

YouGov / British Future Survey Results

Sample Size: 2046 GB Adults
Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178	
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, in history are you?

Very interested	31	33	32	29	40	35	29	35	33	29	21	24	34	36	34	26	27	32	30	31	30
Fairly interested	47	51	48	57	41	49	49	48	48	47	39	49	48	49	47	47	46	47	53	45	44
TOTAL INTERESTED	78	84	80	86	81	84	78	83	81	76	60	73	82	85	81	73	73	79	83	76	74
Not very interested	15	14	13	13	12	12	14	14	12	18	20	17	13	13	14	16	17	14	12	16	20
Not at all interested	5	1	6	0	5	3	6	2	5	5	14	7	4	2	4	7	6	6	3	7	5
TOTAL NOT INTERESTED	20	15	19	13	17	15	20	16	17	23	34	24	17	15	18	23	23	20	15	23	25
Don't know	2	1	1	1	1	1	1	1	2	1	6	2	1	0	1	3	5	1	2	1	2

For the following questions, we would like to ask you in what year you think World War One (WWI) started and ended.

What year did World War One start?

Percentage of Correct Answers	77	84	76	89	80	85	77	82	82	72	59	69	79	88	80	72	74	78	79	77	73
Percentage of Incorrect Answers	23	16	24	11	20	15	23	18	18	28	41	31	21	12	20	28	26	22	21	23	27

What year did World War One end?

Percentage of Correct Answers	69	78	67	84	73	78	68	77	74	65	52	60	69	85	72	66	63	71	71	69	67
Percentage of Incorrect Answers	31	22	33	16	27	22	32	23	26	35	48	40	31	15	28	34	37	29	29	31	33

From which of the following countries do you think more than 1,000 troops came to fight for Britain and her allies during WWI?

Australia

More than 1,000 troops did come from this country to fight for Britain during WWI	65	75	63	71	69	74	65	68	75	55	52	52	67	79	69	60	57	71	66	60	65
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	9	7	9	2	13	8	10	11	6	11	11	12	8	6	9	9	11	7	10	9	7
Don't know	26	18	28	26	19	18	25	22	19	34	37	35	26	15	22	31	32	22	24	31	28

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Sample Size: 2046 GB Adults
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Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, in history are you?

Very interested	31	31	21	100	0	0	0	0	39	0	0
Fairly interested	47	47	53	0	100	0	0	0	61	0	0
TOTAL INTERESTED	78	78	74	100	100	0	0	0	100	0	0
Not very interested	15	15	11	0	0	100	0	0	0	74	0
Not at all interested	5	5	7	0	0	0	100	0	0	26	0
TOTAL NOT INTERESTED	20	20	18	0	0	100	100	0	0	100	0
Don't know	2	1	8	0	0	0	0	100	0	0	100

For the following questions, we would like to ask you in what year you think World War One (WWI) started and ended.

What year did World War One start?

Percentage of Correct Answers	77	79	53	90	79	61	45	26	83	57	26
Percentage of Incorrect Answers	23	21	47	10	21	39	55	74	17	43	74

What year did World War One end?

Percentage of Correct Answers	69	71	42	82	71	52	41	23	75	49	23
Percentage of Incorrect Answers	31	29	58	18	29	48	59	77	25	51	77

From which of the following countries do you think more than 1,000 troops came to fight for Britain and her allies during WWI?

Australia

More than 1,000 troops did come from this country to fight for Britain during WWI	65	66	47	83	64	48	28	25	71	43	25
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	9	9	10	7	11	6	11	4	9	7	4
Don't know	26	25	44	11	25	46	61	71	19	50	71

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Canada

More than 1,000 troops did come from this country to fight for Britain during WWI	65	74	61	69	72	74	63	67	74	55	54	52	65	79	69	58	56	69	66	61	67
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	9	6	11	4	9	7	11	10	6	11	12	12	9	4	8	9	12	8	11	7	5
Don't know	27	20	28	26	19	20	25	23	20	34	34	36	26	17	23	32	33	23	24	31	28

Kenya

More than 1,000 troops did come from this country to fight for Britain during WWI	36	43	38	39	32	41	38	40	47	26	35	34	37	37	40	31	32	40	35	36	35
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	21	24	18	20	30	24	21	21	18	24	20	20	20	24	21	22	20	21	25	20	20
Don't know	42	33	43	42	38	35	41	40	35	50	45	45	42	39	39	47	48	39	40	45	45

Turkey

More than 1,000 troops did come from this country to fight for Britain during WWI	8	9	9	8	9	9	8	8	9	8	15	10	8	5	9	8	9	8	9	7	11
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	43	51	39	42	50	51	40	47	51	36	37	39	41	51	46	39	36	45	46	41	43
Don't know	49	40	52	50	41	40	52	46	40	57	48	52	51	44	46	53	54	47	46	53	47

India

More than 1,000 troops did come from this country to fight for Britain during WWI	68	79	66	76	69	77	68	73	77	59	55	58	70	79	72	62	62	75	70	63	63
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	6	6	8	2	8	6	7	5	3	9	12	7	6	5	6	7	8	5	8	6	6
Don't know	25	16	26	22	23	17	25	22	19	31	33	34	24	16	22	31	31	20	23	31	30

Do you think commemorating the First World War has or has not helped to bring people together in your local area?

Commemorating the First World War has helped to bring people together in my local area	32	38	30	37	36	40	32	29	33	31	24	26	34	37	31	33	28	36	32	32	21
Commemorating the First World War has not helped to bring people together in my local area	41	37	43	45	38	37	42	50	39	43	39	43	40	41	44	36	41	38	42	41	48
Don't know	27	25	27	18	26	23	26	21	29	26	36	31	27	22	25	31	31	26	26	27	31

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

Canada

More than 1,000 troops did come from this country to fight for Britain during WWI	65	66	45	81	65	45	31	25	71	41	25
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	9	8	15	8	10	8	8	0	9	8	0
Don't know	27	26	40	12	25	46	60	75	20	50	75

Kenya

More than 1,000 troops did come from this country to fight for Britain during WWI	36	36	33	50	35	19	20	15	41	20	15
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	21	22	18	21	22	23	18	10	21	22	10
Don't know	42	42	49	28	44	57	61	75	38	58	75

Turkey

More than 1,000 troops did come from this country to fight for Britain during WWI	8	8	14	8	9	6	6	8	9	6	8
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	43	44	30	57	40	31	26	17	47	30	17
Don't know	49	48	56	34	51	62	67	75	44	64	75

India

More than 1,000 troops did come from this country to fight for Britain during WWI	68	69	61	83	71	48	30	19	76	43	19
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	6	7	4	6	6	7	8	10	6	7	10
Don't know	25	25	35	11	23	45	62	71	18	50	71

Do you think commemorating the First World War has or has not helped to bring people together in your local area?

Commemorating the First World War has helped to bring people together in my local area	32	33	23	41	32	21	12	9	36	19	9
Commemorating the First World War has not helped to bring people together in my local area	41	41	40	39	42	45	40	8	41	44	8
Don't know	27	26	37	21	25	34	48	83	23	38	83

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think commemorating the First World War centenary has or has not helped to bring people in Britain together?

Commemorating the First World War has helped to bring people in Britain together	50	60	48	55	53	59	46	53	49	52	48	43	49	59	49	52	44	55	50	52	40
Commemorating the First World War has not helped to bring people in Britain together	28	25	32	28	29	25	33	30	30	27	22	33	30	25	31	24	30	27	30	27	32
Don't know	21	15	20	16	18	15	21	16	21	22	29	23	21	16	19	24	26	19	20	20	28

And would you say the centenary has made you more or less likely to find out more about the involvement of your family or local community in the First World War or has it made no difference?

Has made me more likely to find out more about the involvement of my family or local community in the First World War	28	33	29	36	30	34	27	29	28	28	25	28	28	30	29	27	25	31	29	28	20
Has made me less likely to find out more about the involvement of my family or local community in the First World War	2	1	3	1	1	2	2	2	3	1	2	3	1	2	2	2	3	2	2	2	1
Has made no difference, I was not interested in the First World War before the centenary and am still not	22	16	23	25	20	16	25	25	19	26	25	25	22	19	22	22	26	21	19	21	31
Has made no difference, I was interested in the First World War before the centenary and still am	35	42	34	30	37	41	35	37	39	32	27	29	36	43	39	31	28	36	37	37	34
Don't know	12	8	11	8	12	8	10	7	11	13	22	15	12	6	8	18	18	10	13	12	14

And have you seen or heard information - including on TV or in a newspaper, or at an event - about any of these issues in the past month? (Please tick all that apply)

Life in the trenches	49	57	49	56	56	59	52	53	51	47	27	28	53	72	51	47	39	52	51	51	40
The role of women in the war	44	52	45	55	47	53	48	46	44	44	24	25	45	68	46	41	37	45	43	49	38
Life at home in Britain during the war	41	47	39	47	47	50	43	43	42	40	21	27	39	63	43	39	34	42	43	43	33
The role of soldiers from the empire and commonwealth in the British war effort	36	41	37	40	36	42	39	37	41	30	25	26	35	49	39	31	27	39	34	37	31
Causes of WW1	30	33	31	41	37	36	30	33	37	23	20	19	32	42	34	25	26	34	27	31	26
None of these	26	21	25	17	24	19	23	25	24	27	36	35	26	14	24	28	27	23	27	24	35
Don't know	9	6	8	5	6	5	8	5	9	9	17	14	8	3	7	12	14	7	8	10	9

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

And do you think commemorating the First World War centenary has or has not helped to bring people in Britain together?

