

Armed Forces and Society: UK General Public Survey

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Table 1  
D1 Gender  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Male	953 47%	953 100%	0 0%	210 41%	182 46%	172 48%	163 49%	226 53%	476 61%	74 27%	70 46%	262 53%	71 22%	266 48%	260 47%	197 50%	230 43%	646 49%	307 43%
Female	1080 53%	0 0%	1080 100%	306 59%	216 54%	189 52%	170 51%	199 47%	303 39%	201 73%	83 54%	234 47%	259 78%	284 52%	292 53%	198 50%	306 57%	680 51%	400 57%
Columns Tested:		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r

Table 1 (continuation)  
D1 Gender  
Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Male	953	99	234	158	298	75	62	27	882	5	27	8	13	96	747	368	495	90
	47%	54%	46%	48%	45%	40%	56%	57%	46%	28%	60%	53%	45%	52%	47%	49%	44%	58%
		de					de	e										op
Female	1080	85	274	171	368	114	48	20	1016	13	18	7	16	90	858	389	627	64
	53%	46%	54%	52%	55%	60%	44%	43%	54%	72%	40%	47%	55%	48%	53%	51%	56%	42%
					af		afg									q	q	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 2  
D2 Age  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
18-24	180 9%	61 6%	119 11%	180 35%	0 0%	0 0%	0 0%	0 0%	61 8%	21 8%	19 12%	0 0%	79 24%	47 9%	41 7%	34 9%	58 11%	71 5%	109 15%
			a	defg					k	k	k		hijk						q
25-34	336 17%	149 16%	187 17%	336 65%	0 0%	0 0%	0 0%	0 0%	210 27%	42 15%	34 22%	0 0%	50 15%	98 18%	110 20%	50 13%	78 15%	162 12%	174 25%
				defg					ikl	k	k		k	o	op				q
35-44	398 20%	182 19%	216 20%	0 0%	398 100%	0 0%	0 0%	0 0%	221 28%	70 25%	36 24%	2 *	69 21%	121 22%	106 19%	73 18%	98 18%	257 19%	141 20%
					cefg				kl	k	k		k						
45-54	361 18%	172 18%	189 18%	0 0%	0 0%	361 100%	0 0%	0 0%	182 23%	54 20%	38 25%	14 3%	73 22%	99 18%	78 14%	69 17%	115 21%	254 19%	107 15%
						cdfg			k	k	k		k				n		r
55-64	333 16%	163 17%	170 16%	0 0%	0 0%	0 0%	333 100%	0 0%	87 11%	50 18%	24 16%	117 24%	55 17%	114 21%	69 13%	65 16%	85 16%	242 18%	91 13%
							cdeg			h		hjl	h	np				r	
65+	425 21%	226 24%	199 18%	0 0%	0 0%	0 0%	0 0%	425 100%	18 2%	38 14%	2 1%	363 73%	4 1%	71 13%	148 27%	104 26%	102 19%	340 26%	85 12%
			b					cdef		hjl		hijl		mp	mp		m		r

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 2 (continuation)  
D2 Age  
Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
18-24	180 9%	13 7%	47 9%	28 9%	59 9%	22 12%	8 7%	3 6%	153 8%	1 6%	12 27% h	3 20%	8 28%	19 10%	126 8%	65 9%	101 9%	14 9%
25-34	336 17%	25 14%	87 17%	51 16%	116 17%	29 15%	20 18%	8 17%	295 16%	3 17%	14 31% h	5 33%	9 31%	42 23% n	236 15%	105 14%	199 18% o	32 21% o
35-44	398 20%	33 18%	97 19%	69 21%	140 21%	29 15%	18 16%	12 26%	363 19%	6 33%	12 27%	3 20%	9 31%	45 24%	308 19%	140 18%	229 20%	29 19%
45-54	361 18%	30 16%	89 18%	60 18%	127 19%	27 14%	20 18%	8 17%	345 18% j	5 28%	3 7%	2 13%	2 7%	30 16%	291 18%	137 18%	199 18%	25 16%
55-64	333 16%	38 21% d	92 18% d	52 16%	91 14%	35 19%	20 18%	5 11%	328 17% j	2 11%	0 0%	0 0%	1 3%	32 17%	271 17%	138 18%	172 15%	23 15%
65+	425 21%	45 24%	96 19%	69 21%	133 20%	47 25%	24 22%	11 23%	414 22% j	1 6%	4 9%	2 13%	0 0%	18 10%	373 23% m	172 23%	222 20%	31 20%
Columns Tested:		a, b, c, d, e, f, g	h, i, j, k, l	m, n	o, p, q													

Table 3  
D3 Region  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
North East	91 4%	44 5%	47 4%	24 5%	15 4%	15 4%	10 3%	27 6% f	30 4%	11 4%	7 5%	26 5%	17 5%	14 3%	31 6% m	17 4%	29 5% m	51 4%	40 6%
North West	242 12%	105 11%	137 13%	65 13% g	48 12%	48 13% g	46 14% g	35 8%	94 12%	37 13%	18 12%	52 10%	41 12%	77 14% n	53 10%	48 12%	64 12%	179 13% r	63 9%
Yorkshire and Humberside	175 9%	85 9%	90 8%	45 9%	34 9%	26 7%	36 11%	34 8%	50 6%	29 11% h	14 9%	47 9% h	35 11% h	42 8%	45 8%	40 10%	48 9%	116 9%	59 8%
East Midlands	148 7%	74 8%	74 7%	41 8%	33 8%	21 6%	29 9%	24 6%	49 6%	21 8%	12 8%	36 7%	30 9%	31 6%	43 8%	33 8%	41 8%	108 8% r	40 6%
West Midlands	181 9%	84 9%	97 9%	38 7%	36 9%	39 11%	23 7%	45 11%	73 9%	24 9%	17 11%	42 8%	25 8%	48 9%	47 9%	36 9%	50 9%	119 9%	62 9%
East of England	191 9%	75 8%	116 11% a	41 8%	32 8%	41 11%	33 10%	44 10%	69 9%	26 9%	12 8%	51 10%	33 10%	44 8%	61 11%	33 8%	53 10%	129 10%	62 9%
London	190 9%	96 10%	94 9%	57 11% f	47 12% f	33 9%	20 6%	33 8%	93 12% k	26 9%	13 8%	31 6%	27 8%	77 14% nop	55 10% o	22 6%	36 7%	116 9%	74 10%
South East	285 14%	127 13%	158 15%	77 15%	61 15%	53 15%	38 11%	56 13%	126 16%	35 13%	18 12%	61 12%	45 14%	83 15%	89 16% p	52 13%	61 11%	187 14%	98 14%
South West	189 9%	75 8%	114 11% a	51 10%	29 7%	27 7%	35 11%	47 11%	52 7%	37 13% h	15 10%	53 11% h	32 10%	38 7%	42 8%	43 11% m	66 12% mn	106 8%	83 12% q

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 3 (continuation)  
D3 Region  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Wales	110 5%	62 7%	48 4%	28 5%	18 5%	20 6%	20 6%	24 6%	48 6%	7 3%	8 5%	32 6%	15 5%	34 6%	27 5%	19 5%	30 6%	66 5%	44 6%
Scotland	184 9%	99 10%	85 8%	38 7%	33 8%	30 8%	38 11%	45 11%	73 9%	18 7%	16 10%	53 11%	24 7%	49 9%	49 9%	44 11%	42 8%	120 9%	64 9%
Northern Ireland	47 2%	27 3%	20 2%	11 2%	12 3%	8 2%	5 2%	11 3%	22 3%	4 1%	3 2%	12 2%	6 2%	13 2%	10 2%	8 2%	16 3%	29 2%	18 3%
Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r																			



Table 3 (continuation)  
D3 Region  
Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
North East	91 4%	0 0%	91 18%	0 0%	0 0%	0 0%	0 0%	0 0%	89 5%	0 0%	1 2%	0 0%	1 3%	5 3%	72 4%	37 5%	43 4%	11 7%
North West	242 12%	0 0%	242 48%	0 0%	0 0%	0 0%	0 0%	0 0%	228 12%	4 22%	4 9%	1 7%	1 3%	23 12%	201 13%	99 13%	126 11%	17 11%
Yorkshire and Humberside	175 9%	0 0%	175 34%	0 0%	0 0%	0 0%	0 0%	0 0%	167 9%	2 11%	2 4%	1 7%	0 0%	19 10%	133 8%	61 8%	97 9%	17 11%
East Midlands	148 7%	0 0%	0 0%	148 45%	0 0%	0 0%	0 0%	0 0%	132 7%	1 6%	5 11%	2 13%	5 17%	10 5%	124 8%	52 7%	87 8%	9 6%
West Midlands	181 9%	0 0%	0 0%	181 55%	0 0%	0 0%	0 0%	0 0%	169 9%	2 11%	4 9%	2 13%	1 3%	15 8%	142 9%	63 8%	108 10%	10 6%
East of England	191 9%	0 0%	0 0%	0 0%	191 29%	0 0%	0 0%	0 0%	183 10%	3 17%	2 4%	0 0%	1 3%	16 9%	151 9%	53 7%	125 11%	13 8%
London	190 9%	0 0%	0 0%	0 0%	190 29%	0 0%	0 0%	0 0%	147 8%	3 17%	21 47%	6 40%	7 24%	27 15%	136 8%	71 9%	105 9%	14 9%
South East	285 14%	0 0%	0 0%	0 0%	285 43%	0 0%	0 0%	0 0%	268 14%	1 6%	4 9%	1 7%	7 24%	22 12%	217 14%	102 13%	164 15%	19 12%
South West	189 9%	0 0%	0 0%	0 0%	0 0%	189 100%	0 0%	0 0%	185 10%	2 11%	0 0%	0 0%	2 7%	22 12%	147 9%	71 9%	100 9%	18 12%

