

## YouGov / British Future Survey Results

Sample Size: 2029 GB Adults  
Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity			
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other	
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118	
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### How interested, if at all, in History are you?

Very interested	<b>26</b>	28	26	28	30	27	24	30	22	28	21	30	28	28	22	34	23	29	23	25	26	21
Fairly interested	<b>49</b>	51	50	48	52	53	54	51	48	41	49	51	54	50	49	48	50	45	55	46	50	40
<b>TOTAL INTERESTED</b>	<b>75</b>	<b>79</b>	<b>76</b>	<b>76</b>	<b>82</b>	<b>80</b>	<b>78</b>	<b>81</b>	<b>70</b>	<b>69</b>	<b>70</b>	<b>81</b>	<b>82</b>	<b>78</b>	<b>71</b>	<b>82</b>	<b>73</b>	<b>74</b>	<b>78</b>	<b>71</b>	<b>76</b>	<b>61</b>
Not very interested	<b>17</b>	16	17	18	12	18	16	13	22	13	20	16	16	16	19	13	20	17	14	23	17	21
Not at all interested	<b>7</b>	5	7	6	6	1	5	6	8	16	8	3	3	6	8	5	6	9	7	6	6	15
<b>TOTAL NOT INTERESTED</b>	<b>24</b>	<b>21</b>	<b>24</b>	<b>24</b>	<b>18</b>	<b>19</b>	<b>21</b>	<b>19</b>	<b>30</b>	<b>29</b>	<b>28</b>	<b>19</b>	<b>19</b>	<b>22</b>	<b>27</b>	<b>18</b>	<b>26</b>	<b>26</b>	<b>21</b>	<b>29</b>	<b>23</b>	<b>36</b>
Don't know	<b>1</b>	0	1	0	0	1	1	1	1	2	1	0	0	0	1	1	1	1	0	1	1	3

### What year did World War One start?

1914	<b>72</b>	77	74	77	75	80	79	81	64	57	65	80	87	76	67	72	72	70	74	73	74	45
Another year	<b>17</b>	16	17	16	18	16	13	14	19	28	18	14	10	16	18	14	18	18	15	16	16	30
Don't Know	<b>11</b>	7	9	7	7	4	8	5	17	15	17	6	3	8	15	14	10	12	11	11	10	25

### What year did World War One end?

1918	<b>67</b>	73	69	71	72	76	73	75	59	49	59	76	83	72	60	65	66	67	68	70	69	42
Another year	<b>19</b>	19	18	21	18	18	16	18	21	34	20	16	13	19	21	19	21	17	20	16	18	30
Don't Know	<b>14</b>	8	13	8	10	6	11	7	20	17	21	8	4	9	19	16	13	16	12	14	13	28

### 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	<b>64</b>	68	69	74	67	75	73	75	53	50	55	73	79	69	57	61	65	61	65	66	65	47
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>11</b>	11	9	7	11	9	6	8	13	19	13	6	8	12	9	17	10	10	9	11	10	22
Don't know	<b>26</b>	21	22	19	23	16	21	17	33	31	32	22	14	19	34	21	25	30	25	23	25	31

#### Canada

More than 1,000 troops did come from this country to fight for Britain during WWI	<b>61</b>	67	66	70	65	68	69	71	51	49	53	70	75	67	53	61	63	58	60	65	61	52
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>12</b>	12	10	10	10	12	9	10	14	25	14	7	8	14	10	19	12	11	11	10	12	22
Don't know	<b>27</b>	21	24	19	25	20	22	18	34	26	33	23	18	19	36	20	25	31	29	25	27	26

#### Kenya

More than 1,000 troops did come from this country to fight for Britain during WWI	<b>35</b>	42	34	36	41	46	34	45	26	29	34	39	36	39	30	40	35	32	34	40	35	35
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>24</b>	22	24	27	18	19	29	22	26	31	22	20	27	25	22	29	24	22	24	20	23	35
Don't know	<b>41</b>	36	42	38	41	35	37	34	48	40	44	41	37	36	48	31	41	47	43	40	42	30

## YouGov / British Future Survey Result

Sample Size: 2029 GB Adults  
Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### How interested, if at all, in History are you?

Very interested	<b>26</b>	100	0	0	0	0	35	43	41	51	55	47	43	48	16	17
Fairly interested	<b>49</b>	0	100	0	0	0	50	47	45	45	40	43	46	38	45	52
<b>TOTAL INTERESTED</b>	<b>75</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>85</b>	<b>90</b>	<b>86</b>	<b>96</b>	<b>95</b>	<b>90</b>	<b>89</b>	<b>86</b>	<b>61</b>	<b>69</b>
Not very interested	<b>17</b>	0	0	100	0	0	12	8	12	4	3	8	8	14	26	18
Not at all interested	<b>7</b>	0	0	0	100	0	2	1	2	0	2	1	1	0	13	10
<b>TOTAL NOT INTERESTED</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>14</b>	<b>9</b>	<b>14</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>9</b>	<b>14</b>	<b>39</b>	<b>28</b>
Don't know	<b>1</b>	0	0	0	0	100	0	0	0	0	1	0	0	0	1	2

### What year did World War One start?

1914	<b>72</b>	87	76	55	36	30	85	92	91	86	90	89	85	86	56	68
Another year	<b>17</b>	11	16	23	25	21	12	8	8	14	6	10	13	14	23	13
Don't Know	<b>11</b>	2	8	22	39	49	3	0	1	0	4	1	2	0	21	19

### What year did World War One end?

1918	<b>67</b>	83	71	49	31	35	81	86	87	81	83	79	79	88	50	62
Another year	<b>19</b>	14	19	26	22	8	14	13	11	19	12	18	17	12	26	18
Don't Know	<b>14</b>	3	10	25	47	57	5	1	2	0	5	3	4	0	24	20

### 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	<b>64</b>	81	66	47	29	35	80	87	84	87	85	80	78	86	45	55
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>11</b>	7	11	13	17	0	7	5	6	6	5	9	9	7	15	9
Don't know	<b>26</b>	12	23	40	54	65	12	8	10	6	11	12	13	7	40	36

#### Canada

More than 1,000 troops did come from this country to fight for Britain during WWI	<b>61</b>	78	64	43	26	18	79	84	78	86	88	80	74	91	42	53
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>12</b>	10	11	16	23	10	8	9	10	11	6	10	13	0	16	11
Don't know	<b>27</b>	12	25	42	51	73	13	7	11	3	5	11	12	9	42	37

#### Kenya

More than 1,000 troops did come from this country to fight for Britain during WWI	<b>35</b>	50	35	23	13	7	46	52	46	59	48	45	44	60	25	26
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>24</b>	21	24	26	25	10	24	22	25	13	25	25	27	27	24	21
Don't know	<b>41</b>	30	41	51	61	83	30	26	29	28	27	30	28	13	51	53

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Turkey</b>																						
More than 1,000 troops did come from this country to fight for Britain during WWI	<b>13</b>	16	11	13	14	17	10	14	13	18	14	10	11	15	10	17	13	10	14	13	13	12
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>44</b>	45	47	45	46	47	51	53	35	43	40	46	49	47	40	47	44	45	40	46	43	55
Don't know	<b>43</b>	39	42	42	41	36	39	34	52	39	46	44	40	38	50	36	43	44	46	41	44	33
<b>India</b>																						
More than 1,000 troops did come from this country to fight for Britain during WWI	<b>68</b>	76	69	75	74	77	66	79	58	59	62	75	76	75	59	74	69	66	65	67	68	63
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>8</b>	6	9	8	4	8	10	6	11	15	8	5	9	8	8	10	8	7	9	9	8	13
Don't know	<b>24</b>	17	22	17	21	15	24	15	32	26	30	20	15	17	33	16	23	27	26	24	24	23
<b>Do you think commemorating the First World War Centenary has, or has not, helped to bring people together in your local area?</b>																						
Commemorating the First World War HAS helped to bring people together in my local area	<b>23</b>	21	29	30	22	26	27	24	23	26	19	23	31	23	23	15	27	22	27	17	23	20
Commemorating the First World War HAS NOT helped to bring people together in my local area	<b>45</b>	49	42	40	50	43	46	47	44	48	45	45	44	47	42	54	41	46	44	49	45	45
Don't know	<b>32</b>	30	29	30	28	31	27	29	34	26	36	32	25	29	35	31	32	32	29	34	31	35
<b>And do you think commemorating the First World War Centenary has, or has no, helped to bring people in Britain together?</b>																						
Commemorating the First World War HAS helped to bring people in Britain together	<b>43</b>	41	50	55	37	51	46	37	47	44	34	47	54	44	41	33	47	43	44	37	44	28
Commemorating the First World War HAS NOT helped to bring people in Britain together	<b>32</b>	38	27	26	36	30	31	39	26	31	34	31	29	35	28	41	29	31	31	37	32	38
Don't know	<b>25</b>	21	23	20	26	18	23	24	27	24	32	22	17	21	31	26	25	26	25	26	25	34

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Turkey</b>																
More than 1,000 troops did come from this country to fight for Britain during WWI	<b>13</b>	16	13	11	8	0	15	14	10	14	16	13	16	16	10	11
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>44</b>	55	43	35	32	7	50	57	54	46	49	57	52	62	37	38
Don't know	<b>43</b>	29	44	54	59	93	35	29	36	40	35	31	32	22	53	51
<b>India</b>																
More than 1,000 troops did come from this country to fight for Britain during WWI	<b>68</b>	84	72	49	30	36	83	92	85	96	86	86	85	80	49	57
More than 1,000 troops did NOT come from this country to fight for Britain during WWI	<b>8</b>	6	7	11	16	0	7	3	8	1	8	4	7	14	12	6
Don't know	<b>24</b>	10	21	40	54	64	10	5	7	3	6	10	8	5	39	38
<b>Do you think commemorating the First World War Centenary has, or has not, helped to bring people together in your local area?</b>																
Commemorating the First World War HAS helped to bring people together in my local area	<b>23</b>	30	23	18	16	5	29	31	31	52	38	30	46	39	14	20
Commemorating the First World War HAS NOT helped to bring people together in my local area	<b>45</b>	45	46	47	41	13	48	44	47	36	46	39	36	48	50	34
Don't know	<b>32</b>	25	31	36	42	82	23	25	22	12	16	30	18	13	36	46
<b>And do you think commemorating the First World War Centenary has, or has no, helped to bring people in Britain together?</b>																
Commemorating the First World War HAS helped to bring people in Britain together	<b>43</b>	54	43	35	21	5	53	52	58	67	54	57	62	51	30	37
Commemorating the First World War HAS NOT helped to bring people in Britain together	<b>32</b>	31	33	33	30	13	31	36	29	19	32	29	24	43	38	24
Don't know	<b>25</b>	16	24	31	48	82	16	12	12	14	14	14	14	5	32	39

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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?**

The Centenary has made me MORE likely to find out more about the involvement of my family or local community in the First World War	<b>20</b>	20	23	28	21	23	19	19	21	17	17	24	22	20	19	21	20	19	19	21	20	13
The Centenary has made me LESS likely to find out more about the involvement of my family or local community in the First World War	<b>1</b>	1	1	1	1	0	1	1	1	1	1	1	2	1	2	1	1	1	1	2	1	3
The Centenary has made no difference, I was not interested in the First World War before the centenary and am still not	<b>24</b>	27	22	22	23	22	18	21	28	29	25	24	20	24	25	27	23	23	24	27	23	37
The Centenary has made no difference, I was interested in the First World War before the centenary and still am	<b>40</b>	43	44	41	46	50	44	48	33	38	35	41	51	44	35	39	43	38	40	37	41	28
Don't know	<b>15</b>	10	10	8	9	5	17	11	18	16	22	9	5	11	20	12	13	18	16	13	14	20

**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.)**

The Battle of the Somme	<b>54</b>	58	60	64	60	63	60	59	49	36	42	64	77	58	49	50	57	55	53	50	55	30
Life in the trenches	<b>34</b>	33	41	43	36	43	39	40	29	21	22	43	58	36	32	32	35	39	33	32	35	22
The role of women in the war	<b>23</b>	23	26	26	24	27	25	24	21	14	14	28	39	25	19	21	22	23	24	21	23	19
The Battle of Jutland	<b>23</b>	24	27	32	25	29	24	31	15	9	14	32	37	26	19	23	25	22	19	26	23	10
Life at home in Britain during the war	<b>18</b>	17	21	21	19	19	19	20	16	13	10	21	34	20	16	14	19	20	17	18	18	13
The role of soldiers from the empire and commonwealth in the British war effort	<b>18</b>	17	22	20	21	19	23	22	14	12	9	23	32	20	14	17	19	17	18	15	18	16
The Easter Rising	<b>15</b>	19	15	16	19	16	15	19	11	8	9	21	23	17	12	21	14	13	12	23	15	12
Causes of WW1	<b>14</b>	15	17	16	17	16	11	19	10	14	10	15	22	16	12	15	15	13	13	17	14	20
None of these	<b>30</b>	29	26	23	29	22	22	26	34	41	39	23	15	28	33	32	30	28	30	33	30	37
Don't know	<b>7</b>	5	5	5	4	4	7	6	8	9	11	4	2	5	10	6	6	7	10	7	7	14