Commemorating the First World War has helped to bring people in Britain together	50	52	33	59	51	43	23	11	55	38	11
Commemorating the First World War has not helped to bring people in Britain together	28	27	40	27	29	30	32	19	28	31	19
Don't know	21	21	27	14	20	27	45	71	17	32	71

And would you say the centenary has made you more or less likely to find out more about the involvement of your family or local community in the First World War or has it made no difference?

Has made me more likely to find out more about the involvement of my family or local community in the First World War	28	29	21	40	28	15	1	12	33	11	12
Has made me less likely to find out more about the involvement of my family or local community in the First World War	2	2	5	1	3	1	4	0	2	2	0
Has made no difference, I was not interested in the First World War before the centenary and am still not	22	22	23	9	20	48	51	10	16	48	10
Has made no difference, I was interested in the First World War before the centenary and still am	35	36	29	47	38	18	8	6	41	15	6
Don't know	12	11	23	3	12	18	36	72	8	23	72

And have you seen or heard information - including on TV or in a newspaper, or at an event - about any of these issues in the past month? (Please tick all that apply)

Life in the trenches	49	51	27	67	49	30	11	6	56	25	6
The role of women in the war	44	45	28	59	44	28	11	8	50	23	8
Life at home in Britain during the war	41	42	30	55	42	26	9	5	47	21	5
The role of soldiers from the empire and commonwealth in the British war effort	36	36	23	52	34	19	8	15	41	16	15
Causes of WW1	30	31	19	50	28	10	5	3	36	9	3
None of these	26	26	29	14	26	42	48	22	21	44	22
Don't know	9	8	22	3	7	13	31	61	6	18	61

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And for each of these issues, would you say you have heard too much, too little or about the right amount of information about them?

Causes of WW1

Heard too much about this	3	3	4	2	3	3	2	3	2	3	2	2	5	3	3	4	2	3	3	3
Heard too little about this	46	43	51	44	50	46	50	44	47	47	50	46	41	43	49	42	48	48	44	42
Heard the right amount about this	34	42	31	41	34	39	33	38	30	28	25	35	43	39	28	34	34	32	36	31
Don't know	18	12	15	13	13	12	15	15	15	22	23	17	11	15	21	20	15	17	17	25

Life in the trenches

Heard too much about this	5	5	5	7	5	4	4	6	5	4	9	3	2	7	5	3	6	4	5	4	3
Heard too little about this	32	29	33	26	43	31	32	30	34	30	34	40	31	26	30	35	29	32	34	31	33
Heard the right amount about this	46	54	48	54	41	52	49	50	46	46	34	34	49	57	50	41	44	49	43	48	40
Don't know	17	12	15	13	12	12	15	14	15	19	23	23	18	10	15	21	21	15	18	16	24

Life at home in Britain during the war

Heard too much about this	3	2	3	3	2	3	3	2	4	2	4	4	1	4	3	2	5	3	1	3	3
Heard too little about this	38	37	41	35	44	37	36	40	38	39	43	41	40	32	35	43	36	40	38	39	35
Heard the right amount about this	41	47	40	49	41	47	45	44	43	39	31	30	41	54	46	34	37	40	43	42	38
Don't know	18	14	15	14	13	13	15	14	16	20	22	25	18	11	15	21	22	17	17	16	24

The role of soldiers from the empire and commonwealth in the British war effort

Heard too much about this	3	2	3	2	2	2	4	2	3	3	4	3	2	3	3	3	5	3	2	3	2
Heard too little about this	45	45	47	44	48	46	45	46	45	44	47	46	44	43	42	47	38	49	44	44	41
Heard the right amount about this	33	38	33	37	36	39	35	35	35	32	26	25	36	41	38	27	35	31	34	35	31
Don't know	19	14	17	17	14	13	16	17	16	22	23	26	18	13	16	23	22	17	20	18	26

The role of women in the war

Heard too much about this	4	5	3	5	7	6	3	4	6	3	9	6	2	4	5	4	5	5	3	4	6
Heard too little about this	40	33	47	37	43	35	41	43	39	40	44	43	39	35	37	43	38	39	42	40	36
Heard the right amount about this	38	48	36	46	37	46	40	39	40	37	26	27	40	51	44	31	36	40	36	40	37
Don't know	18	14	14	13	13	13	15	15	15	20	21	24	18	10	15	21	22	16	18	15	22

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

And for each of these issues, would you say you have heard too much, too little or about the right amount of information about them?

Causes of WW1

Heard too much about this	3	3	5	3	3	2	3	0	3	3	0
Heard too little about this	46	46	43	47	49	42	26	24	48	38	24
Heard the right amount about this	34	34	29	43	33	25	19	13	37	23	13
Don't know	18	17	23	6	15	31	52	63	12	36	63

Life in the trenches

Heard too much about this	5	5	5	5	5	4	3	0	5	4	0
Heard too little about this	32	32	37	32	34	31	22	32	33	28	32
Heard the right amount about this	46	47	36	57	47	34	24	7	51	31	7
Don't know	17	17	23	6	15	32	50	61	11	37	61

Life at home in Britain during the war

Heard too much about this	3	3	5	2	3	2	8	0	3	4	0
Heard too little about this	38	38	49	43	39	32	25	33	41	30	33
Heard the right amount about this	41	42	23	46	43	36	18	8	44	31	8
Don't know	18	17	23	8	15	30	49	59	13	35	59

The role of soldiers from the empire and commonwealth in the British war effort

Heard too much about this	3	2	7	3	2	3	8	0	2	4	0
Heard too little about this	45	45	46	49	48	37	18	35	48	32	35
Heard the right amount about this	33	34	23	40	34	26	23	5	36	25	5
Don't know	19	19	24	8	16	35	51	59	13	39	59

The role of women in the war

Heard too much about this	4	4	5	6	3	3	9	4	4	5	4
Heard too little about this	40	40	45	43	41	35	22	22	42	32	22
Heard the right amount about this	38	39	26	44	40	31	20	14	41	28	14
Don't know	18	17	24	7	16	30	49	59	12	35	59

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0-10, with 0 being "completely wrong" and 10 being "completely right", how would you rate the tone of the centenary commemoration to date?

0 – completely wrong	1	0	1	0	1	0	1	1	1	0	1	1	1	0	1	1	1	1	1	1
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	1	1	1	1	2	1	1	1	1	1	1	1	2	2	1	2	1	2	1	2
3	2	1	3	4	2	1	2	2	3	1	2	2	2	2	2	2	2	2	2	1
4	2	1	3	1	2	2	3	3	3	2	3	4	2	2	3	2	3	2	3	2
5	11	9	12	10	13	12	13	10	12	10	8	9	11	15	12	10	9	14	9	10
6	7	6	9	8	4	6	9	6	7	6	5	8	8	4	7	6	5	7	5	8
7	17	18	17	21	16	16	16	19	18	15	13	18	16	17	18	15	20	14	19	16
8	22	29	19	26	22	28	19	26	22	22	14	19	22	27	24	20	19	23	23	21
9	10	11	9	11	10	10	9	12	10	9	9	8	11	9	9	10	8	10	8	12
10 – completely right	12	15	13	11	16	15	14	8	10	13	8	7	13	16	10	14	10	12	13	12
MEAN	7.3	7.7	7.1	7.3	7.3	7.5	7.2	7.2	7.1	7.5	7.1	7.0	7.3	7.3	7.1	7.4	7.1	7.2	7.3	7.3
Don't know	16	8	13	9	12	9	13	12	13	19	34	22	13	6	14	19	20	13	17	15

This year marks 100 years since the First World War broke out. People have different views of why or whether the centenary matters. Please say if you agree or disagree with the following statements.

The British war effort included Empire and Commonwealth Soldiers from countries including India and the West Indies, Australia and Canada. It is important for integration today that all of our children are taught about the shared history of a multi-ethnic Britain.

Strongly agree	48	50	53	56	47	48	54	55	47	49	38	39	52	54	50	45	44	47	51	49	44
Tend to agree	32	38	30	29	30	36	29	32	33	32	33	34	30	34	33	32	36	33	30	32	33
TOTAL AGREE	80	88	83	85	77	84	83	87	80	81	71	73	82	88	83	77	80	80	81	81	77
Neither agree nor disagree	10	8	8	10	12	9	8	8	11	9	8	13	10	8	9	11	10	9	9	11	13
Tend to disagree	2	1	2	3	5	2	3	2	3	2	4	3	2	2	2	2	3	3	2	2	2
Strongly disagree	1	1	1	0	1	1	1	0	1	1	1	1	1	0	1	1	0	1	2	1	0
TOTAL DISAGREE	3	2	3	3	6	3	4	2	4	3	5	4	3	2	3	3	3	4	4	3	2
Don't know	7	3	5	2	5	3	5	3	5	8	17	9	6	1	4	9	8	7	6	6	8

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
	%	%	%	%	%	%	%	%	%	%

On a scale of 0-10, with 0 being "completely wrong" and 10 being "completely right", how would you rate the tone of the centenary commemoration to date?

0 – completely wrong	1	1	2	1	1	0	2	4	1	1	4
1	0	0	1	0	0	0	0	0	0	0	0
2	1	1	3	2	1	1	2	0	1	1	0
3	2	2	1	2	2	3	1	0	2	2	0
4	2	2	4	2	3	2	4	0	3	2	0
5	11	11	8	10	10	17	13	2	10	16	2
6	7	6	9	6	7	6	10	2	7	7	2
7	17	16	18	15	20	14	5	5	18	12	5
8	22	23	8	28	21	19	8	3	24	16	3
9	10	10	10	13	9	7	5	0	11	6	0
10 – completely right	12	12	7	15	11	10	8	3	13	10	3
MEAN	7.3	7.3	6.6	7.4	7.2	7.0	6.4	5.8	7.3	6.9	5.8
Don't know	16	15	29	8	14	22	43	82	11	28	82

This year marks 100 years since the First World War broke out. People have different views of why or whether the centenary matters. Please say if you agree or disagree with the following statements.

