

YouGov / British Future Survey Results

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	22-26 July 2016	9-10 Dec 2018																		
How interested, if at all, in history are you?																				
Very interested	26	24	25	24	37	26	25	26	21	13	20	29	29	25	22	24	26	24	22	19
Fairly interested	49	53	58	54	53	55	54	54	52	48	50	56	57	55	51	47	55	54	52	53
TOTAL INTERESTED	75	77	83	78	90	81	79	80	73	61	70	85	86	80	73	71	81	78	74	72
Not very interested	17	15	14	14	7	14	14	13	17	23	18	10	12	13	18	16	13	14	18	19
Not at all interested	7	6	3	6	2	4	5	4	7	9	8	3	3	5	7	7	4	5	7	6
TOTAL NOT INTERESTED	24	21	17	20	9	18	19	17	24	32	26	13	15	18	25	23	17	19	25	25
Don't know	1	3	0	2	1	1	1	2	3	7	3	2	0	2	3	6	2	3	1	2
What year did World War One start?																				
1914	72	71	79	71	80	74	76	77	66	52	63	79	87	75	66	66	74	74	69	67
Another year	17	14	12	17	12	15	13	12	16	22	17	11	8	13	16	14	13	14	16	16
Don't know	11	14	10	13	8	11	11	10	18	26	20	9	4	11	18	20	13	12	15	17
What year did World War One end?																				
1918	67	70	80	69	77	74	75	76	65	56	59	79	87	74	65	67	72	74	66	69
Another year	19	15	11	17	14	13	14	14	15	18	19	13	6	14	16	11	15	13	17	16
Don't know	14	15	9	14	9	12	11	11	20	26	21	8	7	12	20	22	13	13	17	15

YouGov / British Future Survey Results

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	22-26 July 2016	9-10 Dec 2018															
How interested, if at all, in history are you?																	
Very interested	26	24	24	16	100	0	0	0	0	43	31	28	27	18	38	22	20
Fairly interested	49	53	54	40	0	100	0	0	0	50	59	47	59	54	53	55	44
TOTAL INTERESTED	75	77	78	56	100	100	0	0	0	93	90	75	86	72	91	77	64
Not very interested	17	15	14	23	0	0	100	0	0	6	6	17	11	20	6	16	17
Not at all interested	7	6	5	16	0	0	0	100	0	1	3	8	3	8	1	6	8
TOTAL NOT INTERESTED	24	21	19	39	0	0	100	100	0	7	9	25	14	28	7	22	25
Don't know	1	3	2	5	0	0	0	0	100	0	1	0	0	1	0	1	12
What year did World War One start?																	
1914	72	71	74	50	87	74	55	43	33	83	84	62	76	73	84	73	53
Another year	17	14	14	15	9	16	20	11	7	11	11	22	14	14	11	15	16
Don't know	11	14	12	35	4	10	25	46	60	6	5	16	10	12	5	12	32
What year did World War One end?																	
1918	67	70	73	42	83	74	56	38	33	82	82	59	75	72	82	72	51
Another year	19	15	14	21	12	15	19	14	3	9	11	25	14	15	10	15	16
Don't know	14	15	13	37	5	11	24	48	64	9	7	17	11	13	8	13	32

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

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

Australia

More than 1,000 troops did come from this country to fight for Britain during the First World War	64	66	74	65	80	70	71	73	58	44	55	80	81	68	63	57	69	67	63	65
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	11	11	8	13	9	11	9	10	12	21	15	6	4	11	11	16	9	9	13	10
Don't know	26	24	18	22	12	19	20	17	29	35	31	14	15	21	26	27	22	23	24	25

Canada

More than 1,000 troops did come from this country to fight for Britain during the First World War	61	64	73	61	80	67	70	72	56	46	53	77	78	67	60	56	67	63	64	66
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	12	12	8	16	7	13	8	9	14	21	16	7	4	12	11	15	11	11	11	11
Don't know	27	25	19	22	13	20	22	18	30	33	31	17	17	21	29	29	22	26	25	22

Kenya

More than 1,000 troops did come from this country to fight for Britain during the First World War	35	38	39	42	47	46	35	45	31	34	33	46	40	42	32	39	39	40	33	42
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	24	22	23	23	18	18	26	22	23	27	26	17	20	22	23	24	22	19	27	18
Don't know	41	40	38	35	35	35	39	34	45	39	41	37	41	36	44	37	39	42	41	40

Turkey

More than 1,000 troops did come from this country to fight for Britain during the First World War	13	18	14	21	23	22	15	20	15	19	20	19	13	19	16	20	16	18	17	22
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	44	40	44	42	37	39	44	45	35	40	38	42	40	42	37	37	41	37	42	39
Don't know	43	42	42	37	40	38	42	35	50	42	42	39	47	39	46	43	42	45	41	39

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

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

Australia

More than 1,000 troops did come from this country to fight for Britain during the First World War	64	66	67	45	85	69	47	30	6	77	82	66	72	66	79	68	45
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	11	11	11	20	7	12	14	12	9	11	12	20	11	11	12	11	8
Don't know	26	24	22	35	8	19	39	58	85	11	6	13	17	23	9	21	47

Canada

More than 1,000 troops did come from this country to fight for Britain during the First World War	61	64	66	44	82	68	44	30	8	78	82	66	69	63	80	65	46
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	12	12	11	24	8	12	17	10	5	12	12	19	14	11	12	12	9
Don't know	27	25	23	33	9	20	39	60	87	9	6	16	17	26	8	22	46

Kenya

More than 1,000 troops did come from this country to fight for Britain during the First World War	35	38	38	40	51	40	24	14	5	44	48	40	42	37	46	39	27
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	24	22	23	23	19	23	26	24	7	26	27	34	24	22	26	23	17
Don't know	41	40	40	37	30	37	50	62	88	30	25	26	35	41	28	38	56

Turkey

More than 1,000 troops did come from this country to fight for Britain during the First World War	13	18	18	17	21	19	17	5	5	20	24	29	20	18	22	19	10
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	44	40	41	36	51	40	32	29	9	49	49	40	45	38	49	40	30
Don't know	43	42	42	47	29	41	51	66	86	31	27	30	36	45	30	41	60

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Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
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India

More than 1,000 troops did come from this country to fight for Britain during the First World War	68	71	78	71	82	78	72	78	64	61	63	81	80	76	64	70	73	72	67	71
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	8	8	6	10	5	5	10	6	10	10	10	5	6	6	10	5	7	7	12	5
Don't know	24	21	16	19	13	17	19	16	27	29	27	15	14	18	26	25	20	21	21	24

And now thinking about the faith background of the soldiers who fought for Britain during the First World War. For each of the faiths below, please say whether you think more or less than 10,000 soldiers fought for Britain during the First World War?

Christian

There were more than 10,000 soldiers of this faith who fought for Britain during the First World War	79	83	84	84	84	81	82	76	74	74	84	85	83	74	73	81	79	79	78
There were NOT more than 10,000 soldiers of this faith who fought for Britain during the First World War	2	1	1	2	1	1	2	1	3	2	1	1	1	2	2	1	2	2	2
Don't know	19	16	15	15	14	18	16	23	23	24	15	15	16	24	26	17	20	19	20

Jewish

There were more than 10,000 soldiers of this faith who fought for Britain during the First World War	41	43	46	56	49	41	46	37	38	38	44	45	46	35	42	44	39	40	37
There were NOT more than 10,000 soldiers of this faith who fought for Britain during the First World War	20	19	21	12	19	20	20	20	25	21	21	15	20	20	20	19	18	22	24
Don't know	39	37	33	32	32	39	34	44	37	42	34	39	34	45	38	37	42	38	39

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Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
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India

More than 1,000 troops did come from this country to fight for Britain during the First World War	68	71	72	62	88	76	52	28	13	83	84	74	76	71	83	73	52
More than 1,000 troops did NOT come from this country to fight for Britain during the First World War	8	8	8	9	3	8	12	20	2	8	7	15	8	8	8	8	6
Don't know	24	21	20	29	9	17	36	52	85	9	9	11	16	21	9	19	42

And now thinking about the faith background of the soldiers who fought for Britain during the First World War. For each of the faiths below, please say whether you think more or less than 10,000 soldiers fought for Britain during the First World War?

Christian

There were more than 10,000 soldiers of this faith who fought for Britain during the First World War	79	80	69	93	84	64	45	15	92	94	83	88	79	93	82	55
There were NOT more than 10,000 soldiers of this faith who fought for Britain during the First World War	2	1	6	1	2	1	4	1	1	2	5	2	1	2	2	2
Don't know	19	19	25	6	14	35	51	84	7	4	12	10	20	6	16	44

Jewish

There were more than 10,000 soldiers of this faith who fought for Britain during the First World War	41	43	23	57	41	29	22	6	50	54	50	47	38	52	42	30
There were NOT more than 10,000 soldiers of this faith who fought for Britain during the First World War	20	19	40	18	22	21	13	5	21	25	30	20	22	23	22	11
Don't know	39	38	38	25	36	50	65	89	29	21	20	33	40	26	36	59

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		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure	
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343		
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Hindu																	
There were more than 10,000 soldiers of this faith who fought for Britain during the First World War	46	46	43	64	47	29	24	5	56	65	40	51	45	60	47	31	
There were NOT more than 10,000 soldiers of this faith who fought for Britain during the First World War	18	18	24	15	20	20	13	5	20	14	40	20	16	18	19	13	
Don't know	36	36	33	22	33	51	63	90	24	21	20	30	38	23	34	56	
Muslim																	
There were more than 10,000 soldiers of this faith who fought for Britain during the First World War	38	39	34	51	39	28	16	4	45	53	35	42	37	48	38	28	
There were NOT more than 10,000 soldiers of this faith who fought for Britain during the First World War	24	23	31	23	25	25	23	7	26	23	47	27	24	25	26	15	
Don't know	38	37	35	26	36	48	60	89	29	25	18	31	40	27	35	57	
Sikh																	
There were more than 10,000 soldiers of this faith who fought for Britain during the First World War	48	49	42	67	48	34	21	5	63	58	52	52	48	61	49	31	
There were NOT more than 10,000 soldiers of this faith who fought for Britain during the First World War	18	17	20	13	21	17	17	6	19	20	30	20	17	20	19	13	
Don't know	34	34	37	19	31	48	62	89	18	22	18	28	35	20	32	56	
	22-26	9-10															
	July	Dec															
	2016	2018															
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	23	38	39	25	50	39	29	19	9	73	57	64	47	24	67	35	30
Commemorating the First World War has not helped to bring people together in my local area	45	30	30	29	26	29	36	42	5	13	22	18	26	43	17	36	16
Don't know	32	32	31	46	24	32	35	39	86	14	21	18	27	32	17	30	55

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Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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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	43	51	60	47	52	50	55	47	54	49	48	53	55	54	46	40	56	52	51	41
Commemorating the First World War has not helped to bring people in Britain together	32	23	19	29	24	25	24	28	19	22	23	26	22	23	24	27	20	24	24	31
Don't know	25	26	21	24	24	25	21	25	27	29	29	21	23	23	30	34	24	24	25	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 make 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	20	24	28	24	28	27	25	22	26	20	24	27	23	25	22	19	24	29	23	18
Has made me LESS likely to find out more about the involvement of my family or local community in the First World War	1	2	1	2	1	1	2	2	2	4	2	2	1	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	24	21	16	21	17	20	20	21	20	27	23	18	16	20	22	24	19	20	18	30
Has made no difference, I was interested in the First World War before the centenary and still am	40	39	46	39	46	41	42	43	36	26	32	44	53	41	37	36	42	38	39	38
Don't know	15	14	10	14	8	11	11	13	16	24	19	9	6	12	17	18	13	12	17	14

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	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

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	43	51	53	33	59	54	43	24	6	81	62	68	67	37	73	49	38
Commemorating the First World War has not helped to bring people in Britain together	32	23	23	29	24	23	23	32	6	11	22	24	15	36	15	28	11
Don't know	25	26	24	38	18	22	34	45	87	8	16	9	18	27	11	23	51