Columns Tested: a, b, c, d, e, f, g - h, i, j, k, l - m, n - o, p, q

Conducted by Lord Ashcroft

Table 3 (continuation)  
D3 Region  
Base: All respondents

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces			
	Total	Scotland	North England	Midlands	South East	South West	Wales	Northern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened	
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q	
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154	
Wales	110 5%	0 0%	0 0%	0 0%	0 0%	0 0%	110 100%	0 0%	106 6%	0 0%	2 4%	0 0%	1 3%	6 3%	95 6%	49 6%	54 5%	7 5%	
		bcdefg																	
Scotland	184 9%	184 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	179 9%	0 0%	0 0%	0 0%	3 10%	18 10%	151 9%	75 10%	91 8%	18 12%	
		bcdefg								j									
Northern Ireland	47 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	47 100%	45 2%	0 0%	0 0%	2 13%	0 0%	3 2%	36 2%	24 3%	22 2%	1 1%	
		bcdefg																	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 4  
D4 Employment status  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Full-time employed	779 38%	476 50%	303 28%	271 53%	221 56%	182 50%	87 26%	18 4%	779 100%	0 0%	0 0%	0 0%	0 0%	300 55%	262 47%	137 35%	80 15%	557 42%	222 31%
Part-time employed	275 14%	74 8%	201 19%	63 12%	70 18%	54 15%	50 15%	38 9%	0 0%	275 100%	0 0%	0 0%	0 0%	73 13%	73 13%	50 13%	79 15%	176 13%	99 14%
Unemployed	153 8%	70 7%	83 8%	53 10%	36 9%	38 11%	24 7%	2 *	0 0%	0 0%	153 100%	0 0%	0 0%	15 3%	16 3%	20 5%	102 19%	55 4%	98 14%
Retired	496 24%	262 27%	234 22%	0 0%	2 1%	14 4%	117 35%	363 85%	0 0%	0 0%	0 0%	496 100%	0 0%	107 19%	156 28%	124 31%	109 20%	395 30%	101 14%
Student	78 4%	22 2%	56 5%	75 15%	1 *	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	78 24%	20 4%	12 2%	14 4%	32 6%	25 2%	53 7%
Not looking for work outside the home	252 12%	49 5%	203 19%	54 10%	68 17%	71 20%	55 17%	4 1%	0 0%	0 0%	0 0%	0 0%	252 76%	35 6%	33 6%	50 13%	134 25%	118 9%	134 19%
Columns Tested:		a, b	c, d, e, f, g	h, i, j, k, l	m, n, o, p	q, r													

Table 4 (continuation)  
D4 Employment status  
Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Full-time employed	779 38%	73 40% e	174 34%	122 37% e	288 43% be	52 28%	48 44% e	22 47% e	713 38%	8 44%	20 44%	7 47%	18 62%	79 42%	603 38%	294 39%	428 38%	57 37%
Part-time employed	275 14%	18 10%	77 15% f	45 14% f	87 13% f	37 20% adf	7 6%	4 9%	264 14%	2 11%	3 7%	2 13%	3 10%	23 12%	221 14%	106 14%	149 13%	20 13%
Unemployed	153 8%	16 9%	39 8%	29 9%	43 6%	15 8%	8 7%	3 6%	134 7%	2 11%	8 18% h	1 7%	4 14%	27 15% n	99 6%	34 4%	103 9% o	16 10% o
Retired	496 24%	53 29% d	125 25%	78 24%	143 21%	53 28%	32 29%	12 26%	483 25% j	2 11%	3 7%	2 13%	0 0%	27 15%	426 27% m	206 27% p	250 22%	40 26%
Student	78 4%	7 4%	19 4%	14 4%	27 4%	6 3%	4 4%	1 2%	62 3%	1 6%	9 20% h	2 13%	3 10%	6 3%	58 4%	35 5%	38 3%	5 3%
Not looking for work outside the home	252 12%	17 9%	74 15%	41 12%	78 12%	26 14%	11 10%	5 11%	242 13%	3 17%	2 4%	1 7%	1 3%	24 13%	198 12%	82 11%	154 14%	16 10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 5  
D5 Housing status  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Own outright	621 31%	311 33%	310 29%	47 9%	48 12%	90 25%	157 47%	279 66%	132 17%	80 29%	24 16%	332 67%	53 16%	185 34%	190 34%	129 33%	117 22%	621 47%	0 0%
						cd	cde	cdef		hjl		hijl		p	p	p		r	
Own with a mortgage	705 35%	335 35%	370 34%	186 36%	209 53%	164 45%	85 26%	61 14%	425 55%	96 35%	31 20%	63 13%	90 27%	257 47%	210 38%	151 38%	87 16%	705 53%	0 0%
				fg	cfg	cfg	g		ijkl	jkl	k	k		nop	p	p		r	
Rent from council/ local authority	332 16%	156 16%	176 16%	74 14%	72 18%	64 18%	65 20%	57 13%	68 9%	50 18%	49 32%	65 13%	100 30%	27 5%	46 8%	55 14%	204 38%	0 0%	332 47%
						cg				h	hik	h	hik		m	mn	mno		q
Rent from someone else	322 16%	135 14%	187 17%	169 33%	64 16%	40 11%	23 7%	26 6%	141 18%	41 15%	42 27%	33 7%	65 20%	65 12%	98 18%	46 12%	113 21%	0 0%	322 46%
				defg	efg	g			k	k	hik		k		mo		mo		q
Rent free	53 3%	16 2%	37 3%	40 8%	5 1%	3 1%	3 1%	2 *	13 2%	8 3%	7 5%	3 1%	22 7%	16 3%	8 1%	14 4%	15 3%	0 0%	53 7%
			a	defg						k	hk		hik		n				q

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 5 (continuation)  
D5 Housing status  
Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Own outright	621 31%	45 24%	160 31%	105 32%	205 31%	58 31%	38 35%	10 21%	597 31% j	4 22%	7 16%	4 27%	6 21%	51 27%	505 31%	246 32%	333 30%	42 27%
Own with a mortgage	705 35%	75 41% ef	186 37% ef	122 37% ef	227 34% e	48 25%	28 25%	19 40% e	650 34%	6 33%	19 42%	7 47%	13 45%	56 30%	568 35%	278 37%	379 34%	48 31%
Rent from council/ local authority	332 16%	43 23% bcd	76 15%	50 15%	106 16%	29 15%	20 18%	8 17%	308 16%	5 28%	5 11%	2 13%	4 14%	33 18%	245 15%	107 14%	193 17%	32 21% o
Rent from someone else	322 16%	13 7%	76 15% a	41 12%	116 17% ac	48 25% abcd	20 18% a	8 17% a	302 16%	2 11%	9 20%	1 7%	3 10%	40 22% n	247 15%	107 14%	192 17%	23 15%
Rent free	53 3%	8 4% d	10 2%	11 3%	12 2%	6 3%	4 4%	2 4%	41 2%	1 6%	5 11% h	1 7%	3 10%	6 3%	40 2%	19 3%	25 2%	9 6% op

Columns Tested: a, b, c, d, e, f, g - h, i, j, k, l - m, n - o, p, q

Table 6  
D7 Main income earner  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Higher managerial/professional/administrative (e.g. Chief executive, senior civil servant, surgeon)	133 7%	69 7%	64 6%	37 7%	28 7%	27 7%	23 7%	18 4%	79 10% jkl	19 7% jk	0 0% j	17 3% j	18 5% j	133 24% nop	0 0% nop	0 0% nop	0 0% nop	112 8% r	21 3% r
Intermediate managerial/professional/administrative (e.g. middle management, bank manager, teacher)	417 21%	197 21%	220 20%	108 21% g	93 23% g	72 20% g	91 27% ceg	53 12% ceg	221 28% ijkl	54 20% jl	15 10% jl	90 18% jl	37 11% jl	417 76% nop	0 0% nop	0 0% nop	0 0% nop	330 25% r	87 12% r
Supervisory/clerical/junior managerial/professional/administrative (e.g. shop floor supervisor, bank clerk, sales person)	552 27%	260 27%	292 27%	151 29% ef	106 27% ef	78 22% ef	69 21% def	148 35% def	262 34% ijl	73 27% jl	16 10% jl	156 31% jl	45 14% jl	0 0% nop	552 100% mop	0 0% nop	0 0% nop	400 30% r	152 21% r
Skilled manual worker (e.g. electrician, carpenter)	395 19%	197 21%	198 18%	84 16% cd	73 18% cd	69 19% cd	65 20% cd	104 24% cd	137 18% hij	50 18% hij	20 13% hij	124 25% hij	64 19% hij	0 0% nop	0 0% nop	395 100% mnp	0 0% nop	280 21% r	115 16% r

