



22-087220-44 - REMEMBRANCE DAY  
3rd - 6th NOVEMBER 2023  
PUBLIC  
IPSOS

7 Nov 2023

Table 1

Q1 As you may know, Remembrance Day is held every year on the 11th November to remember the service and sacrifice of the Armed Forces for the United Kingdom and the Commonwealth. How important, if at all, do you personally think it is to mark Remembrance Day?

BASE: All Adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555	149	205	195	208	312	354	403	342	176	323	300	293	105	353	264	285	250	155	53	92	955	164	621	330	123
WEIGHTED BASE	1099	537	548	155	199	194	194	356	355	388	356	184	311	288	316	630	469	268	287	249	158	52*	94*	942	157	621	348	131
100%	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%
(4) Very important	560 51%	252 47%	307 56%	42 27%	78 39%	70 36%	116 60%	254 71%	120 34%	186 48%	254 71%	54 30%	110 35%	166 58%	230 73%	305 48%	255 54%	148 57%	160 56%	124 50%	54 34%	29 56%	45 48%	454 48%	107 68%	342 55%	134 39%	84 64%
			a		c		cde	cdef		h	hi			kl	klm			u	u	u		u			x	B		
(3) Fairly important	309 28%	157 29%	145 26%	59 38%	73 37%	69 36%	40 20%	68 19%	132 37%	109 28%	68 19%	65 35%	121 39%	68 24%	55 17%	201 32%	108 23%	64 25%	73 25%	85 34%	51 32%	15 29%	21 23%	278 29%	31 20%	166 27%	112 32%	31 24%
			fg	fg	fg				ij	j		mn	mn			p		rs						y				
(2) Not very important	113 10%	66 12%	47 8%	24 15%	24 12%	22 12%	19 10%	24 7%	48 14%	41 11%	24 7%	28 15%	33 11%	29 10%	23 7%	62 10%	52 11%	23 9%	30 11%	27 11%	21 13%	2 3%	11 12%	102 11%	12 7%	55 9%	48 14%	10 8%
			g	g					j			n														A		
(1) Not at all important	61 6%	36 7%	24 4%	18 12%	7 4%	18 9%	10 5%	8 2%	25 7%	28 7%	8 2%	20 11%	22 7%	13 4%	7 2%	31 5%	31 7%	14 5%	14 5%	7 3%	12 8%	2 5%	11 12%	58 6%	3 2%	32 5%	24 7%	5 4%
			dfe	dfe		de			j	i		mn	n								t	st						
Don't know	55 5%	26 5%	27 5%	13 8%	16 8%	14 7%	11 6%	1 *	29 8%	25 6%	1 *	17 9%	25 8%	12 4%	1 *	31 5%	23 5%	9 4%	10 4%	6 3%	20 12%	4 8%	5 6%	51 5%	4 2%	25 4%	29 8%	1 1%
			g	g	g	g			j	j		mn	n	n							rst					AC		
Mean	3.31	3.22	3.41	2.87	3.21	3.06	3.43	3.6	3.06	3.25	3.6	2.92	3.11	3.41	3.61	3.31	3.32	3.39	3.36	3.34	3.06	3.47	3.14	3.26	3.58	3.37	3.12	3.49
		a	a	c	c	cde	cde		h	hi		kl	klm	klm				uw	u	u		u			x	B		
Important (NET)	870 79%	409 76%	451 82%	101 65%	152 76%	139 72%	155 80%	322 90%	253 71%	295 76%	322 90%	119 65%	231 74%	234 81%	285 90%	506 80%	363 77%	212 82%	232 81%	209 84%	105 66%	44 85%	67 71%	731 78%	138 88%	509 82%	246 71%	115 88%
			a		c		c	cdef			hi		k	kl	klm			uw	u	uw		u			x	B		
Not important (NET)	175 16%	102 19%	70 13%	42 dfe	32 g	40 g	28 14%	33 9%	74 21%	69 18%	33 9%	48 26%	55 18%	42 15%	30 9%	92 15%	83 18%	37 14%	45 16%	34 14%	33 21%	4 8%	22 24%	160 17%	15 10%	87 14%	72 21%	15 12%
		b		dfe	g	g			j	j		mn	n					v			v		tv	y		AC		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 2

Q1 As you may know, Remembrance Day is held every year on the 11th November to remember the service and sacrifice of the Armed Forces for the United Kingdom and the Commonwealth. How important, if at all, do you personally think it is to mark Remembrance Day?

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY			
		TOTAL	1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE 5 (e)	NONGRADUATE 5 (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000- £34999 (j)	£35000- £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVATIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRANCE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	316	870	175	555	109*	475	219
100%	100%	19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	83%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%
(4) Very important	560	102	204	109	145	171	389	359	201	121	141	156	105	37	165	395	529	26	198	128	46	66	219	232	560	-	414	88	355	177
51%	49%	56%	47%	49%	44%	55%	49%	49%	54%	54%	52%	52%	47%	46%	45%	54%	57%	18%	71%	47%	57%	48%	51%	69%	64%	-	75%	81%	75%	80%
					e			q							n		stu						v		y					
(3) Fairly important	309	62	108	66	74	132	177	216	93	57	70	92	73	18	103	207	249	56	59	78	22	32	125	65	309	-	120	16	103	36
28%	29%	30%	30%	29%	25%	34%	25%	30%	25%	25%	26%	30%	33%	23%	28%	28%	27%	38%	21%	29%	27%	23%	29%	19%	36%	-	22%	14%	22%	16%
					f			p							w								y		v					
(2) Not very important	113	21	33	25	34	43	71	73	41	18	36	24	24	12	45	68	89	24	14	37	8	19	45	23	-	113	16	4	11	6
10%	10%	10%	9%	11%	11%	11%	10%	10%	11%	8%	13%	8%	11%	14%	12%	9%	10%	16%	5%	13%	10%	14%	11%	7%	-	65%	3%	4%	2%	3%
(1) Not at all important	61	12	13	14	23	20	42	42	19	17	10	19	12	4	29	32	35	24	5	19	2	17	24	10	-	61	2	1	7	1
6%	6%	6%	3%	6%	8%	5%	6%	6%	5%	7%	4%	6%	5%	5%	8%	4%	4%	16%	2%	7%	3%	13%	6%	3%	-	35%	*	1%	1%	*
					b										o		p					rt			x					
Don't know	55	13	7	16	18	27	28	37	18	13	12	11	8	10	23	31	34	17	4	12	2	3	13	6	-	-	3	-	*	1
5%	5%	6%	2%	7%	6%	7%	4%	5%	5%	6%	4%	4%	4%	12%	6%	4%	4%	12%	1%	4%	3%	2%	3%	2%	-	-	*	-	*	*
					b																									
Mean	3.31	3.29	3.41	3.25	3.24	3.24	3.35	3.29	3.34	3.33	3.33	3.32	3.27	3.26	3.18	3.37	3.41	2.65	3.63	3.21	3.42	3.09	3.31	3.57	3.64	1.65	3.72	3.75	3.7	3.77
			d												n		q		stu				v		y					
Important (NET)	870	164	312	175	219	303	566	575	294	178	211	247	177	55	268	602	778	82	258	206	69	98	344	296	870	-	534	104	457	212
79%	79%	78%	86%	76%	75%	77%	80%	79%	79%	79%	78%	82%	80%	69%	73%	82%	83%	56%	92%	76%	84%	71%	81%	88%	100%	-	96%	95%	96%	97%
			acd									m	m				u		u				u		y					
Not important (NET)	175	33	45	40	56	63	112	115	60	35	46	43	36	15	74	101	124	48	19	55	11	37	69	34	-	175	18	5	18	7
16%	16%	12%	17%	19%	16%	16%	16%	16%	16%	15%	17%	14%	16%	19%	20%	14%	13%	32%	7%	20%	13%	27%	16%	10%	-	100%	3%	5%	4%	3%
			b												o				rt		w		x							

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
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Table 3

Q2 Here is a list of ways in which people might commemorate Remembrance Day. Which of the following, if any, are you personally very likely to do to commemorate Remembrance Day this year?

BASE: All Adults aged 16-75 in Great Britain

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION							URBAN		MARITAL STATUS		
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)	
UNWEIGHTED BASE	1099	530	555	149	205	195	208	312	354	403	342	176	323	300	283	705	393	264	255	250	155	53	92	955	164	621	330	123	
WEIGHTED BASE	1009	537	548	155	199	194	194	356	355	388	356	184	311	288	315	630	469	258	287	249	158	53*	94*	942	157	621	348	131	
	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%	
Commemorate Remembrance Day (NET)	816	382	425	115	139	125	144	293	254	269	293	136	204	212	264	486	330	196	219	196	99	39	68	678	138	477	237	103	
	74%	71%	78% a	74%	70%	65%	74%	82% def	72%	69%	82% hi	74%	66%	74%	84% klm	77% p	70%	76% u	76% u	78% u	63%	74%	72%	72%	88% x	77% B	68%	78% B	
Wear a red poppy	555	232	316	54	58	81	111	251	112	192	251	63	106	156	229	317	238	147	161	123	52	32	39	449	105	331	137	86	
	50%	43%	58% a	35%	29%	42%	57%	70% cdef	32%	49%	70% h	34%	34%	54%	72% klm	50% p	51%	57% uw	57% uw	56% u	49% u	33% uw	61% uw	42% u	48% x	53% B	40% AB	66% AB	
Observe a two-minute silence	475	207	263	49	60	65	94	207	109	159	207	55	93	140	186	289	187	118	134	125	35	26	38	384	91	281	124	70	
	43%	39%	48% a	32%	30%	34%	48% cde	58% cdef	31%	41%	58% h	30%	30%	49% kl	59% klm	46% p	40%	46% u	47% u	50% u	22% u	50% u	40% u	41% x	58% B	45% B	36% B	53% B	
Make a donation to a veterans' organisation or charity	219	111	104	17	33	29	42	98	50	71	98	21	46	61	92	131	88	52	60	54	23	9	22	182	37	132	58	29	
	20%	21%	19%	11%	16%	15%	21% c	28% cde	14%	18%	28% hi	11%	15%	21% k	29% kl	21%	19%	20% rs	21%	22%	22%	15%	17%	23%	19%	24%	21%	17%	22%
Attend a Remembrance Service	109	57	49	19	15	20	17	38	33	37	38	20	25	28	35	77	32	23	20	38	13	3	13	86	23	68	28	13	
	10%	11%	9%	12%	7%	10%	9%	11%	9%	10%	11%	11%	8%	10%	11%	12% p	7%	9%	7%	15% rs	8%	5%	13%	9%	14%	11%	8%	10%	
Listen to veterans' stories	90	44	44	15	15	14	12	34	31	26	34	18	23	15	34	62	28	22	30	12	16	5	6	70	20	58	26	5	
	8%	8%	8%	10%	8%	7%	6%	9%	9%	7%	9%	10%	8%	5%	11% m	10% p	6%	8%	10% t	5%	10% t	10% t	6% t	7%	12%	9%	8%	4%	
Visit a cemetery / memorial	73	45	27	13	14	11	12	23	27	23	23	15	19	18	21	51	22	18	15	16	11	4	10	58	15	48	20	5	
	7%	8%	5% b	8%	7%	6%	6%	6%	8%	6%	6%	8%	6%	6%	7% p	8% p	5%	7% p	5% p	6% p	7% p	7% p	11% p	6% p	9% p	8% p	6% p	4%	
Talk with a friend or relative about their experience of a war	63	33	30	18	18	10	8	9	36	18	9	22	21	11	9	46	18	10	14	17	13	4	5	46	17	34	26	3	
	6%	6%	5%	12% e	9%	5%	4%	3%	10% ij	5%	3%	12% mn	7%	4%	3%	7% p	4%	4%	5%	7%	8%	7%	5%	5%	11% x	5%	7%	3%	
Wear a white poppy	45	29	15	11	13	9	7	5	24	16	5	12	16	12	5	33	12	11	6	6	17	1	5	43	2	24	17	4	
	4%	5%	3% b	7% e	7% e	5% e	4% e	2% i	7% i	4% i	2% i	7% n	5% n	4% n	2% n	5% n	3%	4%	2%	2%	11% rst	2% rst	5% rst	5% rst	1% rst	4% rst	5% rst	3%	
Visit a war museum or exhibition	44	29	14	17	9	10	2	6	26	12	6	18	12	8	6	32	12	6	12	11	11	-	5	42	3	23	18	4	
	4%	5%	3%	11% dfg	5% f	5% f	1% f	2% f	7% ij	3% ij	2% ij	10% lmn	4% lmn	3% lmn	2% lmn	5% lmn	2%	2%	4%	4%	7% q	-	6% q	4% q	2% q	4% q	5% q	3%	
Participate in a parade / march	42	28	14	9	11	10	2	10	20	12	10	12	13	8	9	26	16	9	16	5	10	1	1	35	7	25	15	2	
	4%	5%	2% b	6% f	6% f	5% f	1% f	3% f	6% ij	3% ij	3% ij	6% lmn	4% lmn	3% lmn	3% lmn	4% lmn	3%	4%	5%	2%	6% q	2% q	1% q	4% q	4% q	4% q	4% q	2%	
Conduct your own research into the service and sacrifice of the Armed Forces	42	28	13	11	13	6	3	8	24	9	8	17	10	6	8	34	8	5	8	7	12	2	7	36	5	26	13	2	
	4%	5% b	2%	7% fg	7% fg	3%	2%	2%	7% ij	2% ij	2% ij	9% lmn	3% lmn	2% lmn	2% lmn	5% p	2%	2%	3%	3%	8% rs	3% rs	8% rs	4% rs	3% rs	4% rs	4% rs	1%	
Lay a wreath or poppy at a war memorial	31	16	15	11	8	5	1	6	19	6	6	13	11	1	6	19	12	7	13	5	5	-	1	29	2	17	13	1	
	3%	3%	3%	7% fg	4% f	3% f	*	2% j	5% ij	2% ij	2% ij	7% mn	4% m	*	2% m	3% mn	2%	3% q	4% q	2% q	3% q	-	1% q	3% q	2% q	3% q	4% q	*	
Volunteer for a veterans' organisation or charity	30	21	10	6	5	7	2	10	12	9	10	6	10	4	10	20	11	2	9	8	12	-	-	27	3	20	6	4	
	3%	4%	2%	4% fg	3% f	3% f	1% f	3% j	3% ij	2% ij	3% ij	3% mn	3% m	2% m	3% mn	3% mn	2%	1% q	3% q	3% q	7% q	-	-	3% q	2% q	3% q	2% q	3%	
None of the above	234	133	97	29	45	63	41	56	74	103	56	34	89	65	46	120	114	51	56	43	48	11	24	218	16	123	88	23	
	21%	25% b	18%	19%	22%	32% cdfg	21%	16%	21%	27% j	16%	18%	29% kn	23% n	14%	19%	24%	20%	20%	17% rst	31% rst	22% rst	25% rst	23% y	10%	20%	25% y	17% y	
Don't know	49	22	26	11	16	6	10	7	27	16	7	14	18	11	7	24	26	12	12	10	11	2	3	46	3	21	22	6	
	4%	4%	5%	7% g	8% eg	3% g	5% g	2% g	8% j	4% j	2% j	8% kn	6% n	4% n	2% n	4% mn	5% mn	5% q	4% q	4% q	7% q	4% q	3% q	5% q	2% q	3% q	6% q	4%	
Other (please specify)	13	6	8	2	-	1	5	6	2	6	2	2	1	5	6	8	5	2	4	6	2	-	1	10	4	7	5	1	
	1%	1%	1%	1%	-	1%	3% d	2%	*	2%	2%	1%	*	2%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Q2 Here is a list of ways in which people might commemorate Remembrance Day. Which of the following, if any, are you personally very likely to do to commemorate Remembrance Day this year?