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 make 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	20	24	25	16	34	25	13	5	8	50	29	51	34	11	42	21	21
Has made me LESS likely to find out more about the involvement of my family or local community in the First World War	1	2	1	7	2	1	3	7	0	0	4	10	2	2	2	2	1
Has made no difference, I was not interested in the First World War before the centenary and am still not	24	21	21	26	7	17	46	50	1	3	11	15	13	34	6	26	12
Has made no difference, I was interested in the First World War before the centenary and still am	40	39	41	23	52	45	17	9	6	43	53	20	45	42	47	42	23
Don't know	15	14	12	29	4	12	21	29	85	4	2	4	7	11	3	9	43

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Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
22-26	9-10																			
July	Dec																			
2016	2018																			
And have you seen or heard information - including on TV, in a newspaper, or at an event - about any of these issues in the past two months? (Please tick all that apply)																				
		47	60	44	59	52	54	50	45	21	34	61	70	50	44	34	54	48	47	41
	Life in the trenches																			
	The role of women in the war	44	54	41	52	49	48	42	45	29	31	55	63	45	42	33	46	47	46	40
	Life at home in Britain during the war	35	44	32	44	39	40	36	34	17	22	46	54	35	34	25	39	35	36	26
	The role of soldiers from the empire and commonwealth in the British war effort	33	41	33	46	39	36	37	29	13	23	44	48	36	30	27	35	36	32	28
	Causes of the First World War	23	32	19	31	25	27	29	18	13	14	30	39	25	22	20	25	25	22	22
	None of these	29	22	30	19	25	27	28	29	39	39	18	16	28	30	35	24	27	29	38
	Don't know	11	6	10	8	7	8	9	12	22	12	8	6	8	14	14	9	11	10	11
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 the First World War																				
	Heard too much about this	1	2	2	3	3	2	3	2	5	2	2	2	3	2	3	2	2	3	2
	Heard too little about this	53	45	42	51	52	51	42	48	39	47	47	41	46	43	38	44	47	47	45
	Heard the right amount about this	24	32	39	28	32	31	37	28	29	26	33	45	33	31	32	36	32	29	31
	Don't know	22	20	17	18	13	16	19	18	28	24	17	12	18	23	28	18	19	21	22
Life in the trenches																				
	Heard too much about this	5	5	3	5	12	6	3	7	9	4	4	4	5	3	6	6	4	3	3
	Heard too little about this	34	29	27	31	18	28	28	30	24	34	29	23	28	30	26	27	30	33	27
	Heard the right amount about this	41	48	57	47	58	52	53	49	41	39	52	64	51	45	43	51	49	46	49
	Don't know	20	18	13	17	12	14	16	20	27	23	14	8	16	22	25	16	17	18	22

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure	
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343		
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
22-26 July 2016	9-10 Dec 2018																
And have you seen or heard information - including on TV, in a newspaper, or at an event - about any of these issues in the past two months? (Please tick all that apply)																	
Life in the trenches	47	49	32	71	49	24	14	3	74	71	51	54	40	73	46	35	
The role of women in the war	44	46	28	66	45	27	12	1	67	60	51	49	39	64	43	31	
Life at home in Britain during the war	35	36	21	56	35	18	5	0	65	50	39	39	29	59	33	21	
The role of soldiers from the empire and commonwealth in the British war effort	33	34	23	55	33	15	6	1	62	47	41	36	28	56	32	21	
Causes of the First World War	23	24	16	45	21	9	1	1	43	35	29	26	18	40	22	17	
None of these	29	28	35	13	29	44	54	14	13	16	19	28	39	14	34	19	
Don't know	11	9	15	4	8	14	26	81	2	2	3	5	6	2	6	38	
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 the First World War																	
Heard too much about this	1	2	2	5	2	2	5	1	0	1	6	1	3	2	3	3	1
Heard too little about this	53	45	45	45	47	50	38	21	13	47	51	66	56	40	48	47	34
Heard the right amount about this	24	32	33	21	44	31	25	29	2	45	35	26	32	34	41	33	23
Don't know	22	20	19	29	7	17	31	49	84	7	8	7	9	23	8	17	42
Life in the trenches																	
Heard too much about this	5	5	4	9	5	4	5	4	1	2	9	0	3	6	5	5	4
Heard too little about this	34	29	29	34	32	31	28	16	9	31	20	49	38	24	27	31	25
Heard the right amount about this	41	48	50	32	58	51	37	33	4	64	67	44	50	49	65	49	33
Don't know	20	18	17	26	5	14	31	46	85	3	5	7	8	21	4	16	39

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
22-26	9-10																		
July	Dec																		
2016	2018																		
Life at home in Britain during the war																			
Heard too much about this	2	3	2	3	7	4	2	4	2	5	4	2	2	3	3	5	3	3	2
Heard too little about this	43	36	34	38	37	37	34	35	37	33	39	37	31	36	36	34	36	37	37
Heard the right amount about this	33	41	48	41	42	42	46	43	40	36	32	44	57	43	39	34	44	43	39
Don't know	22	20	15	19	14	17	17	18	21	26	25	17	10	18	22	27	17	18	20
The role of soldiers from the empire and commonwealth in the British war effort																			
Heard too much about this	2	3	2	2	4	2	3	4	2	5	2	3	2	3	2	3	2	1	3
Heard too little about this	49	43	38	49	49	49	37	40	45	42	45	42	39	44	41	36	43	43	44
Heard the right amount about this	26	34	43	30	33	32	41	37	31	25	27	37	47	35	33	33	36	36	29
Don't know	23	21	17	20	14	17	19	19	23	28	26	17	13	18	25	28	19	19	22
The role of women in the war																			
Heard too much about this	2	4	4	3	4	3	4	6	2	6	3	4	3	4	4	4	4	2	4
Heard too little about this	48	41	36	46	48	46	36	37	45	38	44	41	36	42	40	37	41	42	41
Heard the right amount about this	29	37	46	35	35	36	44	40	35	32	29	41	52	39	35	34	40	40	36
Don't know	21	18	14	16	13	14	16	17	19	24	24	14	9	16	21	24	15	16	19

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure	
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343		
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
22-26 July 2016	9-10 Dec 2018																
Life at home in Britain during the war																	
Heard too much about this	2	3	3	5	2	3	4	4	0	4	4	7	2	4	4	3	1
Heard too little about this	43	36	36	44	38	40	31	15	11	34	37	50	47	31	35	38	30
Heard the right amount about this	33	41	43	24	51	41	35	35	2	56	55	36	41	43	56	42	28
Don't know	22	20	18	27	9	15	31	46	87	6	5	7	10	22	5	17	41
The role of soldiers from the empire and commonwealth in the British war effort																	
Heard too much about this	2	3	2	2	3	2	3	4	1	4	6	2	1	3	5	2	2
Heard too little about this	49	43	43	46	47	47	34	18	12	45	43	57	55	37	44	45	33
Heard the right amount about this	26	34	35	24	40	34	30	27	3	46	44	29	32	36	45	35	21
Don't know	23	21	20	27	10	16	33	51	84	5	8	12	11	23	6	19	43
The role of women in the war																	
Heard too much about this	2	4	3	7	4	4	4	2	0	3	5	5	3	4	4	4	2
Heard too little about this	48	41	40	50	46	44	35	20	18	48	34	55	50	35	43	42	36
Heard the right amount about this	29	37	40	20	44	38	32	30	7	44	54	32	38	40	48	39	23
Don't know	21	18	17	23	6	14	29	49	75	4	7	7	9	20	5	15	39

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		22-26		9-10		July		Dec		2016		2018									
		2016	2018	2016	2018	2016	2018	2016	2018	2016	2018	2016	2018	2016	2018	2016	2018	2016	2018	2016	2018
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?																					
0 – completely wrong	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	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	0	1	0	1	1	1	1	1	0	1	0	1	1	2	1	0	1	1	
3	1	1	0	2	2	1	0	1	1	1	1	0	1	1	1	2	1	0	1	2	
4	1	1	0	1	2	1	0	1	1	1	1	0	1	1	1	2	0	1	1	0	
5	10	9	5	10	7	8	8	10	8	11	9	6	9	8	10	11	7	11	8	10	
6	7	5	4	6	5	5	4	5	5	6	6	5	3	5	5	6	5	5	5	5	
7	13	13	13	14	11	14	13	14	12	9	14	12	13	14	12	9	14	14	12	15	
8	19	19	21	20	18	21	19	20	18	13	16	24	21	20	17	17	19	19	19	20	
9	10	11	14	9	14	12	12	11	10	5	8	15	13	12	8	11	11	11	11	6	
10 – completely right	10	21	31	17	21	19	29	19	23	8	19	25	27	20	22	12	23	23	22	17	
Don't know	29	20	10	20	21	17	15	18	22	46	25	10	9	18	24	28	19	16	21	23	
AVERAGE	7.3	8.0	8.3	7.6	8.1	7.7	8.3	7.8	8.0	7.3	7.7	8.0	7.9	7.9	7.9	7.3	8.0	8.0	8.0	7.5	

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	22-26 July 2016	9-10 Dec 2018														
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?																
0 – completely wrong	1	0	0	0	0	2	1	0	0	0	0	0	1	0	1	0
1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0
2	1	1	0	3	1	0	0	2	1	2	0	0	1	1	1	1
3	1	1	1	5	0	1	1	0	1	1	1	0	1	1	1	1
4	1	1	1	2	1	1	0	3	0	1	2	1	1	0	1	0
5	10	9	8	14	7	8	10	16	18	4	5	6	6	11	5	9
6	7	5	4	11	4	6	3	5	1	4	6	6	5	5	5	4
7	13	13	13	12	11	15	12	2	2	11	14	24	17	12	12	14
8	19	19	20	5	21	21	15	7	1	19	21	11	23	18	20	19
9	10	11	12	2	14	11	7	5	2	13	28	10	13	7	19	10
10 – completely right	10	21	23	8	30	21	12	9	3	42	19	28	24	17	33	20
Don't know	29	20	19	37	10	15	37	50	71	5	2	12	10	25	4	19
AVERAGE	7.3	8.0	8.1	6.2	8.2	7.8	7.3	6.6	5.8	8.6	8.0	8.0	8.1	7.4	8.4	7.7

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

2014 - 2018 marked 100 years since the First World War broke out. People have different views of why or whether the centenary mattered. 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	45	42	42	50	55	57	35	39	44	31	39	47	47	47	35	38	44	43	41	37
Tend to agree	32	30	37	25	26	27	35	31	29	26	28	32	33	30	30	25	30	31	30	34
TOTAL AGREE	77	72	79	75	81	84	70	70	73	57	67	79	80	77	65	63	74	74	71	71
Neither agree nor disagree	12	11	9	8	8	5	14	12	9	8	11	11	11	9	13	14	10	11	9	12
Tend to disagree	2	2	2	2	1	1	3	2	2	1	2	1	3	2	2	3	2	1	1	0
Strongly disagree	1	2	2	2	0	1	3	3	1	1	2	2	1	1	3	3	2	0	3	2
TOTAL DISAGREE	3	4	4	4	1	2	6	5	3	2	4	3	4	3	5	6	4	1	4	2
Don't know	8	14	8	12	11	10	10	13	14	32	17	7	6	11	18	17	12	12	16	14

Schools and museums have successfully used the centenary to help children and people of all ages learn more about our nation's history

Strongly agree	18	21	18	20	19	19	15	21	9	14	23	25	18	18	13	19	19	19	16
Tend to agree	40	45	41	41	39	43	39	40	38	37	40	46	42	37	32	43	41	40	35
TOTAL AGREE	58	66	59	61	58	62	54	61	47	51	63	71	60	55	45	62	60	59	51
Neither agree nor disagree	14	10	13	12	13	12	17	12	14	16	13	11	13	15	17	12	16	12	19
Tend to disagree	4	5	5	3	5	4	5	4	6	5	5	3	5	4	4	6	3	4	5
Strongly disagree	1	2	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	3	1
TOTAL DISAGREE	5	7	6	4	5	5	6	5	7	6	6	4	6	5	5	6	3	7	6
Don't know	23	18	24	23	22	20	24	22	32	27	19	14	21	25	33	21	21	21	26

