



GfK Custom Research
North America

GfK. Growth from Knowledge.



OmniWeb

With Knowledge Panel

D-DAY KNOWLEDGE

May 16 – 18, 2014

1060 State Road Princeton NJ 08540
T 609 683 6100 F 609 683 6211

Prepared For:

American Council of Trustees and
Alumni (ACTA)
1726 M Street NW, Suite 802
Washington, DC 20036

KNOWLEDGEPANEL (KP) OMNIWEB

OMNIWEB using the KnowledgePanel™ is a national online omnibus service of GfK Custom Research North America. The KnowledgePanel™ is the only commercially available online probability panel in the marketplace; making the sample truly projectable to the US population, which sets it apart from traditional “opt-in” or “convenience” panels.

- To recruit panel members, we use ABS (address-based sampling) as the primary methodology -- a probability-based approach that includes cell phone-only households
- For non-Internet households, we provide Internet access and a laptop for the completion of online surveys: Therefore, the sample is not limited to only those who already have Internet access
- The representativeness of its sample -- including hard-to-reach groups such as young adults, males and minorities\ -- has been documented in numerous academic papers

The sample for each wave's KP OMNIWEB consists of 1,000 completed interviews, made up of male and female adults (in approximately equal number), all 18 years of age and over. All completed interviews are weighted to ensure accurate and reliable representation of the total population, 18 years and older.

The raw data are weighted by a custom designed computer program, which automatically develops a weighting factor for each respondent. This procedure employs several variables, including: age, sex, education, race, HH income, met/non-met status, internet status and geographic region. Each interview is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, education, race and geographic characteristics and the proportion in our sample that week. Tabular results show both weighted and unweighted bases for these demographic variables.

Because of the use of rigid and replicable sampling, field, and weighting procedures, all KP OMNIWEB studies are parallel to one another. This affords the opportunity to draw trend comparisons, as well as point-in-time analysis.

In addition to the standard breakdowns by sex, age, income and region, the following classification items have been obtained and are available to subscribers:

- Marital Status
- Race/Ethnicity
- Employment Status
- Education
- Home Ownership
- Housing type
- Head of Household
- Family Size/Composition

Optional panel profiled classification items, such as Political Party ID and Voter Registration, are available upon a request at an additional fee.

The results contained in this report are based on interviews conducted from May 16 – 18, 2014. A total of approximately 1,000 interviews were completed, with approximately 500 female adults and 500 male adults. The margin of error on weighted data is ± 3 percentage points for the full sample.

The client's questionnaire is shown on the next page, with tabular results following.

**** Tabulation note:** Please be advised that frequencies on all summary tables are percentaged off of their original bases, not necessarily off of the base shown on the summary table.

Next,

1. D-Day occurred during which war? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST.

- 1 World War I
- 2 World War II
- 3 Vietnam
- 4 The Gulf War
- 5 Desert Storm
- 6 Don't Know

2. When was D-Day? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST.

- 1 April 20, 1945
- 2 April 25, 1944
- 3 April 25, 1945
- 4 June 6, 1944
- 5 December 7, 1941
- 6 Don't Know

3. Who is considered the supreme Allied commander at D-Day? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST.

- 1 Adolf Hitler
- 2 Winston Churchill
- 3 Dwight Eisenhower
- 4 Harry Truman
- 5 Joseph Stalin
- 6 Don't Know

4. If you visit the beach where D-Day took place, where are you? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST.

- 1 France
- 2 Germany
- 3 Pearl Harbor
- 4 Belgium
- 5 United Kingdom
- 6 Don't Know

5. The President of the United States during the D-Day invasion was: (Select only one response.)

PROGRAMMER: RANDOMIZE LIST.

- 1 Herbert Hoover
- 2 Franklin D. Roosevelt
- 3 Harry Truman
- 4 Dwight Eisenhower
- 5 Lyndon Johnson
- 6 Don't Know

GfK

Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Page	Table	Title
1	1	Q.1 D-Day occurred during which war?
2	2	Q.2 When was D-Day?
3	3	Q.3 Who is considered the supreme Allied commander at D-Day?
4	4	Q.4 If you visit the beach where D-Day took place, where are you?
5	5	Q.5 The President of the United States during the D-Day invasion was:
6	6	Q.1 D-Day occurred during which war? Base : College Graduate
7	7	Q.2 When was D-Day? Base : College Graduate
8	8	Q.3 Who is considered the supreme Allied commander at D-Day? Base : College Graduate
9	9	Q.4 If you visit the beach where D-Day took place, where are you? Base : College Graduate
10	10	Q.5 The President of the United States during the D-Day invasion was: Base : College Graduate
11	11	Q.1 D-Day occurred during which war? Base : Non College Graduate
12	12	Q.2 When was D-Day? Base : Non College Graduate
13	13	Q.3 Who is considered the supreme Allied commander at D-Day? Base : Non College Graduate
14	14	Q.4 If you visit the beach where D-Day took place, where are you? Base : Non College Graduate
15	15	Q.5 The President of the United States during the D-Day invasion was: Base : Non College Graduate

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Table 1

Q.1 D-Day occurred during which war?

