# Ipsos polling: The Bayeux Tapestry

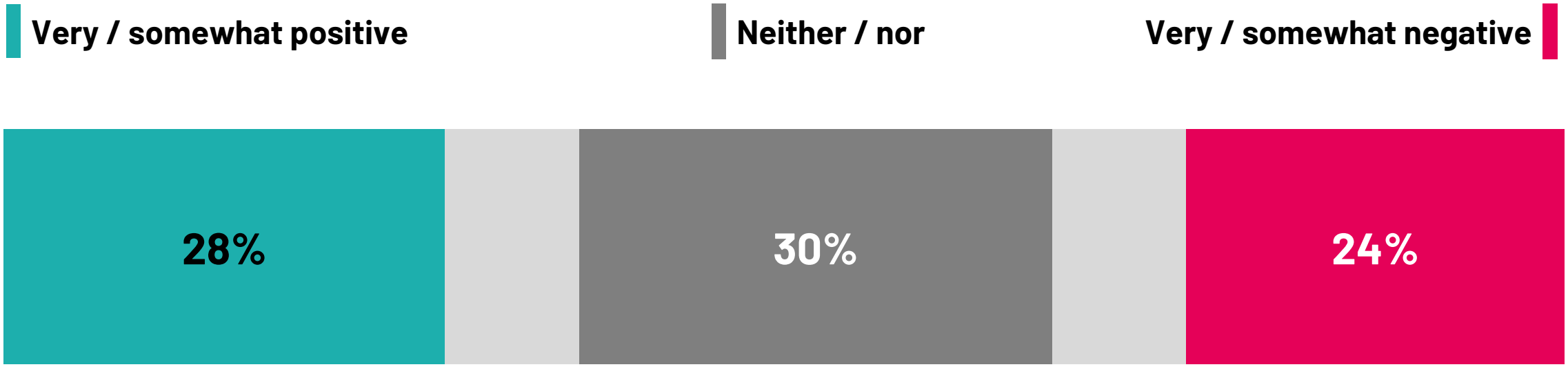
August 2026



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# The public are broadly divided as to whether they would describe the present relationship between Britain and France as positive (28%) or negative (24%).

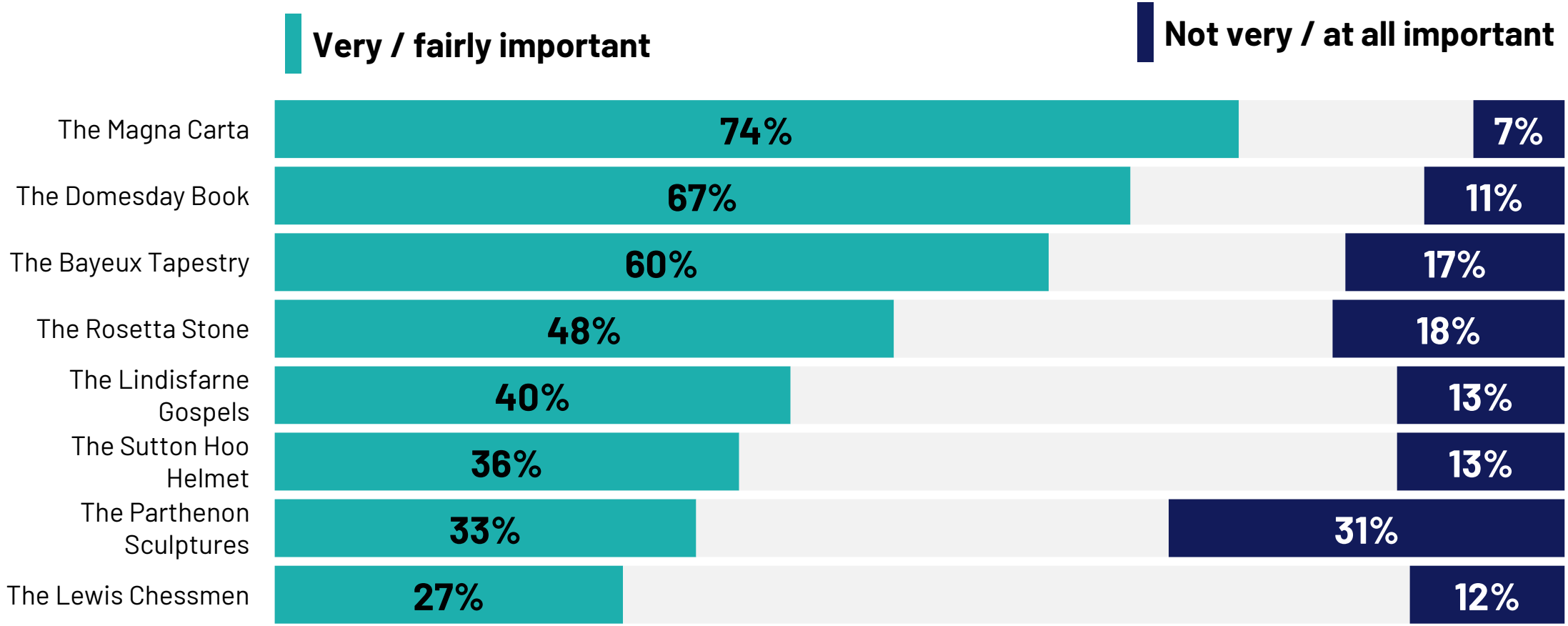
How would you describe the relationship between Britain and France at present?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# 3 in 5 Britons (60%) consider the Bayeux Tapestry important to Britain's cultural heritage, putting it 3rd behind the Magna Carta (74%) and the Domesday Book (67%).

