

## British Future - 14-18 NOW Polling

Table 1

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-Summary table**

**Base: All respondents**

	Arts and culture	History
Unweighted base	2260	2260
Weighted base	2260	2260
10 - Very Interested	205 9%	335 15%
9	156 7%	275 12%
8	294 13%	418 18%
7	336 15%	354 16%
6	285 13%	243 11%
5	314 14%	222 10%
4	178 8%	135 6%
3	158 7%	100 4%
2	145 6%	64 3%
1 - Not at all interested	189 8%	114 5%
NET: 1-3	492 22%	278 12%
NET: 4-7	1113 49%	954 42%
NET: 8-10	655 29%	1028 45%
Mean	5.80	6.77
Standard deviation	2.63	2.49
Standard error	0.06	0.05

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 2  
**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**  
**-Arts and culture**  
**Base: All respondents**

	Gender			Age								Social Class						Region						Ethnicity					
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)	
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747	
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767	
10 - Very Interested	205 9%	79 7%	125 11%a	5 7%	23 9%	34 10%	36 8%	25 7%	35 11%	47 10%	60 10%	55 8%	37 8%	53 10%	115 9%	89 9%	36 13%q	65 11%q	55 9%	39 7%	25 8%	21 10%	164 8%	17 13%	26 7%	14 10%	9 8%	67 9%	
9	156 7%	83 8%	74 6%	4 6%	21 8%	29 8% <sup>f</sup>	26 6%	14 4%	26 8% <sup>f</sup>	37 8% <sup>f</sup>	56 10% <sup>ln</sup>	43 7%	35 7%	21 4%	100 8% <sup>l</sup>	56 6%	30 10% <sup>s</sup>	54 9% <sup>s</sup>	38 6%	36 6%	23 7%	6 3%	134 7%	11 8%	43 12%A	14 10%	5 4%	73 9%	
8	294 13%	115 11%	179 15%a	8 13%	30 12%	40 12%	63 15%	36 10%	41 13%	74 16% <sup>f</sup>	100 17% <sup>ln</sup>	88 13% <sup>l</sup>	58 14%	48 9%	187 15% <sup>ln</sup>	107 11%	37 13%	77 13%	80 14%	76 14%	41 13%	19 10%	252 13%	14 10%	47 13%	22 15%	15 12%	98 13%	
7	336 15%	152 14%	184 16%	10 15%	38 15%	48 14%	55 13%	66 18%	43 13%	75 17%	80 14%	115 18%	65 14%	75 14%	195 16%	140 14%	45 16%	100 17%	84 14%	79 14%	51 16%	22 11%	304 15%	17 12%	40 11%	29 20% <sup>C</sup>	16 14%	102 13%	
6	285 13%	135 12%	150 13%	8 13%	40 15%	49 14%	52 12%	38 10%	40 12%	57 13%	75 13%	91 14%	54 11%	64 12%	166 13%	119 12%	38 13%	86 15%	63 11%	65 12%	46 14%	25 12%	246 12%	10 7%	51 14%	18 12%	18 15%	97 13%	
5	314 14%	163 15%	151 13%	9 14%	49 19% <sup>h</sup>	47 13%	70 16% <sup>h</sup>	53 14%	43 13%	43 9%	70 12%	80 12%	95 20% <sup>ijlm</sup>	68 13%	150 12%	164 16% <sup>im</sup>	35 12%	76 13%	78 13%	84 15%	46 14%	31 15%	264 13%	14 11%	72 20%A	26 18%	22 18%	135 18%A	
4	178 8%	101 9% <sup>b</sup>	77 7%	6 9%	15 6%	28 8%	24 5%	41 11% <sup>e</sup>	23 7%	41 9%	52 9%	46 7%	27 6%	53 10%	98 8%	80 8%	26 9%	36 6%	44 7%	43 8%	35 11% <sup>o</sup>	21 11%	167 8%	5 3%	24 7%	8 6%	7 6%	44 6%	
3	158 7%	83 8%	75 6%	6 9%	29 11%	23 6%	29 7%	21 6%	23 7%	29 6%	42 7%	49 7%	25 5%	43 8%	91 7%	68 7%	8 3%	34 6%	48 8% <sup>v</sup>	45 8% <sup>v</sup>	15 5%	17 9% <sup>v</sup>	143 7% <sup>C</sup>	19 14% <sup>C</sup>	11 3%	11 8%	18 15% <sup>AC</sup>	59 8% <sup>C</sup>	
2	145 6%	83 8% <sup>b</sup>	62 5%	4 6% <sup>c</sup>	5 2%	20 6%	37 8% <sup>c</sup>	29 8% <sup>c</sup>	21 6% <sup>c</sup>	31 7% <sup>c</sup>	28 5%	35 5%	41 9% <sup>im</sup>	41 8%	63 5%	82 8% <sup>im</sup>	19 7%	34 6%	47 8%	36 6%	13 4%	16 8%	134 7% <sup>D</sup>	17 12% <sup>CDF</sup>	13 4%	1 1%	4 3%	35 5%	
1 - Not at all interested	189 8%	91 8%	97 8%	5 8%	10 4%	31 9%	44 10% <sup>ch</sup>	46 13% <sup>ch</sup>	31 9% <sup>h</sup>	22 5%	24 4%	53 8% <sup>i</sup>	37 8% <sup>i</sup>	75 14% <sup>ijkm</sup>	77 6%	112 11% <sup>im</sup>	14 5%	32 5%	54 9% <sup>o</sup>	56 10% <sup>vo</sup>	25 8%	22 11% <sup>vo</sup>	171 9% <sup>D</sup>	13 10% <sup>D</sup>	38 10% <sup>D</sup>	2 1%	5 5%	58 8% <sup>D</sup>	
NET: 1-3	492 22%	258 24%	234 20%	15 23%	44 17%	73 21%	109 25% <sup>h</sup>	96 26% <sup>ch</sup>	74 23%	81 18%	94 16%	137 21% <sup>i</sup>	103 22%	159 29% <sup>ijkm</sup>	231 19%	262 26% <sup>im</sup>	41 14%	100 17%	149 25% <sup>vor</sup>	137 25% <sup>vor</sup>	52 16%	55 28% <sup>vor</sup>	448 23% <sup>D</sup>	49 36% <sup>ACDF</sup>	62 17%	14 10%	27 23% <sup>D</sup>	152 20% <sup>D</sup>	
NET: 4-7	1113 49%	550 51%	563 48%	33 51%	142 54%	172 49%	201 46%	198 54%	150 46%	217 48%	278 47%	332 51%	242 51%	261 48%	610 49%	503 49%	143 50%	297 50%	269 45%	271 49%	177 56% <sup>p</sup>	99 50%	982 50% <sup>B</sup>	46 33%	187 51% <sup>B</sup>	81 56% <sup>B</sup>	63 53% <sup>B</sup>	377 49% <sup>B</sup>	
NET: 8-10	655 29%	277 26%	378 32% <sup>a</sup>	17 26%	75 29%	103 30% <sup>f</sup>	125 29% <sup>f</sup>	76 20%	102 31% <sup>f</sup>	158 35% <sup>uf</sup>	216 37% <sup>ijkln</sup>	186 28%	130 27%	122 23%	402 32% <sup>ln</sup>	253 25%	103 36% <sup>qs</sup>	196 33% <sup>s</sup>	174 29%	151 27%	89 28%	45 23%	550 28%	43 31%	116 32%	50 34%	29 25%	237 31%	
Mean	5.80	5.58	6.00a	5.65	6.07f	5.85f	5.62	5.29	5.84f	6.17u <sup>ef</sup>	6.27j <sup>kl</sup>	5.87ln	5.71l	5.27	6.06ln	5.48	6.34pq <sup>s</sup>	6.22pq <sup>s</sup>	5.68	5.58	5.90s	5.31	5.72	5.51	5.92	6.56ABCE <sup>F</sup>	5.73	5.94	
Standard deviation	2.63	2.61	2.63	2.57	2.34	2.66	2.70	2.64	2.73	2.54	2.48	2.57	2.59	2.79	2.53	2.70	2.55	2.52	2.72	2.63	2.48	2.71	2.62	2.99	2.59	2.12	2.38	2.57	

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 2

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-Arts and culture**

**Base: All respondents**

	Gender			Age							Social Class					Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid- lands (p)	North Eng- land (q)	Wales & South West (r)	Scot- land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Standard error	0.06	0.08	0.07	0.16	0.18	0.16	0.13	0.13	0.15	0.13	0.09	0.11	0.14	0.12	0.07	0.09	0.15	0.10	0.11	0.11	0.14	0.19	0.06	0.27	0.14	0.17	0.21	0.09

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Table 2

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-Arts and culture**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	Univ-ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
10 - Very Interested	205 9%	56 8%	50 7%	71 12%H	84 8%	79 10%	34 13%J	4 7%	1 3%
9	156 7%	31 5%	47 7%	63 10%G	52 5%	37 8%J	15%JKM	2 3%	-
8	294 13%	70 10%	99 14%	91 15%	118 11%	106 14%	49 19%J	8 12%	9 31%
7	336 15%	103 15%	108 15%	93 15%	151 14%	126 17%	36 14%	18 28%JKL	-
6	285 13%	106 16%I	83 12%	67 11%	144 13%	99 13%	22 9%	9 14%	2 8%
5	314 14%	108 16%I	97 14%	70 11%	176 16%K	88 12%	29 11%	10 15%	6 19%
4	178 8%	47 7%	60 8%	52 8%	101 9%	58 8%	15 6%	2 3%	2 6%
3	158 7%	44 7%	49 7%	38 6%	85 8%	48 6%	12 5%	6 9%	* 1%
2	145 6%	34 5%	60 8%G	36 6%	79 7%	45 6%	14 6%	3 5%	2 6%
1 - Not at all interested	189 8%	70 11%I	53 8%	39 6%	120 11%KL	48 6%L	6 2%	3 5%	8 26%
NET: 1-3	492 22%	149 22%	162 23%	113 18%	284 26%KL	141 18%	32 13%	13 19%	10 33%
NET: 4-7	1113 49%	363 54%I	347 49%	281 45%	572 52%L	373 49%L	102 40%	39 59%L	10 33%
NET: 8-10	655 29%	157 23%	196 28%	225 36%GH	254 23%	249 33%J	121 47%JKM	14 22%	10 34%
Mean	5.80	5.61	5.68	6.20GH	5.39	6.10J	6.79JKM	5.94	4.85
Standard deviation	2.63	2.58	2.59	2.64	2.63	2.58	2.46	2.30	2.94

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**-Arts and culture**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Standard error	0.06	0.10	0.10	0.11	0.08	0.10	0.16	0.20	0.61

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 2

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-Arts and culture**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern					Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score				
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
10 - Very Interested	205 9%	53 7%	72 11%a	8 10%	15 11%	99 11%	77 8%	23 7%	35 7%	17 7%	21 10%	47 12%h	5 13%	10 10%	4 2%	33 3%	168 16%pq	-	-	205 31%st	30 6%	89 7%	86 17%vw
9	156 7%	46 6%	54 8%	3 3%	19 14%ac	90 10%f	46 5%	17 5%	26 5%	19 7%	9 4%	42 10%hj	3 8%	16 16%hij	2 1%	26 3%	129 13%pq	-	-	156 24%st	23 4%	62 5%	71 14%vw
8	294 13%	120 15%c	89 13%c	2 2%	28 20%c	153 16%fg	104 11%	28 9%	67 13%	51 20%j	21 10%	63 16%	5 13%	22 22%hj	3 1%	79 8%p	212 21%pq	-	-	294 45%st	46 8%	141 12%	107 21%vw
7	336 15%	121 16%	111 17%	7 8%	17 12%	125 13%	146 15%	54 17%	76 15%	43 16%	44 21%	56 14%	4 12%	11 11%	16 6%	149 16%p	171 17%p	-	336 30%su	-	68 13%	194 16%	74 14%
6	285 13%	93 12%	89 13%	11 14%	16 11%	127 14%	118 12%	31 10%	62 12%	30 12%	20 10%	62 15%	1 4%	12 13%	11 4%	153 16%pr	121 12%p	-	285 26%su	-	53 10%	177 15%v	55 11%
5	314 14%	91 12%	101 15%d	13 15%	11 8%	126 13%	121 13%	58 18%f	59 12%	31 12%	32 16%	59 14%	2 6%	9 9%	25 9%	205 22%pr	84 8%	-	314 28%su	-	57 11%	210 17%vx	47 9%
4	178 8%	76 10%b	34 5%	9 10%	14 10%	83 9%	70 7%	18 6%	40 8%	34 13%hjk	9 4%	23 6%	6 16%	8 9%	22 8%r	112 12%r	45 4%	-	178 16%su	-	58 11%x	91 8%	29 6%
3	158 7%	62 8%	36 5%	12 14%bd	7 5%	50 5%	80 8%e	23 7%	49 10%i	12 5%	11 5%	23 6%	3 8%	3 3%	39 14%qr	74 8%r	46 4%	158 32%tu	-	-	40 7%x	104 9%x	15 3%
2	145 6%	58 7%	35 5%	9 11%	8 6%	51 5%	75 8%	16 5%	43 9%	14 5%	13 6%	22 5%	2 4%	6 6%	44 16%qr	76 8%r	25 2%	145 30%tu	-	-	69 13%wx	61 5%	15 3%
1 - Not at all interested	189 8%	59 8%	43 6%	10 12%	7 5%	29 3%	110 12%e	45 14%e	49 10%ikm	10 4%	28 13%ikm	11 3%	6 16%	1 1%	113 41%qr	48 5%r	29 3%	189 38%tu	-	-	97 18%wx	77 6%x	15 3%
NET: 1-3	492 22%	179 23%b	114 17%	31 37%abd	21 15%	129 14%	265 28%e	83 27%e	141 28%ikm	35 13%	52 25%ikm	56 14%	10 29%	9 9%	196 70%qr	198 21%r	99 10%	492 100%tu	-	-	206 38%wx	241 20%x	45 9%
NET: 4-7	1113 49%	381 49%	336 51%	40 48%	57 41%	461 49%	456 48%	161 52%	237 47%	139 53%	105 50%	199 49%	13 38%	40 41%	74 27%	619 65%pr	420 41%p	-	1113 100%su	-	236 44%	672 56%vx	204 40%
NET: 8-10	655 29%	219 28%c	215 32%c	13 15%	62 44%abc	342 37%fg	227 24%	68 22%	128 25%	87 33%h	51 24%	152 37%hj	12 34%	48 49%hij	9 3%	138 14%p	509 49%pq	-	-	655 100%st	99 18%	292 24%v	263 51%vw

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 2

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-Arts and culture**

**Base: All respondents**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Mean	5.80	5.69c	6.16ac	4.80	6.47ac	6.33fg	5.42	5.38	5.45	6.12h	5.62	6.44hj	5.54	6.85hij	2.83	5.29p	7.07pq	1.94	5.70s	8.86st	4.70	5.74v	7.08vw
Standard deviation	2.63	2.57	2.54	2.71	2.58	2.42	2.71	2.70	2.66	2.34	2.77	2.40	3.10	2.30	2.17	2.16	2.31	0.84	1.07	0.86	2.79	2.42	2.35
Standard error	0.06	0.10	0.10	0.31	0.22	0.08	0.09	0.16	0.13	0.15	0.20	0.12	0.52	0.23	0.13	0.07	0.07	0.04	0.03	0.03	0.13	0.07	0.10

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Absolutes/col percents

Table 2  
**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**  
**-Arts and culture**  
**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event			
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
10 - Very Interested	205 9%	54 17% CDEF	68 12% CF	38 6%	20 8%	11 6%	12 5%	53 15% LJK	45 10%	59 8%	28 6%	20 8%	184 17% M	8 1%	144 11% O	61 6%	53 16% QR	85 9%	146 8%
9	156 7%	41 13% CDEF	56 10% DEF	45 7% DF	5 2%	6 3%	2 1%	34 10% J	36 8% J	52 7%	17 4%	17 7%	145 13% M	7 1%	125 10% O	32 3%	48 15% QR	75 8% R	107 6%
8	294 13%	56 18% CF	92 16% F	80 12% F	30 12% F	18 10%	13 6%	45 13% I	69 15% I	72 10%	66 15% I	40 16% I	237 22% M	28 4%	179 14% O	115 12% O	43 13% O	127 14% O	242 13%
7	336 15%	49 15% F	92 16% F	96 14%	35 14%	38 21% F	21 9%	50 14%	68 15%	115 15%	55 13%	42 16%	223 20% M	71 9%	214 17% O	122 12% O	54 17% O	155 17% O	277 15%
6	285 13%	26 8%	71 13%	85 13%	36 15% A	26 15%	31 13%	44 13%	56 12%	97 13%	57 13%	28 11%	128 12% M	100 13%	152 12% O	133 14% O	37 11% O	106 12% O	239 13%
5	314 14%	32 10%	80 14%	114 17% AF	29 12%	21 12%	24 10%	45 13%	55 12%	122 16%	54 13%	36 14%	97 9%	131 17% L	166 13% O	148 15% O	44 14% O	112 12% O	260 14%
4	178 8%	16 5%	28 5%	66 10% AB	19 8%	17 9%	28 12% AB	29 8%	34 7%	54 7%	41 10%	19 8%	36 3% L	95 12% L	88 7% O	90 9% O	9 3% O	76 8% P	166 9% P
3	158 7%	21 7%	35 6%	52 8%	15 6%	9 5%	25 10%	13 4%	24 5%	54 7%	43 10% GH	23 9% G	25 2% L	96 12% L	79 6% O	79 8% O	13 4% O	63 7% O	143 8%
2	145 6%	13 4%	20 4%	40 6% AB	21 14% ABC	18 9% AB	33 21% ABCE	19 6% E	27 6%	57 8%	30 7%	11 4%	14 1% L	110 14% L	73 6% O	72 7% O	8 2% O	62 7% P	134 7% P
1 - Not at all interested	189 8%	8 3%	21 4%	55 8% AB	34 14% ABC	17 9% AB	49 21% ABCE	17 5% E	48 10% G	67 9% G	38 9%	18 7%	8 1% L	145 18% L	54 4% O	135 14% N	16 5% O	38 4% O	172 9% PQ
NET: 1-3	492 22%	42 13%	76 13%	147 22% AB	70 29% AB	44 24% AB	107 45% ABCDE	50 4%	100 22% G	179 24% G	111 26% G	52 21%	48 4% L	351 44% L	206 16% O	286 29% N	37 11% O	162 18% P	449 24% PQ
NET: 4-7	1113 49%	123 39%	272 48% A	362 54% AF	119 49% A	102 57% AF	104 44%	168 48%	214 46%	387 52%	207 48%	125 49%	484 44% L	397 50% L	619 49% O	494 50% O	144 44% O	449 50% O	942 50%
NET: 8-10	655 29%	152 48% BCDEF	217 38% CDEF	163 24% F	55 22% F	35 19%	27 11%	132 38% LJ	150 32% I	183 24%	111 26%	78 30%	566 52% M	44 6%	447 35% O	207 21% O	145 44% QR	287 32% R	494 26%



## British Future - 14-18 NOW Polling

Table 2

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-Arts and culture**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: More than three years ago/ Never (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Mean	5.80	6.89CDEF	6.52CDEF	5.56F	5.27F	5.43F	4.19	6.43HIJK	5.88	5.59	5.47	5.90	7.39M	3.99	6.30O	5.15	6.88QR	6.10R	5.60
Standard deviation	2.63	2.49	2.41	2.49	2.74	2.53	2.61	2.59	2.73	2.61	2.57	2.54	1.96	2.23	2.51	2.64	2.47	2.50	2.62
Standard error	0.06	0.14	0.10	0.09	0.18	0.19	0.17	0.13	0.13	0.10	0.12	0.15	0.06	0.08	0.07	0.08	0.14	0.08	0.06

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 3  
**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**  
**-History**  
**Base: All respondents**

	Gender			Age							Social Class						Region						Ethnicity					
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
10 - Very Interested	335 15%	154 14%	181 15%	6 8%	20 8%	43 12%	58 13%	46 12%	61 19% <sup>ucf</sup>	101 22% <sup>ucde</sup>	106 18% <sup>n</sup>	93 14%	62 13%	74 14%	199 16%	136 13%	43 15%	91 15%	99 17%	75 13%	46 14%	24 12%	299 15%	22 16%	35 10%	20 14%	15 12%	92 12%
9	275 12%	154 14% <sup>b</sup>	120 10%	5 8%	25 10%	35 10%	43 10%	44 12%	58 18% <sup>ucdef</sup>	65 14%	71 12%	86 13%	62 13%	56 10%	157 13%	118 12%	41 14%	82 14%	65 11%	65 12%	40 12%	23 23%	247 12%	17 12%	38 10%	13 9%	8 7%	76 10%
8	418 18%	202 19%	216 18%	12 18%	44 17%	51 15%	71 16%	64 17%	69 21%	107 24% <sup>de</sup>	122 21%	119 18%	89 19%	88 16%	241 19%	177 17%	51 18%	109 18%	109 18%	100 18%	61 19%	39 20%	378 19%	21 15%	70 19%	30 21%	11 9%	132 17%
7	354 16%	176 16%	178 15%	12 18% <sup>c</sup>	26 10%	47 14%	77 18%	73 20% <sup>c</sup>	49 15%	71 16%	91 15%	107 16%	77 16%	80 15%	198 15%	157 15%	35 12%	82 14%	97 16%	89 16%	54 17%	33 17%	315 16%	25 18%	69 19%	20 13%	15 13%	129 17%
6	243 11%	141 13% <sup>b</sup>	102 9%	7 10%	39 15% <sup>g</sup>	53 15% <sup>egh</sup>	41 10%	39 10%	22 7%	43 9%	69 12% <sup>j</sup>	53 8%	65 14% <sup>j</sup>	55 10%	123 10%	120 12%	34 12%	65 11%	54 9%	68 12%	32 10%	23 12%	203 10%	11 8%	43 12%	17 12%	16 14%	87 11%
5	222 10%	97 9%	125 11%	6 10%	33 13% <sup>h</sup>	36 10%	48 11% <sup>h</sup>	43 12% <sup>h</sup>	27 8%	29 6%	54 9%	67 10%	38 8%	63 12%	121 10%	101 10%	32 11%	68 11% <sup>p</sup>	44 7%	62 11%	30 9%	18 9%	185 9%	13 9%	48 13%	22 15%	33 27% <sup>ABCF</sup>	115 15% <sup>A</sup>
4	135 6%	43 4%	92 8% <sup>a</sup>	5 8% <sup>h</sup>	43 17% <sup>udefgh</sup>	20 6% <sup>h</sup>	29 7% <sup>h</sup>	15 4%	15 5% <sup>h</sup>	8 2%	27 5%	34 5%	40 8% <sup>im</sup>	34 6%	62 5%	73 7%	25 9% <sup>q</sup>	40 7% <sup>q</sup>	41 7% <sup>q</sup>	20 4%	19 6%	15 8%	112 6%	7 5%	15 4%	10 7%	12 10%	44 6%
3	100 4%	51 5%	49 4%	6 8% <sup>gh</sup>	10 4%	15 4%	26 6% <sup>h</sup>	19 5%	13 4%	12 3%	22 4%	34 5%	13 3%	31 6%	56 5%	44 4%	15 5%	26 4%	32 5%	23 4%	14 4%	5 2%	82 4%	12 8%	17 5%	5 3%	2 2%	36 5%
2	64 3%	30 3%	34 3%	2 4%	13 5%	14 4%	12 3%	7 2%	6 2%	10 2%	8 1%	38 6% <sup>ikn</sup>	5 1%	14 3%	45 4% <sup>ikn</sup>	18 2%	2 1%	9 1%	22 4% <sup>vo</sup>	25 5% <sup>vor</sup>	4 1%	4 2%	57 3%	8 6%	7 2%	6 4%	- -	20 3%
1 - Not at all interested	114 5%	37 3%	77 7% <sup>a</sup>	5 8% <sup>gh</sup>	8 3%	33 10% <sup>cgh</sup>	30 7% <sup>gh</sup>	20 5% <sup>gh</sup>	7 2%	11 2%	18 3%	24 4%	25 5%	48 9% <sup>ijm</sup>	41 3%	72 7% <sup>ijm</sup>	10 3%	19 3%	29 5%	32 6%	19 6%	15 8% <sup>o</sup>	102 5%	3 2%	23 6%	3 2%	7 6%	36 5%
NET: 1-3	278 12%	118 11%	160 14%	13 20% <sup>cfgh</sup>	31 12%	62 18% <sup>gh</sup>	68 16% <sup>gh</sup>	46 12% <sup>h</sup>	26 8%	33 7%	48 8%	95 15% <sup>ik</sup>	42 9%	93 17% <sup>ikm</sup>	143 12% <sup>i</sup>	135 13% <sup>i</sup>	27 9%	55 9%	83 14% <sup>o</sup>	80 14% <sup>o</sup>	37 11%	23 17%	241 12%	23 17%	47 13%	14 9%	9 7%	93 12%
NET: 4-7	954 42%	457 42%	498 42%	30 45% <sup>gh</sup>	141 54% <sup>gh</sup>	156 45% <sup>gh</sup>	195 45% <sup>gh</sup>	170 46% <sup>gh</sup>	112 34%	150 33%	241 41%	262 40%	220 46%	232 43%	503 40%	452 44%	125 44%	255 43%	236 40%	239 43%	135 42%	89 45%	815 41%	56 40%	175 48%	69 47%	76 64% <sup>ABCF</sup>	375 49% <sup>A</sup>
NET: 8-10	1028 45%	510 47%	518 44%	23 35%	89 34%	129 37%	172 40%	154 42%	188 58% <sup>ucdef</sup>	274 60% <sup>ucde</sup>	299 51% <sup>ln</sup>	298 46%	212 45%	218 40%	597 48% <sup>ln</sup>	430 42%	135 47%	283 48%	273 46%	239 43%	147 46%	86 43%	924 47% <sup>EF</sup>	59 43%	143 39%	63 43%	34 29%	299 39%
Mean	6.77	6.94 <sup>b</sup>	6.61	6.10	6.11	6.24	6.46	6.70 <sup>ucd</sup>	7.38 <sup>ucdef</sup>	7.56 <sup>ucdef</sup>	7.15 <sup>ijn</sup>	6.72	6.82 <sup>l</sup>	6.37	6.92 <sup>ln</sup>	6.58	6.86	6.93	6.76	6.63	6.82	6.62	6.82	6.67	6.52	6.72	6.22	6.54
Standard deviation	2.49	2.36	2.61	2.60	2.36	2.71	2.60	2.43	2.26	2.19	2.29	2.54	2.37	2.70	2.43	2.56	2.38	2.36	2.58	2.54	2.47	2.52	2.50	2.56	2.41	2.32	2.31	2.40

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 3

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-History**

**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	NET: ABC1	NET: C2DE	London	South East (incl. London)	Mid-lands	North England	Wales & South West	Scotland	White	Mixed	Asian or Asian British	Black or Black British	Other (Inc Chinese)	NET: Ethnic Minority
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(A)	(B)	(C)	(D)	(E)	(F)			
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Standard error	0.05	0.07	0.07	0.16	0.18	0.16	0.13	0.12	0.12	0.11	0.08	0.11	0.13	0.12	0.06	0.09	0.14	0.09	0.11	0.11	0.14	0.18	0.06	0.23	0.13	0.18	0.21	0.09

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 3

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-History**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	Univ-ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
10 - Very Interested	335 15%	87 13%	112 16%	106 17%	151 14%	121 16%	53 21%J	7 11%	3 10%
9	275 12%	76 11%	82 12%	87 14%	137 12%	95 12%	28 11%	3 5%	5 17%
8	418 18%	103 15%	146 21%G	124 20%	191 17%	149 19%	49 19%	17 26%	7 23%
7	354 16%	97 14%	118 17%	98 16%	153 14%	139 18%J	44 17%	14 20%	4 13%
6	243 11%	90 13%H	66 9%	59 9%	129 12%	65 9%	33 13%	6 9%	1 4%
5	222 10%	88 13%HI	60 8%	51 8%	111 10%	76 10%	20 8%	4 7%	7 23%
4	135 6%	42 6%	40 6%	31 5%	83 7%K	32 4%	11 4%	8 12%KL	1 2%
3	100 4%	27 4%	37 5%	27 4%	49 4%	38 5%	7 3%	4 6%	2 6%
2	64 3%	17 3%	21 3%	10 2%	35 3%	18 2%	4 2%	1 1%	- -
1 - Not at all interested	114 5%	42 6%H	24 3%	26 4%	70 6%	30 4%	7 3%	2 3%	1 2%
NET: 1-3	278 12%	86 13%	82 12%	63 10%	154 14%L	86 11%	17 7%	7 10%	3 8%
NET: 4-7	954 42%	317 47%HI	284 40%	239 39%	476 43%	312 41%	108 42%	32 48%	13 42%
NET: 8-10	1028 45%	267 40%	340 48%G	318 51%G	480 43%	364 48%	130 51%	28 42%	15 50%
Mean	6.77	6.52	6.92G	7.08G	6.58	6.95J	7.28J	6.61	6.94
Standard deviation	2.49	2.51	2.42	2.41	2.58	2.41	2.25	2.26	2.22

## British Future - 14-18 NOW Polling

Table 3

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-History**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Standard error	0.05	0.10	0.09	0.10	0.08	0.09	0.14	0.20	0.46

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 3

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-History**

**Base: All respondents**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern					Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
10 - Very Interested	335 15%	124 16%	100 15%	13 15%	27 19%	154 17%g	144 15%	31 10%	84 17%	39 15%	29 14%	62 15%	7 21%	19 19%	-	-	335 33%pq	31 6%	95 9%	209 32%st	78 14%	157 13%	100 20%w
9	275 12%	99 13%	92 14%	10 11%	18 13%	124 13%	117 12%	27 9%	58 11%	39 15%	35 17%	49 12%	4 12%	14 14%	-	-	275 27%pq	18 4%	116 10%st	141 21%st	65 12%	113 9%	96 19%vw
8	418 18%	171 22%b	102 15%	27 32%b	29 21%	164 18%g	207 22%g	34 11%	124 24%jk	45 17%	30 14%	67 16%	4 12%	25 26%j	-	-	418 41%pq	51 10%	208 19%st	159 24%st	99 18%	208 17%	111 22%
7	354 16%	142 18%c	105 16%	7 8%	19 13%	146 16%	154 16%	42 14%	91 18%	49 19%	41 20%	59 15%	-	18 18%	-	354 37%pr	-	49 10%	225 20%su	79 12%	82 15%	196 16%	77 15%
6	243 11%	75 10%	68 10%	5 6%	20 14%	109 12%f	79 8%	49 16%f	41 8%	34 13%j	12 6%	49 12%j	6 18%	12 12%	-	243 25%pr	-	43 9%u	170 15%su	31 5%	53 10%	148 12%x	42 8%
5	222 10%	63 8%	78 12%	8 9%	9 6%	93 10%	89 9%	33 11%	42 8%	21 8%	22 10%	50 12%lm	4 12%	4 4%	-	222 23%pr	-	61 12%u	141 13%u	19 3%	36 7%	145 12%vx	41 8%
4	135 6%	36 5%	44 7%d	3 4%	2 1%	58 6%	45 5%	27 9%f	24 5%	10 4%	10 5%	33 8%	-	2 2%	-	135 14%pr	-	44 9%u	82 7%u	9 1%	29 5%	87 7%x	19 4%
3	100 4%	27 4%	34 5%	7 8%	6 4%	40 4%	41 4%	14 4%	15 3%	10 4%	12 6%	19 5%	3 8%	2 2%	100 36%qr	-	-	56 11%tu	39 4%u	5 1%	27 5%x	64 5%x	9 2%
2	64 3%	23 3%	14 2%	-	8 6%b	23 2%	21 2%	18 6%ef	14 3%	9 3%	2 1%	11 3%	3 9%	2 2%	64 23%qr	-	-	44 9%tu	19 2%u	* *	22 4%x	35 3%	7 1%
1 - Not at all interested	114 5%	19 2%	26 4%	5 6%	3 2%	22 2%	52 5%e	35 11%ef	14 3%	4 2%	17 8%hikm	9 2%	3 7%	-	114 41%qr	-	-	96 19%tu	15 1%	3 *	50 9%wx	52 4%	12 2%
NET: 1-3	278 12%	69 9%	74 11%	12 14%	17 12%	85 9%	113 12%	67 22%ef	43 8%	23 9%	31 15%hm	39 10%	9 25%	4 4%	278 100%qr	-	-	196 40%tu	74 7%u	9 1%	99 18%wx	151 13%x	28 5%
NET: 4-7	954 42%	316 41%c	296 45%c	23 27%	49 35%	405 43%	367 39%	153 49%f	198 39%	114 44%	84 40%	190 47%	11 30%	36 37%	-	954 100%pr	-	198 40%u	619 56%su	138 21%	200 37%	576 48%vx	179 35%
NET: 8-10	1028 45%	394 51%b	294 44%	50 59%b	74 53%	443 47%g	469 49%g	93 30%	266 52%k	124 47%	94 45%	178 44%	16 45%	58 59%jk	-	-	1028 100%pq	99 20%	420 38%st	509 78%st	242 45%	479 40%	307 60%vw

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 3

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-History**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Mean	6.77	7.12b	6.80	6.95	7.17	7.00g	6.90g	5.81	7.16	7.09	6.73	6.80	6.33	7.68ijk	1.95	5.85p	8.92pq	4.69	6.72s	8.42st	6.50	6.56	7.55vw
Standard deviation	2.49	2.27	2.45	2.55	2.40	2.33	2.48	2.75	2.27	2.24	2.64	2.36	3.04	1.84	0.88	1.07	0.85	2.82	2.03	1.60	2.78	2.43	2.15
Standard error	0.05	0.09	0.10	0.29	0.20	0.08	0.08	0.16	0.11	0.14	0.19	0.12	0.51	0.18	0.05	0.03	0.03	0.13	0.06	0.06	0.12	0.07	0.09

## British Future - 14-18 NOW Polling

Table 3

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-History**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event			
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
10 - Very Interested	335 15%	58 18%	88 15%	93 14%	35 14%	26 14%	31 13%	60 17% <sup>H</sup>	45 10%	108 14%	70 16% <sup>H</sup>	50 20% <sup>H</sup>	225 21% <sup>M</sup>	73 9%	237 19% <sup>O</sup>	99 10%	76 23% <sup>R</sup>	157 17% <sup>R</sup>	256 14%
9	275 12%	45 14%	82 14% <sup>C</sup>	67 10%	28 12%	29 16%	21 9%	49 14%	67 15%	87 12%	50 12%	22 9%	188 17% <sup>M</sup>	54 7%	183 14% <sup>O</sup>	92 9%	51 16%	127 14%	219 12%
8	418 18%	63 20%	115 20%	123 18%	50 21%	31 17%	35 15%	61 18%	74 16%	137 18%	84 20%	59 23% <sup>H</sup>	245 22% <sup>M</sup>	122 15%	278 22% <sup>O</sup>	140 14%	64 20%	203 23% <sup>R</sup>	343 18%
7	354 16%	52 16%	92 16%	117 17% <sup>F</sup>	36 15%	29 16%	26 11%	42 12%	72 16%	122 16%	70 16%	46 18%	178 16%	124 16%	197 16%	157 16%	49 15%	142 16%	299 16%
6	243 11%	28 9%	67 12%	74 11%	26 11%	15 8%	21 9%	34 10%	71 15% <sup>GJK</sup>	85 11%	35 8%	18 7%	93 8%	89 11%	122 10%	121 12%	34 10%	83 9%	204 11%
5	222 10%	23 7%	46 8%	63 9%	23 9%	17 9%	37 16% <sup>ABC</sup>	42 12%	39 9%	74 10%	41 10%	24 9%	78 7%	97 12% <sup>L</sup>	102 8%	120 12% <sup>N</sup>	20 6%	74 8%	194 10%
4	135 6%	14 4%	31 6%	56 8% <sup>D</sup>	8 3%	9 5%	14 6%	26 7%	24 5%	38 5%	30 7%	13 5%	42 4%	64 8% <sup>L</sup>	67 5%	68 7%	12 4%	52 6%	120 6%
3	100 4%	13 4%	20 4%	25 4%	12 5%	10 6%	19 8% <sup>BC</sup>	17 5%	17 4%	36 5%	16 4%	13 5%	27 2%	54 7% <sup>L</sup>	39 3%	61 6% <sup>N</sup>	7 2%	32 4%	93 5%
2	64 3%	10 3%	13 2%	23 3%	8 3%	1 1%	8 3%	5 2%	16 3%	25 3%	14 3%	3 1%	15 1%	41 5% <sup>L</sup>	17 1%	47 5% <sup>N</sup>	4 1%	10 1%	57 3% <sup>Q</sup>
1 - Not at all interested	114 5%	11 4%	12 2%	31 5% <sup>B</sup>	17 7% <sup>B</sup>	14 7% <sup>B</sup>	26 11% <sup>ABC</sup>	12 3%	37 8% <sup>GK</sup>	38 5%	20 5%	7 3%	6 1%	75 9% <sup>L</sup>	31 2%	83 8% <sup>N</sup>	10 3%	18 2%	101 5% <sup>Q</sup>
NET: 1-3	278 12%	35 11%	45 8%	79 12%	37 15% <sup>B</sup>	25 14%	53 22% <sup>ABC</sup>	35 10%	70 15% <sup>K</sup>	99 13%	50 12%	22 9%	48 4%	170 21% <sup>L</sup>	87 7%	191 19% <sup>N</sup>	21 6%	59 7%	251 13% <sup>PQ</sup>
NET: 4-7	954 42%	116 37%	236 42%	309 46% <sup>A</sup>	94 38%	70 39%	99 41%	144 41%	207 45%	320 43%	175 41%	101 40%	392 36%	374 47% <sup>L</sup>	488 38%	466 47% <sup>N</sup>	115 35%	351 39%	817 43% <sup>P</sup>
NET: 8-10	1028 45%	166 52% <sup>CF</sup>	284 50% <sup>CF</sup>	283 42%	114 47%	86 47%	86 36%	170 49% <sup>H</sup>	186 40%	331 44%	204 47%	132 52% <sup>H</sup>	658 60% <sup>M</sup>	249 31%	697 55% <sup>O</sup>	330 33%	190 58% <sup>R</sup>	488 54% <sup>R</sup>	818 43%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 3

**Q1. On a scale of 1-10, where 1 means 'not at all interested' and 10 means 'very interested', please tell us how interested, if at all, you are in ...**

**-History**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event			
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: More than three years ago/ Never (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Mean	6.77	7.13CF	7.13CDF	6.65F	6.70F	6.79F	5.98	6.93H	6.46	6.71	6.85	7.18HI	7.64M	5.87	7.32O	6.06	7.54R	7.29R	6.65
Standard deviation	2.49	2.44	2.24	2.47	2.60	2.60	2.82	2.44	2.58	2.50	2.51	2.29	2.00	2.67	2.23	2.64	2.25	2.19	2.51
Standard error	0.05	0.13	0.09	0.09	0.17	0.20	0.19	0.13	0.12	0.09	0.12	0.14	0.06	0.10	0.06	0.08	0.12	0.07	0.06

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 4  
**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**  
**(1 is 'very negative', 10 is 'very positive')**  
**Base: All respondents**

	Gender			Age							Social Class						Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)	
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747	
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767	
10 - Very positive	111	46	65	5	20	27	17	9	15	17	29	37	23	21	66	44	17	29	27	23	10	21	89	10	19	27	8	63	
	5%	4%	6%	7% <sup>f</sup>	8% <sup>f</sup>	8% <sup>efh</sup>	4%	3%	5%	4%	5%	6%	5%	4%	5%	4%	6%	5%	5%	4%	3%	11% <sup>opqr</sup>	5%	7%	5%	18% <sup>ABCE</sup>	6%	8% <sup>A</sup>	
9	118	61	57	6	20	24	26	11	14	15	43	34	18	23	77	41	23	46	24	27	10	11	95	8	41	20	7	76	
	5%	6%	5%	10% <sup>fgh</sup>	8%	7% <sup>f</sup>	6%	3%	4%	3%	7% <sup>ln</sup>	5%	4%	4%	6%	4%	8% <sup>pr</sup>	8% <sup>pr</sup>	4%	5%	3%	5%	5%	6%	11% <sup>A</sup>	14% <sup>A</sup>	6%	10% <sup>A</sup>	
8	285	162	123	14	25	46	61	43	30	65	112	77	58	37	189	96	52	85	71	55	51	23	228	20	74	26	28	148	
	13%	15% <sup>b</sup>	10%	21% <sup>cdefgh</sup>	10%	13%	14%	12%	9%	14%	19% <sup>ijklm</sup>	12% <sup>l</sup>	12% <sup>l</sup>	7%	15% <sup>ln</sup>	9%	18% <sup>pq</sup>	14% <sup>q</sup>	12%	10%	16% <sup>q</sup>	11%	12%	14%	20% <sup>A</sup>	18%	24% <sup>A</sup>	19% <sup>A</sup>	
7	313	165	148	13	40	47	65	54	38	56	89	100	54	70	189	124	45	90	71	88	44	20	268	21	64	22	14	122	
	14%	15%	13%	20% <sup>gh</sup>	15%	13%	15%	15%	12%	12%	15%	15%	11%	13%	15%	12%	16%	15%	12%	16%	14%	10%	14%	15%	18%	15%	12%	16%	
6	273	117	156	9	47	44	50	41	31	51	65	96	60	52	161	113	27	67	78	61	35	33	238	14	45	18	21	98	
	12%	11%	13%	13%	18% <sup>g</sup>	13%	11%	11%	10%	11%	11%	15% <sup>l</sup>	13%	10%	13%	11%	9%	11%	13%	11%	11%	16%	12%	10%	12%	12%	18%	13%	
5	462	191	271	12	61	66	113	71	61	78	103	130	104	124	234	228	44	98	133	122	69	40	406	24	63	25	30	141	
	20%	18%	23% <sup>a</sup>	19%	23%	19%	26% <sup>fgh</sup>	19%	19%	17%	18%	20%	22%	23% <sup>i</sup>	19%	22% <sup>i</sup>	15%	17%	23% <sup>vo</sup>	22%	22%	20%	20%	20%	17%	17%	25%	18%	
4	157	82	75	4	21	16	26	22	35	33	35	48	40	35	83	75	25	52	32	33	29	11	145	1	29	2	4	36	
	7%	8%	6%	7%	8%	5%	6%	6%	11% <sup>def</sup>	7%	6%	7%	8%	6%	7%	7%	9%	9%	5%	6%	9%	6%	7% <sup>D</sup>	1%	8% <sup>D</sup>	1%	4%	5%	
3	188	91	97	1	5	33	27	43	32	47	43	53	41	52	96	93	26	55	45	54	18	16	175	28	13	2	3	45	
	8%	8%	8%	2%	2%	9% <sup>uc</sup>	6% <sup>u</sup>	12% <sup>uce</sup>	10% <sup>uc</sup>	10% <sup>uc</sup>	7%	8%	9%	10%	8%	9%	9%	9%	9%	8%	10%	6%	8%	9% <sup>CD</sup>	20% <sup>ACDEF</sup>	4%	1%	2%	6%
2	111	45	66	*	12	18	17	18	17	30	29	30	24	28	60	52	9	21	29	36	16	9	109	1	7	-	3	11	
	5%	4%	6%	*	5%	5% <sup>u</sup>	4% <sup>u</sup>	5% <sup>u</sup>	5% <sup>u</sup>	7% <sup>u</sup>	5%	5%	5%	5%	5%	5%	3%	4%	5%	6%	5%	4%	5% <sup>CDF</sup>	1%	2%	-	2%	1%	
1 - Very negative	241	124	117	*	8	27	33	57	52	64	39	50	52	99	89	151	17	48	81	59	38	15	228	11	10	3	1	26	
	11%	11%	10%	*	3%	8% <sup>u</sup>	8% <sup>u</sup>	15% <sup>ucde</sup>	16% <sup>ucde</sup>	14% <sup>ucde</sup>	7%	8%	11% <sup>i</sup>	18% <sup>ijklm</sup>	7%	15% <sup>ijm</sup>	6%	8%	14% <sup>vo</sup>	11%	12% <sup>v</sup>	8%	12% <sup>CDEF</sup>	8%	3%	2%	1%	3%	
NET: 1-3	540	260	280	2	25	77	77	118	100	141	112	133	117	179	245	296	53	124	155	149	72	40	512	40	30	5	7	82	
	24%	24%	24%	3%	10% <sup>u</sup>	22% <sup>uc</sup>	18% <sup>uc</sup>	32% <sup>ucde</sup>	31% <sup>ucde</sup>	31% <sup>ucde</sup>	19%	20%	25%	33% <sup>ijklm</sup>	20%	29% <sup>ijm</sup>	18%	21%	26% <sup>cv</sup>	27% <sup>cv</sup>	23%	20%	26% <sup>CDEF</sup>	29% <sup>CDEF</sup>	8%	3%	6%	11% <sup>D</sup>	
NET: 4-7	1206	556	650	38	170	172	254	188	166	218	292	374	258	282	666	540	141	308	314	304	177	104	1056	61	201	67	69	397	
	53%	51%	55%	59% <sup>h</sup>	65% <sup>dfgh</sup>	50%	58% <sup>dh</sup>	51%	51%	48%	50%	57% <sup>i</sup>	54%	52%	54%	53%	49%	52%	53%	54%	55%	52%	53%	44%	55%	46%	58%	52%	
NET: 8-10	513	269	244	25	65	98	104	64	60	98	184	148	100	81	332	181	93	160	123	106	70	54	412	37	134	74	43	288	
	23%	25%	21%	38% <sup>cdefgh</sup>	25%	28% <sup>fg</sup>	24% <sup>f</sup>	17%	18%	21%	31% <sup>ijklm</sup>	23% <sup>l</sup>	21%	15%	27% <sup>ln</sup>	18%	32% <sup>pqr</sup>	27% <sup>pq</sup>	21%	19%	22%	27% <sup>q</sup>	21%	27%	37% <sup>A</sup>	51% <sup>ABCF</sup>	36% <sup>A</sup>	37% <sup>A</sup>	
Mean	5.42	5.47	5.37	6.79 <sup>cdefg</sup>	6.09 <sup>fgh</sup>	5.77 <sup>gh</sup>	5.66 <sup>fgh</sup>	4.95	4.93	5.08	5.90 <sup>klm</sup>	5.62 <sup>ln</sup>	5.28 <sup>l</sup>	4.78	5.75 <sup>klm</sup>	5.01	5.97 <sup>pqr</sup>	5.70 <sup>pq</sup>	5.23	5.25	5.31	5.79 <sup>pq</sup>	5.28	5.66	6.47 <sup>AB</sup>	7.33 <sup>ABCE</sup>	6.47 <sup>A</sup>	6.49 <sup>AB</sup>	
Standard deviation	2.50	2.53	2.47	1.82	2.18	2.55	2.31	2.51	2.60	2.59	2.43	2.39	2.47	2.59	2.41	2.54	2.44	2.47	2.54	2.47	2.44	2.56	2.51	2.55	2.10	2.06	1.93	2.21	

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 4

**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**

**(1 is 'very negative', 10 is 'very positive')**

**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid- lands (p)	North Eng- land (q)	Wales & South West (r)	Scot- land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Standard error	0.05	0.08	0.07	0.11	0.17	0.15	0.11	0.13	0.14	0.13	0.08	0.10	0.14	0.11	0.06	0.09	0.14	0.10	0.11	0.11	0.14	0.18	0.06	0.23	0.11	0.16	0.17	0.08

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 4

**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**

(1 is 'very negative', 10 is 'very positive')

Base: All respondents

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
10 - Very positive	111 5%	22 3%	36 5%	37 6%	49 4%	38 5%	12 5%	5 8%	-
9	118 5%	24 4%	36 5%	46 7%G	40 4%	46 6%J	26 10%J	4 6%	-
8	285 13%	65 10%	87 12%	107 17%GH	100 9%	135 18%J	37 15%J	9 14%	1 4%
7	313 14%	102 15%	91 13%	81 13%	126 11%	120 16%J	41 16%	16 24%J	3 11%
6	273 12%	89 13%	92 13%	67 11%	129 12%	90 12%	39 16%	12 19%	1 4%
5	462 20%	140 21%	130 18%	119 19%	244 22%L	144 19%	38 15%	11 17%	10 34%
4	157 7%	44 7%	61 9%	41 7%	92 8%	49 6%	10 4%	1 2%	1 5%
3	188 8%	59 9%	62 9%	46 7%	114 10%K	54 7%	17 7%	2 3%	1 3%
2	111 5%	36 5%	40 6%	28 5%	67 6%K	28 4%	12 5%	1 1%	4 13%
1 - Very negative	241 11%	88 13%I	71 10%	48 8%	148 13%K	57 7%	22 9%	4 5%	8 27%
NET: 1-3	540 24%	183 27%I	173 24%	122 20%	330 30%KLM	139 18%	50 20%	6 9%	13 42%
NET: 4-7	1206 53%	375 56%	374 53%	308 50%	591 53%	403 53%	129 51%	41 62%	16 53%
NET: 8-10	513 23%	111 17%	159 23%G	189 31%GH	189 17%	220 29%J	75 30%J	19 28%J	1 4%
Mean	5.42	5.11	5.39	5.82GH	4.97	5.84J	5.91J	6.42J	3.84
Standard deviation	2.50	2.46	2.50	2.49	2.50	2.39	2.50	2.14	2.30

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 4

**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**  
(1 is 'very negative', 10 is 'very positive')

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Standard error	0.05	0.10	0.10	0.10	0.08	0.09	0.16	0.19	0.48