The British war effort included Empire and Commonwealth Soldiers from countries including India and the West Indies, Australia and Canada. It is important for integration today that all of our children are taught about the shared history of a multi-ethnic Britain.

Strongly agree	48	49	43	62	49	32	11	12	54	27	12
Tend to agree	32	33	22	27	36	38	25	3	32	35	3
TOTAL AGREE	80	82	65	89	85	70	36	15	86	62	15
Neither agree nor disagree	10	10	15	6	9	17	24	3	8	19	3
Tend to disagree	2	2	6	3	2	3	2	0	2	3	0
Strongly disagree	1	1	1	1	0	1	5	0	1	2	0
TOTAL DISAGREE	3	3	7	4	2	4	7	0	3	5	0
Don't know	7	6	14	1	4	8	33	82	3	15	82

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The centenary is a huge opportunity for schools and museums to do more to help our kids and people of all ages learn more about our nation's history. There is no point in having a shared history if we forget about.

Strongly agree	50	60	48	48	61	61	47	51	48	51	34	44	53	57	51	48	41	52	52	52	43
Tend to agree	33	32	35	32	26	29	38	36	34	31	33	33	33	31	35	30	36	33	32	31	34
TOTAL AGREE	83	92	83	80	87	90	85	87	82	82	67	77	86	88	86	78	77	85	84	83	77
Neither agree nor disagree	9	5	10	14	8	5	8	10	10	8	13	12	7	8	8	10	12	8	8	9	12
Tend to disagree	2	1	1	3	2	2	1	1	2	2	5	2	1	2	1	3	3	2	1	2	2
Strongly disagree	1	0	2	0	2	1	2	0	1	1	2	2	1	1	1	1	1	1	2	1	1
TOTAL DISAGREE	3	1	3	3	4	3	3	1	3	3	7	4	2	3	2	4	4	3	3	3	3
Don't know	5	1	5	2	1	2	4	2	5	6	14	8	4	0	4	7	7	4	5	5	8

The centenary of the Great War is an important moment when former enemies should come together to remember – and value the reconciliation and friendship which helps us to understand each other better, from business links to sport and culture, in our more connected world.

Strongly agree	38	41	42	43	38	41	41	43	40	36	28	31	40	45	40	35	37	37	38	42	32
Tend to agree	38	41	36	37	39	40	36	40	36	40	36	38	38	39	39	38	38	40	37	36	41
TOTAL AGREE	76	82	78	80	77	81	77	83	76	76	64	69	78	84	79	73	75	77	75	78	73
Neither agree nor disagree	14	11	13	16	17	13	13	12	14	13	14	18	13	11	13	14	15	13	15	12	14
Tend to disagree	2	2	2	0	2	2	2	0	2	2	2	2	1	2	2	2	1	1	2	2	3
Strongly disagree	1	1	1	0	2	1	2	0	1	1	2	1	1	1	1	1	1	2	2	1	1
TOTAL DISAGREE	3	3	3	0	4	3	4	0	3	3	4	3	2	3	3	3	2	3	4	3	4
Don't know	7	3	6	4	3	4	6	5	6	8	17	11	6	2	5	11	8	7	7	7	9

Instead of focussing on the pity of war and the loss of life, the central theme of the First World War commemoration should be that this was a just war that was important to Britain to fight and win.

Strongly agree	10	15	7	7	17	15	7	9	14	6	5	11	9	12	9	11	9	9	12	10	10
Tend to agree	18	24	18	13	22	25	20	13	19	17	9	16	20	21	19	16	18	17	17	20	20
TOTAL AGREE	28	39	25	20	39	40	27	22	33	23	14	27	29	33	28	27	27	26	29	30	30
Neither agree nor disagree	23	21	24	25	29	20	22	26	23	22	17	22	25	24	22	23	21	22	26	24	18
Tend to disagree	23	23	21	33	19	23	23	28	21	25	26	23	24	21	24	22	25	26	21	20	22
Strongly disagree	17	13	21	16	9	12	20	18	15	19	23	14	16	18	19	14	17	18	15	17	16
TOTAL DISAGREE	40	36	42	49	28	35	43	46	36	44	49	37	40	39	43	36	42	44	36	37	38
Don't know	9	5	8	6	4	5	9	6	8	11	20	13	7	4	6	13	11	9	8	9	13

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

The centenary is a huge opportunity for schools and museums to do more to help our kids and people of all ages learn more about our nation's history. There is no point in having a shared history if we forget about.

Strongly agree	50	51	30	66	51	34	7	10	57	27	10
Tend to agree	33	33	35	26	35	40	29	7	32	37	7
TOTAL AGREE	83	84	65	92	86	74	36	17	89	64	17
Neither agree nor disagree	9	9	15	4	9	13	31	7	7	18	7
Tend to disagree	2	2	3	1	2	5	1	0	1	4	0
Strongly disagree	1	1	3	2	0	1	6	3	1	2	3
TOTAL DISAGREE	3	3	6	3	2	6	7	3	2	6	3
Don't know	5	4	14	0	3	7	25	72	2	12	72

The centenary of the Great War is an important moment when former enemies should come together to remember – and value the reconciliation and friendship which helps us to understand each other better, from business links to sport and culture, in our more connected world.

Strongly agree	38	39	28	52	39	21	7	8	44	18	8
Tend to agree	38	39	37	36	41	44	25	6	39	39	6
TOTAL AGREE	76	78	65	88	80	65	32	14	83	57	14
Neither agree nor disagree	14	13	15	8	14	19	26	14	12	21	14
Tend to disagree	2	2	2	2	1	3	2	0	1	3	0
Strongly disagree	1	1	1	1	1	2	7	0	1	3	0
TOTAL DISAGREE	3	3	3	3	2	5	9	0	2	6	0
Don't know	7	7	16	1	5	11	33	72	3	17	72

Instead of focussing on the pity of war and the loss of life, the central theme of the First World War commemoration should be that this was a just war that was important to Britain to fight and win.

Strongly agree	10	10	11	13	10	7	2	2	11	6	2
Tend to agree	18	18	18	19	18	20	9	6	18	17	6
TOTAL AGREE	28	28	29	32	28	27	11	8	29	23	8
Neither agree nor disagree	23	23	24	21	22	28	25	11	22	28	11
Tend to disagree	23	24	17	23	26	21	11	2	25	18	2
Strongly disagree	17	17	12	23	15	11	15	3	18	12	3
TOTAL DISAGREE	40	41	29	46	41	32	26	5	43	30	5
Don't know	9	9	18	2	8	12	38	76	5	19	76

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178	
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

We should worry about the rush to commemorate the First World War as this may encourage war and nationalism, when this was a futile war of unimaginable slaughter.

Strongly agree	6	2	8	3	6	3	7	7	7	5	9	5	4	7	6	5	7	4	6	6	6
Tend to agree	10	7	14	15	8	6	14	11	11	10	12	8	9	14	12	8	14	8	9	12	13
TOTAL AGREE	16	9	22	18	14	9	21	18	18	15	21	13	13	21	18	13	21	12	15	18	19
Neither agree nor disagree	17	15	18	17	16	15	17	16	18	17	14	19	18	16	17	18	19	17	19	15	17
Tend to disagree	28	32	31	27	22	31	30	31	23	33	22	27	30	30	30	26	24	33	25	27	27
Strongly disagree	27	38	22	28	39	39	23	29	33	22	17	26	31	29	28	26	21	28	29	30	25
TOTAL DISAGREE	55	70	53	55	61	70	53	60	56	55	39	53	61	59	58	52	45	61	54	57	52
Don't know	11	6	7	9	9	7	9	7	8	14	26	14	8	5	7	16	15	10	11	11	11

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

We should worry about the rush to commemorate the First World War as this may encourage war and nationalism, when this was a futile war of unimaginable slaughter.

Strongly agree	6	5	9	8	5	4	2	5	6	3	5
Tend to agree	10	10	12	10	12	11	3	0	11	9	0
TOTAL AGREE	16	15	21	18	17	15	5	5	17	12	5
Neither agree nor disagree	17	17	22	12	18	24	29	14	15	26	14
Tend to disagree	28	29	21	26	31	31	13	10	29	26	10
Strongly disagree	27	28	14	43	24	14	11	0	32	13	0
TOTAL DISAGREE	55	57	35	69	55	45	24	10	61	39	10
Don't know	11	10	23	2	9	16	42	71	7	22	71

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the last month, where have you seen information about the centenary of the First World War?