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	HOUSEHOLD SIZE					EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY			
	TOTAL	1	2	3	4+	GRADUATE S (e)	NONGRADUATES (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £49999 (k)	£50000+ (l)	PREFER NOT TO ANSWER (m)	ANY ETHNIC GROUP (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVATIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (a)	ATTEND A REMEMBRANCE SERVICE (b)	OBSERVE A TWO-MINUTE SILENCE (c)	DONATION TO VETERANS' ORG/ CHARITY (d)
		(b)	(c)	(d)																										
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	368	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219
100%	100%	10%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	85%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%
Commemorate Remembrance Day (NET)	816	144	283	168	220	294	522	542	274	168	196	232	167	54	259	557	717	92	241	197	61	104	326	276	748	61	555	109	475	219
	74%	69%	78%	73%	75%	75%	74%	75%	74%	74%	73%	77%	75%	67%	71%	76%	77%	62%	86%	72%	75%	75%	76%	82%	86%	35%	100%	100%	100%	100%
Wear a red poppy	555	101	212	114	127	175	379	340	215	131	139	141	105	39	156	399	520	30	194	134	39	50	219	217	534	18	555	76	352	172
	50%	48%	50%	50%	43%	45%	54%	47%	58%	58%	51%	47%	48%	48%	43%	54%	54%	20%	69%	49%	47%	36%	51%	64%	61%	10%	100%	70%	74%	79%
		ad			e			a		kl					n	a	q		stu	u		v	v	v		BCD				
Observe a two-minute silence	475	93	174	96	113	163	312	299	176	101	116	133	91	34	130	346	441	29	158	108	35	55	195	181	457	18	352	76	475	149
	43%	44%	48%	42%	38%	42%	44%	41%	47%	45%	43%	44%	41%	42%	35%	47%	47%	20%	57%	40%	43%	40%	46%	54%	53%	10%	64%	69%	100%	68%
		d								n	q					a			su				v	y	y		ABD			
Make a donation to a veterans' organisation or charity	219	37	83	48	52	78	142	146	73	44	60	56	49	10	64	156	203	15	87	50	22	24	88	87	212	7	172	36	149	219
	20%	18%	23%	21%	18%	20%	20%	20%	20%	20%	22%	19%	22%	12%	18%	21%	22%	10%	31%	18%	28%	17%	21%	26%	24%	4%	31%	33%	31%	100% ABC
Attend a Remembrance Service	109	20	32	16	41	45	64	71	38	28	18	26	29	7	39	70	97	10	39	22	7	17	42	42	104	5	76	109	76	36
	10%	9%	9%	7%	14%	11%	9%	10%	10%	12%	7%	9%	13%	9%	11%	10%	10%	7%	14%	8%	9%	12%	10%	12%	12%	3%	14%	100%	16%	16%
		c								i									y				v		ACD					
Listen to veterans' stories	90	15	30	14	31	39	51	57	33	16	20	27	19	8	34	56	75	14	29	19	6	13	35	27	80	8	59	16	55	36
	8%	7%	8%	6%	11%	10%	7%	8%	9%	7%	7%	9%	9%	10%	9%	8%	8%	10%	10%	7%	7%	9%	8%	8%	9%	4%	11%	14%	11%	16%
Visit a cemetery / memorial	73	11	25	16	21	32	42	49	24	18	16	20	17	2	24	49	64	10	23	15	6	17	21	27	67	6	49	22	48	28
	7%	5%	7%	7%	7%	8%	6%	7%	6%	8%	6%	7%	8%	2%	7%	7%	7%	7%	8%	5%	7%	12%	5%	8%	8%	4%	9%	21%	10%	13%
																			s								AC			
Talk with a friend or relative about their experience of a war	63	9	11	17	27	30	33	46	18	9	19	14	19	3	27	37	45	18	14	17	4	12	21	15	53	9	33	10	30	21
	6%	4%	3%	7%	9%	8%	5%	6%	5%	4%	7%	5%	9%	3%	7%	5%	5%	12%	5%	6%	5%	9%	5%	5%	6%	5%	6%	9%	6%	10%
		b			ab			f					i				p													A
Wear a white poppy	45	8	6	13	18	26	19	35	11	11	10	13	9	2	24	24	35	10	15	13	3	5	12	16	37	8	10	7	10	9
	4%	4%	2%	6%	6%	7%	3%	5%	3%	5%	4%	4%	4%	2%	6%	3%	4%	7%	6%	5%	3%	3%	3%	5%	4%	5%	2%	6%	2%	4%
		b			b	f									o															
Visit a war museum or exhibition	44	8	10	9	17	21	23	34	10	5	11	13	15	-	19	25	32	12	5	8	3	10	10	13	38	6	13	6	16	10
	4%	4%	3%	4%	6%	5%	3%	5%	3%	2%	4%	4%	7%	-	5%	3%	3%	8%	2%	3%	4%	7%	2%	4%	4%	3%	2%	5%	3%	5%
										im					p							r								
Participate in a parade / march	42	5	13	10	14	18	24	33	9	6	10	16	10	-	19	22	36	6	16	6	5	5	11	17	39	3	21	13	20	14
	4%	2%	4%	4%	5%	5%	3%	5%	2%	3%	4%	5%	5%	-	5%	3%	4%	4%	6%	2%	6%	4%	2%	5%	4%	2%	4%	12%	4%	6%
																											AC			
Conduct your own research into the service and sacrifice of the Armed Forces	42	4	11	15	13	18	24	28	14	3	12	14	9	4	21	20	38	4	7	15	4	7	22	5	35	6	14	3	18	15
	4%	2%	3%	6%	4%	4%	3%	4%	4%	1%	4%	5%	4%	5%	6%	3%	4%	3%	2%	6%	5%	5%	5%	5%	1%	4%	3%	3%	4%	7%
		a								o									w											AC
Lay a wreath or poppy at a war memorial	31	6	6	6	14	15	16	27	5	3	7	14	7	-	15	17	25	6	7	9	2	6	16	6	26	5	17	6	14	9
	3%	3%	2%	2%	5%	4%	2%	4%	1%	1%	2%	5%	3%	-	4%	2%	3%	4%	3%	3%	2%	4%	4%	2%	3%	3%	3%	5%	3%	4%
		b			b			h																						
Volunteer for a veterans' organisation or charity	30	4	10	2	14	14	17	16	14	11	4	5	10	-	15	16	21	10	11	5	2	4	6	12	22	9	12	6	15	14
	3%	2%	3%	1%	5%	3%	2%	2%	4%	5%	2%	2%	5%	-	4%	2%	2%	7%	4%	2%	3%	3%	2%	4%	3%	5%	2%	6%	3%	6%
		c								k							p													AC
None of the above	234	56	73	52	53	81	153	153	80	47	61	55	52	18	84	150	185	44	36	68	17	27	85	53	99	110	-	-	-	-
	21%	27%	20%	23%	18%	21%	22%	21%	22%	21%	23%	18%	24%	22%	23%	20%	20%	30%	13%	25%	20%	20%	20%	16%	11%	63%	-	-	-	-
		d								r							p		r						x					
Don't know	49	10	9	10	21	18	31	31	18	11	13	15	2	9	22	27	34	11	3	8	4	7	15	7	22	4	-	-	-	-
	4%	5%	2%	4%	7%	5%	4%	4%	5%	1%	5%	5%	1%	11%	6%	4%	4%	8%	1%	3%	5%	5%	4%	2%	3%	2%	-	-	-	-
		b			b					i	i	i	i		p		f		f											
Other (please specify)	13	1	6	4	3	6	8	7	6	2	1	4	4	2	2	12	13	-	6	*	2	1	4	6	13	*	9	3	10	3
	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	*	1%	2%	3%	*	2%	1%	-	2%	*	3%	*	1%	2%	2%	*	2%	3%	2%	1%
										j				j			s		s											

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 5

Q3 Remembrance Day is held every year on the 11th November. To the best of your knowledge, it is held on this date to commemorate the end of which war?