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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?**

The Centenary has made me MORE likely to find out more about the involvement of my family or local community in the First World War	<b>20</b>	24	23	13	4	5	26	30	29	30	37	24	39	37	12	13
The Centenary has made me LESS likely to find out more about the involvement of my family or local community in the First World War	<b>1</b>	1	1	1	0	0	1	1	1	2	1	0	1	3	1	1
The Centenary has made no difference, I was not interested in the First World War before the centenary and am still not interested	<b>24</b>	9	20	48	50	14	19	12	14	17	9	12	13	6	36	19
The Centenary has made no difference, I was interested in the First World War before the centenary and still am interested	<b>40</b>	58	44	17	8	18	49	55	53	51	50	59	45	50	29	36
Don't know	<b>15</b>	8	12	22	38	63	5	2	2	0	4	4	3	4	21	31

**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.)**

The Battle of the Somme	<b>54</b>	69	58	38	16	5	84	89	90	88	86	86	76	85	17	44
Life in the trenches	<b>34</b>	51	36	17	11	5	57	67	69	72	78	61	61	76	9	25
The role of women in the war	<b>23</b>	33	23	13	6	5	36	43	43	50	47	35	42	59	7	18
The Battle of Jutland	<b>23</b>	42	21	8	2	0	40	47	50	50	43	43	39	58	4	17
Life at home in Britain during the war	<b>18</b>	26	19	12	4	0	28	37	33	43	43	27	32	52	6	16
The role of soldiers from the empire and commonwealth in the British war effort	<b>18</b>	31	17	6	2	0	31	41	39	46	45	31	36	50	4	10
The Easter Rising	<b>15</b>	30	13	5	1	0	25	33	31	31	35	28	26	27	4	9
Causes of WW1	<b>14</b>	24	14	4	5	0	24	29	29	38	32	26	31	41	4	9
None of these	<b>30</b>	17	29	43	53	24	7	4	3	4	5	6	11	8	67	24
Don't know	<b>7</b>	4	5	9	22	71	1	2	1	1	2	1	2	0	8	23

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity			
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other	
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118	
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	1	1	1	1	2	2	1	2	1	2	2	1	1	2	1	2	2	1	1	2	1	2
Heard too little about this	53	57	53	52	59	55	55	54	52	60	50	57	50	56	49	54	54	56	50	48	53	44
Heard the right amount about this	24	24	27	29	21	29	24	25	23	22	20	23	35	25	23	21	26	21	24	29	24	19
Don't know	22	18	18	18	18	14	19	19	25	16	29	19	14	18	27	23	19	22	26	21	21	35

**Life in the trenches**

Heard too much about this	5	4	3	2	5	5	5	6	3	8	4	4	4	5	4	5	5	4	5	4	4	6
Heard too little about this	34	33	38	36	37	25	40	34	35	41	33	32	34	34	35	35	36	37	30	33	34	31
Heard the right amount about this	41	45	43	47	43	55	40	43	40	33	33	48	54	45	36	38	43	39	42	42	42	30
Don't know	20	17	15	15	15	15	15	18	22	17	29	16	8	17	25	22	16	20	24	21	19	33

**Life at home in Britain during the war**

Heard too much about this	2	3	2	1	3	2	1	3	2	4	3	2	2	2	3	2	3	2	2	2	2	5
Heard too little about this	43	42	46	42	50	40	50	41	44	46	40	45	44	44	41	44	42	48	40	40	43	32
Heard the right amount about this	33	35	36	41	31	40	29	35	31	29	27	36	43	36	29	32	36	28	34	32	33	29
Don't know	22	20	17	17	17	19	19	21	23	21	31	18	12	18	27	23	20	22	24	26	22	34

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

Heard too much about this	2	2	2	1	1	2	3	2	1	1	2	2	1	2	2	3	2	2	1	1	2	3
Heard too little about this	49	54	49	50	57	53	53	50	49	57	47	50	49	52	45	51	52	52	45	45	49	50
Heard the right amount about this	26	24	29	31	25	29	25	28	23	20	21	29	36	26	25	22	26	23	28	28	26	16
Don't know	23	20	20	18	16	16	19	20	26	21	30	19	14	20	28	24	20	23	26	26	23	31

**The role of women in the war**

Heard too much about this	2	2	2	1	2	2	4	3	1	4	2	1	2	2	2	3	3	1	2	0	2	4
Heard too little about this	48	53	48	47	57	52	50	48	49	51	46	52	47	50	46	51	49	50	45	44	48	47
Heard the right amount about this	29	28	34	35	26	33	28	31	28	28	23	30	42	31	28	26	32	28	28	32	30	22
Don't know	21	17	17	17	16	13	18	19	22	17	29	17	10	17	25	20	17	20	25	24	20	26

**The Battle of the Somme**

Heard too much about this	5	6	5	4	6	7	5	6	5	4	5	6	6	6	5	4	5	5	7	6	5	5
Heard too little about this	26	23	28	23	28	17	29	25	26	37	28	24	19	25	27	27	27	26	22	28	26	31
Heard the right amount about this	49	54	52	58	52	65	52	52	46	39	38	56	68	53	44	47	52	47	48	46	50	27
Don't know	20	17	15	15	14	11	13	17	23	19	29	15	7	17	24	22	16	22	23	21	19	37

**The Battle of Jutland**

Heard too much about this	1	2	1	2	2	1	1	2	1	0	2	2	1	1	2	0	2	1	1	2	1	1
Heard too little about this	43	44	44	39	49	43	49	41	44	63	42	41	35	45	40	46	45	45	41	31	43	48
Heard the right amount about this	27	28	30	35	26	35	27	32	22	13	21	32	40	29	24	22	28	24	26	35	27	13
Don't know	29	26	25	25	24	21	23	25	33	24	36	24	24	25	34	32	25	30	32	32	29	38

**The Easter Rising**

Heard too much about this	3	3	3	2	3	5	4	4	1	0	2	4	3	3	2	3	2	2	2	4	2	3
Heard too little about this	46	48	46	44	51	49	49	46	46	63	45	46	38	48	44	48	49	47	43	38	46	37
Heard the right amount about this	21	22	22	26	21	22	18	24	18	10	17	25	29	22	19	19	21	18	21	26	21	17
Don't know	31	28	28	28	24	24	29	27	35	27	36	26	29	28	35	30	28	33	33	31	30	43

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	1	2	1	2	1	0	2	2	2	0	6	3	0	0	1	1
Heard too little about this	53	60	56	41	37	23	62	65	61	58	57	65	65	68	47	39
Heard the right amount about this	24	29	24	22	16	12	26	27	31	38	29	22	30	24	19	23
Don't know	22	9	19	35	46	65	10	5	7	5	8	10	5	8	33	37

**Life in the trenches**

Heard too much about this	5	6	5	2	4	0	4	6	4	2	6	6	10	9	5	3
Heard too little about this	34	36	35	33	29	17	34	26	30	30	24	32	39	18	38	28
Heard the right amount about this	41	49	42	34	23	11	54	63	61	66	65	56	49	70	26	33
Don't know	20	9	18	31	45	71	8	4	4	2	4	7	2	3	32	36

**Life at home in Britain during the war**

Heard too much about this	2	3	2	2	2	0	2	3	2	3	2	2	2	2	3	2
Heard too little about this	43	50	44	33	33	5	48	43	39	46	48	49	55	41	42	29
Heard the right amount about this	33	37	35	29	15	12	40	50	52	46	44	42	38	55	21	33
Don't know	22	10	19	36	49	83	11	4	6	4	5	8	4	3	34	37

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

Heard too much about this	2	2	2	2	2	0	1	1	1	0	1	1	1	0	3	2
Heard too little about this	49	56	52	40	29	17	57	60	55	62	61	62	62	53	45	36
Heard the right amount about this	26	31	26	21	18	7	30	31	36	34	31	30	33	42	18	21
Don't know	23	10	20	37	51	76	11	8	8	5	7	8	4	5	34	41

**The role of women in the war**

Heard too much about this	2	3	2	1	1	0	2	1	2	0	3	1	2	0	2	1
Heard too little about this	48	55	51	38	32	21	54	55	51	52	59	59	61	51	44	36
Heard the right amount about this	29	31	30	29	22	7	34	41	42	42	33	34	33	46	22	28
Don't know	21	11	18	32	44	73	10	3	4	5	5	7	4	3	32	35

**The Battle of the Somme**

Heard too much about this	5	6	5	4	9	0	6	10	5	5	10	5	6	9	4	4
Heard too little about this	26	27	26	27	25	5	20	17	15	13	22	23	26	11	37	20
Heard the right amount about this	49	58	52	38	18	28	69	70	77	78	64	67	64	74	26	41
Don't know	20	9	17	31	49	67	5	4	3	4	5	5	4	5	34	35

**The Battle of Jutland**

Heard too much about this	1	2	1	1	2	0	1	2	2	2	4	1	2	4	2	1
Heard too little about this	43	46	46	37	28	22	41	36	33	45	38	49	53	36	46	32
Heard the right amount about this	27	37	27	18	12	7	38	44	49	43	45	35	35	51	14	23
Don't know	29	15	26	45	57	71	19	18	16	10	13	14	11	9	38	44

**The Easter Rising**

Heard too much about this	3	5	2	2	1	0	3	6	5	4	8	5	5	5	1	2
Heard too little about this	46	49	50	40	27	16	50	45	45	50	48	52	57	41	45	33
Heard the right amount about this	21	31	19	14	14	5	24	31	30	27	31	25	25	34	15	19
Don't know	31	15	30	44	58	79	23	18	19	19	13	19	13	19	38	46

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity			
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 commemorations to date?

Completely wrong | Completely right

0 - Completely wrong	1	1	0	0	0	1	0	1	0	0	1	1	0	0	1	0	0	1	0	4	1	0
1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
2	1	1	0	1	0	0	0	1	0	0	1	1	1	1	0	2	0	0	0	1	1	1
3	1	1	1	1	1	0	1	2	1	2	1	1	1	1	2	0	2	1	1	2	1	1
4	1	2	1	1	2	0	1	2	1	2	1	1	1	1	1	2	1	2	2	0	1	1
5	10	8	11	9	10	11	10	11	9	6	11	12	10	11	9	11	11	10	9	8	10	9
6	7	7	7	6	7	10	6	5	8	8	6	8	7	8	5	9	8	3	7	8	6	9
7	13	13	13	13	13	18	15	13	12	9	12	11	18	13	12	12	13	10	14	14	13	5
8	19	21	19	23	21	26	19	21	17	19	15	19	26	21	16	20	18	18	20	18	19	13
9	10	9	12	13	9	7	9	10	9	6	8	13	11	10	8	7	11	10	9	7	10	5
10 - Completely right	10	7	14	12	10	8	14	9	10	5	8	12	13	8	12	6	9	11	11	10	10	5
<b>MEAN</b>	<b>7.3</b>	<b>7.1</b>	<b>7.6</b>	<b>7.6</b>	<b>7.4</b>	<b>7.3</b>	<b>7.6</b>	<b>7.2</b>	<b>7.5</b>	<b>7.2</b>	<b>7.1</b>	<b>7.4</b>	<b>7.5</b>	<b>7.3</b>	<b>7.4</b>	<b>7.1</b>	<b>7.4</b>	<b>7.5</b>	<b>7.5</b>	<b>6.9</b>	<b>7.3</b>	<b>7.0</b>
Don't know	29	28	23	21	26	20	24	24	33	42	37	21	12	26	32	31	26	33	27	26	27	51

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

Strongly agree	45	57	42	46	56	52	34	46	45	47	41	50	48	50	39	53	43	44	44	47	45	50
Tend to agree	32	31	36	36	29	37	35	32	33	23	30	34	39	33	30	27	34	31	34	30	33	18
<b>TOTAL AGREE</b>	<b>77</b>	<b>88</b>	<b>78</b>	<b>82</b>	<b>85</b>	<b>89</b>	<b>69</b>	<b>78</b>	<b>78</b>	<b>70</b>	<b>71</b>	<b>84</b>	<b>87</b>	<b>83</b>	<b>69</b>	<b>80</b>	<b>77</b>	<b>75</b>	<b>78</b>	<b>77</b>	<b>78</b>	<b>68</b>
Neither agree nor disagree	12	6	14	11	9	5	16	14	10	15	14	9	10	10	15	13	12	13	10	10	12	12
Tend to disagree	2	1	3	2	1	3	4	2	1	1	2	2	1	2	2	2	2	1	1	3	2	1
Strongly disagree	1	0	1	0	0	0	5	1	0	0	1	1	1	0	1	0	1	1	1	0	1	0
<b>TOTAL DISAGREE</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>9</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>
Don't know	8	4	5	5	5	3	6	6	11	14	12	4	2	5	13	5	7	10	10	9	8	20

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 commemorations to date?