BBC Total (all platforms)	39	45	43	38	41	45	42	43	44	34	24	30	40	50	43	33	34	42	40	38	34
TV	48	54	52	52	53	55	56	52	50	47	25	37	51	64	50	46	43	52	50	47	41

[Only those who provided a response; n=1018]

BBC (unspecified)	33	34	31	35	37	35	29	36	36	29	33	33	33	33	33	32	30	34	31	32	36
BBC1	20	19	22	12	18	19	21	18	21	18	23	18	18	22	21	17	21	16	25	20	20
ITV (unspecified)	13	12	11	15	17	14	12	10	9	17	12	8	14	15	11	15	10	13	13	17	5
BBC2	9	12	9	6	6	9	9	9	10	8	7	7	8	11	11	6	9	9	8	10	6
News channels/programmes	7	5	8	13	4	6	8	9	6	7	4	13	6	4	6	8	10	7	7	5	6
Various	7	6	8	6	9	8	8	7	8	6	3	3	6	11	7	7	4	8	6	8	10
BBC News	6	9	8	5	6	8	4	7	7	6	14	9	6	5	6	7	7	9	2	8	2
Sky News	3	4	3	0	1	4	2	1	2	3	1	2	3	3	2	3	3	2	3	2	10
BBC3	2	2	3	2	2	1	2	3	3	1	4	3	2	1	1	3	3	2	2	1	2
Channel 4	2	3	2	0	0	2	1	3	2	2	0	2	3	2	2	2	1	2	3	2	4
BBC4	1	1	1	1	1	1	1	2	2	1	2	1	1	2	2	1	2	2	1	1	3
BBC Breakfast	1	0	1	0	0	0	1	1	0	1	0	3	0	0	1	0	1	0	1	1	0
ITV1	1	1	3	0	0	1	1	2	1	2	5	0	2	1	1	2	1	2	1	1	1
ITV News (national/regional)	1	1	1	3	2	2	1	1	1	1	2	2	1	1	1	1	0	2	1	0	0
The Great War	1	1	1	2	1	0	1	2	1	1	2	0	1	1	1	0	3	1	1	0	0
The One Show	1	0	0	3	0	0	0	1	1	1	0	1	2	0	1	0	1	1	0	1	2
Women in War	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1
Yesterday	1	2	1	2	1	2	1	0	1	1	0	0	2	1	1	1	1	1	1	1	1
BBC Wales	0	0	0	1	0	0	1	0	1	0	0	1	1	0	0	0	0	0	2	0	0
Channel 5	0	1	1	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	1	0	0
BBC Radio (General)	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Channel 4 News	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1
Discovery	0	0	1	0	1	0	1	0	1	0	0	0	1	0	0	1	1	1	0	1	0
History channel	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0
The People's War	0	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0
Other	3	2	2	2	5	2	5	0	2	4	2	2	5	2	2	4	1	3	5	2	6
Don't know	6	7	5	3	2	6	7	5	3	9	6	6	7	6	5	8	4	6	6	8	5

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

In the last month, where have you seen information about the centenary of the First World War?

BBC Total (all platforms)	39	40	26	51	40	24	12	4	44	21	4
TV	48	50	33	60	49	40	14	4	53	33	4

[Only those who provided a response; n=1018]

BBC (unspecified)	33	33	38	33	36	21	23	0	35	21	0
BBC1	20	20	17	20	19	22	14	100	19	21	100
ITV (unspecified)	13	13	19	14	12	15	9	0	13	14	0
BBC2	9	9	5	10	9	4	9	100	9	5	100
News channels/programmes	7	7	2	4	9	8	6	0	7	8	0
Various	7	7	8	9	6	10	0	0	7	9	0
BBC News	6	6	7	5	7	6	7	100	6	6	100
Sky News	3	3	2	3	3	2	4	0	3	2	0
BBC3	2	2	3	3	2	0	4	0	2	0	0
Channel 4	2	2	0	3	1	2	0	0	2	2	0
BBC4	1	1	4	3	1	0	0	0	2	0	0
BBC Breakfast	1	0	3	1	0	0	9	0	0	1	0
ITV1	1	1	2	2	1	1	0	0	2	1	0
ITV News (national/regional)	1	1	0	1	2	0	0	0	1	0	0
The Great War	1	1	2	1	1	0	0	0	1	0	0
The One Show	1	1	0	1	1	1	0	0	1	1	0
Women in War	1	1	0	1	1	1	0	0	1	1	0
Yesterday	1	1	0	2	1	0	0	0	1	0	0
BBC Wales	0	0	0	1	0	0	0	0	0	0	0
Channel 5	0	0	0	1	0	0	0	0	0	0	0
BBC Radio (General)	0	0	0	0	0	0	0	0	0	0	0
Channel 4 News	0	0	0	0	0	0	0	0	0	0	0
Discovery	0	0	0	1	0	0	0	0	1	0	0
History channel	0	0	0	1	0	0	0	0	0	0	0
The People's War	0	0	0	1	0	0	0	0	0	0	0
Other	3	3	2	3	3	3	0	0	3	2	0
Don't know	6	6	3	4	5	13	15	0	5	13	0

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Radio	14	16	16	13	13	17	13	19	15	13	4	8	15	23	15	12	14	15	15	13	11

[Only those who provided a response; n=322]

BBC Radio 4	40	40	41	51	32	33	34	47	41	38	50	28	36	46	47	26	55	44	33	36	20
BBC Radio 2	21	24	18	28	21	24	28	19	20	23	8	12	28	20	19	25	4	23	29	21	21
BBC local radio stations	10	6	9	8	23	12	8	6	9	11	0	11	8	12	7	15	4	8	15	14	2
BBC (generally)	7	6	12	5	3	5	11	8	10	4	0	17	8	4	6	8	4	3	8	11	18
BBC Radio 5	4	1	8	0	8	4	5	7	5	4	0	1	6	4	5	4	6	4	7	2	0
Five Live	3	3	3	0	2	2	7	2	5	1	8	2	5	2	4	1	1	4	0	5	4
Jeremy Vine Show	3	1	3	5	0	2	1	6	4	2	2	0	6	1	2	4	3	3	1	5	1
BBC Radio 1	2	0	2	7	4	1	0	5	1	3	19	3	1	1	2	1	5	2	2	0	2
Home Front	2	3	3	0	1	1	4	3	1	4	5	1	3	2	2	3	1	4	1	3	0
LBC Radio	2	3	1	4	4	5	0	1	1	3	0	0	1	4	1	3	14	0	1	0	0
Radio Scotland	2	3	0	0	0	3	0	0	1	2	0	3	1	2	1	2	0	0	0	0	23
Today	2	3	1	8	3	1	0	7	3	1	0	6	1	2	3	1	2	5	1	1	0
Other	14	15	11	12	10	13	11	14	13	15	12	24	10	14	13	15	10	19	10	14	11
Don't know	2	3	1	0	4	4	1	0	3	2	3	0	1	4	3	1	0	4	2	2	2

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27

	%	%	%	%	%	%	%	%	%	%	
Radio	14	15	10	21	13	8	5	0	16	7	0

[Only those who provided a response; n=322]

BBC Radio 4	40	41	11	53	32	17	0	0	42	14	0
BBC Radio 2	21	22	5	17	25	18	42	0	21	22	0
BBC local radio stations	10	10	11	9	10	19	0	0	9	16	0
BBC (generally)	7	7	20	4	9	9	21	0	7	11	0
BBC Radio 5	4	4	24	4	5	0	20	0	5	3	0
Five Live	3	3	0	2	3	11	0	0	2	10	0
Jeremy Vine Show	3	3	0	2	4	0	0	0	3	0	0
BBC Radio 1	2	2	0	2	2	0	17	0	2	3	0
Home Front	2	2	0	4	1	0	0	0	3	0	0
LBC Radio	2	1	19	2	3	0	0	0	2	0	0
Radio Scotland	2	2	0	2	1	4	0	0	1	4	0
Today	2	2	0	3	3	0	0	0	3	0	0
Other	14	14	9	13	14	21	0	0	14	18	0
Don't know	2	2	0	1	3	5	0	0	2	4	0

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Newspaper	25	32	26	22	29	33	27	24	26	24	10	13	20	47	27	21	23	27	23	26	17

[Only those who provided a response; n=534]

Daily Mail	25	39	7	21	32	38	6	21	22	28	6	13	24	29	26	23	20	24	30	27	12
Sun	13	10	8	19	23	15	13	7	12	14	5	26	16	9	8	21	3	22	6	11	12
Daily Mirror	12	3	27	3	12	5	30	7	13	12	3	10	13	13	9	17	13	13	17	9	3
Times	10	14	8	5	6	13	5	13	12	8	8	3	7	13	14	4	11	7	9	16	6
Daily Telegraph	7	14	1	0	5	12	0	6	8	5	16	3	4	8	9	3	8	9	5	5	2
Specific local newspaper (named)	6	2	10	9	3	2	10	6	6	6	6	4	8	5	6	6	4	5	4	9	9
Various local newspapers	6	6	7	11	6	7	7	8	3	10	6	3	11	5	7	5	0	7	11	7	0
All newspapers (generally)	5	3	6	3	12	4	4	8	8	3	3	3	8	5	4	8	6	5	6	5	2
The Guardian	5	0	10	7	1	0	8	8	5	4	20	5	3	4	5	3	11	3	5	4	0
The i	3	0	7	4	0	0	6	5	3	3	3	2	3	3	3	2	0	4	1	4	2
Metro	3	2	2	2	2	2	2	5	2	3	8	9	4	0	4	1	12	2	2	0	3
Express	2	5	0	2	5	4	2	1	4	1	0	0	2	3	3	2	1	1	3	2	13
Independent	2	1	4	4	0	0	3	3	2	1	12	1	2	1	2	2	5	1	2	1	1
Sunday Times	2	5	1	3	3	3	1	2	2	3	0	0	1	4	3	2	5	2	1	4	0
The Observer	2	0	3	0	1	0	4	2	2	1	0	3	2	1	1	3	1	2	2	1	0
Various national newspapers	2	2	3	0	2	2	3	0	1	3	0	3	3	1	2	2	1	2	5	0	0
Evening Standard	1	1	1	4	0	0	1	1	1	1	6	2	1	0	1	0	4	1	0	0	0
Daily Record	1	1	1	0	0	0	1	0	1	1	0	0	1	1	1	1	0	0	0	0	12
Scotsman	1	1	0	0	0	0	0	0	0	1	0	1	0	1	1	1	0	0	0	0	9
Herald	0	0	0	0	0	0	0	1	0	1	2	0	0	1	1	0	0	0	0	0	7
Scottish Daily Mail	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	3
Scottish Sun	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	4
Sunday Mirror	0	1	0	0	0	1	1	0	0	1	3	0	0	0	0	0	0	1	0	1	0
Other	5	6	4	10	2	5	2	5	5	4	7	12	2	4	4	5	4	3	3	6	16
Don't know	1	0	1	0	0	0	3	0	0	1	1	0	1	1	0	2	1	1	1	0	1

