

YouGov / Amazon PR Survey Results

Sample Size: 1038

Fieldwork: 28th May- 1st June 2010

| | Gender | | Age | | | | Social Grade | | Region | | | | | | | | |
|--------------------------|--------|------|--------|----------|----------|----------|--------------|------|--------|-------|----------|------|--------|-------|-------|----------|------------------|
| | Base | Male | Female | 16 to 25 | 26 to 35 | 36 to 45 | 46 + | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland | Northern Ireland |
| Unweighted Base | 1011 | 449 | 562 | 1011 | - | - | - | 185 | 826 | 228 | 154 | 102 | 136 | 238 | 53 | 88 | 12 |
| All Adults aged 16 to 25 | 1012 | 516 | 495 | 1012 | - | - | - | 162 | 850 | 255 | 163 | 88 | 125 | 211 | 51 | 85 | 33 |

Which ONE of the following do you think is famous for saying...

“Never was so much owed by so many to so few”?

| | | | | | | | | | | | | | | | | | |
|---------------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Margaret Thatcher | 5% | 4% | 5% | 5% | - | - | - | 4% | 5% | 6% | 4% | 9% | 5% | 3% | 6% | 4% | - |
| Neville Chamberlain | 4% | 2% | 6% | 4% | - | - | - | 2% | 4% | 5% | 1% | 4% | 7% | 3% | 2% | 6% | - |
| Lloyd George | 5% | 6% | 4% | 5% | - | - | - | 4% | 5% | 5% | 3% | 2% | 5% | 4% | 7% | 7% | 19% |
| Gordon Brown | 3% | 3% | 3% | 3% | - | - | - | 2% | 3% | 4% | 3% | 3% | 2% | 2% | - | - | - |
| Winston Churchill | 54% | 64% | 43% | 54% | - | - | - | 59% | 53% | 50% | 52% | 53% | 49% | 59% | 53% | 62% | 61% |
| Tony Blair | 2% | 2% | 2% | 2% | - | - | - | 2% | 2% | 2% | 4% | 2% | 3% | 0% | - | - | - |
| Other | 0% | 0% | 0% | 0% | - | - | - | - | 0% | 0% | 1% | 1% | - | - | - | - | - |
| Don't know | 28% | 19% | 37% | 28% | - | - | - | 26% | 28% | 27% | 32% | 24% | 30% | 28% | 32% | 21% | 19% |

What year do you think the Battle of Britain took place?

| | | | | | | | | | | | | | | | | | |
|--------------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| It's happening now | 2% | 2% | 2% | 2% | - | - | - | 1% | 2% | 2% | 1% | - | 4% | 2% | 6% | - | - |
| 1960 | 2% | 1% | 2% | 2% | - | - | - | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 4% | - |
| 1945 | 14% | 15% | 12% | 14% | - | - | - | 18% | 13% | 12% | 14% | 21% | 13% | 13% | 14% | 14% | 6% |
| 1940 | 43% | 56% | 31% | 43% | - | - | - | 47% | 43% | 43% | 38% | 39% | 32% | 47% | 44% | 51% | 87% |
| 1918 | 9% | 6% | 12% | 9% | - | - | - | 8% | 9% | 9% | 10% | 10% | 10% | 7% | 5% | 11% | 8% |
| 1914 | 11% | 8% | 14% | 11% | - | - | - | 7% | 12% | 11% | 12% | 12% | 15% | 10% | 7% | 8% | - |
| Other | 2% | 2% | 3% | 2% | - | - | - | 3% | 2% | 2% | 2% | 1% | 3% | 2% | 7% | 2% | - |
| Don't know | 17% | 11% | 24% | 17% | - | - | - | 15% | 18% | 19% | 21% | 16% | 22% | 17% | 16% | 10% | - |

| | Total | Gender | | Age | | | | Social Grade | | Region | | | | | | | |
|--------------------------|-------|--------|--------|----------|----------|----------|------|--------------|------|--------|----------|------|--------|-------|-------|----------|------------------|
| | Base | Male | Female | 16 to 25 | 26 to 35 | 36 to 45 | 46 + | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland | Northern Ireland |
| Unweighted Base | 1011 | 449 | 562 | 1011 | - | - | - | 185 | 826 | 228 | 154 | 102 | 136 | 238 | 53 | 88 | 12 |
| All Adults aged 16 to 25 | 1012 | 516 | 495 | 1012 | - | - | - | 162 | 850 | 255 | 163 | 88 | 125 | 211 | 51 | 85 | 33 |