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 4

**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**

**(1 is 'very negative', 10 is 'very positive')**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
10 - Very positive	111 5%	14 2%	53 8%ac	1 1%	10 7%a	77 8%fg	16 2%	13 4%f	6 1%	8 3%	4 2%	45 11%hij	1 3%	8 8%hj	9 3%	34 4%	68 7%q	10 2%	34 3%	67 10%st	-	-	111 22%vw
9	118 5%	18 2%	48 7%a	1 2%	10 7%a	72 8%f	23 2%	17 5%f	8 2%	10 4%	11 5%h	33 8%h	1 2%	9 10%h	3 1%	35 4%	80 8%pq	7 1%	39 4%a	72 11%st	-	-	118 23%vw
8	285 13%	72 9%	108 16%ac	3 4%	31 22%ac	193 21%fg	52 5%	26 8%	16 3%	56 22%hj	21 10%h	82 20%hj	5 15%	25 26%hj	16 6%	110 12%p	159 15%pq	29 6%	131 12%a	125 19%st	-	-	285 55%vw
7	313 14%	107 14%c	114 17%c	2 2%	24 17%c	166 18%fg	97 10%	37 12%	54 11%	51 19%h	27 13%	80 20%h	3 10%	18 18%	33 12%	138 14%	143 14%	40 8%	174 16%a	99 15%a	-	313 26%vx	-
6	273 12%	85 11%	83 12%	5 5%	24 17%c	130 14%f	78 8%	56 18%f	41 8%	40 16%hj	16 8%	55 13%h	5 14%	16 17%hj	26 9%	152 16%pr	95 9%	45 9%	168 15%su	60 9%	-	273 23%vx	-
5	462 20%	159 20%	118 18%	14 17%	22 16%	172 18%	188 20%	90 29%ef	102 20%	54 21%	41 20%	69 17%	7 20%	15 15%	69 25%r	214 22%r	180 17%	109 22%	243 22%u	110 17%	-	462 38%vx	-
4	157 7%	64 8%d	37 6%	9 11%d	2 2%	46 5%	84 9%e	23 7%	50 10%ikm	12 5%a	19 9%km	16 4%	2 5%	-	24 9%	72 8%	61 6%	48 10%u	87 8%u	23 3%	-	157 13%vx	-
3	188 8%	96 12%bd	40 6%	13 16%bd	7 5%	40 4%	129 14%eg	18 6%	77 15%ikm	18 7%	21 10%k	14 3%	3 9%	4 4%	28 10%	79 8%	81 8%	59 12%tu	91 8%	38 6%	188 35%wx	-	-
2	111 5%	60 8%bd	22 3%	9 10%bd	2 2%	11 1%	93 10%eg	7 2%	54 11%ikm	6 2%	19 9%ik	2 1%	-	2 2%	24 9%q	35 4%	52 5%	43 9%tu	43 4%	26 4%	111 21%wx	-	-
1 - Very negative	241 11%	103 13%bd	42 6%	28 33%abd	8 6%	25 3%	189 20%eg	26 8%e	98 19%ikm	5 2%	29 14%ikm	12 3%	8 21%	1 1%	47 17%qr	86 9%	108 10%	103 21%tu	102 9%u	35 5%	241 45%wx	-	-
NET: 1-3	540 24%	260 33%bd	104 16%	50 59%abd	18 13%	75 8%	412 43%eg	52 17%e	229 45%ijkm	29 11%	70 33%ikm	28 7%	11 30%	7 7%	99 36%qr	200 21%	242 24%	206 42%tu	236 21%u	99 15%	540 100%wx	-	-
NET: 4-7	1206 53%	414 53%c	352 53%c	30 35%	72 51%c	514 55%f	447 47%	206 66%ef	247 49%	157 60%hj	103 49%	220 54%	18 49%	49 50%	151 54%r	576 60%r	479 47%	241 49%	672 60%su	292 45%	-	1206 100%vx	-
NET: 8-10	513 23%	105 13%	209 32%ac	5 6%	51 36%ac	343 37%fg	90 10%	55 18%f	30 6%	74 28%hj	36 17%h	160 39%hij	7 20%	42 43%hij	28 10%	179 19%p	307 30%pq	45 9%	204 18%a	263 40%st	-	-	513 100%vw

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 4

**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**

**(1 is 'very negative', 10 is 'very positive')**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Mean	5.42	4.75c	6.11ac	3.28	6.41ac	6.56fg	4.18	5.49f	4.02	6.16hj	4.81h	6.77hij	4.95	6.91hij	4.48	5.41p	5.69pq	4.14	5.39s	6.43st	1.90	5.62v	8.66vw
Standard deviation	2.50	2.38	2.41	2.22	2.26	2.08	2.41	2.21	2.27	1.95	2.53	2.09	2.64	1.90	2.40	2.29	2.64	2.38	2.29	2.48	0.89	1.01	0.81
Standard error	0.05	0.09	0.10	0.25	0.19	0.07	0.08	0.13	0.11	0.12	0.19	0.11	0.45	0.19	0.14	0.07	0.08	0.11	0.07	0.10	0.04	0.03	0.03

## British Future - 14-18 NOW Polling

Table 4

**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**

(1 is 'very negative', 10 is 'very positive')

Base: All respondents

	Total	Q3. Last time went to any arts or cultural event						Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
		Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
10 - Very positive	111 5%	40 13%BC	34 6%DEF	18 3%CF	10 4%	4 2%	5 2%	21 6%	30 6%J	33 4%	13 3%	9 4%	81 7%M	16 2%	70 5%	41 4%	20 6%	45 5%	85 5%
9	118 5%	29 9%CDEF	35 6%E	34 5%	6 3%	3 2%	8 3%	27 8%J	32 7%J	35 5%	14 3%	10 4%	82 7%M	28 4%	78 6%	40 4%	35 11%QR	39 4%	79 4%
8	285 13%	46 15%DF	96 17%DEF	88 13%D	17 7%	15 8%	18 8%	65 19%HI	50 11%	78 10%	58 13%	33 13%	197 18%M	66 8%	179 14%O	106 11%	52 16%	123 14%	229 12%
7	313 14%	46 15%	89 16%	83 12%	25 10%	32 17%	34 14%	57 16%	57 12%	110 15%	58 13%	32 13%	183 17%M	99 12%	199 16%O	114 12%	36 11%	154 17%P	269 14%
6	273 12%	28 9%	59 10%	98 15%A	36 15%	20 11%	24 10%	32 9%	66 14%	84 11%	48 11%	40 16%G	130 12%	93 12%	133 10%	140 14%N	42 13%	84 9%	224 12%
5	462 20%	64 20%	106 19%	141 21%	56 23%	32 18%	50 21%	52 15%	92 20%	160 21%G	102 24%G	54 21%	193 18%	151 19%	228 18%	234 24%N	51 16%	164 18%	398 21%
4	157 7%	15 5%	39 7%	54 8%	19 8%	14 8%	14 6%	28 8%	24 5%	58 8%	28 7%	18 7%	62 6%	59 7%	94 7%	64 6%	28 9%	63 7%	127 7%
3	188 8%	20 6%	35 6%	59 9%	25 10%	17 9%	28 12%B	31 9%	30 6%	63 8%	41 10%	23 9%	64 6%	89 11%L	111 9%	77 8%	26 8%	84 9%	161 9%
2	111 5%	12 4%	27 5%	30 4%	18 7%	9 5%	16 7%	11 3%	17 4%	52 7%G	22 5%	9 3%	36 3%	61 8%L	60 5%	52 5%	10 3%	47 5%	99 5%
1 - Very negative	241 11%	17 5%	46 8%	68 10%A	30 12%A	35 19%ABC	43 18%ABC	25 7%	65 14%G	77 10%	46 11%	25 10%	70 6%	131 17%L	121 10%	120 12%	23 7%	95 11%	215 11%
NET: 1-3	540 24%	49 15%	107 19%	157 23%A	73 30%AB	61 34%ABC	86 36%ABC	67 19%	112 24%	192 26%G	109 25%	57 22%	171 16%	281 36%L	292 23%	249 25%	59 18%	226 25%P	475 25%P
NET: 4-7	1206 53%	153 48%	293 52%	376 56%A	137 56%	98 54%	121 51%	169 48%	240 52%	411 55%	236 55%	145 57%	567 52%	401 51%	654 51%	552 56%	159 49%	465 52%	1017 54%
NET: 8-10	513 23%	116 36%CDEF	165 29%CDEF	139 21%EF	34 14%	22 12%	31 13%	113 32%HIJK	112 24%	146 19%	84 20%	53 21%	360 33%M	110 14%	327 26%O	187 19%	108 33%QR	207 23%	394 21%



## British Future - 14-18 NOW Polling

Table 4

**Q2. On a scale of 1-10, do you feel that immigration has had a positive or negative impact on the UK, including your local community?**

(1 is 'very negative', 10 is 'very positive')

Base: All respondents

	Q3. Last time went to any arts or cultural event						Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event			
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Mean	5.42	6.31BCDEF	5.81CDEF	5.33DEF	4.89	4.70	4.64	5.95HIJK	5.46	5.26	5.22	5.39	6.13M	4.67	5.59O	5.20	5.96QR	5.43	5.31
Standard deviation	2.50	2.53	2.47	2.38	2.41	2.51	2.50	2.48	2.65	2.47	2.39	2.37	2.41	2.49	2.53	2.45	2.50	2.53	2.49
Standard error	0.05	0.14	0.10	0.09	0.16	0.19	0.17	0.13	0.13	0.09	0.12	0.14	0.07	0.09	0.07	0.08	0.14	0.08	0.06

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 5  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Summary table**  
**Base: All respondents**

	<u>An art gallery</u>	<u>A national museum</u>	<u>A local museum</u>	<u>Hear live music</u>	<u>The theatre</u>	<u>The cinema</u>	<u>Another arts or cultural event not mentioned already</u>
Unweighted base	2260	2260	2260	2260	2260	2260	2260
Weighted base	2260	2260	2260	2260	2260	2260	2260
Within the last week	35 2%	32 1%	44 2%	84 4%	52 2%	162 7%	28 1%
Longer than a week ago, but within the last fortnight	69 3%	49 2%	57 3%	95 4%	66 3%	152 7%	51 2%
Longer than a fortnight ago, but within the last month	81 4%	80 4%	95 4%	122 5%	121 5%	268 12%	63 3%
Longer than a month ago, but within the last three months	125 6%	146 6%	168 7%	199 9%	243 11%	323 14%	103 5%
Longer than three months ago, but within the last six months	169 7%	215 10%	214 9%	191 8%	204 9%	261 12%	139 6%
Longer than six months ago, but within the last year	215 10%	251 11%	274 12%	279 12%	223 10%	231 10%	136 6%
Longer than a year ago, but within the last three years	321 14%	400 18%	344 15%	333 15%	314 14%	247 11%	152 7%
I have been but longer than three years ago	656 29%	736 33%	678 30%	595 26%	665 29%	456 20%	472 21%
Never	443 20%	213 9%	242 11%	247 11%	253 11%	82 4%	556 25%
NET: Longer than a week ago, but within the last month	149 7%	129 6%	152 7%	217 10%	187 8%	420 19%	114 5%
NET: Longer than a month ago, but within the last 6 months	295 13%	360 16%	383 17%	390 17%	447 20%	584 26%	241 11%
NET: More than three years/ Never	1099 49%	949 42%	920 41%	842 37%	917 41%	538 24%	1028 45%
Don't know / can't remember	146 6%	139 6%	143 6%	116 5%	119 5%	78 3%	560 25%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 6  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - An art gallery**  
**Base: All respondents**

	Gender			Age							Social Class					Region						Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Within the last week	35 2%	22 2%	14 1%	2 3% <sup>f</sup>	3 1%	13 4% <sup>f</sup>	6 1% <sup>f</sup>	- -	3 1%	8 2% <sup>f</sup>	13 2%	10 1%	9 2%	4 1%	22 2%	13 1%	12 4% <sup>pq</sup>	18 3% <sup>pq</sup>	3 *	5 1%	6 2%	3 1%	29 1%	2 2%	7 2%	5 4%	9 7% <sup>AC</sup>	23 3%
Longer than a week ago, but within the last fortnight	69 3%	39 4%	29 3%	1 1%	23 9% <sup>uefgh</sup>	20 6% <sup>uefgh</sup>	10 2%	2 1%	5 1%	8 2%	18 3%	25 4%	16 3%	10 2%	43 3%	26 3%	23 8% <sup>pqrs</sup>	30 5% <sup>pq</sup>	13 2%	12 2%	9 3%	4 2%	45 2%	7 5%	27 7% <sup>A</sup>	9 6% <sup>A</sup>	1 1%	44 6% <sup>A</sup>
Longer than a fortnight ago, but within the last month	81 4%	48 4%	33 3%	2 2%	24 9% <sup>uefgh</sup>	16 5%	15 3%	7 2%	8 3%	9 2%	27 5% <sup>ln</sup>	28 4%	14 3%	12 2%	55 4% <sup>ln</sup>	26 3%	21 7% <sup>pq</sup>	30 5% <sup>p</sup>	12 2%	18 3%	13 4%	9 5%	67 3%	2 1%	16 4%	15 10% <sup>ABCEF</sup>	2 2%	34 4%
Longer than a month ago, but within the last three months	125 6%	54 5%	72 6%	7 10% <sup>efh</sup>	18 7%	25 7% <sup>ee</sup>	14 3%	17 5%	22 7% <sup>ee</sup>	24 5%	59 10% <sup>ijkln</sup>	34 5%	12 2%	21 4%	92 7% <sup>klm</sup>	33 3%	32 11% <sup>pqr</sup>	49 8% <sup>pq</sup>	19 3%	27 5%	15 5%	16 8% <sup>p</sup>	107 5%	11 8%	32 9%	4 3%	6 5%	53 7%
Longer than three months ago, but within the last six months	169 7%	72 7%	97 8%	8 13% <sup>defg</sup>	31 12% <sup>f</sup>	23 7%	29 7%	17 5%	20 6%	41 9% <sup>f</sup>	45 8% <sup>l</sup>	65 10% <sup>ln</sup>	37 8% <sup>l</sup>	22 4%	110 9% <sup>ln</sup>	60 6%	21 7%	49 8%	45 8%	45 8%	18 6%	12 6%	152 8%	10 8%	31 8%	6 4%	6 5%	53 7%
Longer than six months ago, but within the last year	215 10%	102 9%	113 10%	6 9%	19 7%	25 7%	45 10%	43 12%	39 12%	39 9%	77 13% <sup>ijn</sup>	59 9%	47 10%	33 6%	136 11% <sup>ln</sup>	80 8%	24 8%	50 8%	64 11%	60 11%	26 8%	16 8%	189 10%	18 13%	42 12%	14 10%	14 12%	88 11%
Longer than a year ago, but within the last three years	321 14%	144 13%	177 15%	15 23% <sup>cdefg</sup>	38 15%	45 13%	59 14%	51 14%	33 10%	79 17% <sup>g</sup>	107 18% <sup>ln</sup>	106 16% <sup>ln</sup>	63 13%	45 8%	213 17% <sup>ln</sup>	108 11%	40 14%	75 13%	94 16%	78 14%	48 15%	26 13%	283 14%	19 14%	39 11%	27 19%	17 14%	103 13%
I have been but longer than three years ago	656 29%	321 30%	335 29%	11 17%	33 13%	73 21% <sup>c</sup>	136 31% <sup>ucd</sup>	129 35% <sup>ucd</sup>	126 39% <sup>ucd</sup>	148 33% <sup>ucd</sup>	156 27%	188 29%	138 29%	174 32%	344 28%	312 31%	51 18%	155 26% <sup>v</sup>	177 30% <sup>av</sup>	158 28% <sup>v</sup>	100 31% <sup>v</sup>	65 33% <sup>v</sup>	598 30% <sup>CDF</sup>	34 25%	54 15%	20 14%	44 37% <sup>CDF</sup>	153 20%
Never	443 20%	218 20%	225 19%	8 13%	41 16%	79 23% <sup>u</sup>	91 21% <sup>u</sup>	92 25% <sup>ucgh</sup>	58 18%	74 16%	61 10%	101 15% <sup>l</sup>	91 19% <sup>im</sup>	191 35% <sup>ijklm</sup>	162 13%	282 28% <sup>ijklm</sup>	39 13%	92 16%	138 23% <sup>vo</sup>	114 20% <sup>v</sup>	61 19%	37 19%	397 20%	28 20%	77 21%	36 25% <sup>E</sup>	13 11%	154 20%
NET: Longer than a week ago, but within the last month	149 7%	87 8% <sup>b</sup>	62 5%	2 3%	46 18% <sup>uefgh</sup>	37 11% <sup>uefgh</sup>	25 6% <sup>f</sup>	9 2%	13 4%	17 4%	45 8% <sup>l</sup>	53 8% <sup>ln</sup>	30 6%	21 4%	98 8% <sup>ln</sup>	51 5%	44 15% <sup>pqrs</sup>	60 10% <sup>pq</sup>	24 4%	29 5%	22 7%	14 7%	113 6%	9 6%	43 12% <sup>AE</sup>	24 17% <sup>AE</sup>	3 2%	79 10% <sup>A</sup>
NET: Longer than a month ago, but within the last 6 months	295 13%	126 12%	169 14%	15 23% <sup>defgh</sup>	49 19% <sup>ef</sup>	48 14%	43 10%	34 9%	42 13%	65 14%	104 18% <sup>klm</sup>	98 15% <sup>ln</sup>	49 10%	43 8%	202 16% <sup>klm</sup>	93 9%	53 19% <sup>pr</sup>	98 17% <sup>pr</sup>	64 11%	72 13%	34 11%	27 14%	259 13%	21 15%	62 17% <sup>D</sup>	10 7%	12 10%	106 14%
NET: More than three years/ Never	1099 49%	538 50%	561 48%	19 29%	74 29%	152 44% <sup>uc</sup>	227 52% <sup>uc</sup>	220 60% <sup>ucdh</sup>	184 56% <sup>ucd</sup>	223 49% <sup>uc</sup>	217 37%	288 44% <sup>i</sup>	229 48% <sup>im</sup>	365 67% <sup>ijklm</sup>	505 41%	594 58% <sup>ijklm</sup>	90 31%	248 42% <sup>v</sup>	315 53% <sup>vo</sup>	272 49% <sup>vo</sup>	161 51% <sup>vo</sup>	103 52% <sup>vo</sup>	995 50% <sup>CDF</sup>	62 45%	131 36%	56 39%	57 48%	307 40%
Don't know / can't remember	146 6%	66 6%	79 7%	6 9% <sup>fg</sup>	30 12% <sup>fgh</sup>	29 8% <sup>fg</sup>	30 7% <sup>f</sup>	12 3%	12 4%	26 6%	26 4%	41 6%	47 10% <sup>im</sup>	31 6%	67 5%	79 8% <sup>i</sup>	24 8%	43 7%	28 5%	42 8%	23 7%	10 5%	112 6%	7 5%	41 11% <sup>A</sup>	8 5%	7 6%	62 8%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 6  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - An art gallery**  
**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Within the last week	35 2%	12 2%	8 1%	13 2%	10 1%	17 2%J	9 3%J	* *	- -
Longer than a week ago, but within the last fortnight	69 3%	21 3%	26 4%	17 3%	19 2%	28 4%J	21 8%JK	1 1%	- -
Longer than a fortnight ago, but within the last month	81 4%	16 2%	29 4%	31 5%G	16 1%	31 4%J	25 10%JK	9 13%JK	- -
Longer than a month ago, but within the last three months	125 6%	22 3%	46 7%G	43 7%G	47 4%	49 6%	24 9%J	3 4%	- -
Longer than three months ago, but within the last six months	169 7%	40 6%	55 8%	58 9%	67 6%	69 9%J	19 7%	10 15%J	1 3%
Longer than six months ago, but within the last year	215 10%	40 6%	82 12%G	73 12%G	94 8%	88 12%	26 10%	5 7%	2 5%
Longer than a year ago, but within the last three years	321 14%	67 10%	96 14%	123 20%GH	116 10%	138 18%J	51 20%J	8 11%	3 8%
I have been but longer than three years ago	656 29%	218 33%I	205 29%	153 25%	359 32%L	216 28%L	51 20%	16 23%	9 30%
Never	443 20%	188 28%HI	118 17%	82 13%	306 28%KL	88 11%L	14 5%	11 16%L	16 53%
NET: Longer than a week ago, but within the last month	149 7%	38 6%	54 8%	48 8%	35 3%	59 8%J	46 18%JK	9 14%J	- -
NET: Longer than a month ago, but within the last 6 months	295 13%	62 9%	101 14%G	101 16%G	114 10%	118 15%J	43 17%J	13 19%J	1 3%
NET: More than three years/Never	1099 49%	406 61%HI	323 46%I	235 38%	665 60%KLM	304 40%L	65 25%	26 39%	25 83%
Don't know / can't remember	146 6%	45 7%	42 6%	26 4%	77 7%	38 5%	15 6%	6 9%	- -

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 6  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - An art gallery**  
**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Within the last week	35 2%	11 1%	12 2%	1 2%	4 3%	27 3% <sup>f</sup>	5 *	2 1%	3 1%	8 3% <sup>h</sup>	1 *	10 3%	1 2%	3 3%	1 *	13 1%	21 2%	-	7 1%	28 4% <sup>st</sup>	-	11 1%	24 5% <sup>vw</sup>
Longer than a week ago, but within the last fortnight	69 3%	13 2%	34 5% <sup>a</sup>	1 1%	7 5% <sup>a</sup>	48 5% <sup>f</sup>	12 1%	7 2%	4 1%	9 3% <sup>h</sup>	5 3%	27 7% <sup>h</sup>	-	7 7% <sup>h</sup>	9 3%	24 3%	35 3%	4 1%	29 3% <sup>s</sup>	35 5% <sup>st</sup>	8 1%	34 3%	27 5% <sup>vw</sup>
Longer than a fortnight ago, but within the last month	81 4%	17 2%	29 4% <sup>a</sup>	2 2%	5 4%	47 5% <sup>f</sup>	21 2%	11 4%	9 2%	7 3%	4 2%	22 5% <sup>h</sup>	2 5%	4 4%	3 1%	40 4% <sup>p</sup>	38 4%	4 1%	24 2%	53 8% <sup>st</sup>	5 1%	39 3% <sup>v</sup>	37 7% <sup>vw</sup>
Longer than a month ago, but within the last three months	125 6%	39 5%	37 6%	2 3%	14 10% <sup>a</sup>	64 7% <sup>g</sup>	45 5%	10 3%	25 5%	15 6%	16 7%	22 5%	1 3%	13 13% <sup>hik</sup>	6 2%	42 4%	77 8% <sup>pq</sup>	6 1%	48 4% <sup>s</sup>	71 11% <sup>st</sup>	26 5%	55 5%	44 9% <sup>vw</sup>
Longer than three months ago, but within the last six months	169 7%	55 7%	53 8%	3 4%	17 12%	85 9% <sup>f</sup>	53 6%	23 7%	34 7%	20 8%	10 5%	40 10%	1 3%	13 13% <sup>j</sup>	5 2%	64 7% <sup>p</sup>	101 10% <sup>pq</sup>	11 2%	70 6% <sup>s</sup>	88 13% <sup>st</sup>	29 5%	98 8%	43 8%
Longer than six months ago, but within the last year	215 10%	77 10%	74 11%	7 8%	11 8%	99 11%	87 9%	23 7%	41 8%	35 13% <sup>h</sup>	25 12%	41 10%	1 3%	10 10%	12 4%	69 7%	134 13% <sup>pq</sup>	10 2%	101 9% <sup>s</sup>	104 16% <sup>st</sup>	36 7%	116 10%	63 12% <sup>vw</sup>
Longer than a year ago, but within the last three years	321 14%	134 17%	88 13%	11 13%	28 20%	119 13%	159 17% <sup>eg</sup>	27 8%	102 20% <sup>ijk</sup>	33 13%	26 12%	55 14%	11 30%	16 16%	34 12%	119 13%	168 16% <sup>q</sup>	42 8%	174 16% <sup>s</sup>	105 16% <sup>s</sup>	83 15%	172 14%	66 13%
I have been but longer than three years ago	656 29%	259 33%	182 27%	28 33%	40 29%	267 29%	306 32% <sup>g</sup>	73 23%	169 33%	84 32%	68 32%	109 27%	12 33%	26 27%	81 29%	307 32% <sup>r</sup>	268 26%	171 35% <sup>u</sup>	366 33% <sup>u</sup>	119 18%	173 32% <sup>x</sup>	369 31% <sup>x</sup>	113 22%
Never	443 20%	141 18% <sup>d</sup>	109 16% <sup>d</sup>	25 29% <sup>cabd</sup>	11 8%	115 12%	219 23% <sup>ee</sup>	101 32% <sup>ef</sup>	97 19% <sup>km</sup>	40 15% <sup>m</sup>	44 21% <sup>km</sup>	49 12%	6 17%	5 5%	107 38% <sup>qr</sup>	197 21% <sup>r</sup>	140 14%	210 43% <sup>tu</sup>	201 18% <sup>u</sup>	32 5%	152 28% <sup>wx</sup>	224 19% <sup>x</sup>	67 13%
NET: Longer than a week ago, but within the last month	149 7%	30 4%	63 10% <sup>a</sup>	2 3%	12 8% <sup>a</sup>	95 10% <sup>f</sup>	33 4%	18 6%	14 3%	16 6%	9 5%	49 12% <sup>hij</sup>	2 5%	10 10% <sup>h</sup>	12 4%	64 7%	73 7%	8 2%	53 5% <sup>s</sup>	88 13% <sup>st</sup>	13 2%	73 6% <sup>v</sup>	64 12% <sup>vw</sup>
NET: Longer than a month ago, but within the last 6 months	295 13%	94 12%	91 14%	6 7%	31 22% <sup>abc</sup>	149 16% <sup>fg</sup>	99 10%	33 10%	58 12%	35 14%	25 12%	62 15%	2 6%	26 26% <sup>hijk</sup>	11 4%	106 11% <sup>p</sup>	178 17% <sup>pq</sup>	18 4%	118 11% <sup>s</sup>	159 24% <sup>st</sup>	54 10%	153 13%	87 17% <sup>vw</sup>
NET: More than three years/ Never	1099 49%	399 51% <sup>bd</sup>	292 44%	53 62% <sup>abd</sup>	52 37%	382 41%	525 55% <sup>ee</sup>	173 55% <sup>ee</sup>	267 53% <sup>km</sup>	124 47% <sup>m</sup>	112 54% <sup>km</sup>	158 39%	18 50%	31 32%	188 68% <sup>qr</sup>	504 53% <sup>r</sup>	407 40%	381 77% <sup>tu</sup>	567 51% <sup>u</sup>	151 23%	325 60% <sup>wx</sup>	593 49% <sup>x</sup>	181 35%
Don't know / can't remember	146 6%	33 4%	45 7%	4 5%	4 3%	61 7%	41 4%	37 12% <sup>ef</sup>	22 4%	11 4%	10 5%	32 8%	2 4%	2 2%	21 7%	79 8% <sup>r</sup>	46 4%	34 7% <sup>u</sup>	92 8% <sup>u</sup>	20 3%	29 5%	89 7%	28 5%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 6  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - An art gallery**  
**Base: All respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Within the last week	35 2%	35 11%BCDEF	-	-	-	-	-	15 4%HIJK	7 1%	9 1%	2 1%	2 1%	33 3%M	1 *	30 2%O	6 1%	16 5%QR	13 1%	19 1%
Longer than a week ago, but within the last fortnight	69 3%	22 7%CDEF	47 8%CDEF	-	-	-	-	28 8%HIJK	18 4%J	13 2%	1 *	8 3%J	62 6%M	5 1%	49 4%O	20 2%	33 10%QR	12 1%	32 2%
Longer than a fortnight ago, but within the last month	81 4%	23 7%CDEF	57 10%CDEF	-	-	-	-	28 8%HIJ	18 4%I	12 2%	10 2%	13 5%I	68 6%M	10 1%	59 5%O	22 2%	27 8%QR	30 3%	52 3%
Longer than a month ago, but within the last three months	125 6%	29 9%CDEF	70 12%CDEF	27 4%DEF	-	-	-	37 11%HIJ	19 4%	35 5%	19 4%	15 6%	99 9%M	21 3%	94 7%O	31 3%	46 14%QR	46 5%	77 4%
Longer than three months ago, but within the last six months	169 7%	38 12%DEF	48 8%DEF	84 12%DEF	-	-	-	28 8%	28 6%	63 8%	31 7%	21 8%	128 12%M	24 3%	126 10%O	43 4%	29 9%	91 10%R	134 7%
Longer than six months ago, but within the last year	215 10%	29 9%EF	68 12%EF	78 12%EF	40 16%AEF	-	-	28 8%	40 9%	78 10%	38 9%	29 12%	154 14%M	42 5%	141 11%O	75 8%	25 8%	113 13%	187 10%
Longer than a year ago, but within the last three years	321 14%	43 14%F	80 14%F	104 15%F	53 22%ABF	41 23%ABF	-	45 13%	55 12%	120 16%	62 14%	37 14%	198 18%M	88 11%	182 14%	139 14%	52 16%	125 14%	264 14%
I have been but longer than three years ago	656 29%	53 17%	125 22%	203 30%AB	80 33%AB	88 49%ABCD	106 45%ABCDE	74 21%	142 31%G	217 29%G	149 35%G	71 28%	249 23%	293 37%L	344 27%	312 32%N	61 19%	272 30%P	584 31%P
Never	443 20%	29 9%	53 9%	140 21%AB	62 25%AB	39 22%AB	121 51%ABCDE	42 22%G	101 22%G	163 22%G	89 21%G	47 18%	60 5%	273 34%L	182 14%	261 26%N	24 7%	153 17%P	414 22%PQ
NET: Longer than a week ago, but within the last month	149 7%	45 14%CDEF	104 18%CDEF	-	-	-	-	56 16%HIJK	36 8%IJ	25 3%	12 3%	21 8%IJ	130 12%M	15 2%	107 8%O	42 4%	60 18%QR	42 5%	84 4%
NET: Longer than a month ago, but within the last 6 months	295 13%	67 21%DEF	118 21%DEF	110 16%DEF	-	-	-	65 19%HIJ	47 10%	97 13%	50 12%	36 14%	227 21%M	45 6%	220 17%O	75 8%	74 23%QR	136 15%R	211 11%
NET: More than three years/ Never	1099 49%	83 26%	177 31%	343 51%AB	141 58%AB	127 70%ABCD	227 95%ABCDE	116 32%G	243 52%G	380 51%G	238 55%G	118 46%G	309 28%	566 71%L	525 41%	574 58%N	85 26%	424 47%P	998 53%PQ
Don't know / can't remember	146 6%	15 5%	18 3%	37 6%	10 4%	13 7%	11 5%	25 7%	37 8%	41 5%	28 6%	11 4%	48 4%	36 5%	67 5%	78 8%N	12 4%	44 5%	123 7%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 7  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A national museum**  
**Base: All respondents**

	Gender			Age							Social Class						Region					Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Within the last week	32 1%	21 2%	11 1%	2 3%efg	7 3%	10 3%e	2 1%	2 1%	3 1%	6 1%	12 2%	10 1%	2 *	9 2%	21 2%	10 1%	9 3%q	16 3%q	9 1%q	1 *	3 1%	4 2%q	26 1%	2 1%	7 2%	1 1%	6 5%	16 2%
Longer than a week ago, but within the last fortnight	49 2%	20 2%	28 2%	2 3%	4 2%	20 6%efgh	8 2%	5 1%	4 1%	6 1%	15 2%l	17 3%l	14 3%l	2 *	32 3%l	17 2%	18 6%pqr	27 5%pqr	5 1%	10 2%	2 *	5 2%	35 2%	6 4%	14 4%	8 6%A	3 2%	30 4%A
Longer than a fortnight ago, but within the last month	80 4%	41 4%	39 3%	1 2%	19 7%ufgh	19 5%fh	19 4%	7 2%	7 2%	8 2%	25 4%ln	31 5%ln	13 3%	9 2%	56 5%ln	24 2%	22 8%pq	35 6%pq	13 2%	13 2%	12 4%	7 3%	66 3%	4 3%	21 6%	11 7%A	5 4%	41 5%
Longer than a month ago, but within the last three months	146 6%	76 7%	69 6%	9 14%defgh	31 12%dfgh	20 6%	31 7%	17 5%	13 4%	24 5%	55 9%ln	46 7%l	32 7%l	13 2%	100 8%ln	45 4%	45 16%opqrs	59 10%pqr	31 5%	29 5%	10 3%	17 9%r	114 6%	14 10%	44 12%A	12 8%	11 9%	81 11%A
Longer than three months ago, but within the last six months	215 10%	103 9%	112 10%	10 16%fgh	30 11%	38 11%h	54 12%h	29 8%	26 8%	28 6%	76 13%ln	70 11%ln	42 9%	28 5%	146 12%ln	69 7%	36 13%r	66 11%r	62 11%r	54 10%	18 6%	15 8%	192 10%	15 11%	48 13%	15 11%	7 6%	85 11%
Longer than six months ago, but within the last year	251 11%	127 12%	124 11%	8 12%	24 9%	40 11%	44 10%	47 13%	34 10%	54 12%	84 14%ln	69 10%	53 11%	46 8%	153 12%l	98 10%	29 10%	62 10%	60 10%	77 14%	32 10%	20 10%	218 11%	20 15%	43 12%	18 12%	12 10%	94 12%
Longer than a year ago, but within the last three years	400 18%	177 16%	223 19%	16 25%df	46 18%	52 15%	77 18%	64 17%	58 18%	87 19%	119 20%ln	130 20%ln	80 17%	71 13%	249 20%ln	151 15%	48 17%	102 17%	102 17%	101 18%	70 22%rs	26 13%	354 18%CF	15 11%	29 8%	26 18%C	19 16%	90 12%
I have been but longer than three years ago	736 33%	350 32%	386 33%	12 18%	39 15%	74 21%	129 30%ucd	152 41%ucde	149 46%ucde	181 40%ucde	250 25%	209 32%i	151 32%i	228 42%ijklm	357 29%	379 37%im	54 19%	151 25%	218 37%vo	178 32%vo	126 40%vo	62 31%v	678 34%CDF	39 28%	77 21%	27 18%	40 34%D	184 24%
Never	213 9%	117 11%	96 8%	2 3%	29 11%u	48 14%ufgh	48 11%ug	30 8%u	21 6%	37 8%u	28 5%	42 6%	48 10%im	96 18%ijklm	69 6%	144 14%ijm	7 2%	36 6%v	64 8%vo	64 11%vo	21 7%v	28 14%vor	184 9%	10 8%	40 11%	16 11%	10 9%	77 10%
NET: Longer than a week ago, but within the last month	129 6%	62 6%	67 6%	3 5%	24 9%fgh	39 11%efgh	27 6%	12 3%	11 3%	14 3%	40 7%ln	48 7%ln	29 6%l	12 2%	88 7%ln	41 4%	40 14%pqrs	62 11%pqr	18 3%	23 4%	14 4%	12 6%	101 5%	9 7%	35 10%A	19 13%A	7 6%	71 9%A
NET: Longer than a month ago, but within the last 6 months	360 16%	179 16%	182 15%	20 30%defgh	61 23%fgh	58 17%	84 19%fgh	46 13%	39 12%	53 12%	130 22%kln	116 18%ln	74 16%l	41 7%	246 20%ln	115 11%l	82 28%opqrs	125 21%pqr	93 16%r	83 15%r	27 9%	32 16%r	306 15%	30 22%	92 25%A	27 19%	18 15%	166 22%A
NET: More than three years/ Never	949 42%	467 43%	482 41%	13 20%	67 26%	122 35%u	178 41%uc	182 49%ucde	169 52%ucde	218 48%ucd	176 30%	251 38%i	199 42%im	324 60%ijklm	426 34%	523 51%ijkm	61 21%	187 32%v	282 48%vo	242 43%vo	147 46%vo	90 45%vo	863 44%CDF	50 36%	118 32%	43 29%	51 43%	261 34%
Don't know / can't remember	139 6%	53 5%	86 7%a	3 5%	32 12%efgh	28 8%g	23 5%	15 4%	13 4%	24 5%	27 5%	32 5%	39 8%im	41 7%am	59 5%	80 8%im	20 7%	38 6%	28 5%	32 6%	26 8%	15 7%	112 6%	12 8%	40 11%A	11 8%	6 5%	69 9%A

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 7

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A national museum

Base: All respondents

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Within the last week	32 1%	11 2%	5 1%	13 2%	15 1%	13 2%	3 1%	* 1%	- -
Longer than a week ago, but within the last fortnight	49 2%	8 1%	13 2%	22 4%G	17 2%	19 2%	12 5%J	1 2%	- -
Longer than a fortnight ago, but within the last month	80 4%	25 4%	33 5%	21 3%	12 1%	32 4%J	29 11%JK	5 7%J	- -
Longer than a month ago, but within the last three months	146 6%	24 4%	50 7%G	60 10%G	51 5%	57 7%J	33 13%JK	6 8%	- -
Longer than three months ago, but within the last six months	215 10%	36 5%	79 11%G	74 12%G	85 8%	79 10%	34 13%J	14 22%JK	2 5%
Longer than six months ago, but within the last year	251 11%	60 9%	93 13%G	77 12%	102 9%	108 14%J	32 13%	4 6%	6 19%
Longer than a year ago, but within the last three years	400 18%	97 14%	120 17%	139 22%GH	177 16%	158 21%J	47 18%	10 15%	1 4%
I have been but longer than three years ago	736 33%	259 39%HI	229 32%I	158 25%	448 40%KLM	218 29%L	40 16%	11 16%	12 40%
Never	213 9%	102 15%HI	56 8%I	29 5%	128 12%KL	46 6%	10 4%	10 14%KL	9 30%
NET: Longer than a week ago, but within the last month	129 6%	33 5%	46 7%	43 7%	29 3%	51 7%J	41 16%JK	6 9%J	- -
NET: Longer than a month ago, but within the last 6 months	360 16%	60 9%	129 18%G	134 22%G	135 12%	135 18%J	67 26%JK	20 30%JK	2 5%
NET: More than three years/Never	949 42%	361 54%HI	286 40%I	187 30%	576 52%KLM	264 35%L	51 20%	20 30%	21 69%
Don't know / can't remember	139 6%	47 7%H	27 4%	27 4%	76 7%	34 4%	14 6%	6 8%	1 3%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 7

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A national museum

Base: All respondents

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Within the last week	32 1%	11 1%	12 2%	- -	3 2%	19 2%	9 1%	3 1%	5 1%	7 3%	4 2%	8 2%	- -	3 3%	3 1%	13 1%	16 2%	4 1%	11 1%	17 3%st	2 *	11 1%	18 4%vw
Longer than a week ago, but within the last fortnight	49 2%	16 2%	17 3%	1 2%	2 1%	37 4%f	4 *	6 2%f	3 1%	12 5%hj	1 *	14 4%hj	- -	2 2%	5 2%	14 1%	30 3%	1 *	22 2%st	26 4%st	4 1%	13 1%	31 6%vw
Longer than a fortnight ago, but within the last month	80 4%	13 2%	38 6%a	2 3%	6 5%a	49 5%f	23 2%	8 3%	7 1%	6 2%	9 4%h	26 6%hi	2 5%	5 5%h	6 2%	30 3%	44 4%	10 2%	29 3%	41 6%st	9 2%	34 3%	37 7%vw
Longer than a month ago, but within the last three months	146 6%	43 6%	49 7%	3 3%	14 10%	70 8%f	46 5%	20 6%	23 5%	20 8%	15 7%	27 7%	3 8%	11 11%h	6 2%	68 7%p	71 7%p	7 1%	59 5%st	79 12%st	26 5%	67 6%	52 10%vw
Longer than three months ago, but within the last six months	215 10%	72 9%	72 11%	5 6%	16 12%	115 12%fg	77 8%	13 4%	48 9%	24 9%	13 6%	55 13%j	1 3%	15 16%j	11 4%	75 8%	129 13%pq	24 5%	101 9%st	91 14%st	36 7%	128 11%v	51 10%
Longer than six months ago, but within the last year	251 11%	94 12%	73 11%	6 8%	13 9%	103 11%	105 11%	36 11%	62 12%	31 12%	21 10%	47 12%	4 12%	7 7%	13 5%	103 11%p	135 13%p	30 6%	126 11%st	95 15%st	56 10%	127 11%	67 13%
Longer than a year ago, but within the last three years	400 18%	167 21%b	86 13%	16 19%	38 27%b	163 18%	183 19%g	37 12%	113 22%jkl	54 21%k	30 14%	54 13%	9 26%	27 27%jkl	40 14%	169 18%	191 19%	71 14%	215 19%st	114 17%	97 18%	222 18%	81 16%
I have been but longer than three years ago	736 33%	289 37%bd	205 31%	36 43%cd	38 27%	264 28%	360 38%e	100 32%	197 39%klm	84 32%	76 36%	118 29%	12 33%	24 25%	100 36%	317 33%	319 31%	217 44%tu	369 33%u	149 23%	204 38%x	414 34%x	118 23%
Never	213 9%	45 6%	76 11%a	8 9%	9 6%	61 7%	96 10%e	54 17%ef	29 6%	15 6%	31 15%hikm	31 8%	4 12%	4 4%	70 25%qr	85 9%r	58 6%	94 19%tu	101 9%u	18 3%	73 13%wx	106 9%	34 7%
NET: Longer than a week ago, but within the last month	129 6%	29 4%	54 8%a	4 4%	8 6%	86 9%fg	26 3%	14 4%	10 2%	19 7%h	9 5%	41 10%h	2 5%	6 6%h	11 4%	44 5%	73 7%q	11 2%	51 5%	67 10%st	13 2%	47 4%	68 13%vw
NET: Longer than a month ago, but within the last 6 months	360 16%	115 15%	122 18%	8 9%	30 22%c	185 20%fg	123 13%	33 11%	71 14%	44 17%	28 13%	82 20%h	4 11%	26 27%hj	17 6%	143 15%p	200 19%pq	31 6%	160 14%st	170 26%st	62 11%	195 16%v	104 20%v
NET: More than three years/ Never	949 42%	334 43%	281 42%	44 52%d	46 33%	325 35%	456 48%e	154 49%e	225 45%km	99 38%	107 51%ikm	149 37%	16 45%	28 29%	170 61%qr	402 42%r	377 37%	311 63%tu	470 42%u	167 26%	277 51%wx	520 43%x	152 30%
Don't know / can't remember	139 6%	29 4%	37 6%	6 7%cd	2 1%	53 6%	47 5%	36 12%ef	20 4%	8 3%	9 4%	26 6%	* 1%	1 1%	23 8%r	80 8%r	36 3%	35 7%u	80 7%u	24 4%	33 6%	84 7%	23 4%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 7  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A national museum**  
**Base: All respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Within the last week	32 1%	32 10%BCDEF	-	-	-	-	-	13 4%HJ	4 1%	8 1%	2 *	5 2%M	4 1%	21 2%	11 1%	13 4%QR	8 1%	19 1%	
Longer than a week ago, but within the last fortnight	49 2%	26 8%BCDEF	23 4%CDEF	-	-	-	-	22 6%HJK	11 2%	9 1%	3 1%	3 1%	40 4%M	9 1%	34 3%	15 2%	14 4%R	19 2%	34 2%
Longer than a fortnight ago, but within the last month	80 4%	17 5%CDEF	63 11%ACDEF	-	-	-	-	24 7%IK	16 3%	20 3%	16 4%	4 1%	69 6%M	7 1%	66 5%O	15 1%	43 13%QR	21 2%	36 2%
Longer than a month ago, but within the last three months	146 6%	31 10%CDEF	82 15%CDEF	32 5%DEF	-	-	-	52 15%HIJK	28 6%	36 5%	17 4%	13 5%	120 11%M	20 2%	106 8%O	39 4%	48 15%QR	55 6%	95 5%
Longer than three months ago, but within the last six months	215 10%	42 13%DEF	78 14%DEF	96 14%DEF	-	-	-	45 13%H	35 8%	68 9%	34 8%	32 12%	140 13%M	54 7%	151 12%O	64 7%	41 13%	100 11%	165 9%
Longer than six months ago, but within the last year	251 11%	37 12%EF	64 11%EF	95 14%EF	55 22%ABCEF	-	-	28 8%	52 11%	96 13%G	51 12%	24 9%	163 15%M	65 8%	151 12%	101 10%	35 11%	109 12%	210 11%
Longer than a year ago, but within the last three years	400 18%	53 17%F	101 18%F	162 24%ABF	47 19%F	36 20%F	-	49 14%	69 15%	136 18%	83 19%	61 24%GH	206 19%	126 16%	231 18%	169 17%	48 15%	176 20%	345 18%
I have been but longer than three years ago	736 33%	53 17%	116 21%	204 30%AB	100 41%ABC	108 59%ABCD	155 65%ABCDE	78 22%	142 31%G	262 35%G	159 37%G	88 35%G	262 24%	342 43%L	378 30%	358 36%N	63 20%	306 34%P	665 35%P
Never	213 9%	8 2%	20 4%	57 8%AB	29 12%AB	26 14%AB	74 31%ABCDE	17 5%	69 15%GJK	78 10%GK	36 8%	12 5%	29 3%	127 16%L	74 6%	139 14%N	10 3%	59 7%P	198 11%PQ
NET: Longer than a week ago, but within the last month	129 6%	43 13%CDEF	86 15%CDEF	-	-	-	-	47 13%HIJK	26 6%	30 4%	20 5%	7 3%	109 10%M	15 2%	99 8%O	30 3%	57 17%QR	40 4%	70 4%
NET: Longer than a month ago, but within the last 6 months	360 16%	73 23%DEF	160 28%CDEF	127 19%DEF	-	-	-	97 28%HIJK	63 14%	104 14%	51 12%	45 17%	260 24%M	74 9%	257 20%O	104 10%	89 27%QR	156 17%R	259 14%
NET: More than three years/ Never	949 42%	61 19%	136 24%	261 39%AB	129 53%ABC	133 74%ABCD	229 96%ABCDE	95 7%	211 45%G	341 45%G	196 46%G	101 39%G	291 27%	468 59%L	452 36%	497 50%N	73 22%	366 41%P	863 46%PQ
Don't know / can't remember	139 6%	19 6%	17 3%	27 4%	13 5%	11 6%	9 4%	20 6%	39 8%I	34 5%	27 6%	14 5%	44 4%	39 5%	62 5%	77 8%N	10 3%	43 5%	120 6%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 8  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A local museum**  
**Base: All respondents**

	Gender			Age							Social Class						Region						Ethnicity					
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Within the last week	44	20	25	1	9	12	7	3	5	8	18	13	6	7	31	13	15	21	5	6	7	5	35	4	11	7	7	30
	2%	2%	2%	2%	3%	3% <sup>f</sup>	2%	1%	2%	2%	3% <sup>n</sup>	2%	1%	1%	3%	1%	5% <sup>pq</sup>	4% <sup>pq</sup>	1%	1%	2%	3%	2%	3%	3%	5% <sup>A</sup>	6% <sup>A</sup>	4% <sup>A</sup>
Longer than a week ago, but within the last fortnight	57	29	28	1	7	21	15	6	4	3	17	25	12	2	42	14	15	18	15	14	7	3	39	5	16	8	4	32
	3%	3%	2%	2%	3%	6% <sup>fgh</sup>	3% <sup>h</sup>	2%	1%	1%	3% <sup>l</sup>	4% <sup>ln</sup>	3% <sup>l</sup>	*	3% <sup>ln</sup>	1%	5%	3%	3%	2%	2%	1%	2%	4%	4% <sup>A</sup>	5% <sup>A</sup>	3%	4% <sup>A</sup>
Longer than a fortnight ago, but within the last month	95	50	44	1	16	21	17	9	15	15	27	31	22	15	58	37	17	30	16	28	8	12	83	7	21	14	3	45
	4%	5%	4%	2%	6%	6% <sup>uf</sup>	4%	3%	5%	3%	5%	5%	5%	3%	5%	4%	6%	5%	3%	5%	3%	6%	4%	5%	6%	9% <sup>A</sup>	2%	6%
Longer than a month ago, but within the last three months	168	81	87	6	35	23	31	25	25	24	58	48	36	27	106	62	28	53	39	46	20	11	140	13	44	14	12	84
	7%	7%	7%	9%	14% <sup>defh</sup>	6%	7%	7%	8%	5%	10% <sup>ln</sup>	7%	8%	5%	9% <sup>l</sup>	6%	10%	9%	7%	8%	6%	5%	7%	9%	9%	12% <sup>A</sup>	10%	11% <sup>A</sup>
Longer than three months ago, but within the last six months	214	107	107	5	24	36	42	27	33	47	55	71	50	39	126	89	33	66	54	54	23	19	195	17	36	15	9	77
	9%	10%	9%	8%	9%	10%	10%	7%	10%	10%	9%	11%	10%	7%	10%	9%	11%	11%	9%	10%	7%	9%	10%	12%	10%	10%	8%	10%
Longer than six months ago, but within the last year	274	136	138	12	33	41	51	39	40	58	84	80	60	50	164	110	38	78	65	62	47	21	247	14	44	13	11	82
	12%	13%	12%	18% <sup>ef</sup>	13%	12%	12%	11%	12%	13%	14% <sup>l</sup>	12%	13%	9%	13% <sup>l</sup>	11%	13%	13%	11%	11%	15%	10%	12%	10%	12%	9%	9%	11%
Longer than a year ago, but within the last three years	344	142	203	13	35	47	57	62	54	77	111	96	69	69	207	138	38	76	90	93	58	28	302	16	36	26	9	87
	15%	13%	17% <sup>a</sup>	20% <sup>de</sup>	13%	13%	13%	17%	16%	17%	19% <sup>ln</sup>	15%	14%	13%	17%	14%	13%	13%	15%	17%	18%	14%	15%	11%	10%	18%	7%	11%
I have been but longer than three years ago	678	329	349	13	46	75	136	144	108	157	146	195	136	201	341	337	59	151	191	166	106	64	612	42	63	18	44	168
	30%	30%	30%	20%	17%	22%	31% <sup>ucd</sup>	39% <sup>ucde</sup>	33% <sup>ucd</sup>	34% <sup>ucd</sup>	25%	30%	29%	37% <sup>ijklm</sup>	27%	33% <sup>im</sup>	21%	25%	32% <sup>vo</sup>	30% <sup>ov</sup>	33% <sup>vo</sup>	32% <sup>v</sup>	31% <sup>CDF</sup>	31% <sup>CD</sup>	17%	12%	37% <sup>CDF</sup>	22% <sup>D</sup>
Never	242	122	120	6	26	42	52	39	29	50	41	63	44	95	104	138	24	64	89	48	19	22	214	6	49	25	15	95
	11%	11%	10%	9%	10%	12%	12%	10%	9%	11%	7%	10%	9%	17% <sup>ijklm</sup>	8%	14% <sup>ijm</sup>	9%	11%	15% <sup>cvqr</sup>	9%	6%	11%	11%	5%	14%	17% <sup>B</sup>	12%	12%
NET: Longer than a week ago, but within the last month	152	80	72	2	23	42	32	16	19	17	44	56	35	17	100	51	32	47	31	42	15	15	122	12	38	21	7	77
	7%	7%	6%	4%	9% <sup>h</sup>	12% <sup>ufgh</sup>	7%	4%	6%	4%	8% <sup>l</sup>	9% <sup>ln</sup>	7% <sup>l</sup>	3%	8% <sup>ln</sup>	5%	11% <sup>pr</sup>	8%	5%	8%	5%	8%	6%	9%	10% <sup>A</sup>	15% <sup>A</sup>	6%	10% <sup>A</sup>
NET: Longer than a month ago, but within the last 6 months	383	189	194	11	59	58	73	52	57	71	113	118	85	66	231	151	61	119	93	100	42	29	335	30	80	29	22	160
	17%	17%	17%	18%	23% <sup>f</sup>	17%	17%	14%	18%	16%	19% <sup>ln</sup>	18% <sup>l</sup>	18% <sup>l</sup>	12%	19% <sup>l</sup>	15%	21% <sup>r</sup>	20% <sup>r</sup>	16%	18%	13%	15%	17%	22%	22%	20%	18%	21%
NET: More than three years/ Never	920	451	469	19	71	116	187	182	137	207	187	258	180	295	445	475	84	215	280	214	126	86	825	49	113	43	59	263
	41%	42%	40%	29%	27%	33%	43% <sup>ucd</sup>	49% <sup>ucd</sup>	42% <sup>ucd</sup>	45% <sup>ucd</sup>	32%	39% <sup>i</sup>	38%	54% <sup>ijklm</sup>	36%	47% <sup>ijklm</sup>	29%	36%	47% <sup>voq</sup>	38% <sup>v</sup>	39% <sup>v</sup>	43% <sup>v</sup>	42% <sup>CDF</sup>	35%	31%	30%	49% <sup>CDF</sup>	34%
Don't know / can't remember	143	68	75	6	30	32	28	16	14	17	30	34	40	38	64	78	20	36	27	41	24	15	113	13	43	6	5	68
	6%	6%	6%	10% <sup>fgh</sup>	12% <sup>fgh</sup>	9% <sup>fgh</sup>	6%	4%	4%	4%	5%	5%	8%	7%	5%	8% <sup>m</sup>	7%	6%	5%	7%	7%	7%	6%	10%	12% <sup>AD</sup>	4%	4%	9% <sup>A</sup>

