42%	42%	33%	32%	32%	36%	34%					
(2) Not that important	129	67	61	43	53	53	21	31	52	25	9	9	84	45	77	52	47	62	27	31	28	35	14	113	35	43	8	14	14	62	36						
	12%	13%	12%	12%	9%	15%	9%	11%	13%	16%	17%	9%	11%	12%	12%	11%	12%	11%	15%	13%	11%	11%	10%	12%	11%	13%	13%	13%	12%	14%	12%						
(1) Not at all important	53	29	24	14	20	18	11	13	17	3	*	8	37	16	31	22	21	32	7	6	13	19	7	45	11	13	3	5	9	17	23						
	5%	5%	4%	4%	5%	5%	4%	5%	7%	2%	*	8%	5%	4%	5%	5%	6%	4%	4%	2%	5%	6%	5%	5%	7%	4%	4%	5%	8%	4%	7%						
NET: Important	666	355	310	175	242	249	157	176	158	100	27	47	432	234	379	287	245	421	98	143	178	182	79	576	122	218	43	76	61	279	218						
	61%	66%	55%	49%	61%	69%	60%	61%	63%	64%	52%	50%	59%	63%	61%	60%	64%	59%	56%	59%	68%	60%	55%	62%	72%	68%	65%	64%	52%	65%	67%						
NET: Not important	181	96	85	56	53	72	34	44	49	29	9	17	121	61	108	74	68	114	34	37	41	54	21	158	30	56	10	20	23	79	59						
	16%	18%	15%	16%	14%	20%	13%	15%	19%	18%	18%	18%	16%	16%	17%	16%	18%	16%	19%	18%	15%	17%	15%	17%	18%	17%	17%	16%	20%	18%	19%						
Mean	3.08	3.08	3.07	3.07	3.07	3.09	3.07	3.14	3.1	2.98	3.18	3.19	2.85	3.07	3.07	3.09	3.07	3.08	3.08	3.06	3.1	3.11	3.06	3.09	3.08	3.17	3.06	3.04	3.12	2.9	3.08	3.09					
Don't know	253	96	165	105	123	92	38	68	68	44	27	36	30	179	74	137	116	69	184	44	62	43	76	43	186	17	47	11	23	33	73	42					
	23%	18%	30%	30%	31%	26%	11%	26%	24%	18%	17%	30%	12%	24%	20%	22%	24%	18%	26%	25%	20%	16%	23%	30%	21%	10%	15%	18%	20%	28%	17%	14%					

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d - e - f)/g)/h)/i - j)/k - l)/m - n)/o - p)/q - r)/s)/t - u/v - x)/y)/z)/A - C/D - E/F
Overlap formulae used. * small base