Base: Total respondents

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	1032	558	474	147	190	337	231	274	190	169	238	192	433	407	625	187	234	366	245	327	705
Total Weighted	1000 100	487 100	513 100	144 100	184 100	327 100	204 100	271 100	198 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
World War I	68 6.8	28 5.8	39 7.7	12 8.6 l	10 5.2 i	22 6.7 l	16 7.6 l	26 9.8 el	4 1.8	19 10.3 M	18 8.1	10 5.5	20 5.0	37 9.1 O	30 5.1	16 9.0 q	9 4.3	30 7.9	12 5.3	16 5.6	52 7.2
World War II	752 75.2	403 82.7 C	349 68.1	96 67.1	117 63.7	213 65.2	145 71.1	212 78.4 DEF	182 91.5 DEF GH	112 61.0	157 69.0	145 78.8 JK	338 83.5 JK	269 65.4	483 82.1 N	137 75.6	169 79.5 r	267 71.9	179 76.3	251 86.9 U	501 70.4
Vietnam	25 2.5	12 2.5	13 2.5	7 4.9 HI	5 2.9 l	12 3.8 hl	9 4.5 HI	4 1.4	-	7 3.6	10 4.4 LM	2 1.0	7 1.7	17 4.0 O	9 1.5	4 2.3	2 0.9	9 2.4	10 4.3 Q	3 1.1	22 3.1 t
The Gulf War	7 0.7	3 0.7	4 0.7	3 2.1 HI	1 0.7	4 1.3 h	3 1.3 h	-	-	2 0.9	1 0.3	1 0.7	3 0.8	2 0.6	4 0.8	3 1.4 q	-	2 0.6	2 0.9	-	7 1.0 t
Desert Storm	8 0.8	-	8 1.6 B	3 2.3 HI	2 1.4 h	6 1.8 HI	2 1.2 h	-	-	3 1.7	3 1.4	-	2 0.5	6 1.5 o	2 0.4	2 1.0	3 1.2	3 0.9	1 0.3	3 0.9	6 0.8
Refused	8 0.8	2 0.5	6 1.1	1 0.5	2 0.9	2 0.7	1 0.3	4 1.5	1 0.5	4 2.2 M	2 0.7 m	2 1.3 M	-	6 1.4	2 0.4	-	2 1.1	5 1.4	1 0.3	-	8 1.1 t
Don't know/No response	132 13.2	38 7.8	94 18.3 B	21 14.6 hl	46 25.3 DFG HI	67 20.6 DgH I	28 13.9 hl	24 8.9	12 6.2	38 20.4 IM	37 16.1 M	23 12.7	34 8.5	74 18.0 O	58 9.8	19 10.7	28 12.9	55 14.9	29 12.6	16 5.6	116 16.3 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.2 When was D-Day?

Table 2

Base: Total respondents

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	1032	558	474	147	190	337	231	274	190	169	238	192	433	407	625	187	234	366	245	327	705
Total Weighted	1000 100	487 100	513 100	144 100	184 100	327 100	204 100	271 100	198 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
April 20, 1945	32 3.2	15 3.0	17 3.4	7 4.7	6 3.5	13 4.0	6 3.1	5 2.0	7 3.6	9 4.7	8 3.4	5 2.5	11 2.7	16 4.0	16 2.7	8 4.2	4 2.0	13 3.6	6 2.8	5 1.7	27 3.8 †
April 25, 1944	43 4.3	30 6.1 C	13 2.6	5 3.3	11 5.8	15 4.7	10 4.8	10 3.8	7 3.8	7 4.0	6 2.8	5 2.6	25 6.1 kl	14 3.3	29 5.0	7 3.8	12 5.5	14 3.9	10 4.3	17 6.0	26 3.6
April 25, 1945	48 4.8	26 5.2	22 4.4	4 2.9	11 5.9	15 4.6	12 6.1	9 3.3	12 5.8	8 4.3	9 3.8	11 6.1	20 5.0	17 4.0	31 5.3	7 3.7	9 4.5	23 6.1	9 4.0	12 4.3	36 5.0
June 6, 1944	406 40.6	223 45.7 C	183 35.7	56 38.7	63 34.1	118 36.1	72 35.3	112 41.5	103 52.0 DEF GH	42 22.7	86 37.7 J	78 42.2 J	201 49.6 JK	127 31.0	278 47.3 N	68 37.8	97 45.6 r	141 38.0	99 42.3	159 55.1 U	247 34.7
December 7, 1941	166 16.6	72 14.8	94 18.3	29 20.3 efl	23 12.3	52 15.8 e	42 20.9 El	48 17.9 i	23 11.5	40 21.5 m	34 14.9	31 16.9	61 15.1	73 17.9	92 15.7	38 20.7 S	35 16.3	63 16.9	30 13.0	38 13.0	128 18.0 †
Refused	10 1.0	3 0.6	7 1.3	1 0.5	2 0.9	2 0.7	1 0.3	4 1.5	3 1.4	6 3.1 M	2 0.8 m	2 1.3 M	- -	7 1.8 O	2 0.4	- -	3 1.6	5 1.4	1 0.6	- -	10 1.4 T
Don't know/No response	296 29.6	119 24.5	177 34.4 B	43 29.7	69 37.4 l	111 34.0 l	60 29.5 i	81 29.9 i	44 21.9	73 39.8 LM	83 36.6 IM	52 28.4 m	87 21.5	156 38.1 O	140 23.7	54 29.8	52 24.5	112 30.2	77 33.1 q	58 19.9	238 33.5 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
Overlap formulae used.



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.3 Who is considered the supreme Allied commander at D-Day?

