History in the UK Survey

PeoplePolling

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About the Survey

Client: Policy Exchange Fieldwork Period: October 13, 2022 Sampling Method: Online Population Sampled: All adults (18+) in Great Britain Sample Size: 1,260

Data Collection: The data is acquired from a panel provider offering participants the chance to win money. The sampling relies on an online quota approach. Specifically, participants are sampled to meet Office of National Statistics quotas for gender, age, region, socio-economic group, vote in the 2019 general election, and vote in the 2016 Brexit referendum. No criteria are used to over- or undersample respondents. To ensure the polling is representative of the target population, we use official and reliable data sources to match the sample to demographic population targets.

Weighting: The sample has been weighted to be representative of the population on the following variables: gender, age, socio-economic group, region, vote in the 2019 General Elections and 2016 Brexit referendum vote.

Contact: info@peoplepolling.org

Additional Information: PeoplePolling is a member of the British Polling Council (BPC) and abides by its rules.

Which of the following comes closest to your view of Churchill?

		Gender		Age Group					Social	Grade				Region			Gener	ral Election	s 2019	Brexit l	Ref 2016
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	1260 1260	649 641	611 619	98 133	$550 \\ 519$	324 309	288 298	286 293	386 383	270 265	318 319	150 178	378 338	321 343	309 293	102 108	385 379	272 269	98 99	495 489	$\begin{array}{c} 439\\ 442 \end{array}$
I have a largely positive view of Churchill - for me the good things he did outweigh the bad	36%	24%	49%	20%	27%	38%	58%	40%	34%	37%	35%	42%	39%	30%	40%	27%	61%	22%	40%	52%	28%
I have a mixed view of Churchill - for me the good and bad things he did largely balance each other out	19%	18%	19%	26%	17%	20%	17%	24%	21%	14%	15%	21%	19%	17%	17%	23%	11%	30%	30%	14%	27%
I have a largely negative view of Churchill - for me the bad things he did outweigh the good	7%	7%	8%	17%	7%	6%	4%	9%	8%	6%	6%	13%	3%	10%	4%	8%	2%	13%	4%	3%	11%
Prefer not to say	6%	6%	5%	9%	8%	5%	2%	3%	5%	8%	6%	4%	6%	6%	6%	6%	2%	8%	2%	4%	6%
Don't know	32%	45%	19%	28%	41%	31%	20%	25%	32%	34%	38%	20%	33%	36%	33%	36%	23%	28%	24%	27%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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On balance do you think the British Empire did more good than harm or more harm than good?

		Gen	der	Age Group				Social Grade				Region						General Elections 2019			Ref 2016
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	1260 1260	649 641	611 619	98 133	$550 \\ 519$	$\frac{324}{309}$	288 298	286 293	386 383	270 265	318 319	150 178	378 338	321 343	309 293	102 108	385 379	272 269	98 99	495 489	$\begin{array}{c} 439\\ 442 \end{array}$
Much more good than harm	12%	6%	19%	4%	9%	14%	19%	14%	10%	13%	13%	10%	12%	13%	13%	12%	24%	3%	4%	22%	5%
Both good and harm but on balance more good	26%	19%	34%	13%	19%	29%	42%	32%	24%	25%	24%	32%	26%	23%	29%	18%	39%	18%	36%	38%	21%
Both good and harm but on balance more harm	15%	15%	14%	23%	15%	14%	11%	20%	17%	8%	12%	14%	19%	12%	13%	12%	10%	21%	23%	8%	22%
Much more harm than good	14%	14%	13%	25%	14%	15%	7%	13%	17%	13%	9%	22%	11%	14%	10%	17%	3%	29%	16%	5%	23%
Prefer not to say	5%	7%	4%	8%	7%	5%	2%	4%	5%	8%	6%	4%	4%	5%	7%	6%	3%	5%	3%	4%	5%
Don't know	28%	39%	16%	27%	36%	24%	19%	18%	26%	33%	36%	16%	28%	32%	29%	35%	21%	23%	18%	23%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Do you think the UK should be mostly ashamed of its role in the Atlantic slave trade or proud of its role in abolishing the slave trade?

		Gender		Age Group					Social	Grade				Region			Gener	ral Election	s 2019	Brexit	Ref 2016
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	/ North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	$\begin{array}{c} 1260 \\ 1260 \end{array}$	$649 \\ 641$	611 619	98 133	$550 \\ 519$	324 309	288 298	286 293	386 383	$270 \\ 265$	318 319	150 178	378 338	321 343	309 293	102 108	385 379	272 269	98 99	495 489	$\begin{array}{c} 439\\ 442 \end{array}$
Much more proud of its role in abolishing the slave trade	19%	12%	26%	8%	14%	22%	28%	17%	15%	23%	20%	19%	18%	18%	19%	21%	32%	8%	9%	31%	10%
Both proud and ashamed but on balance more proud of its role in abolishing the slave trade	23%	21%	25%	16%	18%	24%	33%	27%	24%	20%	20%	28%	21%	22%	26%	14%	32%	21%	28%	28%	22%
Both proud and ashamed but on balance more ashamed of its role in the slave trade	15%	15%	14%	22%	14%	14%	13%	18%	19%	10%	10%	16%	16%	14%	14%	10%	11%	21%	27%	9%	22%
Much more ashamed of its role in the Atlantic slave trade	15%	15%	16%	23%	15%	17%	10%	20%	15%	13%	13%	22%	14%	15%	10%	21%	6%	27%	17%	8%	23%
Prefer not to say Don't know	6% 23%	7% 32%	5% 13%	9% 22%	7% 31%	5% 19%	3% 13%	3% 15%	5% 21%	9% 25%	7% 30%	4% 11%	7% 23%	6% 24%	6% 25%	5% 29%	3% 17%	6% 17%	4% 15%	4% 19%	6% 17% 100%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Please indicate if you agree or disagree with the following statement: "Children today are taught about British history in a balanced way, with as much about the positive aspects as the negative."

	National	Gender		Age Group					Social	Grade			Region					ral Elections	s 2019	Brexit I	Ref 2016
		Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	1260 1260	649 641	611 619	98 133	$550 \\ 519$	324 309	288 298	286 293	386 383	$270 \\ 265$	318 319	150 178	378 338	321 343	309 293	102 108	385 379	272 269	98 99	495 489	$439 \\ 442$
0																					
Completely agree	6%	5%	6%	5%	3%	7%	9%	5%	5%	5%	7%	7%	6%	5%	6%	6%	9%	4%	3%	9%	3%
Somewhat agree	13%	12%	14%	16%	13%	9%	14%	17%	12%	11%	11%	17%	13%	10%	13%	11%	12%	13%	22%	13%	14%
Neither agree nor disagree	12%	10%	13%	6%	11%	14%	13%	11%	11%	13%	12%	11%	11%	10%	15%	10%	14%	11%	18%	14%	12%
Somewhat disagree	17%	16%	17%	18%	15%	17%	18%	17%	21%	13%	14%	13%	20%	19%	15%	13%	15%	22%	19%	17%	18%
Completely disagree	14%	13%	16%	23%	14%	13%	11%	14%	16%	12%	14%	19%	13%	15%	11%	18%	16%	18%	8%	14%	15%
Prefer not to say	5%	6%	4%	10%	7%	3%	2%	3%	4%	8%	5%	4%	5%	6%	5%	5%	3%	6%	2%	3%	6%
Don't know	34%	38%	31%	21%	36%	36%	33%	33%	31%	38%	36%	29%	33%	35%	36%	38%	32%	27%	28%	31%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%