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 8  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A local museum**  
**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Within the last week	44 2%	13 2%	11 2%	18 3%	17 1%	16 2%	11 4%J	1 1%	-
Longer than a week ago, but within the last fortnight	57 3%	11 2%	23 3%	19 3%	10 1%	27 4%J	17 7%J	1 2%	-
Longer than a fortnight ago, but within the last month	95 4%	22 3%	35 5%	30 5%	34 3%	30 4%	21 8%JK	9 13%JK	-
Longer than a month ago, but within the last three months	168 7%	36 5%	67 9%G	53 9%	76 7%	50 7%	33 13%JK	7 10%	-
Longer than three months ago, but within the last six months	214 9%	56 8%	72 10%	62 10%	100 9%	85 11%	26 10%	3 5%	1 3%
Longer than six months ago, but within the last year	274 12%	67 10%	105 15%G	72 12%	112 10%	113 15%J	31 12%	13 19%J	2 8%
Longer than a year ago, but within the last three years	344 15%	85 13%	105 15%	120 19%G	159 14%	123 16%	42 16%	10 15%	1 5%
I have been but longer than three years ago	678 30%	239 36%HI	184 26%	173 28%	378 34%KLM	214 28%L	48 19%	12 17%	18 59%
Never	242 11%	96 14%I	72 10%	48 8%	148 13%KL	62 8%	15 6%	6 9%	8 25%
NET: Longer than a week ago, but within the last month	152 7%	33 5%	58 8%G	48 8%	45 4%	58 8%J	38 15%JK	10 15%J	-
NET: Longer than a month ago, but within the last 6 months	383 17%	92 14%	138 20%G	114 18%	176 16%	135 18%	59 23%J	10 15%	1 3%
NET: More than three years/ Never	920 41%	335 50%HI	257 36%	221 36%	526 47%KLM	275 36%L	63 25%	18 27%	25 85%
Don't know / can't remember	143 6%	45 7%	31 4%	27 4%	75 7%	42 6%	11 4%	5 7%	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 8  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A local museum**  
 Base: All respondents

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Within the last week	44 2%	10 1%	16 2%	2 3%	6 4%a	29 3%f	8 1%	6 2%	4 1%	6 2%	- -	14 3%hj	* 1%	6 6%hj	* 2%	15 2%	29 3%p	- -	11 1%	33 5%st	1 *	11 1%	32 6%vw
Longer than a week ago, but within the last fortnight	57 3%	14 2%	22 3%	- -	3 2%	35 4%f	14 1%	6 2%	5 1%	9 4%h	3 2%	17 4%h	- -	3 3%	10 4%	20 2%	27 3%	10 2%	21 2%	26 4%t	10 2%	27 2%	20 4%
Longer than a fortnight ago, but within the last month	95 4%	23 3%	38 6%a	1 1%	10 7%a	57 6%f	27 3%	9 3%	10 2%	14 5%h	14 7%h	22 5%h	1 4%	9 9%h	4 1%	33 3%	58 6%pq	7 1%	35 3%	52 8%st	12 2%	41 3%	42 8%vw
Longer than a month ago, but within the last three months	168 7%	50 6%	61 9%	2 3%	15 11%	83 9%	59 6%	21 7%	31 6%	18 7%	18 9%	39 9%	2 5%	13 13%h	5 2%	76 8%p	87 8%p	13 3%	78 7%st	77 12%st	32 6%	87 7%	49 9%
Longer than three months ago, but within the last six months	214 9%	87 11%	76 11%	6 7%	13 9%	99 11%	87 9%	23 7%	53 10%	32 12%	23 11%	44 11%	6 16%	6 6%	12 4%	85 9%p	118 12%p	23 5%	100 9%st	91 14%st	37 7%	124 10%	53 10%
Longer than six months ago, but within the last year	274 12%	90 12%	72 11%	14 16%	20 14%	101 11%	117 12%	44 14%	62 12%	27 10%	26 13%	36 9%	1 4%	17 17%k	13 5%	97 10%p	164 16%pq	31 6%	147 13%st	95 15%st	62 12%	147 12%	65 13%
Longer than a year ago, but within the last three years	344 15%	141 18%	96 14%	16 19%	18 13%	148 16%g	161 17%g	22 7%	91 18%	47 18%	26 12%	65 16%	4 12%	14 14%	30 11%	143 15%	172 17%p	55 11%	180 16%st	109 17%st	88 16%	179 15%	77 15%
I have been but longer than three years ago	678 30%	248 32%	183 27%	31 36%	41 29%	257 28%	321 34%e	87 28%	170 34%	76 29%	65 31%	111 27%	16 44%	23 23%	113 41%qr	292 31%	273 27%	205 42%tu	349 31%u	123 19%	190 35%x	372 31%x	115 22%
Never	242 11%	87 11%	51 8%	8 9%	10 7%	67 7%	110 12%e	61 19%ef	59 12%k	25 10%	21 10%	24 6%	4 12%	5 5%	65 23%qr	116 12%r	61 6%	113 23%tu	104 9%u	26 4%	81 15%wx	126 10%x	35 7%
NET: Longer than a week ago, but within the last month	152 7%	38 5%	60 9%ac	1 1%	14 10%ac	92 10%fg	41 4%	16 5%	15 3%	23 9%h	18 8%h	38 9%h	1 4%	12 13%h	14 5%	52 5%	85 8%q	17 3%	57 5%	78 12%st	22 4%	68 6%	62 12%vw
NET: Longer than a month ago, but within the last 6 months	383 17%	137 18%	137 21%c	8 10%	27 19%	182 20%f	146 15%	43 14%	84 17%	51 19%	41 20%	82 20%	7 21%	19 19%	17 6%	161 17%p	205 20%p	36 7%	178 16%st	169 26%st	69 13%	212 18%v	102 20%v
NET: More than three years/ Never	920 41%	335 43%b	234 35%	38 45%	51 37%	324 35%	430 45%e	147 47%e	229 45%km	101 39%	86 41%	136 33%	20 56%	28 29%	178 64%qr	407 43%r	335 33%	318 65%tu	453 41%u	149 23%	271 50%wx	499 41%x	150 29%
Don't know / can't remember	143 6%	28 4%	50 8%ad	5 6%	3 2%	56 6%	45 5%	35 11%ef	21 4%	7 3%	12 6%	36 9%him	1 3%	2 2%	25 9%r	79 8%r	38 4%	35 7%u	86 8%u	22 3%	26 5%	92 8%	24 5%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 8

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - A local museum

Base: All respondents

	Q3. Last time went to any arts or cultural event						Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event			
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Within the last week	44 2%	44 14%BCDEF	-	-	-	-	-	20 6%HJK	10 2%	6 1%	5 1%	3 1%	41 4%M	2 *	31 2%	13 1%	15 5%QR	12 1%	25 1%
Longer than a week ago, but within the last fortnight	57 3%	16 5%CDEF	41 7%CDEF	-	-	-	-	16 5%IJ	14 3%	16 2%	7 2%	4 1%	43 4%M	14 2%	39 3%	18 2%	21 6%QR	17 2%	35 2%
Longer than a fortnight ago, but within the last month	95 4%	28 9%CDEF	66 12%CDEF	-	-	-	-	26 7%I	28 6%I	15 2%	17 4%	10 4%	75 7%M	17 2%	72 6%O	23 2%	32 10%QR	33 4%	56 3%
Longer than a month ago, but within the last three months	168 7%	31 10%DEF	79 14%CDEF	59 9%DEF	-	-	-	32 9%	37 8%	53 7%	29 7%	15 6%	120 11%M	29 4%	128 10%O	40 4%	59 18%QR	62 7%	102 5%
Longer than three months ago, but within the last six months	214 9%	44 14%DEF	73 13%DEF	97 14%DEF	-	-	-	33 9%	30 6%	67 9%	43 10%	41 16%GHIJ	146 13%M	43 5%	154 12%O	61 6%	48 15%R	101 11%	161 9%
Longer than six months ago, but within the last year	274 12%	42 13%EF	57 10%EF	94 14%EF	82 34%ABCEF	-	-	50 14%	52 11%	83 11%	52 12%	36 14%	163 15%M	84 11%	181 14%O	93 9%	37 11%	140 16%R	233 12%
Longer than a year ago, but within the last three years	344 15%	31 10%F	76 13%F	140 21%ABF	41 17%AF	57 31%ABCDF	-	44 13%	63 14%	125 17%	64 15%	45 18%	184 17%	111 14%	184 14%	160 16%	36 11%	144 16%	305 16%
I have been but longer than three years ago	678 30%	53 17%	110 19%	195 29%AB	79 33%AB	87 48%ABCD	153 64%ABCDE0%	70 31%G	142 33%G	249 33%G	140 33%G	73 29%G	227 21%	326 41%L	326 26%	352 36%N	54 17%	267 30%P	618 33%P
Never	242 11%	12 4%	39 7%	57 9%A	30 12%AB	33 18%ABC	71 30%ABCDE0%	36 10%	45 12%	93 12%	49 11%	20 8%	52 5%	127 16%L	96 8%	146 15%N	14 4%	78 9%P	224 12%PQ
NET: Longer than a week ago, but within the last month	152 7%	44 14%CDEF	108 19%CDEF	-	-	-	-	42 12%IJK	42 9%I	31 4%	24 6%	13 5%	118 11%M	31 4%	111 9%O	41 4%	53 16%QR	50 6%	91 5%
NET: Longer than a month ago, but within the last 6 months	383 17%	75 24%DEF	152 27%DEF	156 23%DEF	-	-	-	65 19%	67 14%	120 16%	72 17%	56 22%H	267 24%M	72 9%	282 22%O	101 10%	107 33%QR	163 18%R	263 14%
NET: More than three years/ Never	920 41%	65 21%	149 26%	253 38%AB	109 45%AB	120 66%ABCD	224 94%ABCDE0%	106 40%G	187 46%GK	342 46%GK	189 44%G	94 37%	279 25%	454 57%L	422 33%	498 50%N	68 21%	345 38%P	843 45%PQ
Don't know / can't remember	143 6%	16 5%	24 4%	29 4%	12 5%	4 2%	14 6%	22 6%	43 9%K	43 6%	24 6%	8 3%	45 4%	39 5%	61 5%	82 8%N	8 2%	43 5%	125 7%P

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 9  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Hear live music**  
**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Within the last week	84	37	47	3	11	19	18	11	13	8	30	27	18	10	56	28	9	19	25	23	13	4	71	12	9	10	6	36
	4%	3%	4%	4%	4%	6%h	4%	3%	4%	2%	5%ln	4%l	4%	2%	5%l	3%	3%	3%	4%	4%	4%	2%	4%	8%C	2%	7%	5%	5%
Longer than a week ago, but within the last fortnight	95	50	45	7	22	20	13	12	6	15	30	31	14	20	60	34	17	41	19	20	7	7	85	6	18	6	*	31
	4%	5%	4%	10%efgh	9%efgh	6%g	3%	3%	2%	3%	5%	5%	3%	4%	5%	3%	6%	7%pqr	3%	4%	2%	4%	4%	4%	4%	4%	*	4%
Longer than a fortnight ago, but within the last month	122	73	49	2	30	21	21	16	18	15	37	52	18	15	89	33	21	34	30	21	24	14	97	10	22	11	7	50
	5%	7%b	4%	3%	11%uefgh	6%	5%	4%	5%	3%	6%ln	8%kln	4%	3%	7%ln	3%	7%	6%	5%	4%	8%q	7%	5%	7%	6%	7%	6%	7%
Longer than a month ago, but within the last three months	199	105	94	9	35	30	29	48	30	19	62	60	51	25	123	76	38	63	39	48	29	21	175	8	35	16	7	65
	9%	10%	8%	14%eh	13%eh	9%h	7%	13%eh	9%h	4%	11%ln	9%l	11%l	5%	10%l	7%	13%p	11%p	7%	9%	9%	10%	9%	6%	9%	11%	6%	8%
Longer than three months ago, but within the last six months	191	98	93	9	26	45	33	23	30	25	58	61	35	37	119	72	26	49	51	48	19	24	168	15	31	13	10	70
	8%	9%	8%	14%efh	10%	13%efh	8%	6%	9%	5%	10%	9%	7%	7%	10%	7%	9%	8%	9%	9%	6%	12%r	8%	11%	9%	9%	9%	9%
Longer than six months ago, but within the last year	279	124	155	9	36	35	72	43	32	52	76	95	65	44	170	109	34	69	71	75	43	21	254	7	41	23	5	75
	12%	11%	13%	13%	14%	10%	17%dg	12%	10%	11%	13%l	14%l	14%l	8%	14%l	11%	12%	12%	12%	13%	13%	11%	13%	5%	11%	16%BE	4%	10%
Longer than a year ago, but within the last three years	333	127	205	7	29	61	67	64	46	58	97	95	65	76	191	142	27	82	95	85	45	26	302	11	29	18	23	80
	15%	12%	17%a	11%	11%	18%	15%	17%	14%	13%	16%	14%	14%	14%	15%	14%	9%	14%	16%v	15%v	14%	13%	15%CF	8%	8%	12%	19%C	10%
I have been but longer than three years ago	595	282	313	6	18	71	109	110	108	173	145	162	124	164	307	288	69	142	165	151	90	47	534	41	58	17	38	155
	26%	26%	27%	10%	7%	21%uc	25%uc	30%ucd	33%ucde	38%ucde	25%	25%	26%	30%em	25%	28%	24%	24%	28%	27%	28%	24%	27%CDF	30%CD	16%	12%	32%CD	20%
Never	247	131	116	10	35	28	49	31	26	68	33	47	49	118	80	167	27	57	76	57	33	24	207	20	85	24	19	149
	11%	12%	10%	16%dfg	14%	8%	11%	8%	8%	15%dfg	6%	7%	10%im	22%ijkmn	6%	16%ijkm	9%	10%	13%	10%	10%	12%	10%	15%	23%A	17%	16%	19%A
NET: Longer than a week ago, but within the last month	217	122	95	9	52	40	34	28	24	30	67	83	32	35	149	67	38	75	49	40	31	21	182	16	40	17	8	81
	10%	11%b	8%	14%efgh	20%defgh	12%h	8%	7%	7%	7%	11%kln	13%kln	7%	6%	12%kln	7%	13%q	13%pq	8%	7%	10%	11%	9%	12%	11%	11%	7%	11%
NET: Longer than a month ago, but within the last 6 months	390	203	187	18	60	74	62	71	61	44	120	121	87	62	242	148	63	112	90	95	48	44	343	23	66	29	17	134
	17%	19%	16%	28%efgh	23%eh	21%eh	14%	19%h	19%h	10%	20%ln	19%l	18%l	11%	19%ln	15%	22%p	19%	15%	17%	15%	22%p	17%	16%	18%	20%	14%	18%
NET: More than three years/ Never	842	412	430	17	53	99	158	142	134	240	179	209	173	282	388	454	96	200	241	208	123	71	740	62	143	42	57	303
	37%	38%	37%	25%	20%	28%	36%uc	38%ucd	41%ucd	53%ucde	30%	32%	36%	52%ijkm	31%	45%ijkm	33%	34%	41%o	37%	38%	36%	37%	45%D	39%	29%	48%D	40%
Don't know / can't remember	116	59	56	3	18	19	24	11	18	24	20	26	35	35	46	69	20	36	21	32	17	10	87	8	37	9	3	57
	5%	5%	5%	4%	7%	5%	6%	3%	5%	5%	3%	4%	7%im	6%im	4%	7%ijm	7%	6%	4%	6%	5%	5%	4%	6%	10%A	6%	3%	7%A

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 9

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Hear live music

Base: All respondents

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Within the last week	84 4%	15 2%	29 4%	30 5%G	21 2%	38 5%J	15 6%J	7 10%J	-
Longer than a week ago, but within the last fortnight	95 4%	20 3%	33 5%	33 5%	36 3%	22 3%	29 12%JK	4 6%	-
Longer than a fortnight ago, but within the last month	122 5%	27 4%	38 5%	43 7%G	37 3%	52 7%J	24 10%J	7 10%J	-
Longer than a month ago, but within the last three months	199 9%	33 5%	58 8%G	79 13%GH	85 8%	81 11%	22 9%	7 10%	3 9%
Longer than three months ago, but within the last six months	191 8%	41 6%	73 10%G	56 9%	79 7%	71 9%	29 11%	7 10%	2 8%
Longer than six months ago, but within the last year	279 12%	72 11%	93 13%	89 14%	128 11%	105 14%	30 12%	15 22%J	1 5%
Longer than a year ago, but within the last three years	333 15%	69 10%	122 17%G	112 18%G	163 15%	113 15%	38 15%	9 14%	2 8%
I have been but longer than three years ago	595 26%	209 31%I	185 26%	133 21%	340 31%KLM	185 24%M	45 18%	6 9%	14 47%
Never	247 11%	144 21%HI	50 7%I	21 3%	160 14%KL	61 8%	11 4%	3 5%	7 23%
NET: Longer than a week ago, but within the last month	217 10%	47 7%	71 10%	76 12%G	73 7%	74 10%J	54 21%JK	11 17%J	-
NET: Longer than a month ago, but within the last 6 months	390 17%	73 11%	132 19%G	135 22%G	164 15%	151 20%J	51 20%	13 20%	5 17%
NET: More than three years/Never	842 37%	353 53%HI	235 33%I	154 25%	499 45%KLM	247 32%LM	57 22%	9 14%	21 70%
Don't know / can't remember	116 5%	40 6%	25 3%	23 4%	62 6%	33 4%	9 4%	3 4%	-



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 9  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Hear live music**  
**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Within the last week	84 4%	26 3%	24 4%	3 3%	9 6%	39 4%	28 3%	15 5%	16 3%	9 3%	5 2%	16 4%	2 6%	7 7%	15 6%	30 3%	39 4%	13 3%	34 3%	37 6%st	17 3%	41 3%	26 5%
Longer than a week ago, but within the last fortnight	95 4%	20 3%	36 5%a	3 4%	9 6%a	50 5%f	27 3%	11 3%	9 2%	10 4%	8 4%	28 7%h	2 7%	5 5%	10 4%	33 3%	52 5%	10 2%	34 3%	51 8%st	12 2%	38 3%	45 9%vw
Longer than a fortnight ago, but within the last month	122 5%	33 4%	43 6%	2 3%	9 7%	69 7%f	36 4%	15 5%	15 3%	16 6%	13 6%	26 6%h	1 3%	7 7%	11 4%	50 5%	61 6%	8 2%	57 5%st	57 9%st	23 4%	59 5%	40 8%vw
Longer than a month ago, but within the last three months	199 9%	72 9%	68 10%	3 3%	7 5%	102 11%f	67 7%	21 7%	38 8%	33 13%hm	17 8%	49 12%	3 8%	5 5%	17 6%	86 9%	96 9%	30 6%	94 8%	74 11%st	38 7%	104 9%	58 11%v
Longer than three months ago, but within the last six months	191 8%	55 7%	65 10%	6 7%	12 8%	90 10%	74 8%	18 6%	38 7%	17 7%	18 9%	41 10%	1 3%	9 10%	15 5%	92 10%	84 8%	35 7%	105 9%	51 8%	37 7%	103 9%	51 10%
Longer than six months ago, but within the last year	279 12%	100 13%	85 13%	14 17%	22 16%	119 13%	118 12%	33 11%	66 13%	33 13%	22 10%	50 12%	5 14%	17 17%	25 9%	119 12%	135 13%	52 11%	131 12%	96 15%	54 10%	163 14%	61 12%
Longer than a year ago, but within the last three years	333 15%	123 16%	88 13%	8 10%	28 20%	143 15%	132 14%	50 16%	84 17%	35 14%	23 11%	62 15%	4 12%	23 23%ij	45 16%	144 15%	144 14%	68 14%	166 15%	98 15%	76 14%	186 15%	71 14%
I have been but longer than three years ago	595 26%	249 32%bd	152 23%	26 31%	30 22%	200 21%	319 34%eg	70 22%	177 35%ikm	68 26%	64 31%k	79 19%	9 24%	20 21%	75 27%	227 24%	293 29%q	160 32%tu	290 26%	145 22%	203 38%wx	291 24%	102 20%
Never	247 11%	75 10%	68 10%	14 16%cd	7 5%	71 8%	114 12%e	52 17%e	46 9%	28 11%m	32 16%hkm	28 7%	5 13%	2 3%	47 17%qr	111 12%	88 9%	91 18%tu	132 12%u	24 4%	62 11%	147 12%x	38 7%
NET: Longer than a week ago, but within the last month	217 10%	53 7%	79 12%a	5 6%	18 13%a	119 13%f	63 7%	26 8%	24 5%	26 10%h	21 10%h	54 13%h	3 9%	12 13%h	22 8%	82 9%	113 11%	18 4%	91 8%st	108 16%st	34 6%	96 8%	86 17%vw
NET: Longer than a month ago, but within the last 6 months	390 17%	127 16%	133 20%	9 11%	19 14%	191 21%fg	141 15%	39 13%	76 15%	51 20%	35 17%	90 22%h	4 11%	14 14%	32 11%	178 19%p	180 17%p	65 13%	200 18%st	125 19%st	75 14%	207 17%	108 21%v
NET: More than three years/ Never	842 37%	324 42%bd	220 33%	40 47%bd	37 27%	271 29%	433 46%e	122 39%e	223 44%km	97 37%km	97 46%km	107 26%	13 37%	23 23%	122 44%q	339 35%	381 37%	251 51%tu	422 38%u	169 26%	265 49%wx	438 36%x	140 27%
Don't know / can't remember	116 5%	26 3%	37 6%	5 6%	6 5%	52 6%	34 4%	27 9%f	17 3%	9 3%	6 3%	28 7%h	4 11%	2 3%	18 6%	63 7%r	35 3%	25 5%	69 6%u	22 3%	19 4%	74 6%	22 4%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 9  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Hear live music**  
**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Within the last week	84	84	-	-	-	-	-	13	17	31	10	10	54	21	50	34	21	29	63
	4%	26%BCDEF	-	-	-	-	-	4%	4%	4%	2%	4%	5%M	3%	4%	3%	6%QR	3%	3%
Longer than a week ago, but within the last fortnight	95	29	66	-	-	-	-	21	22	30	11	12	75	15	71	24	33	34	57
	4%	9%CDEF	12%CDEF	-	-	-	-	6%J	5%	4%	2%	5%	7%M	2%	6%O	2%	10%QR	4%	3%
Longer than a fortnight ago, but within the last month	122	27	95	-	-	-	-	28	18	36	28	13	84	27	86	36	30	54	90
	5%	8%CDEF	17%ACDEF	-	-	-	-	8%H	4%	5%	6%	5%	8%M	3%	7%O	4%	9%R	6%	5%
Longer than a month ago, but within the last three months	199	35	79	86	-	-	-	44	37	58	33	23	119	57	131	68	50	78	146
	9%	11%DEF	14%DEF	13%DEF	-	-	-	13%J	8%	8%	8%	9%	11%M	7%	10%O	7%	15%QR	9%	8%
Longer than three months ago, but within the last six months	191	27	61	104	-	-	-	29	36	65	29	30	111	59	125	66	35	82	148
	8%	8%DEF	11%DEF	15%ABDEF	-	-	-	8%	8%	9%	7%	12%J	10%	7%	10%O	7%	11%	9%	8%
Longer than six months ago, but within the last year	279	31	61	113	73	-	-	46	55	97	50	29	158	84	169	109	36	125	234
	12%	10%EF	11%EF	17%ABEF	30%ABCEF	-	-	13%	12%	13%	12%	11%	14%M	11%	13%	11%	11%	14%	12%
Longer than a year ago, but within the last three years	333	33	71	131	40	58	-	38	64	123	74	34	158	116	175	158	44	127	285
	15%	10%F	13%F	20%ABF	16%F	32%ABCDF	-	11%	14%	16%G	17%G	13%	14%	15%	14%	16%	13%	14%	15%
I have been but longer than three years ago	595	31	91	160	91	89	132	75	136	192	120	71	241	258	320	275	54	259	534
	26%	10%	16%A	24%AB	37%ABC	49%ABCD	55%ABCD22%	29%G	26%	26%	28%	28%	22%	33%L	25%	28%	16%	29%P	28%P
Never	247	15	25	56	30	30	91	33	49	85	49	28	66	123	101	146	15	80	226
	11%	5%	4%	8%B	12%AB	17%ABC	38%ABCDE9%	11%	11%	11%	11%	11%	6%	15%L	8%	15%N	5%	9%P	12%PQ
NET: Longer than a week ago, but within the last month	217	56	161	-	-	-	-	49	40	65	38	25	158	42	157	60	62	87	147
	10%	18%CDEF	28%ACDEF	-	-	-	-	14%HI	9%	9%	9%	10%	14%M	5%	12%O	6%	19%QR	10%	8%
NET: Longer than a month ago, but within the last 6 months	390	61	139	189	-	-	-	74	73	123	62	54	230	116	256	134	85	160	293
	17%	19%DEF	25%DEF	28%ADEF	-	-	-	21%J	16%	16%	14%	21%	21%M	15%	20%O	14%	26%QR	18%	16%
NET: More than three years/ Never	842	46	117	217	122	119	222	108	185	277	170	99	306	380	421	421	69	339	760
	37%	14%	21%	32%AB	50%ABC	66%ABCD	93%ABCDE1%	40%G	37%	37%	40%G	39%	28%	48%L	33%	43%N	21%	38%P	40%P
Don't know / can't remember	116	6	17	21	9	4	16	23	30	32	25	4	34	33	44	72	8	31	103
	5%	2%	3%	3%	4%	2%	7%ABC	7%K	6%K	4%	6%K	2%	3%	4%	3%	7%N	2%	3%	5%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 10  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The theatre**  
**Base: All respondents**

	Gender			Age							Social Class					Region						Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Within the last week	52 2%	24 2%	28 2%	1 2%	9 4%	12 3%	5 1%	8 2%	5 2%	11 3%	16 3%	15 2%	13 3%	9 2%	30 2%	22 2%	10 3%	19 3%	13 2%	10 2%	4 1%	6 3%	48 2%	4 3%	1 *	3 2%	8 7%C	17 2%
Longer than a week ago, but within the last fortnight	66 3%	41 4%b	25 2%	4 6%efg	7 3%	16 5%g	10 2%	8 2%	3 1%	18 4%g	26 4%ln	19 3%	13 3%	8 2%	45 4%l	21 2%	19 7%pqr	31 5%pqr	10 2%	12 2%	4 1%	8 4%	54 3%	5 4%	12 3%	7 5%	3 2%	27 3%
Longer than a fortnight ago, but within the last month	121 5%	62 6%	59 5%	5 7%fg	31 12%dfgh	18 5%	28 6%cf	11 3%	10 3%	19 4%	41 7%ln	43 7%ln	26 5%l	11 2%	84 7%ln	37 4%	30 11%pqr	48 8%qqr	36 6%q	16 3%	12 4%	10 5%	96 5%	6 5%	27 7%	10 7%	6 5%	48 6%
Longer than a month ago, but within the last three months	243 11%	104 10%	139 12%	8 13%	37 14%	40 12%	42 10%	39 11%	33 10%	43 9%	88 15%ijn	63 10%	51 11%	41 8%	151 12%l	92 9%	44 15%q	76 13%	67 11%	54 10%	29 9%	17 9%	216 11%	15 11%	34 9%	13 9%	6 5%	68 9%
Longer than three months ago, but within the last six months	204 9%	92 8%	112 10%	7 10%	25 10%	32 9%	43 10%	27 7%	28 9%	41 9%	63 11%	61 9%	39 8%	42 8%	124 10%	80 8%	27 9%	62 10%	43 7%	50 9%	32 10%	17 8%	180 9%	15 11%	39 11%	10 7%	6 5%	69 9%
Longer than six months ago, but within the last year	223 10%	98 9%	125 11%	9 14%cf	17 7%	32 9%	38 9%	28 8%	30 9%	69 15%cd	73 12%kl	84 13%kl	34 7%	32 6%	157 13%kl	66 6%	28 10%	61 10%	65 11%	45 8%	39 12%	14 7%	196 10%	9 6%	32 9%	19 13%	6 5%	65 9%
Longer than a year ago, but within the last three years	314 14%	130 12%	184 16%a	13 20%fh	41 16%	47 14%	71 16%h	43 12%	50 15%	49 11%	80 14%	117 18%kl	57 12%	60 11%	197 16%ln	117 11%	38 13%	74 12%	84 14%	86 15%	42 13%	29 14%	271 14%	22 16%	31 9%	15 10%	22 18%	91 12%
I have been but longer than three years ago	665 29%	333 31%	331 28%	14 21%	38 15%	85 24%c	116 27%c	142 39%ucde	117 36%ucde	153 34%ucd	144 25%	184 28%	149 31%i	188 35%ijm	328 26%	337 33%im	58 20%	147 25%	167 28%v	189 34%vo	105 33%vo	58 29%	611 31%CDF	36 26%	60 16%	29 20%	39 33%C	165 21%
Never	253 11%	140 13%b	112 10%	3 4%	29 11%u	37 11%u	56 13%uh	52 14%uh	40 12%u	37 8%	38 6%	46 7%	50 11%im	119 22%ijkmn	83 7%	170 17%ijkm	19 7%	45 8%	85 14%vo	60 11%	32 10%	31 15%vo	218 11%	21 15%	89 24%A	33 22%A	14 12%	156 20%A
NET: Longer than a week ago, but within the last month	187 8%	104 10%	83 7%	9 13%fgh	38 15%fgh	34 10%fg	38 9%g	18 5%	13 4%	37 8%g	66 11%ln	62 9%ln	39 8%l	19 4%	129 10%ln	58 6%	50 17%pqrs	79 13%pqr	45 8%	28 5%	16 5%	18 9%	151 8%	11 8%	39 11%	16 11%	8 7%	75 10%
NET: Longer than a month ago, but within the last 6 months	447 20%	196 18%	251 21%	15 23%	63 24%	72 21%	86 20%	66 18%	61 19%	84 18%	152 26%jkl	123 19%	90 19%	83 15%	275 22%ln	172 17%	71 25%	138 23%	110 19%	104 19%	62 19%	33 17%	396 20%	30 22%	73 20%	23 16%	12 10%	138 18%
NET: More than three years/ Never	917 41%	474 44%b	444 38%	16 25%	67 26%	122 35%u	171 39%uc	195 53%ucdeh	156 48%ucde	190 42%uc	182 31%	229 35%	199 42%im	307 57%ijkm	411 33%	506 50%ijkm	77 27%	192 32%	252 42%vo	249 45%vo	137 43%vo	88 44%vo	829 42%	57 41%	149 41%	62 43%	53 45%	321 42%
Don't know / can't remember	119 5%	59 5%	59 5%	2 3%	25 10%ufgh	28 8%ufgh	27 6%f	10 3%	10 3%	16 4%	19 3%	24 4%	43 9%ijm	33 6%im	43 3%	75 7%ijm	15 5%	29 5%	22 4%	37 7%	19 6%	11 6%	89 5%	5 3%	40 11%A	7 5%	10 8%	61 8%A

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 10

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The theatre

Base: All respondents

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Within the last week	52 2%	14 2%	10 1%	19 3%	20 2%	21 3%	8 3%	1 2%	- -
Longer than a week ago, but within the last fortnight	66 3%	8 1%	24 3%G	27 4%G	21 2%	19 3%	22 9%JK	1 1%	3 9%
Longer than a fortnight ago, but within the last month	121 5%	27 4%	39 5%	44 7%G	38 3%	48 6%J	30 12%JK	4 6%	- -
Longer than a month ago, but within the last three months	243 11%	52 8%	76 11%	98 16%GH	112 10%	84 11%	37 15%	5 8%	3 9%
Longer than three months ago, but within the last six months	204 9%	52 8%	67 9%	67 11%	78 7%	81 11%J	24 9%	13 20%JKL	2 8%
Longer than six months ago, but within the last year	223 10%	68 10%	77 11%	58 9%	107 10%	83 11%	22 9%	8 11%	3 8%
Longer than a year ago, but within the last three years	314 14%	73 11%	96 14%	98 16%G	141 13%	121 16%	37 15%	9 13%	1 4%
I have been but longer than three years ago	665 29%	220 33%I	212 30%	153 25%	360 32%L	230 30%L	45 18%	15 22%	10 33%
Never	253 11%	119 18%HI	72 10%I	35 6%	167 15%KL	50 7%	14 5%	8 11%	8 25%
NET: Longer than a week ago, but within the last month	187 8%	35 5%	63 9%G	71 11%G	60 5%	67 9%J	52 20%JKM	5 8%	3 9%
NET: Longer than a month ago, but within the last 6 months	447 20%	104 16%	142 20%	165 27%GH	190 17%	165 22%J	61 24%J	18 28%	5 17%
NET: More than three years/ Never	917 41%	339 51%HI	285 40%I	188 30%	527 47%KL	280 37%L	59 23%	22 34%	18 58%
Don't know / can't remember	119 5%	36 5%	33 5%	22 4%	65 6%K	26 3%	17 7%	3 4%	1 4%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 10

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The theatre

Base: All respondents

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Within the last week	52 2%	13 2%	22 3%	- -	4 3%	35 4%f	9 1%	7 2%	4 1%	8 3%h	5 2%	17 4%h	- -	4 4%h	3 1%	17 2%	33 3%	3 1%	17 2%	32 5%st	7 1%	26 2%	19 4%v
Longer than a week ago, but within the last fortnight	66 3%	24 3%	16 2%	1 2%	7 5%	37 4%g	24 3%g	1 *	10 2%	14 5%h	6 3%	9 2%	3 9%	4 4%	2 1%	26 3%	38 4%p	3 1%	30 3%s	33 5%st	9 2%	22 2%	34 7%vw
Longer than a fortnight ago, but within the last month	121 5%	37 5%	50 7%	1 1%	6 4%	71 8%fg	34 4%	10 3%	18 4%	19 7%h	10 5%	36 9%h	1 2%	5 5%	8 3%	46 5%	67 7%p	8 2%	43 4%s	70 11%st	16 3%	53 4%	52 10%vw
Longer than a month ago, but within the last three months	243 11%	95 12%	72 11%	7 8%	16 11%	94 10%	108 11%	32 10%	67 13%	28 11%	25 12%	42 10%	2 6%	11 11%	19 7%	116 12%p	109 11%	35 7%	138 12%s	71 11%	58 11%	135 11%	51 10%
Longer than three months ago, but within the last six months	204 9%	64 8%	58 9%	13 15%	16 11%	92 10%	87 9%	19 6%	44 9%	18 7%	13 6%	43 11%	4 10%	11 11%	16 6%	79 8%	109 11%p	33 7%	99 9%	72 11%st	33 6%	112 9%	59 12%v
Longer than six months ago, but within the last year	223 10%	93 12%	66 10%	5 6%	16 12%	103 11%g	96 10%g	16 5%	62 12%	31 12%	14 7%	50 12%	6 16%	11 11%	20 7%	99 10%	104 10%	30 6%	118 11%st	75 11%st	38 7%	128 11%	58 11%v
Longer than a year ago, but within the last three years	314 14%	111 14%	85 13%	8 10%	23 16%	126 14%	132 14%	43 14%	74 15%	34 13%	31 15%	47 12%	4 12%	17 18%	53 19%q	119 12%	142 14%	73 15%	135 12%	106 16%t	69 13%	184 15%	61 12%
I have been but longer than three years ago	665 29%	256 33%b	175 26%	31 37%	40 29%	260 28%	302 32%	89 29%	159 31%k	93 36%k	65 31%	97 24%	11 31%	29 29%	84 30%	283 30%	298 29%	177 36%u	350 31%u	138 21%	191 35%wx	351 29%	123 24%
Never	253 11%	61 8%	79 12%a	14 16%a	10 7%	65 7%	118 12%e	67 21%ef	49 10%i	12 5%	30 14%im	35 9%	5 14%	4 4%	57 21%qr	101 11%	94 9%	103 21%tu	116 10%u	34 5%	94 17%wx	120 10%	39 8%
NET: Longer than a week ago, but within the last month	187 8%	61 8%	66 10%	2 3%	13 9%	108 12%fg	59 6%	11 4%	28 6%	33 13%h	17 8%	45 11%h	4 11%	9 9%	10 4%	72 8%	105 10%p	11 2%	74 7%st	103 16%st	26 5%	75 6%	87 17%vw
NET: Longer than a month ago, but within the last 6 months	447 20%	159 20%	131 20%	20 24%	32 23%	186 20%	195 21%	51 16%	111 22%	46 18%	38 18%	85 21%	6 16%	22 23%	34 12%	195 20%p	218 21%p	68 14%	237 21%st	142 22%st	91 17%	246 20%	110 21%
NET: More than three years/ Never	917 41%	317 41%	254 38%	45 53%bd	51 36%	325 35%	420 44%e	156 50%e	207 41%k	105 40%	95 45%k	132 32%	16 45%	33 34%	141 51%qr	384 40%	392 38%	280 57%tu	466 42%u	171 26%	285 53%wx	471 39%x	162 32%
Don't know / can't remember	119 5%	25 3%	41 6%a	3 4%	2 2%	49 5%	39 4%	29 9%ef	21 4%	3 1%	8 4%	32 8%i	* 1%	2 2%	17 6%	69 7%r	33 3%	27 6%	67 6%	25 4%	25 5%	77 6%x	17 3%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 10

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The theatre

Base: All respondents

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Within the last week	52 2%	52 16%BCDEF	-	-	-	-	-	13 4%	7 2%	21 3%	7 2%	4 2%	42 4%M	7 1%	39 3%O	13 1%	18 5%QR	20 2%	33 2%
Longer than a week ago, but within the last fortnight	66 3%	22 7%CDEF	44 8%CDEF	-	-	-	-	21 6%IJ	15 3%I	10 1%	10 2%	8 3%	54 5%M	9 1%	48 4%O	18 2%	24 7%QR	23 3%	42 2%
Longer than a fortnight ago, but within the last month	121 5%	34 11%CDEF	87 15%CDEF	-	-	-	-	37 11%HIJK	21 5%	31 4%	19 4%	9 4%	99 9%M	13 2%	99 8%O	22 2%	42 13%QR	55 6%R	76 4%
Longer than a month ago, but within the last three months	243 11%	33 10%DEF	103 18%ADEF	107 16%ADEF	-	-	-	52 15%HJ	37 8%	89 12%	34 8%	32 12%	150 14%M	63 8%	160 13%O	83 8%	53 16%R	102 11%	185 10%
Longer than three months ago, but within the last six months	204 9%	45 14%DEF	67 12%DEF	92 14%DEF	-	-	-	33 9%	42 9%	69 9%	43 10%	17 7%	125 11%M	54 7%	131 10%O	73 7%	39 12%	83 9%	156 8%
Longer than six months ago, but within the last year	223 10%	21 7%EF	53 9%EF	94 14%ABEF	56 23%ABCEF	-	-	33 10%	43 9%	76 10%	42 10%	28 11%	139 13%M	59 7%	131 10%	92 9%	30 9%	95 11%	187 10%
Longer than a year ago, but within the last three years	314 14%	38 12%F	72 13%F	109 16%F	43 17%F	53 29%ABCDF	-	39 11%	67 15%	110 15%	61 14%	37 15%	162 15%	112 14%	179 14%	135 14%	35 11%	140 16%	274 15%
I have been but longer than three years ago	665 29%	54 17%	96 17%	193 29%AB	99 41%ABC	92 51%ABC	130 55%ABCD22%	77 30%G	140 29%G	216 33%G	143 33%G	85 33%G	242 22%	303 38%L	334 26%	331 33%N	57 17%	273 30%P	603 32%P
Never	253 11%	11 4%	20 3%	59 9%AB	40 16%ABC	28 16%ABC	95 40%ABCDE8%	28 12%	56 13%	94 13%	51 12%	23 9%	48 4%	143 18%L	99 8%	154 16%N	18 5%	76 8%	230 12%PQ
NET: Longer than a week ago, but within the last month	187 8%	55 17%CDEF	132 23%CDEF	-	-	-	-	58 17%HIJK	36 8%	41 5%	30 7%	17 7%	152 14%M	21 3%	147 12%O	40 4%	66 20%QR	78 9%R	118 6%
NET: Longer than a month ago, but within the last 6 months	447 20%	78 25%DEF	170 30%DEF	199 30%DEF	-	-	-	85 24%H	79 17%	158 21%	76 18%	49 19%	275 25%M	117 15%	291 23%O	156 16%	92 28%QR	185 21%	341 18%
NET: More than three years/ Never	917 41%	65 21%	116 20%	252 38%AB	139 57%ABC	121 67%ABC	225 94%ABCDE0%	105 42%G	196 41%G	310 45%G	194 45%G	108 42%G	290 26%	446 56%L	433 34%	484 49%N	74 23%	349 39%P	833 44%PQ
Don't know / can't remember	119 5%	8 3%	23 4%	17 3%	7 3%	8 4%	13 6%	17 5%	34 7%	34 5%	19 4%	11 4%	37 3%	30 4%	51 4%	68 7%N	9 3%	31 3%	99 5%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 11  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The cinema**  
**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Within the last week	162	70	92	10	30	35	28	23	17	20	50	47	40	24	97	65	35	58	29	33	25	16	123	17	48	26	6	96
	7%	6%	8%	15%efgh	11%gh	10%h	6%	6%	5%	4%	9%l	7%	9%l	4%	8%l	6%	12%pq	10%pq	5%	6%	8%	8%	6%	12%	13%A	18%AE	5%	13%A
Longer than a week ago, but within the last fortnight	152	78	75	5	27	36	35	26	12	11	51	48	34	19	99	53	27	50	41	35	16	11	131	8	36	16	10	70
	7%	7%	6%	7%h	10%gh	10%gh	8%gh	7%h	4%	2%	9%ln	7%l	7%l	4%	8%ln	5%	10%	8%	7%	6%	5%	5%	7%	6%	10%	11%	8%	9%
Longer than a fortnight ago, but within the last month	268	146	123	10	50	37	50	46	33	42	85	89	57	37	174	95	46	79	66	65	37	21	228	24	62	14	13	112
	12%	13%	10%	16%h	19%degh	11%	11%	12%	10%	9%	14%ln	14%ln	12%l	7%	14%ln	9%	16%	13%	11%	12%	12%	10%	12%	17%	17%A	9%	11%	15%
Longer than a month ago, but within the last three months	323	141	182	17	39	63	85	43	39	37	98	111	52	61	209	114	38	91	85	78	33	36	288	21	61	24	22	128
	14%	13%	15%	26%cdgh	15%h	18%fh	19%fgh	12%	12%	8%	17%kln	17%kln	11%	11%	17%kln	11%	13%	15%	14%	14%	10%	18%r	15%	15%	17%	16%	19%	17%
Longer than three months ago, but within the last six months	261	110	151	11	36	50	53	42	28	42	67	83	58	52	150	111	32	68	64	63	47	20	223	26	31	23	13	93
	12%	10%	13%	16%gh	14%	14%g	12%	11%	9%	9%	11%	13%	12%	10%	12%	11%	11%	12%	11%	11%	15%	10%	11%	19%C	9%	16%	11%	12%
Longer than six months ago, but within the last year	231	80	151	7	28	38	49	37	32	41	64	69	43	54	133	98	27	57	71	57	28	18	198	12	36	17	8	73
	10%	7%	13%a	11%	11%	11%	11%	10%	10%	9%	11%	11%	9%	10%	11%	10%	9%	10%	12%	10%	9%	9%	10%	8%	10%	12%	7%	9%
Longer than a year ago, but within the last three years	247	122	125	4	14	35	44	50	43	58	62	80	47	58	142	105	29	62	61	64	35	24	230	15	27	8	2	52
	11%	11%	11%	7%	5%	10%	10%	13%uc	13%uc	13%uc	10%	12%	10%	11%	11%	10%	10%	11%	10%	12%	11%	12%	12%EF	11%	8%	5%	1%	7%
I have been but longer than three years ago	456	254	202	1	5	38	61	85	100	166	87	99	100	171	185	271	41	94	125	127	71	39	426	12	20	13	33	78
	20%	23%b	17%	1%	2%	11%uc	14%uc	23%ucde	31%ucdef	36%ucdef	15%	15%	21%ijm	31%ijklm	15%	27%ijm	14%	16%	21%v	23%vo	22%vo	20%	22%BCDF	9%	5%	9%	28%BCDF	10%
Never	82	44	37	-	16	7	16	12	12	20	11	15	14	42	26	55	4	14	33	17	10	9	68	*	20	2	6	29
	4%	4%	3%	-	6%u	2%	4%u	3%u	4%u	4%u	2%	2%	3%	8%ijklm	2%	5%ijm	1%	2%	6%vo	3%	3%	4%	3%	*	6%	1%	5%	4%
NET: Longer than a week ago, but within the last month	420	223	197	15	77	73	85	72	45	53	136	137	91	56	273	148	74	129	107	100	53	32	359	32	98	30	23	183
	19%	21%	17%	23%gh	30%efgh	21%gh	20%h	19%h	14%	12%	23%ln	21%ln	19%l	10%	22%ln	15%	26%pqrs	22%	18%	18%	17%	16%	18%	23%	27%A	20%	19%	24%A
NET: Longer than a month ago, but within the last 6 months	584	252	332	28	75	113	138	85	68	79	165	194	111	114	360	224	70	159	149	141	80	55	511	47	92	47	35	222
	26%	23%	28%a	42%cdefgh	29%h	32%fgh	32%fgh	23%	21%	17%	28%ln	30%ln	23%	21%	29%ln	22%	24%	27%	25%	25%	25%	28%	26%	34%	25%	32%	30%	29%
NET: More than three years/never	538	299	239	1	21	44	77	97	112	186	98	114	114	212	212	326	45	108	158	143	81	48	494	12	40	15	39	107
	24%	28%b	20%	1%	8%u	13%u	18%uc	26%ucde	34%ucdef	41%ucdef	17%	17%	24%ijm	39%ijklm	17%	32%ijklm	16%	18%	27%vo	26%vo	25%vo	24%	25%BCDF	9%	11%	10%	33%BCDF	14%
Don't know / can't remember	78	40	38	1	16	11	15	6	9	19	13	14	28	23	27	51	8	19	17	19	16	7	64	3	23	4	5	35
	3%	4%	3%	1%	6%f	3%	3%	2%	3%	4%	2%	2%	6%ijm	4%m	2%	5%ijm	3%	3%	3%	3%	5%	3%	3%	2%	6%A	3%	4%	4%