Table 3

Base: Total respondents

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	1032	558	474	147	190	337	231	274	190	169	238	192	433	407	625	187	234	366	245	327	705
Total Weighted	1000 100	487 100	513 100	144 100	184 100	327 100	204 100	271 100	198 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
Adolf Hitler	23 2.3	6 1.3	17 3.4 B	2 1.4	6 3.5 HI	8 2.6 I	13 6.3 DFHI	2 0.8	- -	6 3.1 M	11 4.7 M	5 2.8 M	2 0.4	16 4.0 O	7 1.2	2 0.9	4 1.9	15 4.1 pS	2 1.0	1 0.5	22 3.1 T
Winston Churchill	133 13.3	70 14.4	63 12.2	24 16.6 I	19 10.3	43 13.0 ei	30 14.9 I	45 16.7 ei	14 7.3	27 14.4	39 17.2 M	23 12.3	44 11.0	66 16.0 O	67 11.4	27 14.9	20 9.5	53 14.3	32 13.8	26 9.2	106 14.9 T
Dwight Eisenhower	540 54.0	306 62.9 C	234 45.6	69 48.1	73 39.9	142 43.5	95 46.5	154 57.1 EFG	149 75.1 DEF GH	73 39.7	94 41.4	100 54.3 JK	273 67.5 JKL	167 40.6	373 63.4 N	96 52.9	125 58.6	193 51.8	127 54.3	207 71.6 U	333 46.9
Harry Truman	52 5.2	24 5.0	27 5.3	12 8.6 GI	11 6.2	24 7.3 gl	7 3.3	16 6.0	5 2.6	13 7.1 m	14 6.2 m	11 6.2	13 3.3	27 6.6	25 4.2	16 8.8 qR	10 4.5	15 4.1	11 4.7	12 4.2	40 5.6
Joseph Stalin	12 1.2	6 1.1	6 1.2	5 3.3 gH	3 1.6	8 2.4 H	1 0.7	1 0.2	2 0.9	1 0.4	4 1.7	2 1.0	5 1.3	5 1.1	7 1.2	2 1.2	2 0.8	3 0.8	5 2.1	1 0.4	10 1.5
Refused	9 0.9	3 0.5	6 1.2	2 1.1	2 1.3	4 1.2	- -	4 1.5 g	1 0.5	4 2.1 M	2 0.7	2 1.3	1 0.2	6 1.4	3 0.6	1 0.5	2 1.1	4 1.2	1 0.6	- -	9 1.3 †
Don't know/No response	231 23.1	72 14.8	159 31.1 B	30 20.9 i	68 37.2 DFg HI	98 30.1 DHI	58 28.4 HI	48 17.8	27 13.5	61 33.1 LM	64 28.1 M	41 22.2 m	66 16.2	125 30.3 O	107 18.1	38 20.9	50 23.6	88 23.8	55 23.4	41 14.1	191 26.8 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Table 4

Q.4 If you visit the beach where D-Day took place, where are you?

Base: Total respondents

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	1032	558	474	147	190	337	231	274	190	169	238	192	433	407	625	187	234	366	245	327	705
Total Weighted	1000 100	487 100	513 100	144 100	184 100	327 100	204 100	271 100	198 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
France	549 54.9	309 63.5 C	239 46.7	62 43.5	82 44.6	144 44.1	103 50.7	161 59.3 DEF g	140 70.7 DEF GH	57 30.9	112 49.5 J	104 56.5 J	275 68.0 JKL	169 41.2	379 64.4 N	100 55.2	123 57.8	189 50.9	136 58.2 r	223 77.2 U	325 45.8
Germany	85 8.5	51 10.4 C	34 6.7	16 10.9 I	17 9.2	32 9.9 I	19 9.5 i	24 8.7	10 4.8	20 11.0 M	23 10.3 M	18 9.5	24 5.8	44 10.6 o	41 7.0	21 11.7 q	13 6.0	27 7.3	24 10.2	11 4.0	73 10.3 T
Pearl Harbor	146 14.6	49 10.2	96 18.8 B	30 20.8 hi	31 17.0 I	61 18.7 I	29 14.3	37 13.8	18 9.2	43 23.2 KLM	30 13.0	22 12.2	51 12.6	72 17.6 O	74 12.5	31 17.1 S	27 12.9	68 18.2 S	20 8.5	26 9.0	120 16.9 T
Belgium	25 2.5	14 2.9	11 2.2	8 5.5 H	4 2.3	12 3.7	4 2.2	4 1.6	4 2.2	8 4.4 m	5 2.0	6 3.3	6 1.6	13 3.1	12 2.1	4 2.4	8 3.9	8 2.2	4 1.7	4 1.3	21 3.0
United Kingdom	21 2.1	6 1.3	14 2.8	1 0.6	5 2.9	6 1.9 d	9 4.3 DH	3 1.2	3 1.3	3 1.7	8 3.4	3 1.7	7 1.6	11 2.7	10 1.7	3 1.9	3 1.6	9 2.5	5 2.0	5 1.7	16 2.3
Refused	7 0.7	2 0.5	5 0.9	1 0.5	1 0.4	1 0.4	2 0.8	3 1.1	1 0.5	2 1.2 M	2 1.0 m	2 1.3 M	- -	5 1.1	2 0.4	1 0.5	1 0.6	3 0.9	1 0.6	1 0.2	6 0.9
Don't know/No response	168 16.8	55 11.3	113 22.0 B	26 18.4 i	43 23.6 HI	70 21.3 HI	37 18.2 i	39 14.3	22 11.3	50 27.4 LM	47 20.7 M	28 15.5 m	42 10.3	97 23.7 O	70 11.9	20 11.1	36 17.1	67 18.1 P	44 18.8 P	19 6.7	148 20.9 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Table 5

Q.5 The President of the United States during the D-Day invasion was:

