

YouGov Survey: Napoleon Bonaparte



Sample 1000 U.S. Adult Citizens
 Conducted October 27 - November 2, 2023
 Margin of Error ±3.8%

1. Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Very favorable | Some-what favorable | Neither favorable nor unfavorable | Some-what unfavorable | Very unfavorable | Don't know | I have never heard of this person |
|---------------------|----------------|---------------------|-----------------------------------|-----------------------|------------------|------------|-----------------------------------|
| Napoleon Bonaparte | 7% | 12% | 28% | 21% | 17% | 9% | 5% |
| Leonardo da Vinci | 44% | 30% | 15% | 2% | 2% | 5% | 2% |
| Julius Caesar | 8% | 17% | 35% | 15% | 12% | 10% | 2% |
| Charles Darwin | 27% | 25% | 21% | 6% | 8% | 8% | 6% |
| Karl Marx | 8% | 10% | 15% | 13% | 33% | 9% | 11% |
| Genghis Khan | 6% | 8% | 23% | 15% | 27% | 9% | 11% |
| Alexander the Great | 11% | 22% | 32% | 12% | 7% | 13% | 2% |
| Adolf Hitler | 5% | 4% | 6% | 5% | 75% | 3% | 2% |
| Joseph Stalin | 5% | 6% | 9% | 8% | 58% | 7% | 8% |

2. How much if at all, would you say you know about Napoleon Bonaparte?

| | |
|--------------------------------|-----|
| A great deal | 8% |
| A fair amount | 36% |
| Not very much | 50% |
| NA - has not heard of Napoleon | 5% |

3. Which of the following are you most likely to choose to describe Napoleon Bonaparte? Please select up to 3 options

| | |
|--------------------------------|-----|
| Warmonger | 20% |
| Great general | 26% |
| Great administrator | 7% |
| Tyrant | 21% |
| Misogynist | 4% |
| Racist | 4% |
| Visionary | 10% |
| Liberal | 5% |
| Conservative | 3% |
| Physically short | 34% |
| Ambitious | 33% |
| Authoritarian | 24% |
| None of these | 1% |
| Don't know | 18% |
| NA - has not heard of Napoleon | 5% |

4. Do you think it is appropriate or inappropriate to say Napoleon Bonaparte is comparable to the following historical figures?

| | Com- pletely appropri- ate | Somewhat appropri- ate | Somewhat inappro- priate | Com- pletely inappro- priate | Don't know | NA - has not heard of Napoleon |
|---------------------|-------------------------------------|------------------------------|--------------------------------|---------------------------------------|---------------|---|
| Alexander the Great | 13% | 36% | 11% | 7% | 29% | 5% |
| Adolf Hitler | 10% | 17% | 16% | 30% | 22% | 5% |
| Joseph Stalin | 8% | 22% | 18% | 19% | 27% | 5% |

5. Do you consider Napoleon Bonaparte's legacy to be...

| | |
|--------------------------------------|-----|
| Entirely or almost entirely positive | 3% |
| More positive than negative | 15% |
| About equally positive and negative | 24% |
| More negative than positive | 25% |
| Entirely or almost entirely negative | 6% |
| Don't know | 21% |
| NA - has not heard of Napoleon | 5% |

6. In the long run, do you think each of the following are better off or worse off because of Napoleon Bonaparte?

| | Better off | Worse off | Neither | Don't know | NA - has not heard of Napoleon |
|-------------------|------------|-----------|---------|------------|---|
| The United States | 20% | 6% | 34% | 34% | 5% |
| France | 28% | 16% | 15% | 35% | 5% |
| Europe | 19% | 18% | 21% | 35% | 5% |
| The world | 16% | 13% | 29% | 36% | 5% |

7. Which of the following comes closest to how you think Napoleon Bonaparte should be remembered?

| | |
|---|-----|
| He should be celebrated | 6% |
| He should be marked as a notable historical figure in a neutral or balanced fashion | 50% |
| He should be condemned | 8% |
| He should not be remembered at all | 4% |
| Don't know | 27% |
| NA - has not heard of Napoleon | 5% |

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| | |
|-------------------------------|---|
| Interviewing Dates | October 27 - November 2, 2023 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey. |
| Weighting | The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.112 to 4.846, with a mean of one and a standard deviation of 0.682. |
| Number of respondents | 1000 |
| Margin of error | ± 3.8% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 70 questions not reported. |

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1A. Favorability of Historical Figures — Napoleon Bonaparte

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | Age (4 category) | | | | Race (4 category) | | | | |
|-----------------------------------|--------|-------|------------------|-------|-------|-------|-------------------|-------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 7% | 8% | 6% | 15% | 11% | 3% | 2% | 7% | 9% | 5% | 10% |
| Somewhat favorable | 12% | 16% | 9% | 15% | 12% | 10% | 13% | 11% | 16% | 12% | 12% |
| Neither favorable nor unfavorable | 28% | 26% | 31% | 24% | 25% | 29% | 36% | 30% | 32% | 21% | 20% |
| Somewhat unfavorable | 21% | 25% | 19% | 17% | 18% | 25% | 25% | 23% | 16% | 19% | 20% |
| Very unfavorable | 17% | 18% | 15% | 10% | 18% | 20% | 17% | 18% | 9% | 18% | 18% |
| Don't know | 9% | 5% | 12% | 10% | 12% | 7% | 6% | 8% | 7% | 13% | 13% |
| I have never heard of this person | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 99% | 100% | 101% | 101% | 101% | 100% | 100% | 100% | 100% | 99% | 99% |
| Unweighted N | (999) | (449) | (550) | (144) | (222) | (375) | (258) | (632) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 7% | 11% | 4% | 7% | 7% | 6% | 8% | 6% | 9% | 8% | 6% | 7% | 7% |
| Somewhat favorable | 12% | 12% | 9% | 16% | 10% | 15% | 9% | 15% | 15% | 18% | 8% | 11% | 14% |
| Neither favorable nor unfavorable | 28% | 30% | 25% | 30% | 29% | 30% | 34% | 23% | 23% | 31% | 27% | 28% | 28% |
| Somewhat unfavorable | 21% | 17% | 26% | 21% | 27% | 21% | 19% | 26% | 23% | 21% | 21% | 20% | 25% |
| Very unfavorable | 17% | 18% | 16% | 16% | 18% | 17% | 14% | 20% | 19% | 12% | 24% | 18% | 12% |
| Don't know | 9% | 6% | 13% | 7% | 6% | 8% | 8% | 8% | 6% | 8% | 10% | 9% | 8% |
| I have never heard of this person | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 99% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 99% | 101% | 101% | 100% | 99% |
| Unweighted N | (999) | (344) | (373) | (282) | (347) | (360) | (418) | (256) | (206) | (172) | (230) | (393) | (204) |

