

**YouGov/The Times
Time WW1 Supplement**

Sample Size: 2493 GB Adults
Fieldwork: 17th - 18th June 2014

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE, if any, of the following do you believe is the MOST important subject in British history for young children to learn about at school?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
World War One	10%	9%	11%	12%	9%	9%	11%	11%	10%	11%	10%	10%	7%	9%	11%	13%	13%
World War Two	35%	35%	34%	33%	38%	42%	36%	30%	36%	33%	36%	33%	36%	30%	34%	38%	42%
The history of the British Monarchy	13%	11%	14%	8%	12%	11%	12%	16%	13%	13%	13%	13%	17%	10%	16%	6%	5%
The Magna Carta	12%	14%	9%	7%	8%	10%	10%	17%	13%	10%	12%	13%	13%	11%	12%	10%	9%
The creation of the World Wide Web	3%	4%	2%	3%	3%	4%	3%	3%	3%	3%	4%	4%	2%	4%	2%	1%	2%
The Middle East conflict	6%	6%	6%	12%	6%	3%	6%	6%	7%	5%	5%	5%	7%	7%	8%	7%	7%
None of these	9%	12%	7%	9%	8%	10%	11%	9%	9%	10%	9%	8%	7%	13%	8%	10%	12%
Don't know	12%	9%	15%	15%	17%	12%	12%	9%	10%	14%	11%	14%	11%	16%	11%	14%	12%

What other name do you think is used to reference World War One?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
The Cold War	2%	0%	4%	5%	3%	2%	2%	1%	2%	3%	2%	1%	1%	4%	2%	2%	1%
The Great War	85%	91%	79%	73%	73%	86%	86%	92%	88%	80%	84%	89%	87%	79%	84%	84%	86%
The War of Independence	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	0%	1%	1%	1%
The Vietnam War	1%	1%	0%	1%	2%	-	0%	0%	1%	1%	0%	-	1%	2%	1%	1%	-
None of these	4%	4%	4%	5%	7%	4%	3%	3%	4%	4%	4%	3%	2%	6%	5%	4%	4%
Don't know	8%	3%	12%	14%	13%	6%	8%	3%	5%	11%	8%	5%	8%	9%	8%	8%	7%

When do you think World War One took place?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
1896 to 1901	1%	0%	1%	2%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	3%	1%	1%
1914 to 1918	90%	94%	88%	82%	78%	93%	94%	96%	93%	87%	92%	93%	92%	84%	90%	89%	92%
1920 to 1924	3%	2%	4%	3%	5%	4%	2%	2%	2%	4%	3%	2%	4%	3%	4%	2%	1%
1939 to 1945	2%	1%	2%	2%	3%	1%	2%	1%	1%	2%	1%	2%	1%	4%	1%	1%	2%
Other timeframe/ period	0%	0%	0%	1%	1%	0%	0%	-	0%	0%	-	1%	0%	1%	-	1%	-
Don't know	4%	3%	5%	10%	12%	1%	2%	1%	2%	6%	4%	2%	3%	8%	5%	5%	3%

Which ONE of the following would you say BEST describes Adolf Hitler's involvement in World War One?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
None - he was a child	19%	14%	23%	14%	18%	16%	20%	21%	19%	18%	17%	17%	20%	20%	21%	18%	18%
He fought as a soldier for the German army	45%	59%	32%	46%	39%	43%	48%	46%	48%	40%	44%	47%	43%	43%	43%	43%	49%
He was the leader of Germany	17%	12%	22%	18%	19%	17%	16%	18%	16%	19%	19%	18%	18%	18%	17%	16%	14%
He was a conscientious objector (i.e. refused to perform military service)	3%	4%	3%	2%	5%	5%	4%	2%	4%	3%	3%	5%	3%	3%	3%	4%	3%
None of these	4%	4%	4%	4%	5%	5%	3%	3%	3%	5%	5%	2%	4%	4%	3%	5%	4%
Don't know	12%	8%	16%	16%	15%	13%	9%	9%	9%	15%	12%	11%	12%	11%	13%	13%	12%

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Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE of the following do you think BEST describes who Franz Ferdinand was?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
A vocal critic of World War One	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
The Archduke of Austria-Hungary	69%	77%	62%	64%	56%	65%	73%	78%	76%	60%	69%	70%	67%	70%	68%	61%	76%
A fictional character that featured in World War One propaganda	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	-	1%
A famous German soldier in World War One	3%	3%	3%	2%	5%	4%	3%	2%	2%	4%	3%	3%	4%	1%	4%	6%	2%
None of these	3%	3%	3%	3%	7%	3%	1%	2%	2%	4%	4%	2%	2%	2%	3%	1%	5%
Don't know	23%	15%	29%	29%	29%	25%	21%	17%	17%	29%	21%	23%	25%	24%	23%	31%	15%

