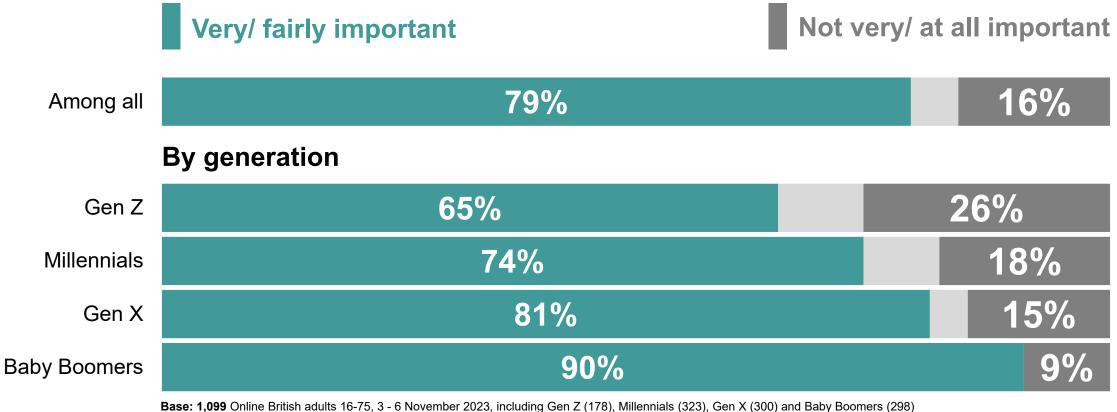
Ipsos Remembrance Day polling

November 2023

Eight in ten think it is important to mark Remembrance Day, although there are generational differences

How important, if at all, do you personally think it is to mark Remembrance Day?



Half say they are very likely to wear a red poppy to commemorate Remembrance Day this year, followed by two in five who say they are likely to observe a twominute silence

Which of the following, if any, are you personally <u>very</u> <u>likely</u> to do to commemorate Remembrance Day this year?

Please only select actions which you are very likely to do.

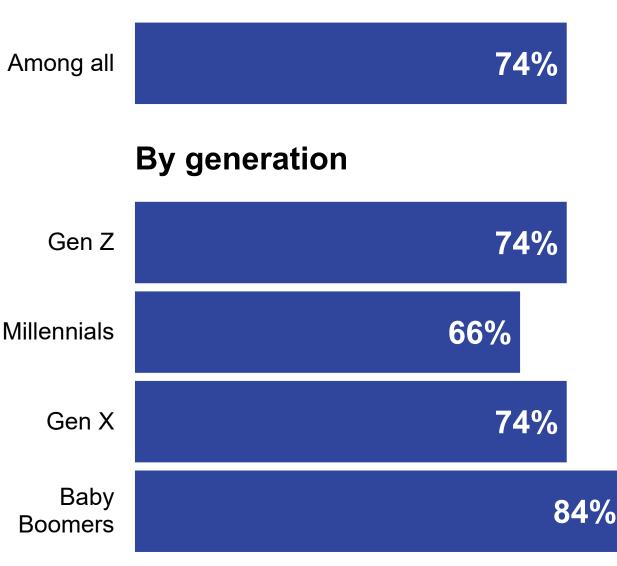
Wear a red poppy	50%
Observe a two-minute silence	43%
Make a donation to a veteran's organisation or charity	20%
Attend a Remembrance Service	10%
Listen to veterans' stories	8%
Visit a cemetery / memorial	7%
Talk with a friend or relative about their experience of a war	6%
Participate in a parade / march	4%
Visit a war museum or exhibition	4%
Conduct your own research into the service and sacrifice of the Armed Forces	4%
Wear a white poppy	4%
Lay a wreath or poppy at a war memorial	3%
Volunteer for a veteran's organisation or charity	3%
Other	1%
None of the above	21%
Don't know	4% Ipsos

Around three quarters say they are likely to do something commemorate Remembrance Day

Which of the following, if any, are you personally <u>very likely</u> to do to commemorate Remembrance Day this year?

Please only select actions which you are very likely to do.

