

YouGov Survey: The Best and Worst of the U.S.

June 23 - 25, 2026 - 1,110 U.S. adult citizens



1. If you had to choose from the following, which value do you think best represents the United States?

Response options are based on responses to an open-ended question on a previous poll.

Freedom	25%
Capitalism	14%
Democracy	13%
Opportunity	11%
Independence	9%
Diversity	6%
Patriotism	5%
Equality	2%
Not sure	14%

2. If you had to choose from the following, which value do you think the United States should most aspire to represent?

Response options are based on responses to an open-ended question on a previous poll.

Equality	22%
Freedom	22%
Democracy	17%
Opportunity	10%
Patriotism	7%
Diversity	7%
Independence	5%
Capitalism	3%
Not sure	6%

3. If you had to choose, which of the following events in American history are you proudest of?

Response options are based on responses to an open-ended question on a previous poll.

Founding of the country	20%
Abolition of slavery	18%
Civil Rights Act of 1964	10%
Election of Barack Obama in 2008	9%
World War II victory	8%
Women gaining the right to vote	7%
Election of Donald Trump in 2016	7%
National unity after 9/11	6%
Moon landing	4%
Legalization of same-sex marriage	2%
Not sure	10%

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4. If you had to choose, which of the following parts of American history are you most ashamed of?

Response options are based on responses to an open-ended question on a previous poll.

Slavery	24%
Election of Donald Trump in 2016	16%
Election of Joe Biden in 2020	11%
Treatment of Native Americans	11%
January 6 attack on the Capitol	9%
Racial segregation	7%
Atomic bombings of Japan	4%
Withdrawal from Afghanistan	3%
Vietnam War	3%
Internment of people with Japanese ancestry during World War II	2%
Not sure	10%

5. If you had to choose, which of the following do you think is the greatest American athlete from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

Michael Jordan	20%
Muhammad Ali	13%
Babe Ruth	9%
Jackie Robinson	7%
Simone Biles	6%
Jim Thorpe	5%
Tom Brady	5%
Jesse Owens	4%
Michael Phelps	4%
LeBron James	4%
Not sure	22%

6. If you had to choose, which of the following do you think is the greatest American entertainer from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

Michael Jackson	29%
Elvis Presley	15%
Walt Disney	12%
John Wayne	6%
Prince	5%
Tom Hanks	4%
Frank Sinatra	3%
Taylor Swift	3%
Beyoncé	3%
Bob Dylan	2%
Not sure	18%

7. If you had to choose, which of the following do you think is the greatest American writer from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

Mark Twain	23%
Stephen King	11%
Edgar Allan Poe	11%
Ernest Hemingway	7%
John Steinbeck	4%
F. Scott Fitzgerald	4%
James Patterson	4%
Toni Morrison	4%
Kurt Vonnegut	2%
Harper Lee	2%
Not sure	28%

8. If you had to choose, which of the following do you think is the greatest American political figure from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

Abraham Lincoln	20%
Martin Luther King Jr.	14%
George Washington	11%
Barack Obama	10%
Donald Trump	9%
John F. Kennedy	7%
Franklin D. Roosevelt	7%
Ronald Reagan	6%
Thomas Jefferson	2%
Theodore Roosevelt	2%
Not sure	12%

9. If you had to choose, which of the following do you think is the greatest American scientist or inventor from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

Albert Einstein	21%
Nikola Tesla	15%
Thomas Edison	15%
Benjamin Franklin	10%
Jonas Salk	6%
Elon Musk	6%
George Washington Carver	4%
Alexander Graham Bell	4%
Bill Gates	2%
Carl Sagan	1%
Not sure	17%

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10. If you had to choose, which of the following do you think is the greatest American business leader from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

Henry Ford	13%
Warren Buffett	12%
Elon Musk	11%
Donald Trump	9%
Steve Jobs	8%
John D. Rockefeller	7%
Bill Gates	7%
Andrew Carnegie	4%
Sam Walton	4%
Jeff Bezos	2%
Not sure	24%

Interviewing Dates	June 23 - 25, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 6.537, with a mean of one and a standard deviation of 0.854.
Number of respondents	1,110
Margin of error	± 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	72 questions not reported.