Base: All adults aged 16-75 in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D - E/f
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 5
Q2 To what extent do you consider each of the following cultural artefacts to be important or not important to Britain's cultural heritage? The Magna Carta
Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION								WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	1100	511	586	347	390	363	219	268	249	157	53	94	702	398	729	371	629	471	159	217	269	176	165	933	152	345	75	94	121	483	269			
WEIGHTED BASE	1100	512	588	352	399	349	169	259	129	157	52	93	712	386	723	373	625	475	159	217	269	176	163	930	152	345	75	94	121	483	269			
[4] Very important	510	278	233	139	150	221	126	126	121	70	27	40	336	195	299	211	385	325	76	107	135	144	49	453	101	157	31	65	53	219	177			
	46%	52%	41%	39%	39%	62%	49%	44%	48%	44%	53%	43%	43%	53%	48%	44%	49%	45%	43%	44%	52%	45%	34%	49%	60%	49%	50%	54%	45%	51%	57%			
[3] Fairly important	305	157	147	98	110	89	67	76	81	46	10	25	208	97	182	123	122	183	45	64	68	108	46	252	43	99	20	20	34	122	73			
	28%	29%	27%	28%	31%	25%	30%	24%	32%	29%	19%	27%	28%	26%	29%	26%	27%	26%	26%	27%	26%	34%	32%	26%	26%	31%	33%	30%	29%	28%	24%			
[2] Not that important	49	20	29	15	21	13	10	14	6	15	3	2	36	13	39	20	8	20	6	11	11	17	11	36	6	36	1	9	2	18	11			
	4%	4%	5%	4%	6%	4%	4%	5%	2%	9%	5%	3%	5%	3%	5%	4%	5%	4%	4%	5%	4%	5%	8%	4%	3%	5%	2%	8%	2%	4%	4%			
[1] Not at all important	38	24	14	20	12	6	11	12	12	2	-	1	30	8	17	21	6	32	11	6	7	8	9	29	4	7	1	7	5	11	50			
	3%	4%	3%	6%	3%	2%	4%	4%	5%	1%	-	1%	4%	2%	3%	4%	1%	4%	6%	3%	3%	2%	6%	3%	2%	2%	6%	5%	3%	3%				
NET: Important	816	435	371	237	269	309	193	202	202	115	37	65	524	292	481	334	307	509	121	171	203	252	95	705	144	256	51	84	87	341	250			
	74%	81%	67%	67%	70%	88%	74%	70%	81%	73%	72%	70%	72%	79%	77%	70%	81%	71%	69%	71%	78%	79%	66%	76%	80%	80%	84%	71%	75%	79%	81%			
NET: Not important	87	44	43	34	34	19	21	26	17	17	3	4	66	25	46	41	25	62	17	17	18	25	19	65	10	23	2	17	7	29	21			
	8%	8%	8%	10%	9%	5%	8%	9%	7%	11%	5%	4%	8%	6%	7%	9%	6%	9%	10%	7%	7%	8%	14%	7%	6%	7%	3%	14%	6%	7%	7%			
Mean	3.43	3.44	3.4	3.31	3.34	3.6	3.44	3.38	3.42	3.39	3.61	3.51	3.37	3.53	3.45	3.4	3.47	3.4	3.35	3.44	3.5	3.4	3.18	3.47	3.57	3.46	3.52	3.4	3.42	3.48	3.54			
Don't know	197	58	136	83	84	31	46	60	31	25	12	24	141	56	96	102	50	148	38	53	40	44	29	160	15	42	8	18	22	61	38			
	18%	11%	23%	23%	21%	9%	18%	21%	12%	16%	23%	13%	15%	13%	15%	21%	13%	21%	22%	15%	15%	14%	20%	17%	9%	13%	13%	15%	19%	14%	12%			

Proportions/Means: Columns Tested (2% risk level) - z/|z| - c/|c| - t/|t|/s - U/|U|/s - V/|V|/s - W/|W|/s - X/|X|/s - Y/|Y|/s - Z/|Z|/s - E/P
Overlap formulae used: * small base