Base: Total respondents

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	1032	558	474	147	190	337	231	274	190	169	238	192	433	407	625	187	234	366	245	327	705
Total Weighted	1000 100	487 100	513 100	144 100	184 100	327 100	204 100	271 100	198 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
Herbert Hoover	8 0.8	2 0.5	5 1.1	2 1.7 e	- -	2 0.7	2 1.0	1 0.2	3 1.4	3 1.5	3 1.2	- -	2 0.6	5 1.3	2 0.4	- -	2 0.9	3 0.7	3 1.4	1 0.3	7 1.0
Franklin D. Roosevelt	480 48.0	262 53.8 C	218 42.5	61 42.7	69 37.4	130 39.8	84 41.4	143 52.7 dEF G	123 61.9 DEF Gh	68 36.7	88 38.9	98 53.2 JK	226 55.8 JK	156 37.9	324 55.0 N	86 47.7	115 53.9 R	168 45.1	111 47.3	165 57.0 U	315 44.3
Harry Truman	141 14.1	68 13.9	74 14.4	19 13.4	20 10.8	39 11.9	24 11.7	37 13.8	41 20.8 dEF Gh	26 14.1	39 17.4	23 12.2	53 13.2	65 15.9	76 12.9	28 15.5	30 14.2	53 14.4	30 12.6	43 15.0	98 13.8
Dwight Eisenhower	136 13.6	75 15.3	62 12.1	25 17.4 	28 15.1 	53 16.1 	33 16.4 	37 13.7 	13 6.6	23 12.6	37 16.1	22 12.1	54 13.4	60 14.6	77 13.0	23 12.7	18 8.3	59 16.0 Q	36 15.5 Q	43 14.8	94 13.2
Lyndon Johnson	16 1.6	7 1.5	9 1.7	4 2.7 	2 1.3	6 1.9 i	7 3.5 hl	3 1.0	- -	6 3.4 km	1 0.2	5 2.8 K	4 1.0	7 1.7	9 1.6	8 4.3 qRS	3 1.4	4 1.1	1 0.6	1 0.5	15 2.1 †
Refused	7 0.7	4 0.8	3 0.6	1 0.5	- -	1 0.2	1 0.7	4 1.4	1 0.5	2 1.1 M	2 1.0 m	2 1.3 M	- -	4 1.1	2 0.4	- -	1 0.6	4 1.1	1 0.6	- -	7 1.0 †
Don't know/No response	212 21.2	70 14.3	142 27.7 B	31 21.7 	65 35.4 DFG HI	96 29.4 DHI	52 25.4 HI	47 17.2 	17 8.8	56 30.5 LM	57 25.2 M	34 18.4	65 16.0	113 27.6 O	98 16.7	36 19.8	44 20.7	80 21.6	51 22.0	36 12.6	175 24.7 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.1 D-Day occurred during which war?

Table 6

Base : College Graduate

	Gender		Age						Income						Region				College Graduate (T)	Non College Graduate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)			West (S)
Total Unweighted	327	178	149	17	78	95	100	77	55	14	38	58	217	52	275	70	63	118	76	327	-
Total Weighted	289 100	143 100	146 100	17* 100*	68 100	85 100	78 100	71 100	55 100	14* 100*	33* 100*	54 100	188 100	47* 100*	242 100	65 100	51 100	108 100	65 100	289 100	-** -**
World War I	16 5.6	6 4.0	10 7.1	2 13.0 HI	5 8.0 HI	8 9.0 HI	8 10.8 HI	- -	- -	- -	3 10.6	4 7.0	9 4.7	3 7.4	13 5.2	7 10.1 Q	1 1.2	5 4.5	4 6.3	16 5.6	- -
World War II	251 86.9	134 93.4 C	117 80.6	12 71.4	48 70.5	60 70.7	68 87.2 EF	69 97.2 DEF G	54 98.4 DEF G	11 81.3	25 76.0	45 83.1	170 90.3 K	36 77.6	215 88.7 N	54 83.6	49 97.3 PR S	90 82.8	58 89.0	251 86.9	- -
Vietnam	3 1.1	1 0.6	2 1.5	1 5.1 h	1 2.2	2 2.7	1 1.0	- -	- -	1 6.1 IM	1 4.5 M	- -	1 0.4	2 5.0 O	1 0.3	- -	- -	3 2.9	- -	3 1.1	- -
The Gulf War	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Desert Storm	3 0.9	- -	3 1.7	2 10.5 eGHI	1 1.1	3 3.0 E	- -	- -	- -	2 12.7 LM	1 2.3 M	- -	- -	3 5.4 O	- -	2 2.7	- -	1 0.7	- -	3 0.9	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/No response	16 5.6	3 2.1	13 9.0 B	- -	12 18.3 dFG HI	12 14.7 GHI	1 1.0	2 2.8	1 1.6	- -	2 6.7	5 9.8	9 4.6	2 4.7	14 5.7	2 3.6	1 1.5	10 9.2 q	3 4.7	16 5.6	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.2 When was D-Day?

