

Awareness
study WW I

2016

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EXPLORATION OF AWARENESS ABOUT WWI

Research constitutes an important basis for a high-quality commemoration programme. Before its programme commenced, VISIT**FLANDERS** already examined the extent to which people in Belgium and abroad are familiar with WWI destinations in Flanders. In other words, what is the level of awareness regarding WWI? To what extent are people in different countries interested in WWI and what is their attitude towards commemorating the Great War? In 2013, VISIT**FLANDERS** conducted an online survey about this awareness in ten countries. The study was repeated in 2016 in order to assess whether the commemoration has had an impact on awareness of the Great War.

Based on this monitoring VISIT**FLANDERS** will be able to deliver a more targeted campaign abroad and set the right tone when continuing to promote the WWI tourism offer.

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1. METHODOLOGY

To what extent are Flemish WWI sites top-of-mind? VISIT**FLANDERS** examined this question using an online survey in ten countries: Australia, Belgium, Canada, Germany, France, Ireland, the Netherlands, New Zealand, the United Kingdom and the United States. The survey targets these specific countries because they are a potential source of visitors due to their significant involvement in the events that took place 100 years ago. The survey was also conducted in the Netherlands because of their geographic proximity. These are also the countries where promotional activities are undertaken in order to elicit interest in our destination.

This study is a repeat of the 2013 study, with a few alterations: Some questions have been omitted or modified and new ones have been added. Naturally, only the questions from 2013 and 2016 that are asked in an identical format will be the subject of comparison. The study was conducted from May 13th to June 13th, 2016. A quota of 600 respondents was established per country or region to obtain enough data to make reliable conclusions per country. Survey participants had to be at least 18 years of age and have travelled to a foreign destination at least once in the past three years. Since we do not know the population of persons aged over 18 that have travelled in the past three years, assigning weights to arrive at an overall result was deemed inappropriate.

ACTUAL NUMBER OF RESPONDENTS	
Australia	832
Belgium	436 French-speaking Belgians and 452 Dutch-speaking Belgians
Canada	813
Germany	842 from North Rhine-Westphalia and 349 from other parts of Germany
France	834 from Nord-Pas-de-Calais and Ile-de-France and 344 from other parts of France
Ireland	851
The Netherlands	877
New Zealand	818
United Kingdom	888
United States	794

The first part of the survey was quite general so as to give no indication that VISIT**FLANDERS** was the commissioning authority. In the first question, we explored the association between battles and Europe in general. From these answers we deduced the level of awareness that people have about WWI in general and for Flemish destinations in particular. The question that followed specifically addressed WWI destinations. We then probed the extent to which people are familiar with Flanders Fields as a destination. Finally, we examined the attitude towards WWI commemoration, the personal connection via ancestors and plans to participate in commemorative tourism. To conclude we assessed the intention of people in European markets to travel to Flanders (Belgium) and those in non-European countries (Australia, Canada, New Zealand and the US) to travel to Europe.

Due to local nuances in the perceptions of WWI, the survey makes regional distinctions within certain countries. Specific regions of Belgium, France and Germany are therefore addressed in addition to those countries as a whole. French-speaking Belgians do not necessarily think the same way about WWI as Dutch-speaking Belgians do. In Germany, the focus is on North Rhine-Westphalia; in France, it is on Nord-Pas-de-Calais and Ile-de-France. For the United States panel, we selected respondents from the Northeast, California and Kansas.

The report is divided into two parts. The first part contains the overall results and comparison with 2013, while the second part explores the results per country for 2016 in more detail. In the questions that allow a comparison with 2013 the tables were split into two parts for the sake of clarity. The first table contains the English-speaking countries (the UK, Ireland, Australia, New Zealand, Canada and the US) and the second table the non-English-speaking countries (Dutch-speaking Belgium, French-speaking Belgium, North Rhine-Westphalia, other parts of Germany, Ile-de-France and Nord-Pas-de-Calais, other parts of France and the Netherlands).

2. OVERALL RESULTS

2.1 European battlefields

The first overarching question was an open-ended question about the three most important battlefields in Europe. A number of respondents replied to the question by citing a country or a war (e.g., the Hundred Years' War, the Second World War, etc.). Between 8% (French-speaking Belgians) and 34% (region of North Rhine-Westphalia) of the respondents could not provide any answer at all to this question. For Belgium, the French regions, the United Kingdom and Ireland approximately 90% of respondents could name at least one battlefield. In Australia, Canada, New Zealand and the US approximately one-fifth of respondents could not cite a single European battlefield. Germany scored lowest, with over 30% of respondents being unable to cite a single European battlefield.

Just as in 2013, *Waterloo* and *Normandy* appear in the top ten of all countries surveyed. Both battlefields also appear in the top five, except for Germany. WWI battlefields score extremely high in most countries, except for Canada, the Netherlands and the US, where the Second World War appears to have left a deeper impression.

The *Somme* is very well known in the Commonwealth countries, apart from Canada. *Verdun* is especially well known by the French, Germans and French-speaking Belgians. Half of all French respondents name *Verdun*. Just as in 2013, *Gallipoli* and *Vimy* are heavily associated with specific countries, *Gallipoli* with Australia and New Zealand and *Vimy* with Canada.

Ypres also appears in the top ten for a number of countries. *Ypres* ranks high in Dutch-speaking Belgium and the United Kingdom. It is also striking that almost 5% of respondents from New Zealand placed *Ypres* in the top three most important battlefields. New Zealanders likewise cite *Flanders* and *Passchendaele* relatively often, with the latter holding a greater place of prominence in this distant market than for other countries. Dutch-speaking Belgians make the most associations with places in Flanders.

The tables contain the most popular answers provided by respondents to this question: first, locations in Flanders, followed by the most frequently cited WWI locations and the other battlefields cited.

TABLE 1A: In your opinion, what are the three most important historic battlefields in Europe? (The most popular answers only, in % of respondents)

	United Kingdom		Ireland		Australia		New Zealand		Canada		United States	
	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016
Ypres	15.7%	15.5%	6.0%	7.6%	3.0%	4.0%	6.9%	4.8%	2.9%	4.1%	0.7%	1.5%
Flanders	6.6%	6.0%	7.4%	9.2%	5.6%	3.2%	6.6%	4.9%	0.6%	1.2%	1.3%	1.3%
Passchendaele	3.4%	2.0%	1.4%	0.7%	0.7%	1.4%	6.6%	7.3%	1.6%	2.3%	0.0%	0.1%
Flanders Fields	2.2%	1.2%	0.8%	0.6%	0.7%	1.1%	1.3%	2.0%	3.9%	2.1%	1.0%	0.4%
Yser Plains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Somme	44.6%	39.6%	28.1%	39.0%	14.0%	16.1%	23.4%	16.9%	4.2%	3.9%	1.3%	3.3%
Verdun	2.5%	1.8%	1.1%	7.3%	0.7%	1.7%	1.7%	1.0%	1.6%	5.3%	2.3%	2.1%
Gallipoli	0.5%	0.0%	2.7%	3.5%	18.9%	19.8%	28.1%	23.1%	0.6%	0.2%	0.3%	1.4%
Vimy	0.0%	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.1%	20.1%	15.9%	0.0%	0.1%
Waterloo	22.1%	28.7%	21.0%	28.7%	18.6%	14.8%	20.5%	17.2%	16.9%	16.0%	16.1%	17.4%
Normandy	16.7%	14.0%	23.0%	21.9%	11.0%	14.2%	15.2%	13.8%	25.3%	29.8%	34.8%	32.9%
Stalingrad	1.2%	3.3%	5.5%	4.9%	2.0%	3.5%	4.0%	4.2%	2.3%	5.9%	1.3%	6.0%
Hastings	21.3%	17.1%	14.5%	10.3%	7.0%	7.9%	8.3%	6.0%	2.9%	4.3%	4.3%	4.5%
Austerlitz	0.7%	0.7%	0.5%	0.9%	0.0%	0.5%	0.7%	0.1%	1.0%	1.0%	0.7%	0.4%
Azincourt	7.4%	7.8%	2.2%	2.0%	3.0%	1.8%	3.6%	3.1%	1.9%	0.7%	1.0%	1.5%
No response	12.3%	13.7%	11.2%	10.9%	24.3%	22.2%	20.5%	21.1%	21.4%	18.6%	24.1%	20.9%

The table above shows a slight decrease in awareness in the United Kingdom for almost all the battlefields, except *Waterloo*. The number of respondents unable to answer this question in 2016 also increased by 1.5 percentage points compared with 2013. In other Anglo-Saxon countries Flemish battlefields are cited more frequently and *Ypres* increases by 0.8 to 1.6 percentage points compared with 2013. Only New Zealand scores lower than it did in 2013.

TABLE 2B: In your opinion, what are the three most important historic battlefields in Europe? (The most popular answers only, in % of respondents)

	Belgium		Belgium		Germany		Germany		France		France		The Netherlands	
	Dutch-speakers		French-speakers		North Rhine-Westphalia		Other		Ile-de-France and Nord-Pas-de-Calais		Other			
	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016
Ypres	20.2%	16.2%	4.0%	4.8%	1.0%	0.5%	0.0%	0.0%	0.7%	0.4%	0.0%	0.0%	3.4%	5.2%
Flanders	0.5%	0.9%	0.0%	0.2%	0.0%	0.2%	0.5%	0.0%	0.0%	0.2%	0.4%	1.5%	0.2%	0.5%
Passchendaele	2.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Flanders Fields	1.5%	1.8%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Yser Plains	10.3%	11.5%	3.5%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	0.6%
The Somme	2.0%	8.2%	2.0%	1.6%	1.5%	0.7%	0.0%	0.9%	2.8%	4.9%	2.2%	5.8%	2.7%	1.9%
Verdun	7.9%	9.1%	31.2%	39.7%	12.6%	14.1%	13.0%	25.2%	50.7%	63.4%	48.3%	68.3%	9.3%	6.7%
Gallipoli	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.2%
Vimy	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.6%	0.4%	0.0%	0.0%	0.1%
Waterloo	66.0%	60.4%	88.1%	79.4%	26.1%	19.0%	17.9%	20.6%	47.9%	45.4%	40.8%	40.7%	46.9%	45.3%
Normandy	22.7%	21.2%	19.8%	16.7%	15.1%	8.0%	4.8%	6.9%	19.0%	12.7%	15.4%	18.3%	25.8%	23.8%
Stalingrad	3.9%	4.0%	7.9%	4.8%	8.5%	7.7%	10.6%	10.0%	9.9%	9.0%	5.2%	5.5%	6.6%	3.6%
Hastings	4.9%	3.3%	1.5%	0.7%	0.0%	1.0%	0.0%	0.9%	0.7%	1.7%	0.0%	0.0%	2.0%	1.3%
Austerlitz	1.0%	0.7%	8.9%	6.2%	2.0%	0.8%	1.0%	2.0%	12.0%	14.9%	15.7%	12.5%	1.0%	0.7%
Azincourt	0.5%	1.1%	1.0%	0.2%	1.0%	0.1%	0.5%	0.3%	4.9%	2.0%	0.4%	0.3%	0.0%	0.1%
No response	4.4%	11.1%	5.0%	7.8%	25.1%	33.7%	34.3%	30.1%	9.9%	10.1%	12.4%	9.3%	13.3%	18.5%

The Netherlands, Dutch-speaking Belgium and French-speaking Belgium display an increase in their familiarity not only with Flemish battlefields, but with all major WWI sites. Germany cited fewer battlefields, although the degree of familiarity with *Verdun* increased throughout Germany. France is also characterised by an increase in familiarity with the First World War battlefields, but there the focus is clearly on battlefields with a national significance such as *Verdun* and *the Somme*.

2.2 First World War battlefields

To obtain a clearer picture of the destinations or regions associated with the First World War and compare the degree to which they are known, we asked the question of where the most important WWI battlefields of Europe are located. Since this question is formulated differently to that of the 2013 survey a comparison with the previous survey is not possible. Here too respondents were given a chance to provide three answers.

The number of respondents who were able to answer this question is strikingly lower than in the previous one. Even though the questions are formulated in a relatively general manner, 10% (Nord-Pas-de-Calais and Ile-de-France) to 33% (the United States) of respondents were unable to provide a response. It is also remarkable that in New Zealand and Australia, countries with a strong culture of remembrance related to the First World War, 27 to 30% of respondents did not answer.

In all countries France, Germany and Belgium appear in the top ten answers provided alongside the *Somme* and *Verdun* (except in Australia and Germany). For seven out of the ten countries this top ten also includes *Ypres* as an important region associated with WWI battlefields. The United Kingdom, New Zealand and Dutch-speaking Belgium also include *Passchendaele* on this list.

The difference between Anglo-Saxon countries on the one hand and Germany and France on the other is rather interesting. The Anglo-Saxon countries geographically distribute the most important WWI battlefields across several countries; the German and French respondents limit themselves to French territory. Just 3 to 5% of French respondents associate Belgium with the First World War. This percentage is also fairly low for Germany, especially compared with the Anglo-Saxon countries, in which 9% to almost a fifth of respondents make a connection between WWI and Belgium.

The share of respondents that cites a location in Flanders (including Brussels) or gives Flanders as a response, is relatively high in Commonwealth countries. In Ireland and the United Kingdom this even amounts to between a fifth and a quarter of respondents. In the United States 8% are also able to make the connection between sites in Flanders and the First World War. In contrast, just 1 to 3% of French and German respondents provide a location in Flanders.

TABLE 2: Where do you think the most important First World War battlefields (1914 - 18) are located in Europe? (The most popular answers only, in % of respondents)

	United Kingdom	Ireland	Australia	New Zealand	Canada	United States	Belgium Dutch-speakers	Belgium French-speakers	Germany North Rhine-Westphalia	Germany Other	France Ile-de-France and Nord-pas-de-Calais	France Other	The Netherlands
Belgium	18.2%	19.0%	8.8%	10.4%	8.8%	9.9%	30.5%	14.9%	10.6%	5.4%	4.8%	2.9%	22.2%
France	28.2%	34.2%	26.1%	22.6%	29.2%	26.1%	29.9%	18.3%	33.3%	30.1%	16.4%	12.5%	30.3%
Germany	9.7%	17.2%	14.3%	12.8%	21.5%	25.2%	16.8%	11.5%	20.3%	19.2%	8.9%	7.6%	17.8%
United Kingdom	4.6%	4.6%	3.7%	5.3%	8.9%	4.3%	2.9%	1.1%	5.2%	3.4%	0.7%	2.0%	4.6%
Russia	2.1%	4.3%	2.3%	3.2%	4.5%	4.4%	1.8%	2.8%	5.8%	8.9%	2.5%	2.0%	4.6%
Poland	0.9%	3.3%	1.4%	1.3%	2.5%	2.9%	2.9%	2.3%	6.7%	6.3%	1.2%	1.5%	2.5%
Turkey	0.9%	2.6%	11.1%	9.4%	0.4%	1.0%	0.7%	0.7%	0.1%	0.3%	0.1%	0.0%	0.3%
Ypres	17.8%	10.8%	5.5%	5.7%	5.8%	2.8%	27.0%	10.6%	1.1%	0.3%	2.0%	1.2%	7.6%
Flanders	6.8%	7.9%	1.8%	3.3%	1.8%	2.6%	3.5%	1.6%	1.5%	2.9%	0.7%	0.0%	1.8%
Flanders Fields	0.8%	0.1%	0.5%	1.5%	1.3%	0.3%	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Westhoek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Passchendaele	3.9%	2.0%	1.0%	5.7%	3.1%	0.4%	5.1%	0.2%	0.1%	0.0%	0.1%	0.0%	0.5%
The Yser	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	8.2%	13.3%	0.0%	0.0%	0.1%	0.0%	0.7%
Location in Flanders *	25.6%	20.4%	10.9%	15.6%	13.1%	8.4%	46.0%	27.1%	3.0%	3.4%	3.1%	1.2%	11.2%
Verdun	5.5%	10.7%	1.7%	3.4%	7.0%	6.7%	11.7%	34.2%	18.3%	25.2%	60.6%	62.5%	7.3%
The Somme	30.6%	26.3%	11.5%	12.6%	7.7%	6.8%	6.9%	9.4%	2.6%	2.6%	18.9%	19.2%	2.9%
Gallipoli	4.2%	7.1%	20.2%	22.2%	0.8%	2.3%	1.1%	0.0%	0.6%	0.3%	0.1%	0.0%	0.6%
Marne	1.0%	2.1%	0.8%	1.0%	2.4%	3.8%	1.8%	6.7%	1.4%	3.4%	13.9%	13.1%	0.9%
No response	19.7%	18.8%	29.7%	27.4%	25.5%	32.6%	12.8%	18.8%	27.3%	24.1%	10.2%	11.6%	27.4%

* Share of unique respondents that cited a location in Flanders or Brussels.