Base: All adults aged 16-75 in Great Britain

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D - E/f
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 7
Q2 To what extent do you consider each of the following cultural artifacts to be important or not important to Britain's cultural heritage? The Parthenon Sculptures / Elgin Marbles
Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1100	511	586	347	390	363	259	288	249	157	53	94	762	338	729	371	629	811	158	217	259	176	165	933	152	345	75	94	121	483	269		
WEIGHTED BASE	1100	512	589	352	399	350	259	289	213	127	52	99	712	391	632	427	352	619	170	211	252	112	163	939	129	313	69	119	121	412	299		
[4] Very important	144	81	62	46	40	59	36	36	29	20	7	16	103	42	77	68	49	95	27	28	37	49	20	124	34	37	8	26	12	47	67		
	13%	15%	11%	13%	10%	16%	14%	12%	11%	13%	14%	17%	14%	11%	12%	14%	13%	13%	15%	11%	14%	15%	14%	13%	20%	11%	14%	21%	10%	11%	22%	11%	
[3] Fairly important	221	121	99	63	70	90	45	54	46	51	7	18	140	80	123	98	73	147	35	64	42	60	39	178	56	68	9	22	20	97	65		
	20%	23%	18%	17%	18%	25%	17%	19%	18%	22%	14%	18%	12%	22%	20%	21%	19%	20%	20%	16%	16%	19%	27%	19%	33%	21%	14%	19%	17%	23%	21%		
[2] Not that important	204	115	87	51	75	77	38	57	53	33	11	12	139	65	152	72	87	116	23	34	65	67	18	182	30	69	17	50	22	95	65		
	19%	21%	16%	14%	19%	22%	15%	20%	21%	21%	21%	13%	19%	18%	21%	15%	23%	16%	13%	14%	23%	21%	12%	20%	18%	22%	26%	26%	19%	22%	21%		
[1] Not at all important	127	70	56	31	44	54	33	30	24	19	7	14	77	49	81	46	50	77	34	19	34	15	18	107	18	42	8	9	17	55	31		
	12%	13%	9%	9%	11%	14%	13%	10%	10%	12%	14%	15%	11%	13%	13%	10%	13%	11%	10%	8%	12%	10%	13%	12%	11%	13%	13%	7%	15%	13%	10%		
NET: Important	365	203	161	107	109	149	82	90	74	71	14	33	243	122	199	166	123	242	61	91	79	109	59	302	90	105	17	48	32	144	132		
	33%	38%	29%	30%	28%	42%	31%	31%	30%	45%	28%	36%	33%	33%	32%	35%	32%	34%	35%	38%	30%	34%	41%	32%	53%	31%	28%	40%	28%	53%	43%		
NET: Not important	330	185	137	82	119	129	71	87	77	52	18	26	216	114	213	117	137	193	57	53	92	101	36	290	48	111	25	39	39	150	96		
	30%	34%	25%	23%	31%	36%	27%	30%	31%	33%	35%	28%	30%	31%	34%	25%	30%	27%	32%	22%	35%	31%	25%	31%	29%	35%	41%	33%	31%	31%	35%		
Mean	2.55	2.55	2.58	2.65	2.46	2.56	2.56	2.54	2.52	2.59	2.46	2.6	2.58	2.49	2.47	2.66	2.47	2.6	2.46	2.69	2.49	2.59	2.64	2.54	2.76	2.46	2.42	2.74	2.38	2.46	2.74		
Don't know	405	190	215	166	158	81	107	111	100	34	20	33	272	133	211	194	121	283	58	87	90	111	48	339	31	104	19	32	45	137	81		
	37%	28%	46%	48%	41%	22%	41%	39%	40%	22%	38%	36%	37%	36%	34%	41%	32%	39%	31%	40%	35%	33%	31%	48%	33%	33%	31%	27%	27%	39%	32%		

Proportions/Means: Columns Tested (2% risk level) - χ^2 /b - χ^2/U - $\chi^2/H/V/J$ - χ^2/m - χ^2/p - χ^2/n - $\chi^2/U/V$ - χ^2/w - $\chi^2/h/U/B$ - χ^2/D - χ^2/P
Odds Ratio/Means used: * small base