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1B. Favorability of Historical Figures — Leonardo da Vinci

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | Age (4 category) | | | | Race (4 category) | | | | |
|-----------------------------------|--------|-------|------------------|-------|-------|-------|-------------------|-------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 44% | 49% | 39% | 39% | 39% | 45% | 52% | 47% | 30% | 40% | 44% |
| Somewhat favorable | 30% | 32% | 29% | 30% | 33% | 30% | 27% | 30% | 32% | 27% | 29% |
| Neither favorable nor unfavorable | 15% | 12% | 19% | 15% | 15% | 17% | 14% | 14% | 24% | 15% | 18% |
| Somewhat unfavorable | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 0% | 3% | 3% |
| Very unfavorable | 2% | 3% | 2% | 4% | 3% | 2% | 1% | 3% | 2% | 1% | 0% |
| Don't know | 5% | 2% | 8% | 7% | 7% | 4% | 3% | 4% | 7% | 9% | 6% |
| I have never heard of this person | 2% | 1% | 2% | 2% | 2% | 2% | 0% | 1% | 4% | 4% | 0% |
| Totals | 100% | 100% | 101% | 99% | 100% | 101% | 99% | 100% | 99% | 99% | 100% |
| Unweighted N | (998) | (448) | (550) | (144) | (222) | (375) | (257) | (631) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 44% | 45% | 40% | 47% | 51% | 45% | 42% | 46% | 51% | 43% | 44% | 46% | 40% |
| Somewhat favorable | 30% | 30% | 28% | 32% | 31% | 32% | 29% | 34% | 30% | 29% | 28% | 32% | 30% |
| Neither favorable nor unfavorable | 15% | 16% | 15% | 15% | 11% | 16% | 17% | 12% | 11% | 16% | 14% | 15% | 18% |
| Somewhat unfavorable | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 3% | 2% | 0% | 2% |
| Very unfavorable | 2% | 1% | 4% | 2% | 1% | 2% | 3% | 2% | 1% | 2% | 0% | 2% | 5% |
| Don't know | 5% | 3% | 9% | 3% | 3% | 3% | 6% | 4% | 4% | 6% | 10% | 3% | 4% |
| I have never heard of this person | 2% | 2% | 3% | 0% | 1% | 0% | 2% | 1% | 2% | 2% | 2% | 2% | 1% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 100% | 99% | 100% | 101% | 100% | 99% | 100% | 100% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (998) | (343) | (373) | (282) | (345) | (360) | (417) | (255) | (207) | (172) | (229) | (392) | (205) |

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1C. Favorability of Historical Figures — Julius Caesar

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 8% | 11% | 5% | 13% | 14% | 4% | 3% | 8% | 11% | 9% | 4% |
| Somewhat favorable | 17% | 19% | 16% | 17% | 20% | 16% | 17% | 17% | 23% | 13% | 12% |
| Neither favorable nor unfavorable | 35% | 35% | 35% | 33% | 34% | 35% | 38% | 36% | 33% | 33% | 34% |
| Somewhat unfavorable | 15% | 17% | 14% | 7% | 9% | 20% | 23% | 16% | 14% | 11% | 17% |
| Very unfavorable | 12% | 11% | 12% | 11% | 8% | 15% | 13% | 12% | 3% | 17% | 15% |
| Don't know | 10% | 5% | 15% | 15% | 11% | 10% | 6% | 9% | 11% | 15% | 9% |
| I have never heard of this person | 2% | 1% | 3% | 5% | 4% | 2% | 0% | 2% | 5% | 1% | 7% |
| Totals | 99% | 99% | 100% | 101% | 100% | 102% | 100% | 100% | 100% | 99% | 98% |
| Unweighted N | (998) | (448) | (550) | (143) | (221) | (376) | (258) | (631) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 8% | 10% | 5% | 9% | 6% | 11% | 8% | 6% | 13% | 8% | 9% | 7% | 10% |
| Somewhat favorable | 17% | 22% | 14% | 17% | 20% | 17% | 18% | 21% | 16% | 31% | 13% | 14% | 17% |
| Neither favorable nor unfavorable | 35% | 33% | 34% | 38% | 35% | 33% | 35% | 32% | 33% | 24% | 35% | 36% | 42% |
| Somewhat unfavorable | 15% | 14% | 19% | 13% | 19% | 16% | 14% | 17% | 16% | 14% | 14% | 16% | 16% |
| Very unfavorable | 12% | 11% | 11% | 13% | 13% | 13% | 11% | 13% | 12% | 8% | 11% | 16% | 9% |
| Don't know | 10% | 8% | 13% | 9% | 7% | 8% | 11% | 9% | 9% | 8% | 18% | 10% | 5% |
| I have never heard of this person | 2% | 2% | 3% | 2% | 1% | 2% | 3% | 2% | 2% | 6% | 1% | 2% | 2% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 99% | 100% | 99% | 101% | 101% | 100% | 100% | 100% | 101% | 99% | 101% | 101% | 101% |
| Unweighted N | (998) | (343) | (373) | (282) | (346) | (360) | (417) | (255) | (207) | (171) | (230) | (392) | (205) |

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1D. Favorability of Historical Figures — Charles Darwin