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27

	%	%	%	%	%	%	%	%	%	%	
Newspaper	25	26	10	34	25	13	7	0	29	12	0

[Only those who provided a response; n=534]

Daily Mail	25	25	18	24	26	25	13	0	25	23	0
Sun	13	14	4	8	14	25	48	0	11	28	0
Daily Mirror	12	12	11	10	15	11	9	0	12	11	0
Times	10	10	18	13	8	7	13	0	10	8	0
Daily Telegraph	7	6	3	10	4	1	0	0	7	1	0
Specific local newspaper (named)	6	6	9	7	5	2	0	0	6	1	0
Various local newspapers	6	7	0	5	7	8	17	0	6	9	0
All newspapers (generally)	5	5	15	6	5	4	0	0	6	4	0
The Guardian	5	5	0	5	4	1	13	0	5	3	0
The i	3	3	0	2	3	4	0	0	3	4	0
Metro	3	2	26	2	4	3	0	0	3	3	0
Express	2	2	0	3	2	5	0	0	2	4	0
Independent	2	2	0	3	1	0	0	0	2	0	0
Sunday Times	2	3	0	4	2	0	0	0	3	0	0
The Observer	2	2	0	3	1	0	0	0	2	0	0
Various national newspapers	2	2	0	2	2	0	0	0	2	0	0
Evening Standard	1	1	0	0	2	0	0	0	1	0	0
Daily Record	1	1	0	0	1	0	0	0	1	0	0
Scotsman	1	1	0	0	0	3	0	0	0	2	0
Herald	0	0	0	0	1	2	0	0	0	2	0
Scottish Daily Mail	0	0	0	0	0	0	0	0	0	0	0
Scottish Sun	0	0	0	1	0	0	0	0	0	0	0
Sunday Mirror	0	0	6	0	0	0	0	0	0	0	0
Other	5	5	0	6	4	4	0	0	5	4	0
Don't know	1	1	0	0	1	5	0	0	0	4	0

Fieldwork: 27th - 28th August

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
At a public event	8	10	7	10	10	10	8	8	7	9	4	7	8	10	8	8	6	10	7	9	6
<i>[Only those who provided a response; n=165]</i>																					
Local events/exhibitions	19	12	19	21	31	15	26	22	15	22	5	7	23	24	20	18	8	17	20	26	20
Memorial service/event	11	6	4	18	16	8	4	16	11	10	23	13	10	7	11	10	10	7	21	10	7
Church events	10	12	7	10	11	16	5	4	12	8	0	10	12	10	10	10	0	14	9	9	4
Tower of London	6	9	8	0	0	7	10	6	8	5	17	13	5	2	9	2	45	5	0	0	0
Council events	4	4	6	7	0	4	7	3	3	5	0	0	3	9	5	4	0	9	0	2	0
Museum/National Trust event (public event)	2	1	8	0	0	1	3	6	2	3	0	5	3	1	3	2	8	2	1	2	4
Poppies	2	2	4	0	2	0	5	3	4	0	6	4	3	0	4	0	21	0	0	1	0
School event	2	2	3	0	0	2	5	1	1	3	0	3	4	0	3	0	0	4	0	2	2
BBC participation	1	0	2	0	4	1	3	0	1	1	0	3	0	1	2	0	0	0	6	0	0
War and Peace	1	0	4	0	0	0	4	0	1	1	0	0	1	2	2	0	0	1	0	2	0
Multi faith service	0	1	0	0	0	1	0	0	1	0	0	0	0	1	1	0	0	0	3	0	0
Other	42	38	47	62	31	38	38	47	39	44	57	49	38	39	36	50	22	41	40	47	60
Don't know	6	12	3	0	14	10	6	0	7	6	3	0	4	13	6	6	5	10	5	3	3
At a museum	6	8	7	7	3	8	6	8	7	6	5	5	4	11	8	4	7	8	4	7	4
<i>[Only those who provided a response; n=140]</i>																					
Imperial War Museum	15	10	12	0	12	9	8	15	20	9	47	14	20	7	16	10	45	13	8	6	7
Local museum	8	14	8	0	0	11	6	8	8	9	0	21	5	7	10	5	0	14	6	3	25
British Museum	4	8	0	11	0	5	0	8	2	7	0	9	5	3	6	0	5	8	0	0	0
War Museum	3	9	1	0	0	8	2	0	5	2	0	0	2	6	2	7	19	1	0	0	0
Tower of London	2	3	2	0	0	2	0	1	0	4	11	0	0	2	2	0	0	4	0	0	0
National Portrait Gallery	1	1	1	0	0	1	1	0	1	1	0	3	0	1	1	0	0	0	0	1	9
Other	67	54	73	89	88	64	78	73	61	72	40	54	72	74	61	81	29	60	86	92	54
Don't know	4	8	4	0	0	5	5	0	8	0	3	0	4	6	5	0	5	6	0	1	4

Fieldwork: 27th - 28th August

	Ethnicity			Interest in History					Interest in History		
	Total	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120		627	968	307	109	34	1595	416	34
2046	1889	121		684	954	287	94	27	1638	381	27
	%	%	%	%	%	%	%	%	%	%	%
At a public event	8	8	4	11	7	6	0	0	9	5	0
<i>[Only those who provided a response; n=165]</i>											
Local events/exhibitions	19	19	0	8	30	15	0	0	20	15	0
Memorial service/event	11	11	0	8	14	7	0	0	11	7	0
Church events	10	10	0	10	7	23	0	0	8	23	0
Tower of London	6	6	13	5	5	17	0	0	5	17	0
Council events	4	5	0	3	6	0	0	0	5	0	0
Museum/National Trust event (public event)	2	1	36	4	0	6	0	0	2	6	0
Poppies	2	2	0	2	2	6	0	0	2	6	0
School event	2	2	0	2	2	0	0	0	2	0	0
BBC participation	1	1	0	0	3	0	0	0	1	0	0
War and Peace	1	1	0	2	0	0	0	0	1	0	0
Multi faith service	0	0	0	1	0	0	0	0	1	0	0
Other	42	44	29	48	39	33	0	0	43	33	0
Don't know	6	6	21	9	4	6	0	0	6	6	0
At a museum	6	6	5	12	5	2	1	0	8	2	0
<i>[Only those who provided a response; n=140]</i>											
Imperial War Museum	15	14	37	14	10	61	0	0	12	53	0
Local museum	8	8	0	13	4	0	0	0	9	0	0
British Museum	4	4	17	5	2	13	0	0	4	12	0
War Museum	3	3	0	2	6	0	0	0	3	0	0
Tower of London	2	2	0	1	4	0	0	0	2	0	0
National Portrait Gallery	1	1	0	1	1	0	0	0	1	0	0
Other	67	67	63	69	68	26	100	0	69	35	0
Don't know	4	4	0	2	7	0	0	0	4	0	0

Fieldwork: 27th - 28th August

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Online	12	12	13	13	14	12	11	17	14	10	15	14	12	11	14	10	9	15	13	9	11
<i>[Only those who provided a response; n=253]</i>																					
BBC	38	36	42	50	28	37	42	43	50	22	47	44	36	27	47	23	30	36	34	45	47
Facebook	12	6	10	21	21	9	5	17	5	20	7	14	12	11	9	17	16	12	8	9	23
News sites (general)	9	9	12	0	15	10	13	6	10	8	11	5	12	9	10	7	8	11	10	7	4
Ancestry	4	1	5	7	3	2	6	4	3	5	0	2	5	8	4	4	4	2	8	4	2
Various	4	6	8	0	0	5	5	5	6	3	4	5	7	1	5	3	4	3	2	11	3
Tower of London	3	4	2	3	5	5	1	2	0	7	0	4	1	6	1	6	8	2	1	3	6
Wikipedia	3	4	3	7	0	1	3	5	3	3	0	6	3	0	3	1	10	3	0	3	2
Google	2	3	1	0	2	1	1	2	2	2	3	4	1	1	3	1	2	3	1	0	6
Guardian	2	0	4	0	0	0	3	0	3	0	4	2	2	0	2	0	2	1	1	4	0
Sky News	2	5	2	0	0	0	1	0	3	1	8	1	2	0	0	5	0	0	6	0	6
Twitter	2	1	3	0	0	1	2	2	0	4	1	5	0	0	2	1	0	3	2	0	0
Adverts	1	1	0	7	0	0	0	4	1	2	0	1	1	3	2	1	6	1	0	2	0
Dan Snow	1	2	1	0	0	2	1	0	1	0	2	0	0	2	1	0	0	1	1	0	0
Schools websites	1	0	2	0	0	0	3	2	1	1	0	2	1	0	1	1	0	0	0	6	0
Daily Mail	1	1	1	0	1	1	0	0	0	2	2	0	1	2	1	1	6	1	0	0	0
Yahoo	1	3	0	0	4	1	2	2	1	2	4	0	2	0	1	1	0	0	6	0	0
Times Online	0	0	1	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	1	0	0
Other	20	29	9	18	21	32	11	19	18	22	17	14	19	30	19	21	20	25	21	12	14
Don't know	3	2	2	0	0	4	3	0	1	5	0	3	0	7	1	6	0	1	8	2	0
Word of mouth	18	21	19	27	19	22	17	18	18	19	19	15	19	20	19	18	18	22	18	17	11
Government/official sources	2	4	1	1	2	4	1	2	3	2	1	1	2	4	2	2	1	3	2	1	2
<i>[Only those who provided a response; n=43*]</i>																					
Government websites	19	31	8	47	0	26	0	10	26	9	19	54	31	2	28	8	17	14	41	0	27
Royal British Legion	12	0	7	0	0	0	22	22	13	10	0	27	7	11	10	14	0	9	28	8	0
Local councils/MPs	11	18	17	0	0	15	0	0	0	27	0	0	12	16	10	13	0	18	0	19	0
Internet (general)	9	4	10	0	0	8	0	23	15	0	0	0	22	7	6	12	33	4	8	18	0
Television/TV	4	4	10	0	0	3	23	0	3	4	0	0	0	7	0	8	0	0	0	0	48
Other	37	27	47	53	100	39	52	46	25	54	81	19	20	45	27	49	28	37	23	55	50
Don't know	10	17	11	0	0	9	26	0	17	0	0	0	8	16	18	0	22	18	0	0	0
None of these	19	11	21	12	16	11	19	17	19	19	36	26	17	9	18	21	19	15	19	22	30
Don't know	16	18	14	11	16	17	14	12	17	16	21	20	16	12	14	19	19	15	17	16	15