Completely wrong | Completely right

0 - Completely wrong	1	2	0	1	1	0	0	0	0	0	1	0	0	0	1	1
1	0	0	0	1	1	0	0	1	0	0	0	0	0	2	0	0
2	1	1	1	0	1	0	0	1	1	0	1	1	1	2	1	1
3	1	1	1	1	0	0	1	2	1	1	3	2	4	3	1	1
4	1	2	1	2	0	0	1	2	1	1	0	0	2	0	2	1
5	10	9	10	11	16	0	10	13	9	4	6	7	6	7	13	8
6	7	5	8	7	5	8	8	7	7	2	6	8	6	10	6	5
7	13	13	15	8	6	10	16	16	17	25	16	14	17	9	7	11
8	19	26	20	10	6	15	24	25	30	34	34	29	29	24	12	13
9	10	13	10	8	1	0	14	12	18	15	13	15	12	25	4	9
10 - Completely right	10	13	9	7	8	0	14	14	13	18	11	12	13	16	6	8
<b>MEAN</b>	<b>7.3</b>	<b>7.5</b>	<b>7.4</b>	<b>6.9</b>	<b>6.5</b>	<b>7.2</b>	<b>7.7</b>	<b>7.4</b>	<b>7.7</b>	<b>8.0</b>	<b>7.6</b>	<b>7.7</b>	<b>7.5</b>	<b>7.7</b>	<b>6.7</b>	<b>7.3</b>
Don't know	29	17	25	44	55	66	11	8	4	2	10	12	10	2	47	42

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

Strongly agree	45	61	48	28	15	11	57	62	58	74	69	62	64	77	32	36
Tend to agree	32	25	34	43	20	21	32	29	32	23	21	28	27	18	34	29
<b>TOTAL AGREE</b>	<b>77</b>	<b>86</b>	<b>82</b>	<b>71</b>	<b>35</b>	<b>32</b>	<b>89</b>	<b>91</b>	<b>90</b>	<b>97</b>	<b>90</b>	<b>90</b>	<b>91</b>	<b>95</b>	<b>66</b>	<b>65</b>
Neither agree nor disagree	12	7	11	15	30	11	8	5	6	3	5	7	5	3	19	12
Tend to disagree	2	2	2	1	3	0	1	3	2	0	1	2	2	3	2	1
Strongly disagree	1	1	0	1	1	0	1	1	1	1	2	1	1	0	0	0
<b>TOTAL DISAGREE</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>
Don't know	8	4	6	11	32	56	1	0	0	0	2	2	1	0	12	22

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	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other	
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<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 that we forget about.

Strongly agree	46	47	53	55	48	49	54	47	46	37	40	52	57	49	43	44	46	49	47	46	48	27
Tend to agree	34	39	31	30	37	42	27	34	34	37	34	34	32	36	31	38	34	32	33	38	34	38
<b>TOTAL AGREE</b>	<b>80</b>	<b>86</b>	<b>84</b>	<b>85</b>	<b>85</b>	<b>91</b>	<b>81</b>	<b>81</b>	<b>80</b>	<b>74</b>	<b>74</b>	<b>86</b>	<b>89</b>	<b>85</b>	<b>74</b>	<b>82</b>	<b>80</b>	<b>81</b>	<b>80</b>	<b>84</b>	<b>82</b>	<b>65</b>
Neither agree nor disagree	10	7	8	7	9	6	9	11	8	13	12	7	7	8	12	10	10	9	10	9	9	17
Tend to disagree	2	2	2	1	2	0	4	2	2	3	1	2	2	1	2	3	2	2	1	2	2	2
Strongly disagree	1	1	2	2	1	0	0	1	1	1	2	1	1	1	1	1	1	2	1	1	1	2
<b>TOTAL DISAGREE</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>
Don't know	7	4	4	5	3	3	6	4	9	9	11	4	1	4	10	4	7	6	9	4	6	14

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	37	41	38	43	39	50	34	39	35	26	31	43	48	39	34	41	38	37	34	38	38	26
Tend to agree	37	42	38	37	41	38	38	36	39	39	37	37	37	40	34	36	38	35	40	37	38	32
<b>TOTAL AGREE</b>	<b>74</b>	<b>83</b>	<b>76</b>	<b>80</b>	<b>80</b>	<b>88</b>	<b>72</b>	<b>75</b>	<b>74</b>	<b>65</b>	<b>68</b>	<b>80</b>	<b>85</b>	<b>79</b>	<b>68</b>	<b>77</b>	<b>76</b>	<b>72</b>	<b>74</b>	<b>75</b>	<b>76</b>	<b>58</b>
Neither agree nor disagree	14	10	15	10	14	5	17	17	11	19	16	11	10	12	17	16	12	16	13	17	13	23
Tend to disagree	2	1	2	2	1	1	2	1	2	1	2	2	2	2	2	2	2	1	1	2	2	1
Strongly disagree	1	1	1	2	0	0	1	1	1	3	1	1	1	1	1	0	0	2	1	0	1	2
<b>TOTAL DISAGREE</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>
Don't know	9	6	6	6	4	6	8	5	12	13	13	5	2	6	13	5	9	10	10	6	9	17

Instead of focusing 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	7	5	12	10	6	5	13	9	6	5	5	10	11	7	8	7	6	8	9	7	8	4
Tend to agree	16	14	21	21	14	16	22	17	15	9	14	18	24	16	16	15	17	16	15	20	17	6
<b>TOTAL AGREE</b>	<b>23</b>	<b>19</b>	<b>33</b>	<b>31</b>	<b>20</b>	<b>21</b>	<b>35</b>	<b>26</b>	<b>21</b>	<b>14</b>	<b>19</b>	<b>28</b>	<b>35</b>	<b>23</b>	<b>24</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>27</b>	<b>25</b>	<b>10</b>
Neither agree nor disagree	24	20	25	26	22	21	28	25	22	21	25	22	24	22	26	25	25	25	22	18	23	27
Tend to disagree	26	32	22	23	33	31	18	26	25	34	26	24	21	26	25	29	23	27	25	27	26	29
Strongly disagree	16	21	13	13	19	21	11	16	16	18	15	20	14	19	13	19	15	14	17	21	16	17
<b>TOTAL DISAGREE</b>	<b>42</b>	<b>53</b>	<b>35</b>	<b>36</b>	<b>52</b>	<b>52</b>	<b>29</b>	<b>42</b>	<b>41</b>	<b>52</b>	<b>41</b>	<b>44</b>	<b>35</b>	<b>45</b>	<b>38</b>	<b>48</b>	<b>38</b>	<b>41</b>	<b>42</b>	<b>48</b>	<b>42</b>	<b>46</b>
Don't know	11	8	8	8	6	6	8	6	15	14	15	6	5	9	13	6	13	9	13	7	10	16

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 that we forget about.

Strongly agree	46	65	48	27	19	10	60	63	64	72	62	64	69	78	32	36
Tend to agree	34	23	38	43	22	24	32	31	31	24	33	30	23	13	36	32
<b>TOTAL AGREE</b>	<b>80</b>	<b>88</b>	<b>86</b>	<b>70</b>	<b>41</b>	<b>34</b>	<b>92</b>	<b>94</b>	<b>95</b>	<b>96</b>	<b>95</b>	<b>94</b>	<b>92</b>	<b>91</b>	<b>68</b>	<b>68</b>
Neither agree nor disagree	10	5	7	15	31	6	4	5	3	3	1	3	5	5	17	10
Tend to disagree	2	2	2	3	1	0	1	1	1	1	0	0	1	2	3	1
Strongly disagree	1	2	1	1	3	0	1	0	1	0	2	1	1	2	1	1
<b>TOTAL DISAGREE</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>
Don't know	7	3	4	10	24	60	1	0	0	0	2	1	2	0	10	19

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	37	52	39	20	14	6	51	59	54	60	58	57	54	57	22	27
Tend to agree	37	31	41	46	18	17	38	34	35	32	33	31	33	32	40	31
<b>TOTAL AGREE</b>	<b>74</b>	<b>83</b>	<b>80</b>	<b>66</b>	<b>32</b>	<b>23</b>	<b>89</b>	<b>93</b>	<b>89</b>	<b>92</b>	<b>91</b>	<b>88</b>	<b>87</b>	<b>89</b>	<b>62</b>	<b>58</b>
Neither agree nor disagree	14	10	12	19	30	13	7	5	8	7	6	7	8	6	22	17
Tend to disagree	2	1	1	3	4	0	2	0	2	0	0	1	1	5	2	2
Strongly disagree	1	2	0	0	2	0	1	1	1	1	1	0	1	0	1	1
<b>TOTAL DISAGREE</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>3</b>
Don't know	9	3	7	12	32	65	1	0	1	0	2	3	3	0	13	22

Instead of focusing 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	7	11	7	5	3	6	8	3	8	12	12	7	8	10	8	5
Tend to agree	16	15	17	19	11	7	18	18	19	12	16	17	14	13	14	15
<b>TOTAL AGREE</b>	<b>23</b>	<b>26</b>	<b>24</b>	<b>24</b>	<b>14</b>	<b>13</b>	<b>26</b>	<b>21</b>	<b>27</b>	<b>24</b>	<b>28</b>	<b>24</b>	<b>22</b>	<b>23</b>	<b>22</b>	<b>20</b>
Neither agree nor disagree	24	20	23	27	33	5	19	22	20	27	16	20	26	20	30	22
Tend to disagree	26	29	26	24	14	11	32	33	32	31	27	29	27	30	21	20
Strongly disagree	16	19	18	9	9	0	19	21	19	18	25	24	24	26	14	12
<b>TOTAL DISAGREE</b>	<b>42</b>	<b>48</b>	<b>44</b>	<b>33</b>	<b>23</b>	<b>11</b>	<b>51</b>	<b>54</b>	<b>51</b>	<b>49</b>	<b>52</b>	<b>53</b>	<b>51</b>	<b>56</b>	<b>35</b>	<b>32</b>
Don't know	11	5	7	17	31	71	4	3	2	1	4	4	3	2	14	25

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	5	5	4	3	5	5	4	7	4	8	5	6	3	4	7	8	3	7	4	7	5	9
Tend to agree	12	13	9	6	15	12	9	13	11	18	10	10	13	11	12	14	9	10	14	12	11	16
<b>TOTAL AGREE</b>	<b>17</b>	<b>18</b>	<b>13</b>	<b>9</b>	<b>20</b>	<b>17</b>	<b>13</b>	<b>20</b>	<b>15</b>	<b>26</b>	<b>15</b>	<b>16</b>	<b>16</b>	<b>15</b>	<b>19</b>	<b>22</b>	<b>12</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>16</b>	<b>25</b>
Neither agree nor disagree	19	18	19	17	19	19	19	19	19	16	20	20	20	19	20	18	20	19	18	22	19	26
Tend to disagree	30	33	30	36	31	35	27	28	31	28	27	31	34	31	27	26	33	28	29	28	30	18
Strongly disagree	23	22	30	31	22	20	31	27	19	13	22	26	25	25	19	24	22	24	23	19	23	8
<b>TOTAL DISAGREE</b>	<b>53</b>	<b>55</b>	<b>60</b>	<b>67</b>	<b>53</b>	<b>55</b>	<b>58</b>	<b>55</b>	<b>50</b>	<b>41</b>	<b>49</b>	<b>57</b>	<b>59</b>	<b>56</b>	<b>46</b>	<b>50</b>	<b>55</b>	<b>52</b>	<b>52</b>	<b>47</b>	<b>53</b>	<b>26</b>
Don't know	12	8	8	7	7	9	10	7	16	17	17	7	4	9	15	9	13	12	12	11	11	23