BASE: All Adults aged 16-75 in Great Britain

		GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)	
UNWEIGHTED BASE	1099	530	565	149	205	195	208	312	354	403	342	178	323	300	283	105	353	264	285	250	155	53	92	955	164	621	330	123	
WEIGHTED BASE	1099	537	548	155	199	194	194	356	355	388	356	184	311	288	316	630	469	258	287	249	158	52*	94*	942	157	621	348	131	
	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%	
World War One (1914-1918)	513 47%	267 50%	241 44%	51 33%	64 32%	75 39%	97 50%	225 63%	116 33%	172 44%	225 63%	61 33%	103 33%	154 53%	196 62%	316 50%	196 42%	132 51%	142 49%	117 47%	55 35%	24 45%	43 46%	433 46%	80 51%	293 47%	149 43%	71 54%	
World War Two (1939-1945)	318 29%	137 26%	179 33%	37 24%	62 31%	48 25%	65 33%	106 30%	100 28%	113 29%	106 30%	46 25%	86 28%	91 32%	96 30%	173 28%	145 31%	75 29%	81 28%	86 34%	30 19%	18 35%	28 30%	263 28%	55 35%	184 30%	94 27%	40 31%	
The English Civil War (1642-1651)	18 2%	10 2%	7 1%	11 7%	4 2%	3 2%	- -	- -	14 4%	3 1%	- -	11 6%	6 2%	1 *	- -	8 1%	10 2%	3 1%	4 2%	2 1%	6 4%	- -	2 2%	18 2%	- -	10 2%	5 1%	3 2%	
The Napoleonic War (1803-1815)	12 1%	8 1%	3 1%	5 3%	6 2%	1 1%	1 *	- -	10 3%	2 *	- -	7 4%	4 1%	1 *	- -	7 1%	5 1%	1 *	2 1%	4 2%	4 2%	- -	1 1%	12 1%	- -	3 *	9 3%	- -	
	1%	1%	1%	3%	3%	1%	* -	- -	3% ij	* ij	- -	4% mn	1% -	* -	- -	1% -	1% -	* -	1% -	2% -	2% -	- -	1% -	1% -	- *	* A	3% -	- -	
The Falklands War (1982)	11 1%	7 1%	3 *	5 3%	4 2%	2 1%	1 *	- -	9 2%	2 1%	- -	5 3%	5 1%	2 1%	- -	7 1%	4 1%	1 *	1 *	3 1%	3 2%	- -	2 2%	9 1%	2 1%	5 1%	5 1%	1 *	
The Iraq War (2003-2011)	10 1%	7 1%	3 1%	7 4%	1 *	1 1%	1 -	- -	7 2%	3 1%	- -	7 4%	1 *	2 1%	- -	5 1%	5 1%	2 1%	4 1%	1 *	4 2%	- -	- -	7 1%	3 2%	6 1%	4 1%	- -	
The Cold War (1947-1991)	10 1%	6 1%	3 1%	1 1%	8 4%	- -	1 *	- -	9 3%	1 *	- -	4 2%	5 2%	1 *	- -	7 1%	3 1%	- -	2 1%	4 2%	4 2%	- -	- -	9 1%	1 *	5 1%	5 1%	- -	
The Crimean War (1853-1856)	3 *	3 *	- -	2 13%	1 *	1 *	- -	- -	2 1%	1 *	- -	2 1%	1 *	- -	- -	3 *	- -	1 *	- -	1 *	2 1%	- -	- -	3 *	- -	1 *	2 *	- -	
The Boer War (1899-1902)	3 *	1 *	1 *	1 1%	- -	1 1%	- -	- -	1 *	1 *	- -	1 1%	1 *	1 *	- -	3 *	- -	1 *	- -	- -	1 1%	- -	- -	3 *	- -	1 *	1 *	- -	
Other (please specify)	4 *	- -	4 1%	- -	- -	- -	3 2%	1 *	- -	3 1%	1 *	- -	- -	3 1%	1 *	1 *	3 1%	1 *	2 1%	- -	- -	1 2%	- -	3 1%	1 1%	1 *	1 *	2 1%	
Don't know / unsure	198 18%	90 17%	104 19%	36 23%	50 25%	61 31%	27 14%	24 7%	86 24%	87 22%	24 7%	41 23%	99 32%	34 12%	23 7%	99 16%	99 21%	41 16%	48 17%	33 13%	49 31%	9 18%	17 19%	182 19%	15 10%	110 18%	72 21%	15 12%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 6

Q3 Remembrance Day is held every year on the 11th November. To the best of your knowledge, it is held on this date to commemorate the end of which war?

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)			ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY			
		TOTAL	1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE 5 (e)	NONGRADUATE 5 (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVATIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRANCE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)	DONATION TO VETERANS' ORG/ CHARITY (D)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213	
WEIGHTED BASE	1099	210	364	230	294	393	706	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219	
100%	100%	19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	85%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%	
World War One (1914-1918)	513	111	187	103	111	180	333	315	197	114	130	137	104	29	134	379	479	32	156	134	54	57	232	172	452	56	309	62	300	136	
47%	53%	51%	45%	38%	46%	47%	43%	53%	50%	48%	45%	47%	36%	36%	37%	52%	51%	22%	56%	49%	66%	41%	54%	51%	52%	32%	56%	57%	63%	62%	
	d	d	d	d	d	d	d	g	g	m	m	n	n	n	n	n	q	q	u	su	su	y	y	y	y	y	y	y	y	y	y
World War Two (1939-1945)	318	52	122	57	88	100	219	218	101	65	82	89	61	21	92	226	279	36	87	83	12	42	116	119	257	53	187	33	138	60	
29%	25%	33%	25%	30%	25%	31%	31%	30%	27%	29%	31%	30%	27%	26%	25%	31%	30%	25%	31%	30%	14%	31%	27%	35%	30%	30%	34%	31%	29%	28%	
	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC
The English Civil War (1642-1651)	18	2	1	7	7	6	12	14	4	3	5	5	3	1	12	6	12	4	2	5	1	5	5	3	13	5	5	2	2	2	
2%	1%	*	3%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	3%	1%	1%	3%	1%	2%	1%	4%	1%	1%	1%	3%	1%	2%	1%	1%	
	AC	AC	b	b	b	1%	2%	1%	1%	1%	2%	2%	2%	1%	3%	1%	1%	3%	1%	2%	1%	4%	1%	1%	1%	3%	1%	2%	1%	1%	1%
The Napoleonic War (1803-1815)	12	-	6	3	3	5	7	12	-	1	4	3	3	2	6	6	5	7	-	3	2	4	5	2	8	4	2	2	2	3	1
1%	-	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	2%	2%	1%	1%	5%	-	1%	3%	3%	1%	1%	1%	2%	*	2%	1%	*	
	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	p	p	r	r	r	r	r	r	r	r	r	r	r	r
The Falklands War (1982)	11	2	3	2	4	8	3	10	1	3	1	4	2	-	6	5	6	4	1	2	3	4	1	7	8	2	2	1	2	1	
1%	1%	1%	1%	1%	2%	2%	*	1%	*	2%	1%	1%	1%	-	2%	1%	1%	3%	*	1%	3%	3%	*	2%	1%	1%	*	1%	2	*	
	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	p	p	r	r	r	r	r	r	r	r	r	r	r	r
The Iraq War (2003-2011)	10	1	2	3	5	5	5	10	1	1	1	5	3	-	7	3	4	6	1	1	1	4	1	1	6	4	2	-	2	3	
1%	+	+	1%	2%	1%	1%	1%	1%	+	+	+	2%	1%	-	2%	+	+	4%	1%	+	1%	3%	+	+	1%	3%	+	-	+	2%	
	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	p	p	r	r	r	r	r	r	r	r	r	r	r	r
The Cold War (1947-1991)	10	2	1	3	3	6	4	8	1	1	2	4	3	-	6	3	8	2	3	1	-	4	4	2	9	1	2	1	1	4	
1%	1%	+	1%	1%	1%	1%	1%	1%	+	1%	1%	1%	1%	-	2%	+	1%	1%	1%	+	-	3%	1%	+	1%	+	+	1%	+	2%	
	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC
The Crimean War (1853-1856)	3	-	1	1	1	3	-	3	-	-	-	2	1	-	3	-	2	1	1	1	-	1	2	1	3	-	1	-	1	1	
*	-	+	1%	+	+	1%	-	+	-	-	-	1%	1%	-	1%	-	+	+	+	+	-	+	1%	+	+	+	+	+	-	+	1%
	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	p	p	r	r	r	r	r	r	r	r	r	r	r	r
The Boer War (1899-1902)	3	-	-	-	3	1	1	1	1	1	1	-	1	-	1	1	1	1	1	-	-	1	1	-	1	1	1	1	1	-	1
*	-	-	-	1%	+	+	+	+	+	+	+	-	+	-	+	+	+	1%	+	-	-	1%	+	-	+	+	+	+	+	-	+
	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC
Other (please specify)	4	-	2	1	1	-	4	3	1	-	3	1	-	-	3	1	4	-	1	3	-	-	3	1	4	-	2	-	2	1	
+	+	+	+	+	+	-	1%	+	+	-	1%	+	-	-	1%	+	+	-	+	+	-	-	1%	+	+	+	+	+	+	+	+
Don't know / unsure	198	40	40	50	67	80	118	132	66	38	40	52	41	27	94	104	135	54	25	41	9	16	57	28	108	49	42	6	24	9	
18%	19%	11%	22%	23%	20%	17%	18%	18%	18%	17%	15%	17%	19%	34%	26%	14%	14%	37%	9%	15%	11%	12%	13%	8%	12%	28%	8%	6%	5%	4%	
	b			b										(k)	o		p									x	C				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

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Table 7

Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -SUMMARY TABLE

BASE: All Adults aged 16-75 in Great Britain

	World War One (1914-1918)	World War Two (1939-1945)	The Iraq War (2003-2011)	The Crimean War (1853-1856)	The Boer War (1899-1902)	The Falklands War (1982)	The English Civil War (1642-1651)	The Napoleonic War (1803-1815)	The Cold War (1947-1991)
UNWEIGHTED BASE	1099	1099	1099	1099	1099	1099	1099	1099	1099
WEIGHTED BASE	1099	1099	1099	1099	1099	1099	1099	1099	1099
(4) Very important	645 59%	710 65%	389 35%	216 20%	227 21%	355 32%	267 24%	210 19%	355 32%
(3) Fairly important	297 27%	254 23%	425 39%	392 36%	356 32%	445 41%	406 37%	379 34%	455 41%
(2) Not very important	58 5%	33 3%	139 13%	260 24%	263 24%	140 13%	222 20%	279 25%	123 11%
(1) Not at all important	27 2%	30 3%	42 4%	74 7%	82 7%	47 4%	70 6%	79 7%	46 4%
Don't know	72 7%	72 7%	103 9%	157 14%	171 16%	112 10%	134 12%	153 14%	120 11%
Mean	3.52	3.6	3.17	2.8	2.79	3.12	2.9	2.76	3.14
Important (NET)	942 86%	964 88%	814 74%	608 55%	584 53%	800 73%	673 61%	589 54%	811 74%
Not important (NET)	85 8%	63 6%	181 16%	334 30%	344 31%	187 17%	292 27%	358 33%	168 15%

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Table 8

Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? - World War One (1914-1918)

BASE: All Adults aged 16-75 in Great Britain

		GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION							URBAN		MARITAL STATUS		
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)		
UNWEIGHTED BASE WEIGHTED BASE	1099	530	555	149	205	195	208	312	354	403	342	178	323	300	298	706	393	264	285	250	155	53	92	955	164	621	350	123		
	1099	537	548	155	199	194	194	356	355	388	356	184	311	288	316	630	469	268	287	249	158	52*	94*	942	157	621	348	131		
	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%		
(4) Very important	645 59%	299 56%	341 62%	70 45%	109 54%	96 50%	115 59%	255 72%	179 50%	211 54%	255 72%	83 45%	165 53%	170 59%	227 72%	370 59%	275 59%	170 66%	174 61%	156 63%	62 39%	34 65%	49 52%	534 57%	111 71%	372 60%	185 53%	89 68%		
			a				c	cdef			hi			k	klm			uw	u	u		u		x				B		
(3) Fairly important	297 27%	156 29%	136 25%	53 34%	59 30%	54 28%	51 26%	80 22%	112 32%	105 27%	80 22%	61 33%	89 29%	76 27%	71 22%	184 29%	113 24%	68 26%	70 25%	61 25%	58 36%	12 23%	28 29%	261 28%	36 23%	161 26%	109 21%	28 21%		
			g	g					j			n		n				st		st						C				
(2) Not very important	58 5%	33 6%	23 4%	13 8%	15 7%	11 6%	12 6%	9 2%	27 8%	22 6%	9 2%	17 9%	17 5%	17 6%	8 2%	24 4%	34 7%	5 2%	16 5%	14 5%	13 8%	5 9%	6 6%	56 6%	2 1%	38 6%	16 4%	5 4%		
			g	g					j	j		n		n		o		r		r		r		y			A			
(1) Not at all important	27 2%	19 4%	6 1%	7 5%	5 2%	5 3%	4 2%	5 1%	12 3%	10 3%	5 1%	10 5%	4 1%	9 3%	3 1%	16 3%	10 2%	6 2%	4 1%	6 3%	8 5%	-	3	24 3%	2 1%	9 2%	15 4%	3 2%		
			b	e					in			in						s		s										
Don't know	72 7%	30 6%	41 7%	13 8%	12 6%	28 14%	12 6%	8 2%	25 7%	40 10%	8 2%	13 7%	37 12%	15 5%	7 2%	36 6%	36 8%	9 4%	24 8%	12 5%	17 11%	2 3%	9 9%	67 7%	5 3%	41 7%	24 7%	7 5%		
				g	g	dfg	g		j	j		n	mn					rt		r										
Mean	3.52	3.45	3.6	3.3	3.45	3.45	3.52	3.68	3.39	3.49	3.68	3.27	3.51	3.49	3.69	3.53	3.51	3.61	3.57	3.55	3.23	3.57	3.45	3.49	3.69	3.54	3.43	3.63		
			a				c	cdef			hi		k	k	klm			u	u	u		u		x		B				
Important (NET)	942 86%	454 85%	478 87%	123 79%	168 84%	150 78%	166 85%	335 94%	291 82%	316 82%	335 94%	144 78%	254 82%	246 86%	298 94%	554 88%	389 83%	238 92%	244 85%	218 87%	119 76%	46 88%	77 82%	795 84%	147 94%	533 86%	293 84%	116 89%		
								cdef			hi				klm	p		suw	u	u				x						
Not important (NET)	85 8%	52 10%	30 5%	20 13%	19 10%	16 8%	16 8%	14 4%	39 11%	32 8%	14 4%	27 15%	21 7%	27 9%	11 3%	40 6%	45 10%	11 4%	19 7%	20 8%	21 14%	5 9%	8 9%	81 9%	4 3%	47 8%	30 9%	8 6%		
			b	g	g		g		j	j		in		n				rs		rs				y						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 9  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -World War One (1914-1918)