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 27% | 29% | 25% | 22% | 31% | 28% | 26% | 28% | 23% | 27% | 22% |
| Somewhat favorable | 25% | 28% | 23% | 30% | 27% | 20% | 27% | 26% | 23% | 24% | 22% |
| Neither favorable nor unfavorable | 21% | 22% | 20% | 25% | 20% | 21% | 19% | 19% | 26% | 22% | 29% |
| Somewhat unfavorable | 6% | 5% | 6% | 4% | 3% | 6% | 9% | 6% | 4% | 5% | 6% |
| Very unfavorable | 8% | 8% | 8% | 4% | 6% | 11% | 11% | 10% | 3% | 5% | 7% |
| Don't know | 8% | 4% | 11% | 10% | 9% | 8% | 4% | 7% | 9% | 9% | 6% |
| I have never heard of this person | 6% | 4% | 8% | 7% | 5% | 7% | 5% | 4% | 12% | 9% | 8% |
| Totals | 101% | 100% | 101% | 102% | 101% | 101% | 101% | 100% | 100% | 101% | 100% |
| Unweighted N | (995) | (446) | (549) | (143) | (220) | (375) | (257) | (632) | (125) | (145) | (93) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 27% | 32% | 23% | 26% | 40% | 22% | 28% | 28% | 30% | 35% | 27% | 27% | 21% |
| Somewhat favorable | 25% | 29% | 27% | 19% | 30% | 21% | 23% | 27% | 27% | 23% | 24% | 24% | 30% |
| Neither favorable nor unfavorable | 21% | 24% | 21% | 18% | 19% | 18% | 19% | 23% | 18% | 22% | 16% | 24% | 19% |
| Somewhat unfavorable | 6% | 3% | 5% | 10% | 3% | 11% | 5% | 6% | 5% | 3% | 7% | 6% | 5% |
| Very unfavorable | 8% | 2% | 8% | 14% | 2% | 17% | 8% | 7% | 10% | 5% | 9% | 8% | 8% |
| Don't know | 8% | 4% | 10% | 9% | 2% | 7% | 10% | 6% | 4% | 6% | 10% | 6% | 9% |
| I have never heard of this person | 6% | 6% | 7% | 5% | 4% | 4% | 8% | 4% | 6% | 6% | 7% | 5% | 6% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 101% | 100% | 101% | 101% | 100% | 100% | 101% | 101% | 100% | 100% | 100% | 100% | 98% |
| Unweighted N | (995) | (344) | (371) | (280) | (346) | (359) | (416) | (254) | (207) | (171) | (230) | (390) | (204) |

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1E. Favorability of Historical Figures — Karl Marx

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 8% | 11% | 6% | 14% | 15% | 5% | 1% | 6% | 16% | 11% | 6% |
| Somewhat favorable | 10% | 11% | 10% | 16% | 16% | 6% | 6% | 9% | 17% | 13% | 6% |
| Neither favorable nor unfavorable | 15% | 15% | 15% | 18% | 20% | 14% | 10% | 15% | 19% | 12% | 19% |
| Somewhat unfavorable | 13% | 11% | 14% | 14% | 7% | 15% | 14% | 12% | 8% | 16% | 16% |
| Very unfavorable | 33% | 38% | 28% | 13% | 17% | 41% | 59% | 40% | 11% | 24% | 28% |
| Don't know | 9% | 7% | 12% | 10% | 14% | 8% | 6% | 8% | 15% | 10% | 9% |
| I have never heard of this person | 11% | 7% | 15% | 16% | 12% | 12% | 4% | 9% | 14% | 15% | 17% |
| Totals | 99% | 100% | 100% | 101% | 101% | 101% | 100% | 99% | 100% | 101% | 101% |
| Unweighted N | (999) | (448) | (551) | (144) | (222) | (376) | (257) | (632) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 8% | 13% | 6% | 5% | 10% | 3% | 10% | 8% | 8% | 10% | 4% | 7% | 12% |
| Somewhat favorable | 10% | 14% | 8% | 9% | 17% | 5% | 8% | 11% | 15% | 11% | 10% | 10% | 11% |
| Neither favorable nor unfavorable | 15% | 20% | 16% | 9% | 20% | 9% | 17% | 13% | 13% | 21% | 16% | 13% | 14% |
| Somewhat unfavorable | 13% | 16% | 13% | 9% | 19% | 11% | 10% | 15% | 16% | 8% | 15% | 12% | 15% |
| Very unfavorable | 33% | 19% | 33% | 50% | 22% | 58% | 28% | 42% | 33% | 31% | 33% | 36% | 30% |
| Don't know | 9% | 9% | 12% | 7% | 4% | 6% | 13% | 5% | 7% | 5% | 11% | 10% | 10% |
| I have never heard of this person | 11% | 10% | 13% | 11% | 7% | 9% | 14% | 7% | 9% | 15% | 11% | 11% | 9% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 99% | 101% | 101% | 100% | 99% | 101% | 100% | 101% | 101% | 101% | 100% | 99% | 101% |
| Unweighted N | (999) | (345) | (373) | (281) | (347) | (359) | (418) | (255) | (207) | (172) | (230) | (392) | (205) |

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1F. Favorability of Historical Figures — Genghis Khan

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 6% | 9% | 3% | 9% | 12% | 2% | 2% | 4% | 12% | 7% | 8% |
| Somewhat favorable | 8% | 10% | 6% | 12% | 8% | 5% | 9% | 8% | 11% | 7% | 7% |
| Neither favorable nor unfavorable | 23% | 26% | 20% | 24% | 25% | 20% | 24% | 23% | 28% | 24% | 16% |
| Somewhat unfavorable | 15% | 17% | 13% | 15% | 13% | 16% | 16% | 17% | 5% | 11% | 21% |
| Very unfavorable | 27% | 31% | 24% | 14% | 20% | 36% | 34% | 30% | 15% | 25% | 24% |
| Don't know | 9% | 3% | 15% | 6% | 13% | 9% | 9% | 9% | 10% | 10% | 8% |
| I have never heard of this person | 11% | 5% | 17% | 20% | 10% | 11% | 5% | 8% | 20% | 16% | 17% |
| Totals | 99% | 101% | 98% | 100% | 101% | 99% | 99% | 99% | 101% | 100% | 101% |
| Unweighted N | (996) | (446) | (550) | (144) | (221) | (374) | (257) | (630) | (126) | (146) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 6% | 8% | 4% | 6% | 5% | 4% | 9% | 1% | 7% | 6% | 5% | 6% | 7% |
| Somewhat favorable | 8% | 11% | 5% | 9% | 11% | 9% | 6% | 10% | 10% | 13% | 5% | 8% | 9% |
| Neither favorable nor unfavorable | 23% | 24% | 23% | 22% | 23% | 19% | 24% | 23% | 23% | 21% | 20% | 24% | 25% |
| Somewhat unfavorable | 15% | 15% | 17% | 12% | 18% | 17% | 11% | 15% | 20% | 17% | 16% | 11% | 18% |
| Very unfavorable | 27% | 23% | 29% | 30% | 28% | 31% | 25% | 33% | 26% | 25% | 31% | 28% | 23% |
| Don't know | 9% | 6% | 11% | 11% | 7% | 10% | 11% | 9% | 8% | 10% | 13% | 9% | 7% |
| I have never heard of this person | 11% | 12% | 11% | 10% | 8% | 9% | 14% | 8% | 7% | 9% | 10% | 13% | 11% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 99% | 99% | 100% | 100% | 100% | 99% | 100% | 99% | 101% | 101% | 100% | 99% | 100% |
| Unweighted N | (996) | (344) | (372) | (280) | (346) | (359) | (416) | (256) | (207) | (172) | (230) | (391) | (203) |