Which ONE of the following is a "Supermarine Spitfire" a type of?

| | | | | | | | | | | | | | | | | | |
|----------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A submarine | 9% | 7% | 11% | 9% | - | - | - | 8% | 9% | 9% | 7% | 7% | 17% | 7% | 7% | 6% | 15% |
| A tank | 1% | 1% | 1% | 1% | - | - | - | 0% | 1% | 2% | 1% | - | - | 1% | 2% | - | - |
| A plane | 71% | 81% | 61% | 71% | - | - | - | 75% | 71% | 73% | 72% | 76% | 58% | 75% | 74% | 74% | 61% |
| A machine gun | 2% | 1% | 4% | 2% | - | - | - | 2% | 2% | 1% | 2% | 1% | 2% | 3% | 4% | 3% | - |
| A warship | 6% | 4% | 8% | 6% | - | - | - | 4% | 7% | 6% | 8% | 4% | 5% | 5% | 4% | 9% | 10% |
| An aerial bomb | 1% | 1% | 2% | 1% | - | - | - | 2% | 1% | 1% | 1% | - | 2% | 2% | - | 1% | 6% |
| Other | 0% | 0% | - | 0% | - | - | - | - | 0% | - | 1% | - | - | - | - | - | - |
| Don't know | 9% | 6% | 13% | 9% | - | - | - | 9% | 9% | 8% | 10% | 12% | 16% | 7% | 9% | 6% | 8% |

In which ONE of the following places do you think was the Battle of Britain mainly fought?

| | | | | | | | | | | | | | | | | | |
|------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| At sea | 11% | 8% | 14% | 11% | - | - | - | 9% | 11% | 10% | 13% | 7% | 15% | 11% | 8% | 12% | 10% |
| In the air | 67% | 79% | 55% | 67% | - | - | - | 69% | 67% | 67% | 63% | 72% | 57% | 70% | 72% | 71% | 77% |
| On land | 12% | 7% | 17% | 12% | - | - | - | 12% | 12% | 12% | 13% | 12% | 14% | 11% | 11% | 12% | 13% |
| Other | 0% | - | 0% | 0% | - | - | - | - | 0% | - | 1% | - | - | - | - | - | - |
| Don't know | 10% | 6% | 14% | 10% | - | - | - | 10% | 10% | 12% | 11% | 8% | 14% | 9% | 9% | 5% | - |

Which ONE of the following was the MAIN reason for the Battle of Britain taking place?

| | | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Defending Britain from Nazi invasion | 66% | 80% | 50% | 66% | - | - | - | 69% | 65% | 62% | 62% | 64% | 56% | 68% | 73% | 77% | 92% |
| Defending Britain from French invasion | 6% | 3% | 8% | 6% | - | - | - | 7% | 5% | 6% | 4% | 5% | 10% | 7% | 2% | 3% | - |
| An Arms race with the USSR | 1% | 2% | 1% | 1% | - | - | - | 2% | 1% | 2% | 2% | - | 1% | - | 4% | 4% | - |
| Defending Britain against a Communist revolution | 3% | 3% | 3% | 3% | - | - | - | 2% | 3% | 3% | 4% | 4% | 2% | 2% | 3% | 2% | - |
| The struggle to unite England, Scotland, Wales and Northern Ireland as Great Britain | 6% | 3% | 8% | 6% | - | - | - | 2% | 6% | 7% | 7% | 7% | 8% | 3% | 7% | 2% | - |
| Other | 0% | 0% | 1% | 0% | - | - | - | 1% | 0% | 1% | 1% | - | - | 0% | - | - | - |
| Don't know | 18% | 9% | 29% | 18% | - | - | - | 17% | 19% | 19% | 19% | 21% | 23% | 20% | 12% | 12% | 8% |

| | Gender | | Age | | | | Social Grade | | Region | | | | | | | | |
|--------------------------|--------|------|--------|----------|----------|----------|--------------|------|--------|-------|----------|------|--------|-------|-------|----------|------------------|
| | Base | Male | Female | 16 to 25 | 26 to 35 | 36 to 45 | 46 + | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland | Northern Ireland |
| Unweighted Base | 1011 | 449 | 562 | 1011 | - | - | - | 185 | 826 | 228 | 154 | 102 | 136 | 238 | 53 | 88 | 12 |
| All Adults aged 16 to 25 | 1012 | 516 | 495 | 1012 | - | - | - | 162 | 850 | 255 | 163 | 88 | 125 | 211 | 51 | 85 | 33 |