Fieldwork: 27th - 28th August

	Ethnicity			Interest in History					Interest in History		
	Total	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120		627	968	307	109	34	1595	416	34
2046	1889	121		684	954	287	94	27	1638	381	27
	%	%	%	%	%	%	%	%	%	%	%
Online	12	12	10	20	10	6	8	3	14	6	3
<i>[Only those who provided a response; n=253]</i>											
BBC	38	38	17	42	38	24	4	0	40	17	0
Facebook	12	12	19	9	12	24	19	0	10	22	0
News sites (general)	9	10	0	8	10	10	10	0	9	10	0
Ancestry	4	4	10	6	2	0	0	0	5	0	0
Various	4	5	0	4	5	11	0	0	4	7	0
Tower of London	3	3	0	2	6	0	0	0	3	0	0
Wikipedia	3	1	28	2	4	0	0	0	3	0	0
Google	2	2	4	2	3	0	0	0	2	0	0
Guardian	2	1	6	2	1	4	0	0	1	3	0
Sky News	2	2	0	0	5	0	0	0	2	0	0
Twitter	2	2	0	0	2	0	26	0	1	9	0
Adverts	1	0	23	1	3	0	0	0	2	0	0
Dan Snow	1	1	0	0	2	0	0	0	1	0	0
Schools websites	1	1	0	0	3	0	0	0	1	0	0
Daily Mail	1	1	5	1	1	0	0	100	1	0	100
Yahoo	1	1	0	2	1	0	0	0	1	0	0
Times Online	0	0	0	0	0	0	0	0	0	0	0
Other	20	20	15	25	11	13	42	0	20	23	0
Don't know	3	3	0	2	2	15	0	0	2	10	0
Word of mouth	18	19	11	24	18	15	10	3	20	14	3
Government/official sources	2	2	1	4	2	0	0	0	3	0	0
<i>[Only those who provided a response; n=43*]</i>											
Government websites	19	20	0	21	16	0	0	0	19	0	0
Royal British Legion	12	12	0	12	13	0	0	0	12	0	0
Local councils/MPs	11	12	0	18	0	0	0	0	12	0	0
Internet (general)	9	7	100	3	15	100	0	0	7	100	0
Television/TV	4	4	0	0	10	0	0	0	4	0	0
Other	37	38	0	40	33	0	0	0	38	0	0
Don't know	10	10	0	6	18	0	0	0	10	0	0
None of these	19	19	23	10	20	30	42	10	16	33	10
Don't know	16	15	27	11	16	17	28	81	14	20	81

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178	
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0-10, 0 being “very poor” and 10 being “very good”, how would you rate the presentation of that information to the public?

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
TV																						
0 – very poor	2	0	2	0	4	1	2	2	1	2	5	2	2	0	2	2	2	1	2	1	2	
1	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	
2	1	0	1	0	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
3	1	1	1	2	1	1	1	1	1	1	3	0	1	1	1	1	1	1	1	1	1	
4	1	1	1	2	2	2	2	1	2	1	3	1	2	1	1	2	1	2	2	0	2	
5	6	6	8	0	5	5	7	5	6	6	9	7	5	6	6	6	8	6	6	5	8	
6	7	7	7	9	7	7	6	7	8	5	7	8	6	6	7	6	6	6	6	7	8	
7	14	16	12	18	16	16	12	14	15	12	12	17	13	13	14	13	11	17	13	13	12	
8	17	21	19	16	16	21	17	19	18	16	10	14	20	18	18	16	16	17	18	17	13	
9	11	12	12	15	10	11	13	14	11	11	3	7	13	15	12	10	11	11	12	10	10	
10 – very good	13	14	15	13	17	15	17	11	13	14	6	7	14	21	12	15	12	13	14	15	9	
MEAN	7.5	7.8	7.5	7.8	7.1	7.5	7.5	7.5	7.5	7.5	6.1	7.1	7.6	8.0	7.4	7.5	7.3	7.5	7.5	7.7	7.1	
Don't know	27	22	22	24	18	20	22	25	23	30	42	35	25	16	26	27	30	24	25	27	34	
Radio																						
0 – very poor	3	1	4	0	5	2	3	3	2	4	6	4	3	1	2	4	2	3	4	3	3	
1	1	1	0	1	3	1	1	0	1	1	0	0	2	0	1	1	2	0	1	1	1	
2	2	2	2	6	2	1	1	3	2	2	3	2	2	2	2	2	2	2	1	3	1	
3	3	3	4	3	4	3	2	3	3	3	5	3	3	2	3	3	3	3	4	3	1	
4	3	3	3	4	2	4	2	2	3	2	5	3	3	2	3	3	4	4	4	1	2	
5	8	8	9	5	4	8	9	7	9	7	9	9	8	7	7	9	7	9	8	7	8	
6	5	5	5	7	3	6	5	6	5	5	5	4	5	7	6	4	6	5	5	6	3	
7	8	10	9	9	7	10	7	9	10	6	6	8	7	9	9	6	5	10	6	9	7	
8	7	7	9	5	6	8	9	8	7	8	3	5	9	9	8	6	8	7	7	8	7	
9	4	5	4	6	5	4	4	5	4	3	0	2	3	6	4	2	5	3	4	3	3	
10 – very good	4	5	5	4	3	5	4	4	4	5	4	2	4	6	4	5	3	4	5	6	3	
MEAN	5.9	6.3	6.0	6.0	5.4	6.2	6.1	6.1	6.1	5.9	4.8	5.4	5.8	6.7	6.1	5.6	5.9	5.9	5.8	6.1	6.0	
Don't know	52	51	47	49	54	49	52	50	50	55	53	56	53	48	51	54	55	50	53	52	59	

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

On a scale of 0-10, 0 being “very poor” and 10 being “very good”, how would you rate the presentation of that information to the public?

	Total	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
TV											
0 – very poor	2	2	3	2	1	2	5	0	1	3	0
1	0	0	1	0	0	1	0	3	0	0	3
2	1	1	2	1	1	1	5	0	1	2	0
3	1	1	2	1	1	2	0	0	1	1	0
4	1	1	3	1	2	1	4	0	1	2	0
5	6	6	8	4	7	8	6	14	6	7	14
6	7	7	4	6	7	8	2	7	7	7	7
7	14	14	8	15	15	14	1	4	15	11	4
8	17	17	10	20	18	11	10	0	19	11	0
9	11	11	14	14	11	7	3	0	12	6	0
10 – very good	13	14	8	20	12	8	7	0	15	8	0
MEAN	7.5	7.5	6.8	7.8	7.4	6.8	5.9	5.1	7.6	6.7	5.1
Don't know	27	26	37	16	25	37	57	71	22	42	71
Radio											
0 – very poor	3	3	3	3	2	4	4	0	3	4	0
1	1	1	2	1	1	1	1	3	1	1	3
2	2	2	2	1	2	5	0	0	2	4	0
3	3	3	4	3	3	3	1	2	3	3	2
4	3	3	3	2	3	2	8	2	3	3	2
5	8	8	13	7	8	7	7	14	8	7	14
6	5	5	2	4	6	6	1	4	5	5	4
7	8	8	4	11	8	4	2	0	9	4	0
8	7	8	4	10	7	5	6	0	8	5	0
9	4	3	4	4	4	2	0	0	4	2	0
10 – very good	4	4	5	8	3	2	3	9	5	2	9
MEAN	5.9	5.9	5.5	6.5	6.0	5.0	5.1	5.9	6.1	5.0	5.9
Don't know	52	52	52	46	52	58	67	66	50	60	66