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1G. Favorability of Historical Figures — Alexander the Great

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 11% | 14% | 9% | 18% | 18% | 6% | 6% | 11% | 15% | 11% | 11% |
| Somewhat favorable | 22% | 25% | 19% | 26% | 17% | 21% | 24% | 23% | 20% | 22% | 18% |
| Neither favorable nor unfavorable | 32% | 32% | 32% | 23% | 27% | 36% | 41% | 34% | 29% | 26% | 32% |
| Somewhat unfavorable | 12% | 12% | 12% | 10% | 13% | 13% | 11% | 11% | 12% | 15% | 17% |
| Very unfavorable | 7% | 9% | 5% | 2% | 9% | 10% | 5% | 6% | 6% | 9% | 7% |
| Don't know | 13% | 8% | 19% | 15% | 15% | 11% | 13% | 13% | 16% | 12% | 14% |
| I have never heard of this person | 2% | 1% | 4% | 6% | 2% | 2% | 0% | 2% | 3% | 5% | 1% |
| Totals | 99% | 101% | 100% | 100% | 101% | 99% | 100% | 100% | 101% | 100% | 100% |
| Unweighted N | (998) | (447) | (551) | (144) | (222) | (376) | (256) | (631) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 11% | 13% | 7% | 15% | 8% | 17% | 12% | 10% | 14% | 12% | 11% | 13% | 9% |
| Somewhat favorable | 22% | 23% | 21% | 21% | 25% | 23% | 21% | 20% | 26% | 28% | 15% | 22% | 24% |
| Neither favorable nor unfavorable | 32% | 36% | 31% | 29% | 35% | 32% | 31% | 36% | 30% | 27% | 36% | 33% | 32% |
| Somewhat unfavorable | 12% | 10% | 15% | 11% | 14% | 10% | 10% | 16% | 11% | 12% | 13% | 10% | 15% |
| Very unfavorable | 7% | 7% | 6% | 7% | 8% | 4% | 8% | 6% | 7% | 7% | 6% | 6% | 7% |
| Don't know | 13% | 9% | 18% | 14% | 9% | 12% | 14% | 11% | 9% | 12% | 17% | 14% | 10% |
| I have never heard of this person | 2% | 2% | 3% | 3% | 0% | 2% | 3% | 1% | 3% | 3% | 1% | 3% | 3% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 99% | 100% | 101% | 100% | 99% | 100% | 99% | 100% | 100% | 101% | 99% | 101% | 100% |
| Unweighted N | (998) | (345) | (373) | (280) | (347) | (358) | (418) | (255) | (206) | (172) | (230) | (393) | (203) |

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1H. Favorability of Historical Figures — Adolf Hitler

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 5% | 7% | 3% | 10% | 10% | 2% | 1% | 5% | 8% | 5% | 2% |
| Somewhat favorable | 4% | 3% | 4% | 10% | 5% | 1% | 1% | 2% | 6% | 8% | 4% |
| Neither favorable nor unfavorable | 6% | 8% | 5% | 13% | 12% | 2% | 1% | 6% | 6% | 9% | 4% |
| Somewhat unfavorable | 5% | 7% | 4% | 6% | 12% | 2% | 2% | 4% | 10% | 6% | 7% |
| Very unfavorable | 75% | 73% | 77% | 55% | 55% | 91% | 94% | 80% | 66% | 61% | 77% |
| Don't know | 3% | 1% | 5% | 4% | 5% | 1% | 2% | 2% | 1% | 7% | 5% |
| I have never heard of this person | 2% | 1% | 2% | 3% | 2% | 2% | 0% | 1% | 4% | 5% | 0% |
| Totals | 100% | 100% | 100% | 101% | 101% | 101% | 101% | 100% | 101% | 101% | 99% |
| Unweighted N | (998) | (449) | (549) | (144) | (221) | (375) | (258) | (632) | (126) | (146) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 5% | 8% | 3% | 4% | 3% | 5% | 5% | 3% | 9% | 7% | 4% | 5% | 4% |
| Somewhat favorable | 4% | 5% | 3% | 3% | 4% | 3% | 5% | 3% | 2% | 6% | 2% | 4% | 3% |
| Neither favorable nor unfavorable | 6% | 9% | 5% | 5% | 6% | 1% | 6% | 4% | 8% | 10% | 3% | 4% | 10% |
| Somewhat unfavorable | 5% | 7% | 3% | 6% | 6% | 4% | 5% | 5% | 5% | 5% | 2% | 5% | 9% |
| Very unfavorable | 75% | 69% | 78% | 79% | 80% | 85% | 72% | 84% | 73% | 68% | 82% | 79% | 69% |
| Don't know | 3% | 2% | 4% | 2% | 1% | 2% | 3% | 1% | 3% | 2% | 5% | 1% | 3% |
| I have never heard of this person | 2% | 1% | 3% | 0% | 0% | 0% | 3% | 0% | 1% | 1% | 2% | 2% | 1% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 100% | 101% | 99% | 99% | 100% | 100% | 99% | 100% | 101% | 99% | 100% | 100% | 99% |
| Unweighted N | (998) | (345) | (372) | (281) | (347) | (360) | (416) | (256) | (207) | (172) | (229) | (392) | (205) |

11. Favorability of Historical Figures — Joseph Stalin

Do you have a favorable or unfavorable view of the following historical figure? If you have not heard of that figure, please select the option "I have never heard of this person"