## British Future - 14-18 NOW Polling

Table 11  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The cinema**  
**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	University degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Within the last week	162 7%	33 5%	61 9%G	50 8%G	63 6%	62 8%	24 9%	9 13%J	1 4%
Longer than a week ago, but within the last fortnight	152 7%	30 5%	55 8%G	52 8%G	62 6%	52 7%	31 12%JK	4 5%	-
Longer than a fortnight ago, but within the last month	268 12%	55 8%	92 13%G	93 15%G	108 10%	101 13%J	43 17%J	11 16%	1 4%
Longer than a month ago, but within the last three months	323 14%	69 10%	100 14%	113 18%G	157 14%	107 14%	30 12%	18 27%JKL	3 11%
Longer than three months ago, but within the last six months	261 12%	60 9%	104 15%G	72 12%	111 10%	111 15%J	26 10%	10 15%	2 5%
Longer than six months ago, but within the last year	231 10%	67 10%	60 8%	74 12%	127 11%	70 9%	21 8%	5 8%	4 12%
Longer than a year ago, but within the last three years	247 11%	76 11%	64 9%	70 11%	108 10%	93 12%	33 13%	2 3%	6 21%
I have been but longer than three years ago	456 20%	205 31%HI	131 19%I	67 11%	277 25%KLM	134 18%M	32 12%M	2 2%	8 27%
Never	82 4%	46 7%HI	24 3%	9 1%	52 5%K	13 2%	9 3%	4 6%K	4 12%
NET: Longer than a week ago, but within the last month	420 19%	85 13%	146 21%G	145 23%G	171 15%	153 20%J	74 29%JK	14 21%	1 4%
NET: Longer than a month ago, but within the last 6 months	584 26%	129 19%	204 29%G	186 30%G	268 24%	217 29%	56 22%	28 42%JKL	5 16%
NET: More than three years/ Never	538 24%	251 38%HI	155 22%I	76 12%	328 30%KLM	147 19%	40 16%	6 8%	12 40%
Don't know / can't remember	78 3%	28 4%	15 2%	18 3%	44 4%	20 3%	6 2%	2 4%	1 3%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 11

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The cinema

Base: All respondents

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern					Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score				
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Within the last week	162 7%	36 5%	52 8%a	3 4%	14 10%a	74 8%	52 5%	27 9%	25 5%	12 4%	14 7%	35 9%	3 8%	11 11%hi	17 6%	70 7%	75 7%	22 5%	68 6%	72 11%st	25 5%	79 7%	58 11%vw
Longer than a week ago, but within the last fortnight	152 7%	52 7%	58 9%c	1 1%	10 7%	77 8%g	59 6%	11 3%	33 7%	18 7%	16 8%	40 10%	* 1%	10 10%	16 6%	57 6%	79 8%	19 4%	72 6%	61 9%st	37 7%	69 6%	47 9%w
Longer than a fortnight ago, but within the last month	268 12%	85 11%	99 15%	15 17%	15 11%	140 15%fg	101 11%g	17 5%	49 10%	36 14%	29 14%	66 16%h	3 9%	12 12%	23 8%	102 11%	143 14%p	40 8%	119 11%	109 17%st	46 9%	144 12%	79 15%v
Longer than a month ago, but within the last three months	323 14%	109 14%	87 13%	6 7%	25 18%c	134 14%	115 12%	57 18%f	62 12%	43 17%	28 13%	53 13%	5 13%	16 16%	32 12%	160 17%r	131 13%	67 14%	160 14%	97 15%	66 12%	179 15%	78 15%
Longer than three months ago, but within the last six months	261 12%	93 12%	72 11%	5 6%	16 11%	123 13%f	92 10%	36 11%	56 11%	35 14%	14 7%	55 13%j	6 16%	10 10%	36 13%	116 12%	108 11%	51 10%	150 13%u	60 9%	60 11%	121 10%	81 16%w
Longer than six months ago, but within the last year	231 10%	78 10%	61 9%	10 11%	15 10%	77 8%	100 10%	48 15%e	55 11%	22 8%	11 5%	32 8%	7 19%	6 7%	38 14%	99 10%	94 9%	49 10%	108 10%	74 11%	46 8%	144 12%x	41 8%
Longer than a year ago, but within the last three years	247 11%	99 13%	65 10%	14 17%	14 10%	96 10%	123 13%g	23 7%	68 13%	30 12%	23 11%	36 9%	3 7%	11 11%	32 11%	90 9%	125 12%	61 12%	121 11%	65 10%	65 12%x	151 13%x	31 6%
I have been but longer than three years ago	456 20%	187 24%b	121 18%	23 27%	30 21%	164 18%	236 25%eg	56 18%	125 25%k	58 22%k	57 27%k	59 14%	9 25%	20 21%	53 19%	194 20%	210 20%	136 28%tu	232 21%u	89 14%	155 29%wx	222 18%	79 15%
Never	82 4%	18 2%	27 4%	7 8%ad	1 1%	21 2%	41 4%e	19 6%e	16 3%	2 1%	12 6%i	14 3%	- -	1 1%	20 7%qr	22 2%	40 4%	29 6%tu	36 3%	17 3%	25 5%x	48 4%x	9 2%
NET: Longer than a week ago, but within the last month	420 19%	137 18%	157 24%a	15 18%	25 18%	217 23%fg	160 17%g	28 9%	82 16%	54 21%	45 22%	106 26%h	4 10%	22 22%	39 14%	159 17%	222 22%pq	60 12%	190 17%st	170 26%st	83 15%	212 18%	125 24%vw
NET: Longer than a month ago, but within the last 6 months	584 26%	202 26%c	159 24%c	10 12%	40 29%c	257 28%f	207 22%	93 30%f	117 23%	78 30%j	42 20%	108 26%	10 29%	26 27%	69 25%	276 29%r	239 23%	118 24%	309 28%	157 24%	125 23%	300 25%	159 31%vw
NET: More than three years/ Never	538 24%	205 26%	148 22%	30 35%b	31 22%	185 20%	277 29%e	75 24%	141 28%k	60 23%	69 33%ik	73 18%	9 25%	21 22%	73 26%	215 23%	250 24%	165 33%tu	267 24%u	106 16%	181 33%wx	269 22%x	88 17%
Don't know / can't remember	78 3%	23 3%	23 3%	2 2%	1 1%	27 3%	30 3%	20 6%ef	19 4%	4 2%	4 2%	18 4%	* 1%	- -	11 4%	45 5%r	22 2%	18 4%	49 4%u	11 2%	16 3%	51 4%	11 2%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 11

### Q3. Thinking back as carefully as you can, when was the last time that you went to.? - The cinema

Base: All respondents

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Within the last week	162 7%	162 51%BCDEF	-	-	-	-	-	36 10%IJ	41 9%J	44 6%	17 4%	21 8%J	111 10%M	31 4%	109 9%O	53 5%	41 12%QR	62 7%	115 6%
Longer than a week ago, but within the last fortnight	152 7%	31 10%CDEF	121 21%ACDEF	-	-	-	-	36 10%JK	31 7%K	58 8%JK	17 4%	5 2%	100 9%M	34 4%	98 8%	55 6%	42 13%QR	48 5%	102 5%
Longer than a fortnight ago, but within the last month	268 12%	35 11%CDEF	233 41%ACDEF	-	-	-	-	55 16%HI	43 9%	77 10%	67 16%HI	26 10%	176 16%M	67 8%	181 14%O	87 9%	66 20%QR	113 13%	199 11%
Longer than a month ago, but within the last three months	323 14%	28 9%DEF	73 13%DEF	222 33%ABDEF	-	-	-	41 12%	68 15%	105 14%	68 16%	38 15%	168 15%	99 13%	181 14%	142 14%	41 13%	135 15%	277 15%
Longer than three months ago, but within the last six months	261 12%	14 4%DEF	45 8%DEF	202 30%ABDEF	-	-	-	40 12%	58 12%	88 12%	47 11%	28 11%	118 11%	101 13%	146 12%	115 12%	41 13%	99 11%	214 11%
Longer than six months ago, but within the last year	231 10%	16 5%EF	30 5%EF	62 9%BEF	123 51%ABCEF	-	-	31 9%	47 10%	90 12%	35 8%	25 10%	107 10%	90 11%	120 9%	111 11%	24 8%	92 10%	202 11%
Longer than a year ago, but within the last three years	247 11%	14 4%F	23 4%F	79 12%ABF	45 18%ABCF	86 47%ABCDF	-	34 10%	46 10%	83 11%	48 11%	35 14%	118 11%	92 12%	131 10%	116 12%	26 8%	100 11%	216 11%
I have been but longer than three years ago	456 20%	17 5%	32 6%	81 12%AB	68 28%ABC	76 42%ABCD	182 77%ABCDE3%	55 20%	85 18%	150 20%	100 23%G	67 26%GH	158 14%	222 28%L	237 19%	219 22%	28 9%	203 23%P	422 22%P
Never	82 4%	1 *	6 1%	15 2%A	4 2%	14 8%ABCD	41 17%ABCDE3%	10 3%	22 5%	26 3%	18 4%	6 3%	23 2%	32 4%L	40 3%	41 4%	9 3%	29 3%	71 4%
NET: Longer than a week ago, but within the last month	420 19%	66 21%CDEF	354 63%ACDEF	-	-	-	-	91 26%HIK	75 16%	135 18%	84 20%K	31 12%	276 25%M	101 13%	279 22%O	141 14%	109 33%QR	160 18%	302 16%
NET: Longer than a month ago, but within the last 6 months	584 26%	41 13%DEF	118 21%ADEF	425 63%ABDEF	-	-	-	82 23%	126 27%	193 26%	115 27%	66 26%	285 26%	200 25%	328 26%	256 26%	83 25%	234 26%	490 26%
NET: More than three years/ Never	538 24%	18 6%	38 7%	95 14%AB	73 30%ABC	90 50%ABCD	224 94%ABCDE3%	65 23%	106 23%	176 27%G	118 29%G	74 16%	181 32%L	254 22%	278 26%N	260 11%	37 26%P	232 26%P	492 26%P
Don't know / can't remember	78 3%	-	1 *	11 2%B	3 1%	5 3%AB	14 6%ABCD	10 3%	23 5%K	28 4%	13 3%	3 1%	20 2%	24 3%	28 2%	50 5%N	6 2%	18 2%	68 4%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 12  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Another arts or cultural event not mentioned already**  
**Base: All respondents**

	Gender		Age								Social Class						Region					Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Within the last week	28	14	14	2	3	9	2	3	5	4	13	9	-	7	21	7	3	9	6	6	5	2	24	1	4	1	4	9
	1%	1%	1%	3%efh	1%	3%e	1%	1%	2%	1%	2%kn	1%	-	1%	2%k	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%
Longer than a week ago, but within the last fortnight	51	30	21	1	7	19	10	4	2	7	15	18	11	7	33	18	17	24	11	6	5	4	38	5	12	4	-	21
	2%	3%	2%	2%	3%	5%fgh	2%	1%	1%	2%	3%	3%	2%	1%	3%	2%	6%ppqr	4%q	2%	1%	2%	2%	2%	2%	4%	4%	-	3%
Longer than a fortnight ago, but within the last month	63	32	31	4	16	12	12	10	3	7	25	25	8	5	50	13	23	34	7	8	9	5	49	5	15	11	6	36
	3%	3%	3%	6%gh	6%gh	3%g	3%	3%	1%	2%	4%ln	4%ln	2%	1%	4%ln	1%	8%ppqs	6%pp	1%	1%	3%	2%	2%	2%	5%	3%	15%	5%
Longer than a month ago, but within the last three months	103	57	46	4	22	18	17	13	10	18	47	29	19	9	76	27	24	38	22	17	14	11	75	10	32	21	5	68
	5%	5%	4%	6%	9%fg	5%	4%	3%	3%	4%	8%jkl	4%l	4%	2%	6%ln	3%	8%pp	6%q	4%	3%	4%	6%	4%	7%	9%A	14%A	4%	9%A
Longer than three months ago, but within the last six months	139	61	77	4	29	21	25	20	20	18	37	42	36	24	79	60	21	42	34	26	28	8	124	9	35	10	3	57
	6%	6%	7%	7%	11%h	6%	6%	6%	6%	4%	6%	6%	8%	4%	6%	6%	7%	7%	6%	5%	9%q	4%	6%	6%	9%	7%	3%	7%
Longer than six months ago, but within the last year	136	60	76	3	21	27	29	14	21	21	41	40	34	21	82	54	25	48	31	37	13	6	121	7	17	11	6	40
	6%	6%	6%	4%	8%	8%	7%	4%	6%	5%	7%l	6%	7%	4%	7%l	5%	9%st	8%st	5%	7%	4%	3%	6%	5%	5%	5%	7%	5%
Longer than a year ago, but within the last three years	152	68	84	2	16	22	33	26	20	33	60	48	23	21	108	44	22	34	47	41	22	8	135	8	33	22	8	71
	7%	6%	7%	4%	6%	6%	8%	7%	6%	7%	10%kl	7%ln	5%	4%	9%kl	4%	8%	6%	8%	7%	7%	4%	7%	5%	9%	15%A	7%	9%
I have been but longer than three years ago	472	242	230	3	20	58	96	94	89	112	102	146	104	120	248	224	39	94	132	126	84	36	418	30	48	19	32	129
	21%	22%	20%	5%	8%	17%uc	22%uc	25%ucd	27%ucd	25%ucd	17%	22%i	22%	22%	20%	22%i	13%	16%	22%vo	23%vo	26%vo	18%	21%C	22%	13%	13%	27%C	17%
Never	556	261	294	11	66	80	117	91	78	113	88	142	117	208	230	325	57	128	173	136	60	59	498	37	105	31	37	211
	25%	24%	25%	17%	25%	23%	27%u	25%	24%	25%	15%	22%i	25%im	38%ijkm	19%	32%ijkm	20%	22%	29%vor	19%	24%	30%vor	25%	27%	29%	22%	31%	27%
NET: Longer than a week ago, but within the last month	114	62	52	5	23	31	22	14	5	15	40	43	19	12	83	31	40	59	19	14	14	9	88	9	27	15	6	57
	5%	6%	4%	8%fgh	9%fgh	9%fgh	5%g	4%	2%	3%	7%ln	7%ln	4%	2%	7%ln	3%	14%ppqs	10%ppqs	3%	3%	4%	5%	4%	7%	8%	10%A	5%	7%A
NET: Longer than a month ago, but within the last 6 months	241	118	124	8	51	39	43	33	31	36	84	70	54	33	155	87	45	81	56	43	42	19	199	19	67	31	9	125
	11%	11%	11%	13%	20%defgh	11%	10%	9%	9%	8%	14%ln	11%l	11%l	6%	12%ln	9%	16%pp	14%q	9%	8%	13%q	9%	10%	14%	18%A	21%AE	7%	16%A
NET: More than three years/never	1028	504	524	14	86	138	213	185	167	224	190	289	221	328	478	549	96	222	304	262	144	95	915	67	153	50	69	339
	45%	46%	45%	22%	33%u	40%u	49%ucd	50%ucd	51%ucd	49%ucd	32%	44%im	47%im	61%ijkm	38%i	54%ijm	33%	37%	51%vo	47%vo	45%v	48%vo	46%D	49%	42%	35%	58%D	44%
Don't know / can't remember	560	259	301	30	61	83	92	94	77	122	160	156	124	121	316	244	57	139	129	155	78	59	499	27	63	16	18	125
	25%	24%	26%	47%cd	23%	24%	21%	26%	24%	27%	27%	24%	26%	22%	25%	24%	20%	24%	22%	28%vp	24%	30%v	25%CDF	20%	17%	11%	15%	16%

## British Future - 14-18 NOW Polling

Table 12

**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Another arts or cultural event not mentioned already**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Within the last week	28 1%	7 1%	6 1%	13 2%	4 *	13 2%J	6 2%J	2 3%J	3 9%
Longer than a week ago, but within the last fortnight	51 2%	17 3%	18 3%	10 2%	9 1%	23 3%J	17 7%JK	1 2%	-
Longer than a fortnight ago, but within the last month	63 3%	10 1%	26 4%G	22 4%G	15 1%	29 4%J	13 5%J	7 10%JK	-
Longer than a month ago, but within the last three months	103 5%	19 3%	31 4%	44 7%G	29 3%	41 5%J	30 12%JK	3 4%	-
Longer than three months ago, but within the last six months	139 6%	30 4%	60 8%G	43 7%	59 5%	57 8%	17 7%	1 2%	1 3%
Longer than six months ago, but within the last year	136 6%	37 5%	48 7%	42 7%	59 5%	56 7%	17 7%	2 4%	1 3%
Longer than a year ago, but within the last three years	152 7%	33 5%	56 8%	54 9%G	57 5%	69 9%J	22 9%	5 8%	-
I have been but longer than three years ago	472 21%	145 22%	145 21%	130 21%	249 22%M	156 21%M	51 20%M	4 6%	4 14%
Never	556 25%	223 33%HI	154 22%	113 18%	356 32%KL	133 17%L	27 11%	17 26%L	16 53%
NET: Longer than a week ago, but within the last month	114 5%	27 4%	44 6%	33 5%	23 2%	51 7%J	31 12%JK	8 12%J	-
NET: Longer than a month ago, but within the last 6 months	241 11%	49 7%	91 13%G	87 14%G	88 8%	98 13%J	47 19%JM	4 6%	1 3%
NET: More than three years/ Never	1028 45%	368 55%HI	300 42%	243 39%	605 54%KLM	289 38%	78 31%	21 32%	20 67%
Don't know / can't remember	560 25%	149 22%	160 23%	148 24%	274 25%	186 24%	54 21%	24 36%L	5 18%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 12

**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Another arts or cultural event not mentioned already**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Within the last week	28 1%	7 1%	11 2%	1 2%	1 1%	19 2%fg	7 1%	-	6 1%	1 1%	-	11 3%j	-	1 1%	1 *	11 1%	16 2%	2 *	10 1%	16 2%st	2 *	9 1%	17 3%vw
Longer than a week ago, but within the last fortnight	51 2%	13 2%	24 4%	-	7 5%a	33 3%f	14 1%	3 1%	6 1%	6 2%	4 2%	18 4%h	1 4%	6 6%h	4 1%	19 2%	29 3%	3 1%	15 1%	33 5%st	9 2%	14 1%	28 6%vw
Longer than a fortnight ago, but within the last month	63 3%	11 1%	25 4%a	2 2%	8 6%a	37 4%f	15 2%	8 3%	4 1%	7 3%	5 2%	19 5%h	2 6%	6 7%h	5 2%	23 2%	36 3%	9 2%	18 2%	37 6%st	6 1%	34 3%	23 5%v
Longer than a month ago, but within the last three months	103 5%	35 5%	37 6%	* 1%	7 5%	59 6%f	29 3%	11 3%	19 4%	17 6%	7 3%	26 6%	1 3%	5 5%	2 1%	49 5%p	51 5%p	* *	44 4%s	59 9%st	15 3%	47 4%	41 8%vw
Longer than three months ago, but within the last six months	139 6%	42 5%	48 7%	3 4%	14 10%	76 8%fg	47 5%	12 4%	24 5%	17 7%	18 9%	30 7%	1 4%	10 11%h	9 3%	61 6%	68 7%	12 2%	60 5%s	66 10%st	18 3%	76 6%v	44 9%v
Longer than six months ago, but within the last year	136 6%	53 7%	34 5%	6 7%	10 7%	58 6%	61 6%	14 5%	30 6%	21 8%	10 5%	21 5%	4 10%	7 7%	8 3%	56 6%	73 7%p	10 2%	61 5%s	65 10%st	33 6%	66 5%	37 7%
Longer than a year ago, but within the last three years	152 7%	55 7%	63 9%	11 13%	8 6%	75 8%g	64 7%	11 4%	34 7%	21 8%	16 8%	40 10%	4 10%	4 4%	11 4%	61 6%	81 8%p	17 3%	80 7%s	56 8%st	37 7%	77 6%	38 7%
I have been but longer than three years ago	472 21%	187 24%	135 20%	21 25%	28 20%	182 20%	226 24%	60 19%	124 25%	58 22%	54 26%	73 18%	6 16%	20 20%	50 18%	190 20%	232 23%	96 19%	258 23%u	118 18%	137 25%x	253 21%x	81 16%
Never	556 25%	211 27%bd	133 20%	24 29%cd	18 13%	164 18%	277 29%e	104 33%e	145 29%km	61 24%km	49 24%km	65 16%	9 25%	9 10%	122 44%qr	232 24%r	202 20%	250 51%tu	248 22%u	58 9%	170 31%wx	309 26%x	77 15%
NET: Longer than a week ago, but within the last month	114 5%	24 3%	49 7%a	2 2%	16 11%ac	69 7%fg	29 3%	11 4%	10 2%	13 5%	8 4%	37 9%h	4 10%	12 12%hij	9 3%	41 4%	64 6%	12 2%	33 3%	69 11%st	16 3%	47 4%	52 10%vw
NET: Longer than a month ago, but within the last 6 months	241 11%	77 10%	85 13%c	4 4%	21 15%c	135 14%fg	76 8%	23 7%	43 9%	34 13%	25 12%	56 14%h	2 7%	15 16%	11 4%	111 12%p	119 12%p	12 3%	104 9%s	125 19%st	33 6%	123 10%v	86 17%vw
NET: More than three years/ Never	1028 45%	398 51%bd	268 40%	45 54%bd	46 33%	346 37%	503 53%e	164 52%e	270 53%km	119 46%km	103 50%km	139 34%	15 41%	29 30%	172 62%qr	421 44%	435 42%	346 70%tu	506 46%u	176 27%	308 57%wx	562 47%x	158 31%
Don't know / can't remember	560 25%	166 21%	154 23%	16 19%	38 27%	231 25%	209 22%	90 29%f	113 22%	51 20%	45 22%	104 25%	8 23%	29 29%	67 24%	254 27%	240 23%	93 19%	318 29%su	148 23%	112 21%	322 27%v	126 24%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 12  
**Q3. Thinking back as carefully as you can, when was the last time that you went to.? - Another arts or cultural event not mentioned already**  
**Base: All respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Within the last week	28 1%	17 5%BCDEF	7 1%	3 *	-	1 1%	-	8 2%	6 1%	7 1%	5 1%	3 1%	25 2%M	3 *	24 2%O	4 *	14 4%QR	9 1%	14 1%
Longer than a week ago, but within the last fortnight	51 2%	29 9%BCDEF	20 4%CDF	* *	-	1 1%	-	25 7%HIJK	10 2%	9 1%	4 1%	3 1%	47 4%M	3 *	41 3%O	10 1%	23 7%QR	16 2%	25 1%
Longer than a fortnight ago, but within the last month	63 3%	17 5%CDEF	44 8%CDEF	1 *	2 1%	-	-	24 7%HIJK	15 3%I	9 1%	12 3%	3 1%	52 5%M	8 1%	42 3%	21 2%	20 6%QR	21 2%	42 2%
Longer than a month ago, but within the last three months	103 5%	23 7%CDEF	63 11%CDEF	18 3%DF	-	-	-	27 8%HIJ	18 4%	29 4%	16 4%	12 5%	79 7%M	18 2%	75 6%O	28 3%	41 13%QR	32 4%	60 3%
Longer than three months ago, but within the last six months	139 6%	32 10%DEF	55 10%DEF	51 8%DEF	* *	-	-	27 8%H	13 3%	53 7%H	18 4%	28 11%HJ	105 10%M	28 4%	109 9%O	30 3%	39 12%QR	68 8%R	97 5%
Longer than six months ago, but within the last year	136 6%	18 6%F	39 7%F	54 8%EF	17 7%F	5 3%	2 1%	23 7%	26 6%	53 7%	19 4%	15 6%	89 8%M	33 4%	92 7%O	44 5%	23 7%	65 7%	109 6%
Longer than a year ago, but within the last three years	152 7%	17 5%F	41 7%F	60 9%F	18 7%F	14 8%F	3 1%	27 8%	28 6%	53 7%	28 7%	16 6%	94 9%M	44 6%	90 7%	63 6%	17 5%	68 8%	131 7%
I have been but longer than three years ago	472 21%	35 11%	90 16%	154 23%AB	67 27%AB	65 36%ABC	61 26%AB	52 15%	119 26%G	158 21%G	89 21%	52 20%	218 20%	183 23%	264 21%	208 21%	50 15%	210 23%P	418 22%P
Never	556 25%	39 12%	77 14%	165 25%AB	76 31%AB	63 35%ABC	135 57%ABCDE9%	66 9%	110 24%	189 25%G	133 31%GHK	57 22%	114 10%	321 41%L	226 18%	330 33%N	32 10%	188 21%P	518 27%PQ
NET: Longer than a week ago, but within the last month	114 5%	46 14%CDEF	64 11%CDEF	1 *	2 1%	1 1%	-	49 14%HIJK	25 5%I	17 2%	16 4%	6 2%	99 9%M	12 1%	83 7%O	31 3%	42 13%QR	36 4%	67 4%
NET: Longer than a month ago, but within the last 6 months	241 11%	55 17%CDEF	118 21%CDEF	68 10%DEF	* *	-	-	54 16%HJ	32 7%	81 11%	34 8%	40 16%HJ	184 17%M	46 6%	184 14%O	57 6%	80 25%QR	100 11%R	157 8%
NET: More than three years/ Never	1028 45%	74 23%	167 30%	319 48%AB	143 59%ABC	127 70%ABCD	197 83%ABCDE4%	117 4%	229 49%G	346 46%G	222 52%G	108 43%	332 30%	504 64%L	489 38%	538 55%N	83 25%	398 44%P	936 50%PQ
Don't know / can't remember	560 25%	91 29%EF	130 23%F	166 25%F	64 26%F	31 17%	36 15%	71 20%	118 25%	191 25%	105 24%	67 26%	276 25%M	152 19%	311 24%	249 25%	66 20%	221 25%	470 25%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 13  
**Q4. Which of the following statements comes closest to your view?**  
**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
I feel that arts and culture in the UK are generally for people like me	1098 49%	493 45%	605 51%a	32 50%f	146 56%f	170 49%	203 47%	150 41%	149 46%	247 54%fg	343 58%kl	348 53%kl	199 42%	207 38%	691 56%kl	407 40%	190 66%pqrs	353 60%pqrs	272 46%	260 47%	137 43%	76 38%	922 47%	64 46%	214 59%A	88 60%A	74 63%A	440 57%A
I feel that arts and culture in the UK are generally not for people like me	793 35%	443 41%b	349 30%	25 39%	78 30%	116 33%	139 32%	160 43%cd	112 34%	162 36%	176 30%	199 30%	185 39%ijm	233 43%ijm	375 30%	418 41%ijm	64 22%	157 26%	226 38%vo	213 38%vo	111 35%vo	87 44%vo	722 36%CDF	54 39%	94 26%	38 26%	33 28%	219 29%
Don't know	370 16%	149 14%	221 19%a	7 11%	37 14%	62 18%h	93 21%uh	59 16%h	65 20%uh	46 10%	69 12%	109 17%i	90 19%i	102 19%im	178 14%	192 19%im	33 11%	82 14%	95 16%	86 15%	70 22%voq	37 18%	335 17%	20 14%	57 16%	21 14%	11 9%	108 14%

## British Future - 14-18 NOW Polling

Table 13

**Q4. Which of the following statements comes closest to your view?**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
I feel that arts and culture in the UK are generally for people like me	1098 49%	295 44%	352 50%	339 55%G	446 40%	417 55%J	179 70%JKM	37 55%J	12 40%
I feel that arts and culture in the UK are generally not for people like me	793 35%	253 38%I	254 36%	192 31%	446 40%KL	238 31%L	50 20%	26 39%L	15 50%
Don't know	370 16%	121 18%	100 14%	88 14%	218 20%KLM	107 14%	25 10%	4 6%	3 10%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 13

### Q4. Which of the following statements comes closest to your view?

Base: All respondents

	Vote in 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
I feel that arts and culture in the UK are generally for people like me	1098 49%	373 48% <sup>c</sup>	386 58% <sup>ac</sup>	29 34%	85 61% <sup>ac</sup>	535 57% <sup>fg</sup>	422 44% <sup>g</sup>	108 34%	227 45%	139 53%	105 51%	258 63% <sup>hij</sup>	20 56%	61 62% <sup>h</sup>	48 17%	392 41% <sup>p</sup>	658 64% <sup>pq</sup>	48 10%	484 43% <sup>s</sup>	566 86% <sup>st</sup>	171 32%	567 47% <sup>v</sup>	360 70% <sup>vw</sup>
I feel that arts and culture in the UK are generally not for people like me	793 35%	297 38% <sup>bd</sup>	208 31%	45 54% <sup>abd</sup>	34 24%	268 29%	377 40% <sup>e</sup>	122 39% <sup>e</sup>	204 40% <sup>km</sup>	89 34% <sup>m</sup>	79 38% <sup>km</sup>	109 27%	10 29%	21 21%	170 61% <sup>qr</sup>	374 39% <sup>r</sup>	249 24%	351 71% <sup>tu</sup>	397 36% <sup>u</sup>	44 7%	281 52% <sup>wx</sup>	401 33% <sup>x</sup>	110 21%
Don't know	370 16%	110 14%	71 11%	11 13%	21 15%	129 14%	150 16%	83 27% <sup>ef</sup>	76 15%	32 12%	24 12%	40 10%	6 15%	16 16%	61 22% <sup>r</sup>	189 20% <sup>r</sup>	121 12%	93 19% <sup>u</sup>	231 21% <sup>u</sup>	45 7%	88 16% <sup>x</sup>	238 20% <sup>x</sup>	43 8%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 13  
**Q4. Which of the following statements comes closest to your view?**  
**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event				
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)		
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885		
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885		
I feel that arts and culture in the UK are generally for people like me	1098 49%	223 70%	363 CDEF	290 64%	102 43%	68 F	40 38%	233 17%	211 67%	337 HIJK	182 46%	127 45%	1098 50%	- 100%	744 M	354 58%	241 36%	474 74%	828 QR	53% R	44%
I feel that arts and culture in the UK are generally not for people like me	793 35%	62 20%	148 26%	254 38%	104 AB	75 43%	142 41%	76 AB	147 60%	301 ABCDE	177 2%	89 32%	- G	793 40%	378 GH	415 41%	61 GH	313 35%	727 39%	39% P	
Don't know	370 16%	32 10%	54 10%	128 19%	38 AB	38 15%	56 21%	39 AB	105 23%	111 GIK	71 15%	39 16%	- 15%	- -	151 12%	219 22%	24 N	111 7%	330 12%	18% PQ	

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 14

**Q5a. Before today, were you aware of this programme of arts events / projects for the First World War centenary?**

**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Midlands (p)	North England (q)	Wales & South West (r)	Scotland (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
NET: Yes	1272	629	644	28	133	176	226	209	197	305	355	348	288	282	703	570	165	342	329	304	178	119	1137	68	188	69	50	374
	56%	58%	55%	43%	51%	51%	52%	57%	60%	67%	60%	53%	61%	52%	57%	56%	57%	58%	56%	54%	56%	60%	57%	49%	51%	47%	42%	49%
Yes, I think so	685	320	366	18	80	110	129	117	94	137	181	182	166	157	363	322	77	180	178	171	97	60	623	36	121	33	36	227
	30%	29%	31%	28%	31%	32%	30%	32%	29%	30%	31%	28%	35%	29%	29%	32%	27%	30%	30%	31%	30%	30%	31%	26%	33%	23%	30%	30%
Yes, definitely	587	309	278	10	52	66	96	92	103	168	173	166	122	125	340	247	88	162	152	133	81	59	514	32	66	35	14	148
	26%	28%	24%	15%	20%	19%	22%	25%	32%	37%	30%	25%	26%	23%	27%	24%	31%	27%	26%	24%	26%	30%	26%	23%	18%	24%	11%	19%
NET: No	988	456	531	37	128	172	209	161	129	152	233	307	187	260	540	447	122	250	263	254	141	80	843	70	177	77	69	393
	44%	42%	45%	57%	49%	49%	48%	43%	40%	33%	40%	47%	39%	48%	43%	44%	43%	42%	44%	46%	44%	40%	43%	51%	49%	53%	58%	51%
No, I don't think so	543	226	317	20	78	95	105	82	74	90	136	159	111	137	295	248	73	148	142	138	79	35	463	31	97	42	37	207
	24%	21%	27%	31%	30%	27%	24%	22%	23%	20%	23%	24%	23%	25%	24%	24%	25%	25%	24%	25%	25%	18%	23%	22%	27%	29%	31%	27%
No, definitely not	444	230	214	17	51	76	105	78	55	62	97	148	76	124	245	200	49	102	121	116	61	45	380	39	80	35	32	186
	20%	21%	18%	26%	19%	22%	24%	21%	17%	14%	17%	23%	16%	23%	20%	20%	17%	17%	20%	21%	19%	22%	19%	28%	22%	24%	27%	24%

## British Future - 14-18 NOW Polling

Table 14

**Q5a. Before today, were you aware of this programme of arts events / projects for the First World War centenary?**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
NET: Yes	1272	356	419	370	593	449	169	29	12
	56%	53%	59%	60%G	53%	59%JM	66%JM	44%	41%
Yes, I think so	685	197	212	202	326	243	78	24	6
	30%	29%	30%	33%	29%	32%	31%	36%	20%
Yes, definitely	587	160	208	168	267	207	91	6	6
	26%	24%	29%	27%	24%M	27%M	36%JKM	9%	21%
NET: No	988	313	286	249	517	313	86	37	18
	44%	47%I	41%	40%	47%KL	41%	34%	56%KL	59%
No, I don't think so	543	164	158	136	284	169	61	16	9
	24%	24%	22%	22%	26%	22%	24%	24%	29%
No, definitely not	444	149	129	113	233	144	24	21	9
	20%	22%	18%	18%	21%L	19%L	9%	32%KL	30%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 14

### Q5a. Before today, were you aware of this programme of arts events / projects for the First World War centenary?

Base: All respondents

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
NET: Yes	1272 56%	467 60%	383 58%	51 61%	92 66%	579 62%g	555 59%g	110 35%	305 60%	158 61%	119 57%	248 61%	19 52%	73 74%hijkl	87 31%	488 51%p	697 68%pq	206 42%	619 56%s	447 68%st	292 54%	654 54%	327 64%vw
Yes, I think so	685 30%	237 30%	215 32%	18 21%	46 33%	309 33%g	290 31%g	68 22%	152 30%	84 32%	77 37%	129 32%	6 18%	38 39%	60 22%	294 31%p	332 32%p	119 24%	388 35%su	178 27%	153 28%	380 31%	153 30%
Yes, definitely	587 26%	230 30%	169 25%	34 40%b	46 33%	271 29%g	265 28%g	41 13%	153 30%j	75 29%	42 20%	119 29%j	12 34%	34 35%j	27 10%	195 20%p	366 36%pq	87 18%	231 21%	270 41%st	139 26%	274 23%	174 34%vw
NET: No	988 44%	312 40%	281 42%	33 39%	48 34%	353 38%	394 41%	203 65%ef	201 40%m	102 39%m	89 43%m	160 39%m	17 48%	25 26%	191 69%qr	466 49%r	330 32%	286 58%tu	494 44%u	207 32%	249 46%x	552 46%x	187 36%
No, I don't think so	543 24%	178 23%	161 24%	24 28%	27 19%	197 21%	222 23%	104 33%ef	114 22%	60 23%	49 24%	92 23%	10 27%	14 15%	78 28%r	277 29%r	189 18%	123 25%	290 26%u	130 20%	138 26%	296 25%	109 21%
No, definitely not	444 20%	134 17%	120 18%	9 11%	21 15%	157 17%	172 18%	99 32%ef	87 17%	43 16%	40 19%	68 17%	8 21%	11 11%	114 41%qr	189 20%r	142 14%	163 33%tu	203 18%u	78 12%	111 20%	256 21%x	78 15%

## British Future - 14-18 NOW Polling

Table 14

**Q5a. Before today, were you aware of this programme of arts events / projects for the First World War centenary?**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
NET: Yes	1272	209	373	373	117	85	107	204	233	442	233	153	744	378	1272	-	325	898	898
	56%	66% <sup>C</sup>	66% <sup>DE</sup>	56% <sup>F</sup>	48%	47%	45%	58%	50%	59% <sup>H</sup>	54%	60% <sup>H</sup>	68% <sup>M</sup>	48%	100% <sup>O</sup>	-	100% <sup>R</sup>	100% <sup>R</sup>	48%
Yes, I think so	685	93	197	213	67	50	59	93	128	246	132	78	343	236	685	-	115	535	535
	30%	29%	35% <sup>F</sup>	32%	27%	28%	25%	27%	28%	33%	31%	31%	31%	30%	54% <sup>O</sup>	-	35% <sup>R</sup>	60% <sup>PR</sup>	28%
Yes, definitely	587	116	176	160	50	34	48	111	105	196	101	75	400	142	587	-	210	363	363
	26%	37% <sup>C</sup>	31% <sup>DE</sup>	24%	20%	19%	20%	32% <sup>HJ</sup>	23%	26%	23%	29%	36% <sup>M</sup>	18%	46% <sup>O</sup>	-	65% <sup>QR</sup>	40% <sup>R</sup>	19%
NET: No	988	108	192	299	127	96	131	145	231	308	197	102	354	415	-	988	-	-	988
	44%	34%	34%	44% <sup>AB</sup>	52% <sup>AB</sup>	53% <sup>AB</sup>	55% <sup>ABC</sup>	42%	50% <sup>IK</sup>	41%	46%	40%	32%	52% <sup>L</sup>	-	100% <sup>N</sup>	-	-	52% <sup>PQ</sup>
No, I don't think so	543	50	124	171	69	53	52	87	131	163	97	64	223	208	-	543	-	-	543
	24%	16%	22%	25% <sup>A</sup>	28% <sup>A</sup>	29% <sup>A</sup>	22%	25%	28% <sup>I</sup>	22%	23%	25%	20%	26% <sup>L</sup>	-	55% <sup>N</sup>	-	-	29% <sup>PQ</sup>
No, definitely not	444	58	68	128	58	43	79	58	100	145	99	38	131	207	-	444	-	-	444
	20%	18% <sup>B</sup>	12%	19% <sup>B</sup>	24% <sup>B</sup>	24% <sup>B</sup>	33% <sup>ABC</sup>	17%	21%	19%	23% <sup>K</sup>	15%	12%	26% <sup>L</sup>	-	45% <sup>N</sup>	-	-	24% <sup>PQ</sup>

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 15  
**Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?**  
**Base: All aware of arts programme**

	Gender			Age							Social Class							Region						Ethnicity					
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)	
Unweighted base	1265	568	697	107	77	141	213	229	220	278	498	311	182	274	809	456	165	357	319	307	164	118	1147	68	176	78	45	367	
Weighted base	1272	629	644	28*	133*	176	226	209	197	305	355	348	288	282	703	570	165	342	329	304	178	119*	1137	68*	188*	69*	50**	374	
National TV news	713	375	338	10	24	65	112	138	137	226	214	210	135	154	424	289	86	179	155	187	119	72	663	36	48	34	23	141	
	56%	60%b	53%	37%c	18%	37%c	50%cd	66%ucde	69%ucde	74%ucde	80%kn	60%kn	47%	55%	60%kn	51%	52%	52%	47%	61%op	67%vop	61%p	58%CF	54%C	25%	49%C	46%	38%C	
Local/regional TV news	411	207	204	5	21	50	55	79	84	117	107	115	91	98	222	188	44	84	119	110	60	38	368	23	44	17	11	94	
	32%	33%	32%	17%	16%	28%	24%	38%uce	43%ucde	38%uce	30%	33%	31%	35%	32%	33%	27%	24%	36%o	36%o	34%	32%	32%	33%	24%	24%	22%	25%	
National newspaper	295	177	118	4	11	24	50	45	55	105	100	87	58	50	187	108	45	90	69	59	43	34	271	12	50	13	17	92	
	23%	28%b	18%	15%	9%	14%	22%c	22%c	28%ucd	34%ucde	28%ln	25%	20%	18%	27%ln	19%	27%	26%	21%	19%	24%	29%	24%	18%	26%	19%	34%	25%	
Social media, e.g. Facebook, Twitter, etc.	268	112	156	12	41	53	52	46	37	26	75	75	75	43	149	118	29	67	64	73	29	34	244	16	42	16	3	77	
	21%	18%	24%a	44%defgh	31%h	30%gh	23%h	22%h	19%h	9%	21%	21%	26%l	15%	21%	21%	18%	20%	19%	24%	16%	29%r	21%	24%	22%	23%	6%	21%	
Online / website (not social media)	179	94	85	5	28	25	30	24	27	40	64	43	35	37	107	72	22	54	46	35	25	19	158	20	41	10	3	74	
	14%	15%	13%	19%	21%	14%	13%	12%	14%	13%	18%n	12%	12%	13%	15%	13%	13%	16%	14%	12%	14%	16%	14%	29%A	22%A	14%	6%	20%	
Local/regional newspaper	158	91	68	2	15	24	28	20	24	45	45	49	30	35	94	65	15	35	44	41	19	19	135	15	33	9	5	62	
	12%	14%	11%	8%	11%	14%	12%	10%	12%	15%	13%	14%	10%	12%	13%	11%	9%	10%	14%	14%	11%	16%	12%	22%	18%	13%	9%	16%	
National radio	144	82	62	2	14	31	27	21	19	30	53	38	25	28	91	52	20	48	33	26	25	11	127	2	21	3	2	28	
	11%	13%	10%	8%	11%	17%	12%	10%	9%	10%	15%kn	11%	9%	10%	13%	9%	12%	14%	10%	8%	14%	10%	11%	3%	11%	5%	5%	8%	
Word of mouth (not from someone else who went to, experienced, or watched an event / project)	135	53	82	10	17	34	29	12	19	13	47	45	24	19	92	43	19	41	41	28	12	113	8	28	10	4	50		
	11%	8%	13%a	35%cddefgh	3%h	19%fgh	13%fh	6%	10%h	4%	13%ln	13%ln	8%	7%	13%ln	8%	12%	12%	13%	9%	7%	10%	10%	12%	15%	14%	8%	13%	
From someone else who went to, experienced, or watched an event / project	126	50	76	6	18	26	19	21	15	20	42	34	29	21	76	50	25	51	26	18	25	5	112	15	32	9	3	59	
	10%	8%	12%	23%efgh	14%	15%h	9%	10%	8%	6%	12%	10%	10%	8%	11%	9%	15%pqrs	15%pqrs	8%	6%	14%qs	4%	10%	22%A	17%A	13%	6%	16%A	
Local/regional radio	112	54	58	2	12	22	23	13	17	23	30	33	22	26	63	48	14	32	30	28	10	12	96	2	31	5	2	40	
	9%	9%	9%	6%	9%	12%	10%	6%	9%	7%	9%	9%	8%	9%	9%	8%	8%	9%	9%	9%	6%	10%	8%	3%	16%A	8%	5%	11%	
Magazine	94	46	48	1	23	15	13	11	13	18	24	30	20	19	55	39	24	41	19	19	10	5	68	12	34	7	1	54	
	7%	7%	8%	5%	17%efgh	8%	6%	5%	7%	6%	7%	9%	7%	7%	8%	7%	15%pqrs	12%pqrs	6%	6%	6%	4%	6%	18%A	18%A	10%	3%	15%A	
Poster	66	37	28	1	14	11	10	9	5	14	18	19	21	8	37	29	12	24	17	16	4	5	60	8	20	11	40		
	5%	6%	4%	5%	11%g	6%	4%	4%	3%	5%	5%	5%	7%l	3%	5%	5%	7%	7%	5%	5%	2%	4%	5%	11%	11%A	16%A	3%	11%A	
Other	23	7	16	5	1	3	4	3	2	6	4	10	4	5	14	9	2	6	4	7	4	2	21	*	2	6	-	9	
	2%	1%	2%	16%cddefgh	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	*	1%	9%ACF	-	2%	
NET: TV news	874	446	427	12	44	90	145	168	161	254	250	247	181	196	497	377	108	216	217	215	136	90	799	43	76	39	28	186	
	69%	71%	66%	43%	33%	51%c	64%ucd	80%ucde	82%ucde	84%ucde	80%	71%	63%	70%	71%	66%	66%	63%	66%	71%	76%op	76%o	70%CDF	63%C	40%	56%	57%	50%	

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 15

### Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?

Base: All aware of arts programme

	Gender			Age							Social Class						Region						Ethnicity					
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid- lands (p)	North Eng- land (g)	Wales & South West (r)	Scot- land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Weighted base	1272	629	644	28*	133*	176	226	209	197	305	355	348	288	282	703	570	165	342	329	304	178	119*	1137	68*	188*	69*	50**	374
NET: Radio	219 17%	119 19%	100 16%	4 14%	22 16%	43 25% fh	44 19%	28 14%	31 16%	47 15%	74 21% kn	63 18%	37 13%	46 16%	137 19%	83 15%	29 17%	65 19%	58 18%	45 15%	29 16%	22 18%	194 17%	4 6%	43 23% B	9 12%	4 8%	60 16%
NET: Newspaper	379 30%	216 34% b	163 25%	5 19%	24 18%	42 24%	67 30%	50 24%	68 34% ucf	123 40% ucde f	118 33%	109 31%	78 27%	74 26%	227 32%	152 27%	54 33%	114 33%	94 29%	78 26%	53 30%	39 33%	341 30%	20 30%	63 33%	19 28%	21 42%	123 33%
NET: Online/Social Media	386 30%	178 28%	209 32%	15 52% defgh	57 43% gh	65 37% h	71 31% h	63 30% h	55 28%	62 20%	119 33% l	99 28%	97 34%	72 25%	218 31%	169 30%	44 27%	100 29%	94 29%	98 32%	50 28%	45 38%	352 31%	30 44%	66 35%	25 36%	5 11%	126 34%
Don't know / can't remember	101 8%	46 7%	55 9%	1 2%	10 7%	28 16% ufgh	24 10% uh	13 6%	11 5%	14 5%	28 8%	30 9%	23 8%	19 7%	58 8%	42 7%	11 7%	34 10%	26 8%	21 7%	14 8%	5 4%	94 8%	3 5%	18 10%	5 7%	8 17%	35 9%
Avg. No. of codes selected	2.32	2.38	2.27	2.43	1.96	2.59c	2.24	2.28	2.43c	2.35	2.52kln	2.48ln	2.15	2.07	2.50kln	2.11	2.32	2.45	2.20	2.29	2.36	2.36	2.33	2.63	2.50	2.34	1.83	2.41



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 15

### Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?

Base: All aware of arts programme

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	Univ-ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1265	341	399	376	588	433	165	52	11
Weighted base	1272	356	419	370	593	449	169	29**	12**
National TV news	713 56%	194 54%	250 60%	201 54%	337 57%	262 58%	90 53%	6 19%	10 81%
Local/regional TV news	411 32%	118 33%	136 33%	116 31%	200 34%	135 30%	53 32%	5 16%	8 61%
National newspaper	295 23%	53 15%	103 24%G	113 30%G	126 21%	110 25%	48 29%	3 9%	3 26%
Social media, e.g. Facebook, Twitter, etc.	268 21%	66 18%	89 21%	84 23%	117 20%	92 21%	42 25%	13 45%	1 8%
Online / website (not social media)	179 14%	58 16%	58 14%	40 11%	77 13%	59 13%	33 19%	5 18%	4 28%
Local/regional newspaper	158 12%	50 14%	54 13%	42 11%	76 13%	39 9%	37 22%JK	4 14%	-
National radio	144 11%	35 10%	45 11%	51 14%	51 9%	66 15%J	24 14%	2 6%	1 8%
Word of mouth (not from someone else who went to, experienced, or watched an event / project)	135 11%	33 9%	46 11%	43 12%	54 9%	55 12%	17 10%	8 26%	-
From someone else who went to, experienced, or watched an event / project	126 10%	31 9%	42 10%	42 11%	48 8%	45 10%	23 14%	8 28%	-
Local/regional radio	112 9%	36 10%	40 10%	30 8%	54 9%	30 7%	22 13%K	3 10%	-
Magazine	94 7%	26 7%	31 7%	30 8%	44 7%	32 7%	13 8%	3 11%	2 12%
Poster	66 5%	24 7%	24 6%	14 4%	25 4%	22 5%	14 8%	4 13%	2 17%
Other	23 2%	4 1%	6 1%	11 3%	10 2%	7 2%	3 2%	2 7%	1 8%
NET: TV news	874 69%	247 69%	295 70%	249 67%	417 70%	316 70%	109 64%	9 32%	11 91%

## British Future - 14-18 NOW Polling

Table 15

**Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?**

**Base: All aware of arts programme**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Weighted base	1272	356	419	370	593	449	169	29**	12**
NET: Radio	219 17%	59 17%	73 17%	71 19%	86 14%	87 19%	38 23%J	5 16%	1 8%
NET: Newspaper	379 30%	87 24%	134 32%	128 35%G	164 28%	129 29%	69 41%JK	6 20%	3 26%
NET: Online/Social Media	386 30%	105 29%	126 30%	112 30%	168 28%	133 30%	62 37%	18 61%	4 28%
Don't know / can't remember	101 8%	24 7%	30 7%	31 8%	49 8%	37 8%	11 7%	* 1%	1 5%
Avg. No. of codes selected	2.32	2.19	2.37	2.41	2.24	2.31	2.65J	2.23	2.62

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 15

### Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?