How important, if at all, do you think it is to continue to mark the anniversary of events like the Battle of Britain?

| | | | | | | | | | | | | | | | | | |
|----------------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Very important | 43% | 50% | 36% | 43% | - | - | - | 45% | 42% | 43% | 37% | 40% | 47% | 42% | 51% | 48% | 40% |
| Somewhat important | 38% | 35% | 40% | 38% | - | - | - | 35% | 38% | 37% | 43% | 45% | 30% | 38% | 29% | 35% | 45% |
| Not very important | 6% | 5% | 7% | 6% | - | - | - | 9% | 6% | 7% | 3% | 4% | 5% | 8% | 10% | 8% | - |
| Not at all important | 3% | 4% | 2% | 3% | - | - | - | 2% | 3% | 3% | 1% | 3% | 5% | 3% | 4% | 1% | 10% |
| Don't know | 10% | 6% | 15% | 10% | - | - | - | 9% | 11% | 10% | 15% | 9% | 13% | 9% | 7% | 7% | 6% |

You stated you thought it was important to continue to mark the anniversary of events like the Battle of Britain...

Which, if any, of the following describe why this is? (Please tick all that apply)

| | Unweighted Base | | | | | | | | | | | | | | | | |
|---|-----------------|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | 811 | 383 | 428 | 811 | - | - | - | 149 | 662 | 180 | 122 | 86 | 105 | 192 | 42 | 74 | 10 |
| All Adults aged 16 to 25 who feel it is important | 816 | 440 | 375 | 816 | - | - | - | 129 | 687 | 203 | 132 | 74 | 97 | 170 | 41 | 71 | 28 |
| To help remember the sacrifice that men and women of previous generations made to protect our freedom | 76% | 73% | 78% | 76% | - | - | - | 73% | 76% | 72% | 78% | 81% | 71% | 76% | 74% | 82% | 80% |
| To remind us of the human cost of war | 67% | 69% | 65% | 67% | - | - | - | 63% | 68% | 66% | 59% | 74% | 65% | 73% | 60% | 78% | 53% |
| To remind us of our heritage and make us feel proud to be British | 48% | 47% | 48% | 48% | - | - | - | 52% | 47% | 44% | 55% | 57% | 45% | 44% | 59% | 43% | 41% |
| To pay our respects to those who fought in the Battle of Britain and are still alive today | 71% | 69% | 72% | 71% | - | - | - | 68% | 71% | 68% | 71% | 74% | 62% | 76% | 62% | 77% | 69% |
| To remind us of the bravery and sacrifice of those who serve our country, past and present | 76% | 76% | 77% | 76% | - | - | - | 76% | 76% | 74% | 73% | 80% | 71% | 80% | 70% | 86% | 80% |
| To remind us of how people can unite to defeat a common enemy against all odds | 41% | 45% | 36% | 41% | - | - | - | 41% | 41% | 36% | 44% | 47% | 41% | 38% | 41% | 45% | 48% |
| None of the above | 1% | 1% | 1% | 1% | - | - | - | - | 1% | 1% | - | 2% | - | 1% | - | - | - |
| Don't know | 1% | 0% | 2% | 1% | - | - | - | 2% | 1% | 1% | 1% | - | 1% | 1% | - | 1% | - |

| Total | Gender | | Age | | | | Social Grade | | Region | | | | | | | | |
|--------------------------|--------|------|--------|----------|----------|----------|--------------|------|--------|-------|----------|------|--------|-------|-------|----------|------------------|
| | Base | Male | Female | 16 to 25 | 26 to 35 | 36 to 45 | 46 + | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland | Northern Ireland |
| Unweighted Base | 1011 | 449 | 562 | 1011 | - | - | - | 185 | 826 | 228 | 154 | 102 | 136 | 238 | 53 | 88 | 12 |
| All Adults aged 16 to 25 | 1012 | 516 | 495 | 1012 | - | - | - | 162 | 850 | 255 | 163 | 88 | 125 | 211 | 51 | 85 | 33 |