Table 8
Q2 To what extent do you consider each of the following cultural artifacts to be important or not important to Britain's cultural heritage? The Lindisfarne Gospels
Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	1100	511	588	347	390	363	259	288	249	157	53	94	762	338	729	371	629	471	158	217	259	176	165	933	152	945	75	94	126	483	269						
WEIGHTED BASE	1100	512	589	352	399	350	259	288	249	157	53	94	772	338	729	371	629	471	158	217	269	176	165	933	152	945	75	94	126	483	269						
(4) Very important	227	133	92	64	80	103	61	57	37	40	11	19	143	84	128	99	97	129	42	54	58	59	22	201	42	83	15	27	25	115	72						
	21%	25%	17%	18%	15%	29%	24%	20%	15%	1%	1%	1%	20%	23%	20%	21%	26%	18%	24%	23%	22%	18%	15%	22%	25%	26%	24%	23%	22%	27%	23%						
(3) Fairly important	208	119	84	53	66	89	49	55	48	28	3	24	134	74	115	92	80	128	35	43	57	60	28	178	32	73	15	32	22	92	75						
	19%	23%	15%	15%	17%	25%	19%	19%	19%	18%	6%	26%	18%	20%	18%	19%	21%	18%	20%	18%	22%	19%	20%	19%	19%	19%	19%	19%	17%	19%	21%	24%					
(2) Not that important	100	61	40	40	38	22	22	23	29	18	6	2	75	25	55	46	36	70	8	19	36	30	21	77	21	52	4	8	7	22	25						
	9%	11%	7%	11%	10%	6%	8%	8%	11%	12%	11%	2%	10%	7%	9%	10%	8%	10%	4%	8%	14%	9%	15%	8%	13%	10%	7%	7%	6%	7%	8%						
(1) Not at all important	43	24	18	16	15	12	8	10	13	7	2	2	31	12	23	20	10	33	9	8	7	14	6	35	7	4	1	7	6	5	58						
	4%	5%	3%	5%	4%	3%	3%	3%	5%	5%	5%	2%	4%	3%	4%	4%	3%	5%	5%	3%	2%	4%	4%	4%	4%	1%	2%	6%	5%	1%	6%						
NET: Important	434	252	176	116	125	193	111	113	85	68	14	43	277	158	243	191	177	257	77	98	114	119	50	379	74	156	29	39	48	207	146						
	39%	47%	32%	33%	32%	54%	42%	39%	34%	43%	28%	47%	38%	43%	39%	40%	46%	36%	44%	40%	44%	37%	35%	41%	44%	40%	48%	49%	41%	48%	47%						
NET: Not important	143	85	57	56	53	34	30	33	42	26	8	5	107	37	77	66	40	103	16	27	42	44	27	111	28	36	5	15	12	37	43						
	13%	16%	10%	16%	14%	9%	11%	12%	17%	14%	16%	5%	10%	10%	12%	14%	11%	14%	9%	11%	16%	14%	19%	17%	17%	11%	9%	13%	10%	9%	14%						
Mean	3.07	3.07	3.07	2.95	2.95	3.26	3.17	3.1	2.86	3.08	3.03	3.26	3.01	3.18	3.09	3.05	3.22	2.98	3.19	3.15	3.05	3.01	2.85	3.11	3.07	3.22	3.25	3.06	3.13	3.1	3.06						
Don't know	522	200	317	182	208	133	119	142	124	64	29	45	148	174	303	220	164	359	83	117	104	159	66	440	67	128	26	45	57	187	120						
	47%	37%	58%	51%	54%	37%	46%	49%	49%	41%	56%	48%	48%	47%	49%	46%	43%	50%	47%	48%	40%	49%	46%	47%	39%	40%	43%	38%	49%	43%	39%						

Proportions/Means: Columns Tested (2% risk level) - z/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D - E/F
Overlap formula used: * small base

Base: All adults aged 16-75 in Great Britain

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D - E/F
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Q2 To what extent do you consider each of the following cultural artifacts to be important or not important to Britain's cultural heritage? The Domesday Book

Base: All adults aged 16-75 in Great Britain

		GENDER					AGE					REGION										WORKING STATUS				SOCIAL GRADE				EDUCATION				INCOME				ETHNICITY				GENERAL ELECTION 2024 VOTE								REFERENDUM 2016 VOTE		
		TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE																				
UNWEIGHTED BASE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100															
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100															
4) Weighted	390	456	338	276	348	568	398	388	388	388	388	388	436	436	436	436	436	376	436	376	436	368	248	428	536	428	336	496	436	316	448	516	336	448	516	336	448	516														
5) Very important	308	388	288	276	308	488	308	288	288	288	288	288	308	308	308	308	308	288	308	288	308	288	208	368	288	308	288	276	308	288	288	288	288	288	288	288	288															
6) Fairly important	78	88	36	36	36	28	14	9	17	23	14	1	8	37	16	41	32	20	52	37	19	15	21	9	61	8	24	1	10	9	6	24	36	36	36	36																
7) Not that important	39	76	28	28	28	48	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36																
8) Not at all important	39	76	28	28	28	48	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36																
NET: all important	4%	4%	3%	5%	4%	2%	4%	4%	4%	3%	4%	3%	4%	5%	4%	2%	4%	3%	4%	3%	2%	3%	5%	6%	3%	5%	3%	2%	2%	2%	5%	2%	5%	5%	5%	5%																
NET: Important	73%	301	334	193	246	267	175	194	170	107	37	52	465	270	425	310	263	472	322	562	183	209	81	638	140	238	45	86	71	321	232	321	232	321	232	321	232															
NET: Not important	10%	106	106	146	116	6%	7%	10%	13%	11%	5%	13%	12%	6%	10%	10%	9%	11%	7%	10%	9%	11%	13%	10%	9%	10%	2%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%															
Mean	3.33	3.37	3.28	3.12	3.26	3.55	3.18	3.3	3.27	3.38	3.58	3.21	3.26	3.47	3.13	3.32	3.39	3.3	3.42	3.33	3.4	3.26	3.38	3.36	3.43	3.34	3.4	3.58	3.37	3.23	3.41	3.43	3.41	3.43	3.41	3.43																
Don't know	253	91	160	112	99	42	66	65	49	32	13	38	177	76	133	220	85	168	238	56	55	77	44	201	14	49	14	21	35	77	46	77	46	77	46	77	46															
	23%	17%	29%	32%	26%	12%	26%	23%	19%	20%	23%	31%	24%	21%	42	21%	25%	22%	23%	23%	21%	24%	30%	22%	8%	15%	23%	18%	35%	18%	18%	15%	15%	15%	15%	15%																