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 5% | 8% | 2% | 8% | 13% | 0% | 0% | 4% | 11% | 7% | 2% |
| Somewhat favorable | 6% | 7% | 5% | 13% | 12% | 0% | 0% | 5% | 8% | 11% | 2% |
| Neither favorable nor unfavorable | 9% | 7% | 11% | 16% | 10% | 6% | 5% | 8% | 15% | 8% | 11% |
| Somewhat unfavorable | 8% | 8% | 8% | 9% | 9% | 8% | 5% | 6% | 11% | 7% | 13% |
| Very unfavorable | 58% | 63% | 53% | 36% | 39% | 68% | 84% | 66% | 33% | 46% | 51% |
| Don't know | 7% | 3% | 10% | 9% | 11% | 5% | 3% | 6% | 7% | 12% | 9% |
| I have never heard of this person | 8% | 4% | 12% | 9% | 6% | 12% | 4% | 6% | 14% | 10% | 12% |
| Totals | 101% | 100% | 101% | 100% | 100% | 99% | 101% | 101% | 99% | 101% | 100% |
| Unweighted N | (998) | (448) | (550) | (143) | (222) | (376) | (257) | (632) | (126) | (147) | (93) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 5% | 7% | 2% | 5% | 5% | 3% | 6% | 3% | 8% | 9% | 4% | 2% | 8% |
| Somewhat favorable | 6% | 10% | 3% | 4% | 7% | 4% | 5% | 7% | 7% | 10% | 2% | 4% | 10% |
| Neither favorable nor unfavorable | 9% | 14% | 8% | 5% | 10% | 4% | 9% | 6% | 9% | 11% | 5% | 10% | 10% |
| Somewhat unfavorable | 8% | 8% | 9% | 5% | 10% | 5% | 8% | 7% | 9% | 8% | 6% | 8% | 9% |
| Very unfavorable | 58% | 50% | 60% | 64% | 61% | 73% | 50% | 71% | 58% | 51% | 68% | 58% | 52% |
| Don't know | 7% | 3% | 10% | 7% | 3% | 5% | 10% | 3% | 3% | 4% | 7% | 7% | 7% |
| I have never heard of this person | 8% | 8% | 8% | 9% | 5% | 7% | 12% | 3% | 6% | 8% | 8% | 11% | 3% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Totals | 101% | 100% | 100% | 99% | 101% | 101% | 100% | 100% | 100% | 101% | 100% | 100% | 99% |
| Unweighted N | (998) | (344) | (372) | (282) | (346) | (360) | (417) | (256) | (207) | (172) | (229) | (392) | (205) |

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2. Knowledge of Napoleon

How much if at all, would you say you know about Napoleon Bonaparte?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A great deal | 8% | 11% | 5% | 16% | 11% | 3% | 4% | 7% | 7% | 12% | 7% |
| A fair amount | 36% | 45% | 28% | 31% | 42% | 35% | 38% | 34% | 42% | 42% | 35% |
| Not very much | 50% | 41% | 59% | 43% | 42% | 56% | 58% | 55% | 40% | 34% | 52% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 99% | 99% | 101% | 100% | 100% | 100% | 101% | 99% | 100% | 99% | 100% |
| Unweighted N | (997) | (448) | (549) | (142) | (221) | (376) | (258) | (632) | (125) | (146) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A great deal | 8% | 11% | 7% | 6% | 10% | 8% | 6% | 8% | 13% | 5% | 2% | 8% | 15% |
| A fair amount | 36% | 42% | 35% | 32% | 39% | 35% | 37% | 34% | 39% | 44% | 33% | 36% | 35% |
| Not very much | 50% | 41% | 52% | 59% | 48% | 54% | 49% | 55% | 43% | 48% | 60% | 49% | 45% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 99% | 100% | 101% | 100% | 100% | 100% | 101% | 99% | 99% | 100% | 100% | 100% | 100% |
| Unweighted N | (997) | (345) | (372) | (280) | (347) | (359) | (417) | (256) | (206) | (172) | (228) | (393) | (204) |

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3. Descriptions of Napoleon

Which of the following are you most likely to choose to describe Napoleon Bonaparte? Please select up to 3 options

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Warmonger | 20% | 25% | 16% | 14% | 19% | 24% | 21% | 21% | 13% | 20% | 25% |
| Great general | 26% | 34% | 18% | 24% | 27% | 22% | 33% | 27% | 28% | 17% | 32% |
| Great administrator | 7% | 8% | 5% | 12% | 6% | 5% | 5% | 8% | 4% | 5% | 6% |
| Tyrant | 21% | 24% | 18% | 14% | 12% | 29% | 26% | 21% | 20% | 23% | 22% |
| Misogynist | 4% | 3% | 4% | 8% | 3% | 2% | 2% | 3% | 5% | 3% | 6% |
| Racist | 4% | 3% | 4% | 4% | 6% | 3% | 1% | 3% | 5% | 5% | 2% |
| Visionary | 10% | 13% | 7% | 10% | 14% | 8% | 9% | 9% | 18% | 8% | 10% |
| Liberal | 5% | 6% | 5% | 6% | 10% | 2% | 3% | 6% | 5% | 6% | 2% |
| Conservative | 3% | 4% | 3% | 8% | 5% | 1% | 0% | 2% | 7% | 7% | 2% |
| Physically short | 34% | 34% | 34% | 26% | 24% | 40% | 44% | 36% | 24% | 33% | 36% |
| Ambitious | 33% | 39% | 27% | 27% | 31% | 32% | 43% | 34% | 24% | 30% | 48% |
| Authoritarian | 24% | 29% | 19% | 17% | 16% | 27% | 33% | 25% | 20% | 23% | 22% |
| None of these | 1% | 1% | 1% | 0% | 3% | 2% | 0% | 1% | 2% | 3% | 0% |
| Don't know | 18% | 9% | 26% | 22% | 18% | 17% | 16% | 20% | 16% | 14% | 14% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Unweighted N | (1,000) | (449) | (551) | (144) | (222) | (376) | (258) | (633) | (126) | (147) | (94) |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|-----------------------------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Warmonger | 20% | 19% | 25% | 17% | 24% | 18% | 18% | 23% | 22% | 18% | 22% | 21% | 18% |
| Great general | 26% | 27% | 23% | 27% | 28% | 31% | 22% | 29% | 33% | 30% | 20% | 27% | 26% |
| Great administrator | 7% | 8% | 7% | 4% | 8% | 7% | 4% | 8% | 12% | 8% | 5% | 7% | 7% |
| Tyrant | 21% | 22% | 21% | 21% | 25% | 20% | 22% | 22% | 20% | 16% | 25% | 23% | 18% |
| Misogynist | 4% | 6% | 3% | 1% | 3% | 2% | 2% | 4% | 3% | 4% | 4% | 3% | 3% |
| Racist | 4% | 5% | 4% | 2% | 5% | 3% | 4% | 5% | 4% | 5% | 2% | 4% | 3% |
| Visionary | 10% | 9% | 6% | 15% | 9% | 12% | 11% | 10% | 9% | 13% | 8% | 11% | 7% |
| Liberal | 5% | 8% | 2% | 6% | 6% | 6% | 5% | 3% | 9% | 9% | 4% | 4% | 6% |
| Conservative | 3% | 5% | 2% | 4% | 5% | 2% | 4% | 3% | 3% | 7% | 2% | 2% | 4% |
| Physically short | 34% | 33% | 30% | 39% | 35% | 42% | 27% | 45% | 36% | 35% | 37% | 32% | 33% |
| Ambitious | 33% | 33% | 36% | 30% | 38% | 36% | 28% | 40% | 42% | 32% | 29% | 34% | 36% |
| Authoritarian | 24% | 23% | 26% | 23% | 29% | 23% | 22% | 33% | 21% | 22% | 26% | 23% | 24% |
| None of these | 1% | 1% | 2% | 1% | 0% | 1% | 2% | 1% | 1% | 0% | 2% | 1% | 2% |
| Don't know | 18% | 14% | 21% | 19% | 12% | 16% | 21% | 12% | 9% | 13% | 21% | 18% | 19% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Unweighted N | (1,000) | (345) | (373) | (282) | (347) | (360) | (418) | (256) | (207) | (172) | (230) | (393) | (205) |