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Newspaper

0 – very poor	2	0	3	4	4	1	3	2	2	3	5	3	2	0	2	3	2	2	2	3	2
1	0	0	0	0	1	1	0	0	1	0	1	1	0	0	0	1	1	1	0	0	0
2	1	1	1	3	4	1	2	2	2	1	2	1	2	1	1	1	2	2	1	1	1
3	2	2	2	2	2	2	2	1	3	1	2	2	1	2	2	3	1	3	1	2	2
4	3	2	3	1	3	2	4	3	3	2	5	4	2	2	3	3	2	3	2	4	4
5	8	10	9	3	7	9	7	8	8	9	11	9	8	7	8	9	8	9	8	7	9
6	7	7	7	3	6	7	7	5	7	6	5	6	7	7	6	7	8	7	5	7	6
7	11	14	11	14	11	14	10	11	12	10	9	13	9	12	12	10	13	12	11	11	6
8	10	12	12	8	12	11	11	11	10	10	7	7	10	14	11	8	9	10	9	11	8
9	5	7	5	7	5	8	6	5	6	5	1	1	6	10	6	5	4	6	5	5	5
10 – very good	8	10	8	6	12	12	8	5	7	8	3	4	7	14	7	8	6	8	6	10	6
MEAN	6.7	7.2	6.6	6.5	6.5	7.1	6.6	6.6	6.5	6.7	5.4	5.9	6.7	7.6	6.8	6.4	6.4	6.6	6.5	6.9	6.4
Don't know	43	36	39	49	34	33	41	47	39	46	49	50	45	31	42	43	42	40	46	41	49

At a public event

0 – very poor	3	1	4	2	5	1	4	4	3	4	6	4	2	2	2	4	2	3	3	4	4
1	1	0	0	5	1	0	0	1	1	1	3	0	1	1	1	1	2	1	0	1	1
2	2	2	1	3	4	2	1	2	2	1	3	1	2	1	2	1	2	2	2	1	2
3	1	0	2	0	3	1	2	0	2	1	1	1	1	1	1	1	1	2	1	1	2
4	2	3	2	1	1	2	2	0	2	2	2	3	2	1	2	2	2	2	3	1	3
5	8	9	8	10	4	9	6	9	9	7	7	9	7	8	6	9	8	9	6	8	5
6	4	3	6	2	3	5	4	3	4	4	5	4	5	3	4	4	7	3	3	4	4
7	6	7	6	5	6	6	6	5	6	5	6	7	5	5	6	5	6	5	7	6	2
8	4	4	5	2	6	5	5	3	5	4	5	4	5	4	4	5	3	4	4	6	5
9	2	3	2	6	1	3	2	3	2	3	1	2	3	4	2	3	3	2	2	3	2
10 – very good	4	5	5	5	5	5	6	4	4	5	2	2	4	7	4	5	3	5	5	4	4
MEAN	5.7	6.4	5.9	5.7	5.4	6.4	6.1	5.7	5.7	5.9	4.8	5.5	6.0	6.5	5.9	5.9	5.7	5.7	6.0	5.9	5.4
Don't know	63	61	58	60	59	60	62	65	61	64	60	63	63	63	65	59	62	61	63	63	66

At a museum

0 – very poor	2	1	3	2	3	1	3	2	1	3	3	3	2	1	1	3	2	2	1	2	2
1	1	0	1	0	1	1	0	0	1	0	1	0	1	0	1	0	1	0	1	0	0
2	0	0	0	2	2	1	0	1	0	0	1	0	1	0	1	0	0	0	1	0	0
3	2	1	2	0	4	1	2	1	1	2	0	1	3	1	2	1	1	1	3	1	2
4	1	1	1	5	0	1	1	1	1	1	2	1	1	1	1	1	0	2	1	1	2
5	5	5	6	2	5	6	6	3	5	5	5	8	4	5	5	6	5	6	6	5	5
6	3	3	3	1	1	3	4	2	3	3	4	3	3	3	3	3	5	4	2	2	4
7	5	4	7	12	4	5	4	7	7	4	8	7	5	4	6	5	6	6	4	6	2
8	5	5	7	5	5	6	7	5	5	5	6	5	6	5	6	4	9	3	4	7	5
9	4	5	3	6	2	6	2	5	4	4	5	3	4	5	4	4	3	5	3	4	4
10 – very good	6	7	7	4	3	6	5	5	5	6	9	4	5	7	6	6	7	4	5	7	6
MEAN	6.6	7.3	6.5	6.6	5.5	6.9	6.4	6.9	6.8	6.6	6.8	6.3	6.4	7.3	6.7	6.6	6.9	6.5	6.3	7.1	6.7
Don't know	65	67	60	61	70	65	67	67	65	66	56	64	67	69	66	65	60	66	68	65	67

Fieldwork: 27th - 28th August

	Ethnicity		Interest in History					Interest in History			
	Total	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120		627	968	307	109	34	1595	416	34
2046	1889	121		684	954	287	94	27	1638	381	27
	%	%	%	%	%	%	%	%	%	%	%

Newspaper

0 – very poor	2	2	4	2	2	4	4	0	2	4	0
1	0	0	1	0	0	1	4	0	0	1	0
2	1	1	2	1	2	1	0	3	2	1	3
3	2	2	3	2	2	1	1	0	2	1	0
4	3	3	4	3	2	3	5	2	3	4	2
5	8	8	7	7	9	12	5	12	8	10	12
6	7	6	12	5	8	5	6	4	7	5	4
7	11	11	10	13	11	8	6	2	12	7	2
8	10	11	4	13	10	7	2	0	11	6	0
9	5	6	1	8	5	4	0	0	6	3	0
10 – very good	8	8	4	12	7	3	4	0	9	3	0
MEAN	6.7	6.8	5.5	7.2	6.6	5.8	5.0	4.9	6.8	5.7	4.9
Don't know	43	42	48	34	42	52	63	77	39	55	77

At a public event

0 – very poor	3	3	3	3	3	5	3	0	3	4	0
1	1	1	2	1	1	1	2	0	1	1	0
2	2	2	2	1	2	3	0	0	2	2	0
3	1	1	2	1	1	1	4	0	1	2	0
4	2	2	3	1	2	1	4	7	2	2	7
5	8	8	8	7	9	8	3	10	8	6	10
6	4	4	6	5	4	1	3	5	5	2	5
7	6	6	5	7	5	6	0	0	6	5	0
8	4	5	2	5	5	3	2	0	5	2	0
9	2	2	3	3	3	2	1	0	3	2	0
10 – very good	4	4	4	7	4	2	3	0	5	2	0
MEAN	5.7	5.8	5.5	6.4	5.8	5.0	4.7	4.9	6.0	5.0	4.9
Don't know	63	63	60	58	61	69	74	77	60	71	77

At a museum

0 – very poor	2	2	2	1	2	3	4	0	2	3	0
1	1	0	3	1	0	0	0	0	1	0	0
2	0	0	1	1	1	0	0	0	1	0	0
3	2	2	3	1	2	2	0	5	2	1	5
4	1	1	2	1	1	1	6	0	1	2	0
5	5	5	5	4	6	7	3	7	5	6	7
6	3	3	3	2	4	3	1	7	3	3	7
7	5	5	6	7	6	3	0	0	6	2	0
8	5	5	6	7	5	3	7	0	6	4	0
9	4	4	3	5	4	3	2	0	5	2	0
10 – very good	6	6	6	10	4	5	3	3	6	4	3
MEAN	6.6	6.8	6.1	7.3	6.4	6.2	5.7	5.5	6.6	6.0	5.5
Don't know	65	66	61	60	66	70	74	77	64	71	77

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Online

0 – very poor	3	1	3	0	5	2	3	2	2	3	4	2	2	2	2	3	3	2	3	3	3	
1	1	1	0	2	1	0	0	1	1	1	1	1	0	1	1	1	1	2	0	0	1	1
2	2	1	3	3	2	2	3	3	2	2	1	2	2	3	2	3	2	3	2	1	1	
3	2	2	2	1	5	2	2	2	2	2	2	2	2	2	3	2	3	2	3	1	3	
4	2	2	2	4	2	2	2	2	2	2	4	1	2	1	2	2	1	2	2	1	2	
5	8	9	8	9	6	9	7	7	8	8	12	7	7	9	8	9	10	9	8	8	6	
6	6	6	7	6	4	7	6	6	6	5	6	5	7	4	6	5	6	5	5	6	7	
7	8	10	9	10	8	9	7	10	10	7	10	12	7	5	9	7	8	9	10	7	7	
8	7	7	9	6	6	8	7	6	9	5	6	10	8	4	7	7	6	6	8	8	7	
9	4	5	4	8	4	5	3	6	6	3	3	4	6	3	5	3	5	5	4	4	2	
10 – very good	4	5	5	5	5	5	4	4	4	4	4	4	4	5	4	5	3	4	5	5	4	
MEAN	6.0	6.5	6.2	6.4	5.7	6.4	6.0	6.2	6.4	5.8	5.8	6.4	6.4	5.9	6.2	5.9	5.9	6.1	6.3	6.3	5.9	
Don't know	53	52	49	46	52	49	56	51	46	59	46	49	51	61	52	53	51	51	51	55	57	