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 6 (continuation)  
D7 Main income earner  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Semi-skilled and unskilled manual worker (e.g. assembly line worker, refuse collector, messenger)	243 12%	106 11%	137 13%	64 12%	54 14%	55 15%	32 10%	38 9%	74 9%	72 26%	24 16%	30 6%	43 13%	0 0%	0 0%	0 0%	243 45%	128 10%	115 16%
					g	fg			k	hijkl	hk		k				mno		q
Casual labourer, pensioner, student, unemployed (e.g. pensioner without private pensions and anyone living on basic benefits)	293 14%	124 13%	169 16%	72 14%	44 11%	60 17%	53 16%	64 15%	6 1%	7 3%	78 51%	79 16%	123 37%	0 0%	0 0%	0 0%	293 55%	76 6%	217 31%
						d				h	hikl	hi	hik				mno		q

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r



Table 6 (continuation)  
D7 Main income earner  
Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Higher managerial/ professional/ administrative (e.g. Chief executive, senior civil servant, surgeon)	133 7%	12 7%	30 6%	11 3%	61 9% bc	11 6%	6 5%	2 4%	122 6%	0 0%	4 9%	0 0%	5 17%	14 8%	101 6%	52 7%	69 6%	12 8%
Intermediate managerial/professional/ administrative (e.g. middle management, bank manager, teacher)	417 21%	37 20%	103 20%	68 21%	143 21% e	27 14%	28 25% e	11 23%	379 20%	5 28%	18 40% h	4 27%	6 21%	38 20%	329 20%	180 24% p	206 18%	31 20%
Supervisory/clerical/ junior managerial/ professional/ administrative (e.g. shop floor supervisor, bank clerk, sales person)	552 27%	49 27%	129 25%	90 27%	205 31% be	42 22%	27 25%	10 21%	518 27%	5 28%	11 24%	3 20%	9 31%	40 22%	456 28% m	187 25%	329 29% o	36 23%
Skilled manual worker (e.g. electrician, carpenter)	395 19%	44 24% d	105 21% d	69 21%	107 16% d	43 23% d	19 17%	8 17%	378 20% j	2 11%	2 4%	4 27%	4 14%	37 20%	314 20%	159 21%	200 18%	36 23%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 6 (continuation)  
D7 Main income earner  
Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Semi-skilled and unskilled manual worker (e.g. assembly line worker, refuse collector, messenger)	243 12%	18 10%	64 13%	50 15% d	62 9%	29 15% d	11 10%	9 19% d	228 12%	2 11%	5 11%	3 20%	2 7%	18 10%	189 12%	94 12%	136 12%	13 8%
Casual labourer, pensioner, student, unemployed (e.g. pensioner without private pensions and anyone living on basic benefits)	293 14%	24 13%	77 15%	41 12%	88 13%	37 20% cd	19 17%	7 15%	273 14%	4 22%	5 11%	1 7%	3 10%	39 21% n	216 13%	85 11%	182 16%	26 17% o

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 7  
D8 Which of the following groups do you consider yourself belonging to?  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Tennant Oc cupier	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
White	1898 93%	882 93%	1016 94%	448 87%	363 91% c	345 96% cd	328 98% cde	414 97% cd	713 92%	264 96% hjl	134 88%	483 97% hjl	304 92%	501 91%	518 94%	378 96% m	501 93%	1247 94%	651 92%
Mixed	18 1%	5 1%	13 1%	4 1%	6 2% g	5 1%	2 1%	1 *	8 1%	2 1%	2 1%	2 *	4 1%	5 1%	5 1%	2 1%	6 1%	10 1%	8 1%
Indian	24 1%	16 2%	8 1%	11 2% ef	8 2% ef	1 *	0 0%	4 1%	14 2%	1 *	2 1%	3 1%	4 1%	12 2% o	6 1% o	0 0%	6 1% o	18 1%	6 1%
Pakistani	9 *	4 *	5 *	8 2% defg	1 *	0 0%	0 0%	0 0%	3 *	1 *	2 1% k	0 0%	3 1% k	5 1%	1 *	0 0%	3 1%	4 *	5 1%
Bangladeshi	5 *	4 *	1 *	3 1%	2 1%	0 0%	0 0%	0 0%	1 *	0 0%	1 1%	0 0%	3 1% hk	0 0%	4 1% mp	1 *	0 0%	2 *	3 *
Other Asian	7 *	3 *	4 *	4 1%	1 *	2 1%	0 0%	0 0%	2 *	1 *	3 2% hk	0 0%	1 *	5 1% n	0 0%	1 *	1 *	2 *	5 1% q
Black Caribbean	8 *	3 *	5 *	3 1%	2 1%	1 *	0 0%	2 *	4 1%	0 0%	0 0%	2 *	2 1%	3 1%	0 0%	4 1% n	1 *	7 1%	1 *
Black African	4 *	2 *	2 *	2 *	1 *	1 *	0 0%	0 0%	1 *	1 *	1 1%	0 0%	1 *	0 0%	3 1%	0 0%	1 *	3 *	1 *
Other Black	3 *	3 *	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	2 *	1 *	0 0%	0 0%	0 0%	1 *	0 0%	0 0%	2 *	1 *	2 *

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 7 (continuation)

D8 Which of the following groups do you consider yourself belonging to?

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Chinese	20 1%	10 1%	10 1%	14 3% efg	6 2% efg	0 0%	0 0%	0 0%	14 2% k	1 *%	3 2% k	0 0%	2 1%	9 2% p	6 1%	3 1%	2 *%	16 1%	4 1%
Other	9 *%	3 *%	6 1%	3 1%	3 1%	2 1%	1 *%	0 0%	4 1%	2 1%	1 1%	0 0%	2 1%	2 *%	3 1%	1 *%	3 1%	3 *%	6 1% q
Prefer not to say	28 1%	18 2%	10 1%	13 3% f	5 1%	4 1%	2 1%	4 1%	13 2%	1 *%	4 3% i	6 1%	4 1%	7 1%	6 1%	5 1%	10 2%	13 1%	15 2% q

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Table 7 (continuation)

D8 Which of the following groups do you consider yourself belonging to?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
White	1898 93%	179 97% cd	484 95% cd	301 91%	598 90%	185 98% cd	106 96% d	45 96%	1898 100% j	0 0%	0 0%	0 0%	0 0%	160 86%	1527 95% m	716 95%	1041 93%	141 92%
Mixed	18 1%	0 0%	6 1%	3 1%	7 1%	2 1%	0 0%	0 0%	0 0%	18 100%	0 0%	0 0%	0 0%	4 2% n	9 1%	5 1%	12 1%	1 1%
Indian	24 1%	0 0%	3 1%	4 1%	17 3% abe	0 0%	0 0%	0 0%	0 0%	0 0%	24 53% h	0 0%	0 0%	5 3% n	12 1%	8 1%	14 1%	2 1%
Pakistani	9 *%	0 0%	3 1%	2 1%	3 *%	0 0%	1 1%	0 0%	0 0%	0 0%	9 20% h	0 0%	0 0%	1 1%	6 *%	3 *%	4 *%	2 1%
Bangladeshi	5 *%	0 0%	1 *%	1 *%	2 *%	0 0%	1 1%	0 0%	0 0%	0 0%	5 11% h	0 0%	0 0%	0 0%	4 *%	3 *%	2 *%	0 0%
Other Asian	7 *%	0 0%	0 0%	2 1%	5 1%	0 0%	0 0%	0 0%	0 0%	0 0%	7 16% h	0 0%	0 0%	1 1%	5 *%	2 *%	4 *%	1 1%
Black Caribbean	8 *%	0 0%	1 *%	3 1%	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	8 53%	0 0%	0 0%	5 *%	3 *%	5 *%	0 0%
Black African	4 *%	0 0%	1 *%	1 *%	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 27%	0 0%	2 1% n	1 *%	1 *%	2 *%	1 1%
Other Black	3 *%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	2 4% abcdef	0 0%	0 0%	0 0%	3 20%	0 0%	1 1%	1 *%	1 *%	2 *%	0 0%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 7 (continuation)

D8 Which of the following groups do you consider yourself belonging to?