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4A. Comparisons of Napoleon — Alexander the Great

Do you think it is appropriate or inappropriate to say Napoleon Bonaparte is comparable to the following historical figures?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Completely appropriate | 13% | 18% | 7% | 14% | 21% | 9% | 7% | 12% | 14% | 13% | 14% |
| Somewhat appropriate | 36% | 42% | 30% | 35% | 31% | 33% | 45% | 35% | 33% | 41% | 41% |
| Somewhat inappropriate | 11% | 11% | 11% | 8% | 13% | 10% | 13% | 13% | 8% | 6% | 11% |
| Completely inappropriate | 7% | 6% | 7% | 5% | 5% | 8% | 8% | 6% | 9% | 7% | 4% |
| Don't know | 29% | 20% | 36% | 27% | 25% | 34% | 26% | 31% | 25% | 22% | 24% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 101% | 99% | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (997) | (448) | (549) | (144) | (222) | (376) | (255) | (631) | (126) | (147) | (93) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Completely appropriate | 13% | 14% | 13% | 11% | 15% | 12% | 12% | 12% | 19% | 9% | 12% | 15% | 12% |
| Somewhat appropriate | 36% | 38% | 37% | 31% | 41% | 35% | 31% | 43% | 40% | 43% | 30% | 35% | 36% |
| Somewhat inappropriate | 11% | 11% | 9% | 13% | 12% | 16% | 13% | 8% | 10% | 12% | 14% | 10% | 10% |
| Completely inappropriate | 7% | 6% | 6% | 8% | 7% | 6% | 7% | 7% | 7% | 7% | 4% | 6% | 9% |
| Don't know | 29% | 24% | 29% | 33% | 23% | 28% | 28% | 28% | 20% | 25% | 35% | 27% | 28% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 101% | 99% | 101% | 99% | 101% | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% |
| Unweighted N | (997) | (344) | (372) | (281) | (346) | (358) | (417) | (256) | (207) | (172) | (229) | (391) | (205) |

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4B. Comparisons of Napoleon — Adolf Hitler

Do you think it is appropriate or inappropriate to say Napoleon Bonaparte is comparable to the following historical figures?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Completely appropriate | 10% | 13% | 7% | 9% | 13% | 8% | 9% | 9% | 11% | 16% | 4% |
| Somewhat appropriate | 17% | 20% | 14% | 16% | 16% | 16% | 19% | 17% | 15% | 14% | 21% |
| Somewhat inappropriate | 16% | 20% | 13% | 20% | 20% | 14% | 12% | 17% | 15% | 16% | 16% |
| Completely inappropriate | 30% | 30% | 30% | 24% | 23% | 31% | 43% | 31% | 23% | 28% | 35% |
| Don't know | 22% | 15% | 28% | 21% | 23% | 25% | 16% | 23% | 25% | 15% | 17% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 99% |
| Unweighted N | (996) | (448) | (548) | (144) | (222) | (374) | (256) | (629) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Completely appropriate | 10% | 11% | 8% | 10% | 10% | 9% | 13% | 8% | 7% | 9% | 9% | 11% | 8% |
| Somewhat appropriate | 17% | 17% | 19% | 14% | 18% | 17% | 15% | 20% | 18% | 17% | 19% | 14% | 20% |
| Somewhat inappropriate | 16% | 21% | 13% | 14% | 21% | 12% | 11% | 19% | 25% | 18% | 17% | 14% | 18% |
| Completely inappropriate | 30% | 28% | 28% | 36% | 30% | 41% | 28% | 33% | 34% | 35% | 23% | 32% | 32% |
| Don't know | 22% | 18% | 24% | 23% | 19% | 18% | 24% | 19% | 13% | 19% | 27% | 22% | 18% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 100% | 101% | 99% | 100% | 101% | 100% | 100% | 101% | 101% | 101% | 100% | 100% | 101% |
| Unweighted N | (996) | (344) | (373) | (279) | (346) | (357) | (416) | (256) | (207) | (171) | (230) | (390) | (205) |

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4C. Comparisons of Napoleon — Joseph Stalin

Do you think it is appropriate or inappropriate to say Napoleon Bonaparte is comparable to the following historical figures?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Completely appropriate | 8% | 11% | 5% | 7% | 10% | 7% | 7% | 7% | 11% | 10% | 3% |
| Somewhat appropriate | 22% | 26% | 20% | 19% | 29% | 20% | 23% | 23% | 22% | 19% | 22% |
| Somewhat inappropriate | 18% | 21% | 16% | 23% | 19% | 18% | 14% | 19% | 8% | 20% | 26% |
| Completely inappropriate | 19% | 21% | 16% | 12% | 12% | 19% | 33% | 21% | 11% | 18% | 17% |
| Don't know | 27% | 19% | 35% | 29% | 25% | 31% | 23% | 27% | 37% | 21% | 26% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 99% | 100% | 101% | 100% | 100% | 101% | 101% | 100% | 100% | 99% | 100% |
| Unweighted N | (994) | (446) | (548) | (144) | (222) | (374) | (254) | (627) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Completely appropriate | 8% | 8% | 7% | 9% | 6% | 10% | 8% | 8% | 10% | 6% | 7% | 9% | 7% |
| Somewhat appropriate | 22% | 28% | 21% | 18% | 30% | 19% | 23% | 21% | 26% | 27% | 22% | 20% | 23% |
| Somewhat inappropriate | 18% | 22% | 18% | 15% | 21% | 15% | 12% | 25% | 25% | 18% | 21% | 16% | 19% |
| Completely inappropriate | 19% | 13% | 17% | 28% | 16% | 32% | 17% | 22% | 20% | 21% | 14% | 20% | 19% |
| Don't know | 27% | 23% | 31% | 27% | 24% | 20% | 32% | 23% | 15% | 24% | 30% | 27% | 26% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 99% | 100% | 101% | 100% | 100% | 99% | 101% | 101% | 100% | 99% | 99% | 99% | 99% |
| Unweighted N | (994) | (343) | (372) | (279) | (345) | (356) | (414) | (256) | (207) | (170) | (229) | (390) | (205) |

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5. Legacy of Napoleon

Do you consider Napoleon Bonaparte's legacy to be...