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

2014 - 2018 marked 100 years since the First World War broke out. People have different views of why or whether the centenary mattered. 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	45	42	43	38	60	43	26	14	6	55	57	35	48	40	56	42	29
Tend to agree	32	30	31	21	24	35	31	17	1	33	28	24	36	31	31	32	19
TOTAL AGREE	77	72	74	59	84	78	57	31	7	88	85	59	84	71	87	74	48
Neither agree nor disagree	12	11	10	15	7	10	17	19	13	9	9	29	7	11	9	11	11
Tend to disagree	2	2	2	4	1	2	3	3	0	1	1	6	2	2	1	2	1
Strongly disagree	1	2	2	4	3	1	1	5	3	1	1	2	1	3	1	2	0
TOTAL DISAGREE	3	4	4	8	4	3	4	8	3	2	2	8	3	5	2	4	1
Don't know	8	14	13	19	5	10	21	42	77	0	3	5	6	13	1	10	40

Schools and museums have successfully used the centenary to help children and people of all ages learn more about our nation's history

Strongly agree	18	19	8	27	18	12	10	0	31	23	21	24	14	28	17	13
Tend to agree	40	41	38	45	43	32	26	7	53	49	48	48	36	51	41	26
TOTAL AGREE	58	60	46	72	61	44	36	7	84	72	69	72	50	79	58	39
Neither agree nor disagree	14	13	22	11	13	19	19	20	6	9	22	9	17	7	15	16
Tend to disagree	4	4	8	3	5	4	5	2	1	7	4	5	5	4	5	3
Strongly disagree	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0
TOTAL DISAGREE	5	5	9	4	6	5	5	3	2	8	5	6	6	5	6	3
Don't know	23	22	23	14	20	32	39	70	7	12	4	13	27	9	21	42

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

The centenary of the Great War was an important moment when former enemies came 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	26	29	26	36	30	25	26	26	18	21	32	32	28	23	24	26	28	26	22
Tend to agree	37	38	41	39	42	39	41	36	39	31	37	38	42	39	36	28	40	39	39	35
TOTAL AGREE	74	64	70	65	78	69	66	62	65	49	58	70	74	67	59	52	66	67	65	57
Neither agree nor disagree	14	16	14	17	8	13	16	17	15	10	18	17	14	14	18	20	14	18	14	18
Tend to disagree	2	4	5	3	1	4	4	4	3	5	3	4	4	4	3	5	5	2	3	5
Strongly disagree	1	1	1	1	0	0	2	2	1	0	1	2	1	1	1	1	1	1	2	2
TOTAL DISAGREE	3	5	6	4	1	4	6	6	4	5	4	6	5	5	4	6	6	3	5	7
Don't know	9	16	11	14	12	13	12	15	16	35	21	7	6	14	19	22	15	12	17	18

Instead of focusing on the pity of war and the loss of life, the central theme of the First World War commemoration should have been that it was just a war that was important to Britain to fight and win.

Strongly agree	7	4	6	3	3	3	5	5	3	5	2	4	6	4	4	5	4	4	4	2
Tend to agree	16	10	12	8	7	7	13	12	8	5	10	11	10	9	10	7	12	9	11	3
TOTAL AGREE	23	14	18	11	10	10	18	17	11	10	12	15	16	13	14	12	16	13	15	5
Neither agree nor disagree	24	21	22	17	18	17	24	23	20	15	22	23	22	19	25	18	19	25	23	24
Tend to disagree	26	25	27	27	30	28	26	23	27	19	23	28	29	28	21	23	26	27	24	23
Strongly disagree	16	24	21	30	31	33	19	23	25	25	22	25	25	26	21	24	24	22	23	29
TOTAL DISAGREE	42	49	48	57	61	61	45	46	52	44	45	53	54	54	42	47	50	49	47	52
Don't know	11	16	12	14	11	13	13	14	17	31	21	8	7	14	18	24	15	13	15	18

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

The centenary of the Great War was an important moment when former enemies came 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	26	27	16	40	26	12	10	2	42	39	26	31	21	40	25	19
Tend to agree	37	38	39	32	34	42	39	22	3	44	42	48	46	36	43	40	22
TOTAL AGREE	74	64	66	48	74	68	51	32	5	86	81	74	77	57	83	65	41
Neither agree nor disagree	14	16	15	27	13	15	22	22	14	9	9	19	14	19	9	17	15
Tend to disagree	2	4	4	3	5	4	2	1	0	1	4	3	3	5	2	4	2
Strongly disagree	1	1	1	1	1	1	1	2	2	0	1	3	0	2	1	1	0
TOTAL DISAGREE	3	5	5	4	6	5	3	3	2	1	5	6	3	7	3	5	2
Don't know	9	16	14	20	7	12	23	43	80	4	6	1	6	16	5	12	41

Instead of focusing on the pity of war and the loss of life, the central theme of the First World War commemoration should have been that it was just a war that was important to Britain to fight and win.

Strongly agree	7	4	4	6	5	3	5	3	0	5	3	9	4	3	4	4	4
Tend to agree	16	10	9	16	11	10	8	12	0	12	7	21	10	10	10	11	6
TOTAL AGREE	23	14	13	22	16	13	13	15	0	17	10	30	14	13	14	15	10
Neither agree nor disagree	24	21	21	22	16	23	26	21	19	20	19	25	19	22	20	21	24
Tend to disagree	26	25	26	18	28	28	22	8	4	32	31	24	33	24	31	27	12
Strongly disagree	16	24	25	16	34	24	14	12	4	27	36	20	27	24	30	25	14
TOTAL DISAGREE	42	49	51	34	62	52	36	20	8	59	67	44	60	48	61	52	26
Don't know	11	16	15	22	6	12	24	45	73	5	5	1	7	16	5	12	40

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

We should have worried 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	4	1	6	4	5	2	4	3	3	4	2	5	4	3	6	3	4	3	6
Tend to agree	12	10	6	12	11	12	7	10	9	15	9	8	8	10	8	9	10	10	8	11
TOTAL AGREE	17	14	7	18	15	17	9	14	12	18	13	10	13	14	11	15	13	14	11	17
Neither agree nor disagree	19	19	16	20	19	17	19	19	20	14	21	18	19	17	22	21	17	23	18	18
Tend to disagree	30	25	24	27	27	28	23	25	24	27	22	26	28	28	21	22	25	26	23	29
Strongly disagree	23	25	40	18	27	23	35	27	24	7	21	35	32	26	24	19	28	23	29	20
TOTAL DISAGREE	53	50	64	45	54	51	58	52	48	34	43	61	60	54	45	41	53	49	52	49
Don't know	12	18	12	17	11	14	15	15	20	33	22	11	8	15	21	23	17	14	19	17

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample 2008	1744	124	473	1064	306	114	52		163	107	89	475	830	271	1394	343
Unweighted Sample 2008	1768	108	499	1087	288	90	44		178	119	86	490	820	297	1396	315
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

We should have worried 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	4	3	7	4	4	3	2	2	2	2	2	5	2	4	4
Tend to agree	12	10	10	11	9	11	10	4	1	9	17	16	11	10	12	10
TOTAL AGREE	17	14	13	18	13	15	13	6	3	11	19	18	13	15	14	8
Neither agree nor disagree	19	19	18	33	16	18	26	27	14	14	13	31	15	21	14	22
Tend to disagree	30	25	26	21	25	28	21	11	2	25	23	22	31	25	25	15
Strongly disagree	23	25	27	6	39	25	15	8	0	44	40	25	32	22	42	13
TOTAL DISAGREE	53	50	53	27	64	53	36	19	2	69	63	47	63	47	67	28
Don't know	12	18	16	21	8	14	25	47	80	6	5	3	10	17	6	42

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

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

	TV	37	38	46	39	51	42	43	38	39	17	30	50	52	40	36	32	43	38	38	31
<i>[Only those who provided a response; n=824]</i>																					
TOTAL BBC	-	67	68	71	68	72	63	67	67	77	66	63	71	72	61	78	67	66	66	61	
BBC	35	35	38	38	35	35	37	34	36	42	35	33	37	39	30	36	33	37	36	42	
BBC1	19	19	21	18	15	20	17	18	20	26	15	19	23	19	20	14	23	18	19	11	
ITV	3	12	13	11	11	6	17	11	13	6	11	13	13	11	14	8	7	19	18	5	
BBC2	8	10	8	10	16	13	8	10	9	2	9	10	12	11	7	11	12	8	8	10	
BBC News	9	7	6	8	8	8	6	7	7	6	9	7	5	7	6	16	6	6	7	2	
News (unspecified)	7	6	6	6	4	6	7	6	7	5	8	6	5	5	8	3	7	5	7	12	
Channel 4	2	4	3	4	9	4	3	3	4	0	3	5	4	3	5	3	5	4	3	1	
History Channel	1	3	3	2	4	3	2	4	1	0	2	4	3	3	3	3	3	1	4	3	
BBC4	3	3	1	3	5	4	2	3	3	0	1	3	4	3	2	1	3	3	3	2	
Yesterday	-	1	0	0	2	0	1	2	0	0	1	0	2	1	1	2	2	1	0	0	
Sky	1	1	1	0	1	0	1	1	1	0	1	0	1	1	1	0	1	0	1	1	
Other	4	13	14	11	18	13	14	14	13	9	13	14	14	12	16	9	13	15	12	21	
Don't know	6	5	6	5	5	5	6	5	6	7	5	6	5	6	4	6	5	7	5	5	
Word of mouth	13	19	24	19	21	21	20	17	21	23	15	22	22	19	19	19	21	19	19	13	

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-26
July
2016

9-10
Dec
2018

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

	TV	37	38	41	18	52	41	23	15	2	62	51	45	47	33	58	39	22
<i>[Only those who provided a response; n=824]</i>																		
TOTAL BBC	-	67	67	50	69	67	63	62	100	70	70	60	71	65	70	67	63	
BBC	35	35	35	24	37	33	42	32	0	36	37	42	35	35	36	35	33	
BBC1	19	19	19	18	19	20	11	30	0	22	22	7	21	17	22	18	23	
ITV	3	12	12	8	13	11	13	17	0	9	13	9	11	13	10	12	17	
BBC2	8	10	10	0	11	10	4	13	100	13	11	4	10	9	12	9	8	
BBC News	9	7	7	4	6	7	12	0	0	5	6	10	7	8	6	8	3	
News (unspecified)	7	6	6	0	4	7	10	17	0	2	5	5	6	10	3	8	3	
Channel 4	2	4	4	0	4	3	4	13	0	3	4	2	4	4	3	4	4	
History Channel	1	3	3	0	4	2	1	0	0	5	0	2	2	2	3	2	8	
BBC4	3	3	3	3	5	2	0	13	0	3	0	4	2	3	2	3	2	
Yesterday	-	1	1	0	1	1	0	0	0	0	0	0	1	1	0	1	2	
Sky	1	1	1	3	1	1	1	0	0	1	3	0	0	1	2	0	1	
Other	4	13	13	39	15	13	11	17	0	19	17	23	9	12	18	12	16	
Don't know	6	5	5	12	4	5	10	0	0	4	3	6	7	5	4	6	2	
Word of mouth	13	19	20	14	25	22	10	8	0	44	27	31	23	13	37	18	12	