% total very likely to commemorate Remembrance Day



Base: 1,099 Online British adults 16-75, 3 - 6 November 2023, 3 - 6 November 2023, including Gen Z (136), Millennials (204), Gen X (212) and Baby Boomers (264)



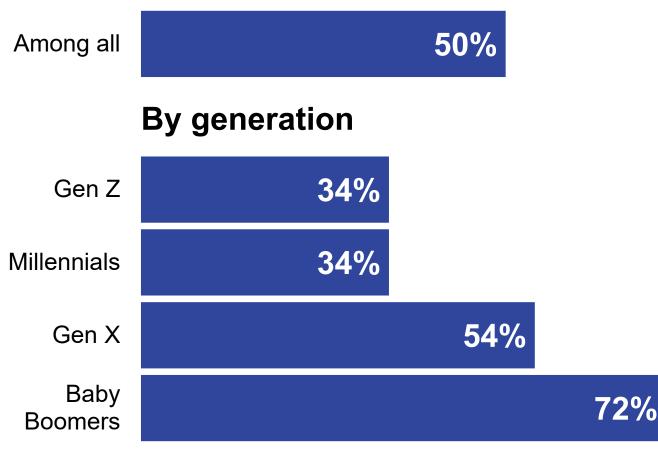
Baby Boomers are twice as likely than Gen Z and Millennials to say they are very likely wear a red poppy to commemorate Remembrance Day this year

Which of the following, if any, are you personally <u>very likely</u> to do to commemorate Remembrance Day this year?

Please only select actions which you are very likely to do.

% saying they are very likely to wear a red poppy this year

% saying they are very likely to wear a red poppy this year



Base: 1,099 Online British adults 16-75, 3 - 6 November 2023, 3 - 6 November 2023, including Gen Z (136), Millennials (204), Gen X (212) and Baby Boomers (264)



Half of Britons correctly answered that Remembrance Day is held to commemorate WW1. Three in ten thought WW2

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? Please say if you are unsure or don't know.

World War One (1914-1918)	
World War Two (1939-1945)	29%
The English Civil War (1642-1651)	2%
The Iraq War (2003-2011)	1%
The Napoleonic War (1803-1815)	1%
The Falklands War (1982)	1%
The Cold War (1947-1991)	1%
The Crimean War (1853-1856)	*
The Boer War (1899-1902)	*
Other	*
Don't know / unsure	18%
	Base: 1,099 Online British adults 16-75, 3 - 6 November 2023



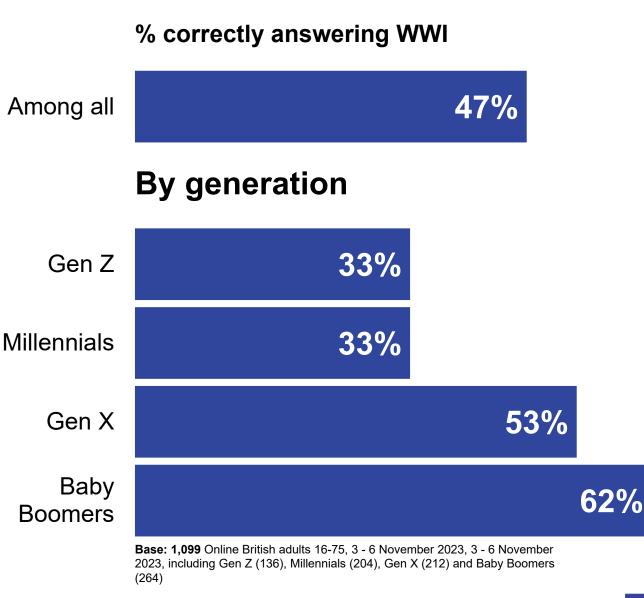
47%

Baby Boomers are twice as likely than Gen Z and Millennials to know the historical significance of Remembrance Day

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? Please say if you are unsure or don't know.

% correctly answering WW1





Britons think it is important that schools teach young people about wars, with WW1 and WW2 seen as the most important

How important, if at all, do you personally think is that schools in Britain teach young people about what happened in each of these wars?

Very/ fairly important

Not very/ at all important

World War Two (1939-1945)	88%		<mark>6</mark> %
World War One (1914-1918)	86%		8%
The Iraq War (2003-2011)	74%		16%
The Cold War (1947-1991)	74%		15%
The Falklands War (1982)	73%		17%
The English Civil War (1642-1651)	61%		27%
The Crimean War (1853-1856)	55%		30%
The Napoleonic War (1803-1815)	54%		33%
The Boer War (1899-1902)	53%		31%

Base: 1,099 Online British adults 16-75, 3 - 6 November 2023



Baby Boomers are considerably more likely to think it is very important that schools in Britain teach young people about what happened in World War One

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

	Very important Fairly im	portant Not very/	Not very/ at all important	
Among all	59%	27%	8%	
	By generation			
Gen Z	45%	33%	15%	
Millennials	53%	29%	7%	
Gen X	59%	27%	9%	
Baby Boomers	72%		22% 3%	

Base: 1,099 Online British adults 16-75, 3 - 6 November 2023, including Gen Z (178), Millennials (323), Gen X (300) and Baby Boomers (298)



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