Base: All aware of arts programme

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1265	445	351	48	94	553	507	98	277	162	104	232	19	73	85	477	703	193	609	463	268	644	353
Weighted base	1272	467	383	51*	92*	579	555	110*	305	158	119*	248	19**	73*	87*	488	697	206	619	447	292	654	327
National TV news	713 56%	298 64%b	182 48%	26 51%	61 66%b	309 53%	338 61%e	56 51%	194 64%jk	100 63%jk	56 47%	119 48%	15 81%	45 61%	31 36%	246 50%p	435 62%pq	108 53%	331 54%	273 61%t	163 56%	368 56%	183 56%
Local/regional TV news	411 32%	142 30%	138 36%	12 24%	43 47%ac	193 33%	189 34%g	24 22%	102 33%	40 25%	44 37%	90 37%i	11 57%	32 44%i	21 25%	145 30%	245 35%	58 28%	192 31%	161 36%	106 36%w	186 28%	119 36%w
National newspaper	295 23%	145 31%b	63 16%	12 24%	23 25%	133 23%g	145 26%g	12 11%	94 31%jk	49 31%jk	16 13%	44 18%	6 32%	17 24%	14 16%	76 16%	205 29%pp	35 17%	125 20%	135 30%st	67 23%	146 22%	82 25%
Social media, e.g. Facebook, Twitter, etc.	268 21%	74 16%	98 26%a	11 21%	18 20%	134 23%f	97 17%	24 22%	51 17%	23 15%	17 14%	72 29%hij	5 28%	13 18%	19 22%	97 20%	151 22%	38 18%	121 20%	108 24%	68 23%	127 19%	73 22%
Online / website (not social media)	179 14%	52 11%	60 16%	8 16%	16 17%	92 16%	63 11%	19 18%	31 10%	21 13%	17 14%	38 15%	2 11%	14 19%	8 9%	60 12%	111 16%	20 10%	82 13%	77 17% s	39 13%	75 11%	65 20%w
Local/regional newspaper	158 12%	51 11%	66 17%a	10 19%	8 9%	81 14%g	70 13%	5 5%	33 11%	19 12%	22 18%	41 16%	2 12%	6 8%	8 9%	40 8%	110 16%q	17 8%	70 11%	72 16%st	32 11%	67 10%	59 18%vw
National radio	144 11%	43 9%	57 15%a	4 8%	13 14%	86 15%f	48 9%	7 6%	21 7%	21 13%h	17 15%h	39 16%h	3 14%	10 14%	5 5%	51 10%	89 13%	17 8%	61 10%	66 15%t	15 5%	76 12%v	53 16%v
Word of mouth (not from someone else who went to, experienced, or watched an event / project)	135 11%	45 10%	45 12%	5 10%	9 10%	61 11%	50 9%	14 12%	30 10%	15 10%	7 6%	31 12%	3 16%	6 8%	10 11%	46 9%	79 11%	15 7%	59 10%	60 13%	23 8%	66 10%	45 14%
From someone else who went to, experienced, or watched an event / project	126 10%	34 7%	52 14%a	10 20%a	10 11%	62 11%	54 10%	4 3%	20 7%	14 9%	18 15%h	32 13%h	2 11%	8 11%	7 8%	44 9%	76 11%	15 7%	54 9%	57 13%	26 9%	57 9%	43 13%
Local/regional radio	112 9%	31 7%	42 11%	5 10%	6 6%	53 9%	51 9%	6 6%	16 5%	15 10%	20 16%hm	23 9%	3 17%	2 3%	5 6%	29 6%	78 11%q	10 5%	49 8%	53 12% s	15 5%	52 8%	45 14%vw
Magazine	94 7%	29 6%	38 10%	5 10%	6 7%	46 8%	38 7%	9 8%	17 6%	12 8%	11 10%	24 10%	1 3%	6 8%	6 6%	32 6%	57 8%	10 5%	42 7%	42 9%	19 6%	42 6%	33 10%
Poster	66 5%	21 4%	32 8%d	6 12%d	-	33 6%	29 5%	2 2%	13 4%	7 5%	9 8% m	21 9% m	-	-	4 5%	22 5%	39 6%	7 3%	24 4%	34 8% t	14 5%	32 5%	20 6%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 15

### Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?

Base: All aware of arts programme

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con (h)	Leave (i)	Lab (j)	Remain (k)	LD (l)	LD (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Weighted base	1272	467	383	51*	92*	579	555	110*	305	158	119*	248	19**	73*	87*	488	697	206	619	447	292	654	327
Other	23	6	4	4	2	8	9	1	3	3	2	2	-	2	*	8	15	1	17	6	6	11	6
	2%	1%	1%	8%ab	2%	1%	2%	1%	1%	2%	1%	1%	-	3%	1%	2%	2%	*	3%	1%	2%	2%	2%
NET: TV news	874	344	244	32	70	389	406	67	224	116	79	158	17	52	42	319	512	137	411	326	212	429	233
	69%	74%b	64%	63%	76%b	67%	73%g	61%	73%k	74%	66%	64%	95%	71%	49%	65%p	73%pq	66%	66%	73%	73%	66%	71%
NET: Radio	219	65	84	9	19	120	86	9	34	31	32	52	6	12	10	74	136	25	100	94	24	113	82
	17%	14%	22%a	17%	20%	21%fg	15%	8%	11%	19%h	27%h	21%h	31%	17%	11%	15%	20%	12%	16%	21% <sub>s</sub>	8%	17% <sub>v</sub>	25% <sub>vw</sub>
NET: Newspaper	379	164	107	18	29	181	177	16	104	59	31	69	8	21	20	106	252	45	165	169	81	185	113
	30%	35%	28%	35%	32%	31%g	32%g	15%	34%	37%	26%	28%	43%	29%	24%	22%	36% <sub>pq</sub>	22%	27%	38% <sub>st</sub>	28%	28%	35%
NET: Online/Social Media	386	110	142	17	30	197	142	33	72	37	32	100	6	24	23	138	226	48	182	156	91	179	117
	30%	23%	37%a	33%	33%	34%f	26%	31%	24%	23%	27%	40% <sub>hij</sub>	34%	33%	27%	28%	32%	23%	29%	35% <sub>s</sub>	31%	27%	36% <sub>w</sub>
Don't know / can't remember	101	34	32	4	7	42	43	14	25	9	11	20	-	7	14	50	36	23	51	27	28	57	15
	8%	7%	8%	8%	8%	7%	8%	13%	8%	6%	9%	8%	-	10%	16% <sub>r</sub>	10% <sub>r</sub>	5%	11% <sub>u</sub>	8%	6%	10% <sub>x</sub>	9%	5%
Avg. No. of codes selected	2.32	2.24	2.50	2.52	2.54	2.40g	2.31	1.92	2.23	2.27	2.36	2.53	2.82	2.46	1.90	2.04	2.56pq	1.92	2.16	2.72 <sub>st</sub>	2.24	2.19	2.65 <sub>vw</sub>

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 15

### Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?

Base: All aware of arts programme

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1265	215	357	381	118	84	101	200	218	441	240	162	745	366	1265	-	323	890	890
Weighted base	1272	209	373	373	117*	85*	107*	204	233	442	233	153	744	378	1272	**	325	898	898
National TV news	713 56%	115 55%	196 52%	219 59%	72 61%	43 51%	65 61%	107	107	256	156	84	415	216	713	-	170	532	532
Local/regional TV news	411 32%	70 33%	113 30%	121 32%	38 32%	34 40%	33 31%	58	74	142	81	53	245	121	411	-	117	283	283
National newspaper	295 23%	44 21%	106 28%	83 22%	23 20%	18 21%	21 20%	59	44	98	57	37	186	80	295	-	80	209	209
Social media, e.g. Facebook, Twitter, etc.	268 21%	50 24%F	108 29%CDEF	68 18%F	19 16%	13 16%	8 8%	37	62	89	46	30	175	65	268	-	92	166	166
Online / website (not social media)	179 14%	32 15%	71 19%CE	42 11%	15 13%	6 8%	13 12%	32	34	48	37	29	123	38	179	-	73	102	102
Local/regional newspaper	158 12%	31 15%C	60 16%C	31 8%	16 14%	9 11%	12 11%	24	32	46	28	28	116	33	158	-	77	73	73
National radio	144 11%	34 16%CDF	56 15%CDF	34 9%	7 6%	6 7%	6 5%	29	28	44	17	26	104	32	144	-	55	86	86
Word of mouth (not from someone else who went to, experienced, or watched an event / project)	135 11%	34 16%CEF	52 14%CEF	32 9%	10 9%	2 3%	5 5%	28	28	37	24	19	96	33	135	-	52	77	77
From someone else who went to, experienced, or watched an event / project	126 10%	29 14%DEF	53 14%DEF	31 8%	5 4%	2 2%	5 5%	25	20	40	19	21	90	29	126	-	55	70	70
Local/regional radio	112 9%	17 8%	41 11%	34 9%	9 8%	6 7%	5 5%	16	24	32	21	19	82	23	112	-	43	63	63
Magazine	94 7%	21 10%	40 11%CF	20 5%	5 4%	4 5%	3 3%	29	9	31	14	10	74	16	94	-	47	42	42
Poster	66 5%	11 5%	39 11%CDEF	13 3%	1 1%	1 1%	*	17	17	20	10	1	56	9	66	-	46	20	20

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 15

### Q5b. Where did you see or hear about this programme of arts events / projects for the First World War centenary?

Base: All aware of arts programme

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Weighted base	1272	209	373	373	117*	85*	107*	204	233	442	233	153	744	378	1272	-**	325	898	898
Other	23 2%	5 2%	8 2%	7 2%	1 1%	1 1%	2 2%	4 2%	4 2%	9 2%	1 1%	5 3%	15 2%	4 1%	23 2%	-	13 4%QR	9 1%	9 1%
NET: TV news	874 69%	146 70%	238 64%	263 71%	85 72%	60 71%	78 73%	138 68%	144 62%	308 70%	177 76%HK	100 66%	501 67%	269 71%	874 69%	-	210 65%	645 72%P	645 72%P
NET: Radio	219 17%	45 22%EF	83 22%CDEF	58 15%	14 12%	8 9%	10 10%	40 20%	42 18%	67 15%	34 15%	37 24%IJ	156 21%M	51 13%	219 17%	-	82 25%QR	130 15%	130 15%
NET: Newspaper	379 30%	62 30%	136 36%C	99 26%	33 28%	23 27%	27 25%	73 36%	60 26%	123 28%	69 30%	53 35%	249 34%M	96 25%	379 30%	-	129 40%QR	238 26%	238 26%
NET: Online/Social Media	386 30%	70 33%F	149 40%CDEF	99 27%	31 26%	17 20%	19 18%	58 29%	83 36%	119 27%	72 31%	51 33%	255 34%M	92 24%	386 30%	-	133 41%QR	239 27%	239 27%
Don't know / can't remember	101 8%	16 7%	15 4%	36 10%B	10 9%	13 15%B	6 6%	13 6%	26 11%	29 7%	15 6%	17 11%	47 6%	28 7%	101 8%	-	14 4%	73 8%P	73 8%P
Avg. No. of codes selected	2.32	2.55CF	2.64CDEF	2.18F	2.07	2.02	1.77	2.45	2.33	2.16	2.36	2.66I	2.55M	2.00	2.32	-	2.95QR	2.10	2.10

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 16

**Q5c. As far as you are aware, did any of the arts events / projects in this programme for the First World War centenary happen near you?**

**Base: All aware of arts programme**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1265	568	697	107	77	141	213	229	220	278	498	311	182	274	809	456	165	357	319	307	164	118	1147	68	176	78	45	367
Weighted base	1272	629	644	28*	133*	176	226	209	197	305	355	348	288	282	703	570	165	342	329	304	178	119*	1137	68*	188*	69*	50**	374
Yes	483 38%	255 41%	228 35%	10 36%	62 47%h	91 52%uefgh	81 36%	75 36%	74 37%	90 30%	142 40%ln	155 45%ln	100 35%	86 31%	297 42%ln	186 33%	82 50%prs	146 43%rs	112 34%	136 45%prs	56 31%	33 28%	414 36%	36 52%	90 48%A	37 54%A	26 51%	188 50%A
No	789 62%	374 59%	415 65%	18 64%d	70 53%	85 48%	144 64%d	134 64%d	123 63%d	214 70%cd	213 60%	193 55%	187 65%	196 69%ijm	406 58%	383 67%ijm	83 50%	196 57%	217 66%vq	168 55%	122 69%voq	86 72%voq	722 64%CDF	32 48%	98 52%	32 46%	24 49%	186 50%

## British Future - 14-18 NOW Polling

Table 16

**Q5c. As far as you are aware, did any of the arts events / projects in this programme for the First World War centenary happen near you?**

**Base: All aware of arts programme**

	Household Income			Education level					
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1265	341	399	376	588	433	165	52	11
Weighted base	1272	356	419	370	593	449	169	29**	12**
Yes	483 38%	128 36%	170 41%	146 40%	201 34%	173 38%	85 50%JK	13 43%	3 24%
No	789 62%	228 64%	249 59%	224 60%	391 66%L	276 62%L	84 50%	17 57%	9 76%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 16

**Q5c. As far as you are aware, did any of the arts events / projects in this programme for the First World War centenary happen near you?**

**Base: All aware of arts programme**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1265	445	351	48	94	553	507	98	277	162	104	232	19	73	85	477	703	193	609	463	268	644	353
Weighted base	1272	467	383	51*	92*	579	555	110*	305	158	119*	248	19**	73*	87*	488	697	206	619	447	292	654	327
Yes	483 38%	151 32%	183 48% <sup>a</sup>	16 32%	36 39%	236 41%	194 35%	43 39%	97 32%	54 34%	51 43%	119 48% <sup>hi</sup>	10 52%	26 36%	38 44%	177 36%	268 38%	62 30%	224 36%	197 44% <sup>st</sup>	99 34%	233 36%	152 46% <sup>vw</sup>
No	789 62%	316 68% <sup>b</sup>	200 52%	35 68%	56 61%	344 59%	361 65%	66 61%	208 68% <sup>k</sup>	104 66% <sup>k</sup>	68 57%	129 52%	9 48%	47 64%	48 56%	311 64%	430 62%	144 70% <sup>u</sup>	395 64% <sup>u</sup>	250 56%	193 66% <sup>x</sup>	421 64% <sup>x</sup>	175 54%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 16

**Q5c. As far as you are aware, did any of the arts events / projects in this programme for the First World War centenary happen near you?**

**Base: All aware of arts programme**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1265	215	357	381	118	84	101	200	218	441	240	162	745	366	1265	-	323	890	890
Weighted base	1272	209	373	373	117*	85*	107*	204	233	442	233	153	744	378	1272	-**	325	898	898
Yes	483 38%	99 47%CEF	179 48%CEF	127 34%F	42 36%F	20 24%	13 12%	104 51%HIJK	79 34%	169 38%	86 37%	44 29%	339 46%M	109 29%	483 38%	-	242 74%QR	229 25%	229 25%
No	789 62%	110 53%	194 52%	246 66%AB	74 64%	64 76%AB	94 88%ABCD	100 49%	154 66%G	273 62%G	147 63%G	109 71%G	405 54%	269 71%L	789 62%	-	83 26%	669 75%P	669 75%P

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 17

**Q5d. Did you personally go to, experience, or watch a First World War centenary arts event / project?**

**Base: All aware of arts programme**

	Gender		Age								Social Class					Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1265	568	697	107	77	141	213	229	220	278	498	311	182	274	809	456	165	357	319	307	164	118	1147	68	176	78	45	367
Weighted base	1272	629	644	28*	133*	176	226	209	197	305	355	348	288	282	703	570	165	342	329	304	178	119*	1137	68*	188*	69*	50**	374
Yes	325 26%	177 28%	148 23%	7 26%	50 38%efh	51 29%	53 24%	48 23%	52 27%	63 21%	107 30%ln	101 29%ln	67 23%	50 18%	208 30%ln	117 21%	58 35%pqr	106 31%	78 24%	74 24%	38 22%	29 24%	272 24%	21 31%	70 37%A	27 39%A	12 24%	130 35%A
No	898 71%	436 69%	461 72%	18 66%	71 53%	117 66%	165 73%c	152 73%c	139 71%c	236 77%ucd	241 68%	234 67%	209 73%	214 76%ijm	475 68%	423 74%lm	98 60%	222 65%	245 74%vo	214 70%	133 75%v	84 71%	824 73%CDF	42 61%	101 54%	37 54%	36 72%	215 58%
Don't know / can't remember	49 4%	15 2%	34 5%a	2 8%gh	12 9%h	8 4%	7 3%	9 5%	5 3%	6 2%	7 2%	13 4%	12 4%	18 6%im	20 3%	30 5%l	9 5%	13 4%	6 2%	17 6%p	7 4%	6 5%	40 4%	5 8%	17 9%A	5 8%	2 4%	29 8%A

## British Future - 14-18 NOW Polling

Table 17

**Q5d. Did you personally go to, experience, or watch a First World War centenary arts event / project?**

**Base: All aware of arts programme**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1265	341	399	376	588	433	165	52	11
Weighted base	1272	356	419	370	593	449	169	29**	12**
Yes	325 26%	86 24%	116 28%	101 27%	136 23%	118 26%	59 35%J	7 24%	2 19%
No	898 71%	256 72%	283 67%	263 71%	432 73%L	325 72%L	102 60%	18 60%	10 81%
Don't know / can't remember	49 4%	14 4%	21 5%I	7 2%	25 4%K	6 1%	8 5%K	4 15%	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 17

**Q5d. Did you personally go to, experience, or watch a First World War centenary arts event / project?**

**Base: All aware of arts programme**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1265	445	351	48	94	553	507	98	277	162	104	232	19	73	85	477	703	193	609	463	268	644	353
Weighted base	1272	467	383	51*	92*	579	555	110*	305	158	119*	248	19**	73*	87*	488	697	206	619	447	292	654	327
Yes	325 26%	109 23%	122 32%a	11 21%	24 26%	179 31%fg	127 23%g	12 11%	65 21%	44 28%	36 30%	84 34%h	6 34%	18 25%	21 24%	115 24%	190 27%	37 18%	144 23%	145 32%st	59 20%	159 24%	108 33%vw
No	898 71%	345 74%b	246 64%	39 76%	65 70%	380 66%	407 73%e	92 84%e	231 76%k	111 70%	80 67%	152 61%	11 62%	52 72%	59 69%	351 72%	488 70%	162 79%u	449 72%u	287 64%	226 78%x	465 71%x	207 63%
Don't know / can't remember	49 4%	13 3%	16 4%	1 3%	3 3%	21 4%	21 4%	5 5%	9 3%	4 2%	3 2%	12 5%	1 5%	2 3%	7 8%	23 5%	20 3%	7 3%	26 4%	16 4%	7 2%	31 5%	12 4%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 17

**Q5d. Did you personally go to, experience, or watch a First World War centenary arts event / project?**

**Base: All aware of arts programme**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1265	215	357	381	118	84	101	200	218	441	240	162	745	366	1265	-	323	890	890
Weighted base	1272	209	373	373	117*	85*	107*	204	233	442	233	153	744	378	1272	-**	325	898	898
Yes	325	79	130	79	23	9	4	70	54	104	51	45	241	61	325	-	325	-	-
	26%	38%	CDEF	35%	CDEF	21%	F	19%	F	11%	3%	34%	HJ	23%	24%	29%	32%	M	16%
No	898	119	234	277	91	76	99	122	163	320	179	108	474	313	898	-	-	898	898
	71%	57%	63%	74%	AB	78%	AB	89%	ABC	92%	ABCD	60%	70%	73%	G	77%	G	70%	73%
Don't know / can't remember	49	12	9	18	3	-	5	12	16	17	3	1	29	5	49	-	-	-	-
	4%	6%	2%	5%	3%	-	4%	6%	JK	7%	JK	4%	1%	1%	4%	M	1%	4%	4%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 18

**Q5e. Based on your perception, do you feel that the First World War centenary arts events / projects in this programme were ...?**

**Please select the answer that comes closest to your view.**

**Base: All aware of arts programme**

	Gender		Age								Social Class						Region					Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1265	568	697	107	77	141	213	229	220	278	498	311	182	274	809	456	165	357	319	307	164	118	1147	68	176	78	45	367
Weighted base	1272	629	644	28*	133*	176	226	209	197	305	355	348	288	282	703	570	165	342	329	304	178	119*	1137	68*	188*	69*	50**	374
Spread around the UK	551 43%	305 48%b	246 38%	8 29%	63 48%u	71 40%	96 42%	75 36%	106 54%udefh	132 43%u	142 40%	170 49%i	120 42%	119 42%	312 44%	239 42%	73 44%	161 47%	133 41%	139 46%	69 39%	50 42%	480 42%D	35 52%D	92 49%D	17 25%	34 69%	178 48%D
Concentrated in big cities	353 28%	163 26%	190 29%	11 38% dgh	39 29%	40 23%	64 28%	67 32%	51 26%	81 27%	117 33% jkn	88 25%	65 23%	83 29%	205 29%	148 26%	40 24%	73 21%	102 31% o	78 26%	59 33% o	41 34% o	326 29%	17 25%	48 26%	24 34%	8 17%	97 26%
Concentrated in London	157 12%	59 9%	98 15% a	5 17% cg	9 7%	43 25% cegh	28 12% g	33 16% g	9 5%	29 10%	38 11%	37 11%	48 17%	33 12%	76 11%	81 14%	22 13%	43 13%	43 13%	37 12%	20 11%	14 12%	136 12%	11 16%	23 12%	19 27% AC	5 11%	57 15%
Don't know	212 17%	102 16%	109 17%	4 15%	21 16%	21 12%	38 17%	34 16%	31 16%	62 20%	58 16%	53 15%	54 19%	47 17%	111 16%	101 18%	30 18%	66 19%	51 15%	50 17%	31 17%	14 12%	195 17% F	5 8%	24 13%	10 14%	2 3%	41 11%

## British Future - 14-18 NOW Polling

Table 18

**Q5e. Based on your perception, do you feel that the First World War centenary arts events / projects in this programme were ...?**

**Please select the answer that comes closest to your view.**

**Base: All aware of arts programme**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	Univ-ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1265	341	399	376	588	433	165	52	11
Weighted base	1272	356	419	370	593	449	169	29**	12**
Spread around the UK	551 43%	168 47%	194 46%	150 41%	258 44%	176 39%	83 49%	16 53%	6 45%
Concentrated in big cities	353 28%	99 28%	120 29%	103 28%	164 28%	129 29%	52 31%	6 19%	3 25%
Concentrated in London	157 12%	32 9%	47 11%	58 16%G	65 11%	69 15%	14 9%	3 11%	3 23%
Don't know	212 17%	58 16%	59 14%	59 16%	106 18%	75 17%	20 12%	5 17%	1 7%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 18

**Q5e. Based on your perception, do you feel that the First World War centenary arts events / projects in this programme were ...?**

**Please select the answer that comes closest to your view.**

**Base: All aware of arts programme**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con (h)	Leave (i)	Lab (j)	Remain (k)	LD (l)	LD (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1265	445	351	48	94	553	507	98	277	162	104	232	19	73	85	477	703	193	609	463	268	644	353
Weighted base	1272	467	383	51*	92*	579	555	110*	305	158	119*	248	19**	73*	87*	488	697	206	619	447	292	654	327
Spread around the UK	551 43%	206 44%	192 50% <sup>c</sup>	16 32%	36 39%	270 47% <sup>eg</sup>	237 43%	36 33%	134 44%	71 45%	59 50%	120 49%	9 46%	27 38%	35 40%	201 41%	315 45%	80 39%	258 42%	213 48%	117 40%	279 43%	155 47%
Concentrated in big cities	353 28%	142 30% <sup>b</sup>	80 21%	15 29%	31 33% <sup>b</sup>	142 25%	171 31% <sup>e</sup>	29 27%	101 33% <sup>k</sup>	39 25%	28 24%	51 21%	6 32%	25 34% <sup>k</sup>	12 14%	141 29% <sup>p</sup>	200 29% <sup>p</sup>	56 27%	169 27%	128 29%	91 31%	168 26%	93 29%
Concentrated in London	157 12%	52 11%	44 12%	10 20%	7 8%	78 13%	60 11%	13 12%	29 9%	23 14%	13 11%	31 13%	- -	7 10%	19 22% <sup>qr</sup>	55 11%	83 12%	28 14%	81 13%	48 11%	40 14%	79 12%	38 12%
Don't know	212 17%	67 14%	68 18%	10 19%	19 20%	89 15%	87 16%	31 28% <sup>ef</sup>	41 14%	25 16%	19 16%	45 18%	4 22%	14 19%	20 23%	91 19%	100 14%	42 21% <sup>u</sup>	110 18%	59 13%	43 15%	128 20% <sup>x</sup>	40 12%

## British Future - 14-18 NOW Polling

Table 18

**Q5e. Based on your perception, do you feel that the First World War centenary arts events / projects in this programme were ...?**

**Please select the answer that comes closest to your view.**

**Base: All aware of arts programme**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)	
Unweighted base	1265	215	357	381	118	84	101	200	218	441	240	162	745	366	1265	-	323	890	890
Weighted base	1272	209	373	373	117*	85*	107*	204	233	442	233	153	744	378	1272	**	325	898	898
Spread around the UK	551	97	188	144	54	31	33	92	95	193	107	60	372	134	551	-	225	313	313
	43%	46%F	51%CF	39%	46%F	37%	31%	45%	41%	44%	46%	39%	50%M	35%	43%	-	69%QR	35%	35%
Concentrated in big cities	353	53	114	94	35	24	33	48	60	130	62	50	194	112	353	-	60	283	283
	28%	25%	30%	25%	30%	29%	31%	23%	26%	29%	27%	32%	26%	30%	28%	-	18%	32%P	32%P
Concentrated in London	157	27	26	65	10	14	16	28	34	56	24	14	76	62	157	-	21	128	128
	12%	13%	7%	17%BD	8%	16%B	15%B	14%	15%	13%	10%	9%	10%	17%L	12%	-	6%	14%P	14%P
Don't know	212	33	45	70	18	16	26	37	43	63	41	29	102	69	212	-	19	174	174
	17%	16%	12%	19%B	16%	19%	24%B	18%	18%	14%	17%	19%	14%	18%	17%	-	6%	19%P	19%P

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 19

**Q5f. Based on what you have just seen and read [and what you knew before today], which of the following statements comes closest to your view?**

**Base: All respondents**

	Gender		Age							Social Class						Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
I feel that this programme of arts events / projects for the First World War centenary was for people like me	1213	578	635	21	128	173	228	185	189	287	366	350	244	253	716	497	174	343	300	304	149	117	1083	51	182	65	68	366
	54%	53%	54%	33%	49%u	50%u	52%u	50%u	58%u	63%u	62%u	53%	52%	47%	58%u	49%	61%pr	58%pr	51%	55%	47%	59%r	55%BF	37%	50%	45%	57%B	48%
I feel that this programme of arts events / projects for the First World War centenary was not for people like me	590	298	292	32	92	104	100	103	73	86	142	176	123	149	318	272	72	139	173	134	95	49	494	63	101	46	36	246
	26%	27%	25%	49%cd	15%efgh	30%h	23%	28%h	22%	19%	24%	27%	26%	27%	26%	27%	25%	23%	29%	24%	30%	25%	46%ACF	28%	31%	31%	32%A	
Don't know	457	209	248	11	40	70	107	81	64	83	79	129	107	141	209	248	42	110	118	120	74	33	402	24	81	35	15	155
	20%	19%	21%	18%	16%	20%	25%c	22%	20%	18%	14%	20%i	23%im	26%ijm	17%	24%im	14%	19%	20%	22%v	23%v	17%	20%	17%	22%	24%	12%	20%

## British Future - 14-18 NOW Polling

Table 19

**Q5f. Based on what you have just seen and read [and what you knew before today], which of the following statements comes closest to your view?**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
I feel that this programme of arts events / projects for the First World War centenary was for people like me	1213 54%	326 49%	400 57%G	380 61%G	567 51%	421 55%	163 64%JKM	32 48%	18 60%
I feel that this programme of arts events / projects for the First World War centenary was not for people like me	590 26%	194 29%	169 24%	145 23%	277 25%	215 28%	55 22%	27 40%JL	4 15%
Don't know	457 20%	149 22%I	138 19%	95 15%	266 24%KLM	127 17%	37 14%	8 12%	8 25%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 19

**Q5f. Based on what you have just seen and read [and what you knew before today], which of the following statements comes closest to your view?**

**Base: All respondents**

	<u>Vote In 2017 General Election</u>				<u>EU Ref Vote in June 2016</u>			<u>EU Ref/2017 voting pattern</u>						<u>Q1. Interest in history</u>			<u>Q1. Interest in arts and culture</u>			<u>Q2. Immigration score</u>			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
I feel that this programme of arts events / projects for the First World War centenary was for people like me	1213 54%	469 60%	382 57%	45 53%	84 60%	542 58%g	553 58%g	97 31%	309 61%	158 61%	125 60%	241 59%	22 61%	60 61%	66 24%	431 45%p	716 70%pq	159 32%	588 53% <sub>s</sub>	467 71% <sub>st</sub>	279 52%	621 51%	314 61% <sub>vw</sub>
I feel that this programme of arts events / projects for the First World War centenary was not for people like me	590 26%	162 21%	172 26%	20 24%	32 22%	236 25%	203 21%	119 38% <sub>ef</sub>	97 19%	59 23%	45 22%	104 25%	6 17%	23 24%	132 48% <sub>qr</sub>	272 29% <sub>r</sub>	186 18%	199 40% <sub>tu</sub>	278 25% <sub>u</sub>	114 17%	132 24%	319 26%	139 27%
Don't know	457 20%	148 19%	111 17%	19 23%	25 18%	154 17%	193 20%	97 31% <sub>ef</sub>	101 20%	43 17%	38 18%	63 16%	8 22%	15 15%	80 29% <sub>fr</sub>	251 26% <sub>r</sub>	126 12%	135 27% <sub>u</sub>	247 22% <sub>u</sub>	74 11%	130 24% <sub>x</sub>	267 22% <sub>x</sub>	60 12%

## British Future - 14-18 NOW Polling

Table 19

**Q5f. Based on what you have just seen and read [and what you knew before today], which of the following statements comes closest to your view?**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
I feel that this programme of arts events / projects for the First World War centenary was for people like me	1213 54%	215 68% CDEF	356 63% CDEF	338 50% F	128 52% F	88 49% F	79 33%	205 59% H	219 47%	416 56% H	226 53%	144 56%	822 75% M	269 34%	854 67% O	359 36%	294 91% QR	535 60% R	893 47%
I feel that this programme of arts events / projects for the First World War centenary was not for people like me	590 26%	64 20%	132 23%	211 31% ABE	58 24%	39 22%	82 34% ABDE	91 26%	135 29%	183 24%	109 25%	68 26%	169 15%	373 47% L	236 19%	354 36% N	20 6%	205 23% P	559 30% PQ
Don't know	457 20%	39 12%	77 14%	122 18% A	58 24% AB	54 30% ABC	77 32% ABC	53 15%	109 24% G	150 20%	94 22% G	44 17%	107 10%	151 19% L	182 14%	274 28% N	11 3%	158 18% P	433 23% PQ

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 20

**Q6. Do you think it was a good idea or a bad idea to have an arts programme across the UK to mark the First World War centenary?**

**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
NET: Good idea	1706	776	931	58	161	243	322	287	262	373	478	518	338	372	996	711	214	448	442	437	224	156	1548	82	189	94	79	444
	76%	71%	79%a	89% cdefghi	2% 2%	70%	74% c	78% cd	81% cd	82% cde	81% kln	79% kln	71%	69%	80% kln	70%	74%	76%	75%	78% r	70%	78%	78% BCDF	60%	52%	64%	67%	58%
A very good idea	1099	470	629	28	73	143	206	196	196	257	307	322	224	247	629	470	137	286	278	296	146	93	1014	44	105	57	50	257
	49%	43%	54%a	43% c	28% 28%	41% c	47% c	53% ucd	60% ucde	56% ucde	52% ln	49%	47%	45%	51% kln	46%	48%	48%	56% de	52% 2%	53%	46%	51% BCDF	32%	29%	39%	42%	33%
Quite a good idea	607	306	302	30	88	100	116	91	66	116	171	196	115	126	367	240	76	162	164	141	78	62	534	38	84	36	30	187
	27%	28%	26%	46% cdefghi	4% g	29% g	27% o	25% o	20%	25%	29% ln	30% ln	24%	23%	30% ln	24%	27%	27%	28%	25%	25%	31%	27%	27%	23%	25%	25%	24%
Neither a good nor a bad idea	358	187	171	4	47	67	69	61	46	64	74	88	82	114	162	196	39	80	100	88	60	30	283	24	117	25	30	196
	16%	17%	15%	6%	18% u	19% u	16% u	16% u	14% u	14% u	13%	13%	17%	21% ijm	13%	19% ijm	13%	14%	17%	16%	19%	15%	14%	17%	32% ABD	17%	25% A	26% A
Quite a bad idea	75	51	24	1	24	13	15	7	6	9	20	16	16	24	36	40	19	31	22	14	6	3	58	18	21	2	2	43
	3%	5% b	2%	2%	9% defgh	4%	4%	2%	2%	2%	3%	2%	3%	4%	3%	4%	7% qrs	5% qrs	4%	3%	2%	1%	3%	13% ADEF	6%	2%	1%	6% A
A very bad idea	35	28	7	*	9	12	1	5	6	2	6	11	17	1	17	18	9	16	10	5	3	1	19	3	19	12	-	34
	2%	3% b	1%	*	3% eh	3% eh	*	1%	2% e	*	1%	2% l	4% ilm	*	1%	2% l	3% q	3% q	2%	1%	1%	1%	2%	5% A	8% AE	-	4% A	
NET: Bad idea	110	80	31	2	33	25	16	12	12	11	26	27	33	25	52	58	28	47	32	19	9	4	77	21	40	14	2	77
	5%	7% b	3%	3%	12% uefgh	7% fh	4%	3%	4%	2%	4%	4%	7%	5%	4%	6%	10% pqrs	8% qrs	5%	3%	3%	2%	4%	15% AE	11% AE	10% AE	1%	10% AE
Don't know	86	43	43	1	20	13	28	10	6	8	10	23	21	31	33	53	6	17	18	15	26	10	72	12	19	12	8	51
	4%	4%	4%	2%	8% lugh	4%	6% ufgh	3%	2%	2%	2%	4%	4% i	6% im	3%	5% im	2%	3%	3%	3%	8% vopq	5%	4%	8%	5%	8% A	6%	7% A

## British Future - 14-18 NOW Polling

Table 20

**Q6. Do you think it was a good idea or a bad idea to have an arts programme across the UK to mark the First World War centenary?**

**Base: All respondents**

	Household Income				Education level					
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)	
Unweighted base	2260	633	680	617	1110	721	247	127	23	
Weighted base	2260	669	706	619	1110	762	255	66*	30**	
NET: Good idea	1706 76%	458 68%	533 76%G	509 82%GH	846 76%	571 75%	189 74%	53 80%	25 81%	
A very good idea	1099 49%	303 45%	354 50%	322 52%G	556 50%	368 48%	116 46%	27 41%	19 65%	
Quite a good idea	607 27%	154 23%	179 25%	187 30%G	290 26%	203 27%	73 28%	26 38%	5 17%	
Neither a good nor a bad idea	358 16%	137 20%HI	105 15%	75 12%	171 15%	126 17%	50 20%M	5 8%	3 9%	
Quite a bad idea	75 3%	29 4%I	31 4%I	10 2%	30 3%	32 4%	4 1%	7 11%JKL	1 4%	
A very bad idea	35 2%	11 2%	18 3%	6 1%	14 1%	11 1%	10 4%JK	- -	- -	
NET: Bad idea	110 5%	40 6%I	49 7%I	16 3%	43 4%	44 6%	14 5%	7 11%J	1 4%	
Don't know	86 4%	34 5%H	19 3%	20 3%	50 5%L	22 3%	2 1%	1 2%	2 6%	



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 20

**Q6. Do you think it was a good idea or a bad idea to have an arts programme across the UK to mark the First World War centenary?**

**Base: All respondents**

	Vote in 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
NET: Good idea	1706 76%	649 83%b	487 73%	64 75%	110 79%	686 74%g	782 82%eg	180 58%	434 86%km	207 79%k	167 80%k	289 71%	31 85%	74 76%	173 62%	661 69%	872 85%pq	342 69%	822 74%	542 83%st	431 80%w	871 72%	405 79%w
A very good idea	1099 49%	437 56%b	311 47%	42 50%	76 54%	437 47%g	536 56%eg	98 31%	293 58%k	139 53%k	115 55%k	176 43%	24 66%	51 52%	78 28%	378 40%p	642 62%pq	183 37%	509 46%s	407 62%st	286 53%w	559 46%	254 49%
Quite a good idea	607 27%	212 27%	176 27%	21 25%	34 24%	249 27%	246 26%	82 26%	140 28%	68 26%	52 25%	113 28%	7 19%	23 24%	95 34%r	283 30%r	230 22%	158 32%u	313 28%u	136 21%	144 27%	312 26%	151 29%
Neither a good nor a bad idea	358 16%	81 10%	107 16%a	18 21%a	22 16%	158 17%f	109 11%	87 28%ef	42 8%	35 13%	26 13%	70 17%h	4 11%	17 17%h	61 22%r	194 20%r	103 10%	93 19%u	190 17%u	74 11%	74 14%	212 18%	72 14%
Quite a bad idea	75 3%	29 4%	34 5%	1 1%	2 2%	34 4%	31 3%	9 3%	20 4%	8 3%	8 4%	22 5%	1 2%	2 2%	7 2%	43 4%r	26 3%	15 3%	45 4%	16 2%	14 3%	45 4%	16 3%
A very bad idea	35 2%	9 1%	19 3%a	- -	4 3%	29 3%fg	5 1%	- -	3 1%	6 2%	1 *	18 4%hj	1 2%	3 3%h	7 2%	17 2%	11 1%	5 1%	19 2%	10 2%	9 2%	15 1%	11 2%
NET: Bad idea	110 5%	37 5%	53 8%a	1 1%	6 5%	63 7%fg	37 4%	9 3%	23 5%	14 5%	9 4%	40 10%h	2 4%	5 5%	14 5%	60 6%r	37 4%	20 4%	64 6%	26 4%	23 4%	60 5%	27 5%
Don't know	86 4%	12 2%	17 3%	2 2%	1 1%	26 3%	22 2%	37 12%ef	8 2%	4 2%	6 3%	9 2%	- -	1 1%	30 11%qr	39 4%r	17 2%	38 8%tu	36 3%	12 2%	13 2%	63 5%vx	10 2%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 20

**Q6. Do you think it was a good idea or a bad idea to have an arts programme across the UK to mark the First World War centenary?**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
NET: Good idea	1706	254	441	525	189	139	149	251	328	582	339	200	903	557	1033	673	263	734	1408
	76%	80%F	78%F	78%F	77%F	77%F	63%	72%	71%	78%H	79%H	78%	82%M	70%	81%O	68%	81%R	82%R	75%
A very good idea	1099	166	287	333	128	92	88	171	205	364	216	139	639	306	734	365	211	500	865
	49%	52%F	51%F	50%F	53%F	51%F	37%	49%	44%	49%	50%	55%H	58%M	39%	58%O	37%	65%QR	56%R	46%
Quite a good idea	607	88	154	191	61	47	61	80	123	218	122	61	264	251	299	308	52	235	543
	27%	28%	27%	28%	25%	26%	26%	23%	26%	29%	29%	24%	24%	32%L	24%	31%N	16%	26%P	29%P
Neither a good nor a bad idea	358	42	62	105	35	33	67	54	90	109	61	39	124	168	142	216	21	115	330
	16%	13%	11%	16%B	14%	18%B	28%ABCD	15%	19%	15%	14%	15%	11%	21%L	11%	22%N	6%	13%P	18%PQ
Quite a bad idea	75	7	29	17	11	5	5	21	18	18	8	9	36	38	50	25	22	27	53
	3%	2%	5%C	2%	5%	3%	2%	6%IJ	4%	2%	2%	4%	3%	5%	4%	3%	7%QR	3%	3%
A very bad idea	35	8	19	5	-	-	3	13	4	10	8	1	26	7	29	6	20	9	15
	2%	2%CD	3%CDE	1%	-	-	1%	4%HIK	1%	1%	2%	*	2%M	1%	2%O	1%	6%QR	1%	1%
NET: Bad idea	110	15	48	21	11	5	8	34	23	28	15	10	61	45	79	32	41	36	68
	5%	5%	9%CEF	3%	5%	3%	3%	10%HIJK	5%	4%	4%	4%	6%	6%	6%O	3%	13%QR	4%	4%
Don't know	86	7	14	20	9	4	14	10	24	31	14	6	9	22	19	67	-	13	80
	4%	2%	2%	3%	4%	2%	6%AB	3%	5%	4%	3%	2%	1%	3%L	1%	7%N	-	1%	4%PQ

## British Future - 14-18 NOW Polling

Table 21

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- Summary table**

**Base: All Sample A respondents who passed video test**

	'British society is divided.'	'A shared history can bring people together in the UK.'	'Arts and cultural events can bring people together in the UK.'	'It is important to mark British national moments.'	'I feel optimistic about the future of the UK.'
Unweighted base	1126	1126	1126	1126	1126
Weighted base	1127	1127	1127	1127	1127
NET: Agree	811 72%	873 77%	813 72%	946 84%	484 43%
Strongly agree	309 27%	427 38%	363 32%	643 57%	180 16%
Tend to agree	502 45%	446 40%	449 40%	303 27%	304 27%
Neither agree nor disagree	209 19%	179 16%	214 19%	130 11%	322 29%
Tend to disagree	67 6%	50 4%	51 4%	28 2%	200 18%
Strongly disagree	14 1%	6 1%	17 1%	7 1%	80 7%
NET: Disagree	82 7%	56 5%	67 6%	35 3%	280 25%
Don't know	25 2%	19 2%	33 3%	17 1%	41 4%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 22

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample A respondents who passed video test**

	Gender		Age								Social Class						Region						Ethnicity					
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1126	496	630	125	82	145	203	194	173	204	390	308	164	264	698	428	150	316	289	271	146	104	990	63	167	79	70	379
Weighted base	1127	545	582	34*	121*	177	211	188	164	232	278	345	232	271	623	504	135	291	305	267	164	100*	984	66**	172*	78*	62*	379
NET: Agree	811	404	408	23	81	105	146	145	127	185	207	252	162	190	460	352	94	200	236	176	127	72	729	51	93	46	37	227
	72%	74%	70%	68%	67%	59%	69%	77% <sup>d</sup>	77% <sup>d</sup>	80% <sup>u</sup>	85% <sup>d</sup>	73%	70%	70%	74%	70%	70%	69%	77% <sup>oq</sup>	66%	77% <sup>q</sup>	72%	74% <sup>CDEF</sup>	77%	54%	59%	59%	60%
Strongly agree	309	169	140	7	33	32	53	61	56	69	86	94	54	76	180	129	42	81	86	69	41	32	276	15	31	13	15	74
	27%	31% <sup>b</sup>	24%	19%	27%	18%	25%	32% <sup>ud</sup>	34% <sup>ud</sup>	30% <sup>d</sup>	31%	27%	23%	28%	29%	26%	31%	28%	28%	26%	25%	32%	28% <sup>CF</sup>	22%	18%	16%	24%	19%
Tend to agree	502	235	267	16	48	73	94	84	71	116	122	158	108	114	280	222	52	120	150	107	86	40	453	37	62	33	22	154
	45%	43%	46%	49%	40%	41%	44%	45%	43%	50%	44%	46%	47%	42%	45%	44%	38%	41%	49%	40%	52% <sup>vq</sup>	40%	46%	55%	36%	42%	35%	41%
Neither agree nor disagree	209	90	119	7	26	46	42	31	23	33	45	55	57	51	100	109	20	61	41	67	19	21	174	13	46	27	13	98
	19%	16%	20%	22%	22%	26% <sup>gh</sup>	20%	16%	14%	14%	16%	16%	25% <sup>im</sup>	19%	16%	22% <sup>m</sup>	15%	21% <sup>pr</sup>	13%	25% <sup>vpr</sup>	12%	21%	18%	20%	27%	35% <sup>A</sup>	20%	26% <sup>A</sup>
Tend to disagree	67	33	35	3	8	15	13	8	7	13	17	26	6	18	43	24	12	17	18	16	11	6	52	1	24	3	6	34
	6%	6%	6%	9%	7%	8%	6%	4%	4%	6%	6%	7% <sup>ck</sup>	2%	7%	7%	5%	9%	6%	6%	6%	6%	6%	5%	1%	14% <sup>A</sup>	4%	10%	9%
Strongly disagree	14	11	3	-	-	3	3	2	6	-	2	3	3	6	5	9	3	7	2	3	2	-	10	*	*	2	2	5
	1%	2%	1%	-	-	2%	1%	1%	4% <sup>h</sup>	-	1%	1%	1%	2%	1%	2%	2%	3%	1%	1%	1%	1%	1%	*	*	3%	4%	1%
NET: Disagree	82	44	38	3	8	17	16	11	13	20	29	8	25	48	33	16	24	20	19	13	6	61	1	24	5	8	39	
	7%	8%	7%	9%	7%	10%	7%	6%	8%	6%	7%	8%	4%	9%	8%	7%	12%	8%	7%	7%	8%	6%	6%	2%	14% <sup>A</sup>	7%	13%	10%
Don't know	25	8	17	*	5	9	7	2	1	1	6	9	5	5	15	10	5	6	8	5	5	1	19	*	9	-	4	14
	2%	1%	3%	1%	4% <sup>h</sup>	5% <sup>gh</sup>	3% <sup>h</sup>	1%	1%	*	2%	3%	2%	2%	2%	2%	4%	2%	3%	2%	3%	1%	2%	1%	5%	-	7% <sup>A</sup>	4%

## British Future - 14-18 NOW Polling

Table 22

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample A respondents who passed video test**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1126	331	338	292	562	366	117	57	10
Weighted base	1127	346	354	298	570	374	128*	29**	12**
NET: Agree	811 72%	254 74%	247 70%	227 76%	409 72%	278 74%	86 67%	24 81%	7 64%
Strongly agree	309 27%	105 31%	90 25%	84 28%	153 27%	113 30%	33 26%	6 21%	2 21%
Tend to agree	502 45%	149 43%	157 44%	143 48%	256 45%	165 44%	53 41%	18 60%	5 43%
Neither agree nor disagree	209 19%	62 18%	67 19%	46 15%	109 19%	59 16%	31 24%	5 16%	1 12%
Tend to disagree	67 6%	20 6%	26 7%	17 6%	30 5%	25 7%	10 8%	1 3%	-
Strongly disagree	14 1%	4 1%	4 1%	5 2%	7 1%	5 1%	2 1%	-	-
NET: Disagree	82 7%	24 7%	30 9%	22 7%	36 6%	30 8%	11 9%	1 3%	-
Don't know	25 2%	6 2%	10 3%	3 1%	15 3%	7 2%	-	-	3 23%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 22

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample A respondents who passed video test**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1126	350	288	37	72	452	397	152	208	133	81	191	18	49	136	468	522	239	556	331	235	622	269
Weighted base	1127	384	321	42**	73*	486	442	165	232	145	97*	207	20**	48*	136	472	519	247	557	323	256	630	241
NET: Agree	811 72%	288 75%	234 73%	32 75%	57 79%	352 72%g	335 76%g	101 62%	179 77%	105 73%	71 74%	153 74%	19 98%	35 73%	81 59%	322 68%	409 79%pq	159 64%	395 71%	257 80%st	204 79%w	423 67%	185 77%w
Strongly agree	309 27%	106 28%	102 32%	14 34%	22 30%	150 31%g	122 28%	31 19%	68 29%	37 26%	25 26%	72 35%	6 31%	16 33%	22 16%	107 23%	180 35%pq	53 22%	135 24%	121 38%st	92 36%w	123 19%	94 39%w
Tend to agree	502 45%	182 48%	132 41%	18 42%	36 50%	202 42%	212 48%	71 43%	111 48%	68 47%	46 48%	81 39%	13 67%	19 40%	58 43%	215 45%	229 44%	106 43%	260 47%	136 42%	111 43%	300 48%x	91 38%
Neither agree nor disagree	209 19%	63 16%	52 16%	7 17%	7 9%	84 17%	68 15%	49 30%ef	37 16%	24 17%	12 13%	35 17%	* 2%	6 12%	31 23%r	106 22%r	72 14%	53 21%u	117 21%u	39 12%	33 13%	145 23%vx	31 13%
Tend to disagree	67 6%	24 6%	24 7%	2 4%	3 5%	32 7%	26 6%	7 4%	11 5%	13 9%	8 8%	14 7%	- -	3 5%	11 8%	27 6%	30 6%	20 8%	32 6%	16 5%	15 6%	35 5%	18 7%
Strongly disagree	14 1%	5 1%	5 1%	- -	3 4%	8 2%	5 1%	1 1%	5 2%	1 *	1 1%	4 2%	- -	3 6%i	3 2%	9 2%	2 *	2 1%	7 1%	5 1%	2 1%	9 2%	3 1%
NET: Disagree	82 7%	30 8%	28 9%	2 4%	6 9%	39 8%	31 7%	8 5%	16 7%	14 9%	8 9%	18 9%	- -	5 11%	14 10%	35 7%	32 6%	22 9%	39 7%	20 6%	17 7%	44 7%	21 9%
Don't know	25 2%	3 1%	7 2%	2 4%	2 3%	10 2%	9 2%	6 4%	* *	2 1%	5 5%h	2 1%	- -	2 4%h	10 8%qr	9 2%	6 1%	13 5%tu	6 1%	6 2%	4 1%	18 3%	4 2%

## British Future - 14-18 NOW Polling

Table 22

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample A respondents who passed video test**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1126	161	299	337	121	74	117	188	218	371	199	144	559	370	610	516	157	424	940
Weighted base	1127	161	297	317	127*	77*	128*	171	230	374	203	138*	550	370	618	508	165	426	934
NET: Agree	811	119	224	233	86	60	83	122	164	258	150	111	419	270	448	363	117	319	682
	72%	74%	75%	73%	67%	78%	65%	71%	71%	69%	74%	81%l	76%	73%	72%	71%	71%	75%	73%
Strongly agree	309	39	93	78	44	20	34	52	61	97	56	41	167	103	174	135	55	118	253
	27%	24%	31%	25%	35%	26%	26%	31%	27%	26%	27%	30%	30%	28%	28%	27%	33%	28%	27%
Tend to agree	502	80	131	154	41	40	49	69	103	160	94	70	252	167	274	228	62	201	430
	45%	50%D	44%	49%D	33%	53%D	39%	40%	45%	43%	46%	51%	46%	45%	44%	45%	38%	47%	46%
Neither agree nor disagree	209	25	41	55	30	13	33	27	42	85	38	15	77	67	113	96	32	68	164
	19%	16%	14%	17%	24%B	17%	26%B	16%	18%	23%K	19%	11%	14%	18%	18%	19%	19%	16%	18%
Tend to disagree	67	6	26	19	8	*	6	13	16	23	7	8	39	23	43	25	13	28	53
	6%	4%	9%E	6%	7%	1%	4%	8%	7%	6%	4%	6%	7%	6%	7%	5%	8%	7%	6%
Strongly disagree	14	4	2	1	2	3	1	4	3	3	2	2	11	2	11	3	2	8	11
	1%	3%	1%	*	1%	4%C	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%
NET: Disagree	82	10	28	21	10	4	7	17	18	26	9	11	50	26	53	28	15	36	64
	7%	6%	9%	7%	8%	5%	5%	10%	8%	7%	5%	8%	9%	7%	9%	6%	9%	8%	7%
Don't know	25	6	4	8	2	*	5	6	6	6	6	1	4	7	4	21	1	3	24
	2%	4%	1%	3%	1%	1%	4%	4%	3%	1%	3%	1%	1%	2%	1%	4%N	1%	1%	3%Q