Word of mouth

0 – very poor	4	2	4	3	6	3	3	4	4	4	8	4	3	3	3	5	3	4	5	3	4
1	1	1	1	3	2	1	1	1	1	1	1	2	1	1	1	1	3	1	1	1	1
2	4	3	4	3	5	3	5	2	4	3	3	4	4	4	4	3	2	3	5	3	4
3	3	3	3	2	3	3	3	3	3	2	2	3	3	3	3	2	5	3	3	2	2
4	3	5	2	4	4	5	2	2	4	3	5	3	3	3	3	4	5	3	4	3	3
5	10	12	11	7	11	12	11	10	11	9	11	11	10	9	9	11	11	12	8	10	7
6	7	7	8	10	5	7	7	7	7	6	6	8	7	5	8	5	6	8	5	7	3
7	6	7	6	12	5	7	4	7	6	6	8	6	6	5	6	6	6	8	5	5	4
8	5	5	8	4	4	5	6	6	5	5	4	3	6	6	5	5	3	5	6	5	6
9	3	3	3	5	2	2	3	3	3	3	3	4	2	3	3	3	4	3	3	2	3
10 – very good	3	4	4	3	5	5	4	2	3	4	1	2	4	5	2	5	2	3	4	4	4
MEAN	5.3	5.7	5.6	5.7	4.9	5.6	5.5	5.5	5.3	5.5	4.8	5.1	5.5	5.6	5.4	5.5	5.1	5.5	5.2	5.6	5.4
Don't know	51	49	48	43	49	46	52	53	49	53	48	51	51	51	52	49	49	47	50	55	57

Government/official sources

0 – very poor	4	2	4	1	9	3	5	3	3	5	7	4	4	2	3	5	2	4	6	3	5
1	1	1	1	3	2	1	1	2	2	1	2	1	1	1	1	2	3	1	1	2	1
2	2	2	2	6	4	3	1	4	3	2	2	2	2	2	2	2	3	3	1	2	2
3	4	3	5	4	6	3	5	3	4	4	2	3	4	4	4	3	1	5	4	3	4
4	4	3	4	4	5	4	3	3	4	4	4	4	4	3	4	4	5	4	3	3	3
5	9	11	8	10	8	10	8	11	10	8	8	9	8	11	9	9	9	10	9	9	8
6	5	4	6	6	6	4	6	6	4	6	6	4	5	5	5	5	9	5	3	5	5
7	6	10	6	5	5	9	6	4	8	4	5	8	6	5	6	6	6	7	7	6	5
8	3	4	5	2	1	3	5	4	4	3	2	3	4	3	4	3	4	3	5	3	5
9	1	2	1	0	2	3	1	1	2	1	2	1	1	2	2	1	1	2	1	2	0
10 – very good	2	3	3	4	1	3	2	1	2	2	1	1	2	3	2	2	2	2	1	3	2
MEAN	5.0	5.7	5.2	4.9	4.0	5.4	5.0	4.8	5.1	4.8	4.5	5.0	5.0	5.4	5.2	4.8	5.2	5.0	4.8	5.3	4.9
Don't know	58	56	54	56	52	55	57	58	54	61	58	60	57	57	58	57	55	56	59	58	60

Fieldwork: 27th - 28th August

	Ethnicity		Interest in History					Interest in History			
	Total	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120		627	968	307	109	34	1595	416	34
2046	1889	121		684	954	287	94	27	1638	381	27
	%	%	%	%	%	%	%	%	%	%	%

Online

0 – very poor	3	3	2	3	2	3	5	3	2	4	3
1	1	1	1	1	1	1	0	0	1	1	0
2	2	2	3	2	2	1	4	0	2	2	0
3	2	2	4	2	2	3	1	5	2	3	5
4	2	2	2	1	2	3	3	2	2	3	2
5	8	8	5	6	10	8	6	10	8	8	10
6	6	5	10	6	6	4	3	4	6	4	4
7	8	8	8	12	7	7	4	3	9	7	3
8	7	7	7	9	7	5	3	0	8	4	0
9	4	4	5	6	5	3	1	0	5	2	0
10 – very good	4	4	3	8	3	3	3	0	5	3	0
MEAN	6.0	6.0	6.0	6.6	6.1	5.7	4.9	4.4	6.3	5.3	4.4
Don't know	53	53	50	45	54	58	67	72	50	60	72

Word of mouth

0 – very poor	4	4	6	3	3	7	4	0	3	6	0
1	1	1	2	2	1	0	0	4	1	0	4
2	4	3	8	4	3	4	1	0	4	3	0
3	3	3	2	2	3	3	0	0	3	2	0
4	3	4	4	4	3	4	9	5	3	5	5
5	10	10	9	10	11	8	8	11	11	8	11
6	7	7	8	8	6	6	4	5	7	5	5
7	6	6	1	8	6	5	1	0	7	4	0
8	5	5	4	7	5	3	3	0	6	3	0
9	3	3	5	3	4	2	0	0	3	2	0
10 – very good	3	4	3	5	3	2	3	3	4	2	3
MEAN	5.3	5.5	4.8	5.7	5.6	4.7	4.9	5.0	5.6	4.8	5.0
Don't know	51	51	48	43	51	56	67	71	48	59	71

Government/official sources

0 – very poor	4	4	6	4	3	4	6	0	4	5	0
1	1	1	0	1	1	2	3	3	1	2	3
2	2	2	3	2	3	1	5	4	2	2	4
3	4	4	2	4	5	2	2	0	4	2	0
4	4	4	5	4	4	5	3	7	4	4	7
5	9	9	8	9	10	8	3	9	10	7	9
6	5	5	9	7	4	5	1	4	5	4	4
7	6	6	6	8	6	4	3	0	7	4	0
8	3	3	3	4	4	1	3	0	4	1	0
9	1	2	1	2	1	1	1	0	2	1	0
10 – very good	2	2	3	3	2	1	3	0	2	1	0
MEAN	5.0	5.0	5.0	5.3	5.0	4.6	4.1	4.0	5.2	4.3	4.0
Don't know	58	58	54	53	57	65	70	73	55	66	73

Fieldwork: 27th - 28th August

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
2046	X	X	X	X	601	474	417	992	1054	243	518	700	585	1166	880	262	665	438	503	178	
2046	466	657	110	215	547	532	418	1023	1023	248	433	807	558	1353	693	313	586	391	469	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the commemoration of the First World War centenary, do you think the amount of publicity this received from following has been too much, too little or about the right amount?

From the Government

Too much	4	3	5	0	5	3	6	3	4	4	5	3	4	5	4	4	6	3	4	3	4
Too little	35	34	37	32	48	36	36	35	36	35	33	38	36	33	34	38	33	34	35	41	30
About right	31	42	30	41	25	40	29	34	34	28	22	26	33	35	34	27	27	32	32	29	32
Don't know	30	22	27	27	23	21	29	28	26	34	40	33	27	27	29	32	34	31	29	27	33

In print media (newspapers, magazines)

Too much	5	4	5	1	4	5	5	3	3	6	4	3	4	7	5	4	6	5	4	4	4
Too little	19	17	21	21	22	17	19	18	20	19	28	26	20	9	17	22	23	18	18	21	20
About right	46	56	48	51	50	56	47	51	49	43	29	36	46	62	50	40	42	47	47	47	42
Don't know	30	23	27	27	24	22	28	28	28	32	39	34	30	22	28	33	29	30	31	29	34

In broadcast media (TV, radio)

Too much	7	8	7	4	6	8	9	6	7	8	6	4	6	12	8	6	8	7	9	6	8
Too little	18	18	18	19	21	17	15	17	17	18	24	24	17	10	16	20	18	18	15	19	18
About right	57	63	61	63	61	64	63	62	59	54	37	47	61	69	60	53	50	57	58	60	52
Don't know	18	11	14	14	12	11	14	15	17	20	33	25	15	10	16	20	23	18	17	14	23

Which of the following two statements comes closest to your own view?

I feel that I have learned all I need to know about the First World War	15	15	16	16	16	16	17	16	15	14	11	9	13	22	16	12	10	14	14	17	19
I am hoping to learn more during the rest of the centenary between now and 2018	57	64	59	60	60	62	57	60	59	55	53	59	61	53	59	55	56	58	62	56	47
Neither	21	18	19	21	19	18	21	21	18	24	22	21	20	23	20	24	24	23	18	20	26
Don't know	7	4	6	3	5	3	6	4	7	7	14	11	6	2	5	9	10	5	7	8	8

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Fieldwork: 27th - 28th August

Total	Ethnicity		Interest in History					Interest in History		
	White	BME	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	Total Interested	Total Not Interested	Don't Know
2046	1891	120	627	968	307	109	34	1595	416	34
2046	1889	121	684	954	287	94	27	1638	381	27
%	%	%	%	%	%	%	%	%	%	%

Thinking about the commemoration of the First World War centenary, do you think the amount of publicity this received from following has been too much, too little or about the right amount?

From the Government

Too much	4	4	7	5	4	4	1	9	4	4	9
Too little	35	35	43	40	37	28	15	21	38	25	21
About right	31	32	14	35	30	29	22	2	32	27	2
Don't know	30	29	36	20	29	38	62	69	25	44	69

In print media (newspapers, magazines)*

Too much	5	4	6	4	5	5	3	0	5	5	0
Too little	19	19	28	19	21	18	15	22	20	18	22
About right	46	47	30	58	46	34	23	0	51	31	0
Don't know	30	29	35	19	28	42	59	78	25	46	78

In broadcast media (TV, radio)

Too much	7	7	12	8	7	8	6	2	7	7	2
Too little	18	18	17	17	18	19	16	15	18	18	15
About right	57	58	46	66	59	46	28	17	62	41	17
Don't know	18	17	26	9	16	27	50	66	13	33	66

Which of the following two statements comes closest to your own view?

I feel that I have learned all I need to know about the First World War	15	14	15	15	14	15	16	9	14	15	9
I am hoping to learn more during the rest of the centenary between now and 2018	57	58	49	70	62	38	7	15	65	30	15
Neither	21	21	20	13	18	37	58	6	16	42	6
Don't know	7	6	16	2	6	10	19	70	4	12	70

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.