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1. Most Representative American Value

If you had to choose from the following, which value do you think best represents the United States?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Freedom	25%	27%	24%	25%	19%	25%	33%	29%	10%	28%	27%	23%
Capitalism	14%	14%	13%	13%	17%	14%	11%	13%	12%	17%	12%	17%
Democracy	13%	13%	13%	19%	11%	10%	16%	12%	19%	13%	11%	18%
Opportunity	11%	10%	11%	10%	10%	12%	12%	11%	15%	7%	9%	14%
Independence	9%	9%	10%	8%	10%	10%	8%	11%	3%	10%	11%	7%
Diversity	6%	5%	8%	6%	6%	7%	6%	5%	14%	5%	7%	5%
Patriotism	5%	5%	5%	5%	7%	5%	3%	5%	2%	5%	5%	4%
Equality	2%	3%	2%	4%	3%	2%	0%	2%	2%	2%	2%	2%
Not sure	14%	13%	14%	9%	17%	16%	11%	12%	22%	12%	16%	10%
Totals	99%	99%	100%	99%	100%	101%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,110)	(529)	(581)	(268)	(290)	(326)	(226)	(715)	(143)	(179)	(724)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Freedom	25%	12%	22%	42%	14%	40%	25%	25%	27%	29%	26%	22%	27%
Capitalism	14%	20%	17%	4%	22%	5%	16%	12%	14%	14%	13%	14%	14%
Democracy	13%	23%	10%	9%	21%	7%	10%	15%	18%	8%	10%	16%	17%
Opportunity	11%	9%	10%	13%	11%	15%	10%	10%	14%	10%	13%	10%	11%
Independence	9%	7%	9%	12%	7%	11%	8%	13%	9%	9%	9%	10%	9%
Diversity	6%	10%	7%	2%	10%	2%	8%	4%	5%	9%	5%	7%	5%
Patriotism	5%	2%	3%	10%	1%	9%	4%	6%	3%	6%	4%	5%	6%
Equality	2%	1%	2%	3%	1%	4%	3%	3%	2%	3%	1%	3%	1%
Not sure	14%	15%	20%	4%	13%	6%	16%	13%	9%	12%	20%	13%	10%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	99%	99%	100%	99%	100%	99%	100%	101%	101%	100%	101%	100%	100%
Unweighted N	(1,110)	(349)	(439)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(453)	(229)

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2. Value America Should Most Aspire To

If you had to choose from the following, which value do you think the United States should most aspire to represent?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Equality	22%	21%	24%	28%	23%	23%	16%	22%	37%	18%	21%	26%
Freedom	22%	24%	20%	25%	23%	22%	19%	22%	12%	25%	26%	15%
Democracy	17%	16%	17%	12%	15%	17%	23%	17%	18%	15%	15%	22%
Opportunity	10%	10%	10%	7%	8%	11%	12%	11%	7%	10%	9%	11%
Patriotism	7%	7%	7%	4%	7%	7%	11%	9%	1%	4%	8%	6%
Diversity	7%	6%	7%	11%	5%	5%	7%	4%	12%	12%	7%	7%
Independence	5%	6%	5%	6%	6%	5%	5%	7%	2%	5%	5%	6%
Capitalism	3%	3%	2%	1%	2%	4%	4%	3%	1%	3%	2%	4%
Not sure	6%	6%	7%	4%	13%	5%	4%	5%	12%	8%	8%	3%
Totals	99%	99%	99%	98%	102%	99%	101%	100%	102%	100%	101%	100%
Unweighted N	(1,108)	(527)	(581)	(268)	(289)	(326)	(225)	(714)	(142)	(179)	(723)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Equality	22%	33%	20%	16%	32%	12%	24%	19%	28%	23%	22%	23%	21%
Freedom	22%	11%	29%	24%	11%	27%	25%	21%	14%	23%	24%	23%	18%
Democracy	17%	29%	12%	13%	32%	10%	15%	16%	22%	15%	15%	16%	23%
Opportunity	10%	6%	10%	14%	7%	14%	9%	11%	9%	9%	11%	8%	13%
Patriotism	7%	2%	5%	15%	1%	15%	7%	8%	8%	10%	9%	7%	3%
Diversity	7%	12%	7%	2%	10%	2%	7%	7%	7%	7%	5%	7%	7%
Independence	5%	1%	6%	9%	1%	10%	4%	7%	5%	5%	4%	7%	4%
Capitalism	3%	1%	3%	4%	2%	5%	4%	2%	3%	1%	3%	2%	6%
Not sure	6%	4%	10%	3%	4%	5%	6%	8%	4%	5%	7%	7%	5%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	99%	99%	102%	100%	100%	100%	101%	99%	100%	98%	100%	100%	100%
Unweighted N	(1,108)	(348)	(438)	(322)	(430)	(387)	(420)	(323)	(267)	(199)	(227)	(453)	(229)