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 23

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Gender		Age								Social Class						Region					Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1126	496	630	125	82	145	203	194	173	204	390	308	164	264	698	428	150	316	289	271	146	104	990	63	167	79	70	379
Weighted base	1127	545	582	34*	121*	177	211	188	164	232	278	345	232	271	623	504	135	291	305	267	164	100*	984	66**	172*	78*	62*	379
NET: Agree	873 77%	404 74%	468 80%a	24 71%	88 73%	135 76%	160 76%	147 78%	132 81%	187 81%	222 80%	272 79%	179 77%	200 74%	379 75%	104 77%	221 76%	259 85%oqrs	201 75%	119 72%	73 73%	778 79%C	53 80%	116 67%	58 74%	49 78%	275 73%	
Strongly agree	427 38%	186 34%	241 41%a	8 23%	44 36%	68 38%u	83 39%u	68 36%u	56 34%	99 43%u	110 40%	133 38%	82 35%	101 37%	243 39%	183 36%	63 47%rs	119 41%rs	125 41%rs	105 39%	51 31%	27 27%	373 38%	26 39%	50 29%	41 53%C	25 40%	142 38%
Tend to agree	446 40%	218 40%	228 39%	16 48%	44 36%	67 38%	77 36%	78 42%	76 47%	88 38%	111 40%	139 40%	96 42%	99 37%	250 40%	196 39%	41 30%	102 35%	134 44%v	96 36%	68 42%	46 46%v	405 41%D	27 41%	65 38%	17 21%	24 39%	133 35%
Neither agree nor disagree	179 16%	100 18%	79 14%	5 15%	18 15%	24 14%	39 19%	29 15%	30 18%	34 15%	42 15%	49 14%	46 20%	43 16%	91 15%	88 18%	17 13%	47 16%	37 12%	48 18%	30 18%	18 18%	154 16%	8 12%	38 22%	19 24%	9 14%	73 19%
Tend to disagree	50 4%	30 5%	20 3%	4 11%efgh	8 7%g	13 7%g	6 3%	8 4%	2 1%	10 4%	8 3%	16 5%	4 2%	22 8%ikm	24 4%	26 5%	9 7%p	16 5%	7 2%	12 5%	9 5%	6 6%	36 4%	1 1%	10 6%	1 2%	1 1%	14 4%
Strongly disagree	6 1%	1 *	5 1%	* *	1 1%	3 1%	- -	2 1%	- -	- -	1 *	4 1%	1 1%	- -	5 1%	1 *	2 1%	3 1%	2 1%	2 1%	- -	- -	2 *	3 4%	3 2%	- -	- -	5 1%
NET: Disagree	56 5%	31 6%	25 4%	4 11%efgh	9 8%g	15 9%eg	6 3%	10 5%g	2 1%	10 4%	9 3%	20 6%	5 2%	22 8%ik	29 5%	27 5%	11 8%p	18 6%	8 3%	14 5%	9 5%	6 6%	39 4%	3 5%	13 8%	1 2%	1 1%	19 5%
Don't know	19 2%	10 2%	9 2%	1 3%g	5 4%g	3 2%	6 3%	2 1%	- -	2 1%	5 2%	5 1%	2 1%	7 2%	10 2%	9 2%	3 2%	5 2%	1 *	4 1%	6 4%p	2 2%	13 1%	1 2%	5 3%	1 1%	4 6%A	11 3%



## British Future - 14-18 NOW Polling

Table 23

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	Univ-ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1126	331	338	292	562	366	117	57	10
Weighted base	1127	346	354	298	570	374	128*	29**	12**
NET: Agree	873 77%	263 76%	267 75%	249 84% <sup>H</sup>	440 77%	291 78%	100 78%	23 78%	9 74%
Strongly agree	427 38%	136 39%	130 37%	122 41%	221 39%	143 38%	46 36%	8 26%	2 16%
Tend to agree	446 40%	127 37%	136 38%	127 43%	219 38%	148 40%	54 42%	15 52%	7 58%
Neither agree nor disagree	179 16%	52 15%	66 19% <sup>I</sup>	32 11%	87 15%	63 17%	19 14%	3 11%	3 26%
Tend to disagree	50 4%	21 6%	12 3%	12 4%	24 4%	17 4%	8 6%	* 2%	-
Strongly disagree	6 1%	3 1%	1 *	1 *	2 *	2 1%	1 1%	1 4%	-
NET: Disagree	56 5%	24 7%	13 4%	13 4%	26 5%	19 5%	10 8%	2 5%	-
Don't know	19 2%	6 2%	8 2%	4 1%	17 3% <sup>K</sup>	1 *	-	2 6%	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 23

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1126	350	288	37	72	452	397	152	208	133	81	191	18	49	136	468	522	239	556	331	235	622	269
Weighted base	1127	384	321	42**	73*	486	442	165	232	145	97*	207	20**	48*	136	472	519	247	557	323	256	630	241
NET: Agree	873 77%	325 85%b	244 76%	29 69%	60 83%	380 78%g	370 84%g	99 60%	202 87%k	117 81%	81 83%	152 74%	17 85%	39 83%	83 61%	336 71%	454 87%pq	159 65%	435 78% <sub>s</sub>	279 86% <sub>st</sub>	192 75%	483 77%	198 82%
Strongly agree	427 38%	175 46%	119 37%	14 32%	29 40%	183 38%g	195 44%g	40 24%	112 48%k	59 41%	40 42%	73 35%	9 46%	19 40%	22 16%	131 28% <sub>p</sub>	273 53% <sub>pq</sub>	64 26%	186 33%	177 55% <sub>st</sub>	102 40%	216 34%	109 45% <sub>w</sub>
Tend to agree	446 40%	150 39%	125 39%	16 37%	31 43%	197 41%	174 39%	59 36%	91 39%	58 40%	40 42%	79 38%	8 39%	20 43%	61 45%	204 43% <sub>r</sub>	181 35%	96 39%	249 45% <sub>u</sub>	102 32%	90 35%	267 42%	89 37%
Neither agree nor disagree	179 16%	49 13%	45 14%	5 11%	12 17%	71 15%	53 12%	50 30% <sub>ef</sub>	26 11%	23 16%	11 11%	28 13%	3 15%	8 17%	33 25% <sub>r</sub>	95 20% <sub>r</sub>	51 10%	56 23% <sub>u</sub>	93 17% <sub>u</sub>	30 9%	42 16%	109 17%	28 12%
Tend to disagree	50 4%	8 2%	25 8% <sub>ad</sub>	5 13%	-	25 5%	16 4%	4 3%	4 2%	4 3%	4 4%	21 10% <sub>him</sub>	-	-	7 5%	32 7% <sub>r</sub>	11 2%	18 7% <sub>u</sub>	23 4%	9 3%	18 7%	24 4%	7 3%
Strongly disagree	6 1%	-	6 2% <sub>a</sub>	-	-	6 1% <sub>f</sub>	-	-	-	-	-	6 3% <sub>h</sub>	-	-	4 3% <sub>r</sub>	3 1%	-	1 *	1 *	4 1%	-	-	6 3% <sub>vw</sub>
NET: Disagree	56 5%	8 2%	31 10% <sub>ad</sub>	5 13%	-	32 6%	16 4%	4 3%	4 2%	4 3%	4 4%	27 13% <sub>him</sub>	-	-	11 8% <sub>r</sub>	34 7% <sub>r</sub>	11 2%	19 8%	24 4%	13 4%	18 7%	24 4%	14 6%
Don't know	19 2%	1 *	1 *	3 7%	-	4 1%	3 1%	11 7% <sub>ef</sub>	-	1 *	1 1%	-	-	-	8 6% <sub>qr</sub>	8 2%	3 1%	13 5% <sub>tu</sub>	5 1%	1 *	5 2%	13 2%	1 1%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 23

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1126	161	299	337	121	74	117	188	218	371	199	144	559	370	610	516	157	424	940
Weighted base	1127	161	297	317	127*	77*	128*	171	230	374	203	138*	550	370	618	508	165	426	934
NET: Agree	873 77%	126 78%	242 81%F	251 79%	96 75%	63 81%	89 70%	126 74%	178 77%	290 78%	156 77%	115 83%	460 84%M	275 74%	518 84%O	355 70%	141 86%R	362 85%R	716 77%
Strongly agree	427 38%	68 42%	124 42%	118 37%	47 37%	24 31%	43 33%	74 43%J	91 40%	137 37%	64 31%	57 41%	257 47%M	102 28%	270 44%O	157 31%	78 47%R	184 43%R	341 37%
Tend to agree	446 40%	58 36%	118 40%	133 42%	49 38%	39 50%	46 36%	52 30%	87 38%	153 41%G	92 45%G	57 42%	202 37%	173 47%L	248 40%	198 39%	63 38%	177 42%	375 40%
Neither agree nor disagree	179 16%	20 12%	32 11%	48 15%	24 19%	13 17%	31 24%AB	28 17%	33 14%	58 15%	36 18%	22 16%	56 10%	66 18%L	65 11%	114 22%N	11 7%	46 11%	160 17%PQ
Tend to disagree	50 4%	9 6%	18 6%	9 3%	4 3%	1 1%	6 5%	11 6%	9 4%	20 5%	7 4%	2 1%	25 5%	21 6%	29 5%	21 4%	11 7%	15 3%	35 4%
Strongly disagree	6 1%	3 2%	3 1%	1 *	- -	- -	- -	1 1%	4 2%	1 *	- -	- -	3 *	2 1%	1 *	5 1%	1 1%	- -	5 1%
NET: Disagree	56 5%	11 7%	21 7%	10 3%	4 3%	1 1%	6 5%	12 7%K	14 6%	21 6%	7 4%	2 1%	28 5%	23 6%	31 5%	25 5%	12 8%	15 3%	40 4%
Don't know	19 2%	3 2%	2 1%	7 2%	3 2%	- -	2 1%	5 3%	6 2%	5 1%	4 2%	- -	7 1%	6 2%	5 1%	14 3%N	- -	4 1%	18 2%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 24

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Gender		Age								Social Class					Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1126	496	630	125	82	145	203	194	173	204	390	308	164	264	698	428	150	316	289	271	146	104	990	63	167	79	70	379
Weighted base	1127	545	582	34*	121*	177	211	188	164	232	278	345	232	271	623	504	135	291	305	267	164	100*	984	66**	172*	78*	62*	379
NET: Agree	813	358	455	22	81	125	148	140	117	180	209	261	170	173	470	343	106	209	231	191	114	69	724	50	111	58	46	265
	72%	66%	78%a	66%	67%	70%	70%	75%	71%	77%u	75%l	76%l	73%	64%	75%ln	68%	78%	72%	76%	72%	69%	69%	74%	75%	65%	74%	74%	70%
Strongly agree	363	156	207	7	41	60	71	59	42	83	97	122	62	82	219	144	47	89	108	95	43	28	310	24	55	37	14	131
	32%	29%	36%a	21%	34%	34%u	34%u	31%	26%	36%u	35%	35%	27%	30%	35%n	29%	35%	31%	36%	36%	26%	28%	31%	37%	32%	48%AE	23%	35%
Tend to agree	449	201	248	15	39	65	76	82	75	97	112	139	108	91	250	199	59	119	122	96	71	41	414	25	56	21	32	134
	40%	37%	43%	45%	33%	37%	36%	43%	46%	42%	40%	40%	46%l	34%	40%	39%	44%	41%	40%	36%	43%	41%	42%D	38%	32%	26%	52%CD	35%
Neither agree nor disagree	214	124	90	8	28	34	41	28	33	42	49	58	42	65	107	107	16	51	50	62	31	20	185	11	45	14	5	75
	19%	23%b	15%	24%	23%	19%	19%	15%	20%	18%	18%	17%	18%	24%am	17%	21%	12%	18%	17%	23%v	19%	20%	19%	17%	26%E	18%	8%	20%
Tend to disagree	51	32	19	1	6	11	7	15	3	8	13	14	6	17	28	23	6	15	16	7	5	7	44	3	3	5	2	14
	4%	6%	3%	3%	5%	6%	3%	8%g	2%	3%	5%	4%	3%	6%	4%	5%	4%	5%	5%	3%	3%	7%	4%	4%	2%	7%	4%	4%
Strongly disagree	17	12	5	1	1	3	7	1	4	-	1	6	1	9	7	10	3	7	4	1	4	-	8	2	7	-	2	11
	1%	2%	1%	4%fh	1%	2%	3%h	1%	2%h	*	2%	1%	3%i	1%	2%	2%	2%	1%	1%	3%	3%	-	1%	2%	4%A	-	4%	3%A
NET: Disagree	67	44	24	2	7	14	14	16	6	8	14	20	7	26	34	33	9	22	20	9	10	7	51	4	11	5	5	25
	6%	8%b	4%	7%	6%	8%	7%	9%	4%	3%	5%	6%	3%	9%k	6%	7%	7%	8%	6%	3%	6%	7%	5%	6%	6%	7%	8%	7%
Don't know	33	19	14	1	5	5	9	4	7	2	6	6	13	8	12	21	4	9	5	6	10	4	24	1	5	1	6	14
	3%	4%	2%	3%	4%	3%	4%h	2%	4%h	1%	2%	2%	5%am	3%	2%	4%	3%	3%	2%	2%	6%p	4%	2%	2%	3%	1%	10%A	4%

## British Future - 14-18 NOW Polling

Table 24

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1126	331	338	292	562	366	117	57	10
Weighted base	1127	346	354	298	570	374	128*	29**	12**
NET: Agree	813 72%	244 71%	248 70%	237 79%GH	414 73%	265 71%	98 76%	21 72%	6 51%
Strongly agree	363 32%	112 32%	112 32%	106 35%	178 31%	127 34%	45 35%	8 29%	2 16%
Tend to agree	449 40%	132 38%	135 38%	131 44%	236 41%	139 37%	53 42%	12 43%	4 35%
Neither agree nor disagree	214 19%	79 23%I	73 21%I	32 11%	106 19%	70 19%	22 17%	6 20%	6 49%
Tend to disagree	51 4%	12 4%	10 3%	19 6%	21 4%	20 5%	7 5%	1 3%	-
Strongly disagree	17 1%	3 1%	8 2%	3 1%	4 1%	11 3%J	1 1%	* *	-
NET: Disagree	67 6%	15 4%	18 5%	22 7%	26 4%	31 8%J	8 6%	1 3%	-
Don't know	33 3%	8 2%	15 4%	7 2%	23 4%	8 2%	-	2 6%	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 24

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1126	350	288	37	72	452	397	152	208	133	81	191	18	49	136	468	522	239	556	331	235	622	269
Weighted base	1127	384	321	42**	73*	486	442	165	232	145	97*	207	20**	48*	136	472	519	247	557	323	256	630	241
NET: Agree	813 72%	296 77%	228 71%	29 69%	57 78%	346 71%g	347 78%eg	97 59%	187 80%k	105 73%	73 76%	142 69%	18 94%	35 73%	85 63%	305 64%	423 82%pq	129 52%	406 73% <sub>s</sub>	278 86% <sub>st</sub>	184 72%	432 69%	196 81% <sub>vw</sub>
Strongly agree	363 32%	127 33%	116 36%	10 23%	28 39%	170 35%g	146 33%	40 24%	80 35%	47 32%	33 34%	76 37%	7 36%	20 41%	27 20%	102 22%	234 45% <sub>ppq</sub>	38 15%	142 25% <sub>s</sub>	183 57% <sub>st</sub>	70 27%	174 28%	120 50% <sub>vw</sub>
Tend to agree	449 40%	169 44% <sub>b</sub>	112 35%	19 45%	29 40%	176 36%	201 45% <sub>eg</sub>	57 35%	107 46% <sub>k</sub>	59 41%	40 42%	66 32%	11 58%	15 32%	57 42%	202 43%	190 37%	92 37%	263 47% <sub>su</sub>	94 29%	115 45% <sub>x</sub>	258 41% <sub>x</sub>	76 32%
Neither agree nor disagree	214 19%	60 16%	63 20%	7 16%	13 18%	93 19%	68 15%	45 28% <sub>f</sub>	32 14%	25 17%	18 19%	42 20%	1 6%	10 22%	32 24% <sub>r</sub>	120 25% <sub>r</sub>	62 12%	74 30% <sub>tu</sub>	113 20% <sub>u</sub>	27 8%	49 19% <sub>x</sub>	140 22% <sub>x</sub>	25 10%
Tend to disagree	51 4%	18 5%	17 5%	3 7%	-	25 5%	17 4%	8 5%	9 4%	9 6%	2 2%	13 6%	-	-	6 4%	27 6%	18 3%	17 7% <sub>u</sub>	27 5%	7 2%	13 5%	26 4%	12 5%
Strongly disagree	17 1%	3 1%	7 2%	2 5%	2 3%	8 2%	6 1%	2 1%	3 1%	-	1 1%	6 3%	-	2 5% <sub>i</sub>	4 3%	9 2%	4 1%	8 3% <sub>t</sub>	3 *	6 2%	7 3%	8 1%	2 1%
NET: Disagree	67 6%	21 5%	23 7%	5 11%	2 3%	33 7%	23 5%	9 6%	12 5%	9 6%	3 3%	19 9%	-	2 5%	9 7%	36 8%	22 4%	25 10% <sub>tu</sub>	30 5%	13 4%	20 8%	33 5%	14 6%
Don't know	33 3%	7 2%	6 2%	2 4%	-	14 3%	5 1%	13 8% <sub>ef</sub>	1 *	6 4% <sub>h</sub>	2 2%	4 2%	-	-	9 7% <sub>qr</sub>	12 2%	12 2%	19 8% <sub>tu</sub>	9 2%	5 2%	3 1%	24 4%	5 2%

## British Future - 14-18 NOW Polling

Table 24

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample A respondents who passed video test**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1126	161	299	337	121	74	117	188	218	371	199	144	559	370	610	516	157	424	940
Weighted base	1127	161	297	317	127*	77*	128*	171	230	374	203	138*	550	370	618	508	165	426	934
NET: Agree	813 72%	119 74%F	231 78%F	233 74%F	91 71%	56 73%	75 59%	128 74%	163 71%	264 71%	142 70%	106 77%	457 83%M	229 62%	482 78%O	331 65%	129 79%	338 79%R	668 72%
Strongly agree	363 32%	71 44%CDEF	103 35%	101 32%	34 27%	19 25%	33 26%	63 37%	77 34%	118 32%	59 29%	45 32%	252 46%M	63 17%	231 37%O	132 26%	79 48%QR	145 34%	277 30%
Tend to agree	449 40%	48 30%	128 43%A	132 42%A	56 44%A	37 48%A	42 33%	64 37%	86 37%	146 39%	84 41%	62 45%	205 37%	166 45%	251 41%	199 39%	50 30%	193 45%P	392 42%P
Neither agree nor disagree	214 19%	26 16%	48 16%	51 16%	28 22%	12 15%	40 31%ABCE	23 14%	51 22%	79 21%	37 18%	23 17%	66 12%	90 24%L	92 15%	123 24%N	25 15%	58 14%	181 19%Q
Tend to disagree	51 4%	8 5%	8 3%	19 6%	5 4%	1 1%	9 7%	8 5%	8 3%	19 5%	12 6%	4 3%	12 2%	30 8%L	24 4%	26 5%	3 2%	16 4%	42 4%
Strongly disagree	17 1%	2 1%	5 2%	5 2%	1 1%	2 3%	2 1%	6 3%I	3 1%	3 1%	1 *	5 3%	7 1%	8 2%	11 2%	6 1%	7 4%R	5 1%	10 1%
NET: Disagree	67 6%	10 6%	13 4%	24 8%	6 4%	3 5%	10 8%	14 8%	11 5%	22 6%	12 6%	9 6%	19 4%	38 10%L	35 6%	32 6%	10 6%	20 5%	52 6%
Don't know	33 3%	6 4%	5 2%	9 3%	3 3%	5 7%B	2 2%	7 4%K	6 2%	9 2%	12 6%K	-	8 1%	13 3%	9 2%	24 5%N	-	9 2%	33 4%P

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 25

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'It is important to mark British national moments.'**

**Base: All Sample A respondents who passed video test**

	Gender		Age								Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)	
Unweighted base	1126	496	630	125	82	145	203	194	173	204	390	308	164	264	698	428	150	316	289	271	146	104	990	63	167	79	70	379	
Weighted base	1127	545	582	34*	121*	177	211	188	164	232	278	345	232	271	623	504	135	291	305	267	164	100*	984	66**	172*	78*	62*	379	
NET: Agree	946	448	497	26	77	135	177	170	150	210	234	295	195	222	529	417	109	235	268	226	137	81	846	61	118	58	51	288	
	84%	82%	85%	78%	64%	76%	84% <sub>c</sub>	90% <sub>ucd</sub>	91% <sub>ucd</sub>	91% <sub>ucd</sub>	84%	85%	84%	82%	85%	83%	81%	81%	91% <sub>o</sub>	88% <sub>o</sub>	85%	83%	81%	86% <sub>CDF</sub>	92%	69%	74%	82%	76%
Strongly agree	643	294	349	16	43	91	125	116	97	154	150	201	136	155	351	291	116	160	186	157	94	46	586	23	64	37	31	155	
	57%	54%	60%	47%	36%	52% <sub>c</sub>	59% <sub>c</sub>	62% <sub>uc</sub>	59% <sub>c</sub>	66% <sub>ucd</sub>	54%	58%	59%	57%	56%	58%	52%	55%	61% <sub>s</sub>	59%	57%	46%	59% <sub>CF</sub>	35%	37%	48%	49%	41%	
Tend to agree	303	154	149	11	34	43	52	54	53	57	83	94	58	68	177	126	38	74	82	69	43	35	260	38	54	20	20	134	
	27%	28%	26%	31%	28%	25%	25%	29%	32%	24%	30%	27%	25%	25%	28%	25%	28%	26%	27%	26%	26%	35%	26%	58%	32%	26%	33%	35% <sub>A</sub>	
Neither agree nor disagree	130	60	70	5	33	33	22	13	11	14	33	38	30	28	71	59	14	35	29	31	21	13	101	4	40	17	7	68	
	11%	11%	12%	14% <sub>fgh</sub>	27% <sub>efgh</sub>	19% <sub>efgh</sub>	10%	7%	6%	6%	12%	11%	13%	10%	11%	12%	11%	12%	9%	12%	13%	14%	10%	6%	23% <sub>A</sub>	21% <sub>A</sub>	11%	18% <sub>A</sub>	
Tend to disagree	28	20	8	2	3	6	6	2	1	7	6	7	3	11	13	15	8	11	4	6	1	6	21	1	8	2	*	11	
	2%	4% <sub>b</sub>	1%	6% <sub>fg</sub>	3%	3%	3%	1%	1%	3%	2%	2%	1%	4%	2%	3%	6% <sub>pr</sub>	4%	1%	2%	1%	6% <sub>pr</sub>	2%	1%	5%	3%	1%	3%	
Strongly disagree	7	2	5	1	-	2	1	1	1	1	2	3	*	2	4	2	1	4	1	2	1	-	5	-	1	-	1	3	
	1%	*	1%	2%	-	1%	*	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	-	1%	-	1%	-	2%	1%	
NET: Disagree	35	22	12	3	3	9	7	3	2	8	8	10	4	13	18	17	9	14	5	8	2	6	26	1	9	2	2	14	
	3%	4%	2%	8% <sub>fg</sub>	3%	5%	3%	2%	1%	4%	3%	3%	2%	5%	3%	3%	6% <sub>pr</sub>	5%	2%	3%	1%	6%	3%	1%	5%	3%	3%	4%	
Don't know	17	14	2	-	7	*	6	2	2	-	4	2	4	7	6	11	3	7	3	2	5	-	12	*	4	2	3	9	
	1%	3% <sub>b</sub>	*	-	6% <sub>dh</sub>	*	3% <sub>h</sub>	1%	1%	-	1%	1%	2%	3%	1%	2%	2%	2%	1%	1%	3%	-	1%	1%	2%	2%	5%	2%	



## British Future - 14-18 NOW Polling

Table 25

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'It is important to mark British national moments.'**

**Base: All Sample A respondents who passed video test**

	Household Income			Education level					
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1126	331	338	292	562	366	117	57	10
Weighted base	1127	346	354	298	570	374	128*	29**	12**
NET: Agree	946 84%	293 85%	286 81%	265 89% <sup>H</sup>	489 86% <sup>L</sup>	313 84%	97 76%	25 85%	12 100%
Strongly agree	643 57%	196 57%	201 57%	185 62%	349 61%	208 56%	66 51%	8 28%	7 61%
Tend to agree	303 27%	97 28%	85 24%	80 27%	140 25%	104 28%	31 24%	16 56%	5 39%
Neither agree nor disagree	130 11%	40 12%	51 14% <sup>I</sup>	21 7%	57 10%	43 11%	25 20% <sup>J</sup>	3 10%	-
Tend to disagree	28 2%	7 2%	5 1%	8 3%	9 2%	12 3%	5 4%	2 5%	-
Strongly disagree	7 1%	1 *	2 1%	2 1%	2 *	4 1%	-	-	-
NET: Disagree	35 3%	8 2%	7 2%	10 3%	12 2%	16 4%	5 4%	2 5%	-
Don't know	17 1%	4 1%	10 3%	2 1%	13 2%	3 1%	1 1%	-	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 25

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'It is important to mark British national moments.'**

**Base: All Sample A respondents who passed video test**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1126	350	288	37	72	452	397	152	208	133	81	191	18	49	136	468	522	239	556	331	235	622	269
Weighted base	1127	384	321	42**	73*	486	442	165	232	145	97*	207	20**	48*	136	472	519	247	557	323	256	630	241
NET: Agree	946 84%	356 93%b	249 78%	34 81%	66 92%b	400 82%g	402 91%eg	117 71%	219 94%k	131 90%k	84 87%k	152 74%	18 93%	44 92%k	97 71%	377 80%	472 91%pq	194 79%	463 83%	289 90%st	235 92%w	503 80%	208 87%w
Strongly agree	643 57%	266 69%b	159 50%	28 66%	42 57%	245 50%	311 70%eg	71 43%	172 74%ikm	88 61%k	63 65%k	88 42%	13 69%	25 53%	48 36%	222 47%p	373 72%pq	113 46%	312 56%st	218 68%st	179 70%wx	332 53%	131 55%
Tend to agree	303 27%	90 24%	90 28%	6 15%	25 34%	155 32%f	91 21%	46 28%	47 20%	42 29%	21 22%	65 31%h	5 24%	19 39%h	49 36%r	155 33%r	99 19%	81 33%u	151 27%	71 22%	56 22%	171 27%	77 32%v
Neither agree nor disagree	130 11%	20 5%	46 14%a	4 10%	6 8%	63 13%f	24 5%	38 23%ef	9 4%	11 8%	5 6%	37 18%hij	1 7%	4 8%	29 22%r	69 15%r	31 6%	32 13%	72 13%	26 8%	14 6%	97 15%vx	18 8%
Tend to disagree	28 2%	6 2%	16 5%a	1 2%	-	15 3%	9 2%	3 2%	4 2%	2 2%	3 3%	13 6%	-	-	3 2%	16 3%	9 2%	10 4%	14 3%	4 1%	4 2%	17 3%	6 3%
Strongly disagree	7 1%	2 *	3 1%	-	-	4 1%	1 *	1 *	1 *	1 1%	-	3 2%	-	-	2 1%	2 *	3 1%	1 *	2 *	4 1%	1 1%	1 *	4 2%w
NET: Disagree	35 3%	8 2%	20 6%a	1 2%	-	19 4%	10 2%	3 2%	5 2%	3 2%	3 3%	16 8%h	-	-	4 3%	18 4%	12 2%	10 4%	17 3%	8 2%	6 2%	18 3%	11 4%
Don't know	17 1%	-	7 2%a	3 8%	-	4 1%	7 2%	6 4%e	-	-	5 5%hi	2 1%	-	-	5 4%r	8 2%	3 1%	11 4%tu	6 1%	-	2 1%	12 2%	3 1%

## British Future - 14-18 NOW Polling

Table 25

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'It is important to mark British national moments.'**

**Base: All Sample A respondents who passed video test**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1126	161	299	337	121	74	117	188	218	371	199	144	559	370	610	516	157	424	940
Weighted base	1127	161	297	317	127*	77*	128*	171	230	374	203	138*	550	370	618	508	165	426	934
NET: Agree	946 84%	137 85%	247 83%	267 84%	110 86%	71 92%	103 81%	133 78%	184 80%	321 86%G	180 88%G	120 87%	476 86%	313 85%	534 86%O	412 81%	137 83%	386 91%PR	798 85%
Strongly agree	643 57%	92 57%	179 60%	192 61%	69 54%	39 50%	68 53%	91 53%	131 57%	222 59%	119 58%	76 55%	354 64%M	187 51%	403 65%O	240 47%	107 65%	288 68%R	528 56%
Tend to agree	303 27%	45 28%	68 23%	75 24%	41 32%	32 41%BC	35 27%	42 25%	54 23%	99 26%	61 30%	44 32%	121 22%	126 34%L	131 21%	172 34%N	30 18%	98 23%	270 29%P
Neither agree nor disagree	130 11%	14 9%	30 10%	36 11%	15 12%	6 7%	19 15%	20 12%	38 17%	38 10%	20 10%	11 8%	54 10%	40 11%	60 10%	70 14%	17 10%	31 7%	100 11%
Tend to disagree	28 2%	3 2%	11 4%	8 3%	1 1%	-	3 2%	12 7%HIJ	3 1%	7 2%	1 1%	4 3%	14 2%	8 2%	15 2%	13 3%	6 4%	5 1%	18 2%
Strongly disagree	7 1%	1 1%	4 1%	1 *	* *	-	1 1%	1 1%	1 1%	2 1%	2 1%	-	4 1%	3 1%	4 1%	3 1%	1 1%	2 1%	6 1%
NET: Disagree	35 3%	4 2%	15 5%	9 3%	1 1%	-	3 3%	13 8%HIJ	4 2%	10 3%	3 2%	4 3%	17 3%	11 3%	18 3%	16 3%	7 4%	8 2%	24 3%
Don't know	17 1%	5 3%	4 1%	4 1%	* *	1 1%	2 2%	5 3%	3 1%	5 1%	1 *	3 2%	3 1%	5 1%	6 2%	11 2%	3 2%	2 *	12 1%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 26

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'I feel optimistic about the future of the UK.'**

**Base: All Sample A respondents who passed video test**

	Gender			Age							Social Class						Region					Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1126	496	630	125	82	145	203	194	173	204	390	308	164	264	698	428	150	316	289	271	146	104	990	63	167	79	70	379
Weighted base	1127	545	582	34*	121*	177	211	188	164	232	278	345	232	271	623	504	135	291	305	267	164	100*	984	66**	172*	78*	62*	379
NET: Agree	484	240	244	9	61	69	83	69	65	127	110	145	101	128	255	229	62	118	142	126	61	36	418	20	89	40	29	178
	43%	44%	42%	27%	50%u	39%	39%	37%	40%	55%udefg	39%	42%	43%	47%	41%	45%	46%	41%	46%	47%	37%	36%	43%	30%	52%	51%	47%	47%
Strongly agree	180	96	84	1	21	24	34	20	25	55	40	52	31	57	92	88	30	49	60	31	27	13	156	7	30	17	8	62
	16%	18%	14%	4%	17%u	13%u	16%u	11%	15%u	24%udf	14%	15%	13%	21%	15%	17%	22%q	17%	20%q	12%	17%	13%	16%	10%	18%	22%	13%	16%
Tend to agree	304	144	159	8	40	46	49	49	41	72	70	93	69	72	163	141	32	70	82	95	34	23	263	13	59	23	21	116
	27%	26%	27%	23%	33%	26%	23%	26%	25%	31%	25%	27%	30%	26%	26%	28%	23%	24%	27%	36%vors	21%	23%	27%	20%	34%	29%	34%	31%
Neither agree nor disagree	322	145	177	9	26	62	75	56	35	58	85	95	72	69	181	141	30	77	88	80	52	25	287	20	48	28	17	113
	29%	27%	30%	26%	22%	35%g	35%cg	30%	22%	25%	31%	28%	31%	25%	29%	28%	22%	22%	29%	30%	32%	25%	29%	30%	28%	35%	27%	30%
Tend to disagree	200	93	107	13	21	29	32	41	33	31	55	63	36	46	119	82	27	60	45	42	33	20	179	14	24	6	10	53
	18%	17%	18%	39%cd	21%efgh	16%	15%	22%h	20%	13%	20%	18%	15%	17%	19%	16%	20%	21%	15%	16%	20%	20%	18%	20%	14%	8%	15%	14%
Strongly disagree	80	49	31	2	5	9	13	17	21	13	21	29	9	21	50	30	8	19	23	13	11	14	70	6	6	3	4	18
	7%	9%b	5%	6%	4%	5%	6%	9%	13%dh	5%	7%	9%	4%	8%	8%	6%	6%	7%	7%	5%	7%	14%coq	7%	9%	3%	4%	6%	5%
NET: Disagree	280	142	138	15	26	38	45	58	55	43	76	93	45	67	169	112	35	79	67	55	44	35	249	19	29	10	13	72
	25%	26%	24%	45%cd	22%efh	21%	21%	31%h	33%deh	19%	27%	27%	19%	25%	27%	22%	26%	27%	22%	21%	27%	35%pq	25%	29%	17%	13%	21%	19%
Don't know	41	17	23	*	7	8	9	5	8	3	7	12	15	7	19	22	9	16	8	6	7	4	30	7	5	1	3	16
	4%	3%	4%	1%	6%	5%	4%	2%	5%h	1%	2%	3%	6%	3%	4%	7%q	6%	3%	3%	2%	4%	4%	3%	11%	3%	1%	5%	4%

## British Future - 14-18 NOW Polling

Table 26

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'I feel optimistic about the future of the UK.'**

**Base: All Sample A respondents who passed video test**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	Univ-ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1126	331	338	292	562	366	117	57	10
Weighted base	1127	346	354	298	570	374	128*	29**	12**
NET: Agree	484 43%	177 51% <sup>HI</sup>	144 41%	119 40%	260 46% <sup>K</sup>	142 38%	56 44%	15 51%	4 38%
Strongly agree	180 16%	75 22% <sup>HI</sup>	52 15%	41 14%	100 18%	50 13%	25 19%	4 14%	2 19%
Tend to agree	304 27%	102 30%	92 26%	78 26%	160 28%	92 25%	32 25%	11 37%	2 19%
Neither agree nor disagree	322 29%	83 24%	105 30%	91 31%	155 27%	115 31%	34 27%	6 20%	5 47%
Tend to disagree	200 18%	61 18%	52 15%	63 21%	89 16%	77 21%	27 21%	7 24%	-
Strongly disagree	80 7%	18 5%	32 9%	19 6%	36 6%	31 8%	8 6%	1 5%	2 16%
NET: Disagree	280 25%	79 23%	84 24%	81 27%	125 22%	109 29% <sup>J</sup>	35 27%	8 29%	2 16%
Don't know	41 4%	7 2%	21 6% <sup>GI</sup>	7 2%	29 5%	9 2%	3 2%	*	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 26

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'I feel optimistic about the future of the UK.'**

**Base: All Sample A respondents who passed video test**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1126	350	288	37	72	452	397	152	208	133	81	191	18	49	136	468	522	239	556	331	235	622	269
Weighted base	1127	384	321	42**	73*	486	442	165	232	145	97*	207	20**	48*	136	472	519	247	557	323	256	630	241
NET: Agree	484 43%	214 56%bd	114 35%	21 50%	27 37%	156 32%	252 57%eg	67 41%	143 62%ikm	66 46%km	50 51%km	57 27%	14 73%	10 21%	51 38%	181 38%	252 49%q	84 34%	246 44% <sub>s</sub>	154 48% <sub>s</sub>	121 47%	272 43%	92 38%
Strongly agree	180 16%	96 25%bd	38 12%	10 22%	8 11%	48 10%	113 26%eg	18 11%	77 33%ikm	19 13%	20 20%k	15 7%	3 13%	4 9%	17 12%	51 11%	112 22%pq	21 8%	78 14%	82 25% <sub>st</sub>	57 22% <sub>w</sub>	81 13%	42 18%
Tend to agree	304 27%	118 31%	75 23%	12 28%	18 25%	108 22%	138 31% <sub>e</sub>	50 30%	66 28% <sub>m</sub>	47 33% <sub>km</sub>	30 31% <sub>m</sub>	41 20%	12 60%	6 12%	35 26%	129 27%	139 27%	63 25%	168 30% <sub>u</sub>	73 23%	64 25%	190 30% <sub>x</sub>	49 20%
Neither agree nor disagree	322 29%	105 27%	85 26%	9 21%	16 22%	145 30%	107 24%	61 37% <sub>f</sub>	55 24%	49 34%	22 22%	57 28%	1 6%	14 30%	40 29%	154 33% <sub>r</sub>	128 25%	80 32% <sub>u</sub>	168 30%	74 23%	67 26%	202 32% <sub>x</sub>	52 22%
Tend to disagree	200 18%	46 12%	73 23% <sub>a</sub>	7 15%	18 25% <sub>a</sub>	114 23% <sub>fg</sub>	54 12%	20 12%	25 11%	21 15%	14 14%	56 27% <sub>hi</sub>	1 5%	15 30% <sub>hi</sub>	25 19%	91 19%	84 16%	51 21%	100 18%	49 15%	51 20%	101 16%	49 20%
Strongly disagree	80 7%	9 2%	36 11% <sub>a</sub>	4 10%	10 14% <sub>a</sub>	54 11% <sub>fg</sub>	18 4%	7 4%	6 2%	3 2%	4 4%	31 15% <sub>hij</sub>	3 16%	7 15% <sub>hij</sub>	9 7%	31 7%	40 8%	18 7%	25 4%	38 12% <sub>t</sub>	13 5%	30 5%	37 16% <sub>vw</sub>
NET: Disagree	280 25%	55 14%	109 34% <sub>a</sub>	11 25%	28 39% <sub>a</sub>	168 34% <sub>fg</sub>	71 16%	26 16%	30 13%	24 17%	17 18%	87 42% <sub>hij</sub>	4 20%	22 45% <sub>hij</sub>	34 26%	122 26%	124 24%	69 28%	125 22%	87 27%	63 25%	131 21%	86 36% <sub>vw</sub>
Don't know	41 4%	10 3%	13 4%	2 4%	2 3%	17 4%	13 3%	10 6%	3 1%	5 4%	8 8% <sub>h</sub>	5 3%	-	2 4%	10 8% <sub>r</sub>	15 3%	15 3%	15 6%	19 3%	7 2%	5 2%	25 4%	11 4%

## British Future - 14-18 NOW Polling

Table 26

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'I feel optimistic about the future of the UK.'**

**Base: All Sample A respondents who passed video test**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1126	161	299	337	121	74	117	188	218	371	199	144	559	370	610	516	157	424	940
Weighted base	1127	161	297	317	127*	77*	128*	171	230	374	203	138*	550	370	618	508	165	426	934
NET: Agree	484 43%	61 38%	140 47%	140 44%	59 46%	32 41%	48 37%	85 50%K	94 41%	171 46%K	87 43%	44 32%	266 48%M	146 40%	274 44%	210 41%	91 55%QR	174 41%	384 41%
Strongly agree	180 16%	28 17%	49 17%	53 17%	15 12%	11 14%	22 17%	45 26%HIJK	30 13%	55 15%	33 16%	15 11%	114 21%M	42 11%	121 20%O	59 12%	48 29%QR	70 16%	129 14%
Tend to agree	304 27%	33 21%	91 31%	88 28%	43 34%AF	21 27%	26 20%	40 23%	64 28%	116 31%	54 27%	29 21%	152 28%	104 28%	152 25%	151 30%	42 26%	104 24%	255 27%
Neither agree nor disagree	322 29%	41 26%	69 23%	98 31%	35 27%	21 28%	45 35%B	36 21%	67 29%	110 29%	56 28%	52 38%G	124 23%	114 31%L	159 26%	163 32%N	27 17%	120 28%P	283 30%P
Tend to disagree	200 18%	33 21%	55 18%	53 17%	22 18%	17 22%	18 14%	34 20%	50 22%	57 15%	34 17%	21 15%	102 19%	73 20%	116 19%	85 17%	23 14%	87 20%	172 18%
Strongly disagree	80 7%	15 9%	28 9%	16 5%	5 4%	3 4%	13 10%	9 5%	12 5%	25 7%	20 10%	13 10%	45 8%	25 7%	50 8%	31 6%	18 11%	31 7%	61 7%
NET: Disagree	280 25%	48 30%	83 28%	70 22%	27 21%	20 26%	31 24%	43 25%	62 27%	81 22%	54 27%	34 25%	146 27%	97 26%	165 27%	115 23%	40 24%	118 28%	233 25%
Don't know	41 4%	11 7%B	6 2%	8 3%	7 6%	4 5%	4 3%	8 4%	7 3%	12 3%	6 3%	7 5%	13 2%	12 3%	21 3%	20 4%	6 4%	14 3%	34 4%

## British Future - 14-18 NOW Polling

Table 27

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- Summary table**

**Base: All Sample B respondents**

	'British society is divided.'	'A shared history can bring people together in the UK.'	'Arts and cultural events can bring people together in the UK.'	'It is important to mark British national moments.'	'I feel optimistic about the future of the UK.'
Unweighted base	1127	1127	1127	1127	1127
Weighted base	1127	1127	1127	1127	1127
NET: Agree	837 74%	818 73%	722 64%	905 80%	457 41%
Strongly agree	360 32%	370 33%	291 26%	585 52%	178 16%
Tend to agree	477 42%	448 40%	431 38%	320 28%	279 25%
Neither agree nor disagree	196 17%	210 19%	274 24%	157 14%	280 25%
Tend to disagree	57 5%	48 4%	70 6%	27 2%	276 25%
Strongly disagree	12 1%	25 2%	26 2%	19 2%	85 8%
NET: Disagree	69 6%	73 7%	97 9%	46 4%	361 32%
Don't know	25 2%	26 2%	34 3%	19 2%	28 3%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 28

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample B respondents**

	Gender		Age								Social Class					Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1127	498	629	125	82	145	202	196	173	204	438	275	154	260	713	414	151	318	289	272	146	102	1002	55	173	83	54	365
Weighted base	1127	536	591	31*	139*	171	223	181	161	221	309	310	241	267	619	508	152*	301	285	289	154	99*	990	71**	192*	68*	55**	386
NET: Agree	837	395	443	24	81	124	157	140	131	180	242	233	160	203	475	363	99	215	205	223	108	86	754	39	121	45	40	245
	74%	74%	75%	78% <sub>c</sub>	58%	73%	70%	77% <sub>c</sub>	82% <sub>ce</sub>	82% <sub>ce</sub>	78% <sub>k</sub>	75%	66%	76%	77% <sub>k</sub>	71%	65%	72%	72%	77% <sub>v</sub>	70%	87% <sub>vopr</sub>	76% <sub>CF</sub>	55%	63%	67%	72%	63%
Strongly agree	360	182	178	8	39	60	65	64	53	70	98	92	79	91	190	170	42	93	88	89	54	36	324	22	49	27	14	113
	32%	34%	30%	27%	28%	35%	29%	35%	33%	32%	32%	29%	33%	34%	31%	34%	28%	31%	31%	31%	35%	36%	33%	31%	26%	39%	26%	29%
Tend to agree	477	212	265	16	42	64	91	76	78	111	143	141	81	112	285	193	57	122	117	134	54	50	431	17	72	18	25	132
	42%	40%	45%	51% <sub>c</sub>	30%	38%	41%	42%	48% <sub>c</sub>	50% <sub>cd</sub>	46% <sub>kn</sub>	46% <sub>k</sub>	34%	42%	46% <sub>kn</sub>	38%	38%	41%	41%	46%	35%	51% <sub>fr</sub>	43% <sub>DF</sub>	23%	37%	27%	46%	34%
Neither agree nor disagree	196	90	106	4	32	31	42	30	22	34	46	56	45	49	101	94	26	51	57	48	32	8	174	22	42	12	10	87
	17%	17%	18%	14%	23%	18%	19%	17%	14%	15%	15%	18%	19%	18%	16%	19%	17%	17%	20% <sub>s</sub>	17%	21% <sub>s</sub>	8%	18%	31%	22%	19%	19%	23%
Tend to disagree	57	32	25	2	15	8	11	10	5	5	14	13	21	8	27	30	14	16	13	15	10	4	44	4	13	2	3	22
	5%	6%	4%	6%	11% <sub>h</sub>	5%	5%	6%	3%	2%	5%	4%	9% <sub>l</sub>	3%	4%	6%	9%	5%	4%	5%	7%	4%	4%	6%	7%	2%	5%	6%
Strongly disagree	12	10	3	-	1	6	1	*	2	2	3	5	2	3	8	4	5	8	1	2	1	*	6	3	4	7	1	15
	1%	2%	*	-	1%	3% <sub>f</sub>	1%	*	1%	1%	1%	2%	1%	1%	1%	1%	3%	3%	*	1%	1%	*	1%	4%	2%	10% <sub>AC</sub>	2%	4% <sub>A</sub>
NET: Disagree	69	42	27	2	17	14	13	11	7	6	17	18	23	11	35	34	19	23	14	17	11	4	50	7	17	8	4	36
	6%	8%	5%	6%	12% <sub>h</sub>	8%	6%	6%	4%	3%	5%	6%	10%	4%	6%	7%	13% <sub>pq</sub>	8%	5%	6%	7%	4%	5%	10%	9%	12% <sub>A</sub>	7%	9% <sub>A</sub>
Don't know	25	10	15	1	9	2	12	*	*	-	5	3	13	4	8	16	8	11	8	1	3	1	11	3	12	2	1	17
	2%	2%	3%	2% <sub>fgh</sub>	7% <sub>fgh</sub>	1%	5% <sub>fgh</sub>	*	*	-	2%	1%	5% <sub>ijm</sub>	1%	1%	3%	5% <sub>q</sub>	4% <sub>q</sub>	3%	1%	2%	1%	1%	4%	6% <sub>A</sub>	2%	2%	5% <sub>A</sub>

## British Future - 14-18 NOW Polling

Table 28

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample B respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1127	298	341	325	545	354	129	69	13
Weighted base	1127	319	351	322	537	387	126*	37**	19**
NET: Agree	837 74%	233 73%	255 73%	243 76%	383 71%	299 77%	100 79%	25 67%	17 93%
Strongly agree	360 32%	106 33%	106 30%	99 31%	163 30%	127 33%	45 36%	11 29%	9 51%
Tend to agree	477 42%	127 40%	149 43%	144 45%	220 41%	172 44%	55 43%	14 38%	8 41%
Neither agree nor disagree	196 17%	62 19%	58 16%	55 17%	107 20%	59 15%	14 11%	8 21%	1 7%
Tend to disagree	57 5%	13 4%	28 8%	15 5%	31 6%	19 5%	5 4%	1 3%	-
Strongly disagree	12 1%	3 1%	7 2%	2 1%	3 1%	6 2%	1 *	2 5%	-
NET: Disagree	69 6%	16 5%	35 10%	17 5%	34 6%	26 7%	6 5%	3 9%	-
Don't know	25 2%	8 2%	3 1%	7 2%	12 2%	3 1%	6 4%K	2 4%	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 28

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample B respondents**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1127	359	312	41	71	417	459	126	239	115	105	182	17	52	141	474	512	239	542	346	260	562	305
Weighted base	1127	392	342	42*	68*	444	503	148*	271	116*	112*	200	16**	50*	141	480	506	244	553	330	282	573	272
NET: Agree	837 74%	295 75%	256 75%	33 78%	50 74%	333 75%g	389 77%g	90 61%	211 78%	81 70%	84 75%	153 77%	11 65%	38 77%	104 74%	329 68%	405 80%q	185 76%	388 70%	264 80%t	227 80%w	401 70%	209 77%
Strongly agree	360 32%	116 30%	113 33%	17 41%	20 30%	144 32%	162 32%	45 31%	81 30%	35 30%	33 30%	67 34%	5 32%	14 28%	46 32%	124 26%	190 38%q	73 30%	160 29%	126 38%t	128 45%w	134 23%	99 36%w
Tend to agree	477 42%	179 46%	143 42%	15 36%	30 44%	190 43%g	227 45%g	45 30%	129 48%	47 40%	51 46%	86 43%	5 33%	24 49%	58 41%	204 43%	215 43%	112 46%	228 41%	138 42%	99 35%	268 47%v	111 41%
Neither agree nor disagree	196 17%	63 16%	60 17%	9 21%	13 19%	70 16%	82 16%	40 27%ef	37 14%	25 21%	22 20%	29 14%	6 35%	7 14%	22 15%	100 21%r	74 15%	40 16%	114 21%u	43 13%	35 13%	121 21%v	40 15%
Tend to disagree	57 5%	22 6%	18 5%	* 1%	4 6%	25 6%	24 5%	6 4%	16 6%	6 5%	4 4%	11 5%	- -	4 8%	8 5%	29 6%	20 4%	9 4%	33 6%	15 5%	12 4%	31 5%	14 5%
Strongly disagree	12 1%	6 2%	5 1%	- -	- -	4 1%	7 1%	1 1%	6 2%	- -	1 1%	4 2%	- -	- -	2 2%	7 1%	3 1%	6 2%	4 1%	2 1%	8 3%w	2 *	3 1%
NET: Disagree	69 6%	28 7%	23 7%	* 1%	4 6%	29 6%	31 6%	7 5%	22 8%	6 5%	5 5%	15 7%	- -	4 8%	10 7%	36 8%	23 5%	15 6%	37 7%	18 5%	19 7%	33 6%	17 6%
Don't know	25 2%	6 1%	4 1%	- -	1 1%	12 3%f	1 *	11 7%ef	1 *	4 3%h	- -	3 2%	- -	1 2%	6 4%r	16 3%r	3 1%	4 2%	15 3%	5 2%	* *	18 3%v	6 2%