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY				
		1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE 5 (e)	NONGRADUATE (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVA TIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRAN CE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)	DONATION TO VETERANS' ORG/ CHARITY (D)	
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213	
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219	
	100%	19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	85%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%	
(4) Very important	645	128	228	121	168	213	432	422	223	144	158	184	124	36	190	455	584	56	188	163	46	74	256	230	577	58	407	79	358	167	
	59%	61%	63%	52%	57%	54%	61%	58%	60%	64%	59%	61%	56%	44%	52%	62%	62%	38%	67%	60%	57%	54%	60%	68%	66%	33%	73%	72%	75%	76%	
		c				e				m	m	m			n	q			u	v			y								
(3) Fairly important	297	54	95	69	79	123	174	195	102	52	75	78	63	29	101	196	242	50	79	77	27	30	118	77	227	55	114	23	95	45	
	27%	26%	26%	30%	27%	31%	25%	27%	27%	23%	28%	26%	28%	37%	28%	27%	26%	34%	28%	28%	33%	22%	28%	23%	26%	32%	21%	21%	20%	20%	
		f				i				l					p				r	s			t								
(2) Not very important	58	5	19	11	23	22	36	44	15	11	12	14	19	3	29	29	45	12	9	13	3	19	23	19	33	24	18	5	10	5	
	5%	2%	5%	5%	8%	6%	5%	6%	4%	5%	5%	5%	8%	3%	8%	4%	5%	8%	3%	5%	4%	14%	5%	6%	4%	14%	3%	5%	5%	2%	2%
		a													o							rst									
(1) Not at all important	27	10	5	6	5	8	19	19	7	3	7	11	3	3	7	20	15	10	3	4	1	7	7	5	7	17	2	2	4	1	
	2%	5%	1%	3%	2%	2%	3%	3%	2%	1%	3%	4%	1%	4%	2%	3%	2%	7%	1%	1%	2%	5%	2%	1%	1%	10%	*	2%	1%	1%	
		b														p						rs			x						
Don't know	72	12	18	23	19	26	45	47	25	17	17	15	13	10	38	34	49	18	2	16	4	8	21	5	26	20	13	-	7	2	
	7%	6%	5%	10%	6%	7%	6%	6%	7%	7%	6%	5%	6%	12%	10%	5%	5%	12%	1%	6%	5%	6%	5%	3%	12%	2%	2%	-	2%	1%	
		k				b									l				r				w			x					
Mean	3.52	3.52	3.58	3.47	3.49	3.48	3.54	3.5	3.56	3.61	3.52	3.52	3.48	3.37	3.45	3.55	3.57	3.18	3.63	3.55	3.53	3.31	3.54	3.61	3.63	3	3.71	3.64	3.72	3.73	
		m								m					n				u				v			y					
Important (NET)	942	183	323	190	247	336	606	617	325	196	233	262	187	65	291	651	826	107	267	241	73	104	374	307	804	113	521	102	453	212	
	86%	87%	89%	82%	84%	86%	86%	85%	87%	87%	87%	87%	84%	81%	80%	89%	88%	73%	95%	88%	80%	75%	88%	91%	92%	65%	94%	93%	95%	97%	
																			su	u					y						
Not important (NET)	85	15	24	17	29	30	55	63	22	14	19	25	21	6	36	49	61	22	11	17	4	26	31	24	40	41	21	7	15	6	
	8%	7%	6%	8%	10%	8%	8%	9%	6%	6%	7%	8%	10%	7%	10%	7%	6%	15%	4%	6%	5%	19%	7%	7%	5%	24%	4%	7%	3%	3%	
																p								x							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

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Table 10  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? - World War Two (1939-1945)

BASE: All Adults aged 16-75 in Great Britain

	TOTAL	GENDER			AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		MALE (a)	FEMALE (b)		16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millenials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555		149	205	195	208	312	354	403	342	176	323	300	293	105	393	264	285	250	155	53	92	955	164	621	350	123
WEIGHTED BASE	1099	537	548		155	199	194	194	355	355	388	356	184	311	288	315	630	469	268	287	249	158	52*	94*	942	157	621	348	131
100%	100%	49%	50%		14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%
(4) Very important	710 65%	329 61%	376 69%	a	81 52%	107 54%	106 55%	133 69%	282 79%	188 53%	239 62%	282 79%	91 50%	172 55%	194 67%	253 80%	412 65%	299 64%	188 73%	191 67%	165 66%	73 46%	35 67%	58 61%	589 62%	122 77%	403 65%	213 61%	94 72%
(3) Fairly important	254 23%	134 25%	114 21%		37 24%	68 34%	49 25%	42 22%	58 16%	105 30%	91 23%	58 16%	51 28%	89 29%	64 22%	50 16%	149 24%	105 22%	53 20%	57 20%	54 22%	53 33%	16 30%	23 24%	226 24%	28 18%	144 23%	84 24%	27 20%
(2) Not very important	33 3%	19 3%	13 2%		10 7%	8 4%	7 4%	3 1%	5 1%	18 5%	10 3%	5 1%	10 6%	9 3%	3 1%	3 1%	13 2%	19 4%	3 1%	8 3%	12 5%	8 5%	- -	2 2%	32 3%	1 *	20 3%	10 3%	2 2%
(1) Not at all important	30 3%	24 5%	5 1%		14 9%	4 2%	6 3%	4 2%	3 1%	17 5%	10 3%	3 1%	16 9%	4 1%	7 2%	3 1%	17 3%	13 3%	7 3%	8 3%	6 3%	7 4%	- -	3 3%	29 3%	1 1%	14 2%	15 4%	1 1%
Don't know	72 7%	30 6%	40 7%		13 8%	13 7%	26 13%	12 6%	8 2%	26 7%	38 10%	8 2%	15 8%	36 12%	14 5%	7 2%	39 6%	33 7%	7 3%	23 8%	12 5%	18 11%	2 3%	10 10%	66 7%	5 3%	39 6%	26 7%	7 5%
Mean	3.6	3.52	3.7	a	3.31	3.5	3.52	3.67	3.78	3.41	3.6	3.78	3.29	3.56	3.62	3.79	3.62	3.58	3.69	3.64	3.59	3.37	3.69	3.6	3.57	3.79	3.61	3.53	3.73
Important (NET)	964 88%	463 86%	490 89%		119 76%	175 88%	155 80%	175 90%	340 96%	294 83%	330 85%	340 96%	143 78%	261 84%	258 90%	303 96%	561 89%	404 86%	241 93%	248 86%	219 88%	126 80%	51 97%	80 85%	815 86%	150 96%	547 88%	296 85%	121 92%
Not important (NET)	63 6%	43 8%	18 3%		24 15%	11 6%	13 7%	7 3%	8 2%	35 10%	19 5%	8 2%	26 14%	15 5%	16 6%	6 2%	30 5%	32 7%	10 4%	16 5%	19 7%	15 9%	- -	4 5%	61 6%	2 1%	34 6%	26 7%	3 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 11  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -World War Two (1939-1945)

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY				
		TOTAL	1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE 5 (e)	NONGRADUATE 5 (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY ETHNIC GROUP (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVA TIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER ETHNIC GROUP (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRAN CE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)	DONATION TO VETERANS' ORG/ CHARITY (D)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213	
WEIGHTED BASE	1099	210	364	230	294	393	706	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	316	870	175	555	109*	475	213	
	100%	10%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	83%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%	
(4) Very important	710	142	261	126	181	247	464	457	253	159	167	204	140	40	200	464	510	650	54	214	179	51	83	283	258	639	61	449	89	392	180
	65%	67%	72%	55%	61%	63%	66%	63%	68%	70%	62%	68%	63%	50%	55%	69%	69%	37%	77%	66%	62%	60%	66%	77%	74%	35%	81%	82%	82%	82%	
(3) Fairly important	254	44	71	67	72	102	152	176	78	43	72	57	57	25	100	154	199	52	56	67	22	29	103	61	182	57	80	13	68	34	
	23%	21%	20%	29%	24%	26%	22%	24%	21%	19%	27%	19%	26%	30%	27%	21%	21%	36%	20%	25%	27%	21%	24%	18%	21%	32%	15%	12%	14%	16%	
(2) Not very important	33	4	10	2	16	12	20	26	7	3	8	11	9	1	18	15	21	10	6	8	4	5	11	11	19	13	9	3	5	3	
	3%	2%	3%	1%	5%	3%	3%	4%	2%	1%	3%	4%	4%	1%	5%	2%	2%	7%	2%	3%	5%	4%	2%	3%	2%	8%	2%	3%	1%	1%	
(1) Not at all important	30	8	7	8	7	6	24	22	8	4	5	14	4	4	9	21	19	10	1	4	*	12	10	4	4	24	6	4	4	-	
	3%	4%	2%	4%	2%	2%	3%	3%	2%	2%	2%	5%	2%	5%	2%	3%	2%	7%	1%	2%	1%	9%	2%	1%	1%	14%	1%	3%	1%	-	
Don't know	72	12	14	27	18	26	46	46	26	17	17	15	11	11	38	33	47	20	2	15	4	9	20	2	25	20	11	-	6	3	
	7%	6%	4%	12%	6%	7%	6%	6%	7%	8%	6%	5%	5%	14%	10%	5%	5%	14%	1%	5%	5%	7%	3%	5%	3%	11%	2%	-	1%	1%	
Mean	3.6	3.61	3.68	3.53	3.55	3.61	3.6	3.57	3.66	3.71	3.59	3.57	3.59	3.46	3.5	3.65	3.66	3.18	3.74	3.63	3.59	3.42	3.62	3.72	3.72	2.99	3.79	3.72	3.81	3.82	
Important (NET)	964	186	333	193	252	348	616	633	331	202	239	262	197	65	300	664	849	106	271	246	73	112	386	319	821	117	529	102	459	214	
	88%	88%	91%	84%	86%	89%	87%	87%	89%	89%	89%	87%	89%	81%	82%	90%	91%	72%	97%	90%	90%	81%	91%	95%	94%	95%	94%	94%	97%	98%	
Not important (NET)	63	12	17	10	23	18	45	48	15	7	13	26	12	5	26	36	41	20	7	12	4	17	20	15	23	38	14	7	9	3	
	6%	6%	5%	5%	8%	5%	6%	7%	4%	3%	5%	8%	6%	6%	7%	5%	4%	14%	3%	4%	5%	12%	5%	4%	3%	22%	3%	6%	2%	1%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



22-087220-44 - REMEMBRANCE DAY  
3rd - 6th NOVEMBER 2023  
PUBLIC  
IPSOS

7 Nov 2023

Table 12  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Iraq War (2003-2011)