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3. Proudest Moment in American History

If you had to choose, which of the following events in American history are you proudest of?

Response options are based on responses to an open-ended question on a previous poll.

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Founding of the country	20%	23%	17%	16%	18%	21%	23%	24%	2%	18%	22%	16%
Abolition of slavery	18%	19%	17%	26%	17%	14%	16%	16%	29%	21%	18%	17%
Civil Rights Act of 1964	10%	9%	10%	7%	12%	9%	11%	8%	15%	10%	8%	12%
Election of Barack Obama in 2008	9%	7%	11%	5%	5%	15%	10%	7%	21%	11%	8%	11%
World War II victory	8%	10%	5%	8%	7%	5%	12%	9%	0%	5%	6%	10%
Women gaining the right to vote	7%	1%	13%	9%	9%	8%	3%	6%	8%	7%	7%	7%
Election of Donald Trump in 2016	7%	8%	5%	6%	5%	8%	7%	9%	3%	5%	8%	6%
National unity after 9/11	6%	6%	6%	2%	4%	7%	10%	8%	1%	6%	7%	4%
Moon landing	4%	4%	3%	9%	4%	1%	4%	4%	0%	7%	3%	5%
Legalization of same-sex marriage	2%	3%	2%	3%	3%	3%	0%	3%	2%	0%	2%	2%
Not sure	10%	9%	11%	9%	16%	10%	4%	7%	19%	10%	10%	9%
Totals	101%	99%	100%	100%	100%	101%	100%	101%	100%	100%	99%	99%
Unweighted N	(1,110)	(529)	(581)	(268)	(290)	(326)	(226)	(715)	(143)	(179)	(724)	(386)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Founding of the country	20%	10%	17%	31%	7%	35%	20%	19%	19%	22%	24%	17%	20%
Abolition of slavery	18%	23%	19%	12%	22%	8%	16%	16%	21%	16%	10%	20%	23%
Civil Rights Act of 1964	10%	16%	8%	5%	19%	2%	10%	10%	12%	4%	10%	11%	11%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Election of Barack Obama in 2008	9%	22%	7%	1%	22%	1%	10%	9%	11%	10%	10%	8%	11%
World War II victory	8%	3%	11%	8%	5%	11%	3%	13%	7%	12%	7%	6%	6%
Women gaining the right to vote	7%	7%	9%	5%	7%	4%	9%	6%	7%	7%	8%	7%	8%
Election of Donald Trump in 2016	7%	0%	1%	20%	0%	18%	7%	6%	7%	6%	8%	7%	7%
National unity after 9/11	6%	4%	6%	8%	4%	8%	7%	6%	4%	9%	7%	6%	2%
Moon landing	4%	3%	5%	3%	3%	4%	4%	4%	5%	2%	4%	4%	4%
Legalization of same-sex marriage	2%	5%	2%	0%	3%	1%	3%	2%	2%	1%	2%	4%	2%
Not sure	10%	6%	15%	7%	5%	7%	11%	9%	6%	10%	11%	11%	6%
Totals	101%	99%	100%	100%	97%	99%	100%	100%	101%	99%	101%	101%	100%
Unweighted N	(1,110)	(349)	(439)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(453)	(229)

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4. Most Shameful Moment in American History

