

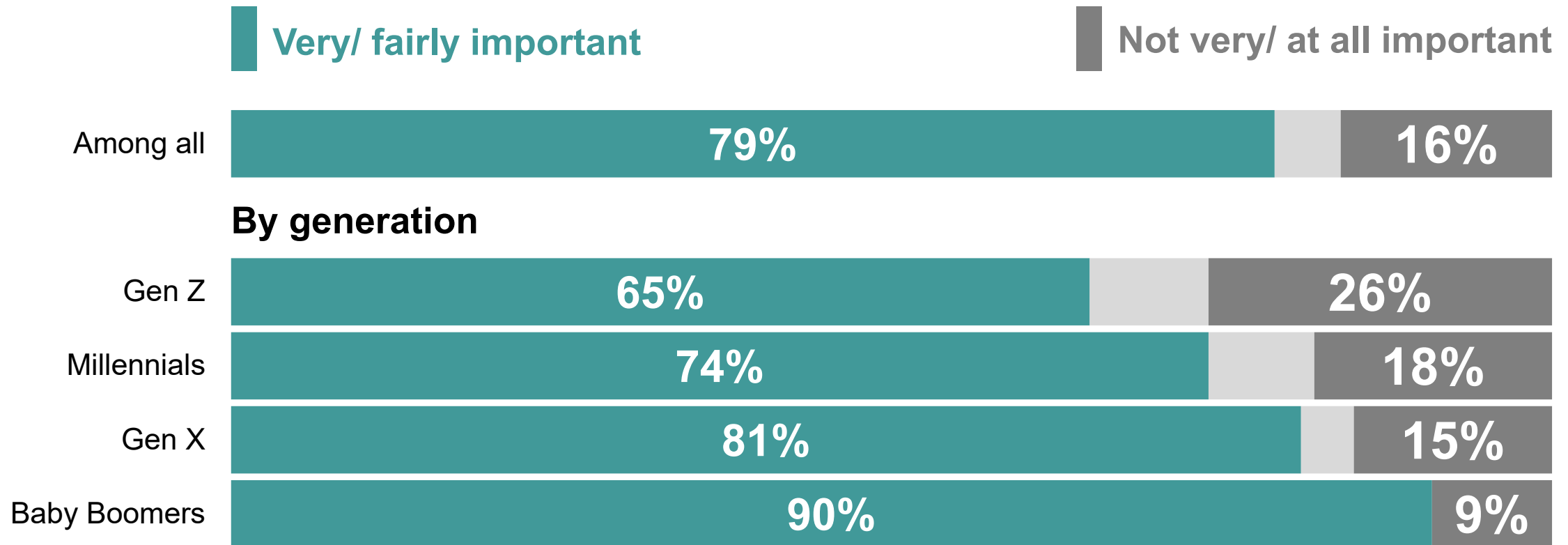


**Ipsos**  
**Remembrance Day**  
**polling**

**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?



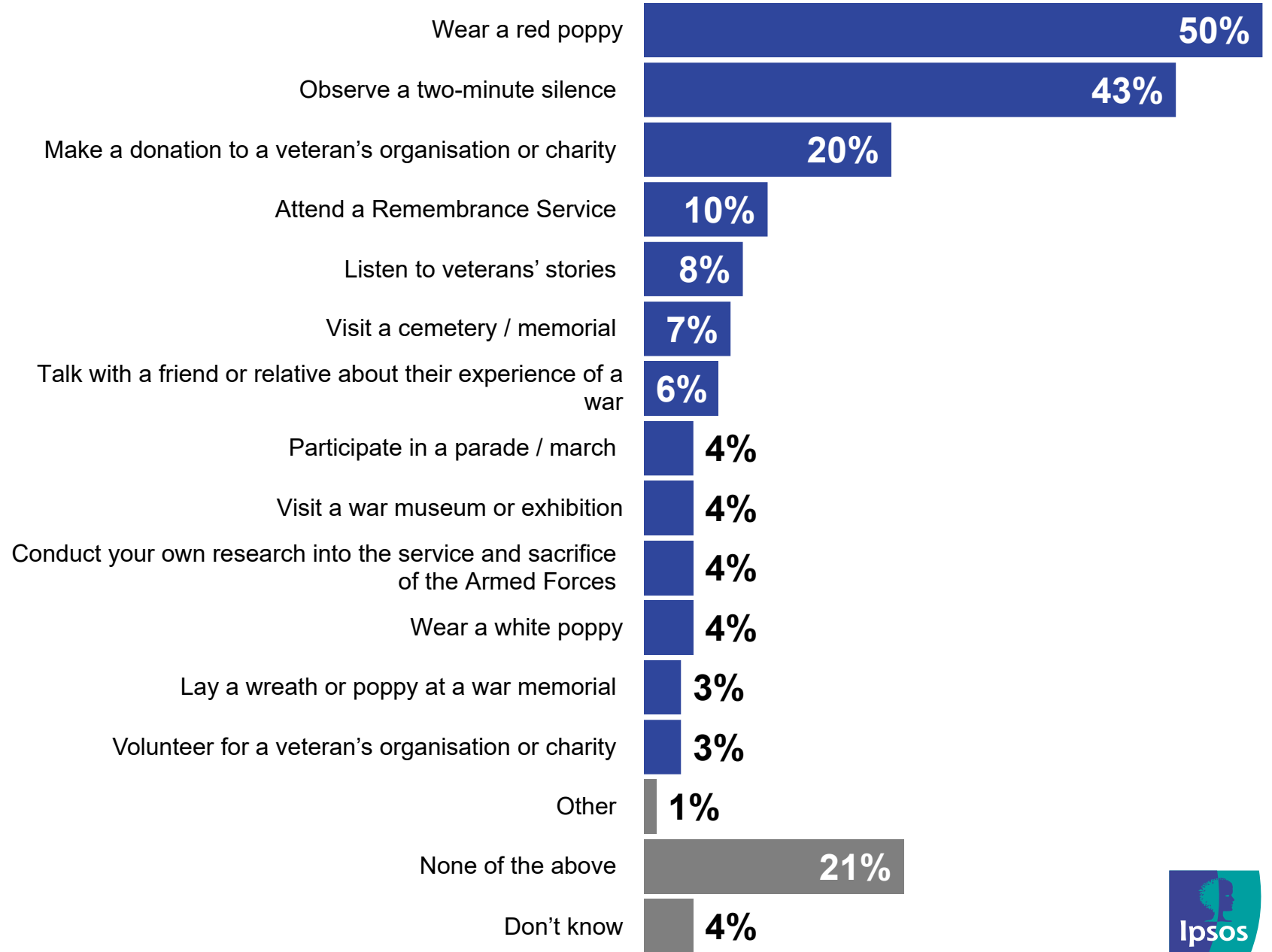
Base: 1,099 Online British adults 16-75, 3 - 6 November 2023, including Gen Z (178), Millennials (323), Gen X (300) and Baby Boomers (298)



# 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 two-minute silence

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

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



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

Which of the following, if any, are you personally very likely 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**

Among all

74%

## By generation

Gen Z

74%

Millennials

66%

Gen X

74%

Baby Boomers

84%

**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 very likely 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**