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

<b>TV</b>	<b>37</b>	<b>41</b>	<b>41</b>	<b>46</b>	<b>40</b>	<b>45</b>	<b>43</b>	<b>40</b>	<b>34</b>	<b>23</b>	<b>28</b>	<b>47</b>	<b>51</b>	<b>41</b>	<b>31</b>	<b>36</b>	<b>37</b>	<b>39</b>	<b>34</b>	<b>41</b>	<b>38</b>	<b>20</b>
<i>[Only those who provided a response; n=743]</i>																						
BBC1	19	19	19	24	20	22	9	20	18	23	18	16	22	18	20	24	18	19	16	22	19	18
BBC2	8	8	8	9	8	13	6	10	5	6	7	7	10	8	8	6	11	6	7	5	8	0
BBC3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BBC4	3	3	3	1	4	0	5	4	2	4	1	5	3	3	3	2	3	2	3	5	3	0
BBC	35	34	36	35	33	37	42	33	38	47	34	30	40	38	31	32	31	36	45	33	35	44
Channel 4	2	1	1	1	2	2	0	2	2	0	2	2	1	1	3	2	2	3	0	1	2	0
ITV	3	2	4	4	1	1	5	2	4	0	3	4	2	2	5	0	3	4	5	0	3	0
BBC News	9	11	7	9	9	9	3	10	8	8	15	8	5	9	9	12	12	9	5	5	9	21
History Channel	1	1	2	1	0	0	5	2	1	0	0	3	0	1	1	0	0	2	1	3	1	0
News (unspecified)	7	10	7	6	11	8	8	6	8	3	10	8	5	7	8	13	6	5	8	9	7	6
Adverts	1	1	1	0	1	0	0	1	0	0	2	0	0	0	1	1	0	2	0	0	1	0
Sky	1	0	2	1	1	0	3	1	2	2	2	1	1	1	1	1	2	0	2	1	1	7
Other	4	3	5	2	5	2	4	4	4	3	4	6	2	5	4	2	4	6	3	6	4	0
Don't know	6	8	6	6	5	6	12	5	8	4	3	10	7	6	6	5	8	5	5	10	6	4

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	5	7	5	2	3	0	3	4	3	2	5	4	8	13	6	5
Tend to agree	12	11	12	12	10	6	10	9	12	8	12	11	9	15	13	9
<b>TOTAL AGREE</b>	<b>17</b>	<b>18</b>	<b>17</b>	<b>14</b>	<b>13</b>	<b>6</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>10</b>	<b>17</b>	<b>15</b>	<b>17</b>	<b>28</b>	<b>19</b>	<b>14</b>
Neither agree nor disagree	19	12	21	22	29	7	17	18	16	10	14	12	13	11	24	18
Tend to disagree	30	31	30	34	10	21	33	30	36	33	31	34	35	22	26	24
Strongly disagree	23	33	23	13	7	0	32	36	31	42	32	34	32	39	15	14
<b>TOTAL DISAGREE</b>	<b>53</b>	<b>64</b>	<b>53</b>	<b>47</b>	<b>17</b>	<b>21</b>	<b>65</b>	<b>66</b>	<b>67</b>	<b>75</b>	<b>63</b>	<b>68</b>	<b>67</b>	<b>61</b>	<b>41</b>	<b>38</b>
Don't know	12	5	9	17	41	67	4	3	2	4	5	4	3	0	16	29

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

<b>TV</b>	<b>37</b>	<b>51</b>	<b>38</b>	<b>26</b>	<b>11</b>	<b>18</b>	<b>100</b>	<b>68</b>	<b>80</b>	<b>66</b>	<b>58</b>	<b>57</b>	<b>52</b>	<b>66</b>	<b>0</b>	<b>0</b>
<i>[Only those who provided a response; n=743]</i>																
BBC1	19	22	18	17	19	0	19	19	20	8	15	12	20	23	0	0
BBC2	8	13	6	1	0	0	8	17	13	9	12	7	13	4	0	0
BBC3	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
BBC4	3	4	3	1	0	0	3	4	3	5	8	3	3	3	0	0
BBC	35	28	41	31	26	68	35	35	36	30	41	42	32	49	0	0
Channel 4	2	1	2	0	0	0	2	2	1	4	0	1	1	0	0	0
ITV	3	3	3	4	10	32	3	2	4	6	2	3	1	3	0	0
BBC News	9	6	8	24	5	0	9	8	8	10	5	11	4	8	0	0
History Channel	1	3	0	1	0	0	1	1	2	5	0	1	2	0	0	0
News (unspecified)	7	8	7	7	14	0	7	3	5	3	7	8	6	2	0	0
Adverts	1	0	1	2	0	0	1	0	0	0	0	0	0	0	0	0
Sky	1	0	2	0	0	0	1	1	2	2	0	0	0	0	0	0
Other	4	6	3	6	0	0	4	2	2	8	6	7	7	7	0	0
Don't know	6	5	7	6	27	0	6	5	4	10	4	4	9	0	0	0

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity			
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other	
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118	
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Newspaper</b>	<b>15</b>	16	18	24	14	14	14	15	14	4	7	20	30	17	12	17	14	14	14	16	15	5	
<i>[Only those who provided a response; n=308]</i>																							
Daily Mail	32	18	46	41	9	41	61	26	37	0	21	32	39	30	36	12	37	41	31	17	32	25	
Telegraph	14	9	18	21	11	5	3	20	9	0	15	17	14	17	9	16	12	16	16	12	14	32	
Times	14	25	7	17	11	29	6	13	16	11	17	11	16	15	12	20	16	19	8	7	14	0	
Guardian	11	22	0	0	39	4	0	13	9	37	17	13	5	13	7	27	7	3	13	15	11	28	
Local	7	7	8	3	6	0	8	6	8	14	6	9	5	6	9	0	5	7	5	27	7	0	
Express	4	1	8	6	0	5	0	3	6	0	3	5	5	5	3	6	4	6	3	3	4	0	
Mirror	4	6	2	2	13	4	0	3	5	0	1	5	6	3	8	1	5	0	8	5	4	0	
Sun	3	1	5	2	3	6	8	5	2	0	0	4	5	3	5	0	3	3	5	6	3	0	
i	3	6	1	1	7	0	0	3	3	24	2	2	2	4	1	6	2	2	3	0	3	0	
Metro	2	0	2	2	0	0	5	3	1	0	9	1	0	1	4	0	3	0	5	2	2	15	
Star	1	0	2	0	0	0	8	0	2	0	2	0	1	0	2	0	1	1	0	0	1	0	
Evening Standard	1	2	0	1	0	6	0	2	1	14	2	1	0	2	0	9	0	0	0	0	1	0	
FT	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	
Other	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	
Don't know	2	2	1	3	0	0	0	2	2	0	4	0	3	1	5	2	3	0	1	6	2	0	
<b>Word of mouth</b>	<b>13</b>	14	14	13	13	20	15	14	12	16	9	17	14	14	11	9	13	13	14	15	13	9	
<b>Online</b>	<b>11</b>	13	11	10	12	10	9	13	9	9	11	12	8	13	7	13	11	10	9	12	11	7	
<i>[Only those who provided a response; n=203]</i>																							
BBC	32	39	25	36	34	47	36	40	20	40	32	33	23	31	33	32	31	41	23	31	31	46	
Facebook	19	13	27	23	8	14	31	10	33	8	21	22	17	18	23	7	23	12	30	19	20	0	
News websites	7	10	6	6	8	32	0	8	6	8	11	3	2	8	5	18	6	7	5	0	7	0	
Wiki	4	1	4	5	2	0	0	5	2	0	4	4	6	5	2	0	4	6	2	8	4	0	
Mail	3	1	6	7	3	0	4	1	6	0	1	2	12	3	2	3	4	1	5	0	3	0	
Google	3	0	4	2	6	0	12	2	5	0	4	3	2	3	3	9	3	0	4	0	4	0	
Guardian	3	5	0	0	4	0	0	4	1	11	2	4	0	4	0	15	1	0	0	2	3	16	
Youtube	3	2	6	2	2	0	0	5	1	0	4	3	3	2	7	0	1	7	4	4	3	8	
Social media	3	5	1	0	7	7	0	5	1	5	6	0	0	4	2	0	1	3	6	8	3	0	
Twitter	3	6	0	2	3	0	0	1	7	5	5	0	2	5	0	10	3	3	2	0	3	16	
Ancestry	2	4	1	2	3	0	0	2	2	0	0	5	4	2	2	0	1	0	3	10	2	0	
national Archives	1	1	1	2	0	0	5	0	2	0	1	2	0	1	0	0	0	2	2	0	1	0	
Other	13	12	17	12	19	0	7	14	13	23	8	12	25	13	15	6	16	17	10	15	13	14	
Don't know	3	3	1	1	2	0	5	4	1	0	1	7	4	2	5	0	6	0	5	3	2	0	

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Newspaper</b>	<b>15</b>	24	13	10	3	5	31	46	100	37	43	32	26	65	0	0
<i>[Only those who provided a response; n=308]</i>																
Daily Mail	32	27	34	37	31	0	31	26	32	25	17	26	29	36	0	0
Telegraph	14	17	13	13	25	0	15	17	14	4	14	15	9	28	0	0
Times	14	13	15	16	0	100	15	20	14	11	14	14	16	18	0	0
Guardian	11	14	12	0	0	0	9	15	11	17	21	18	13	8	0	0
Local	7	9	4	8	21	0	7	6	7	26	13	8	16	0	0	0
Express	4	3	5	7	0	0	4	3	4	0	4	4	3	6	0	0
Mirror	4	5	5	0	13	0	5	3	4	0	2	2	4	0	0	0
Sun	3	2	4	7	0	0	3	3	3	0	0	2	3	0	0	0
i	3	5	2	0	0	0	3	3	3	7	8	7	4	3	0	0
Metro	2	2	1	6	8	0	2	1	2	8	0	0	1	0	0	0
Star	1	0	0	6	0	0	1	0	1	0	0	0	0	0	0	0
Evening Standard	1	2	1	0	0	0	1	1	1	0	3	2	0	0	0	0
FT	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0
Don't know	2	2	3	0	0	0	2	0	2	3	3	1	1	0	0	0
<b>Word of mouth</b>	<b>13</b>	21	12	6	3	7	18	27	22	44	32	28	100	34	0	0
<b>Online</b>	<b>11</b>	20	9	5	2	0	16	30	23	24	29	100	24	36	0	0
<i>[Only those who provided a response; n=203]</i>																
BBC	32	38	25	34	0	0	33	34	29	17	15	32	23	22	0	0
Facebook	19	17	15	45	32	0	21	14	17	22	12	19	20	26	0	0
News websites	7	5	11	0	0	0	5	5	2	3	7	7	11	0	0	0
Wiki	4	3	6	0	0	0	6	1	5	0	0	4	5	0	0	0
Mail	3	3	3	0	0	0	3	3	6	3	2	3	4	5	0	0
Google	3	6	0	4	0	0	4	7	7	6	17	3	4	12	0	0
Guardian	3	4	3	0	0	0	3	1	5	0	3	3	1	0	0	0
Youtube	3	2	5	0	0	0	3	4	4	5	9	3	1	0	0	0
Social media	3	0	4	12	31	0	2	7	0	0	0	3	5	0	0	0
Twitter	3	2	5	2	0	0	2	1	1	9	0	3	0	0	0	0
Ancestry	2	2	3	0	0	0	3	3	3	0	4	2	5	6	0	0
national Archives	1	1	1	0	0	0	1	2	2	0	4	1	2	0	0	0
Other	13	13	15	0	37	0	13	9	16	35	24	13	14	21	0	0
Don't know	3	2	4	3	0	0	3	9	3	0	2	3	7	8	0	0