2.3 Familiarity with Flanders Fields

What is the level of familiarity with *Flanders Fields*? In 2013, to ascertain this we posed respondents two questions. On the one hand we asked them to indicate the country in which *Flanders Fields* is located. On the other we assessed familiarity with specific locations in *Flanders Fields*, using another open-ended question. We asked these questions once more in 2016, which means the answers can be compared.

TABLE 3A: In which country/countries is Flanders Fields located?

	United Kingdom		Ireland		Australia		New Zealand		Canada		United States	
	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016
Belgium	63%	64%	61%	71%	41%	43%	51%	50%	41%	50%	52%	50%
Germany	4%	4%	4%	3%	8%	8%	4%	5%	7%	5%	8%	10%
France	19%	19%	15%	15%	26%	20%	19%	20%	25%	21%	19%	18%
The Netherlands	11%	7%	11%	7%	10%	5%	7%	4%	14%	9%	15%	8%
United Kingdom	4%	5%	1%	2%	4%	5%	3%	3%	7%	9%	7%	8%
Don't know	13%	11%	21%	11%	27%	31%	28%	27%	21%	16%	23%	22%

Half or more of respondents in each country answered that *Flanders Fields* is located in Belgium, except in Australia (43%) and the Netherlands (45%). In New Zealand, the United States, North Rhine-Westphalia and the Netherlands, the percentage of respondents that cited Belgium decreased. However, in Ireland, Canada and Ile-de-France and Nord-Pas-de-Calais we see an increase of approximately 10 percentage points compared with 2013.

Roughly a fifth of respondents in Anglo-Saxon countries also clearly make a connection with France. These percentages are considerably lower for other countries, although 7% of French respondents spontaneously think of French Flanders.

TABLE 3B: In which country/countries is Flanders Fields located?

	Belgium		Belgium		Germany		Germany		France		France		The Netherlands	
	Dutch-speakers		French-speakers		North Rhine-Westphalia		Other		Ile-de-France and Nord-Pas-de-Calais		Other			
	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016
Belgium	91%	94%	70%	76%	72%	64%	53%	58%	46%	56%	47%	51%	50%	45%
Germany	2%	1%	0%	2%	6%	3%	4%	4%	4%	5%	4%	5%	3%	5%
France	4%	4%	3%	4%	4%	4%	5%	5%	7%	7%	7%	5%	7%	8%
The Netherlands	1%	0%	12%	9%	12%	9%	17%	12%	20%	14%	15%	15%	2%	3%
United Kingdom	1%	2%	2%	3%	4%	9%	5%	9%	6%	8%	6%	12%	16%	19%
Don't know	6%	4%	19%	13%	14%	19%	24%	20%	16%	21%	22%	22%	32%	30%

The open-ended question related to naming sites in *Flanders Fields* proved to be a tricky exercise in 2013. With the exception of Dutch-speaking Belgians, 63% (French-speaking Belgians) to 81% (Canadians) could not provide a response to this question. The response rate was also low in 2016, but we see an improvement between 1 and 9 percentage points compared with 2013 in all countries except North Rhine-Westphalia in Germany, France and New Zealand.

Just as in 2013, in many cases the respondents also named locations that are not in Flanders Fields, such as *the Somme*, or even countries, such as France and Germany. Respondents mainly from the Anglo-Saxon countries and the Netherlands also spontaneously associate *Flanders Fields* with poppies from the poem by John McCrae.

Ypres appears in first place for all countries as it did in 2013. 7 (Canada) to 57% (Dutch-speaking Belgians) spontaneously think of *Ypres*. In Belgium and the Commonwealth *Passchendaele* is also fairly well known and now appears in the top ten of all respondents except for North Rhine-Westphalia in Germany, France and the Netherlands.

TABLE 4A: Can you name any locations/sites situated in Flanders Fields? (the most popular answers, in % of respondents)

	United Kingdom		Ireland		Australia		New Zealand		Canada		United States	
	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016
Ypres/Ypres Salient	15.7%	14.3%	12.0%	16.7%	10.3%	8.1%	11.9%	9.8%	4.5%	7.3%	6.0%	9.3%
Passchendaele	4.4%	4.6%	4.4%	5.5%	3.0%	2.4%	5.9%	5.0%	1.0%	2.2%	1.0%	1.4%
Diksmuide	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%
Flanders Fields Museum	0.5%	0.5%	0.3%	0.4%	0.0%	0.5%	0.7%	0.2%	1.3%	1.1%	0.7%	1.4%
Menin Gate	1.2%	1.5%	1.1%	0.9%	0.7%	0.2%	0.3%	0.2%	0.3%	0.7%	0.0%	0.5%
Nieuwpoort	0.0%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Poperinge	0.5%	0.3%	0.0%	0.4%	0.0%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
The Yser	0.0%	0.2%	0.0%	0.7%	0.0%	0.4%	0.0%	0.6%	0.0%	0.4%	0.0%	0.3%
Zeebrugge / Bruges	1.0%	1.0%	2.5%	2.8%	0.7%	1.3%	0.3%	1.2%	1.0%	1.2%	2.3%	2.1%
The Somme	6.9%	2.6%	8.2%	3.2%	4.3%	1.4%	6.6%	1.0%	1.0%	0.6%	2.7%	0.1%
Don't know	73.3%	72.4%	75.4%	70.3%	78.7%	77.6%	74.6%	79.0%	81.8%	74.4%	71.2%	70.0%

In the Commonwealth countries the percentage of respondents that answered *the Somme* is clearly smaller than that in 2013. It even decreased by 5 to 6 percentage points in New Zealand and Ireland.

TABLE 4B: Can you name any locations/sites situated in Flanders Fields? (the most popular answers, in % of respondents)

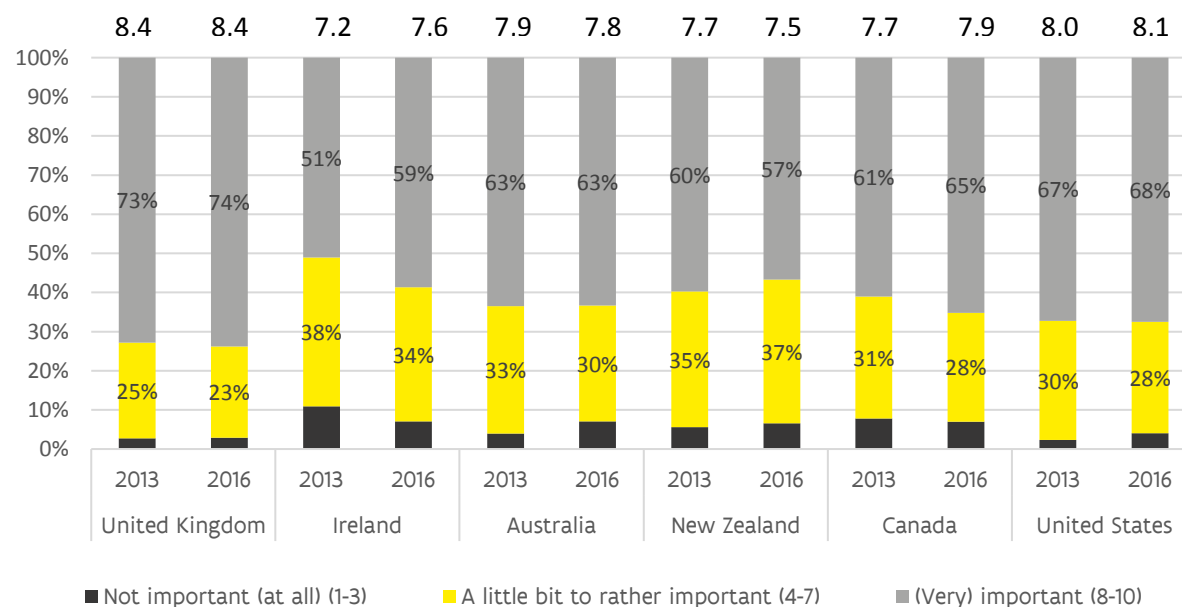
	Belgium		Belgium		Germany		Germany		France		France		The Netherlands	
	Dutch-speakers		French-speakers		North Rhine-Westphalia		Other		Ile-de-France and Nord-Pas-de-Calais		Other			
	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016
Ypres/Ypres Salient	58.1%	56.9%	30.2%	25.5%	12.1%	10.1%	10.1%	10.3%	9.9%	10.8%	7.9%	7.8%	12.8%	15.5%
Passchendaele	9.4%	11.9%	2.5%	1.4%	2.0%	0.1%	0.5%	1.1%	0.0%	0.5%	0.4%	0.3%	2.0%	0.7%
Diksmuide	12.3%	12.8%	5.9%	3.7%	2.0%	1.1%	1.0%	0.6%	1.4%	0.2%	0.0%	0.9%	1.2%	0.7%
In Flanders Fields Museum	1.0%	1.1%	0.0%	0.9%	0.5%	0.2%	1.4%	0.6%	0.0%	0.5%	0.4%	0.9%	0.2%	0.2%
Menin Gate	2.5%	5.8%	0.5%	0.7%	0.5%	0.1%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.2%	0.3%
Nieuwpoort	2.5%	4.2%	3.0%	1.6%	0.0%	0.0%	0.5%	0.9%	0.0%	0.5%	0.0%	0.3%	0.7%	0.8%
Poperinge	2.5%	5.3%	0.5%	0.7%	0.0%	0.1%	0.5%	0.0%	0.7%	0.1%	0.0%	0.0%	0.7%	0.5%
The Yser	0.5%	3.5%	3.5%	3.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.4%	0.0%	1.0%	1.0%
Zeebrugge / Bruges	1.5%	0.7%	3.0%	0.7%	1.5%	2.4%	3.9%	3.4%	1.4%	1.2%	1.1%	1.7%	1.2%	1.4%
The Somme	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.7%	0.9%	1.2%	0.6%
Don't know	30.0%	29.0%	63.4%	61.9%	73.9%	76.5%	76.3%	75.6%	68.3%	74.1%	76.4%	76.5%	78.6%	74.3%

2.4 Attitude towards and interest in WWI commemoration

A great many respondents believe it is important to commemorate WWI and this has increased since 2013 as far as most countries are concerned. We asked the respondents to indicate the extent to which they considered it to be important to commemorate this war on a scale of one (not at all important) to ten (extremely important). In the following graph we have divided the ten categories into three: 'not important (at all)' (1-3), 'a little bit to rather important' (4-7) and '(extremely) important' (8-10). Of all the nationalities, the British and the Americans believe such a commemoration to be the most important.

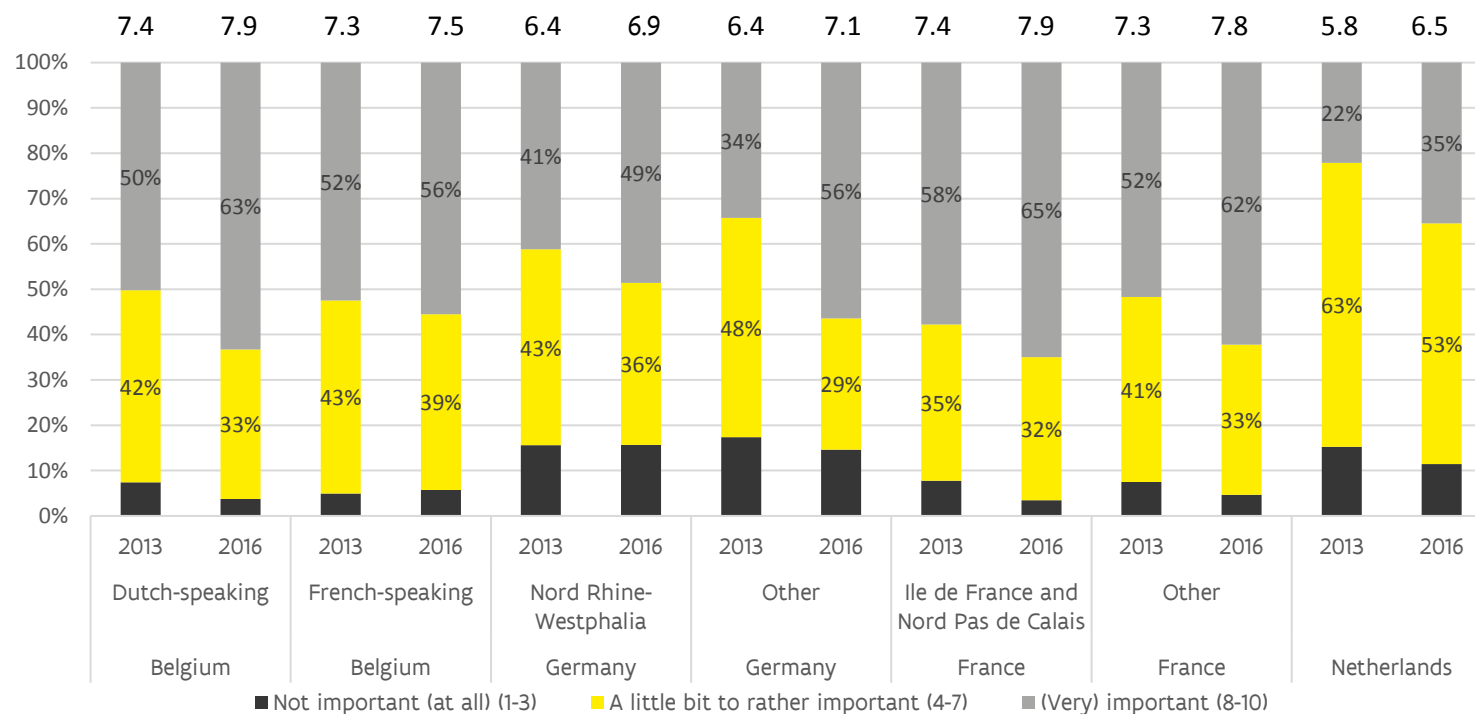
In New Zealand we see a slight decrease in the importance people attach to commemorating WWI compared with 2013. In contrast, Irish interest in commemoration has clearly risen. The Irish respondents that indicated commemoration is '(extremely) important' increased by 8 percentage points.

FIGURE 3A: To what extent do you find it important that the First World War (1914-1918) is commemorated? (Aggregated scores and average score)



In 2016, interest in the commemoration rose among the Germans and the Dutch. The share of respondents in the (extremely) important category increased in Germany by 8 (North Rhine-Westphalia) to 22 percentage points (rest of Germany) compared with 2013. The Netherlands reveals an increase of 13 percentage points, which means the average is slightly higher than that for Germany. This is striking, given that the Netherlands' connection to these historical events is weaker than that of other countries surveyed.

FIGURE 4B: To what extent do you find it important that the First World War (1914-1918) is commemorated? (Aggregated scores and average score)

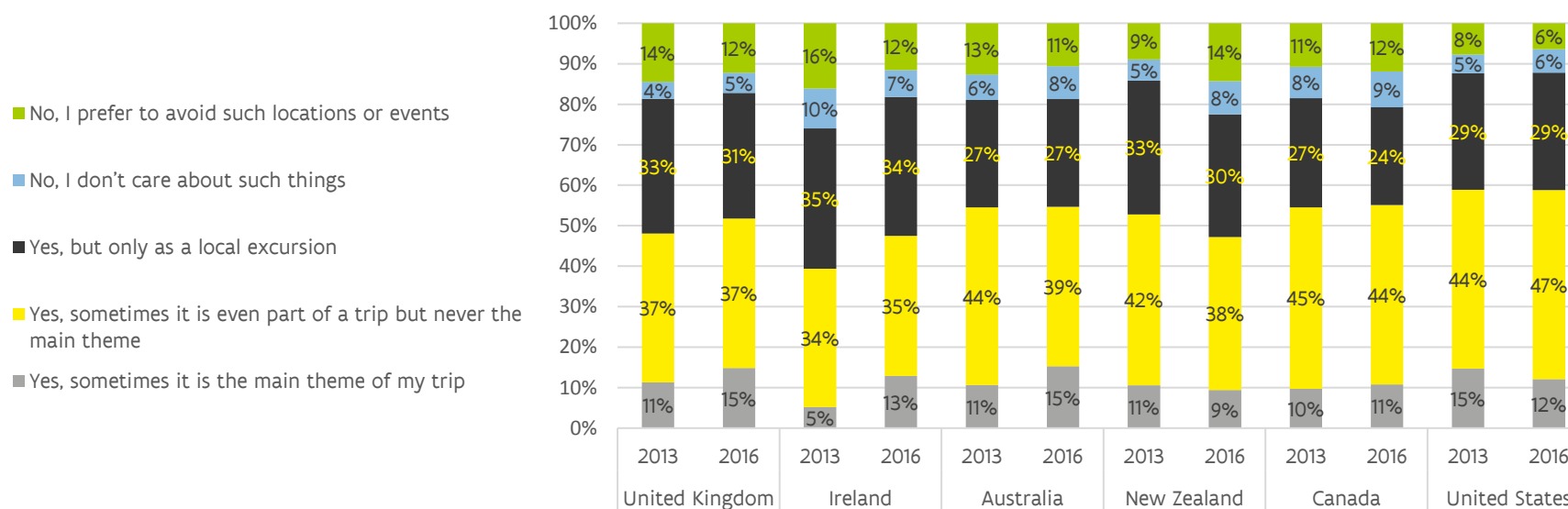


Just because people believe it is important to commemorate the First World War does not mean they actually want to visit sites that are historically associated with war. We asked the following questions to assess the respondents' travel behaviour. We asked them whether they had also visited sites potentially associated with war and if they did, what kinds of sites or events they visited.