Among all

**50%**

## By generation

Gen Z

**34%**

Millennials

**34%**

Gen X

**54%**

Baby Boomers

**72%**

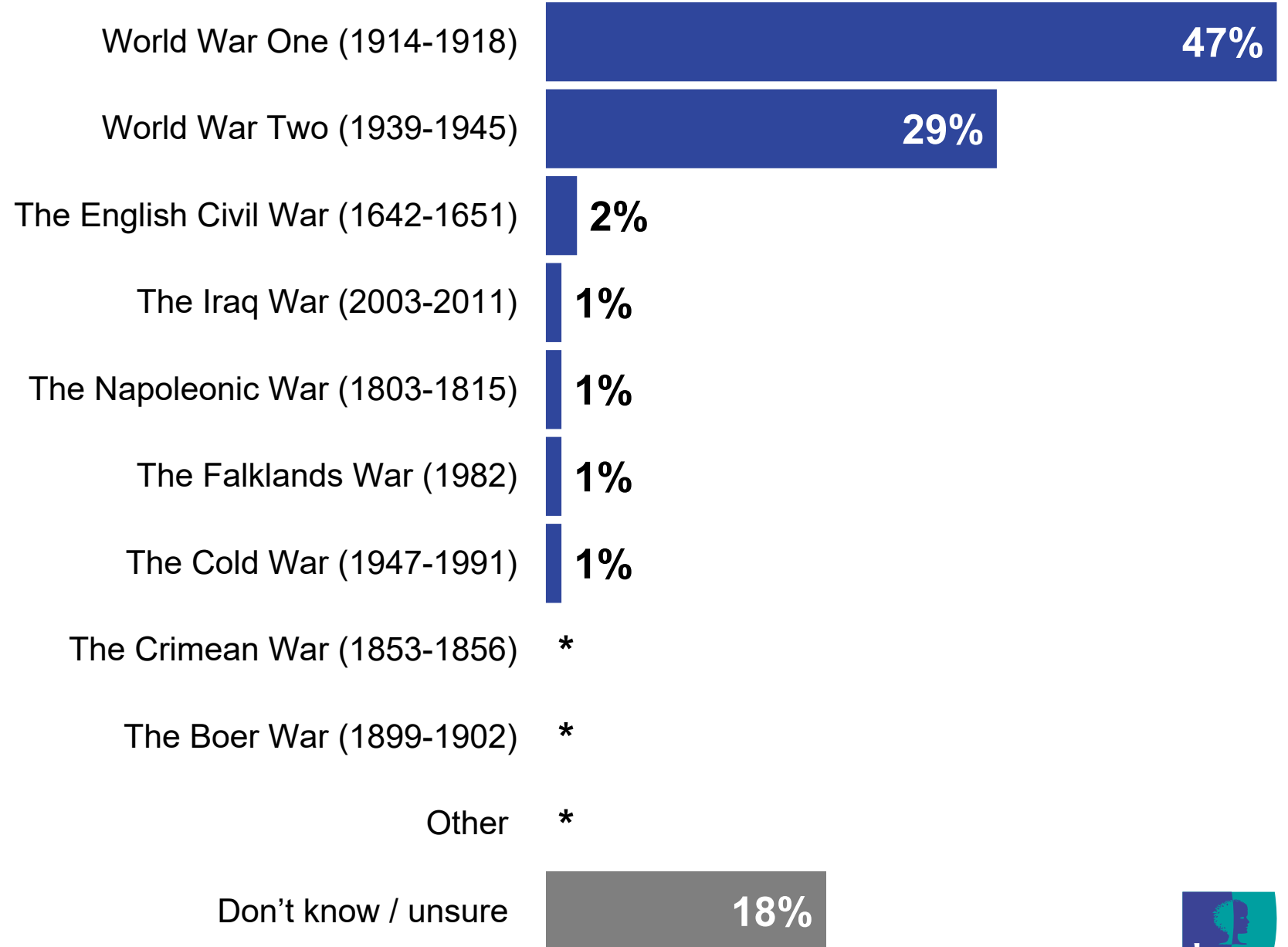
**Base: 1,099** Online British adults 16-75, 3 - 6 November 2023, 3 - 6 November 2023, including Gen Z (136), Millennials (204), Gen X (212) and Baby Boomers (264)



# 