Which ONE of the following people was a famous British fighter pilot?

| | | | | | | | | | | | | | | | | | |
|--------------------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Humphrey Bogart | 8% | 8% | 7% | 8% | - | - | - | 4% | 8% | 9% | 12% | 2% | 7% | 6% | 4% | 7% | 13% |
| Douglas Bader | 30% | 38% | 22% | 30% | - | - | - | 37% | 29% | 30% | 27% | 34% | 22% | 32% | 34% | 42% | 27% |
| Bryan Ferry | 3% | 3% | 3% | 3% | - | - | - | - | 3% | 2% | 1% | 3% | 2% | 3% | 5% | 2% | 10% |
| Winston Churchill | 1% | 1% | 2% | 1% | - | - | - | 2% | 1% | 2% | 1% | 1% | 3% | 1% | 2% | 2% | - |
| Field Marshal Montgomery | 12% | 13% | 12% | 12% | - | - | - | 12% | 12% | 12% | 13% | 15% | 10% | 14% | 10% | 12% | 10% |
| Lord Kitchener | 4% | 3% | 4% | 4% | - | - | - | 4% | 4% | 4% | 4% | 6% | 4% | 4% | 2% | 4% | - |
| None of these | 2% | 2% | 1% | 2% | - | - | - | 3% | 2% | 1% | 1% | 2% | 3% | 2% | - | - | 10% |
| Don't know | 40% | 31% | 49% | 40% | - | - | - | 39% | 40% | 40% | 41% | 38% | 49% | 38% | 44% | 32% | 30% |

Approximately, how many people currently serve in the Royal Air Force (RAF)? (Please give your closest estimate)

| | | | | | | | | | | | | | | | | | |
|------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 400 | 0% | 1% | - | 0% | - | - | - | - | 0% | - | 2% | - | - | - | - | - | - |
| 4,000 | 8% | 10% | 7% | 8% | - | - | - | 7% | 9% | 8% | 9% | 7% | 6% | 9% | 4% | 13% | 17% |
| 40,000 | 44% | 50% | 38% | 44% | - | - | - | 54% | 42% | 45% | 35% | 40% | 45% | 45% | 50% | 48% | 67% |
| 400,000 | 27% | 26% | 29% | 27% | - | - | - | 21% | 28% | 31% | 33% | 29% | 23% | 27% | 21% | 23% | 10% |
| 4,000,000 | 4% | 3% | 5% | 4% | - | - | - | 4% | 4% | 3% | 5% | 5% | 5% | 5% | 9% | 1% | - |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 16% | 10% | 21% | 16% | - | - | - | 14% | 16% | 14% | 16% | 19% | 21% | 15% | 16% | 15% | 6% |

Which of the following countries is the RAF currently deployed (active) in? (Please tick all that apply)

| | | | | | | | | | | | | | | | | | |
|-------------|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| China | 2% | 1% | 3% | 2% | - | - | - | 3% | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 3% | - |
| Libya | 11% | 10% | 13% | 11% | - | - | - | 11% | 11% | 12% | 12% | 12% | 11% | 12% | 13% | 11% | - |
| Afghanistan | 72% | 78% | 65% | 72% | - | - | - | 70% | 72% | 72% | 71% | 66% | 64% | 74% | 77% | 78% | 79% |
| Paraguay | 4% | 4% | 5% | 4% | - | - | - | 3% | 5% | 4% | 4% | 6% | 4% | 4% | 4% | 5% | 10% |
| Iran | 22% | 15% | 30% | 22% | - | - | - | 20% | 23% | 20% | 26% | 26% | 23% | 23% | 19% | 20% | 15% |
| Cyprus | 29% | 36% | 22% | 29% | - | - | - | 37% | 27% | 28% | 31% | 32% | 23% | 25% | 33% | 35% | 43% |
| Other | 6% | 8% | 4% | 6% | - | - | - | 9% | 6% | 4% | 8% | 3% | 10% | 6% | 10% | 3% | 10% |
| Don't know | 24% | 17% | 31% | 24% | - | - | - | 24% | 24% | 24% | 23% | 23% | 33% | 23% | 15% | 21% | 15% |