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D - E/f
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 16-75 in Great Britain

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D - E/F
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 12
Q3_B5 Are you aware that the UK is exchanging historical British cultural items in exchange for the Bayeux Tapestry being loaned to the British Museum?

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1100	511	556	347	390	363	259	288	249	329	157	53	762	388	729	371	629	871	158	217	269	176	165	913	152	345	75	94	121	483	210	
WEIGHTED BASE	1100	512	519	312	399	390	310	299	211	427	174	67	712	368	633	477	362	279	170	211	262	152	148	910	109	311	67	119	121	412	209	
Yes, I am aware of the exchange of British historic cultural items	533	294	233	126	194	213	126	140	128	80	24	35	362	171	327	206	201	332	73	114	140	161	66	462	105	177	38	68	43	246	168	
	48%	55%	42%	35%	50%	59%	48%	49%	51%	51%	45%	38%	50%	46%	53%	43%	53%	46%	42%	47%	54%	50%	46%	50%	62%	55%	62%	57%	37%	57%	54%	
No, I am unaware of the exchange of British historic cultural items	517	218	291	204	179	140	129	135	111	64	25	52	386	181	268	149	272	345	97	112	107	154	66	421	62	123	23	45	67	171	133	
	47%	41%	53%	57%	45%	39%	50%	47%	44%	41%	49%	56%	46%	49%	43%	52%	45%	48%	55%	46%	41%	48%	46%	46%	37%	41%	38%	38%	57%	40%	43%	
Don't know	50	25	25	25	20	5	5	13	11	13	3	5	34	16	28	22	8	42	6	16	14	7	12	37	2	13	-	6	7	13	8	
	5%	5%	5%	7%	5%	2%	2%	4%	4%	8%	6%	6%	5%	4%	4%	5%	2%	6%	3%	7%	5%	2%	8%	4%	1%	4%	-	5%	6%	3%	3%	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - U/A/N/V/J/A - U/m - n/s - p/s - r/s/t/s - u/w - v/s/t/A/B - C/D - E/F
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 13
Q4 Which famous battle is portrayed by the Bayeux Tapestry?

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £9999	£10000-£19999	£20000-£29999	£30000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1100	515	586	347	390	363	175	288	249	157	53	94	762	338	729	371	629	471	158	217	269	176	165	933	152	345	75	94	121	483	216	
WEIGHTED BASE	1100	512	589	352	399	350	170	289	231	127	52*	92*	712	391	632	417	351	219	170	251	282	112	163	939	129	311	62**	111*	121*	412	209	
Battle of Britain	37	30	7	26	7	4	7	13	7	7	-	3	26	11	16	21	12	25	8	6	6	12	15	22	1	12	2	3	6	15	7	
	3%	6%	1%	7%	2%	1%	3%	4%	3%	4%	-	3%	4%	3%	3%	4%	3%	4%	5%	3%	2%	4%	10%	2%	*	4%	3%	3%	5%	4%	2%	
Battle of Edinbuhl	7	3	4	3	5	-	2	-	1	4	-	-	6	1	5	2	5	5	1	-	1	5	2	6	1	2	-	*	-	5	*	
	1%	1%	1%	1%	1%	-	1%	-	1%	2%	-	-	2%	*	2%	1%	2%	2%	2%	-	2%	2%	2%	2%	2%	2%	2%	-	*	-	2%	*
Battle of Hastings	611	322	278	133	218	260	134	155	165	84	34	40	586	226	581	220	248	363	99	121	160	185	46	552	121	180	43	66	55	274	136	
	56%	60%	52%	38%	56%	72%	51%	54%	66%	54%	63%	43%	53%	62%	62%	48%	63%	52%	52%	50%	62%	57%	34%	59%	71%	60%	71%	56%	47%	64%	63%	
Battle of Waterloo	47	19	28	19	14	14	10	14	13	5	4	2	31	16	19	28	13	34	7	18	14	7	11	35	12	13	1	10	3	12	21	
	4%	4%	5%	5%	4%	4%	4%	5%	5%	3%	7%	2%	4%	4%	3%	6%	4%	5%	4%	7%	5%	2%	8%	4%	7%	4%	2%	9%	3%	3%	7%	
Battle of Trafalgar	18	10	8	9	7	2	4	6	4	3	2	-	13	5	11	7	6	12	5	4	6	2	7	11	3	3	1	4	3	2	4	
	2%	2%	1%	3%	2%	1%	1%	2%	2%	2%	4%	-	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%	9%	1%	2%	1%	1%	3%	3%	*	1%	
Don't know	379	154	224	164	137	79	104	100	61	54	13	48	269	110	191	189	100	279	64	82	74	110	59	304	32	97	14	35	50	122	81	
	34%	29%	41%	40%	33%	22%	40%	35%	34%	34%	24%	48%	37%	30%	32%	40%	20%	39%	36%	38%	38%	34%	42%	33%	19%	30%	23%	20%	43%	28%	26%	