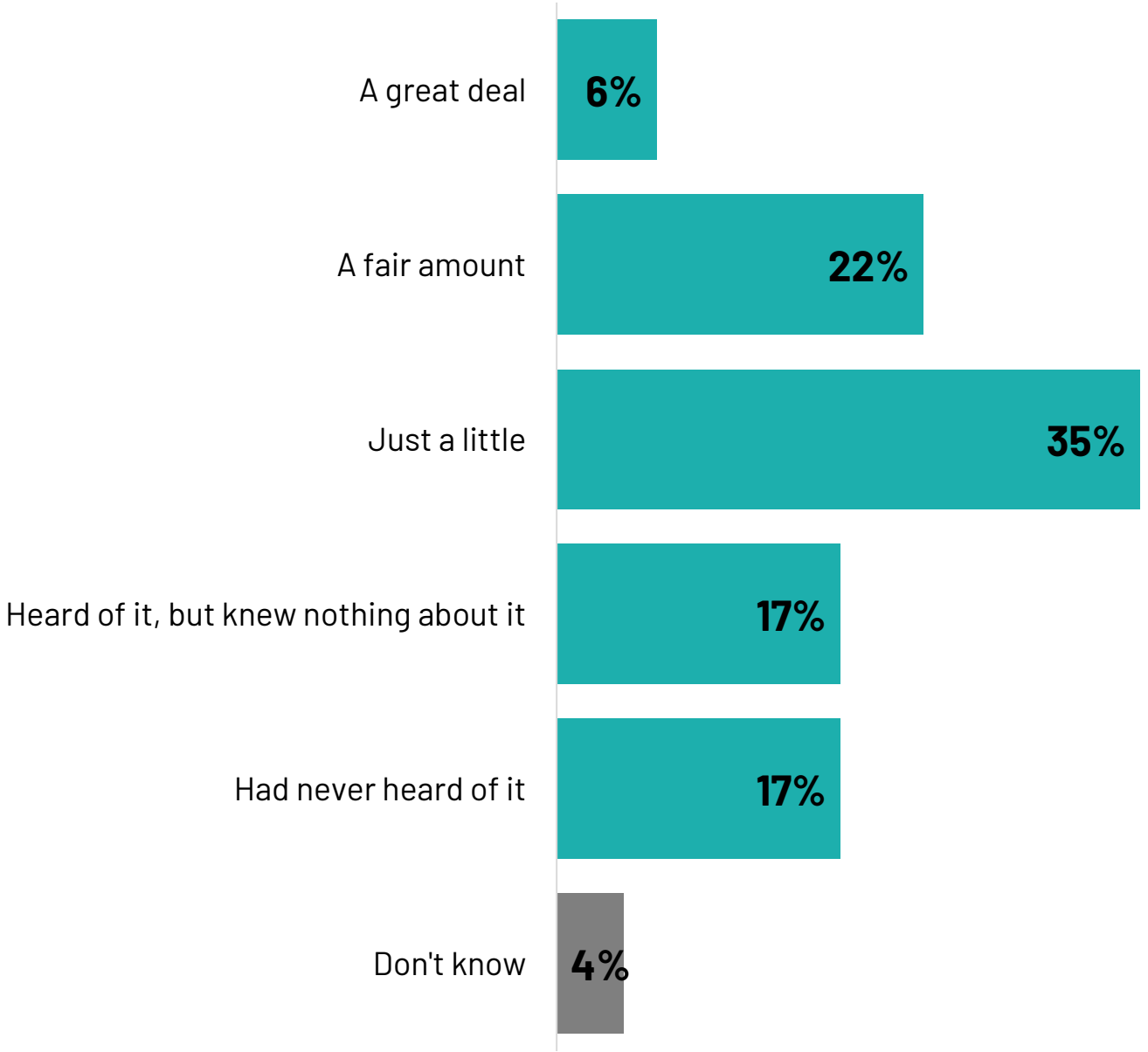
To what extent do you consider each of the following cultural artifacts to be important or not important to Britain's cultural heritage?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# More than 6 in 10 (63%) Britons know at least a little about the Bayeux Tapestry.