| Total | Gender | | Age | | | | Social Grade | | Region | | | | | | | | |
|--------------------------|--------|------|--------|----------|----------|----------|--------------|------|--------|-------|----------|------|--------|-------|-------|----------|------------------|
| | Base | Male | Female | 16 to 25 | 26 to 35 | 36 to 45 | 46 + | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland | Northern Ireland |
| Unweighted Base | 1011 | 449 | 562 | 1011 | - | - | - | 185 | 826 | 228 | 154 | 102 | 136 | 238 | 53 | 88 | 12 |
| All Adults aged 16 to 25 | 1012 | 516 | 495 | 1012 | - | - | - | 162 | 850 | 255 | 163 | 88 | 125 | 211 | 51 | 85 | 33 |

In your opinion, which, if any, of the following phrases describe the RAF? (Please tick all that apply)

| | | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| It plays an important role in defending our country | 56% | 63% | 49% | 56% | - | - | - | 59% | 56% | 58% | 56% | 61% | 52% | 54% | 60% | 58% | 50% |
| It is a highly professional force | 54% | 61% | 46% | 54% | - | - | - | 54% | 54% | 52% | 52% | 49% | 48% | 59% | 60% | 55% | 60% |
| It performs a difficult job under difficult circumstances | 45% | 46% | 43% | 45% | - | - | - | 43% | 45% | 37% | 50% | 42% | 46% | 46% | 45% | 44% | 68% |
| The men and women who serve in the RAF deserve our respect | 58% | 61% | 55% | 58% | - | - | - | 61% | 57% | 56% | 58% | 60% | 55% | 61% | 66% | 59% | 41% |
| The importance of the role it plays is under-rated | 29% | 34% | 24% | 29% | - | - | - | 26% | 30% | 24% | 30% | 29% | 26% | 35% | 37% | 23% | 44% |
| With the nature of warfare today it is no longer needed | 3% | 4% | 2% | 3% | - | - | - | 2% | 3% | 4% | 3% | 3% | 2% | 2% | - | 5% | - |
| I don't know much about what it does | 19% | 13% | 26% | 19% | - | - | - | 15% | 20% | 21% | 17% | 20% | 19% | 19% | 9% | 21% | 17% |
| None of these | 2% | 2% | 2% | 2% | - | - | - | 2% | 2% | 3% | 2% | 1% | 1% | 4% | - | 1% | - |
| Don't know | 9% | 5% | 12% | 9% | - | - | - | 9% | 8% | 8% | 9% | 12% | 12% | 7% | 6% | 6% | 15% |

Do you know of anyone who is currently serving, or who used to serve, in the Royal Air Force? (Please tick all that apply)

| | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|-----|---|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Yes, one or more member of my family is currently serving | 3% | 4% | 3% | 3% | - | - | - | 3% | 4% | 3% | 4% | 2% | 1% | 5% | 7% | 4% | - |
| Yes, one or more of my family used to serve | 13% | 13% | 13% | 13% | - | - | - | 10% | 14% | 12% | 12% | 12% | 10% | 13% | 19% | 18% | 17% |
| Yes, one or more of my friends is currently serving | 13% | 14% | 13% | 13% | - | - | - | 12% | 14% | 14% | 15% | 17% | 9% | 14% | 13% | 12% | 10% |
| Yes, one or more of my friends used to serve | 7% | 8% | 5% | 7% | - | - | - | 5% | 7% | 9% | 3% | 5% | 5% | 8% | 9% | 7% | 10% |
| Yes, other | 7% | 7% | 6% | 7% | - | - | - | 7% | 6% | 9% | 5% | 5% | 6% | 6% | 8% | 6% | 10% |
| No, no-one | 63% | 61% | 64% | 63% | - | - | - | 64% | 62% | 58% | 66% | 63% | 75% | 62% | 47% | 58% | 63% |