BASE: All Adults aged 16-75 in Great Britain

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		TOTAL	MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	MARRIED /LIVING AS	SINGLE
UNWEIGHTED BASE	1099	530	555	149	205	195	208	342	354	403	342	178	323	300	298	106	393	264	255	250	155	53	92	935	164	621	350	128
WEIGHTED BASE	1099	537	548	155	199	194	194	356	355	388	356	184	311	288	316	630	469	258	287	249	158	52*	94*	942	157	621	348	131
	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%
(4) Very important	389	183	201	48	79	59	67	136	126	126	136	55	117	93	123	233	156	91	100	91	52	21	34	325	64	217	117	55
	35%	34%	37%	31%	39%	31%	34%	38%	36%	33%	38%	30%	37%	32%	39%	37%	33%	35%	35%	36%	33%	41%	36%	34%	41%	35%	34%	42%
(3) Fairly important	425	193	230	60	75	79	76	135	135	155	135	74	118	112	127	257	168	110	120	89	58	18	30	366	59	258	128	39
	39%	36%	42%	39%	38%	41%	39%	38%	38%	40%	38%	41%	36%	41%	38%	41%	36%	43%	42%	36%	37%	34%	32%	39%	38%	42%	37%	30%
(2) Not very important	139	89	46	22	20	18	27	52	42	45	52	25	30	42	43	68	71	34	31	29	22	8	16	124	15	75	46	17
	13%	17%	8%	14%	10%	9%	14%	15%	12%	11%	15%	14%	10%	14%	14%	11%	15%	13%	11%	12%	14%	15%	16%	13%	9%	12%	13%	13%
		b																										
(1) Not at all important	42	31	10	6	10	7	6	14	16	13	14	8	11	11	13	22	20	8	8	14	8	1	3	34	8	18	19	5
	4%	6%	2%	4%	5%	3%	3%	4%	4%	3%	4%	4%	3%	4%	4%	3%	4%	3%	3%	6%	5%	3%	3%	4%	5%	3%	5%	4%
		b																										
Don't know	103	41	61	19	16	31	18	19	35	49	19	21	43	24	15	50	53	16	29	26	17	4	11	93	11	52	37	15
	9%	8%	11%	12%	8%	16%	9%	5%	10%	13%	5%	12%	14%	8%	5%	8%	11%	6%	10%	11%	11%	7%	12%	10%	7%	8%	11%	11%
				g		dg			j	j		n	n															
Mean	3.17	3.06	3.28	3.11	3.21	3.18	3.16	3.17	3.17	3.17	3.17	3.09	3.24	3.11	3.18	3.21	3.11	3.17	3.21	3.15	3.09	3.22	3.15	3.16	3.23	3.19	3.1	3.23
			a																									
Important (NET)	814	376	431	108	153	138	143	271	262	281	271	130	228	211	245	490	324	201	220	180	110	39	64	691	123	476	245	94
	74%	70%	79%	70%	77%	71%	74%	76%	74%	73%	76%	71%	73%	73%	78%	78%	69%	78%	77%	72%	70%	75%	68%	73%	79%	77%	71%	71%
			a													p												
Not important (NET)	181	120	57	28	30	24	33	66	58	57	66	33	40	52	56	90	92	41	38	43	30	9	19	158	23	93	65	23
	16%	22%	10%	18%	15%	13%	17%	19%	16%	15%	19%	18%	13%	18%	18%	14%	20%	16%	13%	17%	19%	18%	20%	17%	15%	15%	19%	17%
			b													o												

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 13  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Iraq War (2003-2011)

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY			
		TOTAL	1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE 5 (e)	NONGRADUATE 5 (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVATIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRANCE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219
	100%	19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	85%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%
(4) Very important	389	81	123	80	105	142	247	259	130	84	87	116	82	20	132	257	346	38	90	118	30	49	178	114	347	37	231	44	205	108
	35%	38%	34%	35%	36%	36%	35%	36%	35%	37%	32%	39%	37%	24%	36%	35%	37%	26%	32%	43%	36%	36%	42%	34%	40%	21%	42%	41%	43%	49%
(3) Fairly important	425	69	143	76	137	156	270	281	145	77	103	112	97	37	141	284	367	57	133	106	29	45	169	142	346	63	215	41	184	71
	39%	33%	39%	33%	47%	40%	38%	39%	39%	34%	38%	37%	44%	45%	39%	39%	39%	39%	47%	39%	36%	32%	40%	42%	40%	36%	39%	38%	39%	33%
(2) Not very important	139	27	59	33	21	44	95	94	45	31	40	37	22	9	38	101	118	19	38	24	12	28	35	56	98	37	60	18	53	27
	13%	13%	16%	14%	7%	11%	13%	13%	12%	14%	15%	12%	10%	11%	10%	14%	13%	13%	14%	9%	14%	20%	8%	17%	11%	21%	11%	16%	11%	12%
(1) Not at all important	42	16	14	7	5	16	26	27	15	3	13	18	5	3	7	36	32	9	10	7	5	5	16	10	22	16	14	3	7	2
	4%	8%	4%	3%	2%	4%	4%	4%	4%	1%	5%	6%	2%	4%	2%	5%	3%	6%	4%	2%	6%	3%	4%	3%	3%	9%	2%	3%	2%	1%
Don't know	103	18	26	34	26	35	69	66	37	31	27	19	15	12	47	56	72	24	9	19	6	11	28	14	56	22	35	2	25	11
	9%	8%	7%	15%	9%	9%	10%	9%	10%	14%	10%	6%	7%	15%	13%	8%	8%	17%	3%	7%	7%	8%	7%	4%	6%	12%	6%	2%	5%	5%
Mean	3.17	3.11	3.11	3.17	3.27 b	3.18	3.16	3.17	3.16	3.23	3.09	3.15	3.25	3.06	3.26	3.12	3.19	3.01	3.11	3.32	3.11	3.09	3.28	3.12	3.25	2.8	3.28	3.18	3.31	3.37
Important (NET)	814	150	266	156	242	298	517	540	274	161	190	228	179	56	273	541	713	94	222	224	59	94	347	256	694	100	446	86	390	179
	74%	71%	73%	68%	82% abc	76%	73%	74%	74%	71%	70%	76%	81%	70%	75%	74%	76%	64%	80%	82%	72%	68%	81%	76%	80%	57%	80%	79%	82%	82%
Not important (NET)	181	43	72	40	26	60	121	121	60	34	53	55	27	12	44	137	150	28	48	30	16	33	51	66	120	53	73	21	60	29
	16%	20%	20%	17%	9%	15%	17%	17%	16%	15%	20%	18%	12%	15%	12%	19%	16%	19%	17%	11%	20%	24%	12%	20%	14%	30%	13%	20%	13%	13%
		d	d	d							l				n						s	s	v		x			C		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

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22-087220-44 - REMEMBRANCE DAY  
3rd - 6th NOVEMBER 2023  
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Table 14

Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Crimean War (1853-1856)

BASE: All Adults aged 16-75 in Great Britain

		GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555	149	205	195	208	312	354	403	342	176	323	300	293	105	353	264	285	250	155	53	92	955	164	621	350	123
WEIGHTED BASE	1099	537	548	155	199	194	194	355	355	388	356	184	311	288	315	630	469	268	287	249	158	52*	94*	942	157	621	348	131
	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%
(4) Very important	216 20%	108 20%	107 19%	32 21%	54 27%	28 15%	33 17%	69 19%	86 24%	61 16%	69 19%	39 21%	71 23%	43 15%	62 20%	114 18%	102 22%	65 25%	49 17%	49 20%	30 19%	10 19%	13 14%	181 19%	35 22%	127 20%	64 18%	26 20%
					ef				i				m					sw										
(3) Fairly important	392 36%	172 32%	215 39%	63 40%	66 33%	74 38%	65 33%	124 35%	129 36%	139 36%	124 35%	72 39%	109 35%	103 36%	109 34%	250 40%	143 30%	92 36%	102 35%	96 39%	52 33%	20 39%	30 32%	328 35%	64 41%	224 36%	125 36%	43 32%
			a													p												
(2) Not very important	260 24%	143 27%	111 20%	26 17%	36 18%	45 23%	59 30%	94 27%	62 17%	104 27%	94 27%	29 16%	62 20%	84 29%	86 27%	149 24%	112 24%	57 22%	72 25%	58 23%	32 20%	11 22%	30 32%	230 24%	30 19%	157 25%	69 20%	35 27%
			b				cd	cd	h		h		ki		k													
(1) Not at all important	74 7%	53 10%	21 4%	9 6%	18 9%	8 4%	14 7%	25 7%	27 8%	22 6%	25 7%	11 6%	18 6%	21 7%	23 7%	40 6%	33 7%	16 6%	17 6%	15 6%	17 11%	3 5%	7 8%	64 7%	9 6%	33 5%	36 10%	5 4%
			b																									
Don't know	157 14%	61 11%	95 17%	26 17%	25 13%	38 20%	24 12%	43 12%	51 14%	62 16%	43 12%	33 18%	51 16%	36 13%	36 11%	77 12%	79 17%	28 11%	47 16%	32 13%	27 17%	8 15%	14 15%	138 15%	19 12%	80 13%	54 15%	23 17%
			a			g																						
Mean	2.8 a	2.7 f	2.9 f	2.91 f	2.9 f	2.79 f	2.68 f	2.76 f	2.9 i	2.73 i	2.76 i	2.92 m	2.9 m	2.67 m	2.75 m	2.79 o	2.8 o	2.9 w	2.76 w	2.83 w	2.72 w	2.86 w	2.6 w	2.78 x	2.9 y	2.82 A	2.73 B	2.83 C
Important (NET)	608 55%	280 52%	322 59%	94 61%	120 60%	103 53%	97 50%	193 54%	215 61%	200 52%	193 54%	111 60%	180 58%	146 51%	171 54%	364 58%	245 52%	157 61%	151 53%	145 58%	82 52%	31 58%	43 45%	509 54%	99 63%	351 57%	189 54%	68 52%
									i									w										
Not important (NET)	334 30%	196 37%	132 24%	35 22%	54 27%	53 27%	73 38%	120 34%	89 25%	126 32%	120 34%	40 22%	80 26%	105 37%	109 35%	189 30%	145 31%	73 28%	89 31%	72 29%	49 31%	14 27%	37 39%	295 31%	39 25%	189 30%	105 30%	40 30%
			b				cde	c		h	h			kl	kl													

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 15  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Crimean War (1853-1856)

BASE: All Adults aged 16-75 in Great Britain

	HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY				
	TOTAL	1	2	3	4+	GRADUATE 5	NONGRADUATE 5	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	PREFER NOT TO ANSWER	ANY	NONE	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIB DEMS	OTHER	REMAIN	LEAVE	IMPORTANT	NOT IMPORTANT	WEAR A RED POPPY	ATTEND A REMEMBRANCE SERVICE	OBSERVE A TWO-MINUTE SILENCE	DONATION TO VETERANS' ORG/ CHARITY
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	231	268	256	253	73	365	734	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	714	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219
100%	100%	19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%	33%	67%	85%	13%	25%	25%	7%	13%	39%	31%	79%	16%	50%	10%	43%	20%
(4) Very important	216	39	59	46	73	72	144	144	73	46	47	72	42	9	93	123	184	30	51	53	19	32	86	65	192	22	113	28	106	52
	20%	19%	16%	20%	25%	18%	20%	20%	20%	21%	18%	24%	19%	11%	26%	17%	20%	21%	18%	19%	23%	23%	20%	19%	22%	13%	20%	26%	22%	24%
(3) Fairly important	392	70	134	76	112	149	243	273	119	81	93	114	79	26	130	262	338	53	116	105	29	40	152	130	338	45	216	45	182	87
	36%	33%	37%	33%	38%	38%	34%	38%	32%	36%	34%	38%	36%	32%	36%	36%	36%	36%	41%	38%	36%	29%	36%	39%	39%	26%	39%	41%	38%	40%
(2) Not very important	260	43	109	52	56	102	158	169	91	48	69	61	66	17	67	194	230	24	79	68	18	38	111	92	207	49	139	28	131	60
	24%	21%	30%	23%	19%	26%	22%	23%	25%	21%	26%	20%	30%	21%	18%	26%	25%	16%	28%	25%	23%	28%	26%	27%	24%	25%	25%	26%	28%	27%
(1) Not at all important	74	23	24	16	11	26	48	52	22	8	23	26	14	3	14	60	61	13	15	15	8	13	29	24	37	31	23	4	17	6
	7%	11%	7%	7%	4%	7%	7%	7%	6%	4%	8%	8%	6%	4%	4%	8%	7%	9%	6%	6%	10%	9%	7%	7%	4%	4%	4%	3%	4%	3%
Don't know	157	36	39	40	42	43	113	89	67	43	37	30	20	26	62	95	122	27	19	33	7	15	48	26	95	28	63	5	39	14
	14%	17%	11%	17%	14%	11%	16%	12%	18%	19%	14%	10%	9%	32%	17%	13%	13%	19%	7%	12%	8%	11%	11%	8%	11%	16%	11%	4%	8%	6%
Mean	2.8	2.72	2.7	2.8	2.98	2.77	2.81	2.8	2.79	2.91	2.71	2.85	2.74	2.73	3	2.7	2.79	2.84	2.78	2.81	2.79	2.74	2.78	2.76	2.89	2.4	2.85	2.93	2.87	2.9
important (NET)	608	109	192	122	185	221	387	417	191	127	140	185	121	35	223	385	522	83	167	157	48	72	237	195	531	67	329	73	289	139
	55%	52%	53%	53%	63%	56%	55%	57%	51%	56%	52%	61%	55%	43%	61%	52%	56%	57%	60%	58%	59%	52%	56%	58%	61%	38%	59%	67%	61%	63%
Not important (NET)	334	66	133	68	67	128	206	221	113	56	92	87	80	20	80	254	292	37	94	83	27	51	141	115	244	80	163	32	148	66
	30%	31%	36%	30%	23%	33%	29%	30%	30%	25%	34%	29%	36%	25%	22%	35%	31%	25%	34%	30%	33%	37%	33%	34%	28%	46%	29%	29%	31%	30%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 16  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Boer War (1899-1902)