Which ONE of the following do you think BEST describes one of the main reasons why Britain became involved in World War One?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
To stop the rise of Nazi Germany	18%	14%	22%	12%	17%	19%	20%	20%	16%	21%	19%	20%	21%	15%	18%	21%	16%
To prevent other countries developing nuclear bomb technology	1%	1%	1%	1%	3%	1%	-	-	1%	1%	0%	0%	1%	1%	1%	1%	0%
To expand the British Empire to include France and Germany	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	-	2%
To support America's war efforts	2%	1%	2%	4%	2%	1%	1%	1%	1%	2%	2%	1%	1%	3%	1%	1%	1%
Because of a treaty with Belgium to defend it if it was invaded	57%	68%	47%	55%	48%	57%	58%	62%	63%	50%	54%	58%	53%	58%	58%	56%	62%
None of these	6%	6%	6%	4%	5%	6%	5%	7%	6%	6%	7%	6%	7%	6%	4%	4%	7%
Don't know	15%	9%	20%	21%	24%	15%	13%	9%	12%	19%	15%	13%	16%	16%	16%	16%	11%

Approximately, how many soldiers do you think died IN TOTAL in World War One?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
10,000	1%	0%	1%	0%	2%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	-	-
100,000	4%	2%	6%	6%	6%	5%	3%	4%	4%	4%	5%	5%	2%	4%	4%	8%	3%
1,000,000	17%	17%	16%	19%	15%	17%	16%	17%	17%	17%	16%	15%	21%	17%	18%	16%	14%
5,000,000	25%	31%	19%	23%	24%	25%	23%	26%	26%	23%	27%	25%	20%	26%	23%	23%	28%
10,000,000	33%	36%	31%	26%	29%	30%	38%	38%	35%	32%	32%	36%	37%	28%	35%	32%	34%
Don't know	20%	13%	27%	25%	25%	22%	19%	15%	18%	23%	20%	19%	20%	23%	19%	20%	21%

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Who do you think the British Prime Minister was when World War One began?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
Winston Churchill	10%	5%	14%	16%	15%	11%	8%	5%	7%	13%	10%	10%	10%	11%	9%	10%	8%
Lloyd George	34%	37%	30%	31%	23%	30%	40%	38%	34%	33%	34%	35%	35%	32%	32%	33%	36%
Harold Wilson	4%	3%	5%	7%	13%	7%	2%	-	4%	5%	5%	4%	3%	4%	5%	6%	3%
Tony Blair	0%	0%	0%	0%	1%	-	-	0%	0%	0%	0%	-	-	-	0%	1%	-
Herbert Henry Asquith	36%	40%	32%	23%	23%	35%	37%	47%	41%	31%	36%	37%	34%	37%	36%	35%	34%
None of these	2%	2%	2%	2%	3%	1%	1%	1%	2%	2%	2%	1%	1%	3%	2%	1%	1%
Don't know	14%	12%	16%	22%	22%	16%	12%	8%	12%	17%	12%	13%	17%	13%	16%	15%	18%

What do you think the term "The Allies" refers to?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
Britain and the countries it fought alongside in World War One	92%	94%	90%	83%	85%	92%	94%	97%	95%	89%	91%	95%	95%	87%	92%	89%	95%
A slang term for trenches	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	-	-
The families of soldiers left at home	1%	0%	1%	1%	2%	1%	-	0%	0%	1%	0%	1%	0%	2%	0%	2%	-
Britain's enemies during World War One	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	3%	2%	2%	1%
None of these	1%	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	0%	1%	2%	1%	1%	1%
Don't know	4%	3%	6%	12%	8%	4%	2%	1%	2%	7%	5%	2%	3%	6%	4%	6%	3%

How do you think German and British soldiers famously marked one Christmas Day during World War One?

Unweighted base	2493	1141	1352	256	324	437	545	931	1370	1123	551	385	227	290	588	169	283
Base: All GB Adults	2493	1197	1296	299	412	450	459	873	1371	1122	613	409	239	319	571	125	217
Gave each other tours of their trenches	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	1%
Downed weapons to play a game of football	85%	90%	80%	79%	73%	82%	89%	92%	88%	81%	86%	88%	83%	76%	85%	87%	86%
Agreed they would only use rubber bullets for the day	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	-	-
Recorded one of the highest single day casualty rates of the entire war	2%	2%	3%	3%	4%	3%	1%	1%	2%	2%	2%	2%	2%	3%	2%	1%	2%
Gathered to watch a screening of the Great Escape	0%	0%	0%	1%	1%	0%	-	0%	0%	0%	0%	-	1%	1%	-	-	1%
None of these	2%	1%	2%	3%	3%	3%	1%	1%	1%	3%	2%	2%	2%	3%	2%	-	1%
Don't know	10%	5%	14%	14%	18%	10%	9%	5%	7%	13%	9%	7%	11%	15%	8%	12%	9%

Cell Contents (Column Percentage)