If you had to choose, which of the following parts of American history are you most ashamed of?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Slavery	24%	23%	25%	35%	25%	22%	17%	23%	39%	22%	22%	28%
Election of Donald Trump in 2016	16%	14%	18%	11%	14%	22%	15%	14%	25%	16%	17%	15%
Election of Joe Biden in 2020	11%	14%	9%	6%	8%	13%	18%	14%	4%	5%	12%	10%
Treatment of Native Americans	11%	13%	9%	6%	12%	12%	14%	13%	2%	8%	12%	10%
January 6 attack on the Capitol	9%	8%	11%	4%	8%	9%	17%	11%	2%	13%	7%	14%
Racial segregation	7%	5%	9%	12%	7%	4%	5%	5%	10%	12%	7%	6%
Atomic bombings of Japan	4%	4%	3%	7%	6%	2%	1%	4%	0%	4%	4%	3%
Withdrawal from Afghanistan	3%	4%	3%	1%	2%	4%	6%	5%	0%	1%	4%	2%
Vietnam War	3%	3%	2%	2%	2%	3%	2%	3%	1%	3%	3%	2%
Internment of people with Japanese ancestry during World War II	2%	1%	2%	2%	2%	1%	2%	2%	0%	2%	2%	1%
Not sure	10%	10%	9%	14%	14%	7%	4%	7%	17%	14%	10%	9%
Totals	100%	99%	100%	100%	100%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,110)	(529)	(581)	(268)	(290)	(326)	(226)	(715)	(143)	(179)	(724)	(386)

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Slavery	24%	32%	23%	20%	30%	18%	22%	24%	30%	23%	23%	24%	28%
Election of Donald Trump in 2016	16%	29%	16%	4%	28%	1%	22%	12%	10%	12%	21%	15%	17%
Election of Joe Biden in 2020	11%	2%	6%	27%	1%	28%	11%	12%	10%	10%	15%	11%	9%
Treatment of Native Americans	11%	6%	13%	13%	8%	12%	13%	12%	11%	10%	9%	13%	11%
January 6 attack on the Capitol	9%	15%	10%	4%	17%	5%	10%	10%	11%	10%	13%	8%	9%
Racial segregation	7%	6%	6%	8%	6%	6%	6%	6%	9%	7%	4%	9%	5%
Atomic bombings of Japan	4%	2%	4%	5%	1%	4%	2%	5%	2%	4%	2%	3%	6%
Withdrawal from Afghanistan	3%	1%	3%	6%	1%	9%	4%	4%	3%	7%	2%	3%	3%
Vietnam War	3%	0%	4%	3%	0%	4%	2%	3%	2%	3%	1%	2%	4%
Internment of people with Japanese ancestry during World War II	2%	2%	1%	2%	2%	3%	2%	2%	2%	3%	0%	2%	2%
Not sure	10%	6%	13%	9%	6%	10%	8%	9%	10%	12%	9%	10%	8%
Totals	100%	101%	99%	101%	100%	100%	102%	99%	100%	101%	99%	100%	102%
Unweighted N	(1,110)	(349)	(439)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(453)	(229)

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5. Greatest American Athlete

If you had to choose, which of the following do you think is the greatest American athlete from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Michael Jordan	20%	26%	15%	20%	23%	23%	11%	19%	23%	29%	20%	21%
Muhammad Ali	13%	12%	14%	15%	16%	12%	10%	12%	20%	9%	13%	14%
Babe Ruth	9%	7%	10%	1%	5%	13%	13%	11%	0%	7%	10%	5%
Jackie Robinson	7%	6%	8%	4%	7%	6%	13%	6%	13%	7%	7%	8%
Simone Biles	6%	1%	10%	8%	3%	5%	8%	6%	6%	5%	5%	7%
Jim Thorpe	5%	6%	4%	3%	3%	5%	10%	5%	2%	7%	5%	6%
Tom Brady	5%	6%	4%	9%	3%	6%	2%	6%	0%	1%	4%	7%
Jesse Owens	4%	5%	4%	1%	3%	7%	5%	5%	3%	4%	4%	5%
Michael Phelps	4%	5%	4%	6%	6%	3%	4%	5%	0%	4%	4%	5%
LeBron James	4%	5%	3%	11%	3%	1%	3%	2%	14%	4%	4%	3%
Not sure	22%	21%	23%	23%	28%	19%	20%	22%	18%	22%	24%	19%
Totals	99%	100%	99%	101%	100%	100%	99%	99%	99%	99%	100%	100%
Unweighted N	(1,109)	(528)	(581)	(267)	(290)	(326)	(226)	(714)	(143)	(179)	(723)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Michael Jordan	20%	20%	18%	23%	20%	22%	16%	18%	33%	20%	20%	19%	23%
Muhammad Ali	13%	16%	13%	11%	14%	11%	17%	13%	8%	12%	9%	15%	14%
Babe Ruth	9%	2%	7%	17%	3%	16%	10%	9%	7%	11%	13%	8%	3%
Jackie Robinson	7%	10%	7%	4%	12%	5%	8%	8%	8%	7%	9%	7%	6%
Simone Biles	6%	12%	4%	2%	10%	2%	6%	5%	4%	8%	4%	3%	11%
Jim Thorpe	5%	4%	4%	8%	5%	7%	4%	8%	5%	3%	7%	7%	3%
Tom Brady	5%	4%	4%	7%	2%	8%	4%	5%	7%	8%	6%	4%	4%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Jesse Owens	4%	6%	4%	4%	6%	5%	3%	6%	5%	2%	9%	3%	5%
Michael Phelps	4%	3%	6%	4%	5%	3%	5%	3%	5%	2%	5%	5%	4%
LeBron James	4%	7%	3%	2%	5%	1%	3%	3%	4%	8%	2%	5%	2%
Not sure	22%	16%	29%	19%	19%	19%	26%	21%	14%	20%	17%	23%	26%
Totals	99%	100%	99%	101%	101%	99%	102%	99%	100%	101%	101%	99%	101%
Unweighted N	(1,109)	(349)	(439)	(321)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(452)	(229)