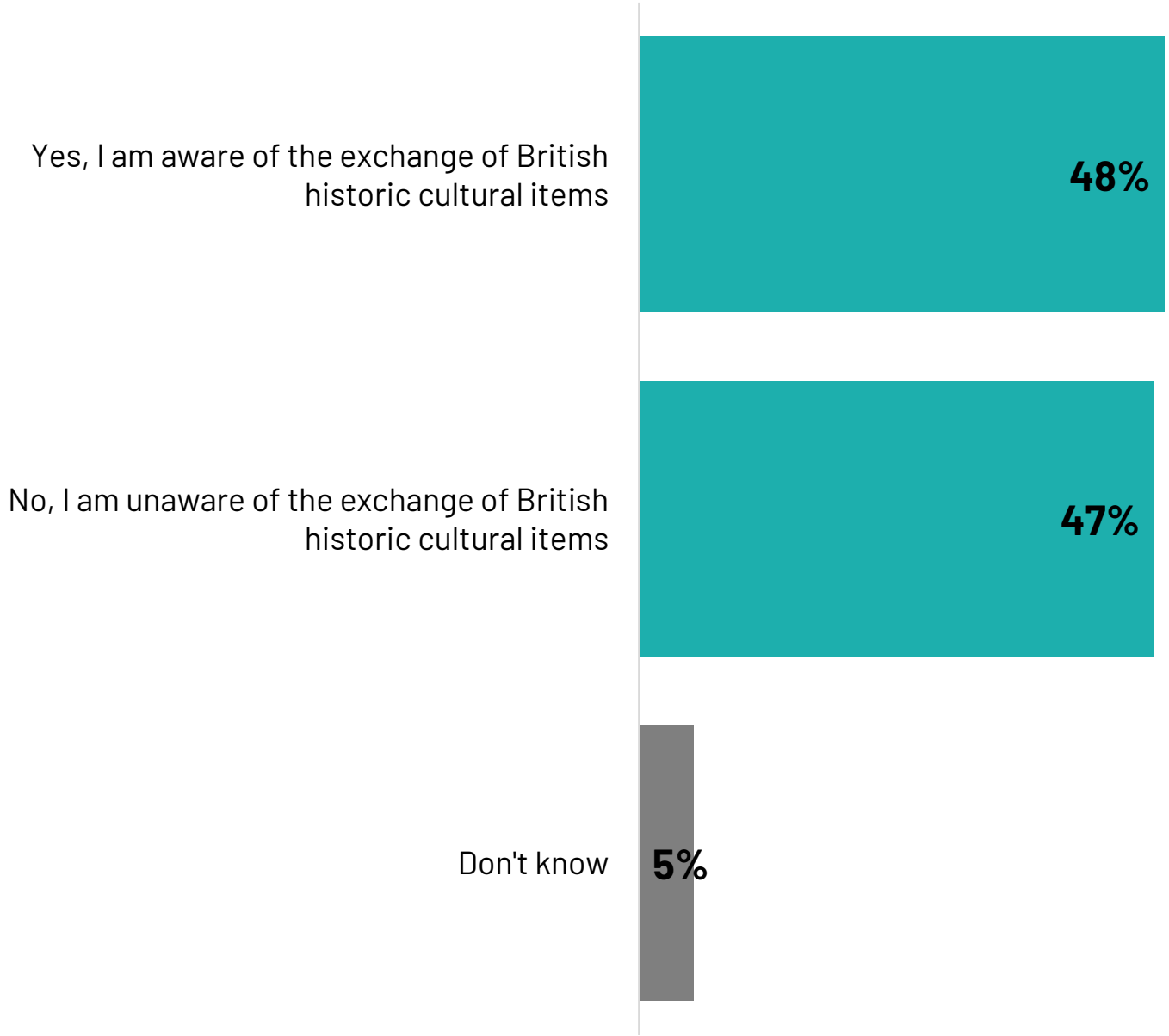
Before taking this survey, how much, if anything, would you say you knew about the Bayeux Tapestry?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# Around half of the public are each aware and unaware of the exchange of British historic cultural items in exchange for the Bayeux Tapestry being loaned to the British Museum.