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Ethnicity		How interested in history are you?					Taken part in First World War related activity									
		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure		
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343			
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
	22-26 July 2016	9-10 Dec 2018																
Newspaper	15	18	19	11	30	18	8	6	0	32	32	26	19	16	32	18	9	
<i>[Only those who provided a response; n=400]</i>																		
Daily Mail	32	30	29	30	31	32	0	0	0	33	24	29	27	32	30	30	31	
The Times	14	11	12	0	14	11	0	0	0	14	9	8	9	13	12	11	11	
Guardian	11	10	10	16	12	11	0	0	0	3	17	10	11	11	8	11	9	
Local Paper	7	10	10	6	9	11	3	12	0	11	5	4	6	13	8	10	15	
Sun	3	9	9	0	9	7	20	25	0	6	7	7	10	10	6	10	8	
The Telegraph	14	9	9	0	9	9	10	0	0	12	12	3	5	10	12	7	13	
i	3	5	5	6	4	7	4	0	0	7	2	4	8	5	5	6	3	
Metro	2	3	3	20	2	4	4	0	0	0	3	14	6	1	1	4	3	
Mirror	4	2	2	0	2	2	3	0	0	3	0	3	1	2	2	2	0	
Express	4	2	2	0	2	3	0	0	0	6	3	0	1	1	5	1	4	
Evening Standard	1	1	1	0	1	0	0	0	0	2	4	0	0	0	3	0	0	
Observer	-	1	1	0	1	2	0	0	0	0	0	0	1	1	0	1	6	
Financial Times	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	
Other	0	13	14	12	17	11	9	0	0	20	20	14	17	7	20	11	8	
Don't know	2	3	2	19	1	2	15	63	0	0	0	12	4	4	0	4	3	

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	22-26 July 2016	9-10 Dec 2018																		
Radio	10	13	16	13	20	18	13	13	7	8	20	18	15	11	11	16	14	10	11	
<i>[Only those who provided a response; n=281]</i>																				
TOTAL BBC	-	72	68	76	86	78	65	28	27	24	36	28	21	28	27	22	25	30	38	17
BBC Radio 4	47	42	40	40	62	53	31	43	42	16	33	48	47	48	33	56	44	36	32	60
BBC Radio 2	21	18	21	14	9	9	27	12	24	13	14	17	23	13	27	10	18	20	22	11
Local Radio	7	9	10	7	4	8	11	8	10	0	9	10	8	9	8	0	11	13	4	9
BBC	7	7	4	13	11	10	5	11	3	38	5	5	6	7	7	4	8	8	5	9
BBC Radio 5	2	4	6	4	0	4	5	6	2	0	5	4	4	5	3	4	5	4	3	0
Five Live	2	4	4	5	0	6	1	7	1	0	8	2	3	5	1	4	2	6	6	0
BBC Radio 1	1	3	0	7	0	3	1	2	3	17	7	1	0	3	2	5	4	3	1	0
LBC	-	2	0	4	0	2	3	4	0	0	4	1	2	2	2	6	1	1	4	0
Classical FM	-	1	1	0	3	0	1	1	0	0	1	0	1	1	0	0	1	0	0	4
Capital	-	1	2	0	0	1	0	0	2	7	3	0	0	1	1	0	2	2	0	0
BBC Radio 3	-	1	0	2	0	1	0	1	1	0	0	2	0	1	1	0	0	3	0	0
BBC World Service	-	0	0	1	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	4
Other	8	12	17	7	6	5	20	10	15	13	9	17	9	10	16	9	10	12	23	4
Don't know	3	2	4	2	0	3	2	2	2	11	3	0	3	3	1	6	4	0	1	0

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure	
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343		
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	22-26 July 2016	9-10 Dec 2018															
Radio	10	13	14	8	21	13	5	5	0	26	30	13	13	11	28	12	7
<i>[Only those who provided a response; n=281]</i>																	
TOTAL BBC	-	72	26	44	21	30	37	73	0	33	21	43	31	23	28	27	29
BBC Radio 4	47	42	41	56	52	40	0	27	0	29	61	15	39	47	43	42	43
BBC Radio 2	21	18	19	0	13	21	32	0	0	24	14	32	12	18	20	17	22
Local Radio	7	9	9	7	7	11	9	0	0	6	15	15	9	10	10	10	0
BBC	7	7	8	0	12	3	15	0	0	7	5	7	9	7	6	8	4
BBC Radio 5	2	4	5	0	4	5	0	0	0	5	12	0	4	2	8	3	3
Five Live	2	4	4	0	5	3	0	0	0	6	0	9	5	2	3	4	8
BBC Radio 1	1	3	3	0	0	4	12	0	0	0	0	9	7	2	0	5	0
LBC	-	2	2	0	1	3	0	0	0	3	0	0	1	3	2	2	4
Classical FM	-	1	1	0	1	1	0	0	0	2	0	0	1	0	1	0	0
Capital	-	1	0	0	0	2	0	0	0	5	0	9	0	0	3	1	0
BBC Radio 3	-	1	1	0	1	1	0	0	0	2	3	0	0	0	2	0	0
BBC World Service	-	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0
Other	8	12	12	21	10	12	11	73	0	14	11	16	10	12	13	12	17
Don't know	3	2	2	16	1	2	14	0	0	2	2	0	5	2	2	3	0

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure	
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Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	22-26 July 2016	9-10 Dec 2018															
Online	11	13	13	10	22	12	6	6	0	24	14	15	19	9	20	13	8
<i>[Only those who provided a response; n=281]</i>																	
Facebook	19	23	22	21	16	31	14	15	0	15	9	30	31	19	13	26	26
BBC	32	18	19	15	18	20	8	10	0	10	5	18	18	26	8	21	15
News Websites	7	16	18	0	15	19	13	0	0	7	11	14	16	23	8	19	16
Social Media	3	5	5	0	4	3	19	14	0	7	10	6	3	5	8	4	7
iPlayer	-	3	3	0	5	1	0	0	0	0	0	6	0	8	0	4	0
Google	3	3	2	5	3	2	5	0	0	3	0	0	4	1	2	3	3
Twitter	3	3	2	0	3	2	9	0	0	2	0	0	5	1	2	3	7
Royal British Legion	-	2	2	0	1	3	0	0	0	10	5	0	0	0	8	0	0
Wikipedia	4	2	2	0	3	1	0	0	0	7	0	0	1	1	5	1	0
Podcasts	-	1	1	0	1	1	0	0	0	0	5	0	1	0	1	0	0
LinkedIn	-	1	1	0	0	1	0	0	0	0	0	0	1	0	0	1	3
Youtube	3	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	3
Ancestry	2	1	1	0	3	0	0	0	0	3	0	0	2	1	2	1	0
Instagram	-	1	1	0	2	0	0	0	0	1	0	0	2	0	1	1	0
Reddit	-	1	1	5	1	1	0	0	0	0	0	0	1	2	0	1	0
Other	13	22	22	30	32	18	9	0	0	36	39	6	22	17	37	18	17
Don't know	3	8	6	29	4	6	21	61	0	2	16	20	6	9	6	8	9

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		22-26	9-10																	
		July	Dec																	
		2016	2018																	
At a public event	4	12	16	11	19	15	13	12	13	8	9	16	16	14	10	8	14	12	13	10
<i>[Only those who provided a response; n=261]</i>																				
Local	38	46	48	44	38	48	46	41	49	34	48	45	47	48	41	6	46	50	51	58
Memorial / Cenotaph	12	13	10	14	17	16	14	12	14	11	17	12	11	8	22	4	13	4	22	21
Church / Cathedral	2	8	7	11	0	9	8	11	5	5	5	8	10	8	6	5	11	9	5	0
Parade	-	7	7	4	11	4	8	6	7	10	5	7	7	8	4	17	8	8	1	0
Remembrance Service	-	4	4	4	4	4	3	4	4	0	7	2	3	5	2	0	3	8	3	6
Tower of London	0	4	5	5	4	2	5	3	4	4	4	6	3	5	3	31	3	0	0	6
Art exhibitions / Beach art	-	3	2	3	4	5	1	1	4	0	4	1	3	1	5	2	4	2	1	5
Plays	-	1	1	1	0	1	1	1	1	0	0	0	2	1	0	0	2	0	0	0
Train station	-	1	0	0	0	1	0	0	1	4	1	0	0	0	1	3	0	0	0	4
Concert	-	1	0	1	0	1	0	0	1	0	2	0	0	1	0	0	1	1	0	0
Shrouds of the Somme at Olympic Park	-	1	1	4	0	2	1	1	2	4	1	3	0	1	2	10	1	2	0	0
Other	26	16	17	18	22	14	16	21	11	17	9	17	20	18	10	19	15	17	18	0
Don't know	2	4	3	0	4	1	2	4	5	21	4	5	0	2	9	8	2	2	8	5
At a museum	5	6	6	6	11	8	4	5	6	5	4	7	7	7	4	5	6	6	5	4
<i>[Only those who provided a response; n=121]</i>																				
Local	46	52	46	67	53	60	47	48	55	41	49	62	50	56	43	14	54	60	53	72
Imperial War	28	23	22	16	29	18	28	28	20	35	25	18	23	28	13	70	22	10	14	28
Potteries Museum	-	2	5	3	0	1	5	5	0	0	0	3	5	1	5	0	0	11	0	0
Royal Armouries	-	2	0	3	0	3	3	2	3	0	2	3	3	0	8	0	0	4	7	0
British War Museum	0	2	2	2	0	3	0	1	2	0	4	0	2	2	0	0	3	2	0	0
Victoria and Albert	-	1	0	0	6	1	0	1	0	0	0	0	2	0	2	0	2	0	0	0
Science Museum	-	1	2	0	0	0	2	0	1	0	0	0	2	0	2	0	2	0	0	0
National Army Museum	-	1	0	0	6	1	0	0	1	0	2	0	0	1	0	0	2	0	0	0
Museum of London	-	1	2	0	0	1	0	0	1	0	0	0	2	1	0	0	2	0	0	0
National History Museum	3	0	0	0	0	1	0	0	1	4	0	0	0	1	0	3	0	0	0	0
Other	23	7	15	2	5	6	12	10	5	0	6	11	8	6	10	0	14	6	0	11
Don't know	0	9	6	7	0	6	3	6	11	20	12	6	3	4	18	12	0	7	26	0

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure	
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343		
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	22-26 July 2016	9-10 Dec 2018															
At a public event	4	12	13	8	20	12	5	5	0	45	37	12	13	4	42	8	7
<i>[Only those who provided a response; n=261]</i>																	
Local	38	46	47	15	45	48	40	28	0	49	42	45	41	63	46	49	29
Memorial / Cenotaph	12	13	13	16	17	10	24	0	0	16	8	22	13	4	14	11	19
Church / Cathedral	2	8	8	9	8	8	6	0	0	4	17	0	9	7	8	7	6
Parade	-	7	6	8	6	8	0	0	0	8	6	0	4	6	7	4	15
Remembrance Service	-	4	4	10	2	5	4	0	0	3	7	0	5	0	5	3	4
Tower of London	0	4	4	11	6	3	0	0	0	3	2	0	6	5	3	5	5
Art exhibitions / Beach art	-	3	3	0	4	2	0	0	0	3	2	0	3	0	3	2	7
Plays	-	1	1	0	0	1	5	0	0	0	2	0	0	2	1	1	0
Train station	-	1	0	0	0	1	0	0	0	1	2	0	0	0	1	0	0
Concert	-	1	1	0	0	1	5	0	0	0	4	0	0	0	1	0	0
Shrouds of the Somme at Olympic Park	-	1	2	0	3	1	0	0	0	4	0	0	0	0	2	0	4
Other	26	16	16	21	17	17	6	0	0	15	9	15	22	11	13	18	18
Don't know	2	4	2	25	1	2	16	72	0	0	2	26	5	9	1	9	0
At a museum	5	6	5	5	12	4	3	2	0	14	9	2	8	4	12	5	4
<i>[Only those who provided a response; n=121]</i>																	
Local	46	52	54	33	55	53	42	0	0	53	38	100	45	63	48	55	48
Imperial War	28	23	25	10	26	25	6	0	0	15	54	0	27	10	26	19	40
Potteries Museum	-	2	3	0	3	2	0	0	0	4	0	0	0	6	3	3	0
Royal Armouries	-	2	2	0	4	0	7	0	0	8	0	0	0	0	6	0	7
British War Museum	0	2	2	0	1	3	0	0	0	6	0	0	1	0	4	1	0
Victoria and Albert	-	1	1	0	1	0	0	0	0	3	0	0	0	0	2	0	0
Science Museum	-	1	1	0	1	0	0	0	0	3	0	0	0	0	2	0	0
National Army Museum	-	1	1	0	0	0	8	0	0	0	0	0	0	2	0	1	0
Museum of London	-	1	1	0	0	2	0	0	0	0	0	0	0	3	0	1	0
National History Museum	3	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0
Other	23	7	9	0	6	11	0	0	0	8	8	0	9	8	8	8	0
Don't know	0	9	4	57	3	6	36	100	0	0	0	0	17	10	0	13	5

