



ICM Research interviewed a random sample of 1,001 adults aged 18+ by telephone between 8th-10th September, 2000. Interviews were conducted across the country and the results have been weighted to the profile of all adults.

Q1. Can you name a British Prime Minister between 1900 and 1945?	
Winston Churchill	37%
Neville Chamberlain	13%
David Lloyd George	6%
Herbert Asquith	3%
Stanley Baldwin	3%
Ramsey McDonald	2%
Sir Henry Campbell-Bannerman	*%
Arthur Balfour	*%
Bonar Law	*%
Other (wrong answers)	16%
No/Don't know	20%

Q2. Can you name four characters from Big Brother?	
Melanie	30%
Craig	27%
Anna	20%
Darren	20%
Nick	13%
Thomas	7%
Claire	7%
Caroline	4%
Nicola	4%
Andrew	2%
Sada	2%
Other (wrong)	2%
No/Don't Know	61%

Q3. What was Alexander Fleming best known for?	
Penicillin/Discovery of penicillin	50%
Other (wrong)	15%

Don't know	36%
------------	-----

Q4. What was Alexander Graham Bell best known for?	
Inventor/inventor of the telephone	82%
Other (wrong)	4%
Don't know	15%

Q5. What was Emily Pankhurst best known for?	
Suffragette/women's rights/feminist	65%
Other (wrong)	5%
Don't know	30%

Q6. What was Virginia Woolf best known for?	
Novelist/writer/author	51%
Other (wrong)	10%
Don't know	39%

Q7. Can you name three novels by Charles Dickens?	
Oliver Twist	30%
Great Expectations	26%
A Christmas Carol	19%
David Copperfield	13%
A Tale Of Two Cities	12%
Bleak House	9%
Nicholas Nickleby	6%
Hard Times	5%
Pickwick Papers	5%
The Old Curiosity Shop	5%
Little Dorit	2%
Martin Chuzzlewit	1%
Our Mutual Friend	1%
Dombey & Son	1%
Barnaby Rudge	1%
The Mystery of Edwin Drood	*%
Other (wrong)	4%
Don't know	36%

Q8. Can you name three tragedies by William Shakespeare?	
Macbeth	37%

Romeo & Juliet	37%
Hamlet	32%
Othello	15%
King Lear	9%
Julius Caesar	6%
Titus Andronicus	2%
Troilus & Cressida	1%
Anthony & Cleopatra	1%
Coriolanus	1%
The Life of Timon of Athens	*%
Other (wrong)	16%
Don't know	32%

Q9. Can you name John Milton's most famous poem?	
Paradise Lost	14%
Other (wrong)	5%
No/Don't know	80%

Q10. What was Douglas Bader best known for?	
Pilot/lost 2 legs and flew plane in World War II	64%
Other (wrong)	4%
Don't know	32%

Q11. What was Oliver Cromwell best known for?	
English Civil War/Roundhead/Beheaded Charles I	55%
Other (wrong)	20%
Don't know	25%

Q12. What was David Livingstone best known for?	
African explorer	57%
Other (wrong)	12%
Don't know	30%

Q13. What was Thomas Paine best known for?	
Philosopher/Writer/Rights Of Man	10%
Other (wrong)	5%
Don't know	85%

Q14. What was Sigmund Freud best known for?	
--	--

Psychologist/psychiatrist	51%
Other (wrong)	14%
Don't Know	34%

Q15. What was Lucien Freund best known for?	
Artist/modern art	9%
Other (wrong)	7%
Don't know	84%

Q16. What was Matthew Freund best known for?	
PR guru/public relations	2%
Other (wrong)	3%
Don't know	94%

Q17. Who is the current Poet Laureate?	
Andrew Motion	5%
Other (wrong)	4%
Don't know	91%

Q18. Who is the current husband of Anthea Turner?	
Grant Bovey	31%
Other (wrong)	3%
Don't know	66%

Q19. Who is Eninem?	
Marshal Mathers/Slim Shady/Rap Star	33%
Other (wrong)	13%
Don't know	54%

Q20. What was the main conflict that took place in 1066?	
Battle of Hastings	71%
Other (wrong)	11%
Don't know	18%

Q21. What was the main conflict that took place in 1815?	
Battle of Waterloo	23%
Other (wrong)	18%
Don't know	59%

Q22. What was the main conflict that took place in 1956?	
Suez Crisis	21%
Other (wrong)	27%
Don't know	52%

Q23. What do you most closely associate with Magna Carta?	
Legal Document from 1215/law	35%
Other (wrong)	29%
Don't know	36%

Q24. What do you most closely associate with the Domesday Book?	
English census/first census	26%
Other	23%
Don't know	51%

Q25. What do you most closely associate with the Queen Vic?	
Pub in Eastenders	78%
Other	9%
Don't know	13%

Q26. What do you most closely associate with Alta Vista?	
Internet/Search engine	19%
Other	8%
Don't know	73%

Q27. What is JK. Rowling best known for?	
Harry Potter books	29%
Other (wrong)	8%
Don't know	63%

Q28. What is Geoffrey Chaucer best known for?	
Canterbury Tales	29%
Other (wrong)	16%
Don't know	55%

Q29. What is Seamus Heany best known for?	
Author/poet/Nobel prize winner	18%
Other (wrong)	5%
Don't know	78%

Q30. What is William Caxton best known for?	
Printer	32%
Other (wrong)	8%
Don't know	59%

Q31. What is Lara Croft best known for?	
Being a video games character/Tomb Raider	40%
Other	4%
Don't know	56%

Q32. What is Henry Purcell best known for?	
Composer/classical music/organist/baroque	28%
Other (wrong)	6%
Don't know	66%

Q33. In the English Civil War who were the two opposing sides?	
Charles I vs. Oliver Cromwell / Roundheads vs. Cavaliers	39%
Other	20%
Don't know	41%

Q34. In the Euro 2000 final this year who were the two opposing national sides?	
France and Italy	32%
Other (wrong)	23%
Don't know	46%

Q35. What is the missing element - Troilus and?	
Cressida	19%
Other (wrong)	4%
Don't know	76%

Q36. What is the missing element - Posh and?	
Becks/Beckham	75%
Other (wrong)	7%
Don't know	18%

Q37. What is the missing element - TS....?	
Eliot	47%

Other (wrong)	8%
Don't know	45%

Q38. What is the missing element - Fat Boy....?	
Slim	70%
Other (wrong)	3%
Don't know	27%

AVERAGE NUMBER OF CORRECT ANSWERS OUT OF 38 QUESTIONS: 14.6	
38 correct	0
37 correct	0
36 correct	*% (4)
35 correct	*% (1)
34 correct	*% (2)
33 correct	1%
32 correct	*% (4)
31 correct	1%
30 correct	1%
29 correct	1%
28 correct	1%
27 correct	1%
26 correct	2%
25 correct	3%
24 correct	2%
23 correct	3%
22 correct	2%
21 correct	3%
20 correct	3%
19 correct	2%
18 correct	4%
17 correct	4%
16 correct	5%
15 correct	5%
14 correct	4%
13 correct	7%

12 correct	4%
11 correct	6%
10 correct	5%
9 correct	5%
8 correct	5%
7 correct	3%
6 correct	4%
5 correct	3%
4 correct	3%
3 correct	1%
2 correct	1%
1 correct	1%
0 correct	1%