The following graph clearly reveals that in the Anglo-Saxon world the interest in visiting such sites or events is quite considerable. Almost half the respondents in all these countries said that they visit sites historically associated with war when they travel, whereas between 30 and 35% said they do so in their own area. 6 to 14% indicated that they avoid these sites or events if possible. This group increased among New Zealand respondents by 5 percentage points compared with 2013.

Around 10 to 15% of respondents from Anglo-Saxon countries said that visiting sites or events historically associated with war represents the main theme of their journey. In Ireland this even increased by 8 percentage points.

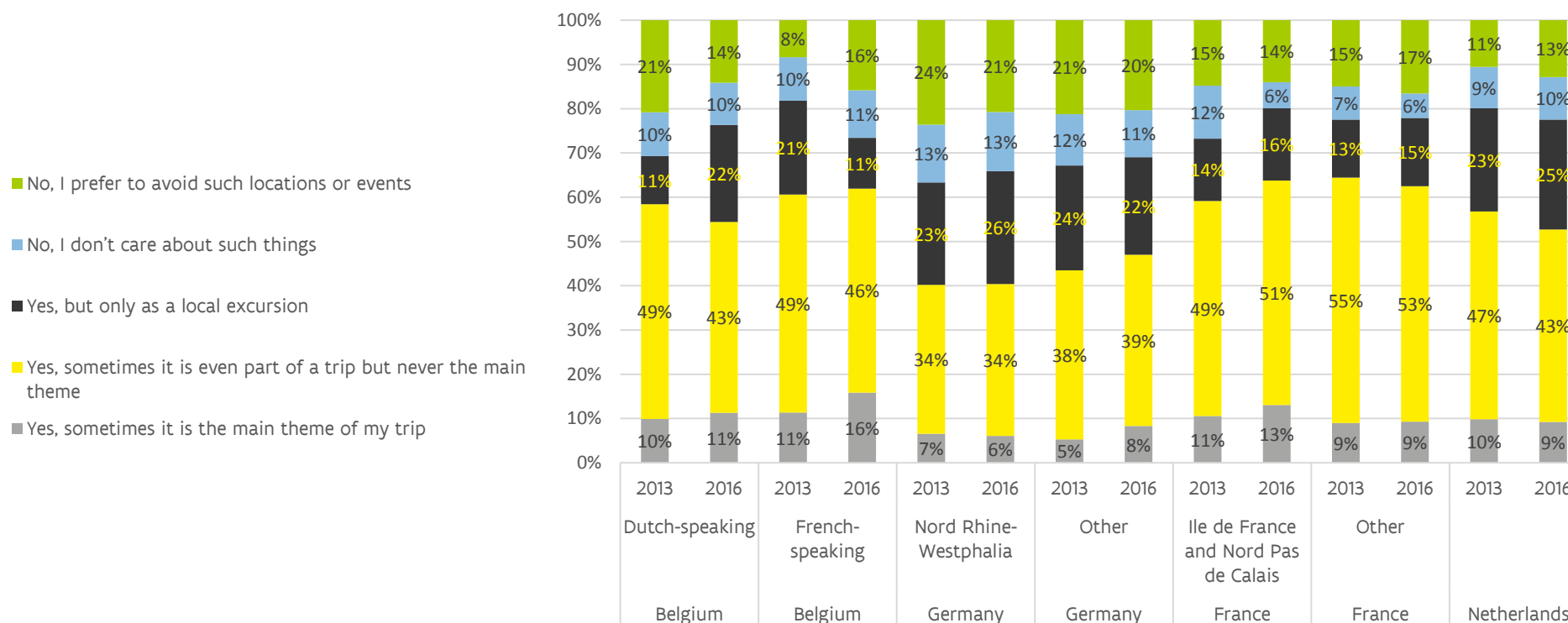
FIGURE 2A: When you are travelling or are on an excursion, do you sometimes visit locations or events linked to war history?



In Germany the willingness to visit sites historically associated with war while on holiday barely rises above 40%.

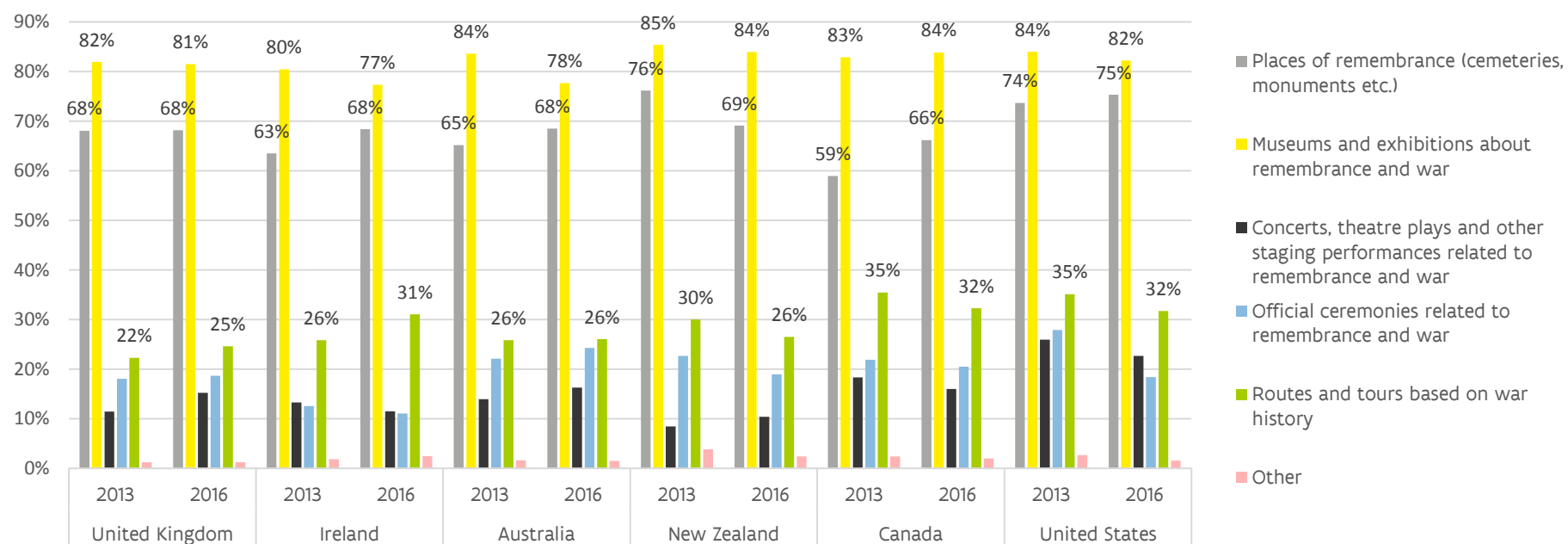
The Germans also comprise the largest group of those that do not visit or avoid sites or events historically associated with war. Although we do see a slight decrease compared with 2013, a fifth of German respondents still indicated that they actively avoid these sites/events. In non-Anglo-Saxon countries almost 10 to 16% also indicate that visiting sites or events historically associated with war can be the main theme of a trip. Germany is the exception with 6 to 8% of respondents travelling with war history as the main theme.

FIGURE 2B: When you travel or go on an outing, do you ever visit places or attend events that are historically associated with war?



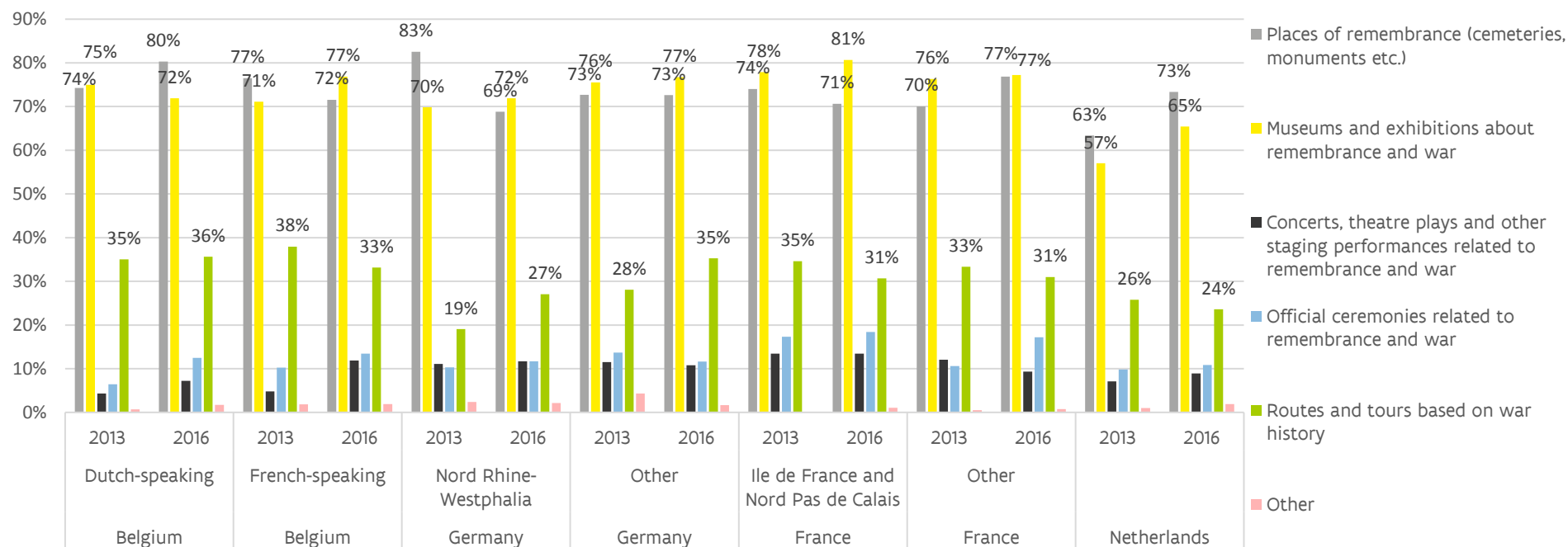
The respondents that answered 'yes' to the question of whether they visit sites/events historically associated with war, were asked what they actually visited. Although the greatest share of respondents visit museums and exhibitions related to commemoration and war, this figure slightly decreased for all Anglo-Saxon countries except Canada. In contrast, places of remembrance experienced an increase compared to 2013 in almost all Anglo-Saxon countries. Official ceremonies only tempt over a fifth of respondents in Canada and Australia, but routes and (guided) tours easily attract a quarter to a third of respondents.

FIGURE 3A: What do you visit? (% of respondents that answered 'yes' to the previous question)



Interest in visiting museums is markedly lower in non-English-speaking countries. Here between 65 and 81% of respondents indicate that they visit a museum dedicated to commemoration and war. Especially in the Netherlands interest in the history of the war is low, although there has been a marked increase since 2013. In Dutch-speaking Belgium and the Netherlands the respondents are more interested in visiting places of remembrance than museums. In 2013, 83% of respondents from North Rhine-Westphalia visited places of remembrance; this figure fell to 69% in 2016, less than the share of museum visitors. Their interest in routes and tours rose sharply compared with 2013. Between a quarter to a third of respondents indicate that they follow routes and (guided) tours that focus on war history.

FIGURE 3B: What do you visit? (% of respondents that answered 'yes' to the previous question)



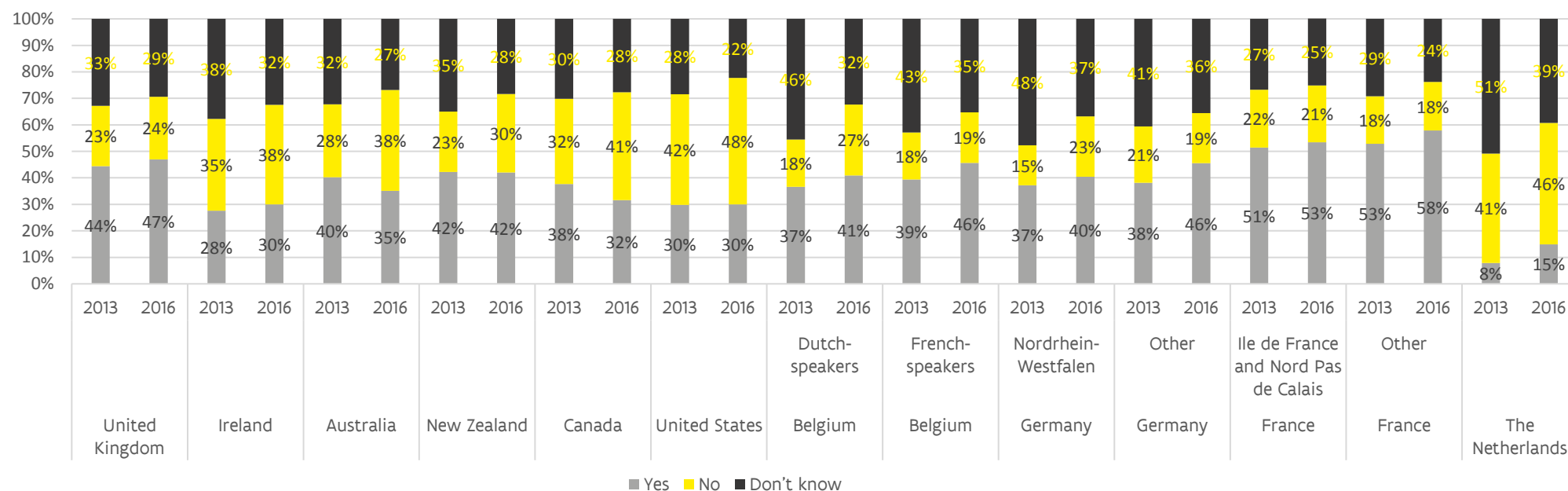
2.5 Respondent background

As in 2013, we asked a question about ancestors' involvement in the First World War. This involvement - and whether people are aware of it - differs greatly depending on the country.

The responses given by the French panel indicate that more than half of all respondents have ancestors who fought or suffered during the Great War. Almost half of the respondents from the United Kingdom (47%), French-speaking Belgium (46%) and the vast majority of Germany (46%) indicated that their ancestors suffered or fought during the war.

The results are remarkable compared with 2013. The ratios between the 'yes' and the 'no' answers remain more or less unchanged, but while in 2013, 40 to 50% of respondents in non-English-speaking countries did not know what their ancestors did during the First World War, this has now dropped below 40% for every country.

FIGURE 4: Did any of your ancestors (relatives) suffer or fight during the First World War (1914-1918)?