Base: All respondents

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Chinese	20 1%	3 2%	2 *%	5 2%	7 1%	2 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	20 69%	3 2%	15 1%	5 1%	13 1%	2 1%
Other	9 *%	0 0%	0 0%	1 *%	8 1% b	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	9 31%	2 1%	4 *%	2 *%	7 1%	0 0%
Prefer not to say	28 1%	2 1%	7 1%	6 2%	12 2%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	7 4%	16 1%	8 1%	16 1%	4 3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 8  
Q1 How positive or negative is your view of the following : The Armed Forces  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Occupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
0 Very negative indeed (0.0)	41 2%	23 2%	18 2%	10 2%	9 2%	11 3% g	7 2%	4 1%	13 2%	3 1%	9 6% hik	6 1%	10 3%	8 1%	8 1%	8 2%	17 3%	22 2%	19 3%
1 (1.0)	19 1%	12 1%	7 1%	13 3% defg	3 1%	1 *% g	0 0%	2 *% g	8 1%	1 *% k	4 3% ik	2 *% k	4 1%	3 1%	8 1%	2 1%	6 1%	9 1%	10 1%
2 (2.0)	24 1%	11 1%	13 1%	8 2%	5 1%	3 1%	6 2%	2 *% g	7 1%	5 2%	6 4% hkl	4 1%	2 1%	6 1%	4 1%	3 1%	11 2%	10 1%	14 2% q
3 (3.0)	48 2%	28 3%	20 2%	13 3%	12 3%	6 2%	8 2%	9 2%	22 3%	6 2%	4 3%	9 2%	7 2%	15 3%	9 2%	10 3%	14 3%	32 2%	16 2%
4 (4.0)	54 3%	22 2%	32 3%	17 3% g	16 4% g	9 2% g	11 3% g	1 *% g	29 4% k	8 3%	4 3%	6 1%	7 2%	20 4% p	11 2%	14 4%	9 2%	34 3%	20 3%
5 (5.0)	242 12%	110 12%	132 12%	93 18% defg	45 11%	40 11%	30 9%	34 8%	97 12% k	31 11%	27 18% k	43 9%	44 13% k	68 12%	56 10%	44 11%	74 14%	146 11%	96 14%
6 (6.0)	145 7%	55 6%	90 8% a	56 11% defg	27 7%	21 6%	18 5%	23 5%	61 8%	24 9%	8 5%	27 5%	25 8%	45 8% o	45 8% o	17 4%	38 7%	88 7%	57 8%
7 (7.0)	295 15%	128 13%	167 15%	74 14%	66 17% g	62 17% g	43 13%	50 12%	128 16% k	37 13%	16 10%	60 12%	54 16%	98 18% op	87 16% o	44 11%	66 12%	207 16%	88 12%
8 (8.0)	356 18%	151 16%	205 19%	85 16%	69 17%	62 17%	59 18%	81 19%	134 17%	47 17%	23 15%	97 20%	55 17%	107 19% p	102 18%	71 18%	76 14%	246 19%	110 16%

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Conducted by Lord Ashcroft

Table 8 (continuation)

Q1 How positive or negative is your view of the following : The Armed Forces

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
9 (9.0)	326 16%	169 18%	157 15%	58 11%	68 17%	55 15%	65 20%	80 19%	111 14%	51 19%	21 14%	97 20%	46 14%	78 14%	103 19%	70 18%	75 14%	223 17%	103 15%
10 Very positive indeed (10.0)	483 24%	244 26%	239 22%	89 17%	78 20%	91 25%	86 26%	139 33%	169 22%	62 23%	31 20%	145 29%	76 23%	102 19%	119 22%	112 28%	150 28%	309 23%	174 25%
ALL NEGATIVE	186 9%	96 10%	90 8%	61 12%	45 11%	30 8%	32 10%	18 4%	79 10%	23 8%	27 18%	27 5%	30 9%	52 9%	40 7%	37 9%	57 11%	107 8%	79 11%
ALL POSITIVE	1605 79%	747 78%	858 79%	362 70%	308 77%	291 81%	271 81%	373 88%	603 77%	221 80%	99 65%	426 86%	256 78%	430 78%	456 83%	314 79%	405 76%	1073 81%	532 75%
Median	8	8	8	7	8	8	8	9	8	8	7	8	8	8	8	8	8	8	8
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	7.47	7.50	7.44	6.87	7.30	7.54	7.68	8.12	7.33	7.54	6.68	7.98	7.33	7.30	7.57	7.70	7.37	7.57	7.29
Standard deviation	2.35	2.46	2.25	2.44	2.37	2.36	2.33	2.03	2.32	2.22	2.95	2.10	2.43	2.21	2.21	2.35	2.60	2.24	2.54

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r



Table 8 (continuation)

Q1 How positive or negative is your view of the following : The Armed Forces

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
0 Very negative indeed (0.0)	41 2%	7 4% bc	7 1%	3 1%	15 2%	7 4% c	2 2%	0 0%	33 2%	2 11%	2 4%	1 7%	1 3%	41 22% n	0 0%	1 **	18 2% o	22 14% op
1 (1.0)	19 1%	1 1%	5 1%	3 1%	7 1%	2 1%	1 1%	0 0%	16 1%	0 0%	1 2%	0 0%	2 7%	19 10% n	0 0%	0 0%	7 1% o	12 8% op
2 (2.0)	24 1%	1 1%	7 1%	7 2%	5 1%	1 1%	1 1%	2 4% ade	21 1%	0 0%	0 0%	1 7%	0 0%	24 13% n	0 0%	1 **	11 1% o	12 8% op
3 (3.0)	48 2%	6 3%	10 2%	4 1%	18 3%	9 5% bc	1 1%	0 0%	44 2%	2 11%	0 0%	0 0%	0 0%	48 26% n	0 0%	2 **	25 2% o	21 14% op
4 (4.0)	54 3%	3 2%	18 4%	8 2%	20 3%	3 2%	1 1%	1 2%	46 2%	0 0%	4 9% h	1 7%	2 7%	54 29% n	0 0%	4 1%	36 3% o	14 9% op
5 (5.0)	242 12%	15 8%	55 11%	38 12%	97 15% a	20 11%	9 8%	8 17%	211 11%	5 28%	11 24% h	5 33%	5 17%	0 0%	0 0%	26 3%	184 16% o	32 21% o
6 (6.0)	145 7%	14 8%	30 6%	22 7%	52 8%	12 6%	8 7%	7 15% bc	129 7%	0 0%	8 18% h	2 13%	5 17%	0 0%	145 9% m	36 5%	104 9% oq	5 3%
7 (7.0)	295 15%	27 15%	72 14%	48 15%	86 13%	37 20% d	17 15%	8 17%	274 14%	2 11%	7 16%	0 0%	10 34%	0 0%	295 18% m	110 15% q	178 16% q	7 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 8 (continuation)

Q1 How positive or negative is your view of the following : The Armed Forces

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces			
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened	
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q	
Significance Level: 95%																			
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154	
8	(8.0)	356 18%	41 22% g	89 18%	59 18%	111 17%	29 15%	23 21%	4 9%	346 18% j	0 0%	2 4%	2 13%	3 10%	0 0%	356 22% m	156 21% q	196 17% q	4 3%
9	(9.0)	326 16%	24 13%	82 16%	62 19%	99 15%	32 17%	20 18%	7 15%	311 16%	4 22%	3 7%	1 7%	1 3%	0 0%	326 20% m	171 23% pq	145 13% q	10 6%
10 Very positive indeed	(10.0)	483 24%	45 24%	133 26%	75 23%	156 23%	37 20%	27 25%	10 21%	467 25% j	3 17%	7 16%	2 13%	0 0%	483 30% m	250 33% pq	218 19% q	15 10%	
ALL NEGATIVE		186 9%	18 10%	47 9%	25 8%	65 10%	22 12%	6 5%	3 6%	160 8% j	4 22%	7 16%	3 20%	5 17%	186 100% n	0 0%	8 1% o	97 9% o	81 53% op
ALL POSITIVE		1605 79%	151 82%	406 80%	266 81%	504 76%	147 78%	95 86% d	36 77%	1527 80% j	9 50%	27 60%	7 47%	19 66%	0 0%	1605 100% m	723 96% pq	841 75% q	41 27%
Median	8	8	8	8	8	8	8	7	8	6	6	5	6	3	9	9	7	4	
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154	
Mean score	7.47	7.47	7.60	7.60	7.34	7.22	7.78	7.26	7.56	6.17	6.27	5.87	5.79	2.30	8.44	8.49	7.21	4.32	
Standard deviation	2.35	2.45	2.31	2.21	2.41	2.51	2.16	2.17	2.30	3.26	2.50	2.80	2.14	1.53	1.33	1.50	2.25	3.11	
Columns Tested:		a,b,c,d,e,f,g	h,i,j,k,l	m,n	o,p,q														

Conducted by Lord Ashcroft

Table 9  
Q1 How positive or negative is your view of the following : Parliament  
Base: All respondents