BASE: All Adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	CZDE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555	149	205	195	208	342	354	403	342	176	323	300	293	105	353	264	285	250	155	53	92	955	164	621	330	123
WEIGHTED BASE	1099	537	548	155	199	194	194	356	355	388	356	184	311	288	315	630	469	268	287	249	158	52*	94*	942	157	621	348	131
100%	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%
(4) Very important	227	113	112	33	45	34	37	78	79	71	78	38	67	52	70	116	111	64	56	47	34	10	17	197	30	135	63	30
21%	21%	21%	20%	21%	23%	18%	19%	22%	22%	18%	22%	21%	22%	18%	22%	18%	24%	25%	19%	19%	21%	19%	18%	21%	19%	22%	18%	23%
(3) Fairly important	356	156	194	47	62	67	62	117	110	130	117	54	100	100	103	236	120	79	90	87	50	23	27	293	64	203	109	44
32%	32%	29%	35%	31%	31%	35%	32%	33%	31%	33%	33%	29%	32%	35%	32%	37%	26%	30%	31%	35%	32%	45%	28%	31%	41%	33%	31%	34%
(2) Not very important	263	145	115	33	44	42	48	95	77	91	95	40	66	72	85	148	114	63	71	62	31	10	24	228	34	149	86	27
24%	24%	27%	21%	21%	22%	22%	25%	27%	22%	23%	27%	22%	21%	25%	27%	24%	24%	24%	25%	25%	20%	20%	26%	24%	22%	24%	25%	21%
(1) Not at all important	82	53	27	12	14	11	17	29	26	27	29	14	16	26	25	46	36	20	17	16	14	3	12	73	9	43	31	8
7%	7%	10%	5%	8%	7%	6%	9%	8%	7%	7%	8%	8%	5%	9%	8%	7%	8%	8%	6%	6%	9%	5%	13%	8%	6%	7%	9%	6%
Don't know	171	70	100	29	34	39	30	38	63	69	38	37	63	38	33	83	88	33	52	37	29	6	14	152	19	91	58	21
16%	16%	13%	18%	19%	17%	20%	15%	11%	18%	18%	11%	20%	20%	13%	11%	13%	19%	13%	18%	15%	18%	11%	15%	16%	12%	15%	17%	16%
Mean	2.79	2.71	2.87	2.81	2.84	2.81	2.73	2.77	2.83	2.77	2.77	2.79	2.88	2.71	2.77	2.77	2.8	2.82	2.78	2.78	2.8	2.88	2.62	2.78	2.84	2.81	2.7	2.88
Important (NET)	584	269	306	81	108	102	99	195	188	201	195	93	167	151	173	352	231	142	146	134	84	34	44	490	94	337	172	74
53%	53%	50%	56%	52%	54%	52%	51%	55%	53%	52%	55%	50%	54%	53%	55%	56%	49%	55%	51%	54%	53%	64%	47%	52%	69%	54%	49%	57%
Not important (NET)	344	197	142	45	58	53	65	123	103	118	123	54	82	98	110	194	150	83	89	78	45	13	36	301	43	192	117	35
31%	31%	37%	26%	29%	29%	27%	33%	35%	29%	30%	35%	30%	26%	34%	35%	31%	32%	32%	31%	31%	29%	25%	38%	32%	28%	31%	34%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base





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Table 17  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Boer War (1899-1902)

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY				
		TOTAL	1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE S (e)	YES (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVA TIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER ETHNIC GROUP (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRAN CE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)	DONATION TO 'VETERANS' ORG/ CHARITY (D)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213	
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219	
100%		19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	83%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%	
(4) Very important	227	46	69	50	62	75	153	157	70	57	48	66	47	10	85	143	197	29	52	57	19	39	86	74	199	27	127	26	108	58	
	21%	22%	19%	22%	21%	19%	22%	22%	19%	25%	18%	22%	21%	12%	23%	19%	21%	20%	19%	21%	23%	28%	20%	22%	19%	27	15%	23%	24%	23%	26%
(3) Fairly important	356	64	118	73	101	139	217	233	123	73	80	100	78	26	115	242	311	42	113	101	27	25	143	118	315	35	198	40	174	79	
	32%	31%	32%	32%	35%	35%	31%	32%	33%	32%	30%	33%	35%	32%	31%	33%	33%	29%	40%	37%	33%	18%	33%	35%	36%	20%	36%	36%	37%	36%	
(2) Not very important	263	48	109	44	62	97	166	171	92	46	71	72	58	16	69	194	230	32	76	67	18	44	116	90	202	55	130	30	121	54	
	24%	23%	30%	19%	21%	25%	23%	24%	25%	20%	26%	24%	26%	20%	19%	26%	25%	22%	27%	25%	22%	32%	27%	27%	23%	31%	23%	27%	27%	25%	24%
(1) Not at all important	82	20	29	17	15	31	51	56	25	10	25	29	13	4	21	61	65	15	19	14	9	15	31	26	49	27	34	9	29	11	
	7%	10%	8%	7%	5%	8%	7%	8%	7%	5%	9%	10%	6%	5%	6%	8%	7%	10%	7%	5%	10%	11%	7%	8%	6%	16%	6%	8%	6%	5%	
Don't know	171	32	39	46	53	51	120	109	62	40	45	35	25	25	76	95	133	29	20	33	9	15	51	28	105	31	67	4	44	18	
	16%	15%	11%	20%	18%	13%	17%	15%	17%	18%	17%	12%	12%	31%	21%	13%	14%	20%	7%	12%	12%	11%	12%	8%	12%	18%	12%	4%	9%	8%	
Mean	2.79	2.76	2.7	2.85	2.88	2.76	2.8	2.8	2.77	2.95	2.68	2.76	2.81	2.73	2.91	2.73	2.8	2.72	2.76	2.84	2.78	2.71	2.76	2.78	2.87	2.42	2.86	2.8	2.84	2.91	
Important (NET)	584	110	187	123	164	214	370	391	193	130	128	166	124	35	199	384	508	71	164	158	46	64	229	193	514	62	325	66	282	137	
	53%	52%	51%	53%	56%	54%	52%	54%	52%	57%	48%	55%	56%	44%	55%	52%	54%	48%	59%	58%	56%	46%	54%	57%	59%	35%	59%	61%	59%	62%	
Not important (NET)	344	68	138	61	77	127	217	227	117	56	96	101	71	20	89	255	295	47	96	82	26	59	147	115	251	82	163	39	149	65	
	31%	32%	38%	27%	26%	32%	31%	31%	31%	25%	36%	33%	32%	25%	24%	35%	31%	32%	34%	30%	32%	43%	34%	34%	29%	47%	29%	36%	31%	30%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

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Table 18  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Falklands War (1982)

BASE: All Adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555	149	205	195	208	342	354	403	342	176	323	300	293	705	393	264	285	250	155	53	92	955	164	621	330	123
WEIGHTED BASE	1099	537	548	155	199	194	194	356	355	388	356	184	311	288	315	630	469	268	287	249	158	52*	94*	942	157	621	348	131
100%	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%	9%	86%	14%	56%	32%	12%
(4) Very important	355 32%	169 32%	182 33%	37 24%	63 32%	50 26%	62 32%	143 40%	100 28%	112 29%	143 40%	47 25%	89 28%	90 31%	129 41%	205 33%	150 32%	97 38%	92 32%	86 34%	36 23%	19 35%	25 26%	293 31%	62 40%	206 33%	100 29%	49 37%
(3) Fairly important	445 41%	212 40%	227 41%	58 37%	79 39%	84 43%	87 45%	137 39%	137 39%	171 44%	137 39%	67 36%	126 41%	132 46%	120 38%	262 42%	183 39%	104 40%	122 42%	90 36%	69 44%	23 43%	38 40%	377 40%	69 44%	256 41%	143 41%	45 35%
(2) Not very important	140 13%	74 14%	63 11%	25 16%	25 13%	18 9%	19 10%	52 15%	51 14%	38 10%	52 15%	26 14%	39 12%	29 10%	46 14%	80 13%	60 13%	30 11%	31 11%	39 15%	18 12%	8 14%	15 16%	126 13%	14 9%	82 13%	35 10%	23 17%
(1) Not at all important	47 4%	38 7%	8 1%	14 9%	8 4%	7 4%	8 4%	10 3%	22 6%	15 4%	10 3%	16 9%	10 3%	13 5%	9 3%	27 4%	21 4%	10 4%	6 2%	14 5%	10 6%	1 2%	7 7%	43 5%	4 3%	19 3%	26 8%	2 2%
Don't know	112 10%	42 8%	68 12%	21 14%	25 12%	34 18%	18 9%	14 4%	46 13%	52 13%	14 4%	29 16%	48 16%	22 8%	12 4%	57 9%	55 12%	18 7%	35 12%	21 9%	25 16%	3 5%	10 10%	104 Y	8 5%	57 3.15	42 3.04	12 3.19
Mean	3.12	3.04	3.21	2.87	3.13	3.11	3.15	3.21	3.02	3.13	3.21	2.93	3.12	3.13	3.22	3.12	3.12	3.2	3.19	3.09	2.98	3.18	2.95	3.1	3.27	3.15	3.04	3.19
Important (NET)	800 73%	382 71%	409 75%	95 61%	142 71%	134 69%	149 77%	280 79%	236 67%	283 73%	280 79%	113 62%	215 69%	223 77%	249 79%	467 74%	334 71%	201 78%	214 75%	176 70%	105 66%	41 79%	63 67%	669 71%	131 83%	462 75%	243 70%	94 72%
Not important (NET)	187 17%	112 21%	71 13%	39 25%	33 16%	26 13%	27 14%	62 17%	72 20%	53 14%	62 17%	42 23%	48 15%	43 15%	55 17%	107 17%	81 17%	39 15%	37 13%	52 21%	28 18%	8 16%	22 23%	169 18%	18 11%	101 16%	62 18%	25 19%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 19  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Falklands War (1982)