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Radio</b>	<b>10</b>	13	10	15	12	19	8	12	9	3	9	15	13	13	8	9	12	9	9	12	10	8
<i>[Only those who provided a response; n=224]</i>																						
BBC Radio 4	47	52	35	35	63	44	40	47	47	83	42	48	50	53	35	82	39	42	48	46	48	53
BBC Radio 2	21	17	27	33	3	21	16	21	21	0	26	24	12	16	32	0	28	28	15	20	20	23
Local Stations	7	5	12	8	8	9	10	8	7	0	1	11	13	6	9	0	5	6	14	11	8	0
BBC	7	9	7	8	11	13	0	11	4	0	13	4	5	7	9	0	11	10	5	4	7	0
BBC Radio 5	2	4	0	2	1	3	0	2	2	0	4	2	0	2	1	0	1	2	4	7	2	0
Five Live	2	4	1	5	0	0	0	3	2	0	3	1	3	3	0	6	2	0	4	0	2	0
BBC Radio 1	1	1	0	0	0	0	0	0	1	0	1	0	0	0	2	0	0	0	0	5	1	0
Jeremy Vine	1	1	2	0	3	0	7	0	3	0	0	3	1	1	2	0	0	3	2	3	1	0
Woman's Hour	1	1	0	0	3	0	0	0	2	0	1	1	0	1	0	4	1	0	0	0	0	9
Other	8	3	13	8	6	2	21	6	10	17	8	6	7	7	8	8	11	7	6	0	7	15
Don't know	3	3	2	1	2	7	6	3	2	0	1	1	8	3	2	0	3	3	3	4	3	0
<b>At a museum</b>	<b>5</b>	5	4	6	5	6	4	5	4	2	4	5	6	5	4	5	5	4	4	5	5	3
<i>[Only those who provided a response; n=96]</i>																						
Local	46	51	43	44	44	76	30	37	55	51	40	43	53	52	35	11	44	42	53	76	46	25
Imperial War	28	27	34	31	30	12	45	39	17	49	38	22	19	28	29	63	28	21	24	15	28	35
National History	3	0	0	0	0	0	0	0	6	0	7	0	0	0	8	0	7	0	0	0	3	0
Tower of London	1	2	0	2	0	0	0	0	2	0	0	0	3	1	0	0	2	0	0	0	1	0
British	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
War	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
National Portrait Gallery	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	23	20	23	22	26	12	25	24	21	0	15	35	25	19	29	26	20	37	23	8	22	40
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>At a public event</b>	<b>4</b>	4	5	4	5	5	5	4	4	4	2	6	7	5	3	1	5	3	5	3	4	1
<i>[Only those who provided a response; n=86]</i>																						
Local	38	37	34	62	35	43	11	42	34	40	59	29	37	36	42	23	41	22	49	28	37	100
Memorial / Cenataph	12	14	12	10	16	15	7	13	11	0	9	12	17	16	4	0	6	26	9	26	12	0
Exeter event	9	19	2	0	2	42	0	8	10	20	0	6	12	12	3	0	17	5	0	16	9	0
Council events	3	0	2	0	10	0	0	2	4	0	0	0	9	0	10	0	0	0	11	0	3	0
British Legion	3	0	6	0	5	0	11	6	0	0	9	4	0	2	4	0	0	8	5	0	3	0
Church	2	1	4	0	0	0	15	0	5	0	0	0	7	4	0	0	1	0	7	0	3	0
Manchester / Heaton Park	2	0	4	3	2	0	5	0	5	0	8	0	2	3	0	0	0	0	8	0	2	0
Park / national trust	1	2	0	0	0	0	0	0	2	0	0	2	0	1	0	0	2	0	0	0	1	0
Libraries	1	2	0	0	2	0	0	2	0	0	0	2	0	0	3	0	0	0	3	0	1	0
Tower of London	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Museum	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	26	24	31	17	28	0	51	25	27	40	15	38	15	25	29	77	29	34	8	30	27	0
Don't know	2	0	5	8	0	0	0	2	3	0	0	7	0	1	4	0	3	5	0	0	2	0

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Radio</b>	<b>10</b>	18	10	5	2	0	19	100	32	18	31	30	22	39	0	0
<i>[Only those who provided a response; n=224]</i>																
BBC Radio 4	47	55	42	31	52	0	46	47	55	52	53	44	32	71	0	0
BBC Radio 2	21	17	26	16	0	0	21	21	20	29	16	22	23	16	0	0
Local Stations	7	7	6	14	0	0	8	7	7	11	8	3	13	0	0	0
BBC	7	5	7	17	48	0	7	7	3	0	5	12	13	0	0	0
BBC Radio 5	2	3	2	0	0	0	3	2	2	0	3	5	1	0	0	0
Five Live	2	2	2	8	0	0	2	2	4	0	3	4	3	13	0	0
BBC Radio 1	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0
Jeremy Vine	1	1	2	0	0	0	1	1	1	0	4	0	0	0	0	0
Woman's Hour	1	1	1	0	0	0	1	1	0	4	2	0	0	0	0	0
Other	8	8	6	13	0	0	7	8	7	0	5	6	12	0	0	0
Don't know	3	2	4	0	0	0	3	3	0	4	0	3	4	0	0	0
<b>At a museum</b>	<b>5</b>	10	4	1	1	5	7	13	13	18	100	12	12	28	0	0
<i>[Only those who provided a response; n=96]</i>																
Local	46	47	45	66	0	0	63	52	44	47	46	48	48	29	0	0
Imperial War	28	32	26	34	0	0	21	22	29	9	28	30	29	43	0	0
National History	3	0	6	0	0	0	0	0	0	0	3	0	0	0	0	0
Tower of London	1	0	2	0	0	0	1	0	2	0	1	0	2	0	0	0
British	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
War	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
National Portrait Gallery	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	23	21	21	0	100	100	15	25	25	44	23	21	21	28	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>At a public event</b>	<b>4</b>	8	4	1	0	0	7	7	10	100	16	9	14	25	0	0
<i>[Only those who provided a response; n=86]</i>																
Local	38	36	44	0	0	0	38	24	34	38	29	8	42	35	0	0
Memorial / Cenataph	12	21	4	0	0	0	14	26	8	12	13	22	11	9	0	0
Exeter event	9	4	8	74	0	0	7	15	6	9	0	11	8	0	0	0
Council events	3	0	4	26	0	0	2	0	3	3	0	4	2	0	0	0
British Leigon	3	6	0	0	0	0	2	0	4	3	0	0	3	0	0	0
Church	2	1	4	0	0	0	4	13	7	2	0	2	1	0	0	0
Manchester / Heaton Park	2	2	3	0	0	0	2	5	2	2	9	6	1	12	0	0
Park / national trust	1	2	0	0	0	0	1	0	2	1	0	0	2	0	0	0
Libraries	1	2	0	0	0	0	0	4	0	1	4	0	2	0	0	0
Tower of London	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Museum	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	26	24	31	0	0	0	26	13	29	26	39	44	28	34	0	0
Don't know	2	3	2	0	0	0	4	0	7	2	6	4	0	9	0	0

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Government/official sources</b>	<b>2</b>	2	2	2	2	3	2	2	2	1	2	3	1	2	1	2	2	2	2	1	2	1
<i>[Only those who provided a response; n=35]</i>																						
Politicians	17	24	6	6	20	0	15	13	21	100	12	9	0	21	0	32	15	0	27	0	17	0
Internet (general)	15	7	14	31	0	0	0	24	8	0	25	7	14	14	18	15	24	7	10	0	11	100
Television/TV	13	11	17	16	0	26	29	17	9	0	7	16	27	13	12	12	14	0	23	0	14	0
MOD	5	11	0	16	0	0	0	6	4	0	12	0	0	6	0	13	7	0	0	0	6	0
newspapers	4	8	0	0	21	0	0	9	0	0	0	13	0	5	0	0	11	0	0	0	4	0
Historic England	2	4	0	0	0	22	0	0	4	0	5	0	0	3	0	0	6	0	0	0	2	0
Government websites	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Royal British Legion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Local councils/MPs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	42	30	63	31	46	52	56	26	54	0	40	46	59	35	70	28	16	93	40	100	44	0
Don't know	2	5	0	0	13	0	0	5	0	0	0	8	0	3	0	0	6	0	0	0	3	0
<b>None of these</b>	<b>32</b>	29	29	27	31	23	26	30	35	46	40	26	16	29	36	34	32	32	32	32	31	46
<b>Don't know</b>	<b>16</b>	14	15	14	13	11	17	14	18	12	18	12	18	15	18	13	16	16	17	15	16	22

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?

	0 - very poor	1	2	3	4	5	6	7	8	9	10 - very good	MEAN
<b>TV</b>	3	0	1	2	2	8	6	10	12	7	10	6.9
0 - very poor	3	0	1	2	2	8	6	10	12	7	10	6.9
1	0	0	1	2	2	8	6	10	12	7	10	6.9
2	1	1	2	2	2	8	6	10	12	7	10	6.9
3	2	2	2	2	2	8	6	10	12	7	10	6.9
4	2	1	2	3	1	2	2	2	2	1	3	6.9
5	8	8	7	7	8	7	7	9	7	11	7	6.9
6	6	5	6	6	4	7	6	7	5	5	6	6.9
7	10	10	11	13	8	16	11	11	10	9	9	6.9
8	12	14	14	13	16	14	14	13	12	8	9	6.9
9	7	7	9	12	6	10	5	8	6	3	5	6.9
10 - very good	10	10	12	13	9	9	12	7	12	5	6	6.9
<b>MEAN</b>	<b>6.9</b>	<b>7.0</b>	<b>7.0</b>	<b>7.2</b>	<b>7.0</b>	<b>7.4</b>	<b>6.7</b>	<b>6.6</b>	<b>7.2</b>	<b>5.8</b>	<b>6.5</b>	<b>7.2</b>
Don't know	38	39	33	28	41	33	32	34	43	46	50	28



Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Radio</b>																						
0 – very poor	4	3	5	4	3	0	9	5	3	6	4	4	2	4	5	4	4	5	4	3	4	2
1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	1	3	2	3	2	2	2	3	2	2	2	2	4	2	2	2	3
3	2	2	3	2	2	1	3	3	2	2	2	2	2	2	3	2	2	3	2	2	2	2
4	3	3	2	4	1	2	3	4	2	6	2	2	3	3	2	4	2	2	4	4	3	0
5	7	6	7	7	8	7	4	8	6	7	7	7	7	7	7	9	8	6	6	6	7	6
6	5	4	4	5	3	7	4	5	4	7	4	4	6	5	5	4	4	3	7	3	4	8
7	5	6	5	7	5	7	3	6	5	4	5	6	5	5	5	6	5	4	6	4	5	6
8	6	7	6	7	6	9	6	6	5	3	4	7	7	6	5	5	6	5	5	6	5	5
9	2	2	3	4	2	1	2	3	2	1	1	3	4	2	2	1	2	2	3	3	2	2
10 – very good	3	4	3	4	3	5	2	3	3	1	3	3	5	3	3	3	3	4	3	3	3	2
<b>MEAN</b>	<b>5.5</b>	<b>5.8</b>	<b>5.4</b>	<b>5.8</b>	<b>5.7</b>	<b>6.6</b>	<b>4.6</b>	<b>5.4</b>	<b>5.5</b>	<b>4.6</b>	<b>5.3</b>	<b>5.7</b>	<b>6.1</b>	<b>5.5</b>	<b>5.3</b>	<b>5.3</b>	<b>5.5</b>	<b>5.1</b>	<b>5.5</b>	<b>5.6</b>	<b>5.4</b>	<b>5.7</b>
Don't know	60	62	58	53	63	60	60	55	65	61	64	57	56	60	61	59	60	61	58	64	60	62
<b>Newspaper</b>																						
0 – very poor	4	3	3	4	2	1	7	5	2	6	4	5	1	3	5	5	3	4	3	5	4	4
1	1	0	1	1	0	0	1	1	0	0	1	0	1	1	0	0	1	1	0	0	1	0
2	2	2	1	1	2	1	1	2	2	3	2	2	2	2	2	1	1	4	2	1	2	1
3	2	2	2	2	2	0	2	2	1	1	2	2	1	2	2	3	1	2	2	2	2	4
4	3	2	2	3	2	4	2	3	2	8	2	2	2	3	2	2	3	2	3	3	3	1
5	8	7	8	9	7	6	5	10	6	10	8	8	8	8	8	14	8	6	8	4	8	11
6	5	6	5	6	4	9	5	5	5	4	5	5	7	6	5	5	6	5	4	7	5	5
7	7	8	8	9	8	9	9	8	7	7	7	7	10	8	7	11	8	6	8	5	8	7
8	8	7	9	11	9	7	5	7	8	1	4	10	14	8	7	9	7	7	8	8	8	3
9	3	3	5	6	3	2	4	4	3	1	1	6	8	4	3	2	4	4	4	3	4	2
10 – very good	3	3	4	6	3	2	4	3	4	2	2	4	6	3	3	3	3	3	3	6	3	1
<b>MEAN</b>	<b>5.7</b>	<b>6.0</b>	<b>6.3</b>	<b>6.3</b>	<b>6.2</b>	<b>6.3</b>	<b>5.6</b>	<b>5.6</b>	<b>6.4</b>	<b>4.7</b>	<b>5.2</b>	<b>6.1</b>	<b>6.9</b>	<b>5.9</b>	<b>5.7</b>	<b>5.7</b>	<b>6.0</b>	<b>5.6</b>	<b>6.0</b>	<b>6.1</b>	<b>5.8</b>	<b>5.2</b>
Don't know	54	57	51	43	57	60	55	51	57	57	63	50	40	53	56	45	54	57	55	57	54	61
<b>At a public event</b>																						
0 – very poor	4	3	4	4	3	0	7	5	3	6	4	4	2	3	5	3	4	4	4	5	4	2
1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1
2	1	2	1	2	1	1	1	1	2	2	1	1	2	2	1	2	1	4	1	0	1	3
3	2	1	2	2	2	2	1	2	1	1	2	3	1	2	1	2	2	2	2	1	2	1
4	2	1	2	2	3	0	2	2	2	2	1	1	3	1	3	4	2	2	1	2	2	2
5	6	5	6	5	6	8	5	6	5	6	6	6	5	6	5	9	5	5	5	3	5	9
6	4	4	3	3	3	2	5	4	3	6	4	2	4	4	3	5	4	3	4	4	4	6
7	4	5	4	5	4	6	3	5	4	7	5	3	3	4	6	3	4	5	6	5	4	7
8	4	4	5	4	6	4	5	5	3	7	3	4	5	4	4	5	6	3	4	2	4	3
9	2	2	2	3	1	1	1	2	2	3	1	2	3	2	2	2	2	1	4	1	2	0
10 – very good	4	4	4	3	4	3	5	4	3	5	2	5	4	4	3	2	3	4	4	5	4	0
<b>MEAN</b>	<b>5.6</b>	<b>5.8</b>	<b>5.6</b>	<b>5.5</b>	<b>5.7</b>	<b>6.4</b>	<b>5.3</b>	<b>5.5</b>	<b>5.5</b>	<b>5.7</b>	<b>5.2</b>	<b>5.6</b>	<b>6.0</b>	<b>5.7</b>	<b>5.5</b>	<b>5.3</b>	<b>5.6</b>	<b>5.1</b>	<b>5.9</b>	<b>5.7</b>	<b>5.6</b>	<b>5.1</b>
Don't know	67	69	67	66	67	72	66	62	71	56	70	67	67	67	67	63	68	67	65	72	67	66

