

## YouGov Survey Results

Sample Size: 1671 GB Adults  
Fieldwork: 21st - 22nd September 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1671</b>	X	X	X	X	493	404	332	810	861	199	423	571	478	952	719	214	543	358	411	145	
Unweighted Sample	1671	448	453	96	195	542	408	334	786	885	91	392	663	525	1137	534	295	501	314	386	175	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The militant group responsible for the recent military offensives and beheadings of Western journalists in Iraq and Syria has recently changed its name.

Some people say that using the name the group suggest gives them legitimacy, or associates them with a certain religion.

Which name do you personally think is best to refer to this militant group?

IS (Islamic State)	<b>19</b>	19	21	17	21	17	20	22	24	15	17	22	20	17	19	19	19	19	20	18	18
ISIS (Islamic State of Iraq and Syria)	<b>16</b>	18	17	16	15	19	15	11	16	16	23	20	13	12	17	15	18	18	14	13	18
Un-Islamic State	<b>11</b>	13	11	14	14	12	11	14	12	9	5	8	8	18	10	11	10	11	11	11	8
QSI (al-Qaeda Separatists in Iraq and Syria)	<b>7</b>	7	7	5	4	6	7	7	5	8	10	6	5	8	8	5	6	6	9	7	7
Islamic State Organisation	<b>3</b>	3	2	3	2	2	3	4	2	3	2	2	3	3	4	2	4	3	2	3	3
ISIL (Islamic State of Iraq and the Levant)	<b>2</b>	3	2	4	0	2	2	1	3	1	2	3	2	1	3	1	2	1	2	2	2
DAESH/DAIISH/DAASH/DAIISH/DAISH (transliteration of Arabic word for ISIL)	<b>1</b>	1	1	2	1	1	2	1	1	1	0	1	1	1	1	1	2	1	1	0	1
Something else	<b>14</b>	14	11	8	21	18	12	10	15	13	11	9	14	18	12	16	10	12	14	16	17
Don't know	<b>28</b>	22	28	29	21	23	28	30	22	35	30	28	34	21	26	31	30	28	28	29	26

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Unweighted Sample	1671	448	453	96	195	542	408	334	786	885	91	392	663	525	1137	534	295	501	314	386	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which name do you think is best for news organisations to use refer to this militant group?**

IS (Islamic State)	20	20	22	20	22	18	17	28	23	16	14	21	21	18	22	17	19	21	19	17	22
ISIS (Islamic State of Iraq and Syria)	16	18	18	17	13	19	17	10	16	16	24	19	14	12	16	16	18	17	13	15	19
Un-Islamic State	10	12	10	8	14	10	10	11	11	8	5	7	7	16	9	10	10	10	10	9	7
QGIS (al-Qaeda Separatists in Iraq and Syria)	7	8	7	9	5	7	7	7	6	8	10	7	6	8	8	5	5	7	9	5	9
Islamic State Organisation	4	4	5	4	4	3	5	5	4	4	3	3	5	4	5	3	5	3	5	5	3
ISIL (Islamic State of Iraq and the Levant)	2	2	1	3	1	1	2	1	3	1	3	3	1	1	3	1	2	2	2	2	1
DAESH/DAIISH/DAASH/DAIISH/DAISH (transliteration of Arabic word for ISIL)	2	1	2	4	0	1	3	2	2	1	2	3	1	1	2	1	3	1	2	2	1
Something else	14	16	10	12	22	20	12	9	16	12	8	7	16	21	12	16	10	14	16	15	12
Don't know	26	19	27	22	19	20	28	26	18	34	31	30	28	19	24	30	27	25	24	30	26

**When deciding what to call groups like this, which method do you think is most appropriate?**

Using the term the group use to refer to themselves, whether or not it is an accurate description of the organisation	28	32	28	31	17	28	24	35	26	30	20	34	31	22	31	23	26	33	25	22	33
Using the term that is the most accurate description of the organisation, even if it is not the term the group use to refer to themselves	42	43	45	47	46	44	44	43	43	40	43	31	40	52	44	39	42	38	45	45	36
Using a term that is deliberately insulting to the group	14	16	10	10	26	17	14	11	19	10	9	16	13	17	12	17	16	11	18	14	16
None of these	16	10	16	12	11	10	18	12	13	19	28	20	16	9	13	21	16	17	12	20	15

**When news organisations decide what to call groups like this, which method do you think is most appropriate?**

Using the term the group use to refer to themselves, whether or not it is an accurate description of the organisation	31	36	30	39	21	33	26	39	28	33	28	35	33	25	34	26	30	34	27	28	38
Using the term that is the most accurate description of the organisation, even if it is not the term the group use to refer to themselves	40	40	44	45	46	42	44	40	41	39	38	33	38	51	42	38	40	39	44	40	37
Using a term that is deliberately insulting to the group	13	15	10	7	21	16	12	10	17	8	7	13	12	16	10	16	14	10	16	13	11
None of these	16	9	16	9	12	9	18	12	13	19	27	19	16	8	13	20	16	17	13	19	14