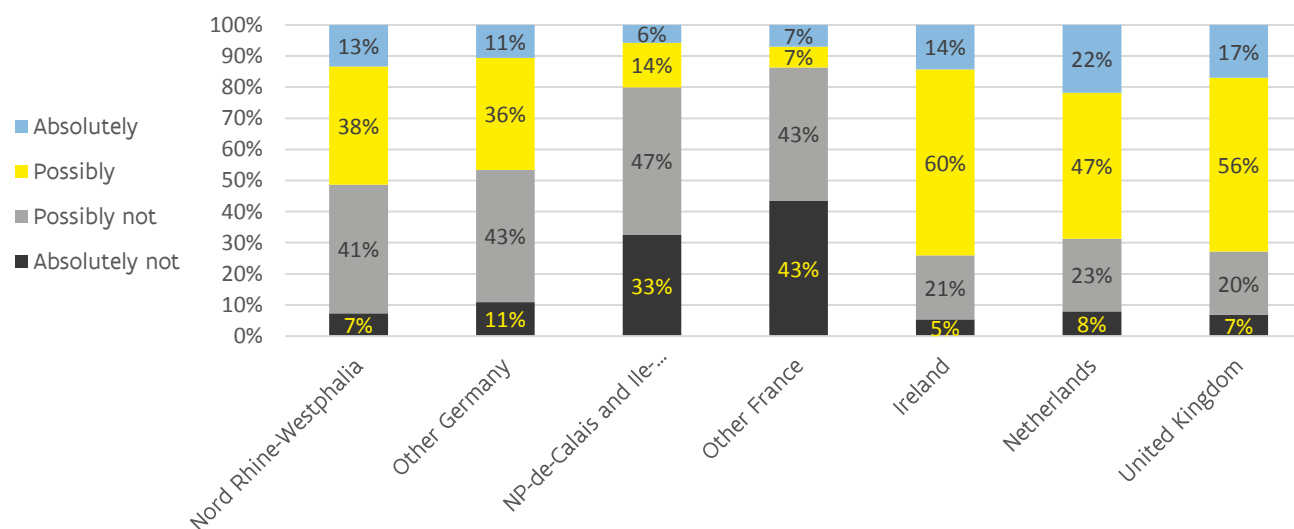
2.6 Travel intention

A point of interest is what people think about the Great War and their views on visiting war monuments and museums. However, are respondents also prepared to travel to Europe or to Flanders? In the 2016 study we also asked our respondents a question related to their travel plans for the next three years. More specifically we asked the non-European respondents whether they would consider a trip to Europe. The European, foreign respondents were asked about their intention to travel to Flanders (Belgium).

It is important to note that it is likely that respondents' answer to this question is influenced by the threat of terrorism and the attacks in Brussels and Zaventem on 22 March, two months prior to the survey's distribution.

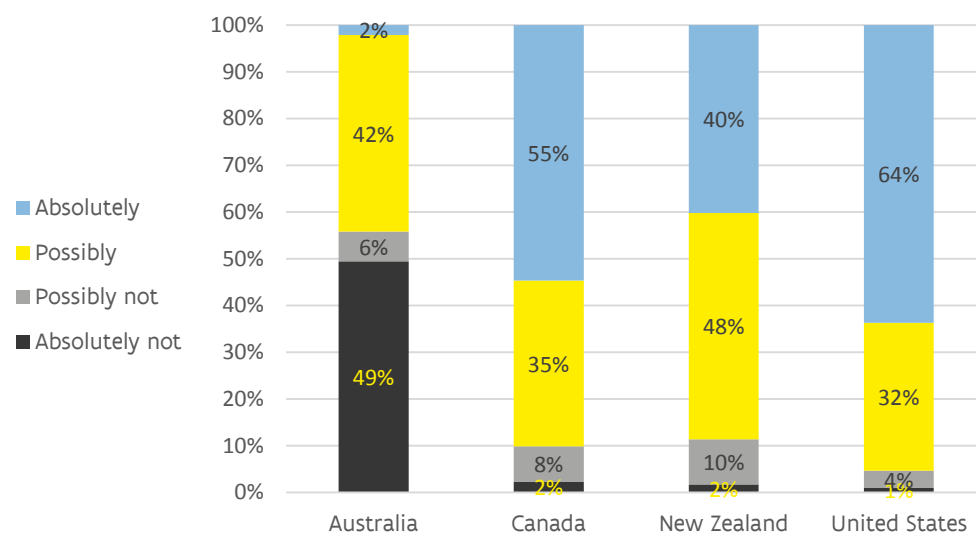
Barring the Netherlands, where over a fifth unambiguously responded in the positive, the majority of European respondents tentatively incline toward a positive response, with France as an opposing outlier. In Germany approximately half and over 80% in the UK indicated that they are considering a holiday or city trip to Flanders. In France we see the opposite with over 80% indicating they would possibly not or absolutely not consider going on holiday or city trip to Flanders in the next three years.

FIGURE 5: Would you consider going on holiday or city trip to Flanders (Belgium) sometime in the next three years?



In more distant markets, 40-64% of New Zealanders, Canadians and Americans said that they would certainly consider a holiday in Europe in the next three years, despite the terrorist threat. The high percentages are surprising, even though some can be explained by the fact that the survey in these large countries was only distributed among respondents that had travelled abroad in the previous three years, and thus had the means to indulge in long-distance travel. The Australians reveal a completely different picture. Almost half have no intention of travelling to Europe, although 42% are considering it.

FIGURE 6-: Would you consider going on holiday to Europe sometime in the next three years?



3 GENERAL CONCLUSIONS

Before examining the knowledge of respondents with regard to WWI destinations in Flanders, we asked them to name historic European battlefields. Just as in 2013, *Waterloo*, and *Normandy* are clearly top-of-mind in each of the countries surveyed. Battlefields from both World Wars are deeply rooted in the collective memory. *Ypres* appeared in Ireland, the United Kingdom, Belgium and New Zealand's top ten in 2013 and also acquired a place in the Netherlands' top ten in 2016. In general, we see an increase in the name recognition of Flemish battlefields, except in the UK, Germany and the US.

The most well-known battlefields of the First World War are *the Somme*, *Verdun* and *Ypres* across all countries. In Canada, Germany, the Netherlands, New Zealand and the United States a quarter to 33% of respondents were unable to answer this question. A majority of respondents cite the countries that played a leading role in the First World War. Only a limited number of Commonwealth countries include *Passchendaele* in their top ten. The *Yser* maintains significance only for Belgians. The French-speaking and German-speaking respondents limit themselves more to French territory, while the other countries provide responses covering a wide geographic area.

The next part of the survey specifically assessed knowledge of *Flanders Fields*. 43 to 71% of English-speaking respondents replied that *Flanders Fields* is located in Belgium. Overall the share of respondents that responded with Belgium increased in comparison with 2013. We only see a decline in the Netherlands, North Rhine-Westphalia (Germany) and New Zealand. Familiarity with *Flanders Fields* increased in most countries compared to 2013, except for France, New Zealand and North Rhine-Westphalia. There is a clear decline in the number of mentions of the *Somme* compared to 2013. In other words, respondents are better able to geographically distinguish the battlefields.

Since 2013, the importance afforded by respondents to commemoration of the First World War has risen. This increase is most evident in France, Germany and the Netherlands. This increased interest is expressed in the interest to visit events or sites that have ties with the First World War. In most countries the share of respondents that indicate they visit sites or events historically associated with war as part of, or the main theme for, a trip, increased. The share of respondents that said they intentionally avoided these sites decreased across most countries in comparison with 2013, except in Australia, French-speaking Belgium, the Netherlands and most of France.

Museums, places of remembrance and routes are the activities that can count on drawing the most interest. Compared with 2013, interest in museums decreased in the Anglo-Saxon countries. In contrast, places of remembrance are more popular than they were in 2013. Productions or official ceremonies seem to be less appealing.

We also examined whether there are connections with WWI via ancestors, as these family ties can provide a more personal dimension to commemoration. The involvement of one's ancestors in the First World War - and whether or not one is aware of this involvement - varies sharply depending on one's country of origin. Nevertheless, we can still conclude that in 2016, a greater share of respondents is aware of their own family history. The number of respondents that indicated their ancestors fought/suffered during the First World War increased for Germany, France, Belgium, the UK, Ireland and the Netherlands.

Finally, we asked a general question about the respondents' travel intentions. With regard to European countries we asked about the respondents' interest in taking a holiday or city trip to Flanders in the up-coming three years. We asked respondents in non-European countries whether they would consider travelling to Europe.

Despite the recent terrorist threat, the vast majority of non-European respondents indicated they would consider a trip to Europe. Australia is the only country in which almost half the respondents resolutely indicated that they would not consider a trip to Europe. The picture for European countries is more varied. The French display little interest in a trip to Flanders, whereas in Ireland, the Netherlands and the UK, the vast majority of respondents are definitely interested. Germany, North Rhine-Westphalia and the rest of Germany, is split almost fifty-fifty on whether or not they would consider a trip to Flanders.

4 HIGHLIGHTS PER COUNTRY

4.1 United Kingdom (2013: n=408; 2016: n=888)

TOP 5 BATTLEFIELDS IN EUROPE

2013		2016	
1	The Somme	45%	The Somme 40%
2	Waterloo	22%	Waterloo 29%
3	Hastings	21%	Hastings 17%
4	Normandy	17%	Ypres 16%
5	Ypres	16%	Normandy 14%

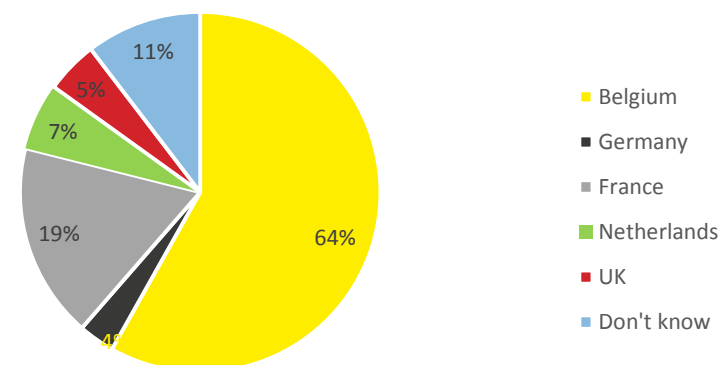
TOP 5 SITES ASSOCIATED WITH WWI

1	The Somme	31%
2	France	28%
3	Belgium	18%
4	Ypres	18%
5	Germany	10%

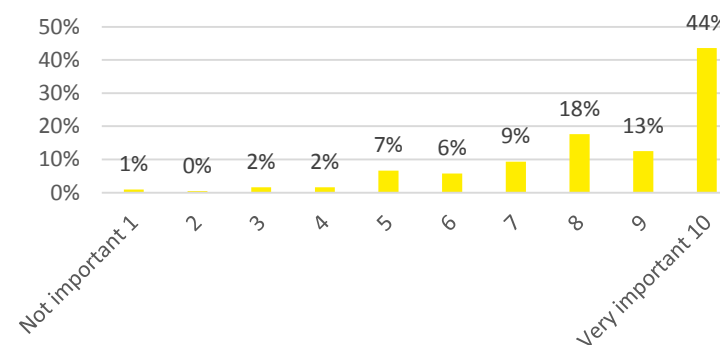
TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Don't know	73%	Don't know 72%
2	Ypres	16%	Ypres 14%
3	The Somme	7%	Passchendaele 5%
4	Passchendaele	4%	The Somme 3%
5	Belgium	2%	Menin Gate 2%

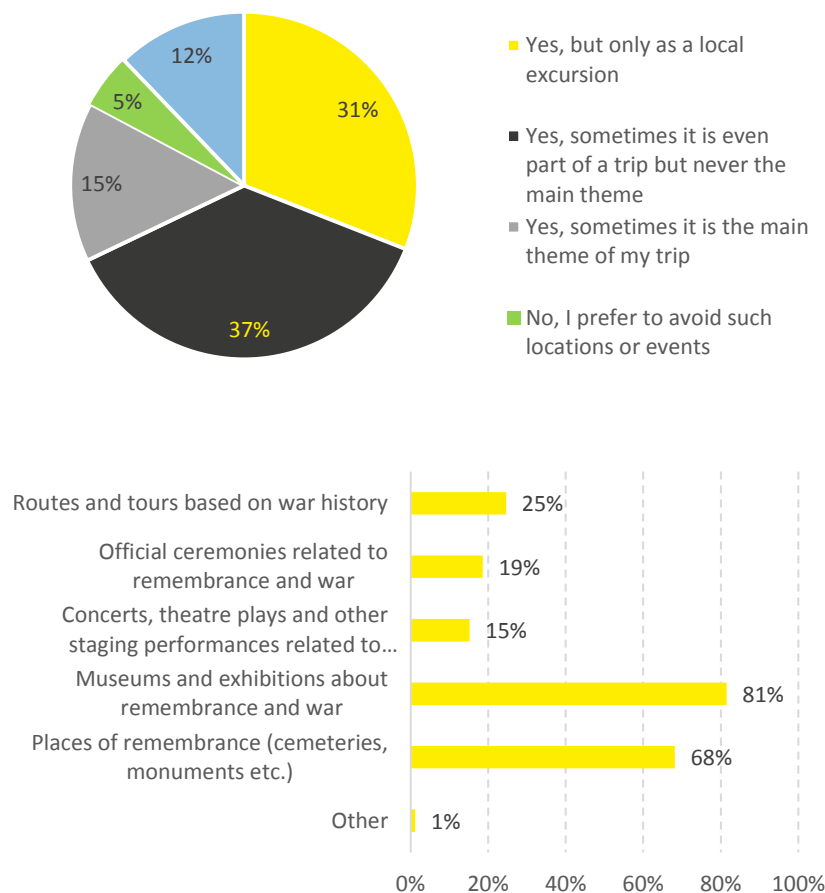
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



SUMMARY

Just as in 2013, for the United Kingdom the three most important battlefields in Europe are *the Somme* (40%), *Waterloo* (29%) and *Hastings* (17%). *Ypres* advanced a place (16%) and *Flanders* appears in eighth place, with 6%. When asked about battlefields linked to WWI *the Somme* topped the list with 31%. *Ypres* only appears in fourth place (18%) and 7% also make the connection with *Flanders*. Almost 65% of respondents located *Flanders Fields* in Belgium. It's striking that nearly a fifth indicate *Flanders Fields* as being located in France. Naming places or sites located in *Flanders Fields* went slightly better in 2016. Ypres was far and away the most well-known among United Kingdom respondents; *Passchendaele* appears in second place and the *Menin Gate* in fourth place.

When questions were asked about the respondents' attitude to WWI, the British display a very high level of engagement. They sometimes visit places that are historically associated with war, particularly in their own area (31%) or as a component of a trip (37%). The percentage that adopts it as the main theme is 15%, an increase compared with 2013. When people are asked what places they visit, museums and exhibitions, as well as places of remembrance such as cemeteries and monuments, rank the highest. The British are well informed regarding the involvement of their ancestors. 47% of those surveyed have a connection via their ancestors to WWI.