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 11<sup>th</sup> 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.



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



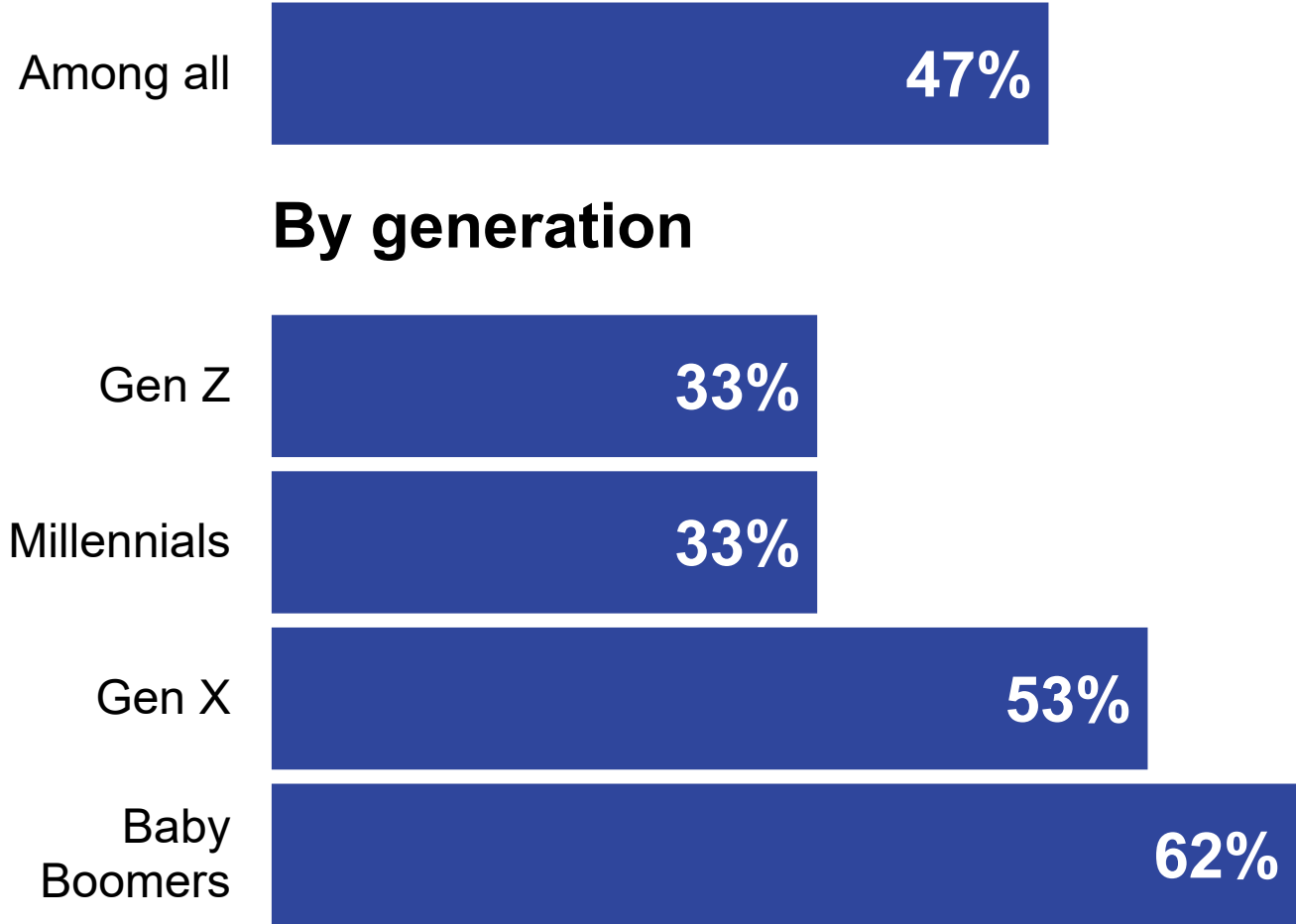
# Baby Boomers are twice as likely than Gen Z and Millennials to know the historical significance of Remembrance Day