Proportions/Means: Columns Totals (3% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AB - CD - E/F
Overlap formulae used. * small base



Table 14
Q5 Which three monarchs are depicted by the Bayeux Tapestry?

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	1100	511	556	347	390	363	259	288	249	157	53	94	762	394	729	371	629	471	159	217	269	176	165	913	152	345	75	54	121	483	210					
WEIGHTED BASE	1100	512	519	312	399	389	229	229	215	127	126	99	712	366	633	417	363	279	170	241	263	112	168	809	129	311	629	1119	1219	615	299					
Edward the Confessor, Harold II, and William I	333	158	150	85	127	141	76	84	100	53	12	29	218	135	228	125	145	208	61	58	87	10	33	309	68	126	29	33	21	163	111					
	32%	37%	27%	24%	33%	39%	29%	29%	40%	34%	23%	32%	30%	37%	37%	20%	38%	29%	35%	24%	33%	34%	27%	33%	40%	39%	48%	28%	19%	38%	36%					
		b			c	c							i	i								i			b		aB									
Henry I, Henry II, and Elizabeth I	32	20	12	19	8	5	7	9	5	8	2	1	22	10	17	14	9	23	7	11	6	5	14	18	8	8	13	1	3	4	15	5				
	3%	4%	2%	5%	2%	1%	3%	3%	2%	5%	3%	1%	3%	3%	3%	2%	3%	2%	4%	5%	2%	3%	10%	2%	2%	4%	2%	4%	3%	3%	3%	2%				
Alfred the Great, Edward the Confessor, and Boudicca	36	23	12	12	10	14	10	12	6	5	1	2	27	9	25	11	17	19	3	9	7	15	9	27	4	14	3	5	4	14	10					
	3%	4%	2%	3%	3%	4%	4%	4%	2%	3%	3%	2%	4%	3%	4%	2%	4%	3%	5%	4%	3%	5%	7	7	5%	3%	2%	4%	5%	4%	3%	3%				
Harold II, William I, and Henry I	169	98	68	45	54	69	37	44	42	28	14	4	120	49	99	70	67	102	23	32	58	50	16	150	32	49	7	27	17	74	54					
	15%	18%	12%	13%	14%	19%	14%	12%	17%	18%	17%	3%	16%	13%	16%	13%	17%	14%	13%	12%	12%	16%	11%	16%	19%	15%	12%	22%	15%	17%	18%					
		b			c	c							i	i								i			b		a									
Don't know	510	198	308	193	187	130	130	140	98	63	23	57	345	165	253	257	144	366	82	111	104	118	67	425	61	119	20	51	69	165	128					
	46%	37%	56%	54%	49%	36%	50%	49%	39%	40%	40%	45%	47%	45%	41%	54%	38%	51%	47%	54%	40%	43%	47%	46%	36%	37%	34%	43%	59%	38%	41%					
		b			c	c							i	i								i			b		a									

Proportions/Means: Columns Totals (5% risk level) - a/b - c/d - e - f/g/h/i/j/k - l/m - n/o - p/q - r - s/t/u/v - w - x/y/z/A/B - C/D - E/F
Overlap formulae used. * small base

Table 15
Q6 The Bayeux Tapestry depicts Harold II being shot in the eye by an arrow. Based on your knowledge, do you think this actually happened, or not?

