

YouGov results - Remembrance Sunday

Sample size: 2,070 UK adults

6th - 7th November 2019



| Total | Gender | | Age | | | | |
|-------|--------|--------|-------|-------|-------|-------|-----|
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |

frs_Q6. Changing the subject... Which ONE, if any, of the following statements best describes why Remembrance Sunday is held?

| | Unweighted base | 2070 | 986 | 1084 | 198 | 331 | 354 | 338 | 849 |
|--|-----------------|------|------|------|-----|-----|-----|-----|-----|
| Base: All UK adults | | 2070 | 1004 | 1066 | 230 | 329 | 351 | 340 | 820 |
| To remember British and Commonwealth soldiers who served in all the wars from the First World War onwards | | 51% | 46% | 55% | 55% | 54% | 50% | 55% | 47% |
| To remember British and Commonwealth soldiers who were killed in all the wars from the First World War onwards | | 37% | 41% | 34% | 24% | 24% | 33% | 39% | 47% |
| To remember British and Commonwealth soldiers who served in the First World War only | | 2% | 1% | 3% | 7% | 4% | 2% | 1% | 1% |
| To remember British and Commonwealth soldiers who were killed in the First World War only | | 3% | 3% | 3% | 3% | 6% | 6% | 1% | 2% |
| None of these | | 3% | 5% | 2% | 6% | 4% | 4% | 2% | 2% |
| Don't know | | 4% | 4% | 4% | 6% | 8% | 4% | 2% | 2% |

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frs_q1. Remembrance Sunday is held to remember the contribution of British and Commonwealth soldiers who served in all the wars, from the First World War onwards. In November people often wear poppies as a symbol of remembrance. Some people wear different colour poppies in November to support different types of remembrance. For example, white poppies to symbolise remembrance of all victims of war and a commitment to peace and purple poppies to symbolise remembrance of animals killed in war (e.g. horses, donkeys etc.)... To what extent, if at all, do you support or oppose people wearing remembrance poppies that are not red in November?

| Unweighted base | 2070 | 986 | 1084 | 198 | 331 | 354 | 338 | 849 |
|----------------------------|------|------|------|-----|-----|-----|-----|-----|
| Base: All UK adults | 2070 | 1004 | 1066 | 230 | 329 | 351 | 340 | 820 |
| Strongly support | 24% | 23% | 25% | 27% | 27% | 26% | 25% | 21% |
| Tend to support | 17% | 16% | 18% | 24% | 18% | 18% | 13% | 16% |
| Neither support nor oppose | 35% | 35% | 35% | 30% | 31% | 34% | 35% | 38% |
| Tend to oppose | 11% | 10% | 11% | 9% | 10% | 9% | 11% | 12% |
| Strongly oppose | 9% | 12% | 7% | 5% | 7% | 10% | 12% | 11% |
| Don't know | 4% | 3% | 5% | 6% | 7% | 3% | 3% | 2% |

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frs_Q2. As before, Remembrance Sunday is held to remember the contribution of British and Commonwealth soldiers who served in all the wars, from the First World War onwards. In November people often wear poppies as a symbol of remembrance. Thinking about wearing a poppy of any colour in November... Which ONE, if any, of the following statements, best applies to you?

| Unweighted base | 2070 | 986 | 1084 | 198 | 331 | 354 | 338 | 849 |
|---|------|------|------|-----|-----|-----|-----|-----|
| Base: All UK adults | 2070 | 1004 | 1066 | 230 | 329 | 351 | 340 | 820 |
| I have worn a remembrance poppy in the past and will wear one this year | 71% | 65% | 76% | 48% | 59% | 64% | 75% | 82% |
| I have worn a remembrance poppy in the past but will not wear one this year | 14% | 16% | 11% | 29% | 18% | 15% | 12% | 8% |
| I have not worn a remembrance poppy in the past but will wear one this year | 1% | 2% | 1% | 3% | 2% | 3% | 1% | 0% |
| I have not worn a remembrance poppy in the past and will not wear one this year | 9% | 11% | 6% | 10% | 12% | 10% | 7% | 7% |
| Don't know | 6% | 6% | 5% | 10% | 8% | 7% | 6% | 3% |

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frs_Q4. You previously said that you have worn a remembrance poppy before... Which of the following remembrance poppies have you EVER worn before? (Please select all that apply)

| Unweighted base | 1755 | 808 | 947 | 154 | 259 | 282 | 293 | 767 |
|--|------|-----|-----|-----|-----|-----|-----|-----|
| Base: All UK adults who have worn a poppy before | 1746 | 817 | 929 | 176 | 256 | 280 | 294 | 740 |
| A red poppy | 97% | 97% | 98% | 97% | 94% | 97% | 98% | 98% |
| A 'black rose' poppy | 1% | 1% | 0% | 1% | 2% | 1% | 1% | 1% |
| A purple poppy | 4% | 2% | 6% | 4% | 4% | 5% | 4% | 4% |
| A white poppy | 6% | 6% | 6% | 7% | 7% | 6% | 7% | 5% |
| Other | 0% | 1% | 0% | 1% | 2% | - | - | 0% |
| Don't know | 0% | 0% | 0% | 1% | 1% | 0% | - | - |

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frs_Q5. As before, Remembrance Sunday is to remember British and Commonwealth soldiers who served in all the wars, from the First World War onwards. For the following question, by "glamorise warfare", we mean to make involvement in war seem glamorous or desirable. By "condemn warfare", we mean to express disapproval of war. Which ONE, if either, of the following statements best describes your opinion of Remembrance Sunday?

| | Unweighted base | 2070 | 986 | 1084 | 198 | 331 | 354 | 338 | 849 |
|--|-----------------|------|------|------|-----|-----|-----|-----|-----|
| Base: All UK adults | | 2070 | 1004 | 1066 | 230 | 329 | 351 | 340 | 820 |
| I think that remembrance Sunday glamorises warfare | | 10% | 11% | 8% | 17% | 13% | 9% | 8% | 7% |
| I think that remembrance Sunday condemns warfare | | 30% | 30% | 30% | 30% | 30% | 24% | 25% | 34% |
| Neither of these | | 55% | 54% | 56% | 40% | 48% | 61% | 64% | 56% |
| Don't know | | 5% | 5% | 6% | 14% | 8% | 5% | 3% | 3% |

Cell Contents (Column Percentages)