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME				PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY					
	TOTAL	1	2	3	4+ (d)	GRADUATE 5 (e)	NONGRADUATE 5 (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £49999 (k)	£50000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVATIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (z)	ATTEND A REMEMBRANCE SERVICE (aa)	OBSERVE A TWO-MINUTE SILENCE (ab)	DONATION TO VETERANS' ORG/ CHARITY (ac)	
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213	
WEIGHTED BASE	1099	210	364	230	294	393	705	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219	
100%		19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	85%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%	
(4) Very important	355	73	108	72	102	110	244	230	125	86	88	91	73	18	126	229	320	33	103	94	26	50	138	130	325	27	229	60	204	103	
	32%	35%	30%	31%	35%	28%	35%	32%	34%	38%	33%	30%	33%	22%	35%	31%	34%	23%	37%	34%	31%	36%	32%	39%	37%	16%	41%	55%	43%	47%	
							e			m							q							y				AC			
(3) Fairly important	445	79	158	87	121	177	268	303	142	83	101	127	98	35	138	307	383	56	137	105	36	43	174	154	376	54	234	35	197	83	
	41%	37%	43%	38%	41%	45%	38%	42%	38%	37%	38%	42%	45%	43%	38%	42%	41%	38%	49%	39%	44%	31%	41%	46%	43%	31%	42%	32%	41%	38%	
						f											x							v							
(2) Not very important	140	22	57	28	32	54	86	92	48	20	44	38	27	10	41	99	117	21	27	43	10	25	65	33	94	44	46	8	45	23	
	13%	10%	16%	12%	11%	14%	12%	13%	13%	9%	16%	13%	12%	13%	11%	13%	12%	14%	10%	16%	12%	18%	15%	10%	11%	25%	8%	7%	10%	10%	
						i																			x						
(1) Not at all important	47	18	12	10	7	13	35	36	12	4	11	20	8	4	8	40	37	9	4	7	6	11	16	9	19	26	11	4	10	2	
	4%	9%	3%	4%	3%	3%	5%	5%	3%	2%	4%	7%	4%	5%	2%	5%	4%	6%	1%	3%	7%	8%	4%	3%	2%	15%	2%	4%	2%	1%	
						bd						i				n									rs						
Don't know	112	19	29	33	31	38	74	67	45	32	25	25	16	14	52	60	79	27	9	24	5	9	33	10	55	24	35	2	19	8	
	10%	8%	8%	14%	11%	10%	10%	9%	12%	14%	9%	8%	7%	17%	14%	8%	8%	18%	3%	9%	6%	7%	8%	3%	6%	14%	6%	2%	4%	4%	
				b						kl							p						w								
Mean	3.12	3.08	3.08	3.12	3.21	3.09	3.14	3.1	3.16	3.29	3.08	3.04	3.15	3	3.22	3.08	3.15	2.95	3.25	3.15	3.06	3.02	3.1	3.24	3.24	2.55	3.31	3.42	3.3	3.36	
						km									o		q		u				v								
Important (NET)	800	152	266	160	223	288	513	533	267	169	189	218	171	53	264	536	703	90	241	199	62	92	313	285	701	81	463	95	401	186	
	73%	72%	73%	69%	76%	73%	73%	73%	72%	75%	70%	72%	77%	66%	72%	73%	75%	61%	86%	73%	75%	67%	73%	85%	81%	83%	87%	84%	85%	85%	
																	q						v								
Not important (NET)	187	40	70	38	40	67	120	127	60	25	56	59	34	14	49	138	154	30	31	50	15	36	81	42	114	70	57	12	55	25	
	17%	19%	19%	17%	14%	17%	17%	18%	16%	11%	21%	19%	16%	17%	13%	19%	16%	21%	11%	18%	19%	26%	19%	13%	13%	40%	10%	11%	12%	11%	
																n							r								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

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Table 20  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The English Civil War (1642-1651)

BASE: All Adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555	149	205	195	208	312	354	403	342	176	323	300	293	105	353	264	225	250	155	53	92	955	164	621	350	123
WEIGHTED BASE	1099	537	548	155	199	194	194	355	355	388	356	184	311	288	315	630	469	258	287	249	158	52*	94*	942	157	621	348	131
100%	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%	9%	86%	14%	56%	32%	12%
(4) Very important	267 24%	136 25%	128 23%	31 20%	55 28%	51 27%	47 24%	81 23%	87 25%	99 25%	81 23%	40 21%	89 29%	68 24%	70 22%	140 22%	127 27%	81 31%	62 22%	57 23%	40 25%	15 29%	11 12%	226 24%	41 26%	169 27%	68 19%	30 23%
(3) Fairly important	406 37%	192 36%	211 38%	60 38%	75 37%	64 33%	77 39%	132 37%	134 38%	140 36%	132 37%	68 37%	108 35%	112 39%	118 37%	249 39%	158 34%	93 36%	98 34%	107 43%	56 35%	25 47%	28 30%	343 36%	63 40%	209 34%	144 41%	53 40%
(2) Not very important	222 20%	116 22%	100 18%	32 21%	35 18%	33 17%	33 17%	88 25%	68 19%	66 17%	88 25%	36 20%	51 16%	54 19%	80 25%	132 21%	90 19%	47 18%	66 23%	46 19%	25 16%	6 12%	31 33%	192 20%	29 19%	133 21%	66 19%	22 17%
(1) Not at all important	70 6%	43 8%	25 5%	12 8%	13 6%	12 6%	15 8%	19 5%	24 7%	27 7%	19 5%	14 8%	17 5%	23 8%	16 5%	42 7%	29 6%	13 5%	16 6%	12 5%	14 9%	2 3%	13 14%	59 6%	11 7%	31 5%	32 9%	8 6%
Don't know	134 12%	48 9%	84 15%	20 13%	21 11%	33 17%	22 11%	37 10%	41 12%	55 14%	37 10%	25 14%	46 15%	30 10%	32 10%	68 11%	66 14%	25 10%	44 15%	26 10%	23 14%	5 10%	11 11%	122 13%	12 8%	77 12%	38 11%	18 14%
Mean	2.9	2.86	2.95	2.82	2.97	2.96	2.91	2.86	2.91	2.93	2.86	2.84	3.02	2.87	2.85	2.87	2.95	3.04	2.85	2.94	2.9	3.12	2.44	2.9	2.93	2.95	2.8	2.93
Important (NET)	673 61%	329 61%	339 62%	91 59%	130 65%	115 59%	124 64%	213 60%	221 62%	239 62%	213 60%	108 59%	197 63%	181 63%	187 59%	388 62%	285 61%	174 67%	161 56%	164 66%	96 61%	40 75%	39 41%	569 60%	104 66%	379 61%	212 61%	83 63%
Not important (NET)	292 27%	160 30%	125 23%	44 28%	48 24%	45 23%	48 25%	106 30%	92 26%	94 24%	106 30%	51 27%	68 22%	77 27%	96 31%	174 28%	119 25%	59 23%	82 29%	59 24%	40 25%	8 15%	45 47%	252 27%	41 26%	164 26%	98 28%	30 23%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



22-087220-44 - REMEMBRANCE DAY  
3rd - 6th NOVEMBER 2023  
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Table 21  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The English Civil War (1642-1651)

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY			
	TOTAL	1	2	3	4+ (d)	GRADUATE 5 (e)	NONGRADUATE 5 TES (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVA TIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN ETHNIC VOTE (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRAN CE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)	DONATION TO VETERANS' ORG/ CHARITY (D)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213
WEIGHTED BASE	1099	210	364	230	294	393	706	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	316	870	175	555	109*	475	219
100%	100%	19%	33%	21%	27%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	83%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%
(4) Very important	267	48	80	53	86	97	170	189	78	57	52	93	58	7	101	166	233	32	68	62	27	38	100	88	239	24	145	38	136	72
	24%	23%	22%	23%	29%	25%	24%	26%	21%	25%	19%	31%	26%	9%	28%	23%	25%	22%	24%	23%	33%	27%	23%	26%	27%	14%	26%	35%	29%	33%
(3) Fairly important	406	75	136	81	113	159	247	262	144	86	104	106	79	31	135	271	350	55	122	106	31	35	170	120	349	47	228	38	189	76
	37%	36%	37%	35%	39%	41%	35%	36%	39%	38%	38%	35%	36%	38%	37%	37%	37%	38%	44%	39%	38%	26%	40%	36%	40%	27%	41%	35%	40%	35%
(2) Not very important	222	41	99	34	48	68	154	144	78	39	60	60	48	14	54	167	191	26	60	59	14	38	84	87	167	51	102	21	94	49
	20%	19%	27%	15%	16%	17%	22%	20%	21%	17%	22%	20%	22%	18%	15%	23%	20%	18%	21%	22%	17%	28%	20%	26%	19%	29%	18%	19%	20%	22%
(1) Not at all important	70	22	15	18	16	32	39	48	22	8	24	16	17	6	19	52	54	14	13	19	4	12	37	14	39	26	24	8	22	9
	6%	11%	4%	8%	5%	8%	6%	7%	6%	4%	9%	5%	7%	7%	5%	7%	6%	9%	5%	7%	5%	9%	9%	4%	4%	15%	4%	8%	5%	4%
Don't know	134	25	34	44	31	37	96	84	50	35	30	27	19	22	56	77	108	19	17	27	6	15	36	27	76	26	55	4	35	13
	12%	12%	9%	19%	10%	9%	14%	12%	13%	16%	11%	9%	9%	28%	15%	11%	12%	13%	6%	10%	7%	11%	8%	8%	9%	15%	10%	4%	7%	6%
Mean	2.9	2.8	2.85	2.91	3.02	2.9	2.9	2.92	2.86	3.01	2.77	3	2.88	2.68	3.03	2.84	2.92	2.83	2.93	2.85	3.06	2.8	2.85	2.91	2.99	2.47	2.99	3.01	3	3.02
Important (NET)	673	123	217	134	199	256	417	451	222	143	156	199	137	38	236	437	583	87	190	167	58	73	270	208	588	72	373	76	325	148
	61%	58%	59%	58%	68%	65%	59%	62%	60%	63%	58%	66%	62%	47%	65%	60%	62%	59%	68%	61%	71%	53%	63%	62%	68%	41%	67%	70%	68%	67%
Not important (NET)	292	63	114	51	64	99	193	192	100	47	84	76	65	20	73	219	245	40	73	78	18	51	121	101	206	77	127	29	115	59
	27%	30%	31%	22%	22%	25%	27%	26%	27%	21%	31%	25%	29%	25%	20%	30%	26%	27%	26%	29%	22%	37%	28%	30%	24%	44%	23%	27%	24%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

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22-087220-44 - REMEMBRANCE DAY  
3rd - 6th NOVEMBER 2023  
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7 Nov 2023

Table 22  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Napoleonic War (1803-1815)

BASE: All Adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millenials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555	149	205	195	208	312	354	403	342	176	323	300	283	705	393	264	285	250	155	53	92	955	164	621	330	123
WEIGHTED BASE	1099	537	548	155	199	194	194	356	355	388	356	184	311	288	316	630	469	268	287	249	158	52*	94*	942	157	621	348	131
100%	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%	9%	86%	14%	56%	32%	12%
(4) Very important	210 19%	112 21%	96 18%	37 24%	45 23%	30 15%	35 18%	63 18%	82 23%	65 17%	63 18%	40 22%	66 21%	48 17%	56 18%	115 18%	96 20%	59 23%	47 16%	48 19%	35 22%	8 16%	13 14%	183 19%	27 17%	117 19%	66 19%	27 20%
(3) Fairly important	379 34%	178 33%	196 36%	59 38%	69 34%	71 37%	63 32%	116 33%	128 36%	134 35%	116 33%	69 37%	108 35%	98 34%	103 33%	236 38%	142 30%	87 34%	94 33%	93 37%	54 34%	17 33%	33 35%	313 33%	66 42%	211 34%	126 36%	42 32%
(2) Not very important	279 25%	142 26%	133 24%	27 18%	46 23%	42 22%	60 31%	103 29%	74 21%	102 26%	103 29%	34 19%	64 21%	89 31%	92 29%	160 25%	119 25%	58 23%	89 31%	59 24%	30 19%	16 31%	26 28%	238 25%	41 26%	173 28%	77 22%	30 23%
(1) Not at all important	79 7%	48 9%	28 5%	9 6%	11 6%	12 6%	14 7%	32 9%	20 6%	27 7%	32 9%	10 6%	17 5%	21 7%	30 10%	44 7%	35 7%	24 9%	16 5%	13 5%	13 8%	3 6%	10 11%	70 7%	9 6%	42 7%	27 8%	9 7%
Don't know	153 14%	56 10%	95 17%	23 15%	28 14%	38 19%	22 11%	42 12%	51 14%	60 15%	42 12%	30 17%	56 18%	31 11%	35 11%	75 12%	78 17%	31 12%	41 14%	35 14%	26 17%	7 14%	11 12%	138 15%	14 9%	77 12%	52 15%	24 18%
Mean	2.76	2.74	2.79	2.94	2.86	2.76	2.69	2.67	2.9	2.72	2.67	2.9	2.88	2.68	2.65	2.76	2.76	2.79	2.7	2.82	2.84	2.69	2.59	2.76	2.78	2.74	2.78	2.8
Important (NET)	589 54%	290 54%	292 53%	fg 96	fg 114	fg 101	fg 98	fg 180	fg 210	fg 199	fg 180	fg 109	fg 174	fg 147	fg 159	fg 351	fg 238	fg 146	fg 141	fg 141	fg 89	fg 26	fg 46	fg 496	fg 93	fg 328	fg 192	fg 68
Not important (NET)	358 33%	190 35%	161 29%	fg 23%	fg 29%	fg 28%	fg 74	fg 135	fg 94	fg 129	fg 135	fg 45	fg 81	fg 110	fg 122	fg 204	fg 154	fg 82	fg 105	fg 73	fg 43	fg 19	fg 37	fg 308	fg 50	fg 215	fg 104	fg 39

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

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Table 23  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Napoleonic War (1803-1815)