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6. Greatest American Entertainer

If you had to choose, which of the following do you think is the greatest American entertainer from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Michael Jackson	29%	30%	28%	44%	35%	26%	11%	20%	65%	41%	28%	30%
Elvis Presley	15%	12%	19%	6%	9%	20%	23%	20%	2%	10%	18%	10%
Walt Disney	12%	13%	12%	10%	14%	11%	14%	15%	3%	11%	11%	15%
John Wayne	6%	9%	4%	2%	4%	7%	12%	8%	0%	3%	5%	8%
Prince	5%	5%	5%	3%	3%	9%	2%	4%	8%	3%	5%	4%
Tom Hanks	4%	4%	4%	2%	3%	6%	4%	5%	1%	2%	3%	5%
Frank Sinatra	3%	3%	3%	1%	4%	2%	6%	4%	0%	4%	3%	4%
Taylor Swift	3%	2%	4%	5%	3%	2%	2%	3%	0%	3%	2%	4%
Beyoncé	3%	1%	4%	8%	2%	0%	2%	1%	9%	4%	3%	2%
Bob Dylan	2%	3%	1%	1%	1%	1%	5%	2%	0%	1%	1%	3%
Not sure	18%	20%	16%	18%	20%	15%	19%	18%	12%	17%	19%	15%
Totals	100%	102%	100%	100%	98%	99%	100%	100%	100%	99%	98%	100%
Unweighted N	(1,107)	(527)	(580)	(268)	(288)	(325)	(226)	(714)	(143)	(178)	(721)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Michael Jackson	29%	31%	30%	25%	31%	24%	23%	29%	35%	21%	26%	30%	36%
Elvis Presley	15%	11%	11%	25%	12%	21%	17%	16%	13%	15%	18%	16%	11%
Walt Disney	12%	14%	12%	11%	14%	12%	13%	12%	13%	14%	11%	12%	13%
John Wayne	6%	1%	5%	13%	1%	14%	8%	6%	5%	6%	7%	7%	5%
Prince	5%	7%	5%	2%	7%	3%	6%	4%	5%	4%	6%	5%	3%
Tom Hanks	4%	5%	3%	5%	6%	2%	4%	6%	4%	3%	3%	5%	5%
Frank Sinatra	3%	2%	3%	4%	3%	6%	2%	4%	4%	5%	5%	2%	2%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Taylor Swift	3%	7%	2%	1%	6%	1%	2%	4%	3%	5%	3%	2%	3%
Beyoncé	3%	7%	2%	0%	2%	1%	3%	2%	3%	6%	1%	2%	3%
Bob Dylan	2%	2%	3%	1%	3%	1%	3%	1%	1%	3%	2%	2%	1%
Not sure	18%	12%	25%	13%	14%	14%	20%	15%	14%	17%	18%	17%	18%
Totals	100%	99%	101%	100%	99%	99%	101%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,107)	(347)	(439)	(321)	(430)	(387)	(419)	(324)	(266)	(200)	(228)	(452)	(227)