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	22-26	9-10																		
	July	Dec																		
	2016	2018																		
Government/official sources	2	2	3	1	4	2	2	2	2	5	1	3	3	2	3	1	3	2	2	1
<i>[Only those who provided a response; n=47]</i>																				
Television	13	14	11	38	13	35	4	22	6	12	19	19	8	17	11	39	19	8	6	0
Local Councils / MPs	-	8	5	11	0	6	9	4	11	0	0	20	6	9	7	0	8	19	0	0
Politicians / Parliament	17	6	15	0	0	0	15	8	4	8	0	6	7	8	3	0	5	16	0	0
Commemorations / Memorials	-	4	6	0	15	4	6	3	5	0	0	8	5	0	7	0	9	0	0	0
Cenotaph	-	4	5	0	18	0	10	4	4	0	0	0	13	8	0	0	9	0	0	0
Ministry of Defence	5	2	0	0	0	0	5	4	0	0	11	0	0	4	0	0	0	7	0	0
Royal Mail	-	2	0	11	0	6	0	4	0	0	0	6	0	0	4	0	5	0	0	0
Tower of London	-	2	0	0	19	6	0	0	4	0	0	6	0	4	0	0	5	0	0	0
Other	42	29	36	21	17	25	33	24	33	31	10	19	46	35	23	0	42	24	14	48
Don't know	2	31	21	18	18	19	17	28	34	49	60	16	16	15	45	61	0	26	80	52
None of these	32	24	16	26	18	20	22	25	24	36	32	14	14	22	28	30	19	26	25	29
Don't know	16	20	20	16	13	17	19	21	19	24	21	19	17	19	21	22	21	17	20	22

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		22-26 July 2016	9-10 Dec 2018																	
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?																				
TV																				
0 – very poor	3	1	1	1	0	0	2	2	1	2	2	1	1	1	2	3	1	1	1	2
1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1
2	1	1	0	1	0	1	0	1	1	2	0	1	0	1	1	1	1	0	1	1
3	2	1	1	1	3	1	1	1	1	3	1	1	1	1	2	1	1	1	2	2
4	2	2	1	2	0	2	2	2	2	2	2	1	2	2	1	3	2	1	2	0
5	8	8	6	8	8	8	7	9	6	8	8	6	8	7	8	11	6	9	7	8
6	6	6	6	6	5	6	5	6	6	8	6	3	6	7	5	8	6	4	6	5
7	10	10	10	11	9	10	10	13	8	13	11	11	7	11	10	10	13	10	8	8
8	12	15	18	15	14	15	16	15	15	12	13	19	16	16	14	12	15	17	16	12
9	7	10	14	10	12	11	12	9	11	6	6	15	14	10	10	6	12	11	9	8
10 – very good	10	13	17	14	20	14	17	11	15	5	10	15	23	13	14	9	14	12	16	13
Don't know	38	32	26	31	29	32	27	32	33	39	40	26	22	31	34	36	30	32	32	39
AVERAGE	6.9	7.3	7.9	7.5	7.9	7.6	7.6	7.3	7.5	6.6	7.1	7.7	7.9	7.5	7.5	6.7	7.7	7.4	7.5	7.1
Radio																				
0 – very poor	4	2	1	1	1	0	2	2	1	3	2	1	1	1	2	3	1	2	2	2
1	1	1	1	1	0	1	0	1	1	1	1	2	0	1	1	1	1	1	1	1
2	2	2	2	1	0	1	2	2	1	3	1	1	1	1	2	2	1	1	2	2
3	2	2	1	2	3	2	3	2	2	1	2	2	2	2	3	1	2	3	3	3
4	3	2	2	2	3	2	2	3	2	3	3	1	2	3	1	3	2	2	3	2
5	7	9	8	10	8	9	9	10	9	12	8	10	10	9	10	10	10	10	8	5
6	5	6	5	6	3	5	6	6	5	7	7	3	5	6	5	4	6	6	6	3
7	5	7	7	7	5	7	7	9	5	6	7	9	5	7	7	6	7	7	8	6
8	6	7	8	8	8	7	7	8	6	4	6	9	8	7	6	5	8	9	6	6
9	2	4	6	3	6	5	4	3	4	2	2	6	5	4	4	4	5	5	2	4
10 – very good	3	5	6	5	9	6	5	4	6	4	3	7	7	5	5	5	6	3	4	4
Don't know	60	54	53	54	54	54	54	50	58	54	57	48	54	53	55	57	51	51	56	60
AVERAGE	5.5	6.3	6.7	6.4	7.0	6.6	6.4	6.1	6.5	5.6	5.8	6.6	6.7	6.2	6.2	6.1	6.6	6.2	6.0	5.8

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		22-26 July 2016	9-10 Dec 2018														
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?																	
TV																	
0 – very poor	3	1	1	3	1	1	2	5	2	0	0	0	1	3	0	2	1
1	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0
2	1	1	1	2	1	1	0	2	0	0	0	0	1	1	0	1	1
3	2	1	1	1	1	1	2	2	0	1	1	3	2	2	1	2	0
4	2	2	1	9	1	1	4	4	0	1	1	3	2	1	1	2	2
5	8	8	7	9	7	8	8	3	13	7	6	10	7	8	6	8	8
6	6	6	5	8	5	6	7	2	3	6	6	3	8	5	6	6	5
7	10	10	10	16	9	11	11	7	5	11	15	19	11	10	13	11	5
8	12	15	16	8	17	17	11	8	3	18	20	23	18	13	19	15	12
9	7	10	10	5	13	10	7	3	3	16	16	8	15	7	16	10	7
10 – very good	10	13	14	6	22	13	5	8	0	29	15	16	15	11	24	13	8
Don't know	38	32	31	33	22	29	43	56	71	12	19	13	21	39	15	31	50
AVERAGE	6.9	7.3	7.3	6.2	7.8	7.3	6.7	6.2	5.8	8.3	7.8	7.3	7.7	7.0	8.2	7.4	7.1
Radio																	
0 – very poor	4	2	2	3	1	1	3	7	2	0	0	0	1	3	0	2	0
1	1	1	1	1	1	1	0	0	0	1	2	3	1	1	1	1	1
2	2	2	2	2	1	2	2	0	2	1	0	2	2	2	1	2	2
3	2	2	2	4	1	2	4	1	0	2	1	2	3	2	1	2	1
4	3	2	2	3	2	2	4	4	0	4	1	5	4	2	3	3	2
5	7	9	9	14	9	9	10	5	15	9	4	13	11	8	7	9	10
6	5	6	6	5	6	6	4	4	1	6	8	6	6	5	7	6	5
7	5	7	7	14	7	8	7	1	3	9	9	21	8	5	9	7	7
8	6	7	7	9	9	8	3	2	1	13	12	11	8	5	12	6	5
9	2	4	4	1	5	4	2	2	0	5	8	6	5	2	6	4	2
10 – very good	3	5	5	3	9	5	1	2	1	14	12	7	3	4	13	4	3
Don't know	60	54	54	41	49	52	60	71	74	36	44	24	48	62	39	55	62
AVERAGE	5.5	6.3	6.3	5.7	6.9	6.4	5.2	4.4	4.8	7.2	7.6	6.5	6.1	5.8	7.2	6.2	6.1

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		22-26 July 2016	9-10 Dec 2018	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
				Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Newspaper	0 – very poor	4	2	1	1	1	1	2	2	2	2	4	3	1	1	1	3	2	1	2	3	2
	1	1	0	0	1	0	1	0	0	0	0	0	1	1	0	1	0	0	0	0	1	1
	2	2	1	1	1	0	0	1	2	1	3	1	2	0	1	1	2	1	1	0	1	1
	3	2	2	2	3	2	2	2	2	2	3	2	2	2	2	2	2	1	2	1	3	2
	4	3	2	2	3	0	1	2	3	2	5	3	1	1	3	2	3	1	3	2	3	3
	5	8	8	7	9	9	9	7	9	8	7	9	7	9	7	11	10	9	9	9	7	6
	6	5	6	5	5	5	5	6	7	5	10	6	4	5	7	5	7	7	7	7	4	5
	7	7	9	9	9	11	10	9	11	7	7	9	9	9	9	9	9	11	7	11	9	8
	8	8	10	13	10	6	10	11	10	9	3	7	13	16	10	9	9	9	11	10	10	8
	9	3	4	7	3	8	4	5	4	5	3	2	7	7	5	4	4	4	6	5	2	2
	10 – very good	3	7	10	6	13	6	10	6	8	3	3	9	13	6	8	5	7	5	7	9	6
Don't know	54	48	43	50	44	50	45	44	51	53	54	45	37	48	48	46	47	42	52	56	56	
AVERAGE	5.7	6.6	7.2	6.5	7.3	6.6	7.0	6.5	6.8	5.5	5.8	7.2	7.4	6.7	6.8	6.4	6.8	6.8	6.8	6.3	6.3	
At a public event	0 – very poor	4	2	1	1	2	1	1	2	1	2	1	2	2	1	2	1	1	2	2	2	2
	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	0	0	2	1	1	1
	2	1	1	1	2	0	1	1	1	1	3	1	1	1	1	1	1	1	0	2	2	2
	3	2	2	1	2	1	1	2	2	1	2	2	2	1	2	2	2	2	1	1	2	2
	4	2	2	2	1	2	1	2	2	1	3	1	2	2	2	2	2	1	2	1	2	5
	5	6	7	6	7	4	7	6	8	6	10	7	5	8	7	8	10	7	8	5	5	5
	6	4	4	3	6	5	4	4	4	4	5	5	4	2	5	4	4	5	4	3	3	3
	7	4	5	6	4	8	5	5	7	4	7	5	5	5	6	5	3	6	5	6	5	5
	8	4	7	8	6	4	7	6	6	7	6	5	8	7	7	5	6	7	7	6	4	4
	9	2	5	6	4	5	5	6	4	6	3	4	7	5	5	5	3	6	8	3	4	4
	10 – very good	4	8	10	7	17	9	9	7	9	3	6	9	11	8	8	7	8	8	8	9	4
Don't know	67	57	56	58	52	58	58	56	58	53	60	54	57	57	58	61	56	53	59	64	64	
AVERAGE	5.6	6.8	7.3	6.4	7.6	7.0	7.1	6.5	7.0	5.5	6.2	6.9	7.3	7.1	6.7	6.5	7.0	6.7	6.6	6.6		