		Gender		Age					Employment					Social class				Housing status		
		Total	Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Tennant Oc cupier	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base		2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
0 Very negative indeed	(0.0)	303 15%	144 15%	159 15%	49 9%	70 18% c	67 19% cg	61 18% c	56 13%	99 13%	31 11%	29 19% hi	71 14%	73 22% hik	44 8%	67 12% m	70 18% mn	122 23% mn	173 13%	130 18% q
1	(1.0)	143 7%	65 7%	78 7%	38 7%	28 7%	29 8%	23 7%	25 6%	56 7%	27 10%	10 7%	31 6%	19 6%	44 8%	30 5%	28 7%	41 8%	88 7%	55 8%
2	(2.0)	237 12%	119 12%	118 11%	61 12%	46 12%	48 13%	36 11%	46 11%	99 13%	25 9%	22 14%	53 11%	38 12%	58 11%	61 11%	44 11%	74 14%	147 11%	90 13%
3	(3.0)	234 12%	113 12%	121 11%	62 12%	48 12%	35 10%	48 14% g	41 10%	99 13%	34 12%	12 8%	50 10%	39 12%	54 10%	83 15% mp	48 12%	49 9%	146 11%	88 12%
4	(4.0)	186 9%	76 8%	110 10%	45 9%	45 11%	39 11%	25 8%	32 8%	72 9%	33 12% k	18 12%	34 7%	29 9%	55 10%	44 8%	37 9%	50 9%	128 10%	58 8%
5	(5.0)	394 19%	184 19%	210 19%	119 23% ef	73 18%	63 17%	56 17%	83 20%	145 19%	57 21%	38 25% l	98 20%	56 17%	111 20%	109 20%	82 21%	92 17%	261 20%	133 19%
6	(6.0)	237 12%	106 11%	131 12%	70 14% f	41 10%	37 10%	30 9%	59 14% f	94 12% j	34 12% j	9 6%	66 13% j	34 10%	80 15% op	70 13%	37 9%	50 9%	171 13% r	66 9%
7	(7.0)	156 8%	77 8%	79 7%	30 6%	27 7%	22 6%	33 10% c	44 10% ce	57 7%	18 7%	7 5%	54 11% hijl	20 6%	50 9% p	47 9% p	30 8%	29 5%	116 9% r	40 6%
8	(8.0)	89 4%	43 5%	46 4%	22 4%	9 2%	14 4%	17 5% d	27 6% d	33 4%	13 5%	2 1%	27 5% j	14 4%	36 7% op	25 5%	12 3%	16 3%	63 5%	26 4%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Conducted by Lord Ashcroft

Table 9 (continuation)

Q1 How positive or negative is your view of the following : Parliament

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Oc cupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
9 (9.0)	22 1%	10 1%	12 1%	8 2%	4 1%	2 1%	2 1%	6 1%	10 1%	1 *%	1 1%	7 1%	3 1%	8 1%	7 1%	5 1%	2 *%	16 1%	6 1%
10 Very positive indeed (10.0)	32 2%	16 2%	16 1%	12 2%	7 2%	5 1%	2 1%	6 1%	15 2%	2 1%	5 3% ik	5 1%	5 2%	10 2%	9 2%	2 1%	11 2% o	17 1%	15 2%
ALL NEGATIVE -----	1103 54%	517 54%	586 54%	255 49%	237 60% cg	218 60% cg	193 58% cg	200 47%	425 55% k	150 55%	91 59% k	239 48%	198 60% k	255 46%	285 52%	227 57% m	336 63% mn	682 51%	421 60% q
ALL POSITIVE -----	536 26%	252 26%	284 26%	142 28%	88 22%	80 22%	84 25%	142 33% def	209 27% j	68 25% j	24 16%	159 32% hijl	76 23%	184 33% op	158 29% op	86 22%	108 20%	383 29% r	153 22%
Median	4	4	4	5	4	4	3	5	4	4	4	5	3	5	4	4	3	4	3
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	3.83	3.81	3.84	4.11	3.57	3.48	3.62	4.18	3.89	3.85	3.46	4.06	3.46	4.34	4.03	3.57	3.27	3.99	3.51
Standard deviation	2.54	2.56	2.52	2.45	2.51	2.54	2.57	2.59	2.52	2.36	2.54	2.59	2.63	2.47	2.48	2.47	2.61	2.50	2.59
Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r																			

Table 9 (continuation)

Q1 How positive or negative is your view of the following : Parliament

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
0 Very negative indeed (0.0)	303 15%	25 14%	93 18% d	47 14%	81 12%	35 19% d	15 14%	7 15%	286 15%	3 17%	7 16%	3 20%	2 7%	55 30% n	215 13%	103 14%	157 14%	43 28% op
1 (1.0)	143 7%	11 6%	41 8%	26 8%	40 6%	11 6%	11 10%	3 6%	133 7%	0 0%	2 4%	2 13%	4 14%	27 15% n	99 6%	44 6%	83 7%	16 10% o
2 (2.0)	237 12%	23 13%	58 11%	30 9%	83 12%	25 13%	12 11%	6 13%	228 12%	1 6%	2 4%	0 0%	2 7%	27 15%	184 11%	86 11%	121 11%	30 19% op
3 (3.0)	234 12%	27 15%	56 11%	38 12%	71 11%	24 13%	13 12%	5 11%	220 12%	2 11%	3 7%	1 7%	3 10%	29 16%	177 11%	72 10%	146 13% o	16 10%
4 (4.0)	186 9%	17 9%	44 9%	31 9%	58 9%	16 8%	14 13%	6 13%	174 9%	0 0%	3 7%	1 7%	5 17%	19 10%	144 9%	61 8%	113 10%	12 8%
5 (5.0)	394 19%	30 16%	83 16%	70 21%	138 21%	42 22%	19 17%	12 26%	359 19%	5 28%	9 20%	5 33%	10 34%	14 8%	293 18% m	142 19%	233 21% q	19 12%
6 (6.0)	237 12%	22 12% e	65 13% e	37 11% e	87 13% e	10 5%	12 11%	4 9%	224 12%	3 17%	5 11%	1 7%	1 3%	10 5%	211 13% m	102 13% q	127 11% q	8 5%
7 (7.0)	156 8%	17 9%	34 7%	26 8%	58 9%	13 7%	5 5%	3 6%	144 8%	3 17%	6 13%	1 7%	1 3%	4 2%	147 9% m	76 10% pq	77 7% q	3 2%
8 (8.0)	89 4%	8 4%	22 4%	13 4%	29 4%	9 5%	7 6%	1 2%	84 4%	1 6%	3 7%	0 0%	0 0%	1 1% m	84 5% m	46 6% pq	41 4% q	2 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 9 (continuation)

Q1 How positive or negative is your view of the following : Parliament

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
9 (9.0)	22 1%	0 0%	3 1%	7 2% ab	8 1%	3 2%	1 1%	0 0%	20 1%	0 0%	1 2%	0 0%	1 3%	0 0%	21 1%	10 1%	12 1%	0 0%
10 Very positive indeed (10.0)	32 2%	4 2%	9 2%	4 1%	13 2%	1 1%	1 1%	0 0%	26 1%	0 0%	4 9% h	1 7%	0 0%	0 0%	30 2%	15 2%	12 1%	5 3% p
ALL NEGATIVE	1103 54%	103 56%	292 57% d	172 52%	333 50%	111 59% d	65 59%	27 57%	1041 55% j	6 33%	17 38%	7 47%	16 55%	157 84% n	819 51%	366 48%	620 55% o	117 76% op
ALL POSITIVE	536 26%	51 28% e	133 26%	87 26%	195 29% e	36 19%	26 24%	8 17%	498 26%	7 39%	19 42% h	3 20%	3 10%	15 8%	493 31% m	249 33% pq	269 24% q	18 12%
Median	4	4	4	4	5	3	4	4	4	5	5	5	4	2	4	5	4	2
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	3.83	3.86	3.62	3.91	4.06	3.53	3.70	3.55	3.80	4.44	4.82 h	3.80	3.76	2.20	4.05 m	4.15 pq	3.78 q	2.61
Standard deviation	2.54	2.52	2.62	2.54	2.51	2.52	2.49	2.23	2.53	2.55	3.05	2.93	2.12	2.04	2.58	2.62	2.44	2.51
Columns Tested:		a, b, c, d, e, f, g							h, i, j, k, l					m, n		o, p, q		

Table 10  
 Q1 How positive or negative is your view of the following : The press  
 Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Tennant Oc cupier	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
0 Very negative indeed (0.0)	251 12%	130 14%	121 11%	52 10%	51 13%	48 13%	51 15% c	49 12%	85 11%	25 9%	25 16% i	64 13%	52 16% hi	51 9%	61 11%	63 16% mn	76 14% m	150 11%	101 14%
1 (1.0)	150 7%	73 8%	77 7%	41 8%	31 8%	22 6%	24 7%	32 8%	65 8%	14 5%	11 7%	36 7%	24 7%	41 7%	40 7%	27 7%	42 8%	95 7%	55 8%
2 (2.0)	252 12%	127 13%	125 12%	55 11%	51 13%	47 13%	47 14%	52 12%	101 13%	42 15% l	17 11%	60 12%	32 10%	73 13%	73 13%	43 11%	63 12%	161 12%	91 13%
3 (3.0)	282 14%	129 14%	153 14%	71 14%	60 15%	57 16% f	34 10%	60 14%	113 15%	41 15%	19 12%	60 12%	49 15%	77 14%	88 16%	50 13%	67 13%	191 14%	91 13%
4 (4.0)	265 13%	121 13%	144 13%	73 14%	50 13%	46 13%	46 14%	50 12%	110 14% j	37 13% j	8 5%	61 12% j	49 15% j	72 13%	67 12%	50 13%	76 14%	176 13%	89 13%
5 (5.0)	382 19%	168 18%	214 20%	107 21%	75 19%	62 17%	59 18%	79 19%	123 16%	60 22% h	37 24% h	100 20% h	62 19%	91 17%	97 18%	83 21%	111 21%	248 19%	134 19%
6 (6.0)	220 11%	90 9%	130 12%	53 10%	37 9%	44 12%	33 10%	53 12%	81 10%	29 11%	20 13%	62 13%	28 8%	74 13% p	61 11%	43 11%	42 8%	150 11%	70 10%
7 (7.0)	118 6%	58 6%	60 6%	32 6%	24 6%	17 5%	25 8%	20 5%	54 7%	14 5%	7 5%	23 5%	20 6%	37 7%	36 7%	19 5%	26 5%	83 6%	35 5%
8 (8.0)	67 3%	33 3%	34 3%	15 3%	11 3%	10 3%	11 3%	20 5%	22 3%	10 4%	4 3%	21 4%	10 3%	18 3%	19 3%	13 3%	17 3%	44 3%	23 3%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 10 (continuation)