Table 7

Base : College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	327	178	149	17	78	95	100	77	55	14	38	58	217	52	275	70	63	118	76	327	-
Total Weighted	289 100	143 100	146 100	17* 100*	68 100	85 100	78 100	71 100	55 100	14* 100*	33* 100*	54 100	188 100	47* 100*	242 100	65 100	51 100	108 100	65 100	289 100	-** -**
April 20, 1945	5 1.7	1 0.4	4 2.9 b	- -	3 3.8	3 3.0	1 1.0	2 2.2	- -	- -	3 7.8 LM	- -	2 1.3	3 5.5 O	2 1.0	1 1.2	1 1.9	2 1.9	1 1.7	5 1.7	- -
April 25, 1944	17 6.0	13 9.0 C	4 3.0	- -	4 5.3	4 4.3	5 5.9	6 7.8	3 6.3	- -	- -	2 3.1	16 8.3 k	- -	17 7.1 n	4 5.5	4 7.1	4 3.3	6 9.9 r	17 6.0	- -
April 25, 1945	12 4.3	7 5.1	5 3.4	- -	4 5.4	4 4.3	5 6.6	2 2.6	2 3.1	- -	3 8.2	1 2.4	8 4.5	3 5.7	10 4.0	3 4.2	4 7.8	4 4.0	1 2.1	12 4.3	- -
June 6, 1944	159 55.1	87 60.8 c	72 49.5	10 61.6	30 44.6	41 48.0	40 51.3	42 58.7 e	37 66.8 EFg	7 50.0	16 49.0	26 48.4	110 58.5	23 49.3	136 56.2	30 45.9	32 63.1 p	65 60.4 p	32 49.2	159 55.1	- -
December 7, 1941	38 13.0	15 10.2	23 15.8	4 26.4 Efl	5 7.8	10 11.5 E	16 20.5 Efl	8 11.5	4 6.7	3 18.2	2 6.7	9 17.2	24 12.5	5 10.1	33 13.6	12 18.6	5 9.4	11 10.5	9 14.5	38 13.0	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/No response	58 19.9	21 14.5	37 25.3 B	2 11.9	23 33.2 fGH I	25 29.0 Gh	11 14.7	12 17.2	9 17.1	4 31.8	9 28.4 m	16 28.9 M	28 15.0	14 29.4 o	44 18.1	16 24.6 q	5 10.6	22 19.9	15 22.6 q	58 19.9	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.3 Who is considered the supreme Allied commander at D-Day?

Table 8

Base : College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	327	178	149	17	78	95	100	77	55	14	38	58	217	52	275	70	63	118	76	327	-
Total Weighted	289 100	143 100	146 100	17* 100*	68 100	85 100	78 100	71 100	55 100	14* 100*	33* 100*	54 100	188 100	47* 100*	242 100	65 100	51 100	108 100	65 100	289 100	-** -**
Adolf Hitler	1 0.5	- -	1 1.0	- -	1 2.2	1 1.7	- -	- -	- -	- -	1 4.5 M	- -	- -	1 3.1 O	- -	- -	- -	1 1.3	- -	1 0.5	- -
Winston Churchill	26 9.2	11 7.6	16 10.7	3 15.6	7 11.0	10 11.9	10 13.1 hi	4 5.1	3 4.6	3 18.7	6 19.6 M	5 8.7	13 6.8	9 19.3 O	17 7.2	6 9.8	3 5.1	12 11.3	5 8.0	26 9.2	- -
Dwight Eisenhower	207 71.6	119 82.8 C	88 60.6	11 62.6	37 55.1	48 56.6	51 65.3	60 84.5 dEF G	48 87.3 DEF G	10 68.8	16 48.5	32 59.7	149 79.3 KL	25 54.6	182 74.9 N	42 65.2	44 86.9 PRS S	74 68.6	47 71.4	207 71.6	- -
Harry Truman	12 4.2	5 3.6	7 4.7	1 8.1	4 5.7	5 6.1	2 1.9	4 5.1	2 3.2	1 5.5	1 4.3	4 6.5	6 3.4	2 4.7	10 4.1	7 11.3 QRS	1 1.8	3 2.8	1 1.2	12 4.2	- -
Joseph Stalin	1 0.4	1 0.9	- -	- -	- -	- -	1 0.9	1 0.9	- -	- -	- -	- -	1 0.7	- -	1 0.5	- -	1 1.2	- -	1 1.0	1 0.4	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/No response	41 14.1	7 5.1	33 22.9 B	2 13.7	18 26.1 HI	20 23.6 HI	15 18.8 HI	3 4.5	3 5.0	1 6.9	8 23.1 M	14 25.1 M	19 9.9	8 18.2	32 13.3	9 13.7	3 5.1	17 15.9 Q	12 18.3 Q	41 14.1	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.4 If you visit the beach where D-Day took place, where are you?

Table 9

Base : College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	327	178	149	17	78	95	100	77	55	14	38	58	217	52	275	70	63	118	76	327	-
Total Weighted	289 100	143 100	146 100	17* 100*	68 100	85 100	78 100	71 100	55 100	14* 100*	33* 100*	54 100	188 100	47* 100*	242 100	65 100	51 100	108 100	65 100	289 100	-** -**
France	223 77.2	122 85.4 C	101 69.1	12 73.6	42 62.4	55 64.6	58 74.6 e	62 87.0 EFg	48 87.6 EFg	11 78.0	20 62.2	41 75.7	151 80.1 K	31 67.0	192 79.1 n	45 69.8	45 88.4 Pr s	84 77.7	49 75.0	223 77.2	- -
Germany	11 4.0	4 3.1	7 4.8	1 7.8 i	4 5.4 i	5 5.8 i	4 5.6 i	2 3.0	-	-	2 6.6	2 4.5	7 3.7	2 4.6	9 3.8	5 7.2 Q	-	4 3.4	3 4.7	11 4.0	- -
Pearl Harbor	26 9.0	5 3.8	21 14.1 B	3 18.6 l	9 13.9 l	13 14.9 hl	9 11.8 l	4 5.7 i	-	3 22.0 m	3 9.4	5 8.5	15 8.1	6 13.2	20 8.2	9 14.3	4 7.8	7 6.8	5 8.2	26 9.0	- -
Belgium	4 1.3	2 1.1	2 1.4	- -	2 2.7	2 2.1	- -	- -	2 3.5 g	- -	1 3.3	1 1.7	2 0.9	1 2.3	3 1.1	1 1.4	- -	2 1.6	1 1.7	4 1.3	- -
United Kingdom	5 1.7	3 2.3	1 1.0	- -	1 1.5	1 1.2	3 3.5	1 1.4	-	- -	- -	1 1.9	4 2.0	- -	5 2.0	1 1.2	- -	1 1.0	3 4.6	5 1.7	- -
Refused	1 0.2	- -	1 0.5	- -	1 1.0	1 0.8	- -	- -	-	- -	1 2.1 M	- -	- -	1 1.4 o	- -	- -	- -	- -	1 1.0	1 0.2	- -
Don't know/No response	19 6.7	6 4.3	13 9.0	- -	9 13.1 GH	9 10.5 h	3 4.5	2 2.8	5 9.0	- -	5 16.3 M	4 7.7	10 5.2	5 11.4	14 5.8	4 6.1	2 3.7	10 9.5	3 4.8	19 6.7	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.5 The President of the United States during the D-Day invasion was:

Base : College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	327	178	149	17	78	95	100	77	55	14	38	58	217	52	275	70	63	118	76	327	-
Total Weighted	289 100	143 100	146 100	17* 100*	68 100	85 100	78 100	71 100	55 100	14* 100*	33* 100*	54 100	188 100	47* 100*	242 100	65 100	51 100	108 100	65 100	289 100	-** -**
Herbert Hoover	1 0.3	1 0.5	- -	- -	- -	- -	1 0.9	- -	- -	- -	- -	- -	1 0.4	- -	1 0.3	- -	- -	1 0.7	- -	1 0.3	- -
Franklin D. Roosevelt	165 57.0	93 64.7 C	72 49.4	9 55.1	28 40.5	37 43.4	38 49.2	48 67.8 EFG	41 75.0 EFG	6 45.2	12 38.3	30 55.3	116 61.6 K	19 40.4	146 60.2 N	34 52.3	30 59.0	65 60.2	36 54.8	165 57.0	- -
Harry Truman	43 15.0	23 16.3	20 13.6	3 16.8	7 10.4	10 11.7	10 12.4	13 17.6	11 20.2	2 11.8	8 23.8	6 11.2	28 14.7	9 20.2	34 13.9	13 19.8 R	10 20.7 R	9 8.6	11 16.2	43 15.0	- -
Dwight Eisenhower	43 14.8	18 12.5	25 17.0	4 23.2 I	14 20.8 HI	18 21.3 HI	18 23.0 HI	7 9.3	- -	4 28.8	6 17.8	8 14.6	25 13.2	10 21.1	33 13.5	11 16.5	4 7.5	20 18.3 Q	8 12.8	43 14.8	- -
Lyndon Johnson	1 0.5	1 0.4	1 0.6	- -	1 1.2	1 1.0	1 0.8	- -	- -	- -	- -	1 2.6 M	- -	- -	1 0.6	- -	1 1.2	1 0.8	- -	1 0.5	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/No response	36 12.6	8 5.5	28 19.5 B	1 4.9	18 27.0 dFG HI	19 22.6 dHI	11 13.8 HI	4 5.3	3 4.7	2 14.1	7 20.1 m	9 16.2	19 10.1	9 18.3	28 11.4	7 11.5	6 11.6	12 11.4	11 16.3	36 12.6	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.1 D-Day occurred during which war?

Table 11

Base : Non College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	705	380	325	130	112	242	131	197	135	155	200	134	216	355	350	117	171	248	169	-	705
Total Weighted	711 100	344 100	367 100	127 100	116 100	243 100	125 100	199 100	144 100	170 100	194 100	130 100	217 100	364 100	347 100	116 100	162 100	264 100	169 100	-** -**	711 100
World War I	52 7.2	23 6.6	29 7.9	10 8.0 i	4 3.6	14 5.9	7 5.6	26 13.3 EFGI	4 2.5	19 11.1 Im	15 7.7	6 4.9	11 5.2	34 9.3 O	18 5.1	10 8.5	9 5.3	25 9.4	8 4.9	-	52 7.2
World War II	501 70.4	269 78.3 C	232 63.1	84 66.5	69 59.7	153 63.3	77 61.1	143 71.8 Efg	128 88.9 DEF GH	101 59.3	132 67.8	100 77.0 Jk	168 77.6 JK	233 63.8	268 77.4 N	82 71.1	120 73.9	178 67.4	121 71.4	-	501 70.4
Vietnam	22 3.1	11 3.3	11 2.9	6 4.9 I	4 3.3 I	10 4.1 I	8 6.7 HI	4 1.9	-	6 3.3	9 4.4	2 1.4	6 2.8	14 3.9	8 2.3	4 3.6	2 1.2	6 2.3	10 6.0 Qr	-	22 3.1
The Gulf War	7 1.0	3 1.0	4 1.0	3 2.4 Hi	1 1.1	4 1.7 h	3 2.1 h	- -	- -	2 1.0	1 0.4	1 0.9	3 1.5	2 0.7	4 1.3	3 2.2 q	-	2 0.8	2 1.3	-	7 1.0
Desert Storm	6 0.8	-	6 1.6 B	2 1.2	2 1.5	3 1.3	2 1.9 h	- -	- -	1 0.7	2 1.2	-	2 1.0	4 1.0	2 0.6	-	3 1.6	3 1.0	1 0.4	-	6 0.8
Refused	8 1.1	2 0.7	6 1.6	1 0.5	2 1.4	2 1.0	1 0.5	4 2.1	1 0.7	4 2.4 M	2 0.8	2 1.9 m	-	6 1.6	2 0.7	-	2 1.5	5 1.9	1 0.4	-	8 1.1
Don't know/No response	116 16.3	35 10.2	81 22.0 B	21 16.5 I	34 29.4 DFH I	55 22.7 DHI	28 22.0 HI	22 11.0	11 7.9	38 22.1 IM	34 17.7	18 13.9	26 11.9	72 19.7 O	44 12.6	17 14.7	27 16.5	46 17.3	26 15.6	-	116 16.3

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.2 When was D-Day?