BASE: All Adults aged 16-75 in Great Britain

		HOUSEHOLD SIZE				EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY			
		TOTAL	1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE 5 (e)	NONGRADUATE (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVA TIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRAN CE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	714	936	147	280	273	82*	138	426	336	870	175	555	109*	475	219
	100%	100%	19%	33%	21%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	85%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%
(4) Very important	210	43	58	41	69	77	133	148	62	43	43	69	50	5	82	128	178	31	56	50	15	32	82	66	186	21	105	26	99	50
	19%	20%	16%	18%	23% b	20%	19%	20%	17%	19%	16%	23%	23%	7%	23%	17%	19%	21%	20%	18%	18%	24%	19%	20%	21%	12%	19%	24%	21%	23%
(3) Fairly important	379	63	120	79	116	152	227	259	119	71	97	104	73	33	135	244	319	57	101	103	30	33	150	104	312	56	195	45	172	80
	34%	30%	33%	34%	40% a	39%	32%	36%	32%	32%	36%	35%	33%	42%	37%	33%	34%	39%	36%	38%	37%	24%	35%	31%	36%	32%	35%	42%	36%	37%
(2) Not very important	279	50	116	54	58	91	187	183	96	55	67	79	62	15	68	211	255	21	88	68	23	41	113	112	229	47	160	24	136	66
	25%	24%	32%	23%	20% cd	23%	27%	25%	26%	24%	25%	26%	28%	19%	19%	29%	27%	14%	32%	25%	28%	30%	27%	33%	26%	27%	29%	22%	29%	30%
(1) Not at all important	79	19	32	15	12	28	51	53	25	11	27	22	14	4	19	59	63	13	17	19	7	17	39	23	49	25	32	6	28	10
	7%	9%	9%	7%	4%	7%	7%	7%	7%	5%	10%	7%	7%	5%	5%	8%	7%	9%	6%	7%	8%	12%	9%	7%	6%	14%	6%	6%	6%	5%
Don't know	153	34	38	42	38	45	108	84	69	46	35	27	21	23	61	92	121	26	18	32	7	15	43	30	94	27	62	7	40	14
	14%	16%	10%	18%	13%	11%	15%	12%	18%	20%	13%	9%	10%	28%	17%	13%	13%	17%	6%	12%	9%	11%	10%	9%	11%	11%	11%	6%	9%	6%
Mean	2.76	2.74	2.62	2.77	2.94 ab	2.8	2.74	2.78	2.72	2.81	2.67	2.8	2.79	2.7	2.92	2.69	2.75	2.87	2.75	2.77	2.72	2.65	2.72	2.7	2.82	2.5	2.76	2.9	2.78	2.82
Important (NET)	589	107	178	119	185	229	360	407	182	114	140	173	123	39	217	372	497	88	157	154	45	65	232	170	498	77	300	72	270	130
	54%	51%	49%	52%	63% abc	58%	51%	56%	49%	50%	52%	57%	56%	48%	60%	51%	53%	60%	56%	56%	55%	47%	54%	51%	57%	44%	54%	66%	57%	59%
Not important (NET)	358	69	148	69	71	119	238	236	122	66	94	102	77	19	87	271	318	34	105	87	29	58	152	135	278	71	192	30	164	76
	33%	33%	41%	30%	24% d cd	30%	34%	32%	33%	29%	35%	34%	35%	23%	24%	37%	34%	23%	38%	32%	36%	42%	36%	40%	32%	41%	35%	28%	35%	35%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base

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Table 24

Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? - The Cold War (1947-1991)

BASE: All Adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				SOCIAL GRADE		REGION						URBAN		MARITAL STATUS		
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	Gen Z (k)	Millennials (l)	Gen X (m)	Baby Boomer (n)	ABC1 (o)	C2DE (p)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	URBAN (x)	RURAL (y)	MARRIED /LIVING AS (A)	SINGLE (B)	WID/ DIV/ SEP (C)
UNWEIGHTED BASE	1099	530	555	149	205	195	208	342	354	403	342	176	323	300	293	705	393	264	285	250	155	53	92	955	164	621	350	123
WEIGHTED BASE	1099	537	548	155	199	194	194	355	355	388	356	184	311	288	315	630	469	268	287	249	158	52*	94*	942	157	621	348	131
100%	100%	49%	50%	14%	18%	18%	18%	32%	32%	35%	32%	17%	28%	26%	29%	57%	43%	23%	26%	23%	14%	5%*	9%*	86%	14%	56%	32%	12%
(4) Very important	355 32%	179 33%	173 31%	53 34%	65 32%	52 27%	58 30%	127 36%	118 33%	110 28%	127 36%	58 31%	103 33%	81 28%	113 36%	210 33%	145 31%	89 35%	95 33%	89 36%	36 23%	15 28%	31 32%	302 32%	53 34%	199 32%	109 31%	48 36%
(3) Fairly important	455 41%	219 41%	231 42%	61 39%	86 43%	84 43%	79 40%	146 41%	147 41%	162 42%	146 41%	75 41%	125 40%	124 43%	132 42%	271 43%	185 39%	109 42%	121 42%	98 39%	64 41%	25 48%	37 39%	376 40%	80 51%	258 42%	147 42%	50 38%
(2) Not very important	123 11%	63 12%	57 10%	17 11%	20 10%	17 9%	27 14%	43 12%	37 10%	43 11%	43 12%	20 11%	25 8%	43 15%	34 11%	67 11%	56 12%	24 9%	28 10%	31 13%	18 11%	8 15%	13 14%	111 12%	12 8%	75 12%	33 10%	14 11%
(1) Not at all important	46 4%	36 7%	9 2%	6 4%	10 5%	7 4%	10 5%	13 4%	16 4%	17 4%	13 4%	7 4%	12 4%	14 5%	13 4%	21 3%	24 5%	12 5%	6 2%	10 4%	14 9%	- -	4 4%	41 4%	5 3%	18 3%	24 7%	4 3%
Don't know	120 11%	40 7%	79 14%	19 12%	19 9%	34 18%	21 11%	28 8%	37 11%	55 14%	28 8%	24 13%	46 15%	26 9%	24 8%	61 10%	59 13%	24 9%	36 13%	20 8%	25 16%	5 9%	10 10%	113 12%	7 5%	71 11%	34 10%	15 11%
Mean	3.14	3.09	3.21	3.18	3.14	3.13	3.07	3.18	3.16	3.1	3.18	3.14	3.2	3.04	3.18	3.18	3.1	3.18	3.22	3.16	2.92	3.15	3.12	3.13	3.21	3.16	3.09	3.21
Important (NET)	811 74%	398 74%	404 74%	114 73%	151 76%	136 70%	137 71%	273 77%	265 75%	273 70%	273 77%	132 72%	228 73%	205 71%	245 77%	481 76%	330 70%	199 77%	216 75%	187 75%	101 64%	40 76%	68 72%	678 72%	133 85%	457 74%	256 74%	97 74%
Not important (NET)	168 15%	99 19%	65 12%	23 15%	30 15%	24 12%	37 19%	56 16%	52 15%	60 16%	56 16%	28 15%	37 12%	56 20%	47 15%	88 14%	80 17%	36 14%	34 12%	42 17%	32 20%	8 15%	17 18%	152 16%	16 11%	92 15%	57 16%	19 14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - r/s/t/u/v/w - x/y - A/B/C  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.





Table 25  
Q4 How important, if at all, do you personally think it is that schools in the United Kingdom teach young people about what happened in each of these wars? -The Cold War (1947-1991)

BASE: All Adults aged 16-75 in Great Britain

	HOUSEHOLD SIZE					EDUCATION		EMPLOYMENT STATUS		INCOME					PRESENCE OF CHILDREN HH (17 or under)		ETHNICITY		GENERAL ELECTION 2019 VOTE				EU REFERENDUM VOTE		IMPORTANCE OF REMEMBRANCE DAY		COMMEMORATE REMEMBRANCE DAY			
	TOTAL	1 (a)	2 (b)	3 (c)	4+ (d)	GRADUATE 5 (e)	NONGRADUATE 5 (f)	WORKING (g)	NOT WORKING (h)	UP TO £19999 (i)	£20000 - £34999 (j)	£35000 - £54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	ANY (n)	NONE (o)	WHITE ETHNIC GROUP (p)	MINORITY ETHNIC GROUP (q)	CONSERVATIVE (r)	LABOUR (s)	LIB DEMS (t)	OTHER (u)	REMAIN (v)	LEAVE (w)	IMPORTANT (x)	NOT IMPORTANT (y)	WEAR A RED POPPY (A)	ATTEND A REMEMBRANCE SERVICE (B)	OBSERVE A TWO-MINUTE SILENCE (C)	DONATION TO VETERANS' ORG/ CHARITY (D)
UNWEIGHTED BASE	1099	222	354	231	292	600	499	715	384	228	238	296	258	79	366	733	926	157	257	289	92	144	456	309	868	169	546	115	477	213
WEIGHTED BASE	1099	210	364	230	294	393	708	727	372	226	269	302	221	81*	365	734	936	147	280	273	82*	138	426	316	870	175	555	109*	475	219
	100%	100%	19%	33%	21%	36%	64%	66%	34%	21%	25%	27%	20%	7%*	33%	67%	85%	13%	25%	25%	7%*	13%	39%	31%	79%	16%	50%	10%*	43%	20%
(4) Very important	355	73	119	64	100	125	231	234	122	80	81	101	78	15	117	238	314	38	78	94	29	59	151	108	318	32	206	45	184	99
	32%	35%	33%	28%	34%	32%	33%	32%	33%	35%	30%	33%	35%	19%	32%	32%	34%	26%	28%	35%	36%	43%	35%	32%	37%	18%	37%	41%	39%	45%
										m		m	m				r					y								
(3) Fairly important	455	82	147	99	127	177	279	305	151	85	115	125	95	35	144	311	392	58	143	112	37	44	178	151	380	63	237	47	197	95
	41%	39%	40%	43%	43%	45%	39%	42%	40%	38%	43%	42%	43%	43%	39%	42%	42%	40%	51%	41%	45%	32%	42%	45%	44%	36%	43%	43%	41%	43%
										su							su													
(2) Not very important	123	21	49	21	31	44	79	85	38	20	29	38	28	8	41	82	103	18	37	36	7	12	49	47	89	32	52	10	51	12
	11%	10%	14%	9%	11%	11%	11%	12%	10%	9%	11%	13%	13%	10%	11%	11%	11%	13%	13%	13%	9%	9%	12%	14%	10%	18%	9%	9%	11%	6%
(1) Not at all important	46	17	15	10	5	13	33	31	15	7	18	16	4	2	8	38	36	9	7	9	5	10	18	12	17	24	14	4	10	4
	4%	8%	4%	4%	2%	3%	5%	4%	4%	3%	7%	5%	2%	2%	2%	5%	4%	6%	2%	3%	6%	8%	4%	4%	2%	14%	2%	4%	2%	2%
		d								i						n						r				x	D	D	D	
Don't know	120	18	34	37	31	34	85	73	47	34	26	22	17	21	55	65	91	23	15	21	4	11	30	18	66	23	46	3	33	9
	11%	8%	9%	16%	11%	9%	12%	10%	13%	15%	10%	7%	8%	26%	15%	9%	10%	16%	5%	8%	5%	8%	7%	5%	8%	13%	8%	2%	7%	4%
		ab								ijkl																	BD			
Mean	3.14	3.1	3.12	3.12	3.23	3.15	3.14	3.13	3.17	3.24	3.07	3.11	3.21	3.06	3.19	3.12	3.17	3.01	3.1	3.16	3.16	3.2	3.17	3.12	3.24	2.68	3.25	3.25	3.26	3.38
						v																								
Important (NET)	811	155	266	162	227	301	509	538	272	165	197	226	173	50	261	550	706	96	221	206	66	104	329	259	697	95	442	92	381	194
	74%	74%	73%	71%	77%	77%	72%	74%	73%	73%	73%	75%	78%	62%	71%	75%	75%	65%	79%	76%	81%	75%	77%	77%	80%	54%	80%	85%	80%	80%
																	q													
Not important (NET)	168	38	64	31	36	57	112	116	53	27	47	54	32	10	49	119	139	28	44	45	12	23	67	59	107	56	66	14	61	16
	15%	18%	18%	13%	12%	14%	16%	16%	14%	12%	17%	18%	14%	12%	13%	16%	15%	19%	16%	17%	15%	17%	16%	18%	12%	32%	12%	13%	13%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y - A/B/C/D  
Overlap formulae used. \* small base