Q1 How positive or negative is your view of the following : The press

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
9 (9.0)	19 1%	11 1%	8 1%	5 1%	4 1%	4 1%	1 *%	5 1%	11 1%	1 *%	1 1%	4 1%	2 1%	7 1%	4 1%	3 1%	5 1%	14 1%	5 1%
10 Very positive indeed (10.0)	27 1%	13 1%	14 1%	12 2%	4 1%	4 1%	2 1%	5 1%	14 2%	2 1%	4 3%	5 1%	2 1%	9 2% o	6 1%	1 *%	11 2% o	14 1%	13 2%
ALL NEGATIVE	1200 59%	580 61%	620 57%	292 57%	243 61%	220 61%	202 61%	243 57%	474 61% j	159 58%	80 52%	281 57%	206 62% j	314 57%	329 60%	233 59%	324 60%	773 58%	427 60%
ALL POSITIVE	451 22%	205 22%	246 23%	117 23%	80 20%	79 22%	72 22%	103 24%	182 23%	56 20%	36 24%	115 23%	62 19%	145 26% op	126 23%	79 20%	101 19%	305 23%	146 21%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	3.73	3.65	3.81	3.91 f	3.62	3.66	3.57	3.82	3.77	3.82	3.72	3.76	3.54	3.93 op	3.75	3.57	3.64	3.80	3.62
Standard deviation	2.36	2.42	2.31	2.37	2.33	2.34	2.38	2.39	2.40	2.17	2.55	2.37	2.33	2.36	2.32	2.33	2.43	2.33	2.43

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r



Table 10 (continuation)

Q1 How positive or negative is your view of the following : The press

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
0 Very negative indeed (0.0)	251 12%	24 13%	67 13%	31 9%	81 12%	25 13%	15 14%	8 17%	234 12%	4 22%	4 9%	4 27%	3 10%	55 30% n	165 10%	78 10%	133 12%	40 26% op
1 (1.0)	150 7%	10 5%	35 7%	31 9%	42 6%	15 8%	13 12% ad	4 9%	143 8%	1 6%	2 4%	1 7%	1 3%	27 15% n	111 7%	51 7%	82 7%	17 11%
2 (2.0)	252 12%	20 11%	61 12%	41 12%	88 13%	24 13%	13 12%	5 11%	244 13% j	1 6%	0 0%	0 0%	2 7%	26 14%	199 12%	82 11%	144 13%	26 17% o
3 (3.0)	282 14%	27 15%	65 13%	44 13%	85 13%	42 22% bcdg	15 14%	4 9%	268 14%	4 22%	3 7%	0 0%	4 14%	28 15%	211 13%	88 12%	160 14%	34 22% op
4 (4.0)	265 13%	33 18% e	63 12%	41 12%	89 13%	19 10%	14 13%	6 13%	244 13%	0 0%	6 13%	3 20%	8 28%	23 12%	216 13%	96 13%	158 14% q	11 7%
5 (5.0)	382 19%	32 17%	94 19% f	66 20% f	133 20% f	37 20% f	11 10%	9 19%	351 18%	3 17%	11 24%	5 33%	5 17%	16 9%	283 18% m	125 17% q	244 22% oq	13 8%
6 (6.0)	220 11%	13 7%	60 12%	41 12%	69 10%	15 8%	15 14%	7 15%	204 11%	3 17%	8 18%	1 7%	4 14%	5 3%	200 12% m	109 14% pq	103 9%	8 5%
7 (7.0)	118 6%	13 7%	33 6%	16 5%	39 6%	6 3%	8 7%	3 6%	111 6%	1 6%	2 4%	0 0%	2 7%	4 2%	111 7% m	58 8% pq	60 5% q	0 0%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 10 (continuation)

Q1 How positive or negative is your view of the following : The press

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
8 (8.0)	67 3%	10 5% e	18 4%	10 3%	22 3%	3 2%	4 4%	0 0%	60 3%	0 0%	5 11% h	0 0%	0 0%	1 1%	64 4% m	44 6% pq	21 2%	2 1%
9 (9.0)	19 1%	0 0%	4 1%	4 1%	6 1%	2 1%	2 2%	1 2% a	17 1%	1 6%	1 2%	0 0%	0 0%	1 1%	18 1%	12 2% p	7 1%	0 0%
10 Very positive indeed (10.0)	27 1%	2 1%	8 2%	4 1%	12 2%	1 1%	0 0%	0 0%	22 1%	0 0%	3 7% h	1 7%	0 0%	0 0%	27 2%	14 2%	10 1%	3 2%
ALL NEGATIVE	1200 59%	114 62%	291 57%	188 57%	385 58%	125 66% bcd	70 64%	27 57%	1133 60% j	10 56%	15 33%	8 53%	18 62%	159 85% n	902 56%	395 52%	677 60% o	128 83% op
ALL POSITIVE	451 22%	38 21%	123 24% e	75 23% e	148 22% e	27 14%	29 26% e	11 23%	414 22%	5 28%	19 42% h	2 13%	6 21%	11 6%	420 26% m	237 31% pq	201 18% q	13 8%
Median	4	4	4	4	4	3	3	4	4	3	5	4	4	2	4	4	4	2
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	3.73	3.76	3.79 e	3.81 e	3.80 e	3.35	3.55	3.55	3.70	3.56	5.13 h	3.60	3.86	2.20	3.95 m	4.16 pq	3.63 q	2.43
Standard deviation	2.36	2.34	2.42	2.31	2.38	2.16	2.46	2.41	2.35	2.73	2.62	2.87	1.96	2.04	2.39	2.49	2.22	2.19

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 11  
 Q1 How positive or negative is your view of the following : The National Health Service  
 Base: All respondents

		Gender		Age					Employment					Social class				Housing status		
		Total	Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner occupier	Tennant
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base		2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
0 Very negative indeed	(0.0)	49 2%	17 2%	32 3%	9 2%	12 3%	11 3%	10 3%	7 2%	22 3%	5 2%	6 4%	7 1%	9 3%	15 3%	14 3%	8 2%	12 2%	32 2%	17 2%
1	(1.0)	23 1%	7 1%	16 1%	5 1%	4 1%	4 1%	4 1%	6 1%	4 1%	6 2%	2 1%	6 1%	5 2%	6 1%	6 1%	4 1%	7 1%	13 1%	10 1%
2	(2.0)	39 2%	20 2%	19 2%	12 2%	4 1%	8 2%	8 2%	7 2%	18 2%	3 1%	3 2%	9 2%	6 2%	9 2%	13 2%	8 2%	9 2%	24 2%	15 2%
3	(3.0)	81 4%	36 4%	45 4%	17 3%	24 6%	15 4%	14 4%	11 3%	37 5%	8 3%	6 4%	15 3%	15 5%	24 4%	18 3%	17 4%	22 4%	53 4%	28 4%
4	(4.0)	111 5%	51 5%	60 6%	32 6%	23 6%	21 6%	17 5%	18 4%	47 6%	12 4%	8 5%	24 5%	20 6%	28 5%	28 5%	18 5%	37 7%	71 5%	40 6%
5	(5.0)	279 14%	121 13%	158 15%	95 18%	61 15%	33 9%	37 11%	53 12%	102 13%	47 17%	26 17%	62 13%	42 13%	58 11%	77 14%	54 14%	90 17%	157 12%	122 17%
6	(6.0)	258 13%	128 13%	130 12%	77 15%	59 15%	49 14%	39 12%	34 8%	117 15%	31 11%	21 14%	47 9%	42 13%	82 15%	70 13%	43 11%	63 12%	165 12%	93 13%
7	(7.0)	400 20%	186 20%	214 20%	92 18%	81 20%	75 21%	76 23%	76 18%	156 20%	52 19%	35 23%	92 19%	65 20%	115 21%	113 20%	81 21%	91 17%	275 21%	125 18%
8	(8.0)	394 19%	182 19%	212 20%	85 16%	75 19%	76 21%	55 17%	103 24%	139 18%	57 21%	25 16%	115 23%	58 18%	109 20%	117 21%	73 18%	95 18%	270 20%	124 18%
9	(9.0)	238 12%	120 13%	118 11%	64 12%	30 8%	43 12%	42 13%	59 14%	86 11%	36 13%	12 8%	60 12%	44 13%	69 13%	51 9%	54 14%	64 12%	158 12%	80 11%

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Conducted by Lord Ashcroft

Table 11 (continuation)

Q1 How positive or negative is your view of the following : The National Health Service