Fieldwork: 22nd - 26th July 2016

		How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
		Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know	
<b>Weighted Sample</b>		<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>		<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Radio</b>	0 – very poor	4	4	3	6	4	0	2	0	1	1	4	0	3	0	8	2
	1	1	1	1	1	0	0	1	0	1	3	2	1	1	4	1	0
	2	2	2	3	3	0	0	2	2	2	4	1	2	2	19	3	1
	3	2	3	2	1	3	0	2	1	2	5	3	3	1	5	2	2
	4	3	3	3	2	1	0	3	3	3	1	6	3	4	2	2	3
	5	7	8	7	6	8	3	7	11	8	7	7	7	8	2	7	6
	6	5	5	6	3	3	0	4	8	5	6	8	4	10	0	4	4
	7	5	6	6	2	1	0	6	18	7	6	5	9	11	4	2	5
	8	6	8	5	5	2	0	9	25	12	7	13	11	9	6	2	3
	9	2	4	3	0	0	0	4	12	7	2	4	6	5	8	1	1
	10 – very good	3	6	2	1	1	7	5	17	9	11	8	7	5	12	0	1
	<b>MEAN</b>	<b>5.5</b>	<b>6.0</b>	<b>5.5</b>	<b>4.3</b>	<b>4.5</b>	<b>8.5</b>	<b>6.3</b>	<b>7.5</b>	<b>6.9</b>	<b>6.2</b>	<b>6.1</b>	<b>6.8</b>	<b>6.2</b>	<b>5.5</b>	<b>3.7</b>	<b>5.4</b>
	Don't know	60	50	59	70	75	90	54	3	44	47	40	47	41	38	68	73
<b>Newspaper</b>	0 – very poor	4	3	4	5	4	0	1	1	0	0	3	1	2	0	8	2
	1	1	1	1	0	0	0	0	0	0	1	1	0	0	0	1	1
	2	2	3	1	2	1	0	1	1	0	2	2	1	2	8	3	1
	3	2	2	2	1	2	0	2	0	0	2	0	2	2	0	2	2
	4	3	3	3	1	2	0	2	3	1	2	4	2	3	2	2	3
	5	8	10	7	8	8	3	9	9	9	12	12	9	12	17	7	7
	6	5	6	5	4	4	7	7	8	9	4	8	8	9	8	2	3
	7	7	9	7	8	2	5	10	15	18	5	14	12	10	8	3	7
	8	8	10	8	5	6	0	12	13	28	18	15	11	12	21	2	4
	9	3	5	4	1	0	0	6	9	16	10	8	6	8	12	1	2
	10 – very good	3	7	2	2	0	6	7	9	15	9	7	8	6	8	0	1
	<b>MEAN</b>	<b>5.7</b>	<b>6.3</b>	<b>5.8</b>	<b>5.4</b>	<b>4.9</b>	<b>7.2</b>	<b>6.9</b>	<b>7.2</b>	<b>7.8</b>	<b>7.1</b>	<b>6.6</b>	<b>6.9</b>	<b>6.6</b>	<b>6.8</b>	<b>3.7</b>	<b>5.5</b>
	Don't know	54	40	56	63	71	79	40	33	4	35	27	40	35	15	68	68
<b>At a public event</b>	0 – very poor	4	4	3	5	5	0	2	3	1	0	3	0	1	0	7	2
	1	1	1	1	0	0	0	1	1	1	0	2	0	0	10	1	1
	2	1	1	1	2	0	0	2	1	1	1	1	0	1	0	2	1
	3	2	2	2	1	1	0	1	0	1	0	3	2	1	0	2	1
	4	2	2	2	1	0	0	2	3	1	0	3	1	3	2	2	2
	5	6	5	5	5	8	3	5	3	4	4	9	4	6	5	6	6
	6	4	4	5	1	3	0	4	4	4	6	4	4	7	2	4	2
	7	4	6	5	2	0	0	6	5	3	15	4	4	11	6	3	3
	8	4	6	4	4	4	0	6	8	7	18	12	7	9	2	2	4
	9	2	3	2	1	0	0	2	2	2	9	4	3	4	4	2	2
	10 – very good	4	6	3	2	1	0	6	4	8	38	9	8	8	17	0	2
	<b>MEAN</b>	<b>5.6</b>	<b>6.1</b>	<b>5.7</b>	<b>4.9</b>	<b>4.7</b>	<b>5.0</b>	<b>6.3</b>	<b>6.2</b>	<b>6.9</b>	<b>8.4</b>	<b>6.4</b>	<b>7.4</b>	<b>6.9</b>	<b>6.6</b>	<b>4.1</b>	<b>5.7</b>
	Don't know	67	58	67	76	79	97	64	66	66	8	46	63	50	52	71	75

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>At a museum</b>																						
0 – very poor	3	2	3	4	2	0	6	4	2	5	3	4	1	3	3	3	3	3	3	1	3	2
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	1	1	1	2	1	1	0	1	1	3	0	2	1	1	1	0	1	3	1	1	1	1
3	1	1	1	2	1	2	2	2	1	0	1	2	1	1	1	0	2	2	1	1	1	3
4	2	1	2	1	2	1	2	2	1	1	2	1	2	2	1	5	1	1	2	1	2	3
5	4	4	4	4	4	6	3	4	4	3	4	5	4	4	3	3	5	4	3	2	4	4
6	3	2	3	2	3	2	4	4	2	4	3	2	3	4	2	5	2	2	3	4	3	10
7	5	4	4	4	5	6	3	4	5	7	5	4	3	4	5	5	4	4	6	3	4	6
8	5	6	4	5	5	5	3	6	4	8	4	5	5	6	4	6	6	4	5	3	5	5
9	3	4	3	3	3	5	3	4	3	4	3	3	4	2	5	2	3	4	4	3	4	0
10 – very good	5	5	7	6	5	4	6	6	5	6	5	6	5	5	6	9	5	5	4	4	5	5
<b>MEAN</b>	<b>6.3</b>	<b>6.8</b>	<b>6.5</b>	<b>6.1</b>	<b>6.5</b>	<b>6.9</b>	<b>5.8</b>	<b>6.3</b>	<b>6.6</b>	<b>6.3</b>	<b>6.4</b>	<b>6.1</b>	<b>6.8</b>	<b>6.3</b>	<b>6.7</b>	<b>6.7</b>	<b>6.3</b>	<b>6.1</b>	<b>6.4</b>	<b>6.7</b>	<b>6.4</b>	<b>6.0</b>
Don't know	68	69	69	68	69	68	69	63	72	58	68	68	71	68	68	61	67	68	69	76	68	62
<b>Online</b>																						
0 – very poor	4	3	5	4	4	1	7	5	3	3	4	5	3	3	4	3	4	3	4	2	4	2
1	1	1	1	2	1	1	1	1	1	2	1	1	1	1	1	0	1	2	0	2	1	0
2	2	1	2	2	2	1	2	3	1	3	1	2	3	2	2	2	2	4	1	1	2	1
3	2	2	2	2	1	1	3	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2
4	2	2	3	3	1	3	3	3	2	2	2	3	3	2	2	1	2	4	2	2	2	0
5	7	7	6	6	7	6	7	7	7	6	7	6	7	7	7	9	8	5	7	4	6	12
6	4	5	4	4	5	5	5	6	3	9	4	3	5	5	3	8	4	4	4	5	4	7
7	7	7	6	7	7	5	6	9	6	9	9	6	5	8	7	4	7	7	9	9	7	6
8	6	7	5	6	6	8	4	7	5	6	8	6	3	6	5	8	6	5	5	5	6	7
9	3	3	3	4	2	1	4	3	2	2	2	4	3	3	2	3	2	2	4	2	3	2
10 – very good	3	3	4	4	3	4	2	3	3	4	3	3	3	3	4	6	2	3	2	5	3	7
<b>MEAN</b>	<b>5.7</b>	<b>6.0</b>	<b>5.5</b>	<b>5.7</b>	<b>5.7</b>	<b>6.3</b>	<b>5.0</b>	<b>5.6</b>	<b>5.7</b>	<b>5.7</b>	<b>5.8</b>	<b>5.5</b>	<b>5.4</b>	<b>5.8</b>	<b>5.6</b>	<b>6.2</b>	<b>5.5</b>	<b>5.3</b>	<b>5.9</b>	<b>6.2</b>	<b>5.7</b>	<b>6.4</b>
Don't know	59	60	58	57	62	65	57	51	66	52	59	59	62	58	60	51	60	59	58	63	59	55
<b>Word of mouth</b>																						
0 – very poor	6	5	7	5	6	1	10	7	5	7	6	7	5	5	6	7	6	6	5	5	6	6
1	1	1	1	2	1	2	2	1	1	2	1	1	1	1	2	0	1	2	1	1	1	1
2	4	4	4	4	2	3	4	5	3	9	3	3	4	5	3	6	4	4	3	2	4	5
3	3	3	2	4	2	3	3	4	2	1	3	4	3	2	4	4	2	3	4	0	3	1
4	3	3	3	3	3	2	2	3	3	5	3	2	3	3	2	3	3	3	2	5	3	1
5	8	6	9	7	7	12	8	8	7	8	8	6	9	8	7	9	7	9	8	5	8	6
6	5	6	5	5	4	7	3	5	5	5	4	5	5	5	5	4	5	3	5	10	4	8
7	4	5	5	5	4	5	7	4	4	5	4	5	4	4	4	3	4	3	6	4	4	2
8	4	3	4	5	3	2	4	5	3	5	3	5	4	3	5	4	4	3	4	3	4	2
9	2	2	3	3	2	3	4	2	2	0	2	3	3	2	2	3	2	2	3	0	2	2
10 – very good	2	2	3	2	3	4	1	1	3	1	1	3	3	2	2	2	1	2	2	3	2	0
<b>MEAN</b>	<b>4.7</b>	<b>4.8</b>	<b>4.9</b>	<b>4.9</b>	<b>4.9</b>	<b>5.6</b>	<b>4.4</b>	<b>4.5</b>	<b>5.0</b>	<b>4.1</b>	<b>4.5</b>	<b>5.0</b>	<b>5.0</b>	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>	<b>4.6</b>	<b>4.4</b>	<b>5.1</b>	<b>5.1</b>	<b>4.7</b>	<b>4.2</b>
Don't know	59	60	56	56	61	55	54	54	63	52	63	56	55	59	58	56	60	58	58	62	58	64