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------------------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Entirely or almost entirely positive | 3% | 3% | 3% | 8% | 4% | 1% | 2% | 3% | 3% | 3% | 9% |
| More positive than negative | 15% | 18% | 11% | 19% | 19% | 7% | 17% | 14% | 14% | 19% | 13% |
| About equally positive and negative | 24% | 28% | 21% | 22% | 22% | 24% | 30% | 25% | 33% | 15% | 20% |
| More negative than positive | 25% | 29% | 21% | 16% | 17% | 32% | 29% | 26% | 17% | 28% | 24% |
| Entirely or almost entirely negative | 6% | 8% | 5% | 3% | 10% | 7% | 6% | 6% | 6% | 8% | 6% |
| Don't know | 21% | 12% | 30% | 23% | 22% | 23% | 16% | 23% | 17% | 17% | 22% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 99% | 100% | 100% | 101% | 99% | 100% | 101% | 100% | 101% | 101% | 100% |
| Unweighted N | (1,000) | (449) | (551) | (144) | (222) | (376) | (258) | (633) | (126) | (147) | (94) |

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| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|--------------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Entirely or almost entirely positive | 3% | 5% | 2% | 2% | 3% | 3% | 3% | 3% | 4% | 4% | 1% | 5% | 2% |
| More positive than negative | 15% | 16% | 11% | 17% | 13% | 18% | 12% | 20% | 17% | 24% | 7% | 12% | 18% |
| About equally positive and negative | 24% | 25% | 23% | 25% | 29% | 25% | 26% | 22% | 28% | 25% | 23% | 24% | 26% |
| More negative than positive | 25% | 25% | 27% | 21% | 32% | 23% | 20% | 30% | 29% | 26% | 27% | 23% | 23% |
| Entirely or almost entirely negative | 6% | 6% | 6% | 7% | 6% | 8% | 8% | 7% | 5% | 3% | 11% | 7% | 4% |
| Don't know | 21% | 16% | 23% | 25% | 14% | 20% | 23% | 17% | 13% | 15% | 25% | 23% | 20% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 99% | 99% | 99% | 100% | 100% | 100% | 101% | 101% | 100% | 100% | 99% | 101% | 98% |
| Unweighted N | (1,000) | (345) | (373) | (282) | (347) | (360) | (418) | (256) | (207) | (172) | (230) | (393) | (205) |

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6A. Effect of Napoleon — The United States

In the long run, do you think each of the following are better off or worse off because of Napoleon Bonaparte?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Better off | 20% | 28% | 14% | 31% | 22% | 15% | 16% | 19% | 25% | 23% | 18% |
| Worse off | 6% | 6% | 5% | 3% | 12% | 5% | 3% | 5% | 8% | 6% | 4% |
| Neither | 34% | 41% | 28% | 22% | 28% | 38% | 48% | 35% | 31% | 35% | 34% |
| Don't know | 34% | 23% | 45% | 34% | 33% | 36% | 32% | 38% | 25% | 24% | 38% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 99% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 99% | 100% |
| Unweighted N | (996) | (448) | (548) | (144) | (222) | (375) | (255) | (629) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|--------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Better off | 20% | 23% | 20% | 17% | 20% | 18% | 21% | 17% | 26% | 24% | 16% | 21% | 22% |
| Worse off | 6% | 5% | 5% | 7% | 6% | 8% | 8% | 4% | 5% | 12% | 4% | 4% | 5% |
| Neither | 34% | 35% | 33% | 35% | 42% | 35% | 29% | 45% | 38% | 33% | 31% | 36% | 36% |
| Don't know | 34% | 30% | 35% | 38% | 29% | 35% | 33% | 32% | 28% | 29% | 43% | 33% | 33% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 99% | 99% | 100% | 100% | 100% | 99% | 100% | 100% | 101% | 101% | 99% | 101% | 101% |
| Unweighted N | (996) | (343) | (373) | (280) | (345) | (358) | (416) | (255) | (207) | (172) | (230) | (389) | (205) |

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6B. Effect of Napoleon — France

In the long run, do you think each of the following are better off or worse off because of Napoleon Bonaparte?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Better off | 28% | 34% | 21% | 30% | 31% | 25% | 26% | 27% | 33% | 27% | 25% |
| Worse off | 16% | 18% | 15% | 12% | 13% | 19% | 19% | 17% | 8% | 19% | 18% |
| Neither | 15% | 19% | 12% | 14% | 18% | 13% | 18% | 15% | 13% | 16% | 17% |
| Don't know | 35% | 26% | 44% | 34% | 33% | 37% | 37% | 37% | 35% | 28% | 33% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 99% | 99% | 101% | 100% | 100% | 100% | 101% | 99% | 100% | 101% | 99% |
| Unweighted N | (995) | (447) | (548) | (144) | (220) | (375) | (256) | (629) | (126) | (146) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|--------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Better off | 28% | 31% | 24% | 28% | 30% | 29% | 24% | 28% | 37% | 32% | 22% | 26% | 32% |
| Worse off | 16% | 13% | 19% | 17% | 18% | 18% | 16% | 21% | 14% | 14% | 18% | 18% | 13% |
| Neither | 15% | 18% | 13% | 15% | 19% | 15% | 17% | 15% | 17% | 22% | 16% | 14% | 11% |
| Don't know | 35% | 31% | 38% | 37% | 30% | 35% | 35% | 34% | 27% | 30% | 39% | 34% | 39% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 99% | 99% | 101% | 100% | 100% | 100% | 101% | 100% | 99% | 101% | 100% | 99% | 100% |
| Unweighted N | (995) | (343) | (373) | (279) | (346) | (356) | (418) | (253) | (206) | (171) | (230) | (391) | (203) |