FAMILY MEMBERS INVOLVED IN WWI

Yes	47%
No	24%
Don't know	29%

4.2 Ireland (2013: n=366; 2016: n=851)

TOP 5 BATTLEFIELDS IN EUROPE

2013			2016	
1	The Somme	28%	The Somme	39%
2	Normandy	23%	Waterloo	29%
3	Waterloo	21%	Normandy	22%
4	Hastings	15%	Dunkirk	11%
5	France	9%	Hastings	10%

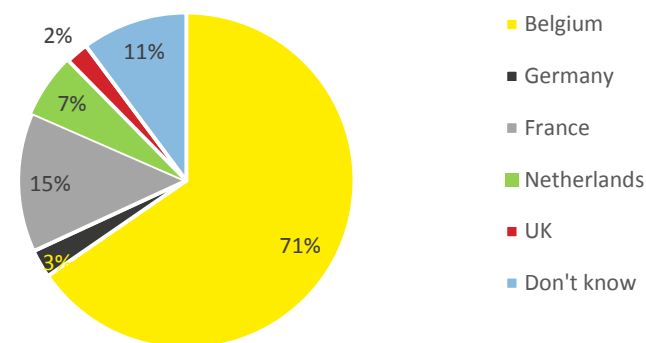
TOP 5 SITES ASSOCIATED WITH WWI

1	France	34%
2	The Somme	26%
3	Belgium	19%
4	Germany	17%
5	Ypres	11%

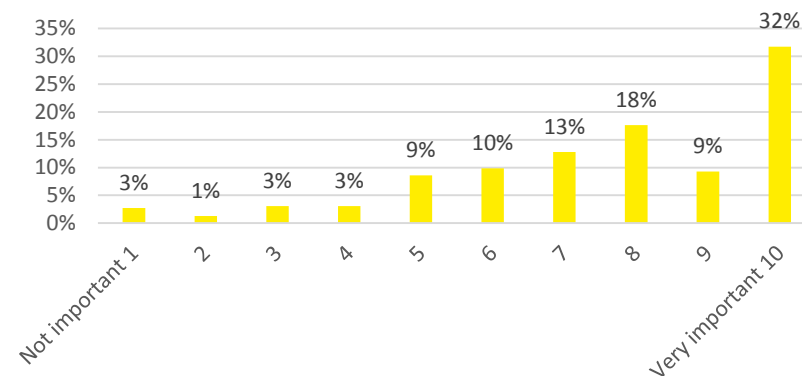
TOP 5 SITES IN FLANDERS FIELDS

2013			2016	
1	Don't know	75%	Don't know	70%
2	Ypres	12%	Ypres	16%
3	The Somme	8%	Passchendaele	6%
4	Passchendaele	4%	The Somme	3%
5	Belgium	3%	Zeebrugge/Bruges	3%

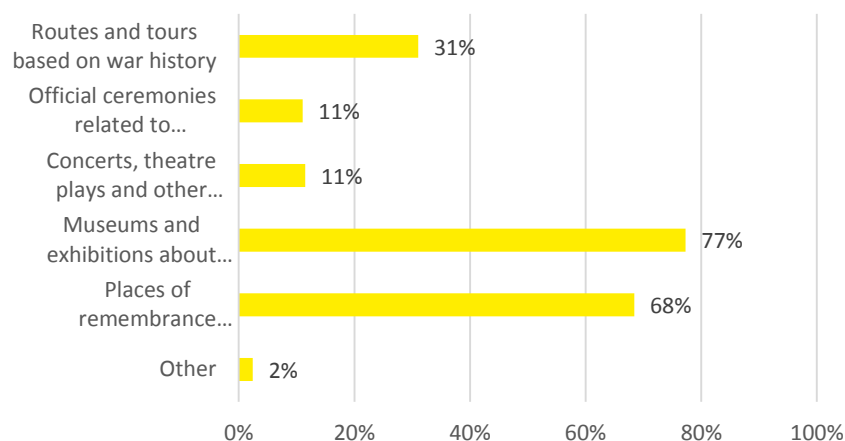
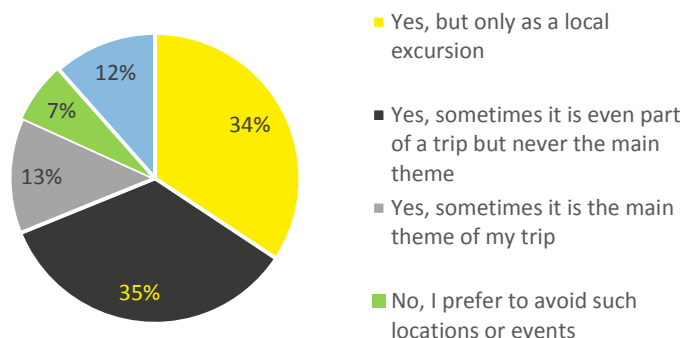
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	30%
No	38%
Don't know	32%

SUMMARY

The Irish are substantially informed about historic battlefields in Europe. In particular, they list *the Somme*, *Waterloo*, *Normandy* and *Dunkirk*. *Flanders* (9%) follows in 6th place and *Ypres* (8%) appears in ninth place.

Their association with WWI battlefields is somewhat weaker; respondents are often unable to name the battlefields, while 26% cite the Somme, 11% think of *Ypres* and 8% of *Flanders*. 71% of the respondents know that *Flanders Fields* is in Belgium, while 15% and 7% associate the term with France and the Netherlands, respectively.

Once again, naming places in *Flanders Fields* presented a challenge. 70% say they do not know, which is a slight improvement on 2013, when three-quarters gave this answer. *Ypres* and *Passchendaele* now occupy first and second place and *Zeebrugge/Bruges* appears in fourth place. Though knowledge of *Flanders Fields* is at times limited, the Irish attach a fairly high degree of importance to commemoration, and their engagement is high as well.

34% sometimes visit places linked to war history in their own area and 48% do this while on holiday. For 13% of respondents visiting those locations is even the main theme of a trip. The Irish visit mostly museums and places of remembrance, though almost one in three likes to follow a tour or routes based on war history.

As to whether their ancestors fought in the war, respondents often do not know, while 30% indicate that this was indeed the case.

4.3 Australia (2013: n=301; 2016: n=832)

TOP 5 BATTLEFIELDS IN EUROPE

2013			2016		
1	Gallipoli	19%	Gallipoli	20%	
2	Waterloo	19%	The Somme	16%	
3	The Somme	14%	Waterloo	15%	
4	Germany	13%	Normandy	14%	
5	France	13%	France	11%	

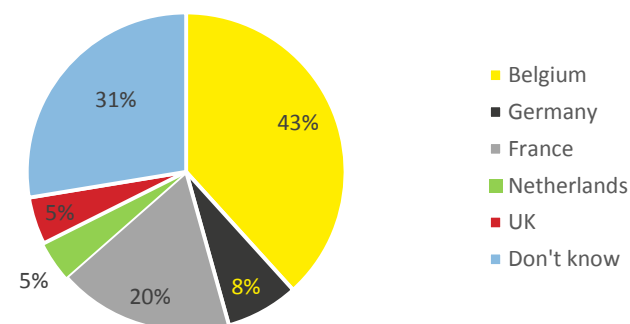
TOP 5 SITES ASSOCIATED WITH WWI

1	France	26%
2	Gallipoli	20%
3	Germany	14%
4	The Somme	12%
5	Turkey	11%

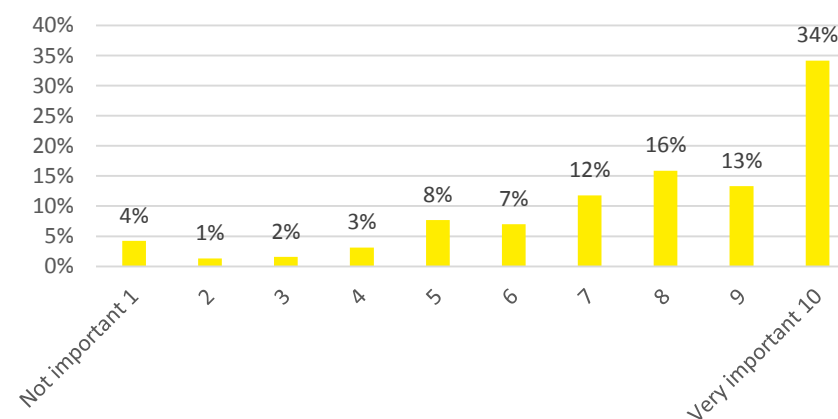
TOP 5 SITES IN FLANDERS FIELDS

2013			2016		
1	Don't know	79%	Don't know	78%	
2	Ypres	9%	Ypres	7%	
3	The Somme	3%	Passchendaele	2%	
4	Passchendaele	2%	Belgium	2%	
5	France	2%	West Flanders	2%	

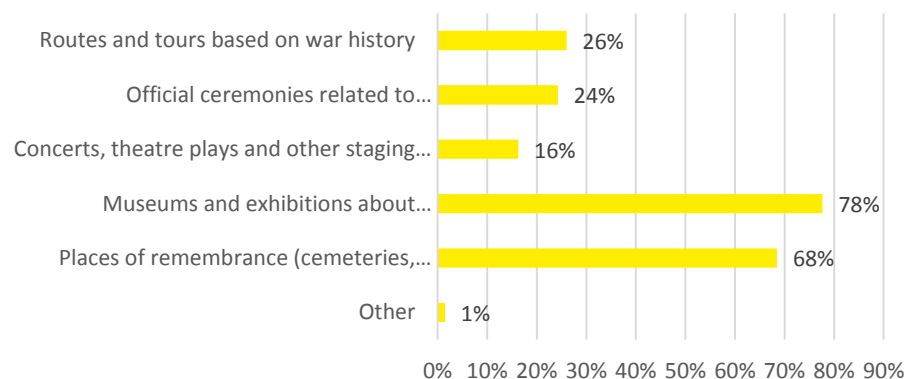
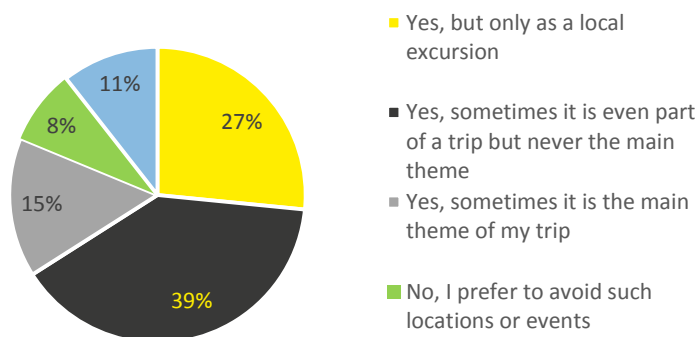
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	35%
No	38%
Don't know	27%

SUMMARY

Australians possess an excellent knowledge of locations associated with war in Europe. The First World War ranks high in this regard. The European location most often cited is *Gallipoli*, followed by *the Somme* and *Waterloo*. However, not a single Flemish battlefield appears in the top ten, in contrast with 2013. When asked more specifically about WWI locations, *Gallipoli* has had to surrender its number one position to France, while *the Somme* is also cited less frequently than in response to the previous question. Fewer respondents make the connection with WWI. *Ypres* appears in seventh position, thus solidifying its link with WWI.

Compared to other nationalities, Australians are not as good at locating *Flanders Fields*. A fairly high percentage say they do not know where it is. Despite Belgium having been cited by a majority, this share is still smaller than that of other nationalities. What's more is that a fifth refers to France. A substantial share of Australians is also unable to list any locations in *Flanders Fields*. The locations that are associated with *Flanders Fields*, are *Ypres*, *Passchendaele* and the province *West Flanders*. *The Somme* is associated less with *Flanders Fields* than in 2013.

Australians attach a great deal of importance to the commemoration of WWI. A quarter of the Australians do find official ceremonies appealing. The segment for which this can be the main theme of a trip also increased compared with 2013. Most Australians are able to indicate whether or not their ancestors fought in the war. 35% of respondents indicate that they have ancestors who fought during the war, 5 percentage points less than in 2013.

4.4 New-Zealand (2013: n=303; 2016: n=818)

TOP 5 BATTLEFIELDS IN EUROPE

2013		2016	
1	Gallipoli	28%	Gallipoli 23%
2	The Somme	23%	Waterloo 17%
3	Waterloo	21%	The Somme 17%
4	Normandy	16%	Normandy 14%
5	France	8%	France 10%

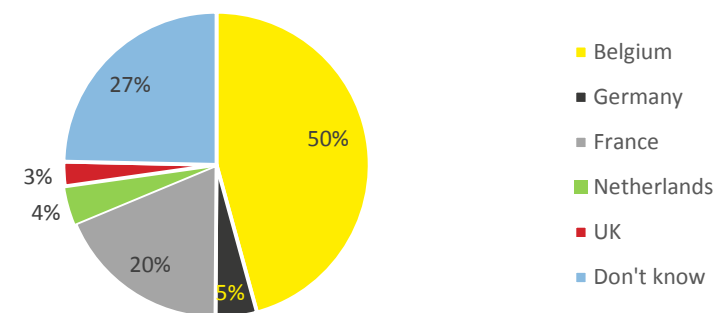
TOP 5 SITES ASSOCIATED WITH WWI

1	France	48%
2	Gallipoli	47%
3	Germany	15%
4	The Somme	15%
5	Belgium	13%

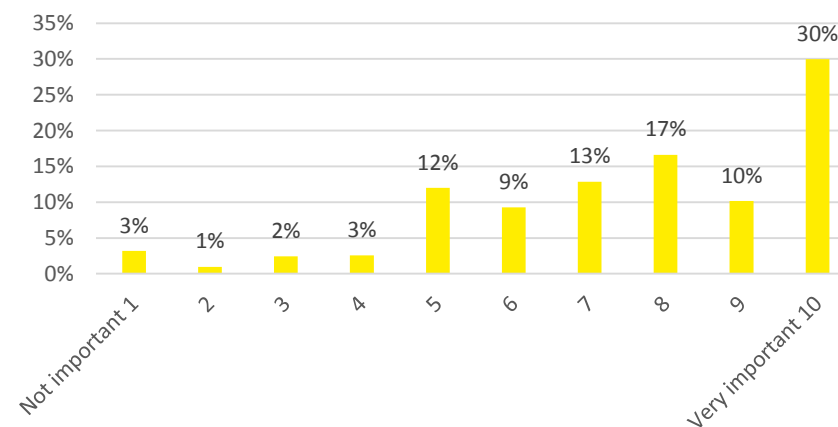
TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Don't know	75%	Don't know 79%
2	Ypres	12%	Ypres 9%
3	The Somme	7%	Passchendaele 5%
4	Passchendaele	6%	Ypres Salient 2%
5	American cemetery	2%	Waregem 2%

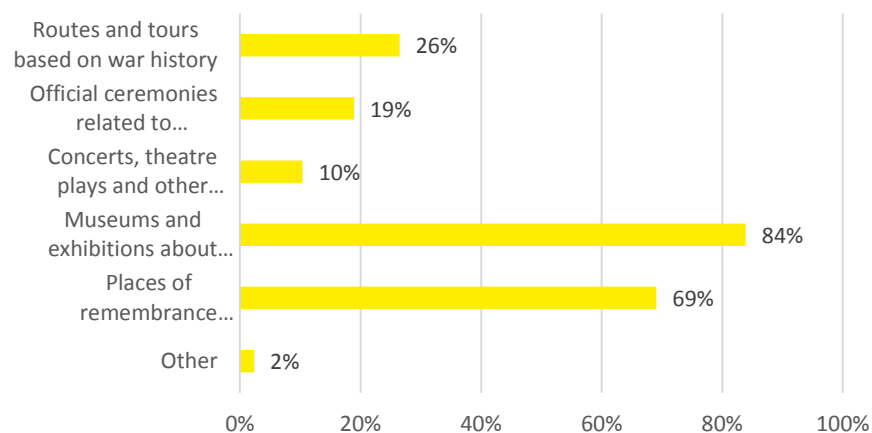
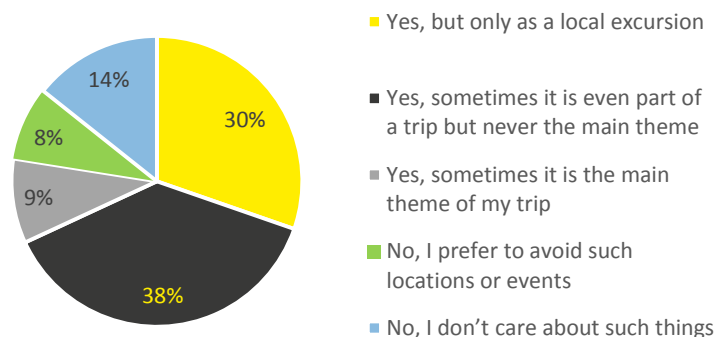
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	42%
No	30%
Don't know	28%

SUMMARY

For the New Zealanders as well, there is a strong connection to WWI when surveyed about battlefields in Europe. Gallipoli scores highest, followed by Waterloo and the Somme. When asked what battlefields they associate with WWI, France comes out on top, but Gallipoli is named by almost half of the respondents. The connection with Ypres is more or less the same as for Australian respondents.

The majority of respondents locate Flanders Fields in Belgium, but just as in other Commonwealth countries, there is also a strong association with France. Ypres, Passchendaele and the Ypres Salient are cited as locations in Flanders Fields. What is especially striking for New Zealand, is the strong connection with Passchendaele.

New Zealanders exhibit a high level of engagement and interest in the commemoration of WWI. They usually visit places or attend events that are historically associated with war as a component of a trip or in their own area. A fifth of the New Zealanders indicate that they are not interested in commemorative tourism, or actively avoid places that are historically associated with war.

42% of respondents indicate that their ancestors suffered or fought during the war. This link with their ancestors is significant because those with a personal story are more likely to display an interest in commemorating WWI.

