

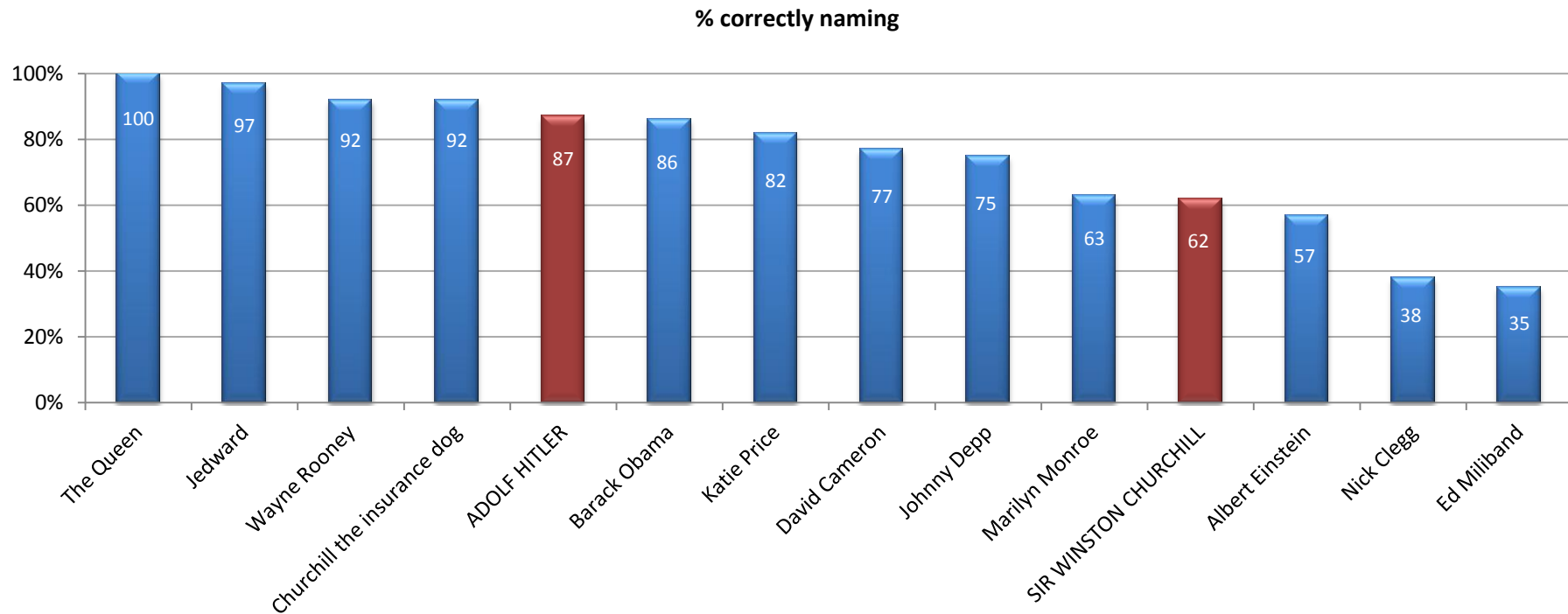
KNOWLEDGE OF WORLD WAR TWO AMONG CHILDREN

SURVEY CONDUCTED BY LORD ASHCROFT





JUNE 2012

1,007 children aged 11 to 18 were interviewed face-to-face between 15 and 23 May 2012. The survey was conducted throughout Great Britain and the results are nationally representative. For full data, please go to lordashcroftpolls.com.

1. I am going to show you some photos of some people you may or may not be familiar with. For each one, please tell me their name. If you don't know it, that's fine.



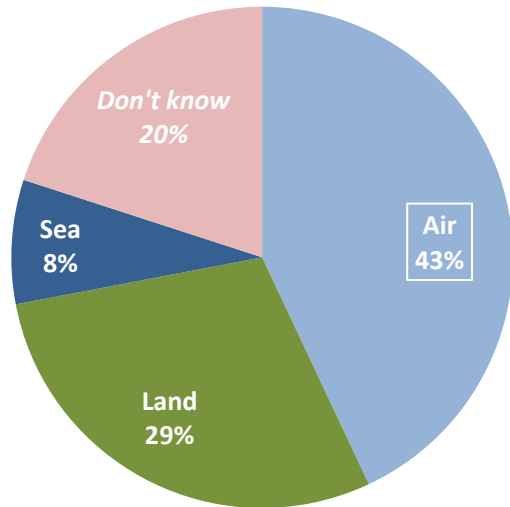
2. Do you recognise this? What cause or charity does it represent?