Fieldwork: 22nd - 26th July 2016

		How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
		Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know	
<b>Weighted Sample</b>		<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>		<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>At a museum</b>																	
	0 – very poor	3	3	3	3	4	0	2	2	1	0	0	1	0	0	6	2
	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	1	1	1	1	0	0	1	0	1	0	0	0	0	3	2	0
	3	1	2	1	2	1	0	1	1	2	3	2	1	1	5	2	1
	4	2	2	2	1	0	0	1	1	1	2	0	1	3	5	2	1
	5	4	4	4	3	6	3	4	3	2	5	6	3	5	6	5	3
	6	3	4	4	1	1	0	2	4	2	2	11	3	5	0	3	3
	7	5	5	5	3	0	7	4	5	3	10	8	5	9	3	4	4
	8	5	7	5	4	4	0	5	7	6	10	17	5	5	10	3	6
	9	3	6	3	1	2	5	4	4	4	4	15	5	10	8	1	2
	10 – very good	5	9	5	1	5	0	7	10	11	12	40	14	11	12	3	2
	<b>MEAN</b>	<b>6.3</b>	<b>6.9</b>	<b>6.3</b>	<b>5.3</b>	<b>6.0</b>	<b>7.3</b>	<b>6.9</b>	<b>7.4</b>	<b>7.5</b>	<b>7.5</b>	<b>8.3</b>	<b>7.9</b>	<b>7.6</b>	<b>7.0</b>	<b>4.9</b>	<b>6.4</b>
	Don't know	68	55	68	79	77	85	68	62	66	53	0	62	53	49	69	77
<b>Online</b>																	
	0 – very poor	4	4	3	5	4	0	2	2	2	2	2	0	1	3	7	3
	1	1	2	1	0	0	0	1	1	0	3	3	0	0	0	2	0
	2	2	3	2	2	1	0	2	0	2	1	1	0	0	5	3	1
	3	2	3	2	2	1	0	2	3	2	4	3	1	2	0	2	1
	4	2	1	3	2	0	0	2	3	2	2	4	3	4	9	1	4
	5	7	7	7	5	8	3	7	8	6	2	11	9	10	10	6	6
	6	4	5	5	2	6	0	5	8	5	9	4	11	6	6	4	1
	7	7	9	8	6	0	5	8	8	7	9	7	17	14	19	5	6
	8	6	10	5	4	3	7	7	13	11	10	9	25	9	7	3	1
	9	3	4	3	0	0	0	4	6	6	4	5	9	7	7	1	2
	10 – very good	3	7	2	1	2	0	4	5	5	8	10	14	6	6	2	3
	<b>MEAN</b>	<b>5.7</b>	<b>6.1</b>	<b>5.6</b>	<b>4.8</b>	<b>5.0</b>	<b>7.1</b>	<b>6.2</b>	<b>6.6</b>	<b>6.6</b>	<b>6.4</b>	<b>6.4</b>	<b>7.4</b>	<b>6.8</b>	<b>6.2</b>	<b>4.4</b>	<b>5.5</b>
	Don't know	59	45	58	72	76	85	55	45	53	47	39	10	40	28	67	72
<b>Word of mouth</b>																	
	0 – very poor	6	5	6	7	7	0	5	4	4	1	0	3	0	5	9	4
	1	1	2	1	1	1	0	1	0	1	1	0	1	0	0	2	1
	2	4	5	3	5	2	0	4	4	3	8	5	5	4	13	4	3
	3	3	4	3	1	2	0	3	3	4	0	4	3	3	3	3	2
	4	3	4	3	1	3	0	4	3	4	2	4	5	3	2	2	2
	5	8	9	8	7	7	3	8	8	10	16	19	8	14	9	5	5
	6	5	6	5	3	1	7	5	7	8	5	8	9	15	1	2	4
	7	4	4	5	4	1	5	6	8	6	11	6	7	15	1	2	3
	8	4	6	3	2	2	0	6	7	6	9	8	6	14	5	1	1
	9	2	3	2	1	0	0	2	4	3	6	2	3	9	10	1	1
	10 – very good	2	4	2	0	0	0	3	4	4	10	7	6	9	10	1	0
	<b>MEAN</b>	<b>4.7</b>	<b>5.1</b>	<b>4.8</b>	<b>3.9</b>	<b>3.3</b>	<b>6.1</b>	<b>5.1</b>	<b>5.8</b>	<b>5.5</b>	<b>6.3</b>	<b>6.0</b>	<b>5.7</b>	<b>6.7</b>	<b>5.6</b>	<b>3.3</b>	<b>4.2</b>
	Don't know	59	49	58	68	74	85	53	46	49	30	38	46	12	41	68	74

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other
<b>Weighted Sample</b>	<b>2029</b>	<b>797</b>	<b>866</b>	<b>572</b>	<b>475</b>	<b>122</b>	<b>198</b>	<b>982</b>	<b>1047</b>	<b>235</b>	<b>866</b>	<b>501</b>	<b>426</b>	<b>1157</b>	<b>872</b>	<b>243</b>	<b>674</b>	<b>436</b>	<b>489</b>	<b>187</b>	<b>1892</b>	<b>118</b>
<b>Unweighted Sample</b>	<b>2029</b>	<b>932</b>	<b>885</b>	<b>598</b>	<b>510</b>	<b>134</b>	<b>205</b>	<b>884</b>	<b>1145</b>	<b>159</b>	<b>845</b>	<b>510</b>	<b>515</b>	<b>1239</b>	<b>790</b>	<b>224</b>	<b>690</b>	<b>426</b>	<b>500</b>	<b>189</b>	<b>1908</b>	<b>102</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Government/official sources**

0 – very poor	5	4	7	5	4	2	12	7	4	6	5	8	3	5	7	7	5	6	5	5	5	4
1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	2	0	1	0	1	1
2	3	3	3	3	3	2	2	3	3	5	3	3	2	4	2	3	2	5	3	2	3	3
3	3	3	3	3	2	2	4	4	3	4	4	3	3	3	3	5	3	4	3	3	3	2
4	3	3	3	4	3	5	3	4	2	5	2	4	4	4	3	4	3	3	4	2	3	1
5	7	6	7	7	7	9	7	8	7	7	7	6	9	7	8	7	8	7	7	5	7	8
6	4	3	4	3	3	4	4	5	3	5	3	3	5	4	4	5	3	2	4	5	3	7
7	4	5	3	4	5	4	4	4	4	3	4	5	3	4	4	6	4	2	5	3	4	4
8	3	4	3	5	3	1	3	4	3	4	3	2	5	3	3	3	3	4	4	1	3	2
9	1	1	2	2	1	1	0	1	1	1	1	1	2	1	2	3	1	1	1	1	1	3
10 – very good	2	2	2	2	2	3	2	2	1	2	1	2	2	1	2	2	1	2	1	1	2	1
<b>MEAN</b>	<b>4.7</b>	<b>4.9</b>	<b>4.5</b>	<b>4.9</b>	<b>4.9</b>	<b>5.1</b>	<b>3.8</b>	<b>4.5</b>	<b>4.6</b>	<b>4.3</b>	<b>4.4</b>	<b>4.2</b>	<b>5.2</b>	<b>4.4</b>	<b>4.6</b>	<b>4.7</b>	<b>4.5</b>	<b>4.3</b>	<b>4.7</b>	<b>4.4</b>	<b>4.6</b>	<b>5.0</b>
Don't know	63	66	61	60	66	66	58	57	69	58	67	62	60	64	62	55	64	64	62	70	63	64

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

Too much	2	3	2	2	3	2	2	3	2	2	2	3	3	2	3	3	2	1	3	6	2	2
Too little	37	35	44	42	37	31	46	39	36	39	34	42	38	39	35	39	40	39	35	27	38	25
About right	22	24	22	26	23	28	21	24	20	22	20	22	28	24	20	26	22	19	24	20	22	22
Don't know	38	37	32	30	37	39	31	33	42	38	43	34	32	34	43	32	36	40	38	47	37	50

**In print media (newspapers, magazines)**

Too much	2	3	2	1	3	2	2	3	2	3	2	2	3	2	2	1	2	2	3	3	2	1
Too little	24	22	26	26	22	18	29	23	24	31	26	21	18	25	22	31	24	23	23	18	24	17
About right	35	38	37	44	37	36	32	37	33	30	26	41	50	39	30	38	37	31	37	32	35	35
Don't know	39	37	35	28	38	45	37	36	41	36	46	36	28	34	45	30	38	44	37	47	38	48

**In broadcast media (TV, radio)**

Too much	4	5	3	3	5	5	3	4	4	2	3	5	5	4	4	2	3	5	4	7	4	3
Too little	25	22	28	28	23	17	32	26	23	31	26	24	19	26	23	28	26	25	24	17	25	14
About right	44	48	45	51	46	57	43	46	42	36	33	50	63	48	39	47	45	42	44	43	44	41
Don't know	27	24	23	18	26	20	21	24	31	30	37	21	13	23	34	23	25	29	29	34	26	42

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

I am hoping to learn more during the rest of the centenary between now and 2018	51	53	53	58	53	55	57	52	49	48	49	53	52	56	44	53	53	51	49	48	52	39
I feel that I have learned all I need to know about the First World War	15	16	15	16	15	17	14	16	13	9	11	18	22	14	15	13	15	14	14	15	15	7
Neither	26	25	26	21	25	25	24	25	28	33	27	24	23	24	29	27	25	23	28	33	26	35
Don't know	8	6	6	5	7	3	5	7	10	10	13	5	3	6	12	7	7	12	9	4	8	19

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Government/official sources</b>																
0 – very poor	5	7	5	7	4	0	4	4	4	5	3	2	3	3	10	3
1	1	1	1	1	2	0	1	1	1	1	3	1	1	0	1	0
2	3	5	3	2	2	0	3	3	3	3	3	4	3	12	3	1
3	3	5	3	3	2	0	4	5	3	8	5	3	4	5	3	2
4	3	3	4	1	2	0	5	5	4	4	6	6	9	6	1	2
5	7	8	7	5	7	3	6	7	6	4	15	9	8	14	7	8
6	4	5	4	2	1	7	4	4	5	5	3	3	10	2	2	2
7	4	5	4	3	1	5	5	7	7	9	7	10	5	12	3	1
8	3	5	3	3	1	0	6	4	9	6	7	5	6	15	2	1
9	1	2	1	1	2	0	1	2	2	1	4	1	3	17	1	2
10 – very good	2	3	1	0	0	0	2	2	2	8	5	2	2	11	1	2
<b>MEAN</b>	<b>4.7</b>	<b>4.7</b>	<b>4.5</b>	<b>3.9</b>	<b>3.9</b>	<b>6.1</b>	<b>5.0</b>	<b>5.0</b>	<b>5.5</b>	<b>5.5</b>	<b>5.4</b>	<b>5.3</b>	<b>5.3</b>	<b>6.3</b>	<b>3.6</b>	<b>5.0</b>
Don't know	63	52	63	73	76	85	59	55	55	46	38	54	46	5	67	73

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

Too much	2	2	2	3	4	0	2	3	3	3	3	1	2	9	3	2
Too little	37	44	39	32	15	13	43	42	42	40	42	43	49	35	36	24
About right	22	31	21	16	15	7	26	28	31	34	34	29	27	49	15	23
Don't know	38	23	37	49	66	80	28	27	24	23	21	27	21	7	46	52

In print media (newspapers, magazines)

Too much	2	2	2	2	3	0	3	3	3	0	2	1	1	6	2	2
Too little	24	25	25	23	11	7	21	17	14	20	24	21	27	27	31	14
About right	35	46	35	28	20	18	47	56	76	50	57	53	48	54	18	34
Don't know	39	26	39	46	65	75	29	24	8	30	17	25	24	13	49	50

In broadcast media (TV, radio)

Too much	4	4	4	4	3	0	5	6	4	4	3	1	5	6	3	4
Too little	25	27	26	24	13	7	20	19	16	20	20	25	25	17	33	16
About right	44	56	44	36	22	22	67	68	74	65	71	61	58	66	19	37
Don't know	27	14	26	36	63	70	7	6	6	11	7	13	12	11	46	43

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

I am hoping to learn more during the rest of the centenary between now and 2018	51	68	53	36	12	6	62	69	64	80	77	67	75	74	40	34
I feel that I have learned all I need to know about the First World War	15	14	14	18	12	7	16	16	20	5	8	13	9	8	13	14
Neither	26	15	26	35	49	36	17	14	15	13	12	15	16	18	36	33
Don't know	8	3	7	11	27	52	4	1	1	3	3	4	1	0	10	19

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity		
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other	
<b>Weighted Sample 2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118	
<b>Unweighted Sample 2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How knowledgeable, if at all, would you say you are about the First World War that took place from 1914 to 1918?