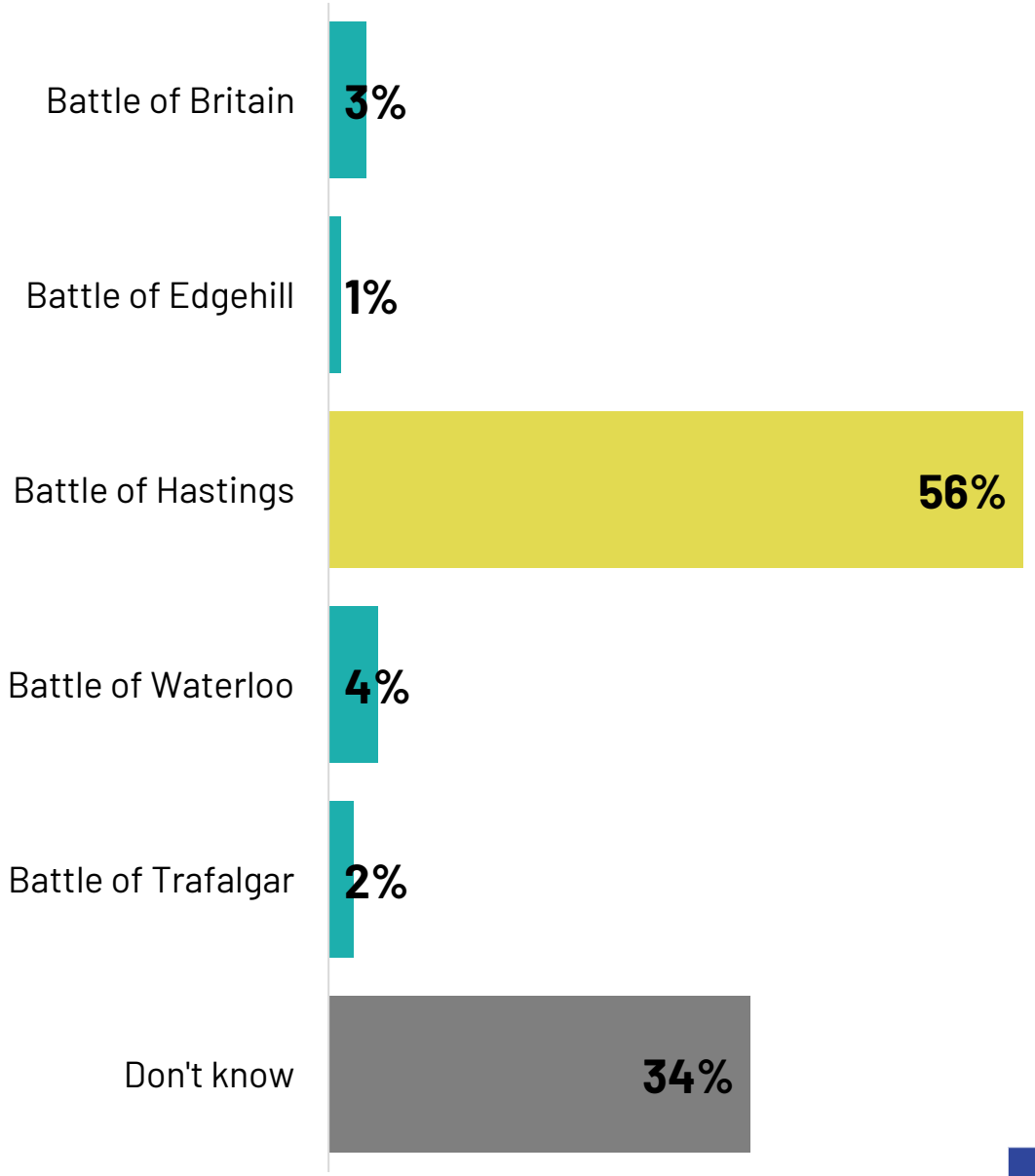
Are you aware that the UK is exchanging historical British cultural items in exchange for the Bayeux Tapestry being loaned to the British Museum?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# Just over half of the public correctly identified the Battle of Hastings as being the battle portrayed by the Bayeux Tapestry.