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

		Ethnicity		How interested in history are you?					Taken part in First World War related activity									
		Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure	
Weighted Sample		2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343	
Unweighted Sample		2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		22-26 July 2016	9-10 Dec 2018															
Newspaper	0 – very poor	4	2	2	3	2	2	3	5	2	0	0	0	2	4	0	3	1
	1	1	0	1	0	0	1	0	0	0	0	2	0	0	1	1	0	0
	2	2	1	1	3	2	1	1	4	0	1	0	4	1	1	1	1	1
	3	2	2	2	1	3	2	2	3	0	1	1	3	4	1	1	2	1
	4	3	2	2	7	3	2	2	1	1	2	1	3	3	2	2	2	3
	5	8	8	8	11	8	9	8	3	16	6	5	17	8	8	6	9	8
	6	5	6	6	13	5	6	8	3	1	8	4	8	6	7	6	6	6
	7	7	9	9	5	9	10	7	5	1	13	9	19	12	7	11	9	5
	8	8	10	10	12	13	11	6	4	1	14	20	16	11	8	16	9	7
	9	3	4	4	4	7	4	2	3	2	8	12	1	5	3	9	4	3
	10 – very good	3	7	7	3	12	7	2	1	0	16	6	11	6	5	12	6	7
	Don't know	54	48	48	37	36	47	58	68	76	31	38	18	42	54	34	48	59
	AVERAGE	5.7	6.6	6.6	5.8	7.0	6.8	5.7	4.9	5.1	7.6	7.2	6.6	6.5	6.1	7.5	6.3	6.9
At a public event	0 – very poor	4	2	1	1	1	2	2	0	2	0	1	0	0	3	0	2	1
	1	1	1	1	2	1	1	0	4	0	0	3	2	1	1	1	1	0
	2	1	1	1	1	2	1	1	2	0	0	0	4	1	0	1	1	1
	3	2	2	1	5	2	1	1	3	0	2	2	1	3	1	2	2	1
	4	2	2	2	1	2	2	1	2	0	1	1	1	2	2	1	2	3
	5	6	7	6	16	6	6	10	5	17	5	6	6	9	6	6	7	7
	6	4	4	4	9	5	5	3	3	1	6	7	12	5	3	6	4	2
	7	4	5	5	7	3	7	5	3	1	6	12	13	6	3	9	5	5
	8	4	7	6	7	10	6	3	5	4	12	12	13	8	4	12	6	4
	9	2	5	5	4	7	5	2	2	0	16	9	15	5	2	13	4	4
	10 – very good	4	8	8	3	14	7	4	1	0	25	15	9	7	4	21	6	6
	Don't know	67	57	58	46	46	57	67	70	74	26	33	24	54	69	29	61	65
	AVERAGE	5.6	6.8	6.6	6.1	7.1	6.7	5.9	5.2	5.0	8.1	7.4	7.1	6.9	5.6	7.9	6.5	6.5

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		22-26 July 2016	9-10 Dec 2018	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
				Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
At a museum	0 – very poor	3	1	1	0	0	0	1	1	1	2	1	1	1	1	1	1	1	1	1	1	
	1	0	0	0	0	0	0	1	1	0	0	1	0	0	0	1	0	0	1	0	0	
	2	1	1	1	0	0	1	1	1	1	2	1	1	1	0	1	1	0	0	2	0	
	3	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1
	4	2	1	1	2	0	1	1	2	1	4	1	1	1	2	1	1	1	1	2	2	1
	5	4	6	5	6	2	5	5	7	5	8	5	4	8	5	7	9	5	6	7	7	2
	6	3	3	3	3	6	3	4	3	3	1	5	3	2	3	4	3	3	4	3	3	3
	7	5	5	4	6	6	6	5	6	4	8	5	6	3	5	4	4	5	4	4	4	8
	8	5	6	6	6	6	6	6	7	5	9	7	5	4	6	6	8	6	7	5	7	7
	9	3	4	4	5	4	5	4	4	5	6	3	7	4	4	4	6	5	6	3	3	2
	10 – very good	5	6	6	7	10	8	6	5	7	11	6	7	4	6	7	6	7	6	6	6	5
	Don't know	68	65	69	63	65	65	68	63	67	48	65	65	72	65	65	61	66	63	66	69	
AVERAGE	6.3	6.7	7.2	7.2	7.9	7.6	7.4	6.8	7.1	6.9	6.9	7.5	6.8	6.7	7.2	7.1	7.3	7.1	6.6	6.9		
Online	0 – very poor	4	2	1	1	0	1	1	2	1	2	2	1	2	1	3	2	1	2	2	2	
	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	
	2	2	2	2	1	2	1	2	1	1	2	2	2	2	2	1	3	1	1	2	2	
	3	2	2	2	3	1	3	2	3	2	3	2	3	2	3	2	2	2	2	3	3	
	4	2	3	2	4	2	3	2	3	3	5	3	3	2	4	2	3	3	3	3	2	
	5	7	9	8	10	9	9	8	11	7	11	8	8	11	9	10	10	10	9	7	9	
	6	4	5	5	6	4	5	5	5	5	8	6	5	4	5	5	4	5	7	6	3	
	7	7	8	8	9	9	9	7	9	7	7	10	7	5	8	8	9	8	8	7	9	
	8	6	9	9	9	14	10	7	9	8	12	8	9	7	9	7	8	11	6	9	7	
	9	3	3	4	3	0	3	4	3	4	3	3	4	3	3	3	1	4	4	2	1	
	10 – very good	3	5	5	6	10	6	6	5	6	6	5	8	4	5	7	5	5	4	7	7	
	Don't know	59	51	53	46	49	48	53	48	54	43	50	49	59	50	52	51	49	51	52	55	
AVERAGE	5.7	6.2	6.4	6.3	7.0	6.4	6.1	6.2	6.4	6.4	6.2	6.5	6.2	6.2	6.4	5.8	6.5	5.9	6.4	6.3		

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

		Ethnicity		How interested in history are you?					Taken part in First World War related activity								
		Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample		2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample		2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		22-26 July 2016	9-10 Dec 2018														
At a museum																	
0 – very poor	3	1	1	0	1	1	1	1	2	0	0	0	0	2	0	1	0
1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0
2	1	1	1	0	1	1	0	4	0	1	0	2	0	1	0	1	1
3	1	1	1	1	1	1	1	0	0	0	1	3	1	0	1	0	0
4	2	1	1	1	2	1	1	2	1	1	0	5	1	1	1	1	3
5	4	6	6	10	4	6	8	5	14	3	4	7	6	6	4	6	8
6	3	3	3	10	3	3	4	4	0	5	4	6	3	3	4	3	2
7	5	5	5	10	5	5	4	3	3	5	10	15	7	3	7	5	3
8	5	6	6	12	10	6	3	5	3	10	7	17	8	3	8	6	6
9	3	4	4	4	6	4	3	2	0	10	5	3	6	2	8	3	4
10 – very good	5	6	6	5	13	6	2	0	3	15	9	9	7	4	12	6	4
Don't know	68	65	66	45	55	66	72	76	74	51	61	34	60	73	55	66	68
AVERAGE	6.3	6.7	6.9	6.7	7.8	6.9	6.1	6.0	5.7	8.3	7.9	7.0	7.3	6.0	7.8	6.7	6.6
Online																	
0 – very poor	4	2	2	0	1	1	3	2	2	0	0	0	1	3	0	2	1
1	1	1	1	1	1	1	1	0	0	1	1	0	2	1	1	1	1
2	2	2	2	3	2	2	1	1	0	2	0	2	1	2	1	2	1
3	2	2	2	6	2	3	1	2	1	0	1	4	4	3	1	3	1
4	2	3	3	7	2	3	4	8	0	2	2	6	4	3	2	3	2
5	7	9	9	15	10	9	9	4	12	8	7	9	9	9	8	9	9
6	4	5	5	8	6	5	7	3	5	7	7	10	8	4	7	6	4
7	7	8	8	8	9	8	8	2	4	10	14	12	12	5	12	8	6
8	6	9	9	6	13	9	3	3	0	13	13	22	9	6	13	8	8
9	3	3	3	2	5	2	3	2	4	10	2	2	5	1	7	3	2
10 – very good	3	5	6	5	8	6	2	6	0	13	7	13	5	3	11	5	5
Don't know	59	51	51	39	40	51	58	68	72	35	46	21	42	60	39	51	60
AVERAGE	5.7	6.2	6.4	5.7	6.6	6.3	5.6	6.1	5.6	7.5	7.0	7.0	6.5	5.4	7.5	6.2	6.4

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		22-26		9-10		2016		2018														
		July	Dec	July	Dec	2016	2018															
Word of mouth	0 – very poor	6	3	2	2	2	3	2	3	3	3	5	3	2	4	2	4	3	2	5	4	2
	1	1	2	2	3	0	2	2	3	2	1	2	2	3	2	2	2	5	1	2	2	1
	2	4	2	2	2	2	1	2	2	1	2	1	1	2	2	1	1	2	2	1	1	3
	3	3	2	2	2	1	3	2	3	1	1	2	3	3	2	2	2	2	2	1	2	4
	4	3	3	3	2	2	2	3	3	4	6	3	3	3	4	3	4	3	4	3	4	4
	5	8	11	11	12	7	10	10	12	9	15	11	9	10	11	11	12	12	12	12	8	12
	6	5	6	5	6	7	5	6	6	5	7	6	6	3	6	5	5	8	5	4	2	2
	7	4	7	7	8	5	8	7	8	6	10	7	7	5	7	7	5	7	10	6	6	6
	8	4	6	8	6	7	7	7	5	8	4	6	9	7	7	6	5	7	7	7	4	4
	9	2	3	3	3	7	3	4	3	4	3	2	4	4	3	4	2	3	4	4	2	2
	10 – very good	2	6	7	5	7	6	7	4	7	4	5	7	7	5	7	6	4	5	8	4	4
Don't know	59	49	47	48	54	51	47	48	50	42	52	47	50	49	48	50	48	44	52	56	56	
AVERAGE	4.7	5.9	6.0	5.7	6.9	6.1	6.1	5.5	6.2	5.5	5.8	6.3	5.8	5.9	6.0	5.4	5.8	5.8	6.3	5.4	5.4	
Government/official sources	0 – very poor	5	3	2	3	2	2	3	4	3	4	4	3	2	2	5	4	2	3	4	4	
	1	1	2	1	2	1	2	2	2	1	2	1	2	2	2	1	0	2	2	1	2	
	2	3	2	2	2	0	2	2	2	2	2	3	1	2	1	1	2	2	3	0	0	
	3	3	3	3	4	4	3	3	4	3	7	2	3	4	3	3	2	3	2	4	8	
	4	3	3	2	3	1	3	3	3	3	3	2	3	3	3	2	2	2	3	4	2	
	5	7	9	9	11	11	10	9	10	8	7	9	9	12	9	10	13	11	9	7	5	
	6	4	5	6	5	8	5	5	6	5	3	7	5	4	6	5	6	6	5	6	2	
	7	4	6	7	5	8	6	7	8	5	7	6	8	5	6	7	5	7	8	5	8	
	8	3	5	6	4	4	4	5	5	5	7	3	6	6	6	4	4	6	5	4	3	
	9	1	2	3	1	2	2	2	1	2	1	1	3	2	1	2	1	1	4	1	0	
	10 – very good	2	3	3	3	6	2	3	3	3	5	2	4	3	2	3	3	2	3	3	3	
Don't know	63	57	55	58	54	59	57	52	62	52	60	54	57	57	57	59	55	55	58	62		
AVERAGE	4.7	5.4	5.7	5.3	6.2	5.3	5.6	5.2	5.8	5.3	5.0	6.0	5.7	5.3	5.3	5.4	5.3	5.8	5.0	4.8		