## British Future - 14-18 NOW Polling

Table 28

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'British society is divided.'**

**Base: All Sample B respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1127	178	275	350	107	95	107	182	220	369	229	125	564	400	650	477	165	462	939
Weighted base	1127	157	267	353	115*	104*	109*	178	232	373	225	116*	545	419	649	478	159	469	947
NET: Agree	837	117	206	252	87	82	89	122	167	286	169	89	400	334	499	339	112	369	708
	74%	75%	77%	71%	75%	79%	82%	69%	72%	77%	75%	77%	74%	80%	77%	71%	71%	79%	75%
Strongly agree	360	54	89	97	45	37	37	52	64	130	71	42	183	139	220	140	44	170	309
	32%	34%	33%	27%	39% <sup>C</sup>	35%	34%	29%	27%	35%	32%	36%	34%	33%	34%	29%	27%	36%	33%
Tend to agree	477	64	117	155	42	45	51	70	103	156	98	47	217	195	279	199	69	200	398
	42%	41%	44%	44%	36%	43%	47%	40%	44%	42%	44%	41%	40%	47%	43%	42%	43%	43%	42%
Neither agree nor disagree	196	25	28	77	24	16	16	29	50	64	34	17	93	61	104	92	24	76	168
	17%	16%	10%	22% <sup>B</sup>	21% <sup>B</sup>	15%	15%	17%	22%	17%	15%	15%	17%	14%	16%	19%	15%	16%	18%
Tend to disagree	57	6	23	16	5	6	2	17	5	15	14	7	36	18	38	19	16	22	41
	5%	4%	9% <sup>F</sup>	4%	4%	6%	1%	9% <sup>HI</sup>	2%	4%	6%	6%	7%	4%	6%	4%	10% <sup>R</sup>	5%	4%
Strongly disagree	12	4	5	4	-	-	-	6	4	1	1	1	7	5	7	6	6	*	6
	1%	2%	2%	1%	-	-	-	3% <sup>I</sup>	2%	*	*	1%	1%	1%	1%	6	4% <sup>QR</sup>	*	1%
NET: Disagree	69	10	28	19	5	6	2	22	9	15	15	8	43	23	44	25	22	23	47
	6%	6%	11% <sup>CF</sup>	5%	4%	6%	1%	12% <sup>HI</sup>	4%	4%	7%	7%	8%	5%	7%	5%	14% <sup>QR</sup>	5%	5%
Don't know	25	5	5	6	-	1	2	4	6	7	7	2	8	2	22	1	1	1	24
	2%	3%	2%	2%	-	1%	2%	2%	2%	2%	3%	2%	1%	1%	*	5% <sup>N</sup>	1%	*	3% <sup>Q</sup>

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 29

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample B respondents**

	Gender		Age							Social Class						Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1127	498	629	125	82	145	202	196	173	204	438	275	154	260	713	414	151	318	289	272	146	102	1002	55	173	83	54	365
Weighted base	1127	536	591	31*	139*	171	223	181	161	221	309	310	241	267	619	508	152*	301	285	289	154	99*	990	71**	192*	68*	55**	386
NET: Agree	818	359	459	24	80	121	158	135	128	172	233	230	171	184	463	355	111	231	203	207	100	78	728	36	125	49	43	253
	73%	67%	78%a	77%c	57%	71%	71%	74%c	80%c	78%c	75%	74%	71%	69%	75%	70%	73%	77%r	71%	72%	65%	79%	73%F	51%	65%	73%	78%	66%
Strongly agree	370	157	213	10	37	56	82	55	57	74	105	108	84	73	213	157	51	109	94	84	49	35	333	21	55	33	9	119
	33%	29%	36%a	31%	26%	33%	37%	30%	36%	33%	34%	35%	35%	27%	34%	31%	33%	36%	33%	29%	32%	36%	34%	30%	29%	50%ACF	16%	31%
Tend to agree	448	202	246	14	43	65	76	80	71	99	128	122	87	111	250	198	60	122	109	123	51	42	394	15	70	16	34	135
	40%	38%	42%	46%	31%	38%	34%	44%	44%	45%	42%	39%	36%	42%	40%	39%	40%	41%	38%	43%	33%	40%D	21%	36%	23%	62%	35%	
Neither agree nor disagree	210	106	104	5	30	37	45	34	24	35	51	58	43	58	109	101	24	44	58	59	34	14	185	21	41	10	11	83
	19%	20%	18%	16%	21%	22%	20%	19%	15%	16%	17%	19%	18%	22%	18%	20%	15%	15%	20%	21%	22%	14%	19%	30%	21%	15%	21%	22%
Tend to disagree	48	31	18	1	20	4	5	4	5	10	13	8	17	11	21	28	10	15	9	12	10	2	39	6	11	3	-	19
	4%	6%	3%	4%	15%defgh	2%	2%	2%	3%	4%	4%	3%	7%	4%	3%	5%	7%	5%	3%	4%	7%	2%	4%	8%	6%	4%	-	5%
Strongly disagree	25	23	2	*	8	8	4	3	1	-	8	5	2	10	13	12	4	5	4	9	4	3	17	1	6	3	1	11
	2%	4%b	*	1%h	6%h	5%h	2%	2%	1%	-	3%	2%	1%	4%	2%	2%	2%	2%	1%	3%	2%	3%	2%	2%	3%	4%	1%	3%
NET: Disagree	73	54	20	2	28	12	9	8	6	10	21	13	18	21	34	39	14	20	13	21	14	5	56	7	17	6	1	30
	7%	10%b	3%	5%	20%udefgh	7%	4%	4%	4%	4%	7%	4%	8%	8%	5%	8%	9%	7%	5%	7%	9%	6%	10%	9%	8%	8%	1%	8%
Don't know	26	17	9	1	1	1	11	5	3	4	4	9	9	4	13	13	4	6	11	2	6	2	21	6	10	3	-	19
	2%	3%	2%	2%	1%	1%	5%	3%	2%	2%	1%	3%	4%	1%	2%	3%	2%	2%	4%q	1%	4%q	2%	2%	9%	5%	4%	-	5%

## British Future - 14-18 NOW Polling

Table 29

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample B respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1127	298	341	325	545	354	129	69	13
Weighted base	1127	319	351	322	537	387	126*	37**	19**
NET: Agree	818 73%	220 69%	251 72%	244 76%	398 74%	266 69%	102 81%K	23 62%	18 95%
Strongly agree	370 33%	101 32%	110 31%	113 35%	171 32%	119 31%	49 39%	16 42%	10 54%
Tend to agree	448 40%	119 37%	141 40%	131 41%	227 42%	147 38%	53 42%	7 20%	8 41%
Neither agree nor disagree	210 19%	66 21%	63 18%	53 17%	102 19%L	81 21%L	12 10%	8 23%	1 5%
Tend to disagree	48 4%	11 3%	25 7%	10 3%	21 4%	19 5%	4 4%	1 1%	-
Strongly disagree	25 2%	12 4%I	10 3%	3 1%	8 1%	10 3%	3 2%	4 10%	-
NET: Disagree	73 7%	23 7%	34 10%I	13 4%	29 5%	29 8%	8 6%	4 11%	-
Don't know	26 2%	10 3%H	2 1%	11 3%H	7 1%	11 3%	4 3%	1 4%	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 29

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample B respondents**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1127	359	312	41	71	417	459	126	239	115	105	182	17	52	141	474	512	239	542	346	260	562	305
Weighted base	1127	392	342	42*	68*	444	503	148*	271	116*	112*	200	16**	50*	141	480	506	244	553	330	282	573	272
NET: Agree	818 73%	311 79%b	244 71%	27 65%	55 81%	321 72%g	385 76%g	88 59%	213 79%	96 83%k	84 75%	139 70%	15 89%	39 78%	73 52%	334 70%p	411 81%pq	153 63%	389 70%	276 84%st	199 71%	413 72%	206 76%
Strongly agree	370 33%	150 38%	112 33%	14 34%	23 33%	143 32%g	188 37%g	30 20%	107 40%	43 38%	39 35%	63 32%	7 41%	15 31%	22 15%	118 25%	230 45%pq	58 24%	162 29%	150 45%st	94 33%	182 32%	94 34%
Tend to agree	448 40%	161 41%	132 39%	13 32%	32 48%	179 40%	197 39%	58 39%	106 39%	52 45%	45 41%	76 38%	8 48%	23 47%	51 36%	215 45%r	181 36%	95 39%	226 41%	126 38%	106 37%	230 40%	112 41%
Neither agree nor disagree	210 19%	63 16%	61 18%	9 21%	8 12%	74 17%	88 17%	43 29%ef	45 17%	15 13%	21 19%	35 18%	2 11%	7 13%	47 34%qr	94 20%r	69 14%	65 27%u	111 20%u	33 10%	56 20%	116 20%	38 14%
Tend to disagree	48 4%	9 2%	20 6%a	4 9%a	4 6%	30 7%f	15 3%	3 2%	5 2%	4 3%	4 4%	15 7%h	-	4 8%h	5 4%	28 6%	15 3%	10 4%	32 6%u	7 2%	11 4%	24 4%	13 5%
Strongly disagree	25 2%	5 1%	12 4%	1 2%	-	8 2%	9 2%	7 5%	5 2%	1 1%	2 2%	6 3%	-	-	7 5%r	14 3%r	4 1%	8 3%	13 2%	5 1%	10 4%	9 2%	6 2%
NET: Disagree	73 7%	14 4%	32 9%a	5 11%a	4 6%	38 8%	24 5%	10 7%	10 4%	4 4%	6 6%	21 10%h	-	4 8%	13 9%r	41 9%r	19 4%	17 7%	44 8%u	12 4%	22 8%	33 6%	19 7%
Don't know	26 2%	3 1%	5 1%	1 2%	1 1%	11 3%	7 1%	8 5%f	2 1%	1 1%	1 1%	4 2%	-	1 2%	8 6%r	11 2%	7 1%	9 4%	9 2%	8 2%	5 2%	12 2%	9 3%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 29

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'A shared history can bring people together in the UK.'**

**Base: All Sample B respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1127	178	275	350	107	95	107	182	220	369	229	125	564	400	650	477	165	462	939
Weighted base	1127	157	267	353	115*	104*	109*	178	232	373	225	116*	545	419	649	478	159	469	947
NET: Agree	818	126	200	266	90	71	59	128	157	276	166	87	441	267	500	318	129	354	671
	73%	81%F	75%F	75%F	79%F	69%	55%	72%	68%	74%	74%	75%	81%M	64%	77%O	67%	81%R	75%	71%
Strongly agree	370	55	97	124	39	36	17	59	68	131	81	29	223	94	234	136	68	156	292
	33%	35%F	36%F	35%F	34%F	35%F	16%	33%	29%	35%	36%	25%	41%M	22%	36%O	28%	43%R	33%	31%
Tend to agree	448	71	104	143	52	35	43	69	90	145	85	58	218	173	266	182	61	198	380
	40%	45%	39%	40%	45%	34%	39%	39%	39%	39%	38%	50%	40%	41%	41%	38%	38%	42%	40%
Neither agree nor disagree	210	17	36	72	14	27	34	28	54	69	40	18	65	106	89	121	13	73	193
	19%	11%	14%	20%A	12%	26%ABD	31%ABD	16%	23%	18%	18%	16%	12%	25%L	14%	25%N	8%	16%	20%P
Tend to disagree	48	6	19	11	5	4	3	11	11	10	9	8	20	27	35	14	9	26	40
	4%	4%	7%	3%	5%	4%	2%	6%	5%	3%	4%	7%	4%	6%	5%	3%	5%	6%	4%
Strongly disagree	25	7	9	-	4	1	4	7	5	8	4	1	11	13	17	8	7	10	18
	2%	4%C	3%C	-	3%C	1%	4%C	4%	2%	2%	2%	1%	2%	3%	3%	2%	4%	2%	2%
NET: Disagree	73	13	28	11	9	5	7	18	16	18	12	9	32	40	52	22	16	36	58
	7%	8%C	10%C	3%	8%	5%	6%	10%	7%	5%	5%	8%	6%	10%	8%	5%	10%	8%	6%
Don't know	26	1	2	4	2	*	9	4	5	9	6	2	7	6	8	18	1	7	24
	2%	*	1%	1%	1%	*	9%ABCDE	2%	2%	3%	2%	1%	1%	1%	4%N	1%	1%	3%	



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 30

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample B respondents**

	Gender		Age								Social Class					Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1127	498	629	125	82	145	202	196	173	204	438	275	154	260	713	414	151	318	289	272	146	102	1002	55	173	83	54	365
Weighted base	1127	536	591	31*	139*	171	223	181	161	221	309	310	241	267	619	508	152*	301	285	289	154	99*	990	71**	192*	68*	55**	386
NET: Agree	722 64%	302 56%	419 71%a	22 70%	78 56%	116 68%	144 64%	109 60%	110 69%	143 65%	223 72%kin	202 65%	141 59%	154 58%	426 69%kin	296 58%	108 71%	218 72%qr	182 64%	172 60%	89 58%	61 62%	619 63%	32 45%	124 64%	54 80%A	43 78%	253 65%
Strongly agree	291 26%	93 17%	198 33%a	10 31%h	35 25%	53 31%h	60 27%h	42 23%	52 32%h	39 18%	84 27%	81 26%	73 30%l	53 20%	165 27%	126 25%	47 31%	93 31%q	75 26%	60 21%	44 29%	19 19%	242 24%	19 27%	58 30%	32 48%ACF	6 10%	115 30%
Tend to agree	431 38%	209 39%	222 38%	12 39%	43 31%	63 37%	83 37%	67 37%	58 36%	104 47%c	139 45%kn	122 39%	69 29%	101 38%	261 42%kn	170 34%	61 40%	125 42%r	107 38%	112 39%	44 29%	42 43%	377 38%	13 19%	66 34%	22 32%	37 68%	138 36%
Neither agree nor disagree	274 24%	145 27%	129 22%	7 22%	39 28%	34 20%	56 25%	52 29%	31 19%	56 25%	60 20%	74 24%	62 26%	77 29%im	134 22%	140 28%i	21 14%	45 15%	80 28%vo	77 26%vo	43 28%vo	29 30%vo	262 26%D	20 29%	39 21%	7 10%	12 22%	79 20%
Tend to disagree	70 6%	44 8%b	27 5%	2 6%	15 11%	12 7%	9 4%	11 6%	10 6%	11 5%	15 5%	12 4%	21 9%	22 8%	28 4%	43 8%jm	15 10%p	24 8%p	7 2%	24 8%p	10 6%	6 6%	57 6%	10 14%	14 8%	4 6%	-	29 7%
Strongly disagree	26 2%	23 4%b	4 1%	* *	1 1%	3 2%	1 *	7 4%e	6 4%e	7 3%	2 1%	13 4%i	3 1%	8 3%	15 2%	11 2%	3 2%	5 2%	7 2%	7 2%	6 4%	2 2%	25 3%	6 9%	5 2%	1 2%	-	12 3%
NET: Disagree	97 9%	67 12%b	30 5%	2 7%	16 12%	15 9%	10 5%	19 10%	16 10%	18 8%	18 6%	25 8%	24 10%	30 11%i	43 7%	54 11%i	19 12%p	28 9%	14 5%	31 11%p	16 10%	8 8%	82 8%	17 23%	19 10%	5 8%	-	41 11%
Don't know	34 3%	22 4%	12 2%	1 2%	5 4%	6 4%	14 6%fh	2 1%	3 2%	3 1%	7 2%	9 3%	13 5%	5 2%	16 3%	18 4%	4 3%	10 3%	9 3%	6 4%	* 1%	27 3%	2 3%	10 5%	2 2%	-	14 4%	

## British Future - 14-18 NOW Polling

Table 30

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample B respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1127	298	341	325	545	354	129	69	13
Weighted base	1127	319	351	322	537	387	126*	37**	19**
NET: Agree	722 64%	195 61%	216 62%	223 69%	327 61%	250 65%	98 78%JK	25 67%	12 63%
Strongly agree	291 26%	69 21%	84 24%	93 29%	118 22%	111 29%J	45 36%J	10 28%	2 9%
Tend to agree	431 38%	127 40%	132 38%	130 40%	209 39%	139 36%	53 42%	14 39%	10 54%
Neither agree nor disagree	274 24%	80 25%	89 26%	73 23%	144 27%L	99 26%L	14 11%	8 22%	5 29%
Tend to disagree	70 6%	23 7%	24 7%	13 4%	38 7%	22 6%	4 3%	* *	2 8%
Strongly disagree	26 2%	11 3%	9 3%	3 1%	15 3%	9 2%	3 3%	- -	- -
NET: Disagree	97 9%	34 11%I	33 9%	16 5%	53 10%	31 8%	7 6%	* *	2 8%
Don't know	34 3%	10 3%	12 3%	10 3%	14 3%	7 2%	7 6%	4 11%	- -

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 30

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample B respondents**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1127	359	312	41	71	417	459	126	239	115	105	182	17	52	141	474	512	239	542	346	260	562	305
Weighted base	1127	392	342	42*	68*	444	503	148*	271	116*	112*	200	16**	50*	141	480	506	244	553	330	282	573	272
NET: Agree	722 64%	273 70% <sup>c</sup>	231 67% <sup>c</sup>	15 35%	44 65% <sup>c</sup>	313 70% <sup>fg</sup>	312 62% <sup>g</sup>	75 50%	177 65%	94 82% <sup>hj</sup>	75 67%	141 71%	8 51%	34 69%	57 40%	283 59% <sup>p</sup>	381 75% <sup>pq</sup>	94 38%	337 61% <sup>s</sup>	290 88% <sup>st</sup>	157 56%	364 63%	201 74% <sup>vw</sup>
Strongly agree	291 26%	91 23%	105 31% <sup>c</sup>	5 12%	20 30%	137 31% <sup>f</sup>	109 22%	36 24%	54 20%	36 31% <sup>h</sup>	34 31%	66 33% <sup>h</sup>	4 23%	15 29%	18 13%	101 21%	171 34% <sup>pq</sup>	22 9%	99 18% <sup>s</sup>	170 52% <sup>st</sup>	56 20%	135 23%	100 37% <sup>vw</sup>
Tend to agree	431 38%	182 47% <sup>bc</sup>	126 37%	10 24%	24 36%	176 40% <sup>g</sup>	203 40% <sup>g</sup>	39 26%	123 45%	58 50%	41 37%	75 38%	5 28%	20 39%	39 27%	182 38% <sup>p</sup>	210 42% <sup>p</sup>	72 30%	238 43% <sup>s</sup>	120 36%	101 36%	229 40%	101 37%
Neither agree nor disagree	274 24%	84 21%	61 18%	19 46% <sup>ab</sup>	18 26%	83 19%	133 27% <sup>e</sup>	51 34% <sup>e</sup>	65 24% <sup>ik</sup>	15 13%	23 21%	27 14%	5 32%	13 25%	46 32% <sup>r</sup>	138 29% <sup>r</sup>	90 18%	87 36% <sup>u</sup>	165 30% <sup>u</sup>	23 7%	82 29% <sup>x</sup>	149 26% <sup>x</sup>	43 16%
Tend to disagree	70 6%	19 5%	30 9%	3 8%	4 6%	29 7%	33 7%	6 4%	17 6%	2 1%	7 6%	21 11% <sup>i</sup>	2 12%	2 4%	22 16% <sup>qr</sup>	29 6%	20 4%	33 13% <sup>tu</sup>	31 6% <sup>u</sup>	7 2%	24 9%	34 6%	13 5%
Strongly disagree	26 2%	10 3%	7 2%	2 5%	1 1%	10 2%	13 3%	4 2%	6 2%	4 3%	2 2%	5 2%	-	1 2%	10 7% <sup>qr</sup>	11 2%	6 1%	17 7% <sup>tu</sup>	7 1%	3 1%	10 3%	11 2%	6 2%
NET: Disagree	97 9%	29 7%	37 11%	6 13%	5 7%	39 9%	46 9%	10 7%	23 9%	6 5%	10 9%	26 13%	2 12%	3 6%	32 23% <sup>qr</sup>	39 8%	26 5%	49 20% <sup>tu</sup>	37 7% <sup>u</sup>	10 3%	34 12%	44 8%	19 7%
Don't know	34 3%	5 1%	13 4%	2 6%	1 1%	9 2%	12 2%	13 9% <sup>ef</sup>	5 2%	-	4 3%	5 2%	1 5%	-	6 4%	19 4%	8 2%	14 6% <sup>tu</sup>	13 2%	6 2%	9 3%	16 3%	9 3%

## British Future - 14-18 NOW Polling

Table 30

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'Arts and cultural events can bring people together in the UK.'**

**Base: All Sample B respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1127	178	275	350	107	95	107	182	220	369	229	125	564	400	650	477	165	462	939
Weighted base	1127	157	267	353	115*	104*	109*	178	232	373	225	116*	545	419	649	478	159	469	947
NET: Agree	722 64%	123 79% CDEF	201 75% CEF	214 61% F	75 66% F	62 59% F	44 40%	126 71% K	155 67%	229 61%	148 66%	63 54%	450 83% M	182 43%	450 69% O	272 57%	122 77% QR	312 66%	583 62%
Strongly agree	291 26%	57 36% CDF	93 35% CDF	88 25% F	18 15%	24 23% F	11 10%	53 30%	63 27%	93 25%	57 25%	25 21%	219 40% M	39 9%	195 30% O	96 20%	60 38% QR	130 28%	226 24%
Tend to agree	431 38%	66 42%	108 40%	126 36%	58 50% CF	38 37%	33 30%	72 41%	93 40%	135 36%	91 40%	38 33%	231 42% M	142 34%	255 39%	176 37%	62 39%	182 39%	358 38%
Neither agree nor disagree	274 24%	19 12%	44 16%	106 30% AB	25 22%	26 25% A	42 38% ABD	24 13%	52 22%	105 28% G	50 22%	42 36% GHJ	63 11%	156 37% L	135 21%	139 29% N	21 13%	109 23% P	249 26% P
Tend to disagree	70 6%	9 6%	17 7%	20 6%	4 4%	11 11%	9 8%	16 9%	17 7%	17 4%	14 6%	7 6%	19 3%	49 12% L	39 6%	31 7%	12 8%	27 6%	59 6%
Strongly disagree	26 2%	4 2%	3 1%	4 1%	4 3%	4 4%	7 6% BC	7 4%	4 2%	7 2%	7 3%	2 2%	7 1%	20 5% L	12 2%	14 3%	2 1%	9 2%	23 2%
NET: Disagree	97 9%	13 8%	21 8%	24 7%	8 7%	15 14%	15 14%	23 13% I	21 9%	24 6%	20 9%	9 8%	25 5%	69 16% L	51 8%	46 10%	14 9%	36 8%	82 9%
Don't know	34 3%	1 1%	1 *	9 3%	7 6% AB	1 1%	8 8% ABCE	6 3%	4 2%	15 4%	7 3%	2 2%	7 1%	13 3%	13 2%	21 4%	1 1%	12 2%	33 3%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 31  
**Q7. Please tell us how much you agree or disagree with each of the following statements.**  
**- 'It is important to mark British national moments.'**  
**Base: All Sample B respondents**

	Gender		Age								Social Class					Region					Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1127	498	629	125	82	145	202	196	173	204	438	275	154	260	713	414	151	318	289	272	146	102	1002	55	173	83	54	365
Weighted base	1127	536	591	31*	139*	171	223	181	161	221	309	310	241	267	619	508	152*	301	285	289	154	99*	990	71**	192*	68*	55**	386
NET: Agree	905	421	484	26	98	122	168	148	142	202	264	256	172	213	520	385	110	241	233	233	115	83	816	43	122	49	41	256
	80%	78%	82%	82%	71%	71%	75%	82%	88%	91%	85%	83%	71%	80%	84%	76%	73%	80%	82%	81%	75%	84%	82%	61%	64%	73%	75%	66%
Strongly agree	585	277	309	11	50	71	115	101	105	133	170	154	120	142	324	261	61	147	157	148	81	52	541	23	66	32	10	132
	52%	52%	52%	34%	36%	42%	51%	56%	65%	60%	55%	50%	50%	53%	52%	51%	40%	49%	55%	51%	53%	53%	55%	33%	34%	48%	18%	34%
Tend to agree	320	144	176	15	48	51	53	47	37	69	94	102	52	72	196	124	50	95	75	85	34	31	275	20	56	17	31	124
	28%	27%	30%	48%	35%	30%	24%	26%	23%	31%	30%	33%	22%	27%	32%	24%	33%	32%	26%	29%	22%	31%	28%	28%	29%	25%	56%	32%
Neither agree nor disagree	157	75	81	4	27	32	40	25	13	16	29	37	50	41	66	91	30	43	34	44	24	12	127	15	50	13	12	91
	14%	14%	14%	13%	19%	19%	18%	14%	8%	7%	9%	12%	21%	15%	11%	18%	20%	14%	12%	15%	15%	12%	13%	22%	26%	19%	22%	23%
Tend to disagree	27	17	11	1	4	12	6	-	3	2	14	6	4	3	20	7	5	8	7	8	5	-	18	7	9	5	2	23
	2%	3%	2%	2%	3%	7%	3%	-	2%	1%	5%	2%	2%	1%	3%	1%	3%	3%	2%	3%	3%	-	2%	9%	5%	8%	3%	6%
Strongly disagree	19	13	6	*	8	3	1	4	*	1	2	3	6	8	5	14	1	1	5	2	7	3	17	4	2	-	-	6
	2%	2%	1%	1%	6%	2%	1%	2%	1%	1%	1%	1%	2%	3%	1%	3%	1%	*	2%	1%	4%	3%	2%	6%	1%	-	-	2%
NET: Disagree	46	30	17	1	12	15	7	4	4	3	16	9	10	11	26	21	7	10	12	10	12	3	36	11	11	5	2	29
	4%	6%	3%	3%	9%	9%	3%	2%	2%	2%	5%	3%	4%	4%	4%	4%	4%	3%	4%	4%	8%	3%	4%	15%	6%	8%	3%	8%
Don't know	19	10	9	1	2	1	8	4	2	-	*	7	10	1	7	11	5	7	6	1	3	1	12	1	9	-	-	10
	2%	2%	1%	3%	2%	1%	4%	2%	1%	-	*	2%	4%	1%	1%	2%	3%	2%	2%	1%	2%	1%	1%	2%	5%	-	-	3%

## British Future - 14-18 NOW Polling

Table 31

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'It is important to mark British national moments.'**

**Base: All Sample B respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1127	298	341	325	545	354	129	69	13
Weighted base	1127	319	351	322	537	387	126*	37**	19**
NET: Agree	905 80%	244 76%	288 82%	265 82%	437 81%	305 79%	101 80%	27 73%	19 100%
Strongly agree	585 52%	147 46%	196 56%G	175 54%	300 56%	191 49%	66 52%	13 36%	11 58%
Tend to agree	320 28%	97 30%	92 26%	90 28%	136 25%	115 30%	35 28%	14 37%	8 42%
Neither agree nor disagree	157 14%	50 16%	41 12%	46 14%	81 15%	53 14%	16 13%	5 13%	-
Tend to disagree	27 2%	9 3%	10 3%	4 1%	5 1%	16 4%J	2 2%	4 10%	-
Strongly disagree	19 2%	9 3%I	9 3%I	-	9 2%	8 2%	1 1%	-	-
NET: Disagree	46 4%	18 6%I	20 6%I	4 1%	14 3%	25 6%J	4 3%	4 10%	-
Don't know	19 2%	7 2%	2 1%	6 2%	5 1%	5 1%	6 4%J	2 4%	-

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 31

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'It is important to mark British national moments.'**

**Base: All Sample B respondents**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1127	359	312	41	71	417	459	126	239	115	105	182	17	52	141	474	512	239	542	346	260	562	305
Weighted base	1127	392	342	42*	68*	444	503	148*	271	116*	112*	200	16**	50*	141	480	506	244	553	330	282	573	272
NET: Agree	905 80%	367 94%bcd	269 78%	34 81%	50 74%	330 74%	450 89%eg	100 67%	259 96%jkm	105 91%km	95 85%m	149 75%	16 96%	33 66%	95 68%	366 76%	444 88%pq	191 78%	434 78%	280 85%t	251 89%wx	436 76%	218 80%
Strongly agree	585 52%	269 69%bd	160 47%	26 62%d	27 40%	199 45%	319 63%eg	56 38%	196 72%jkm	71 61%km	61 54%m	85 43%	11 65%	16 33%	47 33%	200 42%	338 67%pq	116 48%	271 49%	198 60%st	192 68%wx	268 47%	125 46%
Tend to agree	320 28%	98 25%	109 32%	8 19%	23 34%	131 29%	131 26%	44 29%	63 23%	34 29%	35 31%	64 32%	5 31%	17 33%	49 34%r	165 34%r	106 21%	75 31%	163 29%	82 25%	59 21%	168 29%v	93 34%v
Neither agree nor disagree	157 14%	19 5%	48 14%a	5 12%	14 20%a	80 18%f	40 8%	33 22%f	8 3%	9 8%	11 10%h	33 17%h	1 4%	13 26%hij	28 20%r	84 18%r	44 9%	35 14%	85 15%	37 11%	18 6%	102 18%v	38 14%v
Tend to disagree	27 2%	2 *	18 5%a	-	2 3%a	15 3%f	4 1%	7 5%f	1 *	1 1%	3 3%	11 5%h	-	2 4%h	8 5%r	15 3%	5 1%	9 4%	15 3%	3 1%	7 2%	14 2%	7 2%
Strongly disagree	19 2%	3 1%	4 1%	3 7%ab	-	10 2%	8 2%	1 1%	2 1%	1 1%	2 2%	3 1%	-	-	2 2%	10 2%	6 1%	3 1%	13 2%	3 1%	4 1%	11 2%	4 2%
NET: Disagree	46 4%	5 1%	22 6%a	3 7%a	2 3%	25 6%f	12 2%	9 6%	3 1%	2 2%	5 4%	13 7%h	-	2 4%	10 7%r	25 5%r	12 2%	12 5%	28 5%u	6 2%	10 4%	25 4%	11 4%
Don't know	19 2%	1 *	4 1%	-	2 3%a	10 2%f	1 *	7 5%f	1 *	-	-	4 2%	-	2 4%h	7 5%qr	5 1%	6 1%	6 3%	6 1%	6 2%	3 1%	10 2%	6 2%

## British Future - 14-18 NOW Polling

Table 31

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'It is important to mark British national moments.'**

**Base: All Sample B respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1127	178	275	350	107	95	107	182	220	369	229	125	564	400	650	477	165	462	939
Weighted base	1127	157	267	353	115*	104*	109*	178	232	373	225	116*	545	419	649	478	159	469	947
NET: Agree	905 80%	131 83%	216 81%	290 82%	99 86%	82 79%	82 75%	132 74%	176 76%	309 83%G	192 85%GH	94 81%	461 85%M	325 78%	550 85%O	355 74%	139 87%	397 85%R	752 79%
Strongly agree	585 52%	77 49%	151 56%F	186 53%	63 55%	59 57%	45 41%	78 44%	107 46%	215 58%GH	125 55%	61 52%	309 57%M	201 48%	372 57%O	213 45%	104 66%QR	256 55%	469 50%
Tend to agree	320 28%	54 34%	65 24%	104 29%	35 30%	24 23%	37 34%	54 30%	68 29%	94 25%	67 30%	33 28%	152 28%	124 30%	178 27%	142 30%	34 22%	142 30%	283 30%
Neither agree nor disagree	157 14%	14 9%	35 13%	50 14%	9 8%	17 16%	21 19%AD	31 18%J	43 19%J	46 12%	21 9%	15 13%	61 11%	61 14%	63 10%	94 20%N	13 8%	44 9%	138 15%Q
Tend to disagree	27 2%	6 4%C	7 3%	3 1%	5 5%C	3 3%	2 2%	5 3%	8 3%	8 2%	6 3%	- -	7 1%	20 5%L	16 2%	12 2%	4 2%	12 3%	24 2%
Strongly disagree	19 2%	5 3%	7 3%	5 1%	- -	1 1%	1 1%	5 3%	2 1%	4 1%	2 1%	6 5%HIJ	10 2%	9 2%	14 2%	5 1%	3 2%	11 2%	16 2%
NET: Disagree	46 4%	11 7%C	15 5%	8 2%	5 5%	4 4%	3 3%	10 6%	10 4%	13 3%	8 4%	6 5%	17 3%	29 7%L	30 5%	17 3%	7 4%	23 5%	40 4%
Don't know	19 2%	2 1%	1 1%	5 1%	2 2%	* *	2 2%	4 2%	4 2%	5 1%	3 2%	2 2%	6 1%	5 1%	6 1%	12 3%	1 *	5 1%	17 2%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 32

**Q7. Please tell us how much you agree or disagree with each of the following statements.  
- 'I feel optimistic about the future of the UK.'**

**Base: All Sample B respondents**

	Gender		Age								Social Class						Region					Ethnicity						
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	1127	498	629	125	82	145	202	196	173	204	438	275	154	260	713	414	151	318	289	272	146	102	1002	55	173	83	54	365
Weighted base	1127	536	591	31*	139*	171	223	181	161	221	309	310	241	267	619	508	152*	301	285	289	154	99*	990	71**	192*	68*	55**	386
NET: Agree	457	230	227	13	40	57	78	63	72	134	130	126	88	114	255	202	66	124	128	107	64	34	392	22	98	43	13	176
	41%	43%	38%	41%	29%	34%	35%	35%	45%	61%	42%	41%	36%	43%	41%	40%	43%	41%	45%	37%	42%	34%	40%	31%	51%A	63%AF	24%	46%
Strongly agree	178	100	79	3	12	29	35	27	26	47	43	46	46	44	89	89	26	49	55	41	27	7	140	8	53	21	3	85
	16%	19%b	13%	11%	8%	17%	16%	15%	16%	21%c	14%	15%	19%	16%	14%	18%	17%	16%	19% <sub>s</sub>	14%	17%	7%	14%	12%	27%A	31%A	6%	22%A
Tend to agree	279	130	148	9	28	28	43	37	46	87	87	80	42	70	166	112	40	75	73	66	38	27	252	14	45	22	10	91
	25%	24%	25%	29% <sub>d</sub>	20%	16%	19%	20%	29% <sub>d</sub>	39% <sub>cde</sub>	28% <sub>k</sub>	26%	17%	26%	27% <sub>k</sub>	22%	26%	25%	26%	23%	24%	27%	25%	19%	23%	33%	18%	24%
Neither agree nor disagree	280	125	155	6	35	48	64	48	41	38	64	87	70	60	150	130	27	67	80	69	39	25	247	21	49	14	17	100
	25%	23%	26%	20%	25%	28% <sub>h</sub>	29% <sub>h</sub>	26%	25%	17%	21%	28%	29%	22%	24%	26%	18%	22%	28%	24%	26%	25%	25%	30%	25%	20%	31%	26%
Tend to disagree	276	123	153	10	47	43	51	48	36	40	81	69	55	71	150	126	44	88	52	82	28	26	255	11	27	5	16	59
	25%	23%	26%	31% <sub>h</sub>	34% <sub>h</sub>	25%	23%	27%	23%	18%	26%	22%	23%	27%	24%	25%	29% <sub>p</sub>	29% <sub>pr</sub>	18%	28% <sub>p</sub>	18%	26%	26% <sub>CDF</sub>	16%	14%	7%	29%	15%
Strongly disagree	85	46	39	3	12	18	15	20	10	9	31	23	14	17	54	31	13	19	14	22	19	11	76	13	10	5	6	33
	8%	9%	7%	8%	8%	10% <sub>h</sub>	7%	11% <sub>h</sub>	6%	4%	10%	7%	6%	6%	9%	6%	9%	6%	5%	8%	12% <sub>p</sub>	12%	8%	18%	5%	7%	10%	9%
NET: Disagree	361	169	192	12	59	61	66	68	47	49	112	92	69	88	204	157	57	106	66	104	47	38	331	24	37	10	22	92
	32%	32%	33%	40% <sub>h</sub>	42% <sub>h</sub>	36% <sub>h</sub>	30%	37% <sub>h</sub>	29%	22%	36%	30%	29%	33%	33%	31%	38% <sub>p</sub>	35% <sub>p</sub>	23%	36% <sub>p</sub>	31%	38% <sub>p</sub>	33% <sub>CDF</sub>	34%	19%	14%	39%	24%
Don't know	28	12	16	*	5	4	15	2	2	-	3	6	14	5	9	19	2	4	11	8	3	2	21	4	9	2	3	18
	3%	2%	3%	*	3%	3% <sub>h</sub>	7% <sub>l</sub>	1%	1%	-	1%	2%	6% <sub>im</sub>	2%	1%	4% <sub>im</sub>	1%	1%	4%	3%	2%	2%	2%	5%	5%	2%	6%	5%

## British Future - 14-18 NOW Polling

Table 32

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'I feel optimistic about the future of the UK.'**

**Base: All Sample B respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	1127	298	341	325	545	354	129	69	13
Weighted base	1127	319	351	322	537	387	126*	37**	19**
NET: Agree	457 41%	133 42%	151 43%	123 38%	228 43%	161 42%	41 32%	11 31%	10 55%
Strongly agree	178 16%	53 16%	64 18%	43 13%	91 17%	56 14%	20 16%	3 8%	5 29%
Tend to agree	279 25%	81 25%	86 25%	80 25%	137 25%	105 27%L	21 17%	8 23%	5 27%
Neither agree nor disagree	280 25%	81 26%	88 25%	84 26%	149 28%	93 24%	27 21%	9 23%	* 2%
Tend to disagree	276 25%	69 22%	83 24%	83 26%	119 22%	89 23%	38 30%	11 30%	8 43%
Strongly disagree	85 8%	31 10%	23 7%	23 7%	31 6%	37 10%	12 9%	6 15%	- -
NET: Disagree	361 32%	100 31%	106 30%	107 33%	149 28%	126 33%	49 39%J	17 45%	8 43%
Don't know	28 3%	5 1%	6 2%	8 2%	10 2%	7 2%	9 7%JK	* *	- -

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 32

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'I feel optimistic about the future of the UK.'**

**Base: All Sample B respondents**

	Vote In 2017 General Election					EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score		
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	1127	359	312	41	71	417	459	126	239	115	105	182	17	52	141	474	512	239	542	346	260	562	305
Weighted base	1127	392	342	42*	68*	444	503	148*	271	116*	112*	200	16**	50*	141	480	506	244	553	330	282	573	272
NET: Agree	457 41%	228 58%bd	111 33%	21 51%bd	18 26%	121 27%	289 57%eg	35 23%	179 66%ijkm	48 42%km	52 46%km	52 26%	8 50%	9 18%	43 30%	187 39%	227 45%p	107 44%	222 40%	129 39%	141 50%wx	217 38%	99 36%
Strongly agree	178 16%	88 22%bd	39 12%	9 22%d	5 7%	31 7%	123 25%eg	21 14%e	76 28%ikm	12 11%	21 19%km	15 7%	4 23%	1 2%	13 9%	63 13%	103 20%pq	35 14%	82 15%	61 19%	59 21%w	69 12%	50 18%w
Tend to agree	279 25%	140 36%bd	72 21%	12 29%	13 19%	90 20%g	165 33%eg	14 9%	103 38%km	36 31%k	31 28%	38 19%	4 27%	8 17%	30 21%	124 26%	124 25%	72 29%u	139 25%	68 21%	82 29%x	148 26%x	49 18%
Neither agree nor disagree	280 25%	78 20%	88 26%	8 19%	17 25%	104 24%	119 24%	51 34%ef	52 19%	25 22%	33 29%	45 23%	4 26%	12 25%	42 30%	132 28%r	106 21%	62 26%	141 25%	77 23%	53 19%	175 31%vx	52 19%
Tend to disagree	276 25%	70 18%	91 27%a	11 26%	27 40%ab	148 33%f	73 15%	44 30%f	33 12%	35 31%h	20 18%	63 31%hj	2 15%	23 47%hj	33 23%	118 24%	126 25%	47 19%	144 26%	86 26%	61 22%	132 23%	83 30%v
Strongly disagree	85 8%	10 3%	43 12%a	2 4%	6 8%a	56 13%f	15 3%	12 8%f	5 2%	4 3%	5 5%	32 16%hij	1 5%	5 10%h	19 13%q	28 6%	38 8%	23 9%	37 7%	25 8%	23 8%	32 6%	30 11%w
NET: Disagree	361 32%	81 21%	134 39%a	13 30%	33 48%a	204 46%f	89 18%	56 38%f	38 14%	39 34%h	26 23%	95 47%hij	3 20%	28 57%hij	52 37%	146 30%	164 32%	69 28%	181 33%	111 34%	84 30%	164 29%	113 41%vw
Don't know	28 3%	5 1%	9 3%	-	1 1%	15 3%	7 1%	6 4%	2 1%	3 2%	2 2%	7 4%	1 4%	-	5 3%	15 3%	9 2%	6 2%	10 2%	12 4%	4 1%	16 3%	8 3%

## British Future - 14-18 NOW Polling

Table 32

**Q7. Please tell us how much you agree or disagree with each of the following statements.**

**- 'I feel optimistic about the future of the UK.'**

**Base: All Sample B respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	1127	178	275	350	107	95	107	182	220	369	229	125	564	400	650	477	165	462	939
Weighted base	1127	157	267	353	115*	104*	109*	178	232	373	225	116*	545	419	649	478	159	469	947
NET: Agree	457 41%	59 38%	107 40%	149 42%	46 40%	48 47%	46 43%	73 41%	84 36%	154 41%	91 41%	55 47%	233 43%	175 42%	290 45%O	167 35%	82 52%R	202 43%	370 39%
Strongly agree	178 16%	27 17%	45 17%	50 14%	19 17%	19 18%	18 17%	36 20%	39 17%	53 14%	34 15%	16 14%	98 18%	58 14%	125 19%O	53 11%	44 28%QR	78 17%	131 14%
Tend to agree	279 25%	31 20%	62 23%	99 28%	27 23%	29 28%	28 26%	37 21%	44 19%	101 27%	57 25%	39 33%GH	134 25%	116 28%	165 25%	114 24%	39 24%	125 27%	239 25%
Neither agree nor disagree	280 25%	34 22%	59 22%	92 26%	27 23%	28 27%	32 29%	36 20%	65 28%	99 27%	50 22%	29 25%	125 23%	104 25%	157 24%	123 26%	39 24%	110 23%	233 25%
Tend to disagree	276 25%	49 31%F	73 27%	86 24%	29 25%	19 19%	18 17%	48 27%	63 27%	79 21%	62 28%	20 18%	137 25%	98 23%	146 22%	130 27%	25 16%	115 25%	245 26%P
Strongly disagree	85 8%	12 8%	22 8%	22 6%	11 10%	8 8%	9 8%	18 10%	16 7%	30 8%	14 6%	7 6%	38 7%	38 9%	46 7%	39 8%	13 8%	32 7%	71 8%
NET: Disagree	361 32%	61 39%F	95 36%	107 30%	40 35%	28 27%	27 25%	66 37%K	79 34%	109 29%	76 34%	28 24%	175 32%	136 33%	192 30%	169 35%	37 23%	147 31%	317 33%P
Don't know	28 3%	3 2%	6 2%	6 2%	2 2%	- -	4 4%	2 1%	4 2%	11 3%	7 3%	4 4%	12 2%	4 1%	11 2%	18 4%	1 1%	10 2%	27 3%

## British Future - 14-18 NOW Polling

Table 33

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- Summary table**

**Base: All respondents**

	'Building on the UK 'City of Culture' programme, we should host a similar 'Town of Culture' programme to bring the arts to places outside the big cities.'	'In the future, when the UK hosts the coronation of a new monarch, there should be a major arts and culture festival across the UK in the first year of their reign to celebrate.'
Unweighted base	2260	2260
Weighted base	2260	2260
NET: Agree	1401 62%	1228 54%
Strongly agree	546 24%	534 24%
Tend to agree	855 38%	694 31%
Neither agree nor disagree	574 25%	617 27%
Tend to disagree	115 5%	154 7%
Strongly disagree	40 2%	107 5%
NET: Disagree	155 7%	261 12%
Don't know	129 6%	155 7%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 34

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'Building on the UK 'City of Culture' programme, we should host a similar 'Town of Culture' programme to bring the arts to places outside the big cities.'**

**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
NET: Agree	1401	640	762	42	145	191	262	230	211	318	392	426	282	302	818	584	193	378	358	346	202	117	1239	69	223	100	74	465
	62%	59%	65%a	65%d	56%	55%	60%	62%	65%d	70%cd	67%kl	65%ln	59%	56%	66%ln	57%	67%	64%	60%	62%	63%	59%	63%B	50%	61%	69%B	62%	61%
Strongly agree	546	248	298	14	50	73	89	89	103	128	152	174	108	113	326	220	71	134	137	136	84	55	479	32	78	52	19	181
	24%	23%	25%	21%	19%	21%	20%	24%	32%u	28%e	26%	27%l	23%	21%	26%ln	22%	25%	23%	23%	24%	26%	28%	24%	23%	21%	35%ACEF	16%	24%
Tend to agree	855	392	463	28	95	118	174	141	108	191	240	252	174	190	492	363	122	244	221	211	118	62	760	37	145	48	55	285
	38%	36%	39%	44%dg	36%	34%	40%	38%	33%	42%g	41%	38%	37%	35%	40%	36%	42%as	41%as	37%	38%	37%	31%	38%	27%	40%	33%	46%B	37%
Neither agree nor disagree	574	290	284	14	75	97	117	98	77	95	127	170	120	157	298	277	63	153	160	136	72	53	497	36	100	34	25	196
	25%	27%	24%	22%	29%	28%	27%	27%	24%	21%	22%	26%	25%	29%ai	24%	27%ai	22%	26%	27%	24%	23%	27%	25%	26%	28%	23%	21%	26%
Tend to disagree	115	66	49	5	24	24	10	18	14	20	37	20	23	34	57	58	11	22	30	32	20	11	101	6	10	11	4	31
	5%	6%	4%	7%e	9%e	7%e	2%	5%	4%	4%	6%j	3%	5%	6%j	5%	6%j	4%	4%	5%	6%	6%	6%	5%	5%	3%	7%	3%	4%
Strongly disagree	40	28	12	2	5	8	5	8	7	6	9	9	10	12	18	22	4	10	14	6	4	7	33	11	9	-	1	22
	2%	3%b	1%	3%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	4%q	2%	8%ADF	2%	-	1%	3%
NET: Disagree	155	94	62	7	29	32	15	25	21	27	46	30	33	47	76	80	16	32	44	38	24	18	134	18	19	11	5	52
	7%	9%b	5%	10%e	11%e	9%e	3%	7%	6%	6%	8%j	5%	7%	9%j	6%	8%j	5%	5%	7%	7%	7%	9%	7%	13%C	5%	7%	5%	7%
Don't know	129	61	68	2	12	28	40	16	16	16	22	30	41	36	52	77	16	29	30	39	21	10	109	15	23	1	14	53
	6%	6%	6%	3%	5%	8%uh	9%ufh	4%	5%	3%	4%	5%	9%ijm	7%i	4%	8%im	5%	5%	5%	7%	6%	5%	6%	11%D	6%D	1%	12%D	7%D

## British Future - 14-18 NOW Polling

Table 34

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'Building on the UK 'City of Culture' programme, we should host a similar 'Town of Culture' programme to bring the arts to places outside the big cities.'**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	Univ-ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
NET: Agree	1401 62%	395 59%	440 62%	415 67%G	688 62%	462 61%	176 69%K	43 65%	17 57%
Strongly agree	546 24%	140 21%	177 25%	175 28%G	250 22%	186 24%	77 30%J	22 32%	7 23%
Tend to agree	855 38%	255 38%	263 37%	241 39%	438 39%	275 36%	100 39%	22 33%	10 34%
Neither agree nor disagree	574 25%	177 26%	176 25%	140 23%	291 26%	194 25%	55 22%	12 18%	9 31%
Tend to disagree	115 5%	46 7%H	26 4%	29 5%	36 3%	53 7%J	12 5%	6 10%J	-
Strongly disagree	40 2%	16 2%I	18 3%I	3 1%	24 2%	13 2%	3 1%	* *	- -
NET: Disagree	155 7%	62 9%I	44 6%	32 5%	61 5%	66 9%J	15 6%	7 10%	-
Don't know	129 6%	35 5%	46 7%	32 5%	71 6%	40 5%	8 3%	4 6%	4 13%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 34