4.5 Canada (2013: n=308; 2016: n=831)

TOP 5 BATTLEFIELDS IN EUROPE

2013		2016	
1	Normandy	25%	Normandy 30%
2	Vimy	20%	Waterloo 16%
3	Waterloo	17%	Vimy 16%
4	Dieppe	11%	Germany 10%
5	France	9%	France 9%

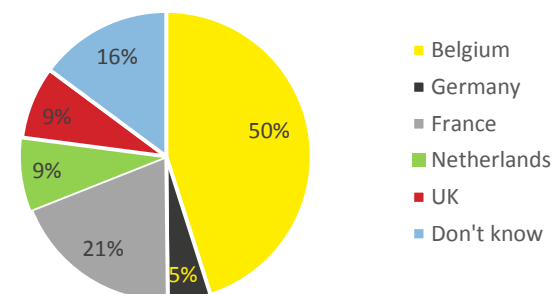
TOP 5 SITES ASSOCIATED WITH WWI

1	France	30%
2	Germany	22%
3	UK	9%
4	Belgium	9%
5	Vimy	9%

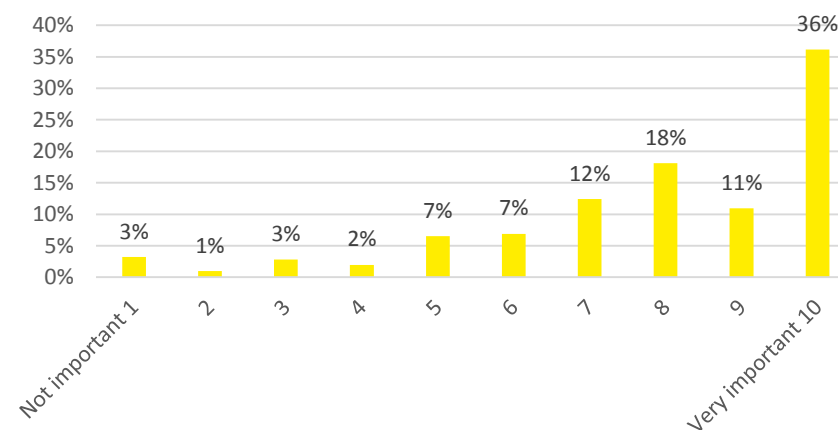
TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Don't know	82%	Don't know 73%
2	Ypres	5%	Ypres 6%
3	Vimy	2%	Belgium 3%
4	Belgium	2%	France 2%
5	France	2%	Passchendaele 2%

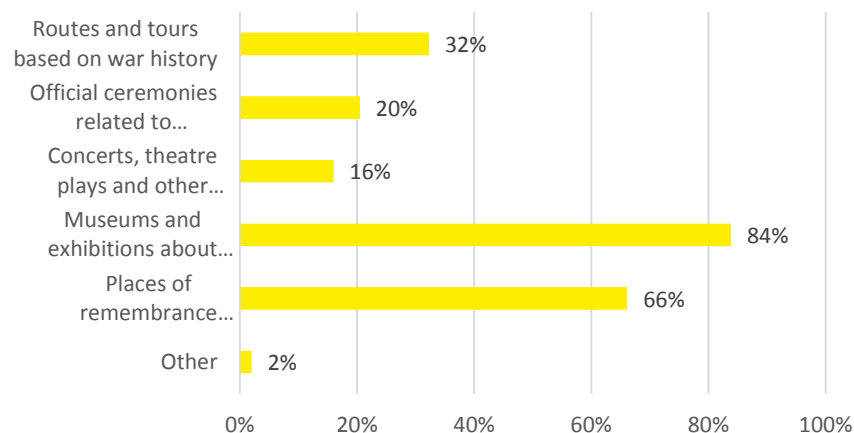
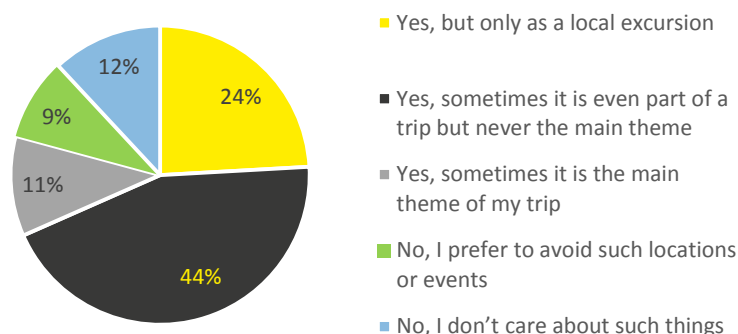
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	32%
No	41%
Don't know	28%

SUMMARY

Waterloo and *Vimy* are, after *Normandy*, top-of-mind for the Canadians. Naming places that are associated with WWI is not a simple task. Despite the fact 16% of the respondents have cited *Vimy* in answer to the first question, there is barely an association with the First World War. *Ypres* appears as the first Flemish battlefield with 6%, holding seventh place in the ratings.

Half of the Canadians also associate *Flanders Fields* with Belgium, however, a fifth also associates it with France. Naming sites in *Flanders Fields* is considerably less of a challenge than in 2013.

More than a third of the respondents find it very important to commemorate the First World War. Canadians usually visit places or events historically associated with war as a theme of a trip and less frequently in their own area. A third of the respondents enjoy following a themed route or tour, the highest share from among the Commonwealth countries. A fifth is also happy to attend an official ceremony.

Just as in other Anglo-Saxon countries, the Canadians are very knowledgeable about their family history. 41% of the Canadians indicate that their ancestors did not suffer or fight during the war. This is the highest of all the Commonwealth countries.

4.6 United States (2013: n=299; 2016: n=794)

TOP 5 BATTLEFIELDS IN EUROPE

2013			2016		
1	Normandy	35%	Normandy	33%	
2	Waterloo	16%	Waterloo	17%	
3	Ardenes	13%	Berlin	11%	
4	Germany	10%	France	10%	
5	France	9%	Ardenes	9%	

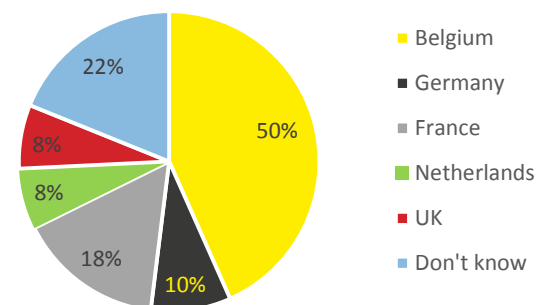
TOP 5 SITES ASSOCIATED WITH WWI

1	France	26%
2	Germany	25%
3	Belgium	10%
4	The Somme	9%
5	Verdun	7%

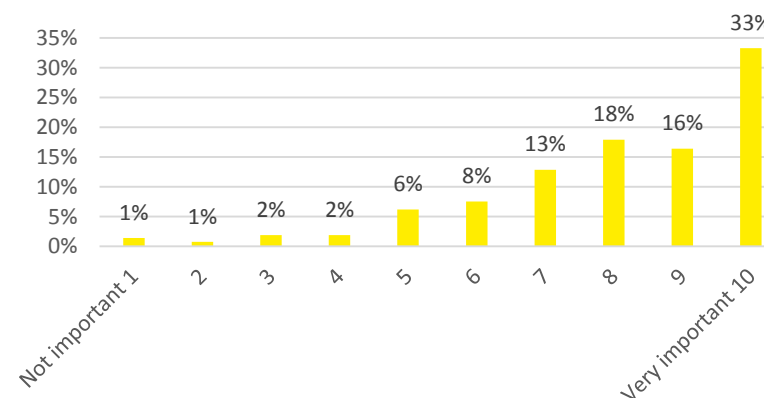
TOP 5 SITES IN FLANDERS FIELDS

2013			2016		
1	Don't know	71%	Don't know	70%	
2	Ypres	6%	Ypres	7%	
3	Belgium	5%	France	4%	
4	The Netherlands	3%	Belgium	3%	
5	American Cemetery	3%	Zeebrugge/Bruges	2%	

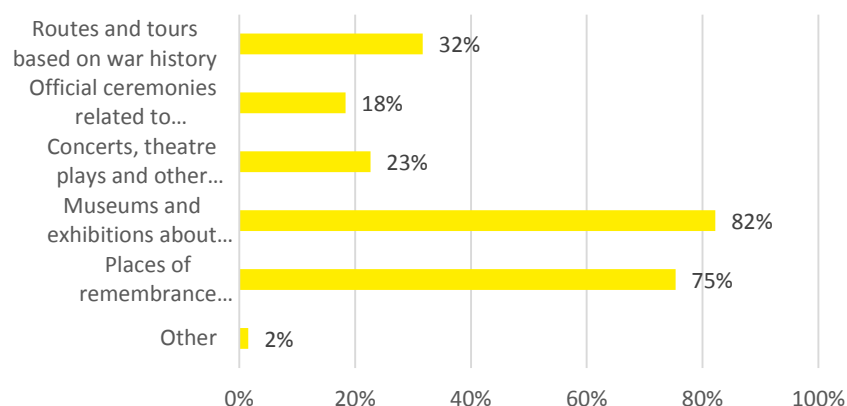
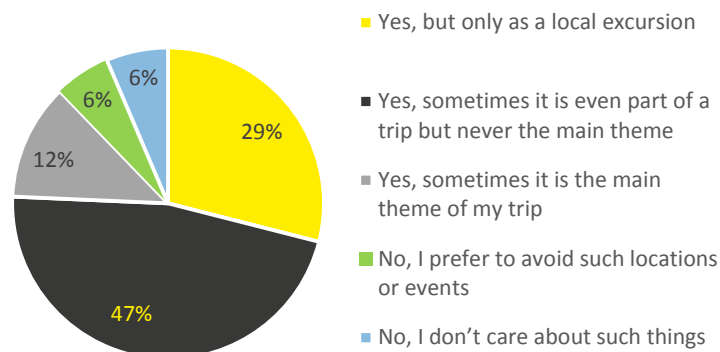
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	30%
No	48%
Don't know	22%

SUMMARY

The battlefields in Europe that first spring to mind among the Americans are Normandy and Waterloo, just as in 2013. The Ardennes, which held third place in 2013, dropped two places.

Americans represent the highest percentage of respondents unable to link any locations to the First World War. The Somme and Verdun are the first specific battlefields to be associated.

Half of the respondents located Flanders Fields in Belgium, followed by almost a fifth that cited France. The majority are likewise unable to identify sites in Flanders Fields, at 7%, Ypres is the one cited with the highest frequency. While in 2013, the Netherlands was often cited as the location of Flanders Fields, this has now been switched to France.

Despite having a rather limited knowledge of the First World War, Americans attach a high degree of importance to the commemoration of this historic tragedy. As a group, Americans indicate least often that visiting places associated with war does not interest them or that they even avoid them.

Almost half the Americans make a visit to locations associated with war as a component of their trip, and are happy to visit a museum, monument or cemetery.

30% of respondents indicate that their ancestors suffered or fought during the war. This link with their ancestors is significant because those with a personal story are more likely to display an interest in commemorating WWI.

4.7 Belgium: Dutch-speaking (2013: n=203; 2016: n=425)

TOP 5 BATTLEFIELDS IN EUROPE

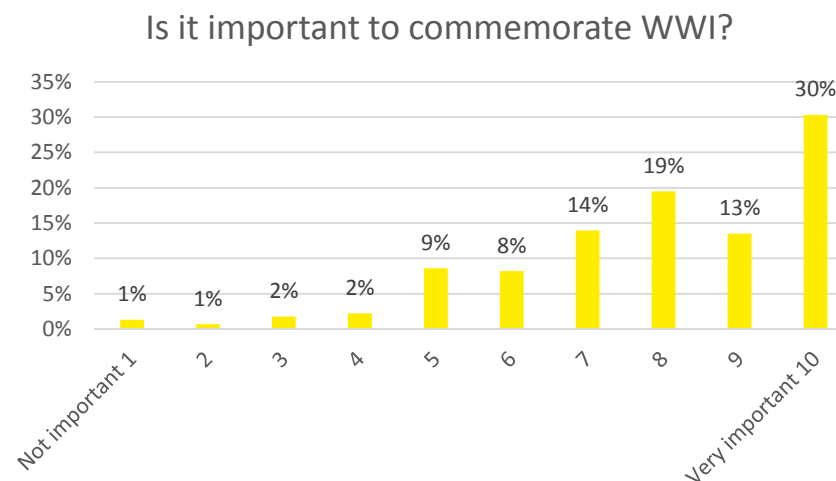
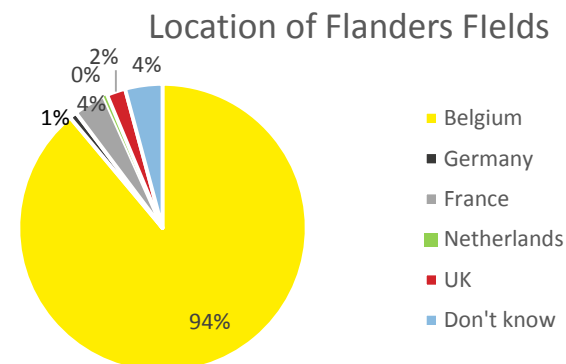
2013		2016	
1	Waterloo	66%	Waterloo 60%
2	Normandy	23%	Normandy 21%
3	Ypres	20%	Ypres 16%
4	Yser	10%	Yser 12%
5	Ardennes	10%	Battle of the Golden Spurs 10%

TOP 5 SITES ASSOCIATED WITH WWI

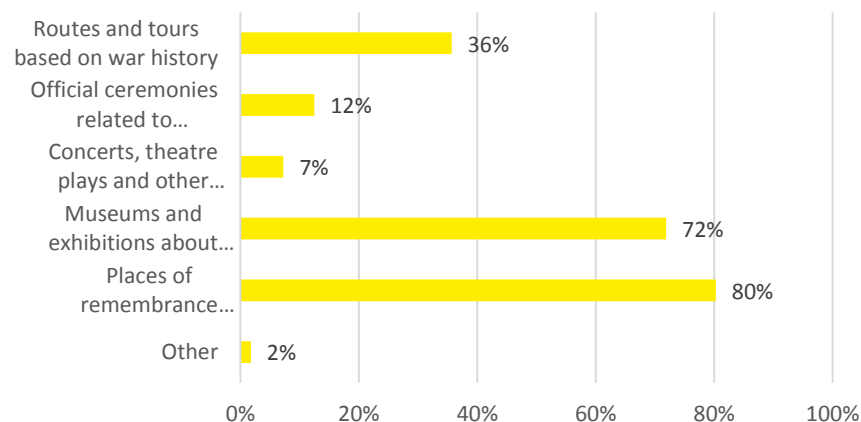
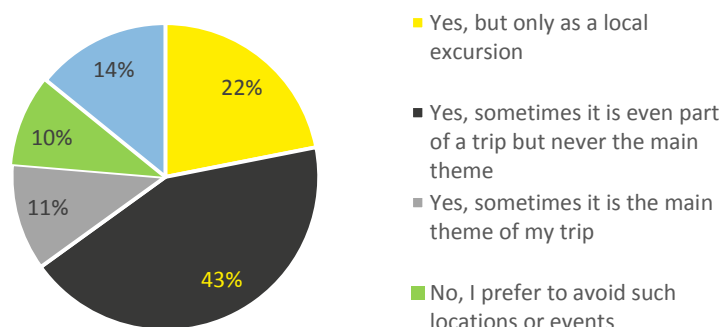
1	Belgium	31%
2	France	30%
3	Ypres	27%
4	Germany	17%
5	Verdun	12%

TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Ypres	58%	Ypres 57%
2	Don't know	30%	Don't know 29%
3	Diksmuide	12%	Diksmuide 13%
4	Passchendaele	9%	Passchendaele 12%
5	Menin	4%	Menin Gate 6%



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	41%
No	27%
Don't know	32%

SUMMARY

Among Dutch-speaking Belgians, Waterloo is the top-of-mind European battlefield, followed by Normandy and Ypres. The only newcomer to the top five is the Battle of the Golden Spurs. As far as WWI is concerned, the Dutch-speakers most commonly associate it with Ypres. Verdun is also strongly associated with WWI. Just 8% make a connection between the Yser and WWI, though Yser did score well in the previous question.

Naturally, Dutch-speaking Belgians heavily associate Flanders Fields with Belgium. Just 4% did not provide a response to this question and 30% could not name any location at all. Over half the Dutch-speaking Belgians cited Ypres. Menin, which occupied fifth place in 2013, is now replaced by the Menin Gate

Dutch-speaking Belgians find it important to commemorate the First World War, but they are fairly moderate in this respect. They enjoy visiting places historically associated with war as a part of their trip and in their own area, but approximately a quarter are not interested in visiting any such places, and even avoid them. Dutch-speaking Belgians like visiting museums and places of remembrance and over a third, representing the highest percentage of all nationalities, enjoy following a route or tour.