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £9999	£10000-£19999	£20000-£29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1100	511	589	347	390	363	175	288	249	157	53	94	762	338	729	371	629	471	158	217	269	176	165	933	152	345	75	54	121	483	216	
WEIGHTED BASE	1100	510	590	352	399	350	169	299	215	127	52	97	712	388	632	477	362	219	170	211	252	112	148	939	129	311	62	59	119	121	412	
Yes, I believe this actually happened	484	244	236	147	176	161	121	133	114	68	19	29	334	150	269	215	175	330	76	102	122	151	57	424	82	153	24	59	51	204	149	
	44%	45%	43%	42%	46%	45%	46%	46%	46%	43%	37%	32%	46%	41%	43%	45%	46%	43%	43%	42%	47%	47%	40%	46%	49%	47%	40%	49%	44%	47%	48%	
No, I do not believe this actually happened	198	121	72	57	55	86	32	42	48	28	21	17	127	82	122	76	71	127	33	39	48	59	22	168	33	66	18	29	15	69	69	
	18%	23%	13%	16%	14%	24%	20%	15%	19%	18%	22%	18%	16%	22%	20%	16%	19%	18%	19%	16%	18%	18%	15%	18%	20%	21%	28%	16%	15%	16%	22%	
Don't know	417	172	242	151	155	112	88	112	88	61	21	47	281	137	231	186	135	282	67	101	91	112	64	338	54	104	19	41	51	157	92	
	38%	33%	44%	42%	40%	33%	34%	39%	33%	39%	43%	50%	38%	37%	37%	39%	33%	39%	38%	42%	35%	35%	45%	38%	32%	32%	31%	35%	43%	37%	30%	

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u/v - w - x/y/z/A/B - C/D - E/F
Overlap formulae used: * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



25-061786-33 - BAYEUX TAPESTRY
16TH - 17TH AUGUST 2025
IPSO5

19 Aug 2025

Table 16
Q7 Who were the British fighting during the battle portrayed by the Bayeux Tapestry?

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1100	511	556	347	390	363	259	288	249	157	171	54	762	398	729	371	629	471	159	217	269	176	165	913	152	945	75	94	121	483	210	
WEIGHTED BASE	1100	512	510	312	399	390	259	258	211	127	124	67	712	369	633	417	315	219	170	211	212	112	143	919	129	713	62	1119	1219	512	209	
The Romans	48	26	22	20	13	16	8	17	7	8	3	6	42	7	25	23	13	35	11	15	7	14	16	31	4	13	2	8	5	16	17	
	4%	5%	4%	6%	3%	4%	3%	6%	3%	5%	5%	6%	6%	2%	4%	5%	3%	5%	6%	6%	3%	4%	11%	3%	3%	4%	4%	4%	7%	4%	4%	6%
The Normans	591	334	247	142	206	243	136	143	153	84	30	45	377	214	371	220	236	355	88	115	156	185	57	527	105	200	41	74	51	267	186	
	54%	62%	45%	40%	53%	68%	52%	50%	61%	54%	58%	40%	52%	58%	60%	40%	62%	49%	50%	47%	60%	58%	36%	57%	62%	62%	67%	62%	42%	62%	60%	
The Vikings	47	19	28	16	16	25	9	10	18	5	-	5	35	12	21	25	12	20	8	25	9	12	24	8	12	5	3	10	21	8		
	4%	4%	5%	5%	4%	6%	3%	4%	7%	3%	-	5%	5%	3%	3%	5%	3%	5%	6%	3%	6%	3%	9%	4%	4%	4%	8%	2%	8%	5%	3%	
The Russians	4	*	3	4	-	-	-	*	2	2	-	-	3	1	*	3	1	3	1	-	2	1	1	3	-	*	-	-	2	2	*	2
	*	*	1%	1%	-	-	-	*	1%	1%	-	-	*	*	*	1%	*	*	*	-	1%	*	1%	*	-	*	-	-	1%	1%	*	1%
The Germans	12	6	7	11	-	1	3	5	1	4	-	-	10	2	7	6	4	8	-	3	3	6	2	10	1	3	-	1	2	4	1	
	1%	1%	1%	3%	-	*	1%	2%	*	2%	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	*	1%	-	1	2	2%	1%	*
Don't know	397	152	243	142	152	84	104	113	71	54	19	36	265	132	198	199	115	282	66	100	79	106	60	325	53	91	13	31	48	123	95	
	36%	28%	44%	46%	39%	23%	40%	39%	28%	34%	37%	39%	36%	36%	32%	42%	30%	39%	38%	41%	30%	33%	42%	35%	31%	28%	21%	26%	41%	28%	31%	