		% correctly identifying
	Royal British Legion – Poppy Appeal	95%
	Comic Relief – Red Nose	90%
	Help for Heroes wristband	53%
	Marie Curie Cancer Care daffodil	39%
	AIDS Awareness/World AIDS Day	32%

3. Why do you see people wearing Poppies in November each year? [Unprompted]

To remember those who died or were injured defending our country	77%
To raise money for the Royal British Legion	7%
Other	10%
Don't know	6%

4. Was the Battle of Britain fought on air, land or sea?



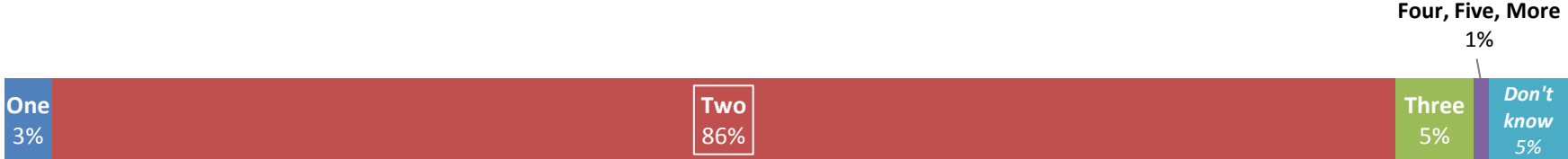
5. In which decade was the Battle of Britain?

1900s	3%
1910s	2%
1920s	5%
1930s	10%
1940s	34%
1950s	2%
Other	3%
Don't know	40%

6. And can you tell me which year? [All those who correctly named the 1940s]



7. How many World Wars have there been? [Unprompted]



8. In which year did the Second World War begin? [Unprompted]

Before 1930	1930-38	1939	1940s	1950 or after	Don't know
4%	8%	34%	13%	3%	38%

- Less than half of respondents aged 17-18 knew that the Second World War began in 1939 (45%).

9. And in which year did it end? [Unprompted]

1945	Another year	Don't know
39%	21%	40%

- Again, only 45% of those aged 17-18 knew the Second World War ended in 1945.

10. Why did Britain fight the Second World War?

To stop the Germans/Hitler	18%
Germany / Hitler invaded other countries	15%
Britain was bombed / to defend Britain	12%
Germany / Hitler invaded Poland	10%
Because of Hitler / Germany / the Nazis	5%
Innocent people were being killed / concentration camps	5%
Germany / Hitler wanted world domination / revenge for World War One	4%
Other countries went to war against Germany / Hitler, and we were allies with these other countries	3%
Hitler was evil	1%
Germany started a war	1%
A treaty was broken	1%
Other	3%
Don't know	29%

- More than a fifth (21%) of those aged 17-18 were unable to give a reason why Britain fought the Second World War. A quarter of those aged 15-16 (25%) were unable to do so.

11. Whom did Britain fight against in the Second World War? And who else? [Unprompted]

Germany	89%
Japan	15%
<i>Russia / The Soviet Union</i>	13%
Italy	9%
<i>France</i>	6%
<i>China</i>	2%
<i>America / The USA</i>	1%
<i>Australia / New Zealand</i>	1%
Other	4%
Don't know	8%

12. Who were Britain's allies in the Second World War? And who else? [Unprompted]

America / The USA	61%
France	44%
Russia / The Soviet Union	13%
Australia / New Zealand	9%
<i>Italy</i>	7%
China	2%
<i>Germany</i>	2%
<i>Japan</i>	1%
Other	7%
Don't know	21%

- Nearly one in ten (9%) of those in Year 13 (aged 17-18) were unable to name any of Britain's allies in the Second World War. 13% of those in Years 11 and 12 were unable to do so, as were nearly a quarter (23%) of those in Year 10 (aged 14-15).

13. What happened on D-Day?

The war was declared over / Germany was defeated / Germany surrendered	19%
Allied forces crossed the English Channel and landed on the beaches of Normandy / France was invaded	16%
A day lots of soldiers died	4%
Troops were brought home from the war / rescued	3%
A big battle	2%
Germany bombed / invaded Britain	1%
Other	6%
Don't know	50%

- 40% of those aged 17-18 said they didn't know what happened on D-Day.

14. During the last, just over 400 members of our Armed Forces have died in Afghanistan. How many of the British military do you think died during the six years of the Second World War?

0 – 1,000	10%
1,001 – 10,000	20%
10,000 – 50,000	8%
50,000 – 100,000	8%
100,000 – 500,000	8%
More than 500,000	14%
Don't know	32%