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'Building on the UK 'City of Culture' programme, we should host a similar 'Town of Culture' programme to bring the arts to places outside the big cities.'**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
NET: Agree	1401 62%	498 64%	430 65%	50 59%	105 75%abc	609 65%g	607 64%g	144 46%	314 62%	179 69%	141 68%	260 64%	28 77%	72 74%h	127 46%	510 53%p	765 74%pq	190 39%	677 61%s	534 82%st	301 56%	709 59%	391 76%vw
Strongly agree	546 24%	202 26%	168 25%	21 25%	39 28%	245 26%g	248 26%g	39 12%	136 27%	66 25%	50 24%	107 26%	11 31%	27 28%	38 14%	151 16%	357 35%pq	63 13%	220 20%s	263 40%st	116 21%	259 21%	171 33%vw
Tend to agree	855 38%	296 38%	262 39%	29 34%	65 46%	363 39%	359 38%	105 33%	178 35%	113 43%	91 44%	154 38%	16 45%	45 46%	88 32%	359 38%	407 40%p	127 26%	457 41%s	271 41%st	186 34%	450 37%	220 43%v
Neither agree nor disagree	574 25%	197 25%	149 22%	17 20%	27 19%	225 24%	220 23%	115 37%ef	135 27%g	58 22%	38 18%	97 24%	6 16%	19 19%	91 33%r	303 32%r	180 17%	187 38%tu	302 27%u	86 13%	153 28%x	349 29%x	72 14%
Tend to disagree	115 5%	31 4%	43 6%	7 8%	6 4%	44 5%	49 5%	17 6%	21 4%	8 3%	14 7%	24 6%	1 4%	5 5%	20 7%r	65 7%r	30 3%	35 7%u	67 6%u	13 2%	34 6%	60 5%	21 4%
Strongly disagree	40 2%	11 1%	12 2%	9 10%abd	-	11 1%	25 3%	2 1%	9 2%	2 1%	5 2%	7 2%	-	-	10 4%q	12 1%	18 2%	20 4%tu	16 1%	4 1%	25 5%wx	7 1%	8 2%
NET: Disagree	155 7%	43 5%	54 8%	16 19%abd	6 4%	55 6%	74 8%	19 6%	31 6%	10 4%	19 9%	31 8%	1 4%	5 5%	30 11%r	77 8%r	49 5%	55 11%tu	83 7%u	17 3%	59 11%wx	68 6%	29 6%
Don't know	129 6%	41 5%	32 5%	2 2%	3 2%	43 5%	48 5%	36 11%ef	27 5%	13 5%	11 5%	19 5%	1 4%	2 2%	30 11%qr	64 7%r	35 3%	60 12%tu	51 5%	18 3%	27 5%	80 7%	21 4%



## British Future - 14-18 NOW Polling

Table 34

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'Building on the UK 'City of Culture' programme, we should host a similar 'Town of Culture' programme to bring the arts to places outside the big cities.'**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
NET: Agree	1401 62%	223 70% <i>CDF</i>	395 70% <i>CDF</i>	415 62% <i>F</i>	141 58% <i>F</i>	113 63% <i>F</i>	109 46%	218 62%	279 60%	465 62%	260 61%	173 68%	823 75% <i>M</i>	404 51%	866 68% <i>O</i>	535 54%	223 68% <i>R</i>	616 69% <i>R</i>	1152 61%
Strongly agree	546 24%	95 30% <i>DEF</i>	165 29% <i>DEF</i>	170 25% <i>F</i>	49 20%	32 18%	34 14%	87 25%	108 23%	161 22%	116 27%	71 28%	372 34% <i>M</i>	114 14%	377 30% <i>O</i>	169 17%	113 35% <i>R</i>	250 28% <i>R</i>	419 22%
Tend to agree	855 38%	128 40%	231 41% <i>F</i>	245 36%	92 38%	81 45% <i>F</i>	75 32%	131 37%	171 37%	303 40% <i>J</i>	144 34%	102 40%	451 41%	290 37%	489 38%	366 37%	110 34%	367 41%	733 39%
Neither agree nor disagree	574 25%	61 19%	114 20%	173 26%	70 29% <i>AB</i>	45 25%	86 36% <i>ABCE</i>	83 24%	134 29%	188 25%	108 25%	57 22%	176 16%	262 33% <i>L</i>	274 22%	300 30% <i>N</i>	64 20%	194 22%	495 26% <i>PQ</i>
Tend to disagree	115 5%	14 5%	33 6%	37 6%	10 4%	5 3%	15 6%	18 5%	18 4%	43 6%	23 5%	13 5%	51 5%	59 7% <i>L</i>	62 5%	54 5%	18 5%	41 5%	94 5%
Strongly disagree	40 2%	9 3% <i>B</i>	4 1%	9 1%	5 2%	4 2%	10 4% <i>BC</i>	9 3%	5 1%	17 2%	5 1%	3 1%	12 1%	25 3% <i>L</i>	26 2%	14 1%	13 4% <i>QR</i>	14 2%	28 1%
NET: Disagree	155 7%	23 7%	37 6%	46 7%	14 6%	8 5%	25 10%	27 8%	23 5%	61 8%	28 6%	15 6%	63 6%	84 11% <i>L</i>	88 7%	67 7%	30 9%	55 6%	122 6%
Don't know	129 6%	10 3%	19 3%	38 6%	18 7% <i>B</i>	15 8% <i>AB</i>	18 8% <i>AB</i>	21 6%	28 6%	36 5%	34 8%	10 4%	35 3%	42 5%	44 3%	85 9% <i>N</i>	9 3%	32 4%	117 6% <i>PQ</i>

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 35

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'In the future, when the UK hosts the coronation of a new monarch, there should be a major arts and culture festival across the UK in the first year of their reign to celebrate.'**

**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity									
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)	
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747	
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767	
NET: Agree	1228	543	684	33	147	178	237	196	174	264	336	391	240	261	727	501	185	349	323	336	292	181	83	1078	49	205	97	60	411
	54%	50%	58%a	51%	56%	51%	54%	53%	53%	58%	57%ln	60%kn	51%	48%	58%kn	49%	64%pq	59%qs	55%rs	52%rs	57%rs	42%	54%B	36%	56%B	66%ABF	50%	54%B	
Strongly agree	534	235	298	14	60	78	87	85	92	118	140	177	111	105	317	216	75	141	145	126	75	46	468	24	82	43	18	167	
	24%	22%	25%	21%	23%	22%	20%	23%	28%e	26%	24%	27%ln	23%	19%	26%ln	21%	26%	24%	25%	23%	24%	23%	24%	17%	23%	30%E	15%	22%	
Tend to agree	694	308	386	19	87	100	150	111	81	146	195	214	129	156	409	285	110	208	178	166	106	36	609	25	123	53	42	243	
	31%	28%	33%	30%	33%	29%	35%g	30%	25%	32%	33%ln	33%	27%	29%	33%ln	28%	38%pq	35%rs	30%rs	30%rs	33%rs	18%	31%B	18%	34%B	36%B	35%B	32%B	
Neither agree nor disagree	617	316	301	20	71	100	112	108	84	122	154	157	133	173	311	306	76	174	167	147	75	53	531	55	105	37	27	224	
	27%	29%	26%	31%	27%	29%	26%	29%	26%	27%	26%	24%	28%	32%ijm	25%	30%jm	26%	29%	28%	26%	24%	27%	27%	40%A	29%	26%	23%	29%	
Tend to disagree	154	79	74	7	17	23	23	19	31	33	47	37	40	29	84	69	7	20	46	40	26	21	134	11	19	4	19	52	
	7%	7%	6%	11%ef	6%	7%	5%	5%	10%ef	7%	8%	6%	8%	5%	7%	7%	2%	3%	8%vo	7%vo	8%vo	11%vo	7%	8%	5%	3%	16%ACDF	7%	
Strongly disagree	107	75	32	4	9	20	13	20	18	24	29	31	18	30	60	47	9	18	25	28	12	24	94	9	10	4	2	25	
	5%	7%b	3%	6%	3%	6%	3%	5%	6%	5%	5%	5%	4%	5%	5%	5%	3%	3%	4%	5%	4%	12%vopqr	5%	7%	3%	3%	2%	3%	
NET: Disagree	261	154	107	11	26	43	36	38	49	57	76	69	58	59	144	117	16	38	71	68	38	46	228	20	28	8	21	77	
	12%	14%b	9%	17%ef	10%	12%	8%	10%	15%e	12%	13%	10%	12%	11%	12%	11%	5%	6%	12%vo	12%vo	12%vo	23%vopqr	12%	14%	8%	6%	18%CD	10%	
Don't know	155	71	83	1	17	27	50	26	19	14	22	39	44	49	62	93	10	31	31	51	24	17	142	14	26	4	11	55	
	7%	7%	7%	1%	7%	8%uh	12%ugh	7%uh	6%u	3%	4%	6%	9%im	9%im	5%	9%im	4%	5%	5%	9%vop	8%	9%v	7%	10%	7%	3%	10%	7%	

## British Future - 14-18 NOW Polling

Table 35

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'In the future, when the UK hosts the coronation of a new monarch, there should be a major arts and culture festival across the UK in the first year of their reign to celebrate.'**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
NET: Agree	1228 54%	341 51%	396 56%	367 59%G	595 54%	409 54%	153 60%	36 54%	20 66%
Strongly agree	534 24%	136 20%	180 25%	162 26%G	252 23%	168 22%	75 30%K	21 31%	9 30%
Tend to agree	694 31%	204 31%	216 31%	205 33%	343 31%	241 32%	77 30%	15 23%	11 36%
Neither agree nor disagree	617 27%	199 30%	181 26%	154 25%	325 29%	193 25%	61 24%	18 26%	7 24%
Tend to disagree	154 7%	47 7%	52 7%	36 6%	55 5%	69 9%J	19 8%	5 7%	1 4%
Strongly disagree	107 5%	36 5%	33 5%	19 3%	54 5%	36 5%	9 4%	6 9%	-
NET: Disagree	261 12%	82 12%	85 12%	55 9%	109 10%	105 14%J	28 11%	11 17%	1 4%
Don't know	155 7%	47 7%	44 6%	44 7%	80 7%	56 7%	13 5%	2 3%	2 6%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 35

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'In the future, when the UK hosts the coronation of a new monarch, there should be a major arts and culture festival across the UK in the first year of their reign to celebrate.'**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
NET: Agree	1228 54%	465 60%	369 55%	48 57%	88 63%	508 54%g	559 59%g	128 41%	304 60%	156 60%	129 62%	214 53%	22 62%	62 63%	111 40%	454 48%	663 65%pq	180 37%	586 53% <sub>s</sub>	461 70% <sub>st</sub>	283 52%	641 53%	304 59% <sub>w</sub>
Strongly agree	534 24%	207 27%	165 25%	19 22%	43 31%	234 25%g	247 26%g	40 13%	132 26%	74 28%	62 30%	90 22%	10 27%	30 31%	31 11%	146 15%	357 35% <sub>pq</sub>	55 11%	236 21% <sub>s</sub>	243 37% <sub>st</sub>	129 24%	265 22%	140 27% <sub>w</sub>
Tend to agree	694 31%	258 33%	204 31%	29 35%	44 32%	274 29%	312 33%	88 28%	172 34%	81 31%	67 32%	124 30%	13 35%	31 32%	80 29%	308 32%	306 30%	126 26%	351 32% <sub>s</sub>	218 33% <sub>s</sub>	154 28%	377 31%	164 32%
Neither agree nor disagree	617 27%	202 26%	176 26%	19 22%	30 21%	252 27%	229 24%	115 37% <sub>ef</sub>	123 24%	74 29%	48 23%	112 27%	8 24%	21 21%	88 32% <sub>r</sub>	320 34% <sub>r</sub>	209 20%	167 34% <sub>u</sub>	339 30% <sub>u</sub>	110 17%	148 27% <sub>cx</sub>	362 30% <sub>x</sub>	107 21%
Tend to disagree	154 7%	44 6%	44 7%	4 4%	13 9%	71 8%	60 6%	15 5%	34 7%	10 4%	12 6%	31 8%	2 6%	9 9%	16 6%	81 9% <sub>r</sub>	56 5%	39 8% <sub>u</sub>	87 8% <sub>u</sub>	27 4%	32 6%	90 7%	32 6%
Strongly disagree	107 5%	25 3%	34 5%	8 9% <sub>ad</sub>	3 2%	42 5%	42 4%	20 6%	19 4%	4 2%	7 3%	22 5% <sub>i</sub>	1 2%	2 2%	26 9% <sub>qr</sub>	31 3%	51 5%	43 9% <sub>tu</sub>	38 3%	26 4%	42 8% <sub>w</sub>	31 3%	34 7% <sub>w</sub>
NET: Disagree	261 12%	69 9%	78 12%	11 13%	16 11%	114 12%	101 11%	35 11%	53 10% <sub>i</sub>	14 5%	19 9%	53 13% <sub>i</sub>	3 8%	11 11%	41 15%	112 12%	107 10%	82 17% <sub>tu</sub>	126 11%	53 8%	74 14%	121 10%	65 13%
Don't know	155 7%	43 6%	42 6%	6 7%	7 5%	59 6%	59 6%	35 11% <sub>ef</sub>	26 5%	17 6%	12 6%	29 7%	2 6%	4 5%	38 14% <sub>qr</sub>	68 7%	48 5%	63 13% <sub>tu</sub>	62 6%	30 5%	35 6%	82 7%	37 7%

## British Future - 14-18 NOW Polling

Table 35

**Q8. The UK currently has a 'City of Culture' programme, providing funding every 4 years to bring an arts festival to a UK city.**

**Hull was the 2017 City of Culture and in 2021 it will be Coventry.**

**Please tell us how much you agree or disagree with each of the following statements.**

**- 'In the future, when the UK hosts the coronation of a new monarch, there should be a major arts and culture festival across the UK in the first year of their reign to celebrate.'**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event			
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)	
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885	
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885	
NET: Agree	1228 54%	202 64%	364 CDEF	357 64%	122 53%	87 F	91 48%	209 38%	239 60%	401 H	229 52%	142 53%	757 69%	318 M	753 40%	475 59%	233 O	495 48%	970 72%	51%
Strongly agree	534 24%	95 30%	166 CEF	150 29%	52 CEF	35 22%	33 F	92 21%	108 19%	169 14%	101 26%	61 23%	355 32%	123 M	375 16%	159 29%	128 16%	230 39%	389 QR	21%
Tend to agree	694 31%	106 34%	198 F	207 31%	69 28%	52 29%	58 24%	117 34%	132 28%	232 31%	128 30%	81 32%	402 37%	195 M	378 25%	316 30%	105 32%	265 29%	581 31%	
Neither agree nor disagree	617 27%	57 18%	121 21%	196 29%	71 AB	57 AB	93 31%	100 ABC	148 29%	203 JK	101 27%	58 24%	209 23%	275 19%	320 35%	297 L	62 30%	241 N	538 19%	29%
Tend to disagree	154 7%	23 7%	40 7%	43 6%	12 5%	16 9%	20 8%	13 4%	26 6%	51 7%	38 9%	25 G	60 10%	86 G	85 5%	68 11%	13 L	68 7%	136 7%	
Strongly disagree	107 5%	21 6%	16 B	30 4%	19 8%	5 B	16 3%	12 7%	18 B	38 7%	24 5%	16 6%	34 3%	64 8%	55 4%	52 5%	8 2%	46 5%	98 5%	
NET: Disagree	261 12%	43 14%	56 10%	73 11%	31 13%	21 12%	35 15%	25 7%	44 9%	89 12%	62 G	41 14%	94 G	150 16%	140 GH	120 9%	21 19%	114 L	234 12%	
Don't know	155 7%	16 5%	25 4%	46 7%	19 8%	16 9%	19 8%	14 4%	33 7%	57 8%	37 9%	13 G	37 5%	49 3%	59 6%	96 L	10 3%	48 5%	144 8%	

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 36

**Q10. Which of the following comes closest to your view? At a time when the UK can feel divided, ...**

**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black British (C)	Black or Chinese (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
It is important that we mark national moments that can bring us together	1485	703	782	35	153	202	285	255	220	337	396	441	309	339	837	648	199	411	396	376	199	103	1312	67	214	100	83	464
	66%	65%	67%	53%	58%	58%	65%u	69%ucd	68%aud	74%ucde	77%	67%	65%	63%	67%	64%	69%v	69%o	67%p	67%q	62%	52%	66%BCF	48%	59%	69%B	70%B	60%
Celebrating national moments is a distraction from the real problems we face	498	244	255	24	76	89	80	72	65	93	138	142	85	134	279	219	58	118	121	118	75	66	424	45	91	28	24	188
	22%	22%	22%	37%def	29%efgh	26%e	18%	19%	20%	20%	23%	22%	18%	25%k	22%	22%	20%	20%	20%	21%	24%	33%vopqr	21%	33%A	25%	19%	20%	25%
Don't know	277	138	138	7	32	57	70	43	41	27	54	73	81	69	127	149	29	63	75	64	45	29	243	26	60	17	12	115
	12%	13%	12%	10%	12%h	16%h	16%h	12%h	13%h	6%	9%	11%	17%ijm	13%	10%	15%im	10%	11%	13%	12%	14%	15%	12%	19%	17%	12%	10%	15%

## British Future - 14-18 NOW Polling

Table 36

**Q10. Which of the following comes closest to your view? At a time when the UK can feel divided, ...**

**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
It is important that we mark national moments that can bring us together	1485 66%	422 63%	488 69%G	424 68%	735 66%	506 66%	162 64%	40 60%	23 77%
Celebrating national moments is a distraction from the real problems we face	498 22%	164 25%	138 20%	137 22%	231 21%	174 23%	68 27%	18 27%	4 12%
Don't know	277 12%	83 12%	80 11%	58 9%	144 13%	82 11%	24 9%	9 13%	3 11%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 36

**Q10. Which of the following comes closest to your view? At a time when the UK can feel divided, ...**

**Base: All respondents**

	Vote in 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con (h)	Leave (i)	Lab (j)	Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
It is important that we mark national moments that can bring us together	1485 66%	601 77%b	419 63%	61 72%	97 69%	584 63%g	705 74%eg	162 52%	390 77%km	202 77%km	155 74%k	233 57%	30 85%	61 62%	144 52%	621 65%p	720 70%pq	295 60%	750 67%s	440 67% <u>s</u>	373 69% <u>x</u>	802 67% <u>x</u>	309 60%
Celebrating national moments is a distraction from the real problems we face	498 22%	120 15%	169 25%a	17 20%	31 22%	250 27%fg	163 17%	62 20%	78 15%	42 16%	34 16%	127 31%hij	3 10%	27 27%hij	71 26%	194 20%	233 23%	108 22%	231 21%	159 24%	112 21%	228 19%	158 31%vw
Don't know	277 12%	58 8%	77 12%a	7 8%	12 9%	99 11%	82 9%	90 29%ef	38 8%	17 7%	20 10%	48 12%	2 5%	10 10%	62 22%qr	140 15%r	75 7%	90 18%tu	131 12%	56 8%	55 10%	176 15%vx	46 9%



## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 36

**Q10. Which of the following comes closest to your view? At a time when the UK can feel divided, ...**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
It is important that we mark national moments that can bring us together	1485 66%	199 63%	388 69% <sup>F</sup>	482 72% <sup>ADF</sup>	154 63%	116 64%	135 57%	234 67%	275 59%	494 66%	299 70% <sup>H</sup>	176 69% <sup>H</sup>	797 73% <sup>M</sup>	490 62%	889 70% <sup>O</sup>	596 60%	235 72% <sup>R</sup>	629 70% <sup>R</sup>	1225 65%
Celebrating national moments is a distraction from the real problems we face	498 22%	92 29% <sup>C</sup>	125 22%	133 20%	52 21%	38 21%	57 24%	75 22%	127 27% <sup>IJ</sup>	159 21%	82 19%	52 20%	239 22%	199 25%	278 22%	220 22%	82 25%	184 20%	404 21%
Don't know	277 12%	27 8%	52 9%	56 8%	38 15% <sup>ABC</sup>	27 15% <sup>C</sup>	46 19% <sup>ABC</sup>	40 11%	62 13%	97 13%	48 11%	27 11%	62 6%	103 13% <sup>L</sup>	106 8%	171 17% <sup>N</sup>	8 2%	85 9% <sup>P</sup>	256 14% <sup>PQ</sup>

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 37

**Q11. Thinking about the role of arts and culture in bridging social divisions, which of the following comes closest to your view?**

Base: All respondents

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Arts and culture are generally doing a good job of bridging social divisions	535	239	296	16	73	92	97	75	76	106	143	161	107	124	304	231	77	145	142	144	54	50	455	24	117	42	33	215
	24%	22%	25%	24%	28%	26%	22%	20%	23%	23%	24%	25%	23%	23%	24%	23%	27% <sub>fr</sub>	24% <sub>fr</sub>	24% <sub>fr</sub>	26% <sub>fr</sub>	17%	25%	23%	17%	32% <sub>AB</sub>	29%	28%	28% <sub>A</sub>
Arts and culture generally need to do more to help bridge social divisions	708	366	343	19	101	122	134	100	90	142	219	216	147	126	435	273	124	227	178	150	112	42	597	49	135	57	47	288
	31%	34%	29%	29%	39% <sub>fg</sub>	35% <sub>fd</sub>	31%	27%	28%	31%	37% <sub>ln</sub>	33% <sub>ln</sub>	31% <sub>ln</sub>	23%	35% <sub>ln</sub>	27%	43% <sub>pqs</sub>	38% <sub>pqs</sub>	30% <sub>s</sub>	27%	35% <sub>qs</sub>	21%	30%	35%	37%	39%	39%	38% <sub>A</sub>
It is generally not the job of arts and culture to try to bridge social divisions	610	311	299	25	53	63	93	122	105	149	155	157	123	175	312	298	56	129	157	161	97	66	559	46	53	19	25	142
	27%	29%	25%	39% <sub>cde</sub>	20%	18%	21%	33% <sub>cde</sub>	32% <sub>cde</sub>	33% <sub>cde</sub>	26%	24%	26%	32% <sub>ijm</sub>	25%	29%	20%	22%	26%	29% <sub>vo</sub>	30% <sub>vo</sub>	33% <sub>vo</sub>	28% <sub>CDF</sub>	33% <sub>CDF</sub>	14%	13%	21%	19%
Don't know	406	170	237	5	34	71	111	72	55	59	70	121	98	117	191	215	30	91	115	103	56	41	369	20	60	27	14	121
	18%	16%	20% <sub>a</sub>	8%	13%	20% <sub>uh</sub>	25% <sub>ucgh</sub>	20% <sub>uh</sub>	17% <sub>u</sub>	13%	12%	18% <sub>i</sub>	21% <sub>i</sub>	22% <sub>im</sub>	15%	21% <sub>im</sub>	10%	15%	19% <sub>v</sub>	19% <sub>v</sub>	18% <sub>v</sub>	21% <sub>v</sub>	19%	14%	17%	18%	12%	16%

## British Future - 14-18 NOW Polling

Table 37

**Q11. Thinking about the role of arts and culture in bridging social divisions, which of the following comes closest to your view?**

**Base: All respondents**

	Household Income			Education level					
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Sec- ondary school/ NVQ 1-3 (J)	Univ- ersity degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Arts and culture are generally doing a good job of bridging social divisions	535 24%	162 24%	151 21%	169 27% <sup>H</sup>	254 23%	167 22%	77 30% <sup>JK</sup>	26 39% <sup>JK</sup>	9 30%
Arts and culture generally need to do more to help bridge social divisions	708 31%	183 27%	239 34% <sup>G</sup>	221 36% <sup>G</sup>	296 27%	280 37% <sup>J</sup>	92 36% <sup>J</sup>	23 34%	6 19%
It is generally not the job of arts and culture to try to bridge social divisions	610 27%	195 29% <sup>I</sup>	206 29% <sup>I</sup>	141 23%	327 29%	192 25%	61 24%	12 19%	9 30%
Don't know	406 18%	130 19% <sup>I</sup>	109 15%	88 14%	232 21% <sup>KLM</sup>	123 16% <sup>L</sup>	24 10%	5 8%	6 21%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 37

### Q11. Thinking about the role of arts and culture in bridging social divisions, which of the following comes closest to your view?

Base: All respondents

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score				
	Total	Con	Lab	UKIP	Lib Dem	Remain	Leave	DNV/DK	Con	Leave	Remain	Lab	Leave	LD	Remain	NET: 1-3	NET: 4-7	NET: 8-10	NET: 1-3	NET: 4-7	NET: 8-10	NET: 1-3	NET: 4-7	NET: 8-10
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575	
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513	
Arts and culture are generally doing a good job of bridging social divisions	535 24%	194 25%	168 25%	15 18%	28 20%	239 26%	213 22%	67 21%	126 25%	65 25%	46 22%	108 26%	5 15%	22 23%	42 15%	191 20%	302 29% <sub>pq</sub>	60 12%	223 20% <sub>s</sub>	253 39% <sub>st</sub>	89 17%	294 24% <sub>v</sub>	153 30% <sub>vw</sub>	
Arts and culture generally need to do more to help bridge social divisions	708 31%	242 31%	250 38% <sub>a</sub>	26 31%	56 40%	340 36% <sub>fg</sub>	277 29%	73 23%	143 28%	98 38% <sub>h</sub>	75 36%	160 39% <sub>h</sub>	13 36%	38 39%	47 17%	306 32% <sub>p</sub>	355 35% <sub>p</sub>	84 17%	383 34% <sub>s</sub>	241 37% <sub>s</sub>	126 23%	375 31% <sub>v</sub>	207 40% <sub>vw</sub>	
It is generally not the job of arts and culture to try to bridge social divisions	610 27%	221 28% <sub>b</sub>	147 22%	30 35% <sub>b</sub>	41 29%	205 22%	300 32% <sub>e</sub>	79 25%	157 31% <sub>ik</sub>	57 22%	57 27%	83 20%	12 32%	27 28%	104 37% <sub>qr</sub>	257 27%	249 24%	195 40% <sub>tu</sub>	308 28% <sub>u</sub>	106 16%	216 40% <sub>wx</sub>	297 25% <sub>x</sub>	97 19%	
Don't know	406 18%	122 16%	99 15%	14 16%	16 11%	148 16%	159 17%	94 30% <sub>ef</sub>	80 16%	41 16%	31 15%	56 14%	6 17%	10 10%	84 30% <sub>qr</sub>	200 21% <sub>r</sub>	122 12%	153 31% <sub>tu</sub>	200 18% <sub>u</sub>	54 8%	109 20% <sub>x</sub>	241 20% <sub>x</sub>	56 11%	

## British Future - 14-18 NOW Polling

Table 37

### Q11. Thinking about the role of arts and culture in bridging social divisions, which of the following comes closest to your view?

Base: All respondents

	Q3. Last time went to any arts or cultural event							Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Arts and culture are generally doing a good job of bridging social divisions	535 24%	96 30%CF	160 28%CF	146 22%F	56 23%F	43 24%F	28 12%	100 29%J	110 24%	180 24%	86 20%	59 23%	388 35%M	92 12%	360 28%O	176 18%	121 37%QR	225 25%	401 21%
Arts and culture generally need to do more to help bridge social divisions	708 31%	108 34%E	226 40%CDEF	203 30%E	66 27%	37 21%	61 26%	138 40%HIJ	137 30%	222 30%	122 28%	83 33%	428 39%M	214 27%	449 35%O	259 26%	132 41%R	302 34%	561 30%
It is generally not the job of arts and culture to try to bridge social divisions	610 27%	82 26%	123 22%	196 29%B	62 25%	62 34%B	81 34%B	68 19%	116 25%	213 28%G	141 33%GH	69 27%	194 18%	338 43%L	307 24%	303 31%N	55 17%	244 27%P	547 29%P
Don't know	406 18%	31 10%	55 10%	127 19%AB	60 24%AB	39 22%AB	68 28%ABC	43 12%	100 22%G	135 18%G	81 19%G	44 17%	87 8%	149 19%L	157 12%	249 25%N	17 5%	127 14%P	377 20%PQ

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 38

**Q12. In the context of the increasing ethnic and faith diversity of British society, which of the following approaches would you prefer to see arts and cultural institutions prioritise? An approach with ...**  
**Base: All respondents**

	Gender		Age							Social Class						Region						Ethnicity							
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Black or British (C)	Black or British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)	
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747	
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767	
More emphasis on productions aiming to appeal more to ethnic and faith minorities	270	130	140	15	83	67	42	24	20	20	60	75	74	61	135	135	53	89	78	56	28	19	203	18	112	29	20	179	
	12%	12%	12%	22%efgh	32%defgh	19%efgh	10%h	6%	6%	4%	10%	11%	16%im	11%	11%	13%	18%qrs	15%qr	13%	10%	9%	10%	10%	13%	31%AB	20%A	17%	23%A	
More emphasis on productions that reflect diversity but try to appeal across all ethnic groups	1029	488	541	39	112	145	189	168	151	225	324	293	198	214	616	413	150	283	245	258	161	83	885	66	173	82	61	382	
	46%	45%	46%	60%cd	efghl3%	42%	44%	45%	46%	49%	55%jklm	45%	42%	39%	50%kln	41%	52%ps	48%	41%	46%	50%p	41%	45%	48%	47%	56%A	51%	50%	
Less emphasis on productions that try to reflect the diversity of British society	430	237	192	5	16	46	60	83	86	134	108	137	80	106	244	185	38	106	118	106	51	48	406	18	18	3	12	51	
	19%	22%b	16%	8%	6%	13%c	14%c	22%ucde	26%ucde	29%ucde	18%	21%	17%	20%	20%	18%	13%	18%	20%v	19%	16%	24%v	21%CDF	13%CD	5%	2%	10%	7%	
Don't know	532	230	302	7	50	90	143	95	69	77	96	151	123	162	248	284	46	114	151	138	79	50	485	36	63	31	25	155	
	24%	21%	26%a	10%	19%u	26%uh	33%ucgh	26%uh	21%u	17%u	16%	23%i	26%im	30%ijm	20%	28%im	16%	19%	26%vo	25%v	25%v	25%v	25%v	25%v	26%	17%	22%	21%	20%

## British Future - 14-18 NOW Polling

Table 38

**Q12. In the context of the increasing ethnic and faith diversity of British society, which of the following approaches would you prefer to see arts and cultural institutions prioritise? An approach with ...**  
**Base: All respondents**

	Household Income				Education level				
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	University degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
More emphasis on productions aiming to appeal more to ethnic and faith minorities	270 12%	82 12%	76 11%	86 14%	115 10%	84 11%	49 19%JK	19 29%JK	2 5%
More emphasis on productions that reflect diversity but try to appeal across all ethnic groups	1029 46%	294 44%	311 44%	317 51%GH	452 41%	394 52%J	117 46%	32 49%	15 51%
Less emphasis on productions that try to reflect the diversity of British society	430 19%	136 20%	147 21%	99 16%	237 21%	135 18%	44 17%	9 13%	4 13%
Don't know	532 24%	157 23%	172 24%I	118 19%	306 28%KLM	149 20%	44 17%	6 10%	9 31%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 38

**Q12. In the context of the increasing ethnic and faith diversity of British society, which of the following approaches would you prefer to see arts and cultural institutions prioritise? An approach with ...**  
**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern					Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score				
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
More emphasis on productions aiming to appeal more to ethnic and faith minorities	270 12%	51 7%	123 19% <sup>ad</sup>	14 16% <sup>a</sup>	11 8%	142 15% <sup>f</sup>	75 8%	38 12%	22 4%	28 11% <sup>h</sup>	25 12% <sup>h</sup>	87 21% <sup>hijm</sup>	3 7%	7 7%	27 10%	124 13%	118 12%	32 6%	128 12% <sup>s</sup>	110 17% <sup>st</sup>	38 7%	122 10%	110 21% <sup>vw</sup>
More emphasis on productions that reflect diversity but try to appeal across all ethnic groups	1029 46%	345 44% <sup>c</sup>	346 52% <sup>ac</sup>	15 18%	84 60% <sup>ac</sup>	513 55% <sup>fg</sup>	360 38%	117 37%	197 39%	142 55% <sup>h</sup>	92 44%	228 56% <sup>hj</sup>	18 50%	62 63% <sup>hj</sup>	86 31%	421 44% <sup>p</sup>	522 51% <sup>pq</sup>	139 28%	524 47% <sup>s</sup>	366 56% <sup>st</sup>	135 25%	579 48% <sup>v</sup>	315 61% <sup>vw</sup>
Less emphasis on productions that try to reflect the diversity of British society	430 19%	217 28% <sup>bd</sup>	76 11%	37 44% <sup>abd</sup>	19 14%	96 10%	299 31% <sup>eg</sup>	30 10%	179 35% <sup>ijklm</sup>	36 14% <sup>k</sup>	44 21% <sup>k</sup>	30 7%	7 19%	11 11%	49 18%	161 17%	219 21% <sup>q</sup>	116 24% <sup>u</sup>	219 20% <sup>u</sup>	95 14%	221 41% <sup>wx</sup>	173 14% <sup>x</sup>	36 7%
Don't know	532 24%	166 21%	120 18%	19 22%	26 19%	181 19%	216 23%	128 41% <sup>ef</sup>	109 21%	54 21%	47 22%	63 15%	9 24%	18 18%	116 42% <sup>qr</sup>	248 26% <sup>r</sup>	169 16%	206 42% <sup>tu</sup>	242 22% <sup>u</sup>	84 13%	147 27% <sup>x</sup>	333 28% <sup>x</sup>	52 10%



## British Future - 14-18 NOW Polling

Table 38

**Q12. In the context of the increasing ethnic and faith diversity of British society, which of the following approaches would you prefer to see arts and cultural institutions prioritise? An approach with ...**

**Base: All respondents**

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event		
	Total	NET: Longer than a week ago, but within the last month (A)	NET: Longer than a month ago, but within the last 6 months (B)	NET: More than three years ago/ Never (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/ Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
More emphasis on productions aiming to appeal more to ethnic and faith minorities	270 12%	69 22%BC	87 15%DEF	61 9%CDE	14 6%	10 6%	28 12%	69 20%HIJK	63 14%J	79 11%	28 7%	25 10%	188 17%M	61 8%	190 15%O	80 8%	74 23%QR	109 12%	189 10%
More emphasis on productions that reflect diversity but try to appeal across all ethnic groups	1029 46%	148 46%F	288 51%F	325 48%F	104 43%	76 42%	80 34%	169 48%	200 43%	335 45%	186 43%	134 53%HJ	623 57%M	314 40%	624 49%O	404 41%	173 53%R	429 48%	833 44%
Less emphasis on productions that try to reflect the diversity of British society	430 19%	47 15%	105 19%	117 17%	61 25%AC	45 25%A	48 20%	48 14%	74 16%	153 20%G	100 23%GH	54 21%G	170 15%	199 25%L	236 19%	193 20%	44 14%	189 21%P	383 20%P
Don't know	532 24%	54 17%	86 15%	168 25%AB	65 26%AB	49 27%AB	82 34%ABC	62 18%	127 27%GK	183 24%GK	115 27%GK	42 17%	118 11%	218 28%L	222 17%	309 31%N	34 10%	171 19%P	480 25%PQ

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 39

**Q13. In the context of the increasing ethnic and faith diversity of British society, which of the following comes closest to your view?**

**Base: All respondents**

	Gender			Age							Social Class						Region						Ethnicity					
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Arts and culture in the UK have tended to do too little to include people of different ethnic and faith backgrounds	375	190	185	20	64	63	64	50	42	72	114	116	56	90	230	145	61	115	100	91	45	24	291	24	110	44	40	218
	17%	18%	16%	30%	25%	18%	15%	14%	13%	16%	19%	18%	12%	17%	18%	14%	21%	19%	17%	16%	14%	12%	15%	18%	30%A	30%A	34%A	28%A
Arts and culture in the UK have tended to get it about right in including people of different ethnic and faith backgrounds	680	311	369	24	92	118	115	110	95	126	187	195	147	151	381	299	105	191	181	159	95	54	576	54	158	46	37	296
	30%	29%	31%	36%	35%	34%	27%	30%	29%	28%	32%	30%	31%	28%	31%	29%	37%	32%	31%	28%	30%	27%	29%	40%	43%A	32%	32%	39%A
Arts and culture in the UK have tended to focus too much on trying to include people from different ethnic and faith backgrounds	523	289	234	9	46	58	67	93	97	154	127	167	107	122	294	229	49	129	126	122	91	55	491	29	26	11	16	82
	23%	27%	20%	13%	18%	17%	15%	25%	30%	34%	22%	25%	23%	22%	24%	23%	17%	22%	21%	22%	29%	28%	25%	21%	7%	8%	13%	11%
Don't know	681	294	387	13	59	108	188	116	92	104	160	177	165	179	338	344	71	157	186	186	87	65	622	30	71	45	25	172
	30%	27%	33%	20%	23%	31%	43%	31%	28%	23%	27%	27%	35%	33%	27%	34%	25%	27%	31%	33%	27%	33%	31%	22%	19%	31%	21%	22%

## British Future - 14-18 NOW Polling

Table 39

**Q13. In the context of the increasing ethnic and faith diversity of British society, which of the following comes closest to your view?**

**Base: All respondents**

	Household Income			Education level					
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	University degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Arts and culture in the UK have tended to do too little to include people of different ethnic and faith backgrounds	375 17%	133 20%	108 15%	101 16%	164 15%	117 15%	60 24%JK	23 35%JK	4 12%
Arts and culture in the UK have tended to get it about right in including people of different ethnic and faith backgrounds	680 30%	191 29%	239 34%	187 30%	322 29%	232 30%	89 35%	27 40%	9 30%
Arts and culture in the UK have tended to focus too much on trying to include people from different ethnic and faith backgrounds	523 23%	152 23%	166 23%	143 23%	258 23%	185 24%M	55 22%	8 12%	10 32%
Don't know	681 30%	192 29%	193 27%	188 30%	367 33%LM	228 30%LM	50 20%	9 13%	8 27%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 39

**Q13. In the context of the increasing ethnic and faith diversity of British society, which of the following comes closest to your view?**

**Base: All respondents**

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Arts and culture in the UK have tended to do too little to include people of different ethnic and faith backgrounds	375 17%	85 11%	142 21%a	12 14%	30 22%a	185 20%f	104 11%	66 21%f	46 9%	39 15%h	36 17%h	92 22%hi	3 7%	24 25%hi	33 12%	147 15%	195 19%p	51 10%	173 16%s	151 23%st	43 8%	173 14%v	159 31%vw
Arts and culture in the UK have tended to get it about right in including people of different ethnic and faith backgrounds	680 30%	215 28%	232 35%ac	18 21%	59 42%ac	334 36%fg	247 26%	76 24%	122 24%	91 35%h	62 30%	155 38%h	16 45%	41 42%h	49 18%	282 30%p	350 34%p	80 16%	348 31%s	252 39%st	107 20%	373 31%v	201 39%vw
Arts and culture in the UK have tended to focus too much on trying to include people from different ethnic and faith backgrounds	523 23%	254 33%bd	114 17%	41 49%abd	26 19%	162 17%g	323 34%eg	30 9%	196 39%ijklm	55 21%	47 23%	63 15%	9 26%	17 17%	76 27%q	190 20%	257 25%q	141 29%tu	253 23%	129 20%	243 45%wx	237 20%x	43 8%
Don't know	681 30%	225 29%cd	177 27%d	14 17%	24 17%	253 27%	275 29%	141 45%ef	143 28%m	76 29%am	64 31%m	98 24%	8 22%	15 16%	121 43%qr	336 35%r	225 22%	220 45%tu	338 30%u	123 19%	147 27%	423 35%vx	111 22%

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 39

**Q13. In the context of the increasing ethnic and faith diversity of British society, which of the following comes closest to your view?**

Base: All respondents

	Q3. Last time went to any arts or cultural event						Land use classification					Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/watched WW1 arts event			
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Arts and culture in the UK have tended to do too little to include people of different ethnic and faith backgrounds	375 17%	79 25% BCE	95 17%	99 15%	46 19%	21 12%	35 15%	75 21% J	78 17%	116 15%	59 14%	43 17%	247 22% M	108 14%	242 19% O	134 14%	82 25% QR	154 17%	288 15%
Arts and culture in the UK have tended to get it about right in including people of different ethnic and faith backgrounds	680 30%	110 35% DEF	218 39% CDEF	209 31% DF	52 21%	44 24%	47 20%	132 38% JK	145 31%	223 30%	111 26%	66 26%	428 39% M	183 23%	422 33% O	258 26%	135 41% QR	271 30%	529 28%
Arts and culture in the UK have tended to focus too much on trying to include people from different ethnic and faith backgrounds	523 23%	62 20%	115 20%	150 22%	69 28% AB	55 30% AB	67 28% AB	64 18%	80 17%	190 25% GH	109 25% GH	76 30% GH	221 20%	247 31% L	313 25%	210 21%	64 20%	239 27% P	449 24%
Don't know	681 30%	67 21%	137 24%	214 32% AB	78 32% A	61 34% AB	89 37% AB	78 22%	161 35% G	220 29% G	150 35% G	70 27%	202 18%	255 32% L	296 23%	386 39% N	45 14%	235 26% P	620 33% PQ

### British Future - 14-18 NOW Polling

Absolutes/col percents

Table 40  
**Q14. Which of the following comes closest to your view?**  
**Base: All respondents**

	Gender		Age							Social Class					Region					Ethnicity								
	Total	Male (a)	Female (b)	16-17 (u)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: ABC1 (m)	NET: C2DE (n)	London (v)	South East (incl. London) (o)	Mid-lands (p)	North Eng-land (q)	Wales & South West (r)	Scot-land (s)	White (A)	Mixed (B)	Asian or Asian British (C)	Black or Black British (D)	Other (Inc Chinese) (E)	NET: Ethnic Minority (F)
Unweighted base	2260	998	1262	251	165	290	405	391	348	410	830	583	319	528	1413	847	301	635	580	545	293	207	1998	119	341	162	125	747
Weighted base	2260	1085	1175	65	261	348	435	370	326	456	588	655	475	542	1243	1017	287	592	592	558	319	199	1980	138*	365	146*	119*	767
Arts and culture in the UK have tended to do too little to include people of all social classes	650	334	315	25	62	87	122	100	106	149	188	194	134	133	382	268	80	163	179	155	93	61	560	40	117	45	36	238
	29%	31%	27%	38% <sup>cdef</sup>	24%	25%	28%	27%	32%	33% <sup>d</sup>	32% <sup>ln</sup>	30%	28%	25%	31% <sup>l</sup>	26%	28%	28%	30%	28%	29%	31%	28%	29%	32%	31%	31%	31%
Arts and culture in the UK have tended to get it about right in including people of all social classes	745	351	394	22	107	134	119	120	96	147	207	212	150	177	419	327	113	219	179	183	116	49	645	51	140	49	40	281
	33%	32%	34%	34%	41% <sup>eg</sup>	39% <sup>eg</sup>	27%	33%	29%	32%	35%	32%	32%	33%	34%	32%	39% <sup>ps</sup>	37% <sup>ps</sup>	30%	33%	36% <sup>s</sup>	25%	33%	37%	38%	34%	34%	37%
Arts and culture in the UK have tended to focus too much on trying to include people of all social classes	278	168	111	7	31	28	51	47	47	67	69	95	40	74	164	114	37	82	70	63	34	29	249	24	31	12	16	83
	12%	15% <sup>b</sup>	9%	11%	12%	8%	12%	13%	14% <sup>d</sup>	15% <sup>d</sup>	12%	14% <sup>k</sup>	8%	14% <sup>k</sup>	13% <sup>k</sup>	11%	13%	14%	12%	11%	11%	15%	13%	18%	8%	8%	13%	11%
Don't know	587	232	355	12	60	98	144	103	77	93	124	155	150	158	279	308	58	129	165	157	77	60	527	22	77	39	26	164
	26%	21%	30% <sup>a</sup>	18%	23%	28% <sup>uh</sup>	33% <sup>ucgh</sup>	28% <sup>uh</sup>	24%	20%	21%	24%	32% <sup>ijm</sup>	29% <sup>im</sup>	22%	30% <sup>ijm</sup>	20%	22%	28% <sup>vo</sup>	28% <sup>vo</sup>	24%	30% <sup>vo</sup>	27% <sup>F</sup>	16%	21%	27%	22%	21%

## British Future - 14-18 NOW Polling

Table 40  
**Q14. Which of the following comes closest to your view?**  
**Base: All respondents**

	Household Income			Education level					
	Total	Up to £21000 (G)	£21001 - £41000 (H)	£41001+ (I)	Secondary school/ NVQ 1-3 (J)	University degree or equiv. (K)	Higher degree (L)	Still studying (M)	No formal education (N)
Unweighted base	2260	633	680	617	1110	721	247	127	23
Weighted base	2260	669	706	619	1110	762	255	66*	30**
Arts and culture in the UK have tended to do too little to include people of all social classes	650 29%	213 32%	204 29%	169 27%	302 27%	224 29%	81 32%	27 40%J	8 25%
Arts and culture in the UK have tended to get it about right in including people of all social classes	745 33%	198 30%	266 38%G	211 34%	352 32%	257 34%	97 38%	26 38%	6 21%
Arts and culture in the UK have tended to focus too much on trying to include people of all social classes	278 12%	84 13%	91 13%	79 13%	142 13%	88 12%	36 14%	4 6%	5 18%
Don't know	587 26%	174 26%H	145 21%	161 26%	314 28%LM	193 25%L	40 16%	10 15%	11 37%

## British Future - 14-18 NOW Polling

Absolutes/col percents

Table 40

### Q14. Which of the following comes closest to your view?

Base: All respondents

	Vote In 2017 General Election				EU Ref Vote in June 2016			EU Ref/2017 voting pattern						Q1. Interest in history			Q1. Interest in arts and culture			Q2. Immigration score			
	Total	Con (a)	Lab (b)	UKIP (c)	Lib Dem (d)	Remain (e)	Leave (f)	DNV/DK (g)	Con Leave (h)	Con Remain (i)	Lab Leave (j)	Lab Remain (k)	LD Leave (l)	LD Remain (m)	NET: 1-3 (p)	NET: 4-7 (q)	NET: 8-10 (r)	NET: 1-3 (s)	NET: 4-7 (t)	NET: 8-10 (u)	NET: 1-3 (v)	NET: 4-7 (w)	NET: 8-10 (x)
Unweighted base	2260	712	602	78	143	872	859	278	450	248	186	375	35	101	278	944	1038	479	1101	680	497	1188	575
Weighted base	2260	779	665	84*	140	933	949	313	506	261	208	408	36**	98*	278	954	1028	492	1113	655	540	1206	513
Arts and culture in the UK have tended to do too little to include people of all social classes	650 29%	182 23%	237 36%ac	19 22%	52 37%ac	304 33%af	237 25%	84 27%	112 22%	67 26%	66 32%h	154 38%hi	14 39%	35 36%h	57 20%	248 26%	345 34%pq	105 21%	319 29% <sup>s</sup>	226 35% <sup>st</sup>	114 21%	312 26%	224 44% <sup>vw</sup>
Arts and culture in the UK have tended to get it about right in including people of all social classes	745 33%	277 36%	232 35%	25 30%	57 41%	338 36%g	310 33%g	75 24%	171 34%	103 39%	76 36%	142 35%	13 36%	42 43%	61 22%	319 33% <sup>p</sup>	365 35% <sup>p</sup>	95 19%	397 36% <sup>s</sup>	253 39% <sup>s</sup>	165 31%	408 34%	173 34%
Arts and culture in the UK have tended to focus too much on trying to include people of all social classes	278 12%	123 16% <sup>bd</sup>	53 8%	23 27% <sup>abd</sup>	10 7%	75 8%	164 17% <sup>eg</sup>	33 10%	96 19% <sup>ijklm</sup>	23 9%	19 9%	31 8%	1 2%	8 8%	43 16%	105 11%	130 13%	83 17% <sup>tu</sup>	127 11%	68 10%	121 22% <sup>wx</sup>	124 10% <sup>x</sup>	33 6%
Don't know	587 26%	198 25% <sup>d</sup>	142 21%	17 21%	21 15%	215 23%	238 25%	121 39% <sup>ef</sup>	127 25% <sup>m</sup>	67 26% <sup>m</sup>	47 23%	81 20%	8 23%	12 12%	117 42% <sup>qr</sup>	282 30% <sup>r</sup>	187 18%	209 42% <sup>tu</sup>	271 24% <sup>u</sup>	107 16%	141 26% <sup>x</sup>	363 30% <sup>x</sup>	83 16%



## British Future - 14-18 NOW Polling

Table 40

### Q14. Which of the following comes closest to your view?

Base: All respondents

	Q3. Last time went to any arts or cultural event						Land use classification						Q4. Arts and culture		Q5a. Aware of WW1 arts programme		Q5d. Went to/experienced/ watched WW1 arts event		
	Total	Within the last week (A)	NET: Longer than a week ago, but within the last month (B)	NET: Longer than a month ago, but within the last 6 months (C)	6 months to a year ago (D)	1-3 years ago (E)	NET: More than three years ago/Never (F)	Large city (G)	Smaller city or large town (H)	Medium town (I)	Small town (J)	Rural group (K)	For people like me (L)	Not for people like me (M)	NET: Yes (N)	NET: No (O)	Yes (P)	No (Q)	NET: No (R)
Unweighted base	2260	339	576	689	229	170	225	370	439	744	429	270	1127	773	1265	995	323	890	1885
Weighted base	2260	317	565	672	244	181	238	349	464	750	429	255	1098	793	1272	988	325	898	1885
Arts and culture in the UK have tended to do too little to include people of all social classes	650 29%	103 33%	169 30%	188 28%	67 27%	57 31%	65 27%	95 27%	140 30%	233 31%	107 25%	73 28%	359 33%	233 29%	411 32%O	239 24%	116 36%R	288 32%	526 28%
Arts and culture in the UK have tended to get it about right in including people of all social classes	745 33%	113 36%DF	232 41%CDEF	223 33%DF	61 25%	52 29%	58 24%	135 39%H	137 30%	245 33%	137 32%	89 35%	458 42%M	214 27%	452 36%O	293 30%	126 39%	312 35%	605 32%
Arts and culture in the UK have tended to focus too much on trying to include people of all social classes	278 12%	39 12%	68 12%	75 11%	38 16%	24 13%	31 13%	45 13%	48 10%	95 13%	50 12%	32 13%	118 11%	121 15%L	160 13%	119 12%	42 13%	109 12%	228 12%
Don't know	587 26%	62 19%	95 17%	185 28%AB	78 32%AB	48 27%B	85 36%ABC	73 21%	138 30%GI	177 24%	135 31%GI	61 24%	162 15%	225 28%L	249 20%	338 34%N	42 13%	190 21%P	527 28%PQ