Table 12

Base : Non College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	705	380	325	130	112	242	131	197	135	155	200	134	216	355	350	117	171	248	169	-	705
Total Weighted	711 100	344 100	367 100	127 100	116 100	243 100	125 100	199 100	144 100	170 100	194 100	130 100	217 100	364 100	347 100	116 100	162 100	264 100	169 100	-** -**	711 100
April 20, 1945	27 3.8	14 4.1	13 3.5	7 5.3	4 3.4	11 4.4	5 4.4	4 1.9	7 4.9	9 5.0	5 2.6	5 3.6	9 4.0	14 3.8	13 3.8	7 5.9	3 2.1	11 4.3	5 3.2	-	27 3.8
April 25, 1944	26 3.6	17 4.9	9 2.4	5 3.7	7 6.1	12 4.9	5 4.1	5 2.4	4 2.8	7 4.3	6 3.2	3 2.4	9 4.2	14 3.7	12 3.5	3 2.8	8 4.9	11 4.1	4 2.2	-	26 3.6
April 25, 1945	36 5.0	18 5.3	17 4.7	4 3.3	7 6.2	11 4.7	7 5.8	7 3.5	10 6.9	8 4.7	6 3.0	10 7.7	12 5.4	14 3.8	22 6.3	4 3.4	6 3.4	18 6.9	8 4.7	-	36 5.0
June 6, 1944	247 34.7	135 39.4	111 30.2	45 35.6	32 28.0	78 32.0	32 25.4	71 35.4	67 46.3	35 20.4	70 35.9	51 39.5	91 41.9	104 28.7	142 41.0	39 33.3	65 40.2	76 28.8	67 39.6	-	247 34.7
December 7, 1941	128 18.0	57 16.7	71 19.3	25 19.5	17 15.0	42 17.4	26 21.1	40 20.2	19 13.3	37 21.7	32 16.3	22 16.8	38 17.3	69 18.9	59 17.1	25 22.0	30 18.5	51 19.5	21 12.4	-	128 18.0
Refused	10 1.4	3 0.9	7 1.8	1 0.5	2 1.4	2 1.0	1 0.5	4 2.1	3 1.9	6 3.3	2 0.9	2 1.9	-	7 2.0	2 0.7	-	3 2.1	5 1.9	1 0.9	-	10 1.4
Don't know/No response	238 33.5	99 28.7	140 38.0	41 32.1	46 39.8	87 35.8	49 38.7	69 34.5	34 23.8	69 40.5	74 38.0	37 28.2	59 27.2	143 39.2	96 27.6	38 32.7	47 28.8	91 34.5	63 37.1	-	238 33.5

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.3 Who is considered the supreme Allied commander at D-Day?

Table 13

Base : Non College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	705	380	325	130	112	242	131	197	135	155	200	134	216	355	350	117	171	248	169	-	705
Total Weighted	711 100	344 100	367 100	127 100	116 100	243 100	125 100	199 100	144 100	170 100	194 100	130 100	217 100	364 100	347 100	116 100	162 100	264 100	169 100	-** -**	711 100
Adolf Hitler	22 3.1	6 1.8	16 4.3 b	2 1.5	5 4.3 hl	7 2.9 i	13 10.2 DFHI	2 1.1	-	6 3.3	9 4.8 M	5 4.0 m	2 0.8	15 4.1	7 2.0	2 1.4	4 2.4	14 5.3 s	2 1.4	-	22 3.1
Winston Churchill	106 14.9	59 17.2	47 12.8	21 16.7 	11 9.8	33 13.4	20 16.0 i	41 20.8 Efl	12 8.3	24 14.1	33 16.8	18 13.7	32 14.6	57 15.5	50 14.3	21 17.7	18 10.9	41 15.5	27 16.0	-	106 14.9
Dwight Eisenhower	333 46.9	188 54.6 C	146 39.6	58 46.1 Efg	36 30.9	94 38.9 E	44 34.7	94 47.3 EG	101 70.5 DEF GH	63 37.3	78 40.2	67 52.0 JK	124 57.3 JK	142 38.8	192 55.3 N	53 45.9	81 49.8	118 44.9	81 47.8	-	333 46.9
Harry Truman	40 5.6	19 5.6	21 5.6	11 8.7 	8 6.6	19 7.7 	5 4.1	13 6.3	4 2.4	12 7.3	13 6.5	8 6.0	7 3.2	25 6.9	15 4.3	9 7.4	9 5.4	12 4.6	10 6.1	-	40 5.6
Joseph Stalin	10 1.5	4 1.2	6 1.7	5 3.8 H	3 2.5 H	8 3.2 H	1 0.6	-	2 1.3	1 0.5	4 2.0	2 1.4	4 1.8	5 1.3	6 1.6	2 1.8	1 0.6	3 1.1	4 2.5	-	10 1.5
Refused	9 1.3	3 0.8	6 1.7	2 1.3	2 2.1	4 1.6	-	4 2.0	1 0.7	4 2.3	2 0.9	2 1.9	1 0.4	6 1.5	3 1.0	1 0.8	2 1.4	4 1.7	1 0.8	-	9 1.3
Don't know/No response	191 26.8	65 18.8	126 34.3 B	28 21.9	51 43.7 DFH 	78 32.3 DHI	43 34.4 DHI	45 22.6	24 16.8	60 35.2 LM	56 28.9	27 21.0	47 21.8	116 31.9 O	74 21.5	29 24.9	48 29.4	71 27.0	43 25.3	-	191 26.8

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.4 If you visit the beach where D-Day took place, where are you?