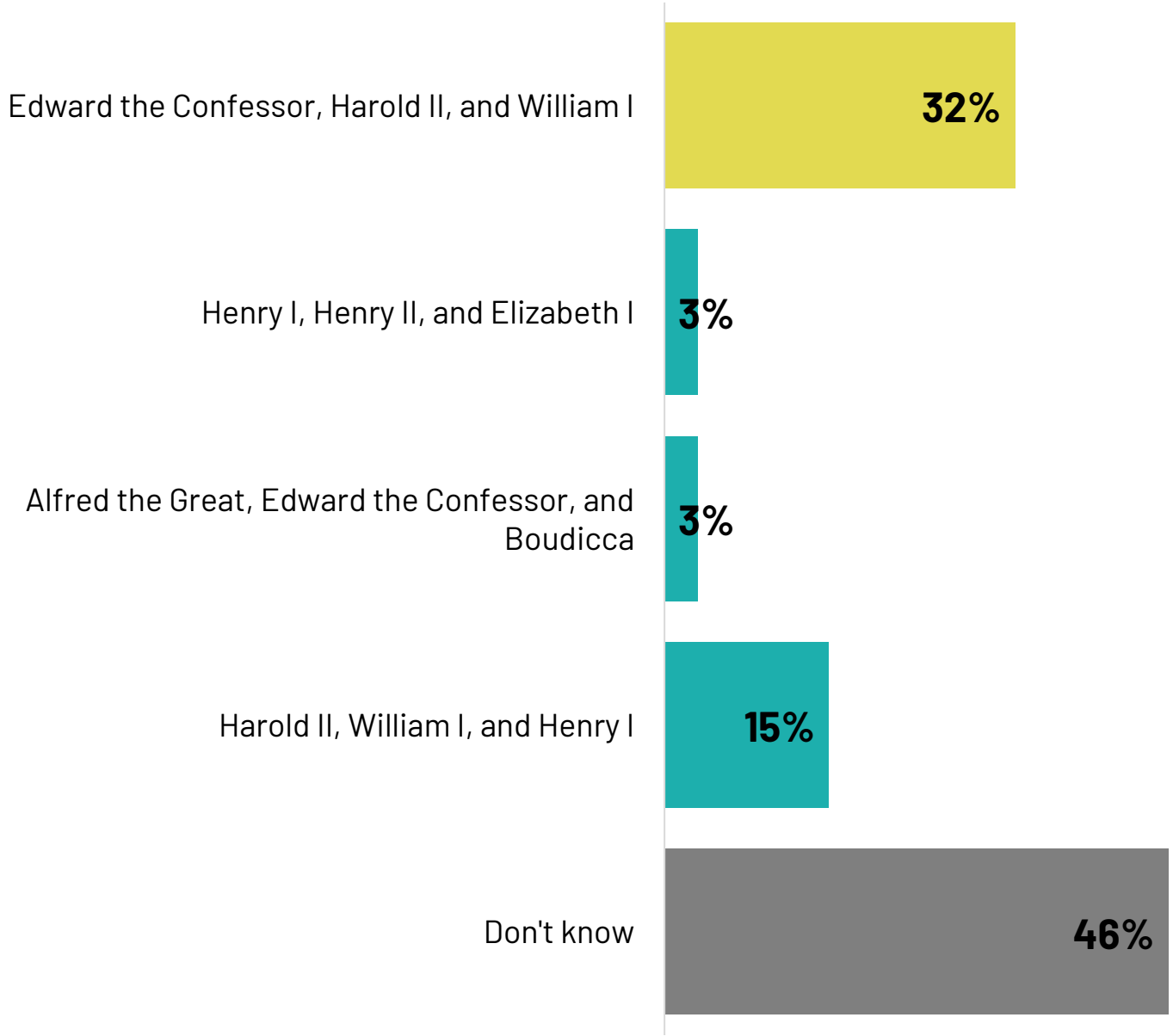
Which famous battle is portrayed by the Bayeux Tapestry?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# 1 in 3 (32%) correctly identified the three monarchs depicted by the Bayeux Tapestry.