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem- ployed	Retired	Not wo- rking	AB	C1	C2	DE	Owner Oc- cupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
10 Very positive indeed (10.0)	161 8%	85 9%	76 7%	28 5%	25 6%	26 7%	31 9%	51 12%	51 7%	18 7%	9 6%	59 12%	24 7%	35 6%	45 8%	35 9%	46 9%	108 8%	53 7%
ALL NEGATIVE -----	303 15%	131 14%	172 16%	75 15%	67 17%	59 16%	53 16%	49 12%	128 16%	34 12%	25 16%	61 12%	55 17%	82 15%	79 14%	55 14%	87 16%	193 15%	110 16%
ALL POSITIVE -----	1451 71%	701 74%	750 69%	346 67%	270 68%	269 75%	243 73%	323 76%	549 70%	194 71%	102 67%	373 75%	233 71%	410 75%	396 72%	286 72%	359 67%	976 74%	475 67%
Median	7	7	7	7	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	6.61	6.74 b	6.50	6.44	6.34	6.61	6.63	7.04 cdef	6.47	6.65	6.25	6.96 hjl	6.54	6.61	6.59	6.73	6.53	6.69 r	6.46
Standard deviation	2.26	2.20	2.31	2.15	2.23	2.31	2.36	2.23	2.25	2.20	2.30	2.21	2.33	2.24	2.25	2.26	2.30	2.24	2.28
Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r																			

Table 11 (continuation)

Q1 How positive or negative is your view of the following : The National Health Service

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
0 Very negative indeed (0.0)	49 2%	1 1%	9 2%	6 2%	22 3% a	7 4% a	1 1%	3 6% abf	41 2%	0 0%	3 7% h	1 7%	2 7%	16 9% n	24 1%	11 1%	27 2%	11 7% op
1 (1.0)	23 1%	1 1%	2 *%	6 2% b	6 1%	3 2%	2 2%	3 6% abd	23 1%	0 0%	0 0%	0 0%	0 0%	5 3%	18 1%	7 1%	13 1%	3 2%
2 (2.0)	39 2%	2 1%	9 2%	12 4% df	11 2%	4 2%	0 0%	1 2%	36 2%	0 0%	0 0%	0 0%	2 7%	11 6% n	24 1%	11 1%	22 2%	6 4% o
3 (3.0)	81 4%	4 2%	16 3%	12 4%	33 5%	7 4%	6 5%	3 6%	74 4%	1 6%	0 0%	0 0%	3 10%	22 12% n	46 3%	27 4%	38 3%	16 10% op
4 (4.0)	111 5%	5 3%	23 5%	19 6%	44 7% a	10 5%	9 8% a	1 2%	101 5%	2 11%	3 7%	2 13%	2 7%	23 12% n	67 4%	35 5%	64 6%	12 8%
5 (5.0)	279 14%	24 13%	76 15%	42 13%	86 13%	27 14%	17 15%	7 15%	260 14%	3 17%	4 9%	4 27%	4 14%	23 12%	167 10%	75 10%	185 16% o	19 12%
6 (6.0)	258 13%	22 12%	59 12%	41 12%	95 14% e	16 8%	16 15%	9 19% e	243 13%	2 11%	5 11%	1 7%	7 24%	17 9%	210 13%	95 13%	145 13%	18 12%
7 (7.0)	400 20%	42 23%	114 22%	63 19%	123 18%	33 17%	18 16%	7 15%	372 20%	4 22%	14 31%	2 13%	3 10%	18 10%	350 22% m	154 20% q	229 20% q	17 11%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 11 (continuation)

Q1 How positive or negative is your view of the following : The National Health Service

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
8 (8.0)	394 19%	32 17%	106 21%	68 21%	115 17%	49 26% adf	17 15%	7 15%	376 20%	2 11%	6 13%	0 0%	5 17%	31 17%	340 21%	160 21%	209 19%	25 16%
9 (9.0)	238 12%	26 14%	55 11%	38 12%	73 11%	24 13%	17 15%	5 11%	227 12%	1 6%	3 7%	3 20%	1 3%	13 7%	213 13% m	98 13%	124 11%	16 10%
10 Very positive indeed (10.0)	161 8%	25 14% bcdeg	39 8%	22 7%	58 9%	9 5%	7 6%	1 2%	145 8%	3 17%	7 16%	2 13%	0 0%	7 4%	146 9% m	84 11% p	66 6%	11 7%
ALL NEGATIVE	303 15%	13 7%	59 12%	55 17% ab	116 17% ab	31 16% a	18 16% a	11 23% ab	275 14%	3 17%	6 13%	3 20%	9 31%	77 41% n	179 11%	91 12%	164 15%	48 31% op
ALL POSITIVE	1451 71%	147 80% cdefg	373 73%	232 71%	464 70%	131 69%	75 68%	29 62%	1363 72%	12 67%	35 78%	8 53%	16 55%	86 46%	1259 78% m	591 78% pq	773 69% q	87 56%
Median	7	7	7	7	7	7	7	6	7	7	7	6	6	5	7	7	7	6
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	6.61	7.19 bcdefg	6.74 g	6.52 g	6.49 g	6.52 g	6.56 g	5.68 g	6.63	6.72	6.78	6.33	5.28	5.18	6.92 m	6.97 pq	6.48 q	5.76
Standard deviation	2.26	1.98	2.09	2.29	2.35	2.37	2.16	2.67	2.23	2.16	2.49	2.77	2.39	2.79	2.11	2.16	2.20	2.81
Columns Tested:		a,b,c,d,e,f,g							h,i,j,k,l					m,n		o,p,q		

Conducted by Lord Ashcroft

Table 12  
Q1 How positive or negative is your view of the following : The BBC  
Base: All respondents

		Gender		Age					Employment					Social class				Housing status		
		Total	Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Occupier	Tennant
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base		2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
0 Very negative indeed	(0.0)	63 3%	36 4%	27 3%	11 2%	10 3%	15 4%	12 4%	15 4%	19 2%	4 1%	5 3%	20 4% i	15 5% i	12 2%	13 2%	8 2%	30 6% mno	28 2%	35 5% q
1	(1.0)	34 2%	24 3% b	10 1%	6 1%	7 2%	5 1%	11 3% cg	5 1%	15 2%	5 2%	3 2%	6 1%	5 2%	8 1%	8 1%	12 3% p	6 1%	17 1%	17 2%
2	(2.0)	68 3%	41 4% b	27 3%	13 3%	17 4%	7 2%	14 4%	17 4%	23 3%	6 2%	6 4%	23 5%	10 3%	21 4%	15 3%	9 2%	23 4%	44 3%	24 3%
3	(3.0)	77 4%	31 3%	46 4%	16 3%	18 5%	10 3%	14 4%	19 4%	24 3%	13 5%	4 3%	25 5%	11 3%	23 4%	16 3%	15 4%	23 4%	51 4%	26 4%
4	(4.0)	117 6%	56 6%	61 6%	30 6%	18 5%	29 8% df	12 4%	28 7%	44 6%	11 4%	12 8%	29 6%	21 6%	22 4%	37 7% m	30 8% m	28 5%	73 6%	44 6%
5	(5.0)	321 16%	141 15%	180 17%	109 21% eg	64 16% e	39 11%	58 17% eg	51 12%	121 16%	52 19% k	33 22% k	64 13%	51 15%	76 14%	88 16%	66 17%	91 17%	198 15%	123 17%
6	(6.0)	243 12%	101 11%	142 13%	69 13% f	54 14% f	48 13% f	27 8%	45 11%	99 13%	33 12%	19 12%	51 10%	41 12%	60 11%	73 13%	45 11%	65 12%	148 11%	95 13%
7	(7.0)	346 17%	161 17%	185 17%	84 16%	73 18%	74 20% g	51 15%	64 15%	140 18%	42 15%	22 14%	80 16%	62 19%	90 16%	89 16%	75 19%	92 17%	243 18% r	103 15%
8	(8.0)	403 20%	196 21%	207 19%	96 19%	76 19%	73 20%	75 23%	83 20%	165 21%	63 23% l	23 15%	99 20%	53 16%	134 24% op	120 22% p	72 18%	77 14%	278 21%	125 18%

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Conducted by Lord Ashcroft

Table 12 (continuation)

Q1 How positive or negative is your view of the following : The BBC

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
9 (9.0)	196 10%	90 9%	106 10%	38 7%	34 9%	29 8%	37 11%	58 14% cde	67 9%	27 10%	12 8%	58 12%	32 10%	58 11%	53 10%	34 9%	51 10%	133 10%	63 9%
10 Very positive indeed (10.0)	165 8%	76 8%	89 8%	44 9%	27 7%	32 9%	22 7%	40 9%	62 8%	19 7%	14 9%	41 8%	29 9%	46 8%	40 7%	29 7%	50 9%	113 9%	52 7%
ALL NEGATIVE	359 18%	188 20% b	171 16%	76 15%	70 18%	66 18%	63 19%	84 20% c	125 16%	39 14%	30 20%	103 21% hi	62 19%	86 16%	89 16%	74 19%	110 21% m	213 16%	146 21% q
ALL POSITIVE	1353 67%	624 65%	729 68%	331 64%	264 66%	256 71% cf	212 64%	290 68%	533 68% j	184 67%	90 59%	329 66%	217 66%	388 71% p	375 68%	255 65%	335 63%	915 69% r	438 62%
Median	7	7	7	7	7	7	7	7	7	7	6	7	7	7	7	7	7	7	6
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	6.39	6.29	6.48	6.39	6.30	6.46	6.28	6.51	6.46	6.51	6.14	6.36	6.30	6.60 p	6.47 p	6.31	6.15	6.55 r	6.10
Standard deviation	2.40	2.53	2.29	2.23	2.35	2.41	2.56	2.53	2.32	2.22	2.45	2.56	2.50	2.35	2.27	2.34	2.61	2.31	2.55