Proportions/Means: Columns Tested (5% risk level) - $\chi^2/\chi^2 - \chi^2/N/V/U/A - U/m - n/\chi - \phi/\chi - \eta/\chi/\eta/\chi - \eta/\chi - \eta/\chi/U/A/B - C/D - E/F$
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 17
Q8 What was the outcome of the battle depicted by the Bayeux Tapestry?

Base: All adults aged 16-75 in Great Britain

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1100	511	586	347	390	363	259	288	249	157	53	94	762	338	729	371	629	471	159	217	269	176	165	933	152	345	75	94	121	483	216	
WEIGHTED BASE	1100	512	589	352	399	350	259	288	233	127	52	97	712	388	633	457	352	279	170	231	252	152	153	939	129	333	67	119	127	512	209	
The end of the Roman empire	41	18	23	16	16	9	9	17	7	6	1	1	27	14	20	20	20	21	9	14	7	10	11	30	2	16	-	5	4	15	12	
	4%	3%	4%	4%	4%	2%	3%	6%	3%	4%	2%	1%	4%	4%	3%	4%	5%	3%	5%	6%	3%	3%	8%	3%	1%	5%	-	4%	3%	3%	4%	
The church's break with Rome	22	12	10	8	9	5	8	6	3	3	-	2	20	2	18	5	4	19	3	5	8	6	3	19	2	7	-	6	5	6	9	
	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	-	2%	3%	2%	3%	1%	1%	3%	2%	2%	3%	2%	3%	2%	1%	2%	-	5%	4%	3%	2%	
The beginning of the Windsor dynasty	29	21	7	19	6	4	6	5	12	3	-	3	23	6	12	17	6	22	4	7	8	9	8	20	3	13	2	4	3	9	6	
	3%	4%	1%	5%	2%	1%	2%	2%	5%	2%	-	3%	3%	2%	2%	4%	2%	3%	3%	3%	3%	3%	w	6%	2%	2%	4%	4%	3%	3%	2%	2%
The beginning of the Norman dynasty	474	283	184	149	154	210	107	102	127	79	27	32	297	177	302	172	197	277	69	94	124	148	40	426	99	158	37	59	32	216	161	
	43%	53%	34%	21%	40%	59%	42%	33%	52%	51%	52%	34%	42%	48%	48%	36%	52%	38%	20%	30%	48%	46%	28%	46%	59%	49%	61%	50%	27%	50%	52%	
The introduction of decimalisation	9	5	3	7	2	-	3	4	-	1	-	-	9	-	2	6	2	6	4	2	1	*	2	6	-	1	-	3	3	2	*	
	1%	1%	1%	2%	1%	-	1%	1%	-	1%	-	-	1%	-	*	1%	1%	1%	2%	1%	1%	*	2%	1%	-	*	-	2%	2%	1%	*	
Don't know	525	198	322	196	200	130	127	153	102	65	24	55	356	170	269	257	151	374	86	119	112	149	80	429	63	127	21	42	70	183	121	
	48%	37%	59%	50%	52%	36%	49%	53%	41%	41%	47%	59%	49%	46%	43%	54%	40%	52%	40%	49%	43%	46%	56%	46%	37%	40%	35%	36%	60%	42%	39%	
		a	b	a	a	a		b				b				c	b											d	e	f	g	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AB - CD - EF
Overlap formulae used. * small base