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6C. Effect of Napoleon — Europe

In the long run, do you think each of the following are better off or worse off because of Napoleon Bonaparte?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Better off | 19% | 26% | 13% | 24% | 20% | 18% | 16% | 19% | 24% | 21% | 14% |
| Worse off | 18% | 21% | 16% | 12% | 18% | 20% | 23% | 19% | 13% | 15% | 24% |
| Neither | 21% | 26% | 17% | 22% | 24% | 19% | 22% | 20% | 20% | 28% | 24% |
| Don't know | 35% | 24% | 46% | 33% | 33% | 37% | 38% | 39% | 33% | 25% | 31% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 98% | 99% | 101% | 101% | 100% | 100% | 100% | 100% | 101% | 100% | 99% |
| Unweighted N | (996) | (447) | (549) | (144) | (222) | (375) | (255) | (629) | (126) | (147) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|--------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Better off | 19% | 21% | 17% | 20% | 19% | 21% | 18% | 20% | 28% | 27% | 16% | 19% | 18% |
| Worse off | 18% | 15% | 21% | 20% | 21% | 20% | 17% | 21% | 20% | 21% | 17% | 18% | 18% |
| Neither | 21% | 25% | 19% | 19% | 25% | 20% | 23% | 24% | 19% | 19% | 21% | 22% | 22% |
| Don't know | 35% | 32% | 36% | 38% | 32% | 36% | 34% | 33% | 29% | 29% | 42% | 34% | 37% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 98% | 99% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 99% | 101% | 100% | 100% |
| Unweighted N | (996) | (343) | (373) | (280) | (346) | (358) | (416) | (255) | (207) | (172) | (230) | (389) | (205) |

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6D. Effect of Napoleon — The world

In the long run, do you think each of the following are better off or worse off because of Napoleon Bonaparte?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Better off | 16% | 20% | 13% | 24% | 20% | 11% | 13% | 14% | 22% | 23% | 17% |
| Worse off | 13% | 16% | 9% | 15% | 12% | 13% | 11% | 13% | 10% | 12% | 12% |
| Neither | 29% | 35% | 24% | 19% | 25% | 33% | 38% | 30% | 27% | 31% | 30% |
| Don't know | 36% | 27% | 45% | 32% | 37% | 37% | 38% | 40% | 30% | 23% | 34% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 99% | 100% | 100% | 100% | 99% | 100% | 101% | 100% | 100% | 100% | 99% |
| Unweighted N | (996) | (448) | (548) | (144) | (222) | (375) | (255) | (630) | (126) | (146) | (94) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | | |
|-----------------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Better off | 16% | 20% | 15% | 14% | 15% | 13% | 17% | 18% | 16% | 26% | 12% | 16% | 14% |
| Worse off | 13% | 12% | 12% | 14% | 15% | 13% | 11% | 10% | 20% | 14% | 12% | 13% | 11% |
| Neither | 29% | 30% | 31% | 27% | 34% | 32% | 31% | 31% | 30% | 23% | 26% | 31% | 36% |
| Don't know | 36% | 32% | 36% | 42% | 33% | 39% | 33% | 40% | 30% | 34% | 46% | 33% | 34% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 99% | 100% | 101% | 100% | 100% | 100% | 101% | 101% | 100% | 100% | 101% | 100% | 100% |
| Unweighted N | (996) | (344) | (372) | (280) | (346) | (357) | (417) | (254) | (207) | (172) | (230) | (389) | (205) |

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7. How Napoleon Should Be Remembered

Which of the following comes closest to how you think Napoleon Bonaparte should be remembered?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| He should be celebrated | 6% | 7% | 5% | 10% | 10% | 3% | 2% | 6% | 7% | 8% | 4% |
| He should be marked as a notable historical figure in a neutral or balanced fashion | 50% | 59% | 42% | 42% | 41% | 52% | 65% | 53% | 47% | 37% | 56% |
| He should be condemned | 8% | 11% | 4% | 4% | 11% | 8% | 7% | 7% | 7% | 13% | 7% |
| He should not be remembered at all | 4% | 3% | 5% | 4% | 3% | 5% | 4% | 3% | 6% | 9% | 3% |
| Don't know | 27% | 17% | 35% | 30% | 30% | 25% | 22% | 28% | 23% | 22% | 23% |
| NA - has not heard of Napoleon | 5% | 2% | 9% | 10% | 5% | 6% | 1% | 3% | 11% | 11% | 6% |
| Totals | 100% | 99% | 100% | 100% | 100% | 99% | 101% | 100% | 101% | 100% | 99% |
| Unweighted N | (1,000) | (449) | (551) | (144) | (222) | (376) | (258) | (633) | (126) | (147) | (94) |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Region | | | |
|---|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| He should be celebrated | 6% | 5% | 5% | 8% | 4% | 6% | 8% | 3% | 6% | 12% | 2% | 4% | 7% |
| He should be marked as a notable historical figure in a neutral or balanced fashion | 50% | 56% | 49% | 45% | 59% | 55% | 44% | 58% | 63% | 49% | 48% | 50% | 55% |
| He should be condemned | 8% | 6% | 9% | 8% | 7% | 6% | 9% | 7% | 6% | 6% | 11% | 8% | 6% |
| He should not be remembered at all | 4% | 5% | 3% | 5% | 5% | 5% | 6% | 4% | 2% | 6% | 4% | 3% | 4% |
| Don't know | 27% | 22% | 28% | 30% | 21% | 24% | 25% | 25% | 19% | 24% | 31% | 28% | 23% |
| NA - has not heard of Napoleon | 5% | 6% | 7% | 3% | 3% | 3% | 9% | 2% | 4% | 3% | 5% | 7% | 5% |
| Totals | 100% | 100% | 101% | 99% | 99% | 99% | 101% | 99% | 100% | 100% | 101% | 100% | 100% |
| Unweighted N | (1,000) | (345) | (373) | (282) | (347) | (360) | (418) | (256) | (207) | (172) | (230) | (393) | (205) |

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| | |
|-------------------------------|---|
| Interviewing Dates | October 27 - November 2, 2023 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey. |
| Weighting | The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.112 to 4.846, with a mean of one and a standard deviation of 0.682. |
| Number of respondents | 1000 |
| Margin of error | ± 3.8% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 70 questions not reported. |