In contrast to 2013, Dutch-speaking Belgians have gained a greater familiarity with their family history. The percentage who says they have ancestors who fought or suffered during the First World War does not exceed that expressed by half of the other nationalities. This is striking given the occupation, and the fact that a major part of the front was located in Flanders.

4.8 Belgium: French-speaking (2013: n=202; 2016: n=436)

TOP 5 BATTLEFIELDS IN EUROPE

2013		2016	
1	Waterloo	88%	Waterloo 79%
2	Verdun	31%	Verdun 40%
3	Normandy	20%	Normandy 17%
4	Bastogne	10%	Ardenne 9%
5	Ardenne	9%	Bastogne 7%

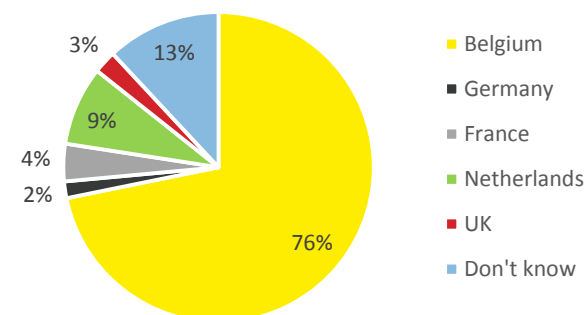
TOP 5 SITES ASSOCIATED WITH WWI

1	Verdun	34%
2	France	18%
3	Belgium	15%
4	Yser	13%
5	Germany	12%

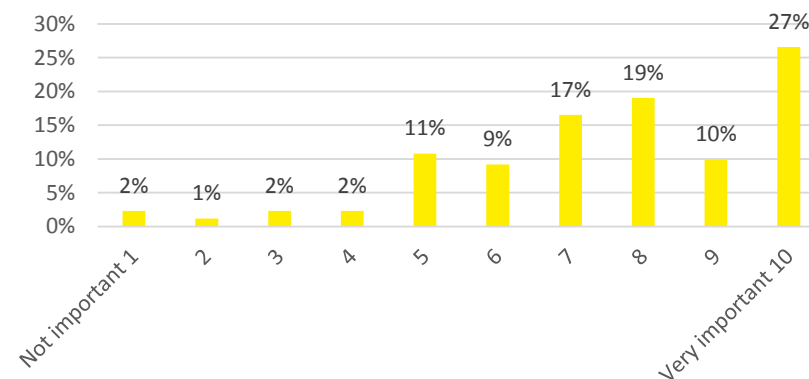
TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Don't know	63%	Don't know 62%
2	Ypres	30%	Ypres 25%
3	Diksmuide	6%	Diksmuide 4%
4	Yser	4%	Yser 3%
5	Zeebrugge/Bruges	3%	Antwerp 2%

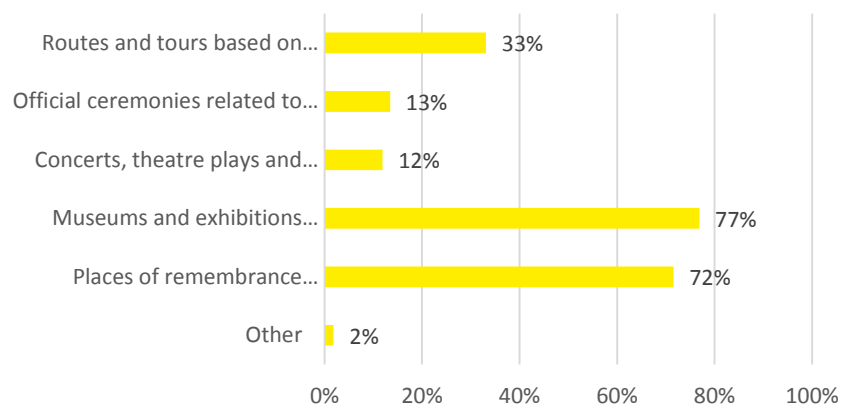
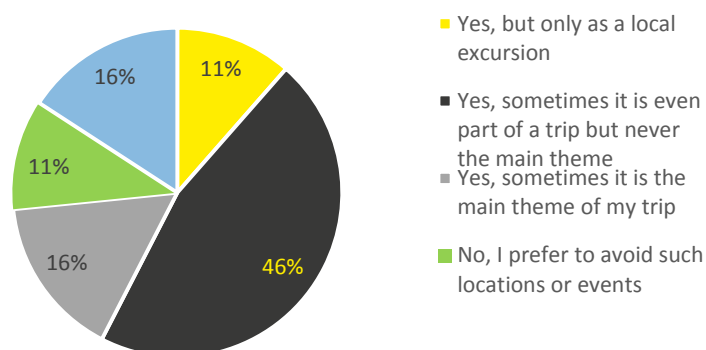
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	46%
No	19%
Don't know	35%

SUMMARY

Among French-speaking Belgians Waterloo is the top-of-mind European battlefield. Dutch-speaking Belgians name WWI locations more frequently than the French-speakers, who often cite Verdun.

As far as WWI is concerned, French-speakers most commonly associate it with Verdun. While they cite Verdun often as a European battlefield, the link with WWI is not always made. This stands in contrast to Yser, which in general does not particularly rank top-of-mind but is still heavily associated with WWI. The Yser is a location that only scores high among Belgians. Ypres only appears in sixth place (11%).

Among French-speaking Belgians Flanders Fields is naturally heavily associated with Belgium. Nevertheless 13% of the French-speakers are not able to link it to a country. For French-speakers, listing sites that are associated with Flanders Fields is not self-evident. The only place that is well known by a quarter of respondents, is Ypres. Antwerp provided a surprise by making it into the top five sites in Flanders Fields in 2016.

The French-speaking Belgians find commemoration of the First World War important, but are fairly moderate in this respect. Almost half of the French-speaking Belgians visit a location associated with war as one component of their trip. Three-quarters visit museums and places of remembrance, while a third enjoy following a route or tour.

French-speaking Belgians are less knowledgeable about their recent family history than inhabitants of Anglo-Saxon countries. The percentage of Belgians that say their ancestors fought or suffered during the First World War is relatively high, but not any higher than among residents of the UK or France.

4.9 Germany: North Rhine-Westphalia (2013: n=199; 2016: n=824)

TOP 5 BATTLEFIELDS IN EUROPE

2013			2016	
1	Waterloo	26%	Waterloo	19%
2	Normandy	15%	Verdun	14%
3	Germany	13%	Germany	13%
4	Verdun	13%	France	12%
5	Teutoburg Forest	11%	Normandy	8%

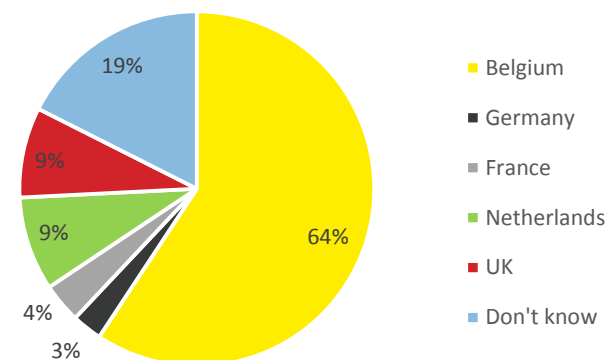
TOP 5 SITES ASSOCIATED WITH WWI

1	France	33%
2	Germany	20%
3	Verdun	18%
4	Belgium	11%
5	Poland	7%

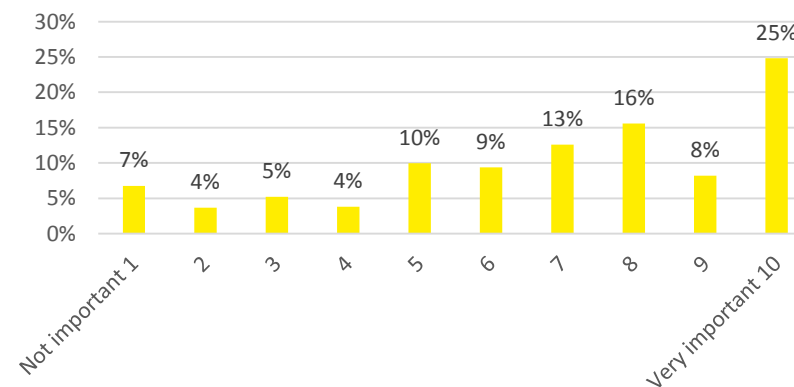
TOP 5 SITES IN FLANDERS FIELDS

2013			2016	
1	Don't know	74 %	Don't know	77%
2	Ypres	12%	Ypres	10%
3	Brussels	3%	Ghent	3%
4	Antwerp	2%	Zeebrugge/Bruges	2%
5	Diksmuide	2%	Antwerp	2%

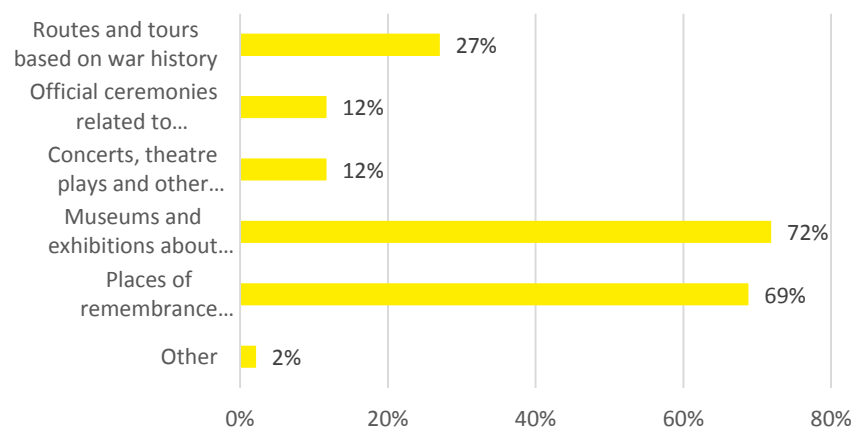
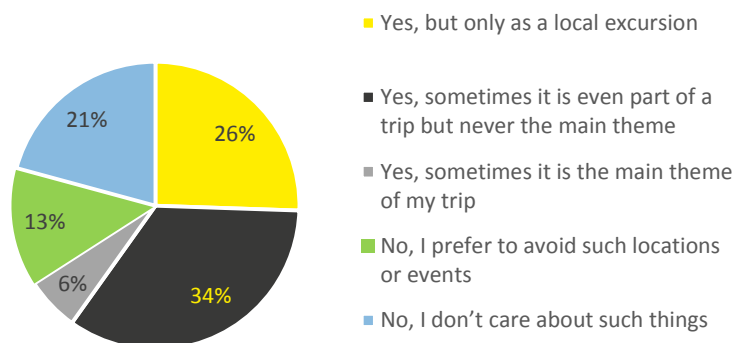
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	40%
No	23%
Don't know	37%

SUMMARY

For Germans in North Rhine-Westphalia *Waterloo*, *Verdun* and Germany are the most important historic battlefields in Europe. *Tannenberg* (4%) is the only place, besides *Verdun*, in the top ten locations that is explicitly associated with WWI. Most respondents know that *Flanders Fields* is in Belgium, but almost a fifth of the respondents do not know where *Flanders Fields* is located. Apart from *Ypres* no location obtains a percentage higher than 10%.

Just a quarter of the Germans from North Rhine-Westphalia are fully convinced that the First World War should be commemorated. Consequently, over a third do not visit or even avoid any places or events historically associated with the war.

As is generally the case, when Germans visit places of war history, this usually involves places of remembrance, museums and routes.

The German respondents from North Rhine-Westphalia are the largest group to indicate that they do not know whether their ancestors fought/suffered in WWI, apart from the Dutch.

4.10 Germany: Other (2013: n=207; 2016: n=349)

TOP 5 BATTLEFIELDS IN EUROPE

2013		2016	
1	Waterloo	18%	Verdun 25%
2	Verdun	13%	Waterloo 21%
3	Stalingrad	11%	France 11%
4	Teutoburg Forest	11%	Germany 10%
5	Leipzig	10%	Stalingrad 10%

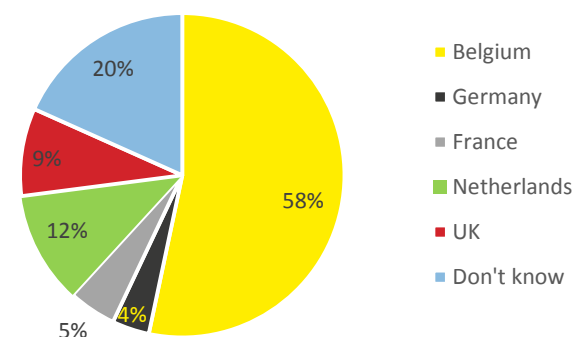
TOP 5 SITES ASSOCIATED WITH WWI

1	France	30%
2	Verdun	25%
3	Germany	19%
4	Russia	9%
5	Poland	6%

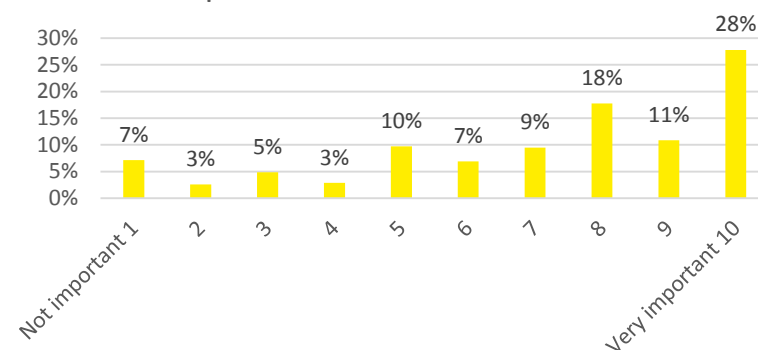
TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Don't know	76%	Don't know 76%
2	Ypres	10%	Ypres 10%
3	Zeebrugge/Bruges	4%	Zeebrugge/Bruges 3%
4	Brussels	3%	Ghent 3%
5	Waterloo	2%	Antwerp 2%

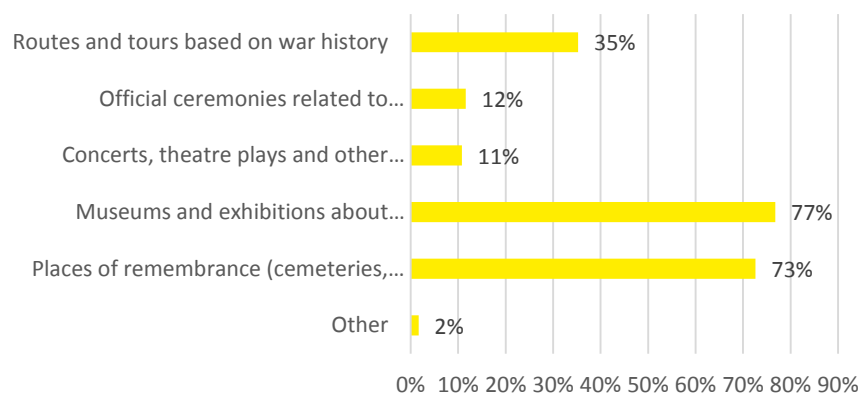
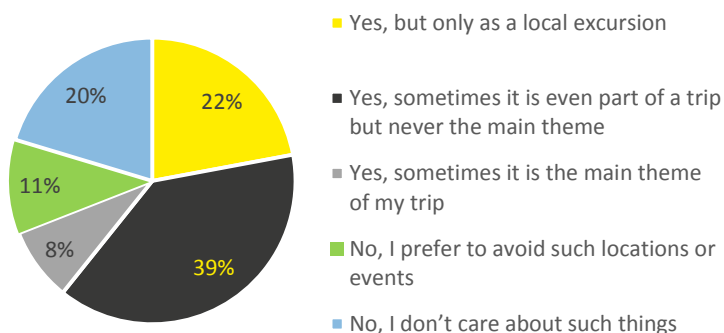
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	46%
No	19%
Don't know	36%

SUMMARY

The Germans consider *Verdun* and *Waterloo* to be the most important historical battlefields in Europe. As with the Germans from North Rhine-Westphalia, *Tannenberg* (4%) is the only place besides Verdun in the top ten locations that is explicitly associated with WWI.

Although a fifth of the respondents were unable to respond with a country location for *Flanders Fields*, over half do indicate that *Flanders Fields* is in Belgium. Three-quarters cannot name any locations, and only *Ypres* achieves 10%.