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7. Greatest American Writer

If you had to choose, which of the following do you think is the greatest American writer from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Mark Twain	23%	27%	20%	15%	19%	27%	29%	27%	13%	17%	21%	27%
Stephen King	11%	12%	10%	13%	12%	11%	8%	10%	17%	15%	12%	9%
Edgar Allan Poe	11%	11%	11%	13%	14%	12%	4%	10%	10%	14%	13%	8%
Ernest Hemingway	7%	7%	8%	4%	4%	9%	12%	8%	1%	10%	7%	8%
John Steinbeck	4%	4%	5%	1%	3%	4%	10%	5%	4%	3%	4%	5%
F. Scott Fitzgerald	4%	3%	5%	7%	6%	2%	2%	4%	4%	3%	4%	4%
James Patterson	4%	3%	5%	2%	6%	3%	4%	4%	2%	6%	4%	4%
Toni Morrison	4%	2%	5%	6%	4%	2%	3%	3%	13%	2%	2%	6%
Kurt Vonnegut	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	4%
Harper Lee	2%	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%	3%
Not sure	28%	28%	28%	34%	29%	26%	24%	25%	34%	26%	31%	23%
Totals	100%	100%	101%	100%	101%	99%	100%	99%	102%	99%	101%	101%
Unweighted N	(1,109)	(529)	(580)	(267)	(290)	(326)	(226)	(714)	(143)	(179)	(723)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mark Twain	23%	25%	18%	28%	22%	32%	19%	26%	31%	18%	25%	23%	24%
Stephen King	11%	16%	11%	7%	17%	6%	14%	10%	9%	11%	7%	12%	12%
Edgar Allan Poe	11%	8%	16%	7%	6%	8%	16%	7%	4%	14%	8%	14%	5%
Ernest Hemingway	7%	6%	6%	11%	9%	11%	6%	7%	12%	9%	7%	6%	9%
John Steinbeck	4%	8%	3%	3%	7%	3%	4%	5%	4%	5%	4%	5%	3%
F. Scott Fitzgerald	4%	3%	3%	6%	4%	4%	3%	4%	7%	7%	3%	3%	5%
James Patterson	4%	1%	3%	7%	1%	7%	5%	3%	2%	4%	4%	3%	4%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Toni Morrison	4%	8%	2%	1%	9%	1%	3%	4%	5%	1%	4%	3%	8%
Kurt Vonnegut	2%	2%	3%	1%	2%	2%	1%	2%	3%	1%	3%	2%	1%
Harper Lee	2%	2%	2%	2%	3%	2%	1%	4%	1%	0%	2%	3%	2%
Not sure	28%	22%	32%	27%	20%	25%	27%	26%	22%	30%	33%	25%	27%
Totals	100%	101%	99%	100%	100%	101%	99%	98%	100%	100%	100%	99%	100%
Unweighted N	(1,109)	(349)	(439)	(321)	(431)	(386)	(421)	(323)	(267)	(200)	(227)	(453)	(229)

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8. Greatest American Political Figure