Remembrance Day is held every year on the 11<sup>th</sup> 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**

**% correctly answering WWI**



**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)

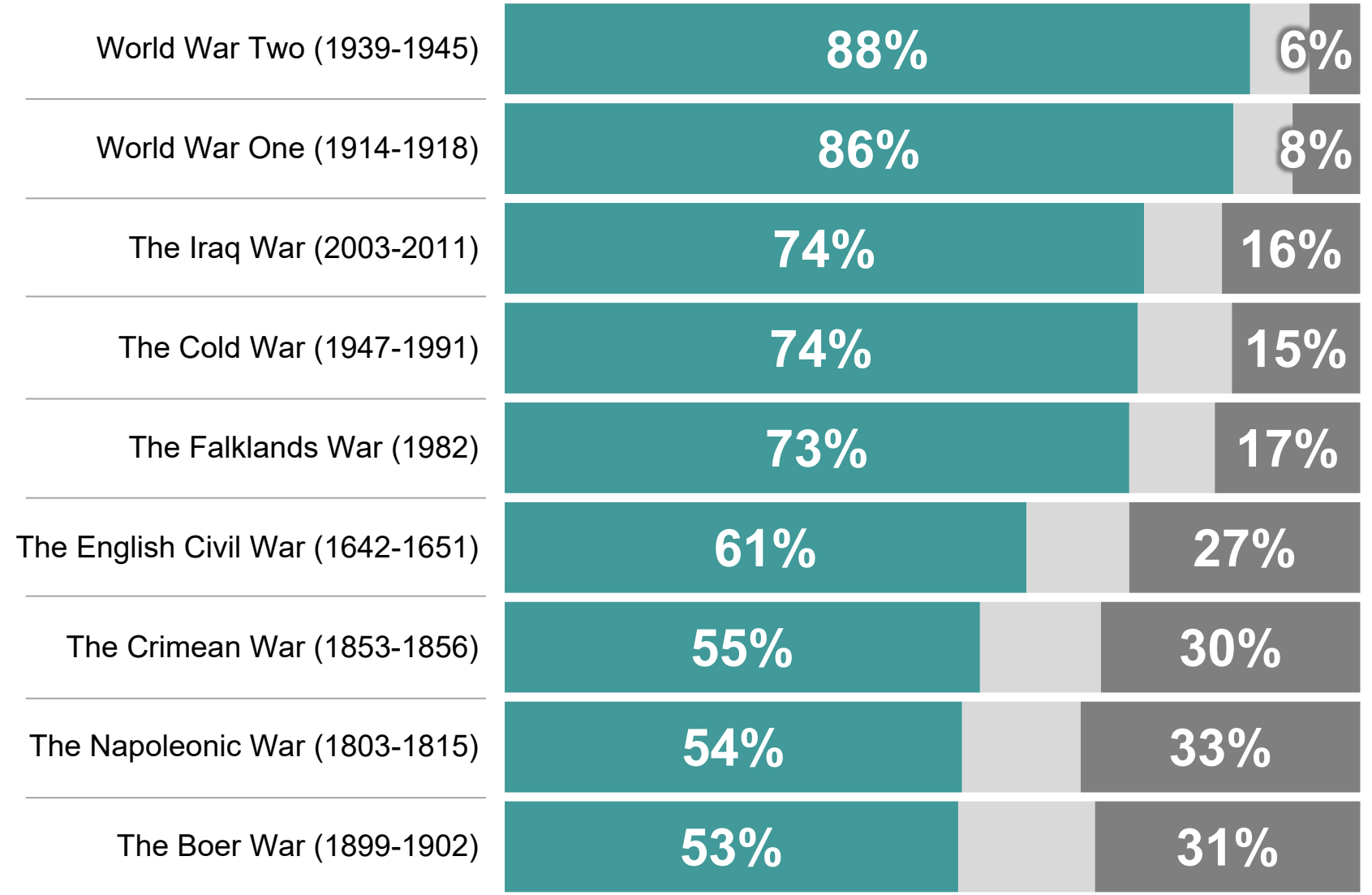


# Britons think it is important that schools teach young people about wars, with WW1 and WW2 seen as the most important

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**



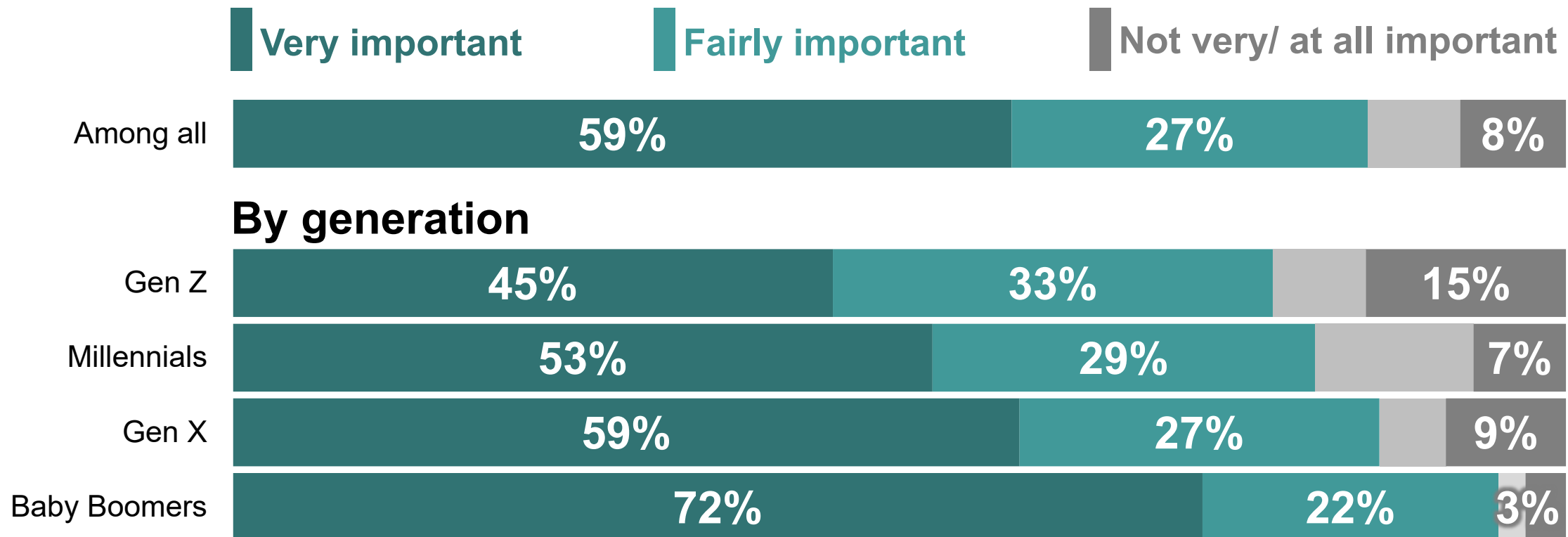
Base: 1,099 Online British adults 16-75, 3 - 6 November 2023





# 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)**



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)



# Ipsos

## For more information

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