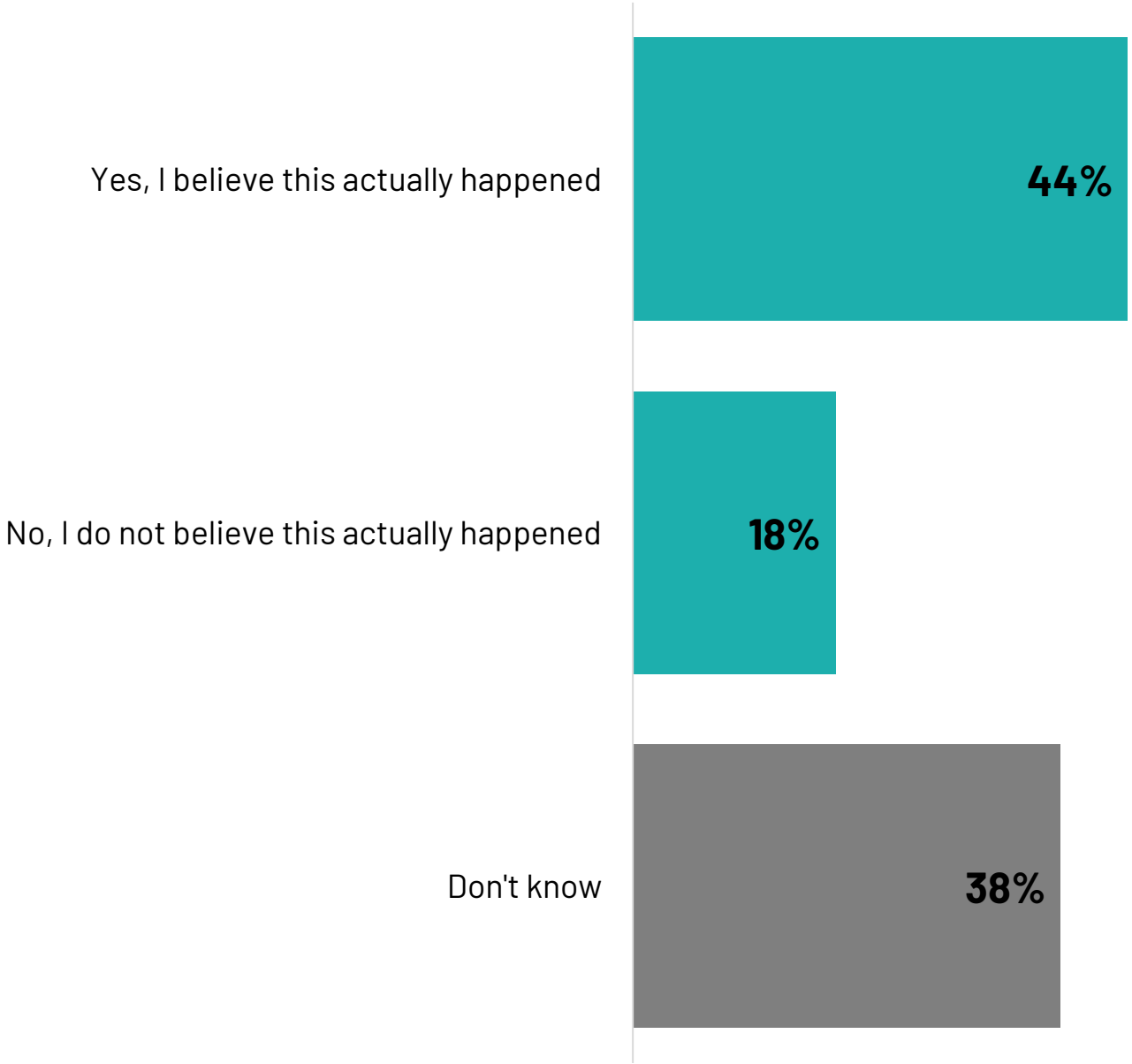
Which three monarchs are depicted by the Bayeux Tapestry?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# 44% of the public think Harold II was actually shot in the eye with an arrow, compared to 18% who don't think this actually happened.