If you had to choose, which of the following do you think is the greatest American political figure from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Abraham Lincoln	20%	20%	21%	14%	19%	22%	25%	20%	14%	23%	18%	25%
Martin Luther King Jr.	14%	11%	16%	23%	16%	9%	9%	9%	41%	15%	16%	10%
George Washington	11%	15%	7%	15%	14%	9%	7%	13%	6%	5%	8%	17%
Barack Obama	10%	5%	14%	10%	7%	12%	8%	7%	22%	12%	12%	6%
Donald Trump	9%	11%	8%	4%	8%	11%	13%	13%	0%	6%	11%	7%
John F. Kennedy	7%	7%	7%	3%	6%	8%	10%	8%	3%	9%	9%	3%
Franklin D. Roosevelt	7%	10%	4%	6%	8%	5%	11%	8%	1%	9%	6%	9%
Ronald Reagan	6%	5%	7%	4%	4%	9%	5%	7%	0%	4%	6%	6%
Thomas Jefferson	2%	3%	2%	0%	3%	3%	3%	3%	0%	1%	1%	4%
Theodore Roosevelt	2%	1%	2%	3%	2%	1%	1%	2%	0%	0%	1%	2%
Not sure	12%	12%	11%	18%	14%	10%	7%	10%	14%	15%	13%	10%
Totals	100%	100%	99%	100%	101%	99%	99%	100%	101%	99%	101%	99%
Unweighted N	(1,110)	(529)	(581)	(268)	(290)	(326)	(226)	(715)	(143)	(179)	(724)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Abraham Lincoln	20%	19%	20%	22%	22%	23%	19%	25%	21%	16%	27%	19%	20%
Martin Luther King Jr.	14%	23%	14%	5%	17%	4%	16%	13%	11%	13%	8%	16%	16%
George Washington	11%	7%	13%	11%	6%	13%	8%	7%	17%	13%	9%	10%	12%
Barack Obama	10%	24%	7%	0%	21%	0%	13%	7%	8%	10%	11%	7%	14%
Donald Trump	9%	0%	4%	25%	0%	26%	9%	9%	10%	8%	11%	8%	11%
John F. Kennedy	7%	5%	8%	8%	6%	7%	8%	9%	4%	7%	4%	9%	6%
Franklin D. Roosevelt	7%	10%	8%	3%	13%	3%	8%	6%	9%	8%	8%	7%	6%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Ronald Reagan	6%	1%	5%	12%	1%	11%	7%	6%	7%	8%	6%	7%	2%
Thomas Jefferson	2%	2%	2%	3%	1%	5%	1%	4%	2%	2%	4%	3%	1%
Theodore Roosevelt	2%	1%	2%	2%	3%	2%	1%	3%	2%	2%	2%	1%	3%
Not sure	12%	8%	16%	9%	8%	6%	11%	11%	8%	12%	11%	13%	10%
Totals	100%	100%	99%	100%	98%	100%	101%	100%	99%	99%	101%	100%	101%
Unweighted N	(1,110)	(349)	(439)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(453)	(229)

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9. Greatest American Scientist or Inventor

If you had to choose, which of the following do you think is the greatest American scientist or inventor from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Albert Einstein	21%	23%	20%	26%	20%	20%	21%	21%	21%	20%	21%	23%
Nikola Tesla	15%	18%	13%	11%	24%	16%	9%	16%	8%	19%	15%	16%
Thomas Edison	15%	14%	16%	14%	10%	16%	21%	16%	12%	12%	13%	19%
Benjamin Franklin	10%	11%	9%	10%	8%	10%	11%	8%	12%	17%	11%	7%
Jonas Salk	6%	4%	7%	5%	3%	6%	9%	7%	2%	3%	5%	6%
Elon Musk	6%	6%	5%	5%	4%	7%	5%	7%	4%	3%	5%	6%
George Washington Carver	4%	3%	5%	3%	5%	5%	4%	2%	15%	2%	4%	5%
Alexander Graham Bell	4%	4%	4%	3%	2%	6%	4%	5%	2%	3%	4%	3%
Bill Gates	2%	1%	2%	2%	4%	1%	1%	2%	1%	2%	1%	2%
Carl Sagan	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%
Not sure	17%	14%	19%	21%	19%	14%	14%	16%	23%	19%	20%	11%
Totals	101%	99%	101%	101%	100%	102%	101%	101%	100%	101%	100%	99%
Unweighted N	(1,110)	(529)	(581)	(268)	(290)	(326)	(226)	(715)	(143)	(179)	(724)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Albert Einstein	21%	28%	19%	18%	27%	18%	20%	20%	25%	27%	18%	18%	26%
Nikola Tesla	15%	10%	20%	14%	13%	15%	17%	17%	13%	10%	12%	22%	11%
Thomas Edison	15%	14%	13%	19%	12%	18%	16%	11%	18%	17%	21%	11%	15%
Benjamin Franklin	10%	8%	10%	10%	9%	12%	8%	15%	8%	11%	10%	8%	11%
Jonas Salk	6%	6%	7%	4%	9%	4%	4%	8%	6%	6%	10%	4%	4%
Elon Musk	6%	2%	2%	13%	2%	14%	5%	4%	9%	5%	4%	5%	8%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
George Washington													
Carver	4%	6%	4%	2%	7%	2%	5%	3%	3%	2%	5%	4%	5%
Alexander Graham Bell	4%	4%	3%	4%	3%	4%	5%	2%	5%	4%	3%	5%	2%
Bill Gates	2%	4%	0%	1%	3%	1%	2%	1%	2%	1%	0%	2%	3%
Carl Sagan	1%	2%	1%	0%	3%	0%	1%	1%	1%	0%	1%	1%	2%
Not sure	17%	15%	19%	15%	14%	12%	16%	17%	10%	17%	17%	18%	13%
Totals	101%	99%	98%	100%	102%	100%	99%	99%	100%	100%	101%	98%	100%
Unweighted N	(1,110)	(349)	(439)	(322)	(431)	(387)	(421)	(324)	(267)	(200)	(228)	(453)	(229)