Table 14

Base : Non College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	705	380	325	130	112	242	131	197	135	155	200	134	216	355	350	117	171	248	169	-	705
Total Weighted	711 100	344 100	367 100	127 100	116 100	243 100	125 100	199 100	144 100	170 100	194 100	130 100	217 100	364 100	347 100	116 100	162 100	264 100	169 100	-** -**	711 100
France	325 45.8	187 54.3 C	139 37.8	50 39.5	40 34.3	90 37.0	45 35.8	98 49.4 EFG	92 64.3 DEF GH	46 27.1	92 47.3 J	63 48.4 J	125 57.5 Jk	138 37.9	187 54.1 N	55 47.1	78 48.3	105 39.8	87 51.7 R	-	325 45.8
Germany	73 10.3	46 13.5 C	27 7.4	14 11.3	13 11.4	28 11.3	15 11.9	21 10.7	10 6.6	20 11.9	21 10.9	15 11.6	17 7.7	41 11.4	32 9.2	16 14.2	13 7.9	23 8.9	21 12.3	-	73 10.3
Pearl Harbor	120 16.9	44 12.8	76 20.7 B	27 21.1 i	22 18.9	49 20.0 i	20 15.9	33 16.7	18 12.7	40 23.4 kl	26 13.6	18 13.8	36 16.6	66 18.2	54 15.5	22 18.8 s	24 14.5	60 22.8 qs	15 8.6	-	120 16.9
Belgium	21 3.0	12 3.6	9 2.5	8 6.2 hi	2 2.1	10 4.2	4 3.5	4 2.1	2 1.7	8 4.8	4 1.8	5 3.9	5 2.1	12 3.2	10 2.8	4 3.0	8 5.1	7 2.5	3 1.7	-	21 3.0
United Kingdom	16 2.3	3 0.9	13 3.5 B	1 0.6	4 3.7	5 2.1 d	6 4.8 dh	2 1.1	3 1.9	3 1.9	8 4.0	2 1.7	3 1.3	11 3.0	5 1.5	3 2.3	3 2.1	8 3.1	2 1.1	-	16 2.3
Refused	6 0.9	2 0.7	4 1.1	1 0.5	-	1 0.3	2 1.3	3 1.5	1 0.7	2 1.3	2 0.8	2 1.9 m	-	4 1.1	2 0.7	1 0.8	1 0.8	3 1.3	1 0.4	-	6 0.9
Don't know/No response	148 20.9	49 14.3	100 27.1 B	26 20.8 i	34 29.7 HI	61 25.0 I	34 26.8 hl	37 18.4	18 12.2	50 29.7 KLM	42 21.4 m	24 18.7	32 14.8	92 25.3 O	56 16.3	16 13.9	35 21.3	57 21.6	41 24.2 P	-	148 20.9

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP May 16, 2014

D-DAY KNOWLEDGE

Q.5 The President of the United States during the D-Day invasion was:

Base : Non College Graduate

	Gender		Age						Income						Region				Coll- ege Grad- uate (T)	Non Coll- ege Grad- uate (U)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)			West (S)
Total Unweighted	705	380	325	130	112	242	131	197	135	155	200	134	216	355	350	117	171	248	169	-	705
Total Weighted	711 100	344 100	367 100	127 100	116 100	243 100	125 100	199 100	144 100	170 100	194 100	130 100	217 100	364 100	347 100	116 100	162 100	264 100	169 100	-**	711 100
Herbert Hoover	7 1.0	2 0.5	5 1.5	2 1.9	-	2 1.0	1 1.0	1 0.3	3 1.9	3 1.6	3 1.4	-	2 0.8	5 1.5	2 0.5	-	2 1.1	2 0.7	3 2.0	-	7 1.0
Franklin D. Roosevelt	315 44.3	169 49.2	146 39.7	52 41.1	41 35.6	93 38.5	46 36.6	94 47.3	82 56.8	61 36.0	76 39.0	68 52.3	110 50.9	137 37.6	178 51.4	52 45.1	85 52.3	103 39.0	75 44.4	-	315 44.3
Harry Truman	98 13.8	44 12.9	54 14.7	16 12.9	13 11.0	29 12.0	14 11.2	25 12.4	30 21.0	24 14.3	32 16.3	16 12.7	26 11.8	56 15.4	42 12.1	15 13.1	20 12.1	44 16.7	19 11.3	-	98 13.8
Dwight Eisenhower	94 13.2	57 16.5	37 10.1	21 16.6	14 11.8	35 14.3	15 12.3	31 15.3	13 9.1	19 11.3	31 15.9	14 11.0	30 13.6	50 13.7	44 12.6	12 10.6	14 8.6	40 15.0	28 16.6	-	94 13.2
Lyndon Johnson	15 2.1	7 1.9	8 2.2	4 3.1	2 1.4	5 2.2	7 5.2	3 1.4	-	6 3.7	1 0.3	4 2.9	4 1.9	7 1.9	8 2.3	8 6.7	2 1.5	3 1.2	1 0.8	-	15 2.1
Refused	7 1.0	4 1.1	3 0.8	1 0.5	-	1 0.3	1 1.1	4 1.9	1 0.7	2 1.2	2 1.2	2 1.9	-	4 1.2	2 0.7	-	1 0.8	4 1.6	1 0.8	-	7 1.0
Don't know/No response	175 24.7	62 18.0	114 31.0	30 23.9	47 40.3	77 31.7	41 32.6	43 21.4	15 10.4	54 31.8	51 26.1	25 19.3	46 21.1	105 28.8	71 20.4	28 24.5	38 23.5	68 25.8	41 24.1	-	175 24.7

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing