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

		Ethnicity		How interested in history are you?					Taken part in First World War related activity								
		Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample		2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample		2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Word of mouth			9-10														
		22-26 July 2016	Dec														
			2018														
0 – very poor	6	3	3	3	3	3	4	2	1	0	1	3	5	0	4	1	
1	1	2	2	6	3	2	3	5	0	1	1	2	2	1	2	2	
2	4	2	1	2	2	2	1	0	0	1	2	3	2	0	2	1	
3	3	2	2	2	3	2	3	0	0	2	1	4	2	2	3	0	
4	3	3	3	8	4	3	4	6	1	2	3	8	3	3	3	4	
5	8	11	11	11	11	11	8	3	23	10	14	14	13	8	12	10	
6	5	6	6	9	6	6	4	2	2	6	10	10	6	5	7	6	
7	4	7	8	2	6	8	7	4	1	12	9	18	7	6	11	7	
8	4	6	7	6	9	7	4	2	1	11	9	14	10	4	10	6	
9	2	3	3	5	4	3	1	5	0	6	7	5	5	1	7	3	
10 – very good	2	6	6	4	9	6	4	1	0	23	6	6	5	3	16	4	
Don't know	59	49	49	43	40	48	56	67	69	26	40	19	40	59	31	50	
AVERAGE	4.7	5.9	6.1	5.3	6.1	6.0	5.1	4.8	4.7	7.5	6.8	6.3	6.0	5.1	7.3	5.5	
Government/official sources																	
0 – very poor	5	3	3	4	3	3	7	4	2	0	4	2	5	1	4	2	
1	1	2	2	1	3	1	1	0	0	2	1	0	2	2	2	0	
2	3	2	2	2	3	2	2	1	1	2	1	6	2	2	2	1	
3	3	3	4	3	4	3	3	2	1	2	4	3	5	3	2	4	
4	3	3	3	5	5	2	2	2	0	3	2	2	3	3	2	3	
5	7	9	9	12	8	10	11	5	10	11	9	4	11	7	10	8	
6	4	5	5	10	5	6	5	4	7	9	9	12	8	3	9	5	
7	4	6	6	10	8	7	5	3	1	8	13	24	8	4	10	7	
8	3	5	5	4	6	5	3	0	0	8	7	11	5	4	8	5	
9	1	2	2	2	2	2	0	2	0	4	3	4	2	1	4	1	
10 – very good	2	3	3	4	5	2	1	2	2	8	4	4	3	2	6	2	
Don't know	63	57	57	43	48	56	64	72	74	41	47	27	50	64	44	57	
AVERAGE	4.7	5.4	5.5	5.5	5.4	5.3	4.9	4.4	4.8	6.3	6.3	6.2	5.6	4.7	6.3	5.1	

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	22-26 July 2016	9-10 Dec 2018																		
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	1	2	4	3	2	3	2	3	2	4	2	2	3	3	2	2	3	
Too little	37	30	31	32	24	30	31	32	28	26	31	36	24	30	30	27	33	26	31	
About right	22	32	38	30	38	31	36	34	31	25	27	33	44	33	31	31	35	36	27	
Don't know	38	35	29	35	34	36	31	32	39	46	41	27	30	35	36	40	31	35	39	
In print media (newspapers, magazines)																				
Too much	2	4	4	3	7	5	4	5	3	4	4	4	6	4	4	7	4	4	3	
Too little	24	15	15	14	13	13	15	16	14	16	17	15	9	13	16	15	15	13	16	
About right	35	46	51	47	48	47	50	47	44	31	38	52	60	48	42	41	47	52	42	
Don't know	39	35	29	35	32	35	31	32	39	49	41	29	25	34	37	38	34	32	38	
In broadcast media (TV, radio)																				
Too much	4	5	4	4	8	6	5	6	4	3	4	5	7	4	6	5	5	4	4	
Too little	25	15	15	15	12	13	16	15	15	18	18	15	9	14	16	15	15	14	16	
About right	44	56	66	57	61	59	62	56	57	38	48	64	72	59	53	50	59	59	56	
Don't know	27	24	15	24	19	22	18	23	25	41	31	15	12	23	26	30	21	23	27	
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	20	25	17	28	19	23	23	18	19	15	21	31	21	20	17	25	18	17	20	
I am hoping to learn more about the First World War now that the centenary celebrations are over	39	39	42	43	45	37	40	38	37	44	43	29	41	37	36	39	41	40	40	
Neither	30	30	33	22	29	32	28	33	23	30	29	35	29	31	33	27	31	32	32	
Don't know	10	6	8	7	7	7	9	11	21	12	7	5	9	11	13	10	9	10	8	

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Total	Ethnicity		How interested in history are you?					Taken part in First World War related activity							
		White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	22-26 July 2016	9-10 Dec 2018														
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	6	2	2	2	5	2	1	5	0	1	4	3	3	2
Too little	37	30	36	37	30	26	17	8	40	35	43	45	21	38	31	20
About right	22	32	25	37	34	26	23	6	37	34	40	30	35	36	33	25
Don't know	38	35	33	24	33	46	55	83	22	27	16	24	40	24	33	53
In print media (newspapers, magazines)																
Too much	2	4	5	4	4	5	3	2	5	4	6	2	7	5	5	2
Too little	24	15	21	17	14	17	10	5	17	11	34	21	11	15	16	11
About right	35	46	38	57	47	32	33	13	57	58	46	50	42	58	45	37
Don't know	39	35	36	22	34	46	55	80	20	27	14	27	41	23	34	50
In broadcast media (TV, radio)																
Too much	4	5	5	3	6	4	5	1	5	5	8	1	8	5	6	2
Too little	25	15	26	16	14	18	13	11	15	11	27	21	12	14	16	14
About right	44	56	39	68	59	42	38	9	75	74	54	65	52	75	57	39
Don't know	27	24	30	13	21	36	44	79	4	10	11	12	28	6	22	45
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	20	21	14	20	21	22	21	2	24	29	12	18	25	26	22	11
I am hoping to learn more about the First World War now that the centenary celebrations are over	39	40	36	55	41	24	16	1	59	40	66	60	25	52	39	30
Neither	30	30	33	20	31	42	40	15	13	29	19	20	43	19	34	25
Don't know	10	9	17	5	7	11	23	82	4	2	3	3	7	3	5	34

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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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	4	4	4	8	5	3	5	2	5	3	5	3	4	3	3	3	4	5	
Fairly knowledgeable	36	39	47	37	53	44	41	46	33	29	30	46	54	43	34	37	43	38	36	39
TOTAL KNOWLEDGEABLE	38	43	51	41	61	49	44	51	35	34	33	51	57	47	37	40	46	41	40	44
Not very knowledgeable	43	40	38	41	32	38	41	36	44	41	43	40	34	38	42	37	39	43	42	37
Not at all knowledgeable	14	11	9	14	3	10	12	7	14	13	16	5	7	10	12	12	9	11	13	11
TOTAL NOT KNOWLEDGEABLE	57	51	47	55	35	48	53	43	58	54	59	45	41	48	54	49	48	54	55	48
Don't know	5	6	3	4	4	3	3	5	7	13	9	3	1	5	8	11	6	5	5	7

Do you feel that the First World War is relevant to you?

Yes, I do	57	56	64	59	71	64	59	56	56	36	53	67	61	61	50	45	61	58	54	53
No, I don't	26	26	21	24	20	22	25	28	24	36	29	17	25	23	29	33	24	23	25	30
Don't know	17	18	15	17	9	14	16	16	21	28	19	17	14	16	21	21	15	18	21	17

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

[Asked to those who felt World War One was personally relevant; n=1192]

Because of its impact on the society we live in today	74	77	78	78	76	80	74	80	74	82	78	76	74	80	72	80	77	76	75	82
Through a family connection (e.g. grandparent / relative fought or was involved in the War)	49	49	52	49	55	48	55	46	53	30	43	53	60	47	52	37	55	51	46	43
Through books, films, TV, internet, art and culture that I have read / seen	43	46	49	45	54	52	42	49	43	48	42	50	48	50	40	51	49	45	42	47
Because of where I live	10	11	12	9	13	11	10	12	10	22	12	10	8	13	8	12	13	9	10	10
Other	7	5	0	2	1	1	1	1	1	2	2	0	1	1	1	2	1	1	3	0
Not applicable - the First World War is not relevant to me	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Don't know	1	1	3	6	5	6	5	6	3	2	5	3	6	4	6	9	4	4	3	7

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample 2008	1744	124	473	1064	306	114	52		163	107	89	475	830	271	1394	343
Unweighted Sample 2008	1768	108	499	1087	288	90	44		178	119	86	490	820	297	1396	315
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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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	4	4	1	11	1	1	2	0	7	8	3	4	3	7	3	2
Fairly knowledgeable	36	39	40	25	64	40	16	4	4	56	66	47	46	33	60	38	26
TOTAL KNOWLEDGEABLE	38	43	44	26	75	41	17	6	4	63	74	50	50	36	67	41	28
Not very knowledgeable	43	40	40	40	21	48	52	24	13	36	22	40	44	45	30	44	30
Not at all knowledgeable	14	11	11	18	2	7	25	46	10	1	3	8	6	16	2	12	13
TOTAL NOT KNOWLEDGEABLE	57	51	51	58	23	55	77	70	23	37	25	48	50	61	32	56	43
Don't know	5	6	5	16	2	3	6	24	73	1	2	2	0	3	1	2	28

Do you feel that the First World War is relevant to you?

Yes, I do	57	56	59	28	79	59	33	17	8	84	75	73	71	45	81	56	38
No, I don't	26	26	24	50	15	23	44	54	12	8	17	19	14	40	12	30	19
Don't know	17	18	17	23	6	18	23	29	80	8	7	9	14	15	8	14	43

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

[Asked to those who felt World War One was personally relevant; n=1192]

Because of its impact on the society we live in today	74	77	77	73	79	76	78	79	41	85	78	77	77	77	82	77	67
Through a family connection (e.g. grandparent / relative fought or was involved in the War)	49	49	50	35	56	49	29	44	74	57	60	45	50	41	58	45	58
Through books, films, TV, internet, art and culture that I have read / seen	43	46	47	56	60	43	18	39	0	60	52	55	48	39	57	44	39
Because of where I live	10	11	10	41	16	8	12	19	0	21	20	18	8	6	20	8	16
Other	7	5	1	0	1	1	6	0	26	0	0	0	1	2	0	1	3
Not applicable - the First World War is not relevant to me	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	5	3	6	4	5	0	0	6	4	5	4	4	5	4	7

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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For the following question, by "cultural commemorations", we mean exhibitions, events and activities 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 2018?

Arts Council England / Wales / Scotland / Ireland	1	1	0	1	0	1	1	1	1	1	0	1	0	1	1	1	0	1
BBC	6	6	6	5	8	7	4	6	6	9	4	6	7	5	6	7	6	4
The Royal British Legion	16	26	34	24	23	24	34	24	28	15	22	28	38	26	27	19	29	29
The British Library / Europeana	0	0	0	1	1	1	0	0	0	0	1	0	0	0	1	1	0	0
Commonwealth War Graves Commission	3	3	4	2	2	3	4	3	3	5	2	3	4	3	4	3	4	2
Government – Ministry of Defence	6	5	4	5	2	5	5	6	4	3	6	4	5	6	5	7	4	4
Government (Department of Culture, Media and Sport)	8	6	6	9	6	8	5	8	5	6	7	8	4	8	4	9	6	6
Imperial War Museums (IWM)	7	6	6	7	7	7	6	7	6	5	7	7	4	6	6	8	6	7
14-18 NOW (WW1 Centenary Art Commissions)	3	4	4	4	4	4	4	3	4	3	3	4	4	4	3	3	5	3
None of these	2	4	3	4	4	4	3	5	3	6	6	2	2	4	5	7	5	4
Don't know / Not sure	48	38	32	40	41	37	35	36	40	46	42	37	30	37	41	37	34	39

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample 2008	1744	124	473	1064	306	114	52		163	107	89	475	830	271	1394	343
Unweighted Sample 2008	1768	108	499	1087	288	90	44		178	119	86	490	820	297	1396	315
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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For the following question, by "cultural commemorations", we mean exhibitions, events and activities 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 2018?