As with the Netherlands, Germans are less inclined than respondents in the other countries and regions to support the commemoration of WWI. Here too almost a third is not interested in visiting sites or events, and a fifth actively avoid them.

As is generally the case, when Germans visit places of interest, this usually involves commemorative sites, museums and routes.

Similar to their compatriots in North Rhine-Westphalia, Germans in other parts of the country are less familiar with their family history compared with the other nationalities surveyed. Nevertheless, almost half indicate that their ancestors fought or suffered during the First World War.

4.11 France Nord-Pas-de-Calais and Ile-de-France (2013: n=345; 2016: n=834)

TOP 5 BATTLEFIELDS IN EUROPE

2013		2016	
1	Verdun	51%	Verdun 63%
2	Waterloo	48%	Waterloo 45%
3	Normandy	15%	Austerlitz 15%
4	Austerlitz	12%	Normandy 13%
5	Stalingrad	15%	Stalingrad 9%

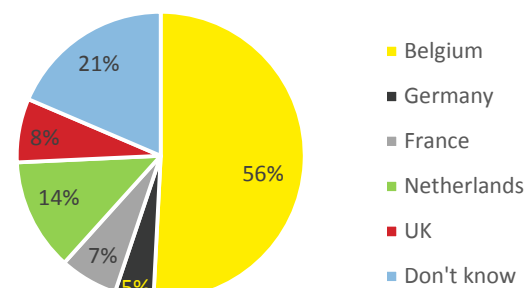
TOP 5 SITES ASSOCIATED WITH WWI

1	Verdun	61%
2	The Somme	19%
3	France	16%
4	Marne	14%
5	Germany	9%

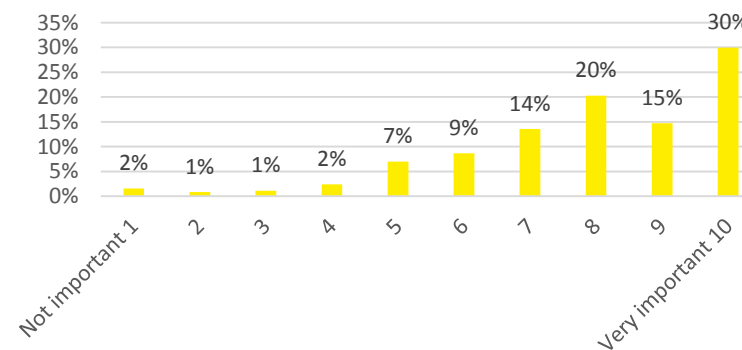
TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Don't know	68%	Don't know 74%
2	Ypres	10%	Ypres 11%
3	Belgium	4%	Belgium 3%
4	Brussels	3%	Brussels 1%
5	Antwerp	2%	Verdun 1%

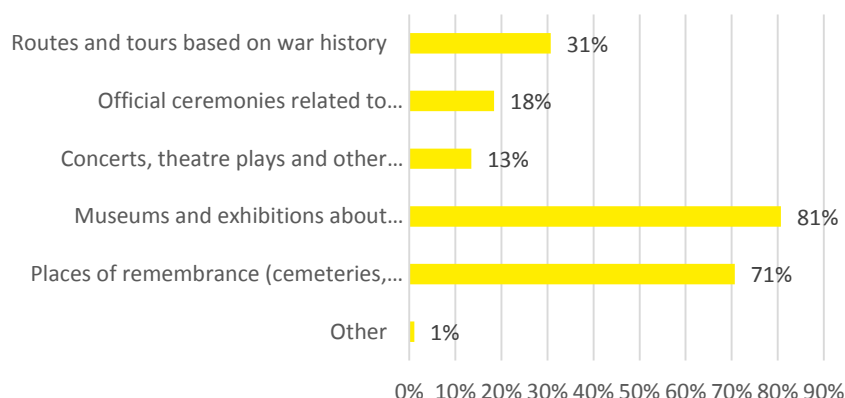
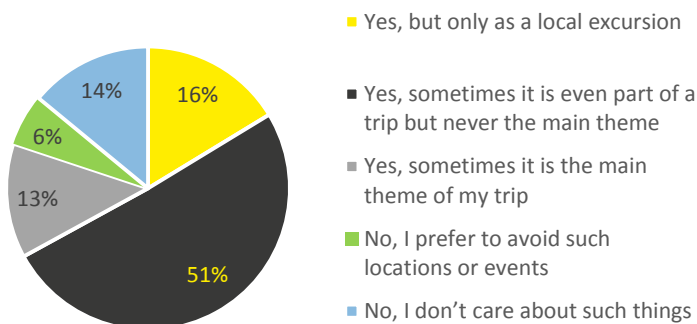
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	53%
No	21%
Don't know	25%

SUMMARY

For French respondents from Nord-Pas-de-Calais and Ile-de-France, Verdun and Waterloo are still the top-of-mind European battlefields. In 2016, Austerlitz occupies third place. Verdun is also directly associated with the First World War, followed by the Somme. It is not until fifth place that a non-French location is listed.

56% of the French know that Flanders Fields is in Belgium, however, over a fifth were not able to answer this question. People from other parts of France most frequently locate Flanders Fields in the Netherlands, followed by respondents from Nord-Pas-de-Calais and Ile-de-France.

The French believe that commemorating the Great War is extremely important, which is why they also like to visit places historically associated with the war, largely as a component of a trip. Just 16% also visits sites in their own area.

The French consider it important to visit museums and places of remembrance, although almost a third also enjoy following routes and tours based on war history.

A quarter cannot say whether their family fought or suffered during the war, whereas over half have a connection to the First World War via their ancestors.

4.12 Rest of France (2013: n=267; 2016: n=344)

TOP 5 BATTLEFIELDS IN EUROPE

2013			2016		
1	Verdun	48%	Verdun	68%	
2	Waterloo	41%	Waterloo	41%	
3	Austerlitz	16%	Normandy	18%	
4	Normandy	15%	Austerlitz	13%	
5	Marne	7%	Normandy Landings	9%	

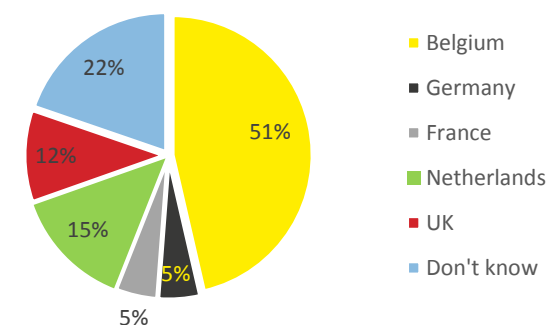
TOP 5 SITES ASSOCIATED WITH WWI

1	Verdun	63%
2	The Somme	19%
3	Marne	13%
4	France	13%
5	Germany	8%

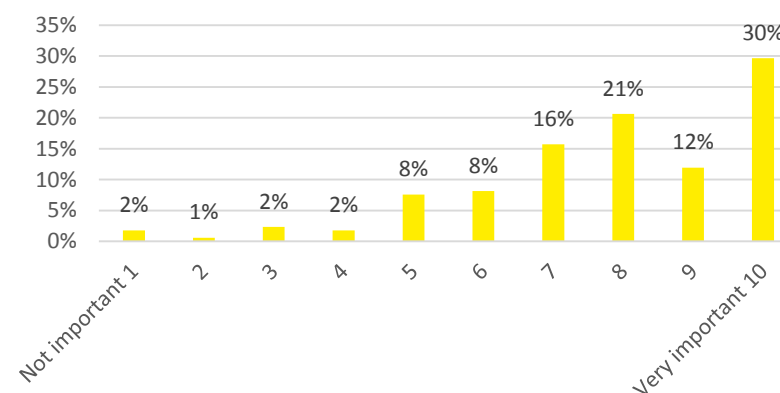
TOP 5 SITES IN FLANDERS FIELDS

2013			2016		
1	Don't know	76%	Don't know	77%	
2	Ypres	8%	Ypres	8%	
3	Brussels	2%	Belgium	4%	
4	Belgium	2%	Brussels	2%	
5	Dunkirk	2%	Zeebrugge/Bruges	2%	

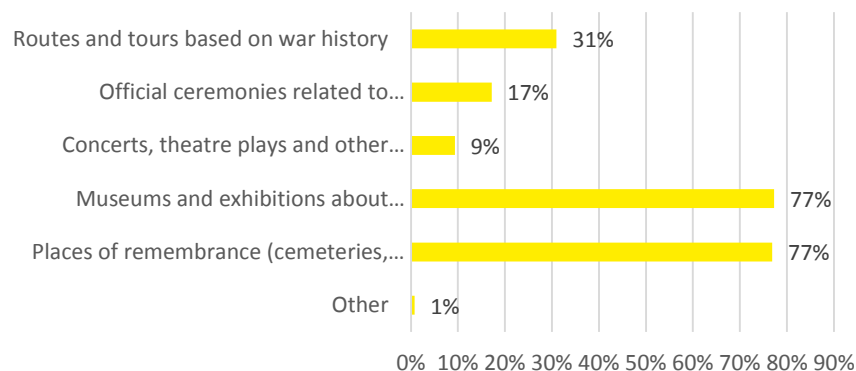
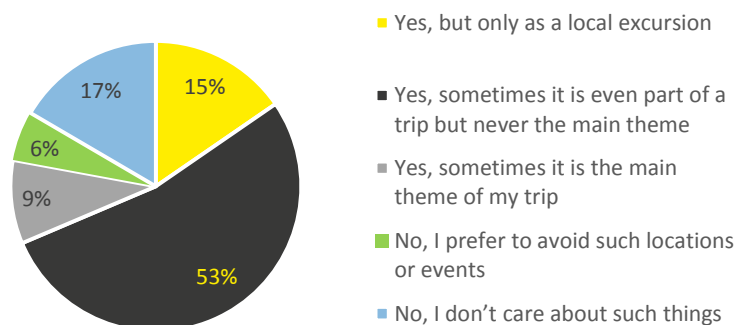
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	58%
No	18%
Don't know	24%

SUMMARY

Verdun and Waterloo top the list of the most important historic battlefields for the French. Verdun is heavily associated with the First World War. As with the French respondents from Nord-Pas-de-Calais and Ile-de-France, a non-French location only achieves fifth place.

Half of the French locate Flanders Fields in Belgium, but 15%, the highest percentages of all nationalities, thinks it is in the Netherlands. Over three-quarters of the French find it relatively difficult to name a location. Even the most well-known location, Ypres, scores just 10%.

The engagement of the French with WWI is fairly high. Over half of French respondents visit places historically associated with the war as one component of a trip. As with their compatriots from Nord-Pas-de-Calais and Ile-de-France, they are not keen on visiting sites in their own area, and almost a third like following routes or tours with a theme based on the war.

Despite the fact that almost a quarter of the respondents do not know if their family was involved in the war, almost 60% indicate that their ancestors fought or suffered during WWI.

This link with their ancestors is significant because those with a personal story are more likely to display an interest in commemorating WWI.

4.13 The Netherlands (2013: n=407; 2016: n=877)

TOP 5 BATTLEFIELDS IN EUROPE

2013		2016	
1	Waterloo	47%	Waterloo 45%
2	Normandy	26%	Normandy 24%
3	Ardenne	13%	Arnhem 12%
4	Arnhem	12%	Ardenne 9%
5	Verdun	9%	Verdun 7%

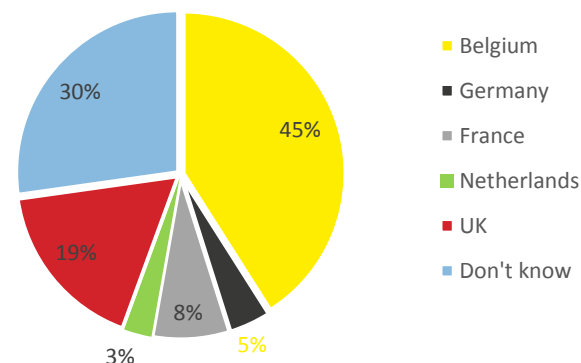
TOP 5 SITES ASSOCIATED WITH WWII

1	France	30%
2	Belgium	22%
3	Germany	18%
4	Ypres	8%
5	Verdun	7%

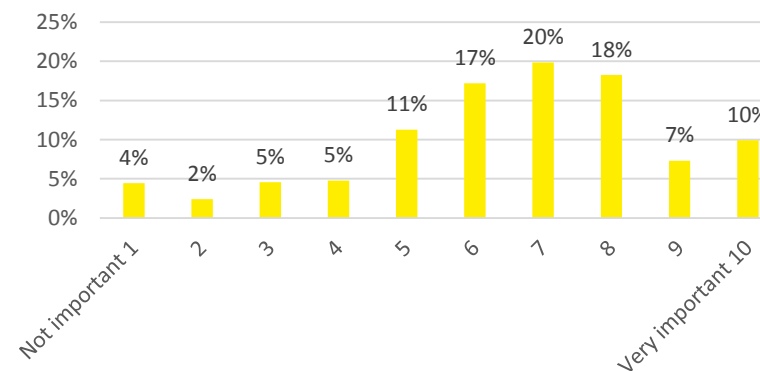
TOP 5 SITES IN FLANDERS FIELDS

2013		2016	
1	Don't know	79%	Don't know 74%
2	Ypres	13%	Ypres 15%
3	Ghent	2%	Verdun 2%
4	Passchendaele	2%	Zeebrugge/Bruges 1%
5	Antwerp	2%	Antwerp 1%

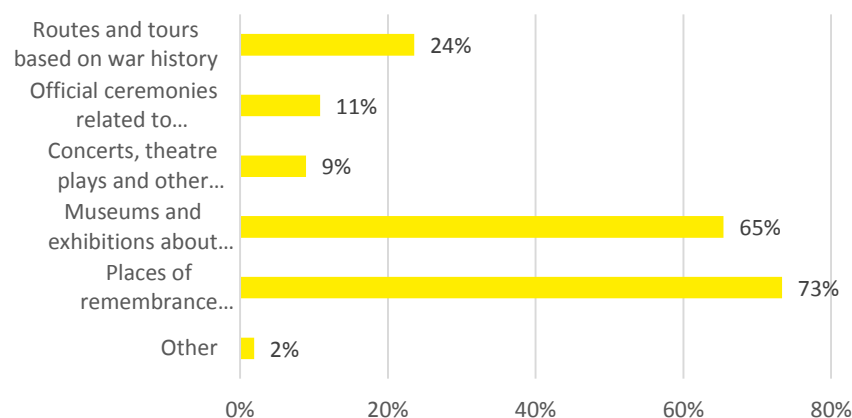
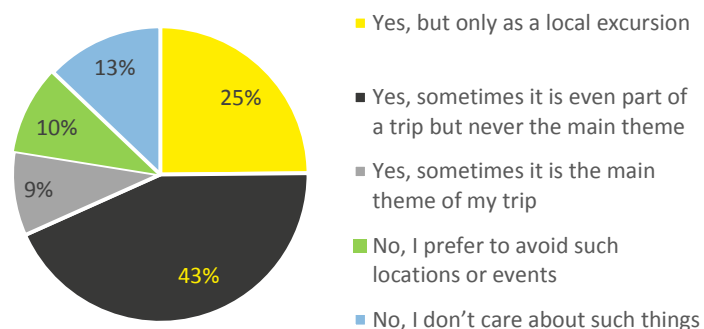
Location of Flanders Fields



Is it important to commemorate WWI?



Visiting locations linked to war history



FAMILY MEMBERS INVOLVED IN WWI

Yes	15%
No	46%
Don't know	39%

SUMMARY

For our neighbours to the north, Waterloo, Normandy and as of 2016, Arnhem are the three most important historic battlefields in Europe.

Ypres and Verdun are specifically associated with WWI. Although 30% could not provide any answer when asked to locate Flanders Fields, 45% of Dutch respondents did make the connection with Belgium. Almost a fifth think it is in the United Kingdom. The percentage of respondents that was unable to name any location decreased in 2016 from four-fifths to three-quarters. Ypres enjoys the greatest name recognition by far.

As with the Germans, the Dutch demonstrate little interest in the commemoration of the Great War. On the other hand, over three-quarters visit a site or event historically associated with the war. The Dutch prefer to visit places of remembrance rather than museums or exhibitions.

Many Dutch respondents have no knowledge of their recent family history, although 15% indicate that a connection exists between their ancestors and the Great War.

The absence of a connection, whether personal or national, could to a large extent explain the limited degree of engagement surrounding commemoration.