Very knowledgeable	2	2	2	2	4	1	1	4	1	5	2	3	1	3	2	5	2	3	2	3	2	2
Fairly knowledgeable	36	40	37	40	41	43	38	44	28	33	29	41	45	40	30	38	36	37	33	37	36	26
<b>TOTAL KNOWLEDGEABLE</b>	<b>38</b>	<b>42</b>	<b>39</b>	<b>42</b>	<b>45</b>	<b>44</b>	<b>39</b>	<b>48</b>	<b>29</b>	<b>38</b>	<b>31</b>	<b>44</b>	<b>46</b>	<b>43</b>	<b>32</b>	<b>43</b>	<b>38</b>	<b>40</b>	<b>35</b>	<b>40</b>	<b>38</b>	<b>28</b>
Not very knowledgeable	43	41	44	42	41	47	46	39	46	39	42	44	45	42	43	40	44	40	45	39	43	45
Not at all knowledgeable	14	13	14	12	12	9	13	9	20	20	18	11	7	12	17	13	14	14	13	21	14	16
<b>TOTAL NOT KNOWLEDGEABLE</b>	<b>57</b>	<b>54</b>	<b>58</b>	<b>54</b>	<b>53</b>	<b>56</b>	<b>59</b>	<b>48</b>	<b>66</b>	<b>59</b>	<b>60</b>	<b>55</b>	<b>52</b>	<b>54</b>	<b>60</b>	<b>53</b>	<b>58</b>	<b>54</b>	<b>58</b>	<b>60</b>	<b>57</b>	<b>61</b>
Don't know	5	3	3	4	2	0	2	4	6	4	9	1	2	3	8	4	4	7	6	1	5	10

Do you feel that World War One is relevant to you?

Yes, I do	57	59	61	62	62	66	66	58	55	43	54	61	65	61	50	53	57	59	57	56	59	28
No, I don't	26	26	24	24	25	19	23	28	25	34	24	27	25	25	28	29	25	26	25	32	25	46
Don't know	17	15	15	15	13	15	11	14	20	23	22	12	10	14	21	19	18	16	19	12	17	25

In which, if any, of the following ways has World War One become relevant to you? (Please select all that apply)

[Asked to those who felt World War One was personally relevant; n=1219]

Because of its impact on the society we live in today	74	76	72	71	78	81	68	74	73	77	77	70	70	74	73	78	75	66	75	78	74	71
Through a family connection (e.g. grandparent/ relative fought/ was involved in the war)	49	47	56	57	51	55	52	48	51	45	37	59	60	49	50	43	53	49	51	38	50	38
Through books, films, TV, internet, art and culture that I have read/ seen	43	44	39	45	43	35	36	50	36	61	43	42	38	47	37	52	41	42	42	46	43	55
Because of where I live	10	10	10	9	10	7	11	13	7	21	11	9	8	11	10	9	11	10	10	15	10	22
Other	7	8	6	5	7	7	6	8	6	11	8	7	5	8	6	11	7	6	4	13	7	10
None of these	2	2	2	1	1	1	3	2	2	3	3	0	1	1	2	1	2	2	1	1	2	2
Don't Know	1	1	0	0	2	0	1	1	1	2	1	1	0	1	1	2	1	1	0	1	1	2

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How knowledgeable, if at all, would you say you are about the First World War that took place from 1914 to 1918?

Very knowledgeable	<b>2</b>	7	1	0	0	0	4	4	4	9	10	5	4	19	1	1
Fairly knowledgeable	<b>36</b>	63	35	12	4	0	50	57	58	51	61	52	57	63	20	28
<b>TOTAL KNOWLEDGEABLE</b>	<b>38</b>	<b>70</b>	<b>36</b>	<b>12</b>	<b>4</b>	<b>0</b>	<b>54</b>	<b>61</b>	<b>62</b>	<b>60</b>	<b>71</b>	<b>57</b>	<b>61</b>	<b>82</b>	<b>21</b>	<b>29</b>
Not very knowledgeable	<b>43</b>	23	51	53	30	19	39	37	32	39	26	36	35	18	46	42
Not at all knowledgeable	<b>14</b>	4	9	31	47	13	6	2	5	1	0	5	4	0	27	15
<b>TOTAL NOT KNOWLEDGEABLE</b>	<b>57</b>	<b>27</b>	<b>60</b>	<b>84</b>	<b>77</b>	<b>32</b>	<b>45</b>	<b>39</b>	<b>37</b>	<b>40</b>	<b>26</b>	<b>41</b>	<b>39</b>	<b>18</b>	<b>73</b>	<b>57</b>
Don't know	<b>5</b>	3	3	4	19	69	1	0	0	0	3	1	1	0	7	14

Do you feel that World War One is relevant to you?

Yes, I do	<b>57</b>	76	60	38	14	12	70	79	71	80	81	81	82	85	42	43
No, I don't	<b>26</b>	14	24	37	63	8	19	14	22	9	12	12	9	11	37	28
Don't know	<b>17</b>	10	16	25	23	80	11	6	6	11	7	8	9	4	22	28

In which, if any, of the following ways has World War One become relevant to you? (Please select all that apply)

[Asked to those who felt World War One was personally relevant; n=1219]

Because of its impact on the society we live in today	<b>74</b>	76	72	72	71	100	75	76	76	79	72	77	77	86	71	72
Through a family connection (e.g. grandparent/ relative fought/ was involved in the war)	<b>49</b>	55	48	41	47	54	55	58	62	57	62	56	64	58	38	45
Through books, films, TV, internet, art and culture that I have read/ seen	<b>43</b>	59	38	24	5	0	51	58	59	62	56	67	58	62	28	29
Because of where I live	<b>10</b>	14	8	9	8	0	12	16	13	21	13	17	18	22	6	10
Other	<b>7</b>	10	6	6	2	0	8	8	11	14	17	11	14	19	5	7
None of these	<b>2</b>	1	2	3	6	0	1	0	0	1	2	0	1	0	4	1
Don't Know	<b>1</b>	1	1	2	0	0	0	0	0	0	1	0	0	0	1	4

Fieldwork: 22nd - 26th July 2016

	EU Ref Vote		Vote in 2015				Gender		Age				Social Grade		Region					Ethnicity			
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	White	Other	
<b>Weighted Sample</b>	<b>2029</b>	797	866	572	475	122	198	982	1047	235	866	501	426	1157	872	243	674	436	489	187	1892	118	
<b>Unweighted Sample</b>	<b>2029</b>	932	885	598	510	134	205	884	1145	159	845	510	515	1239	790	224	690	426	500	189	1908	102	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following question, by "cultural commemorations", we mean exhibitions, events and activities taking place across the UK from 2014 to 2018 to commemorate the centenary (i.e. 100 year anniversary) of World War One.

Which ONE, if any, of the following organisations do you think is responsible for LEADING the cultural commemorations of the First World War Centenary in 2016?

Arts Council England/ Wales/ Scotland/ Ireland	1	2	0	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2
BBC	6	6	6	6	4	5	9	7	4	7	5	5	7	6	5	6	5	6	6	4	6	5
The Royal British Legion	16	14	22	20	15	18	23	17	16	13	12	19	24	17	15	17	17	16	16	12	17	7
The British Library/ Europeana	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Commonwealth War Graves Commission	3	2	4	3	2	3	6	3	2	1	2	3	6	3	3	3	3	3	2	2	3	1
Government - Ministry of Defence	6	6	6	5	9	3	6	7	5	4	7	6	5	6	6	5	7	5	5	6	6	5
Government - Department of Culture, Media and Sport	8	14	4	9	10	15	2	10	6	10	9	7	5	10	6	14	7	6	6	12	8	7
Imperial War Museums (IWM)	7	6	7	7	8	5	6	6	7	4	6	8	9	7	6	10	7	5	7	5	7	9
14-18 NOW (WW1 Centenary Art Commissions)	3	3	4	4	4	5	3	3	4	3	3	3	5	4	2	2	4	3	4	3	4	3
None of these	2	2	2	2	1	0	1	3	2	6	3	1	1	2	2	3	2	2	2	3	2	6
Don't know	34	34	30	29	31	32	28	32	35	35	37	34	25	32	36	29	31	39	33	37	34	35
Not sure	14	13	15	14	13	12	17	11	18	15	15	14	12	12	18	8	16	14	16	13	14	18

The First World War Centenary has inspired exhibitions, events and activities taking place across the UK from 2014 to 2018, to commemorate the First World War. Have you already taken part in, or intend to take part in a First World War related activity before the end of 2018 (Please select the option that best applies)

I have already done this and plan to do again before the end of 2018	6	7	6	7	7	7	5	5	6	4	4	7	7	7	3	4	6	6	5	4	6	3
I have already done this and do not plan to do again before the end of 2018	2	3	2	3	3	2	2	2	2	1	2	3	3	3	1	3	2	1	2	4	2	5
I have not already done this but plan to do this before the end of 2018	10	11	9	13	11	15	7	10	9	6	11	10	8	11	9	17	9	8	9	7	10	10
I am not planning to do this, but would consider doing it before the end of 2018	26	30	28	31	26	31	24	25	27	32	24	26	28	30	22	22	28	26	27	28	27	19
I haven't done this, and I am not planning to/ considering doing it before the end of 2018	37	36	37	32	36	34	40	39	35	29	34	39	44	35	40	36	37	35	36	43	37	33
Not sure	19	14	18	14	16	10	22	18	21	28	24	15	10	15	25	18	18	23	20	14	19	30

Fieldwork: 22nd - 26th July 2016

	How interested, if at all, in History are you?					In the last month, where have you seen information about the centenary of the First World War?										
	Total	Very interested	Fairly interested	Not very interested	Not at all interested	Don't know	TV	Radio	Newspaper	At a public event	At a museum	Online	Word of mouth	Government/ official sources	None of these	Don't know
<b>Weighted Sample</b>	<b>2029</b>	521	1001	354	139	15	752	212	298	82	92	217	258	36	655	324
<b>Unweighted Sample</b>	<b>2029</b>	530	1037	342	106	14	823	236	340	89	103	222	270	40	589	319
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following question, by "cultural commemorations", we mean exhibitions, events and activities taking place across the UK from 2014 to 2018 to commemorate the centenary (i.e. 100 year anniversary) of World War One.

Which ONE, if any, of the following organisations do you think is responsible for LEADING the cultural commemorations of the First World War Centenary in 2016?

Arts Council England/ Wales/ Scotland/ Ireland	1	1	1	0	0	1	1	1	3	2	1	1	4	0	0
BBC	6	8	6	3	2	9	9	7	5	4	7	7	6	4	3
The Royal British Legion	16	19	17	13	6	22	18	23	25	18	18	23	25	11	11
The British Library/ Europeana	0	1	0	0	0	0	1	0	0	1	0	1	0	0	0
Commonwealth War Graves Commission	3	3	3	2	1	3	3	4	8	5	3	3	1	2	3
Government - Ministry of Defence	6	7	6	6	2	7	6	8	4	3	4	5	8	6	4
Government - Department of Culture, Media and Sport	8	11	9	4	4	10	12	9	14	17	13	15	17	5	5
Imperial War Museums (IWM)	7	10	7	3	2	8	9	10	15	14	11	9	10	4	5
14-18 NOW (WW1 Centenary Art Commissions)	3	5	3	4	0	4	6	5	6	6	6	5	4	3	3
None of these	2	2	1	4	7	1	2	1	0	1	0	1	0	4	1
Don't know	34	24	33	42	54	23	25	23	14	17	28	23	14	45	40
Not sure	14	10	14	17	22	10	9	9	7	13	7	8	11	16	25

The First World War Centenary has inspired exhibitions, events and activities taking place across the UK from 2014 to 2018, to commemorate the First World War. Have you already taken part in, or intend to take part in a First World War related activity before the end of 2018 (Please select the option that best applies)

I have already done this and plan to do again before the end of 2018	6	12	5	0	1	9	10	10	29	36	11	17	29	1	3
I have already done this and do not plan to do again before the end of 2018	2	4	2	1	1	3	3	4	11	9	5	6	5	1	1
I have not already done this but plan to do this before the end of 2018	10	14	10	5	2	14	17	19	14	12	18	19	20	6	5
I am not planning to do this, but would consider doing it before the end of 2018	26	34	27	20	10	32	36	32	28	18	34	30	24	23	17
I haven't done this, and I am not planning to/ considering doing it before the end of 2018	37	24	36	53	50	33	27	31	12	14	22	21	14	45	36
Not sure	19	13	19	20	36	9	7	3	6	11	9	7	8	25	38