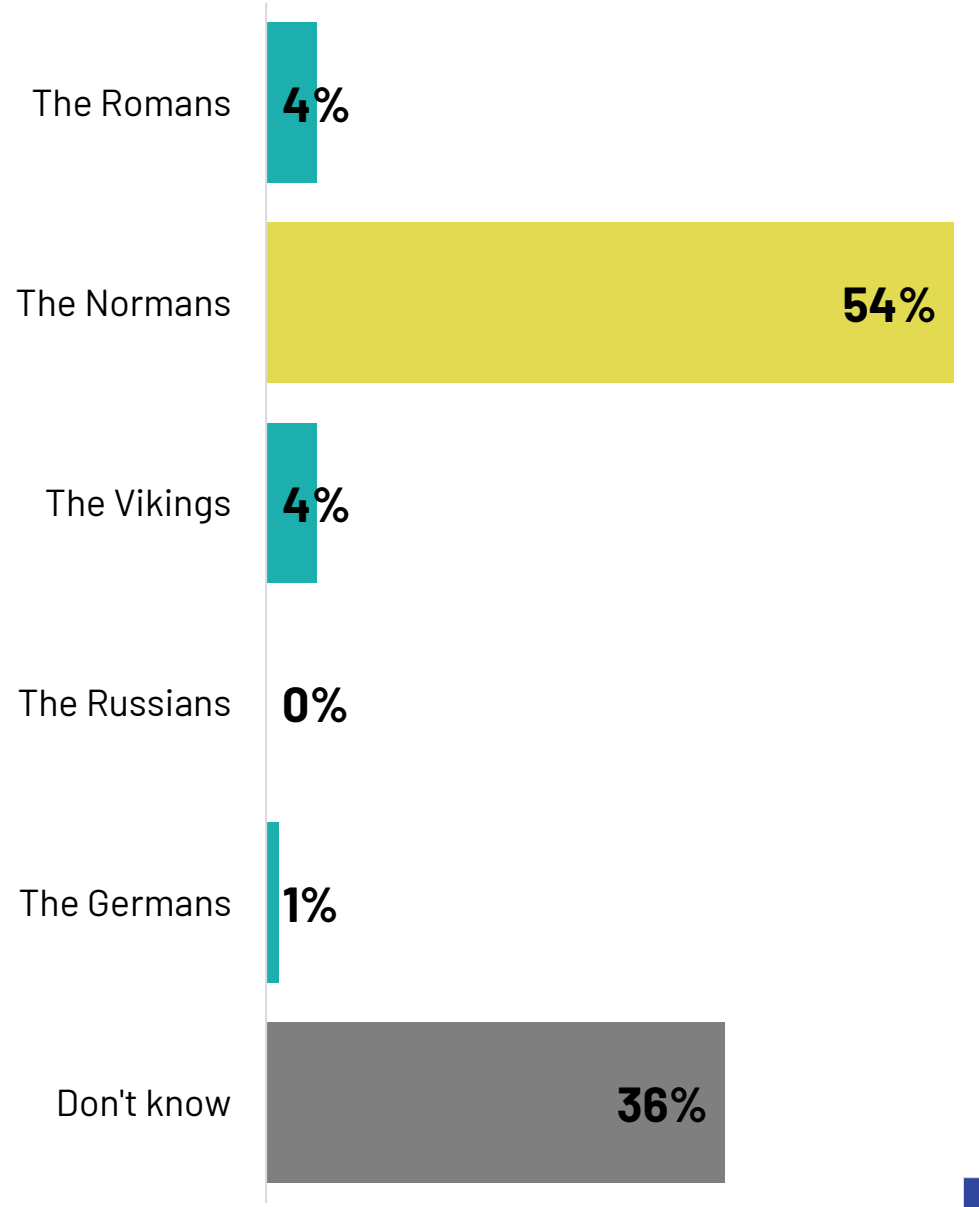
The Bayeux Tapestry depicts Harold II being shot in the eye by an arrow. Based on your knowledge, do you think this actually happened, or not?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# Just over half (54%) correctly identified the Normans are being Britain's opponent in the battle portrayed by the Bayeux Tapestry.