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10. Greatest American Business Leader

If you had to choose, which of the following do you think is the greatest American business leader from the last 250 years?

Response options are based on responses to an open-ended question on a previous poll.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Henry Ford	13%	17%	9%	14%	12%	14%	11%	14%	6%	11%	12%	14%
Warren Buffett	12%	11%	12%	5%	8%	13%	19%	14%	5%	8%	9%	16%
Elon Musk	11%	15%	8%	11%	11%	13%	11%	12%	11%	12%	11%	12%
Donald Trump	9%	8%	10%	9%	8%	11%	8%	11%	3%	7%	10%	7%
Steve Jobs	8%	6%	9%	7%	9%	8%	6%	6%	8%	11%	6%	10%
John D. Rockefeller	7%	8%	6%	8%	8%	7%	6%	6%	11%	8%	7%	7%
Bill Gates	7%	4%	9%	13%	8%	4%	5%	5%	12%	6%	7%	7%
Andrew Carnegie	4%	4%	5%	1%	2%	7%	5%	5%	4%	1%	4%	5%
Sam Walton	4%	4%	3%	0%	1%	4%	9%	4%	4%	1%	4%	4%
Jeff Bezos	2%	2%	2%	4%	3%	1%	1%	2%	2%	3%	2%	2%
Not sure	24%	21%	26%	28%	31%	19%	20%	20%	34%	32%	27%	18%
Totals	101%	100%	99%	100%	101%	101%	101%	99%	100%	100%	99%	102%
Unweighted N	(1,109)	(529)	(580)	(268)	(289)	(326)	(226)	(714)	(143)	(179)	(723)	(386)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Henry Ford	13%	12%	13%	12%	10%	16%	10%	15%	11%	18%	12%	11%	12%
Warren Buffett	12%	18%	12%	5%	23%	4%	9%	14%	18%	8%	17%	10%	13%
Elon Musk	11%	5%	8%	22%	4%	24%	7%	15%	18%	10%	9%	13%	13%
Donald Trump	9%	0%	4%	23%	0%	22%	9%	9%	7%	10%	8%	9%	10%
Steve Jobs	8%	10%	9%	3%	12%	4%	9%	5%	10%	8%	7%	9%	5%
John D. Rockefeller	7%	6%	8%	6%	8%	7%	8%	7%	7%	8%	8%	6%	7%
Bill Gates	7%	13%	6%	2%	9%	1%	10%	3%	5%	12%	2%	7%	8%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Andrew Carnegie	4%	6%	2%	5%	6%	5%	3%	7%	4%	3%	6%	4%	4%
Sam Walton	4%	2%	3%	6%	3%	5%	4%	5%	3%	1%	6%	5%	1%
Jeff Bezos	2%	2%	1%	2%	3%	1%	1%	0%	4%	1%	0%	3%	2%
Not sure	24%	25%	31%	13%	24%	12%	31%	20%	15%	20%	27%	24%	25%
Totals	101%	99%	97%	99%	102%	101%	101%	100%	102%	99%	102%	101%	100%
Unweighted N	(1,109)	(349)	(438)	(322)	(430)	(387)	(420)	(324)	(267)	(200)	(227)	(453)	(229)

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Interviewing Dates	June 23 - 25, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 6.537, with a mean of one and a standard deviation of 0.854.
Number of respondents	1,110
Margin of error	± 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	72 questions not reported.