Arts Council England / Wales / Scotland / Ireland	1	1	0	2	1	1	0	0	0	0	2	1	1	1	1	1	0
BBC	6	6	5	7	6	6	6	4	1	4	9	13	7	5	6	6	3
The Royal British Legion	16	26	28	14	28	29	23	17	3	49	22	30	31	24	38	27	16
The British Library / Europeana	0	0	0	1	0	0	1	1	1	0	0	2	1	0	0	0	0
Commonwealth War Graves Commission	3	3	3	3	3	4	2	1	0	4	2	2	3	3	3	3	3
Government – Ministry of Defence	6	5	5	3	6	4	8	3	0	5	5	9	5	5	5	5	4
Government (Department of Culture, Media and Sport)	8	6	6	9	7	6	7	5	0	6	17	5	5	7	10	6	3
Imperial War Museums (IWM)	7	6	6	10	10	6	5	4	0	5	5	11	9	6	5	7	3
14-18 NOW (WW1 Centenary Art Commissions)	3	4	4	2	5	4	2	1	0	2	8	4	6	3	4	4	1
None of these	2	4	4	9	1	4	6	12	12	1	2	6	1	6	2	4	6
Don't know / Not sure	48	38	38	40	33	36	41	53	83	23	30	17	31	40	26	35	61

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173	
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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The First World War Centenary inspired commemorative exhibitions, events and activities taking place across the UK from 2014 to 2018. Did you take part in a First World War related activity?

I have taken part and plan on doing so again	6	8	12	6	13	9	9	7	9	3	7	9	11	8	8	5	10	9	8	4
I have taken part and do not plan on doing so again	2	5	6	4	12	7	6	5	6	2	4	6	8	6	4	4	7	4	5	6
I have not already taken part but plan on doing so	10	4	3	5	4	4	4	5	4	6	6	4	2	4	5	4	4	5	5	3
I am not planning on taking part, but would consider it	26	24	25	27	21	26	24	23	24	24	24	25	21	25	22	22	24	25	25	20
I have not already taken part, and do not intend to	37	41	42	42	41	40	44	45	38	38	39	39	48	41	42	46	42	39	39	45
Not sure	19	17	11	15	10	15	13	15	19	27	19	16	10	16	19	19	13	18	18	22

Please choose which statement best reflects your view:

At a time when Britain can feel divided, it's important that we mark moments like the First World War Centenary that can bring us together	55	68	51	56	56	60	53	57	47	51	62	60	59	49	43	59	58	55	52
At a time when Britain can feel divided, focusing on moments like the First World War Centenary is a distraction from the real challenges we face	13	8	16	15	14	11	15	12	15	14	12	13	12	15	15	14	11	12	17
Neither	18	16	21	16	18	19	20	17	11	19	18	20	17	20	21	16	20	18	16
Don't know	13	8	13	12	11	10	13	14	27	16	8	7	11	16	21	11	11	15	14

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample	2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343
Unweighted Sample	2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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The First World War Centenary inspired commemorative exhibitions, events and activities taking place across the UK from 2014 to 2018. Did you take part in a First World War related activity?

I have taken part and plan on doing so again	6	8	9	3	15	8	3	1	0	100	0	0	0	0	60	0	0
I have taken part and do not plan on doing so again	2	5	5	3	7	6	2	3	2	0	100	0	0	0	40	0	0
I have not already taken part but plan on doing so	10	4	4	9	5	4	5	6	0	0	0	100	0	0	6	0	0
I am not planning on taking part, but would consider it	26	24	25	19	27	26	17	12	3	0	0	0	100	0	34	0	0
I have not already taken part, and do not intend to	37	41	42	35	32	42	53	55	16	0	0	0	0	100	0	60	0
Not sure	19	17	15	30	14	14	19	24	79	0	0	0	0	0	0	0	100

Please choose which statement best reflects your view:

At a time when Britain can feel divided, it's important that we mark moments like the First World War Centenary that can bring us together	55	58	31	65	61	39	26	9	81	65	59	76	43	74	55	40
At a time when Britain can feel divided, focusing on moments like the First World War Centenary is a distraction from the real challenges we face	13	13	21	12	13	17	18	0	7	17	30	11	17	11	16	5
Neither	18	18	19	16	17	26	26	8	9	16	8	10	28	12	21	13
Don't know	13	12	29	7	10	18	30	84	4	3	3	4	11	3	8	43

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

During the First World War centenary, did you visit or attend events at the following places? (Please tick all that apply)

Not applicable - I didn't visit / attend any events	63	57	68	49	60	63	62	63	68	65	59	60	59	67	65	59	62	65	69
My local war memorial	17	24	13	27	19	20	17	18	7	14	22	24	19	15	10	20	18	17	16
A public art exhibition on the First World War e.g. Poppies in the Moat	8	11	7	15	12	6	7	9	6	6	10	11	9	6	9	8	9	8	6
A local museum exhibition on the First World War	6	6	6	12	8	5	6	5	5	4	7	7	7	4	4	6	7	5	5
Imperial War Museums	5	5	4	6	5	4	6	3	6	6	3	3	6	3	8	5	2	5	3
A war grave site in the UK	4	4	3	6	4	3	4	3	4	3	4	4	4	3	4	4	4	3	2
A theatre, play or music performance	3	4	2	7	4	2	3	3	3	2	4	5	4	2	4	3	4	3	2
A war grave site in Europe	3	4	2	5	4	3	3	2	2	2	2	5	3	2	2	3	3	3	3
A local archive or library	2	3	2	4	3	2	2	3	2	1	2	5	3	2	1	3	3	2	2
Other	5	7	4	10	5	6	4	5	1	3	8	7	5	4	4	6	4	5	1
Don't know / Can't remember	5	2	3	5	4	2	6	3	12	6	2	0	4	5	6	4	5	4	3

Now that the centenary is coming to a close, are you considering a visit to any of the following places in the next two years? (Please tick all that would apply)

Not applicable - I don't intend to visit any of these in the next two years	46	41	48	36	43	48	48	45	54	48	39	46	44	49	50	45	42	47	55
Imperial War Museums	10	13	10	12	12	11	12	9	8	10	14	8	12	8	14	13	10	8	5
My local war memorial	8	9	8	8	8	9	8	8	7	8	8	7	9	6	6	6	10	9	4
A war grave site in Europe	8	11	6	8	9	8	8	7	6	4	12	10	9	6	7	8	8	7	8
A local museum exhibition on the First World War	7	9	7	5	8	7	8	6	9	5	7	9	8	6	7	6	8	6	6
A public art exhibition on the First World War e.g. Poppies in the Moat	6	7	6	4	7	6	5	7	4	6	6	6	7	4	7	5	8	5	2
A local archive or library	4	4	5	9	5	4	5	4	4	4	6	4	5	4	5	4	5	5	2
A war grave site in the UK	4	5	3	4	4	4	5	3	4	4	5	4	4	4	4	4	6	3	2
Theatre, play or music performance	3	3	4	2	4	2	3	4	3	3	3	3	4	2	3	3	3	3	3
Other	1	2	1	2	1	2	2	1	0	1	2	2	1	2	1	2	0	2	1
Don't know	26	27	25	30	27	23	24	27	25	27	27	24	25	27	22	25	27	27	27

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343	
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

During the First World War centenary, did you visit or attend events at the following places? (Please tick all that apply)

Not applicable - I didn't visit / attend any events	63	63	62	45	64	78	82	54	5	12	36	62	87	8	75	55
My local war memorial	17	18	5	28	17	8	5	5	62	47	25	17	5	56	11	14
A public art exhibition on the First World War e.g. Poppies in the Moat	8	8	9	13	8	4	5	0	24	26	17	7	2	25	5	7
A local museum exhibition on the First World War	6	6	6	12	4	2	3	1	19	15	10	8	1	18	4	4
Imperial War Museums	5	5	8	9	4	3	2	0	10	12	16	4	2	11	4	4
A war grave site in the UK	4	3	4	6	3	2	3	4	12	10	13	2	1	11	2	3
A theatre, play or music performance	3	3	7	5	3	3	4	0	11	9	11	3	1	10	2	1
A war grave site in Europe	3	3	2	5	3	1	0	0	8	8	1	3	1	8	2	3
A local archive or library	2	2	2	6	2	0	2	0	9	9	7	2	1	9	1	1
Other	5	5	2	7	5	3	0	0	16	21	2	4	2	18	2	4
Don't know / Can't remember	5	4	8	4	4	3	5	36	0	0	8	4	1	0	3	17

Now that the centenary is coming to a close, are you considering a visit to any of the following places in the next two years? (Please tick all that would apply)

Not applicable - I don't intend to visit any of these in the next two years	46	46	50	29	46	63	74	49	10	24	18	24	73	16	53	42
Imperial War Museums	10	10	12	20	9	3	3	5	24	23	25	16	4	24	9	5
My local war memorial	8	8	6	12	7	6	4	2	23	12	16	13	1	19	6	5
A war grave site in Europe	8	8	8	17	5	2	5	0	21	15	14	9	4	18	6	4
A local museum exhibition on the First World War	7	7	8	13	5	5	5	0	16	8	18	13	2	13	7	2
A public art exhibition on the First World War e.g. Poppies in the Moat	6	6	6	10	5	4	2	0	14	9	12	10	2	12	5	4
A local archive or library	4	4	6	9	3	2	3	0	11	4	13	6	2	8	4	3
A war grave site in the UK	4	4	7	8	3	3	2	0	9	9	19	4	1	9	3	3
Theatre, play or music performance	3	3	5	6	2	2	1	0	7	6	6	4	1	7	3	2
Other	1	1	0	2	2	1	1	0	3	5	2	1	1	4	1	2
Don't know	26	26	20	22	30	19	14	44	26	24	20	35	15	25	22	42

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2008	663	620	112	773	827	972	1036	221	845	478	464	1145	863	241	671	434	490	173
Unweighted Sample	2008	688	641	126	876	832	893	1115	196	834	479	499	1176	832	227	699	432	474	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you support or oppose marking the centenary of the Second World War in 2039 as a national occasion on a similar scale to the First World War centenary?

Strongly support	35	46	31	37	35	42	36	34	23	32	45	37	38	32	28	38	36	37	29
Tend to support	33	35	36	32	36	34	34	33	26	34	31	37	34	32	32	32	34	34	37
TOTAL SUPPORT	68	81	67	69	71	76	70	67	49	66	76	74	72	64	60	70	70	71	66
Tend to oppose	6	4	8	10	7	4	6	6	8	7	4	7	6	7	7	7	6	4	7
Strongly oppose	2	2	3	3	3	3	3	2	3	2	3	3	2	3	3	3	2	2	2
TOTAL OPPOSE	8	6	11	13	10	7	9	8	11	9	7	10	8	10	10	10	8	6	9
Don't know	23	14	22	18	20	17	21	24	40	25	17	16	20	26	29	20	22	23	24

Sample Size: 2008 GB Adults
Fieldwork: 9th - 10th December 2018

	Ethnicity		How interested in history are you?					Taken part in First World War related activity								
	Total	White	Other	Very	Fairly	Not very	Not at all	Don't know	I have taken part and plan on doing so again	I have taken part and do not plan on doing so again	I have not already taken part but plan on doing so	I am not planning on taking part, but would consider it	I have not already taken part, and do not intend to	Took part	Did not take part	Not sure
Weighted Sample 2008	1744	124	473	1064	306	114	52	163	107	89	475	830	271	1394	343	
Unweighted Sample 2008	1768	108	499	1087	288	90	44	178	119	86	490	820	297	1396	315	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you support or oppose marking the centenary of the Second World War in 2039 as a national occasion on a similar scale to the First World War centenary?

Strongly support	35	37	16	53	37	16	16	1	65	43	48	50	25	56	35	22
Tend to support	33	34	32	26	38	36	20	6	28	38	30	37	36	32	36	23
TOTAL SUPPORT	68	71	48	79	75	52	36	7	93	81	78	87	61	88	71	45
Tend to oppose	6	5	14	5	6	9	7	2	1	6	12	3	10	3	8	3
Strongly oppose	2	2	2	3	2	4	9	0	0	2	4	0	5	1	3	1
TOTAL OPPOSE	8	7	16	8	8	13	16	2	1	8	16	3	15	4	11	4
Don't know	23	21	37	13	17	35	48	90	6	11	6	10	25	8	19	52