



# Headline findings of a survey of the public conducted on behalf of Theos



November 2009





## **Methodology Note**

ComRes interviewed 1007 GB adults by telephone between 11<sup>th</sup> and 12<sup>th</sup> November 2009. Data were weighted to be representative demographically of all GB adults. ComRes is a member of the British Polling Council and abides by its rules.

## **Guidelines for the public use of survey results**

ComRes is a member of the British Polling Council and abides by its rules ([www.britishpollingcouncil.org](http://www.britishpollingcouncil.org)). This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain, must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.



## Results

*Thinking about Remembrance Day, people were asked what acts of remembrance they observed this year.*

- The majority of people in Britain (82%) observed one minute's or two-minutes' silence on Wednesday 11 November.
- 63% of people watched the service at the Cenotaph on television or listened to it on the radio.
- 22% attended a church service on Remembrance Sunday and 20% of people attended another sort of event on Remembrance Sunday.
- Overall people aged 65 or over are most likely to mark Remembrance Day in each of these ways.
- 96% of people say that it is important to have a special day for everyone together in Britain to remember those who died in war. 84% of people say that it is 'very important'.

*Thinking about how Remembrance Day practices change with age groups, people were asked if they agree or disagree with a series of statements.*

- 82% agree and 11% disagree that "when I was at school we observed two minutes' silence on Remembrance Day."
- This is most likely to be the case for people aged 18-24 and least likely to be the case for people aged 45-54.
- 62% agree and 30% disagree that "when I was a child I attended a Remembrance Sunday church service."
- There is a trend by age group for this statement. While 73% of people aged 65 or over attended church on Remembrance Sunday as a child, this falls to 49% of people aged 18-24.
- 80% of people agree and 17% disagree that "this year I observed two minutes' silence on Remembrance Day in my home or workplace."
- 78% agree and 18% disagree that "more should be done to encourage people to observe two minutes' silence on Remembrance Day"
- People aged 18-24 are most likely to agree with this statement (86%) compared to people aged 45-54 least likely to agree (72%).



*Finally, people were asked what they think is the most important part of national acts of remembrance.*

- A third of people (32%) say that "remembering those who died in the World Wars" is the most important thing.
- 19% of people say that the most important thing is "showing pride in the freedom won by those who gave their lives in war".
- 18% say that the most important thing is "honouring those who are dying in wars happening now" and 16% say "uniting people in community acts of remembrance"
- Just 9% say the most important part is "helping people to reflect on their own experience of grief".

**ComRes**  
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