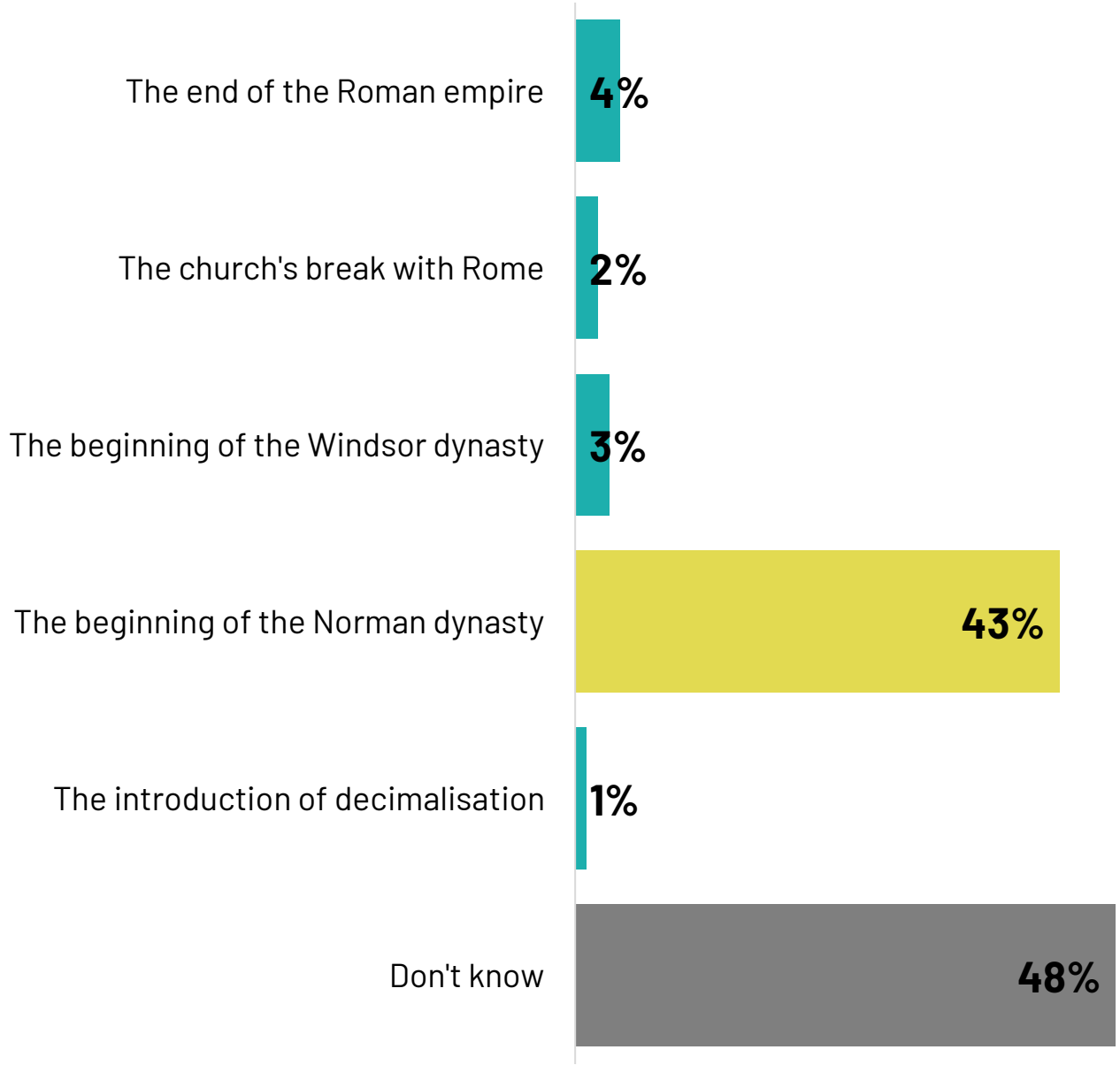
Who were the British fighting in the battle portrayed by the Bayeux Tapestry?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# Around 4 in 10 (43%) correctly identified the beginning of the Norman dynasty as the outcome of the battle depicted by the Bayeux Tapestry.

What was the outcome of the battle depicted by the Bayeux Tapestry?




**Base: 1,100** Online GB adults aged 16-75, 14-17 August 2026

# Ipsos

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**For more information**

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