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r



Table 12 (continuation)

Q1 How positive or negative is your view of the following : The BBC

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
0 Very negative indeed (0.0)	63 3%	6 3%	22 4%	10 3%	17 3%	4 2%	3 3%	1 2%	58 3%	2 11%	1 2%	0 0%	1 3%	8 4%	49 3%	23 3%	26 2%	14 9% op
1 (1.0)	34 2%	3 2%	7 1%	6 2%	10 2%	5 3%	2 2%	1 2%	33 2%	0 0%	0 0%	0 0%	1 3%	9 5% n	23 1%	9 1%	20 2%	5 3%
2 (2.0)	68 3%	9 5%	20 4%	9 3%	15 2%	8 4%	6 5%	1 2%	60 3%	2 11%	2 4%	0 0%	2 7%	22 12% n	39 2%	19 3%	33 3%	16 10% op
3 (3.0)	77 4%	9 5%	19 4%	12 4%	25 4%	3 2%	6 5%	3 6%	73 4%	0 0%	1 2%	0 0%	0 0%	14 8% n	56 3%	23 3%	40 4%	14 9% op
4 (4.0)	117 6%	9 5%	34 7%	21 6%	36 5%	12 6%	3 3%	2 4%	111 6%	1 6%	1 2%	2 13%	2 7%	25 13% n	74 5%	37 5%	68 6%	12 8%
5 (5.0)	321 16%	28 15%	86 17%	51 16%	100 15%	30 16%	18 16%	8 17%	293 15%	3 17%	8 18%	5 33%	6 21%	34 18% n	190 12%	100 13%	200 18% o	21 14%
6 (6.0)	243 12%	20 11%	57 11%	36 11%	80 12%	29 15%	13 12%	8 17%	233 12%	1 6%	3 7%	0 0%	5 17%	12 6%	208 13% m	85 11% q	149 13% q	9 6%
7 (7.0)	346 17%	33 18%	73 14%	59 18%	123 18%	31 16%	21 19%	6 13%	324 17%	3 17%	8 18%	5 33%	5 17%	22 12%	289 18% m	132 17%	188 17%	26 17%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 12 (continuation)

Q1 How positive or negative is your view of the following : The BBC

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
8 (8.0)	403 20%	35 19%	102 20%	61 19%	136 20%	36 19%	24 22%	9 19%	377 20%	2 11%	9 20%	1 7%	5 17%	24 13%	346 22%	155 20%	230 20%	18 12%
9 (9.0)	196 10%	16 9%	47 9%	36 11%	69 10%	14 7%	9 8%	5 11%	187 10%	3 17%	2 4%	1 7%	1 3%	3 2%	183 11%	96 13%	95 8%	5 3%
10 Very positive indeed (10.0)	165 8%	16 9%	41 8%	28 9%	55 8%	17 9%	5 5%	3 6%	149 8%	1 6%	10 22%	1 7%	1 3%	13 7%	148 9%	78 10%	73 7%	14 9%
ALL NEGATIVE	359 18%	36 20%	102 20%	58 18%	103 15%	32 17%	20 18%	8 17%	335 18%	5 28%	5 11%	2 13%	6 21%	78 42%	241 15%	111 15%	187 17%	61 40%
ALL POSITIVE	1353 67%	120 65%	320 63%	220 67%	463 70%	127 67%	72 65%	31 66%	1270 67%	10 56%	32 71%	8 53%	17 59%	74 40%	1174 73%	546 72%	735 66%	72 47%
Median	7	7	7	7	7	7	7	6	7	7	7	7	6	5	7	7	7	5
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	6.39	6.30	6.24	6.44	6.55	6.37	6.20	6.32	6.39	5.72	7.00	6.33	5.76	5.05	6.65	6.71	6.34	5.18
Standard deviation	2.40	2.49	2.52	2.41	2.31	2.36	2.37	2.33	2.39	3.10	2.46	1.80	2.36	2.66	2.36	2.38	2.27	2.96
Columns Tested:		a, b, c, d, e, f, g	h, i, j, k, l	m, n	o, p, q													

Conducted by Lord Ashcroft

Table 13  
Q1 How positive or negative is your view of the following : The police  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Tennant Oc cupier	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
0 Very negative indeed (0.0)	74 4%	44 5% b	30 3%	13 3%	19 5%	20 6% cg	11 3%	11 3%	28 4%	7 3%	8 5%	16 3%	15 5%	15 3%	23 4%	11 3%	25 5%	41 3%	33 5%
1 (1.0)	42 2%	19 2%	23 2%	7 1%	10 3%	10 3%	6 2%	9 2%	17 2%	3 1%	3 2%	8 2%	11 3%	13 2%	7 1%	7 2%	15 3%	22 2%	20 3%
2 (2.0)	55 3%	34 4% b	21 2%	11 2%	12 3%	8 2%	12 4%	12 3%	21 3%	5 2%	2 1%	18 4%	9 3%	13 2%	12 2%	12 3%	18 3%	29 2%	26 4% q
3 (3.0)	81 4%	46 5%	35 3%	21 4%	12 3%	13 4%	17 5%	18 4%	33 4%	8 3%	8 5%	21 4%	11 3%	25 5%	19 3%	15 4%	22 4%	56 4%	25 4%
4 (4.0)	118 6%	61 6%	57 5%	31 6%	33 8% g	21 6%	18 5%	15 4%	62 8% ik	12 4%	10 7%	17 3%	17 5%	32 6%	27 5%	28 7%	31 6%	74 6%	44 6%
5 (5.0)	309 15%	150 16%	159 15%	87 17%	64 16%	51 14%	54 16%	53 12%	99 13%	47 17%	39 25% hikl	73 15%	51 15%	66 12%	75 14%	73 18% mn	95 18% m	191 14%	118 17%
6 (6.0)	313 15%	137 14%	176 16%	104 20% dfg	53 13%	56 16%	43 13%	57 13%	136 17%	35 13%	24 16%	72 15%	46 14%	100 18% op	98 18% o	41 10%	74 14%	207 16%	106 15%
7 (7.0)	396 19%	187 20%	209 19%	92 18%	80 20%	69 19%	64 19%	91 21%	154 20%	55 20%	25 16%	104 21%	58 18%	109 20%	120 22%	74 19%	93 17%	273 21%	123 17%
8 (8.0)	333 16%	145 15%	188 17%	75 15%	60 15%	64 18%	59 18%	75 18%	122 16%	58 21% hj	19 12%	83 17%	51 15%	94 17%	86 16%	74 19%	79 15%	229 17%	104 15%

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Table 13 (continuation)

Q1 How positive or negative is your view of the following : The police

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Tennant Oc cupier	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
9 (9.0)	177 9%	73 8%	104 10%	38 7%	31 8%	26 7%	31 9%	51 12% cde	60 8%	30 11% j	6 4%	53 11% j	28 8%	54 10%	49 9%	33 8%	41 8%	122 9%	55 8%
10 Very positive indeed (10.0)	135 7%	57 6%	78 7%	37 7%	24 6%	23 6%	18 5%	33 8%	47 6%	15 5%	9 6%	31 6%	33 10% hik	29 5%	36 7%	27 7%	43 8%	82 6%	53 7%
ALL NEGATIVE	370 18%	204 21% b	166 15%	83 16%	86 22% cg	72 20%	64 19%	65 15%	161 21% ik	35 13%	31 20% i	80 16%	63 19% i	98 18%	88 16%	73 18%	111 21% n	222 17%	148 21% q
ALL POSITIVE	1354 67%	599 63%	755 70% a	346 67%	248 62%	238 66%	215 65%	307 72% df	519 67% j	193 70% j	83 54%	343 69% j	216 65% j	386 70% op	389 70% op	249 63%	330 62%	913 69% r	441 62%
Median	7	6	7	6	6	7	7	7	6	7	6	7	7	7	7	7	6	7	6
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	6.23	6.02	6.42 a	6.26	6.03	6.09	6.19	6.54 def	6.14	6.54 hj	5.76	6.35 j	6.23	6.30	6.32	6.27	6.05	6.34 r	6.04
Standard deviation	2.38	2.46	2.29 a	2.21	2.47	2.51	2.37	2.35	2.36	2.17	2.35	2.35	2.59	2.29	2.32	2.34	2.54	2.29	2.53

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Table 13 (continuation)

Q1 How positive or negative is your view of the following : The police

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
0 Very negative indeed (0.0)	74 4%	3 2%	18 4%	11 3%	29 4%	8 4%	5 5%	0 0%	66 3%	3 17%	3 7%	0 0%	1 3%	23 12% n	42 3%	17 2%	41 4%	16 10% op
1 (1.0)	42 2%	2 1%	12 2%	6 2%	11 2%	4 2%	4 4%	3 6% ad	38 2%	0 0%	0 0%	3 20%	0 0%	16 9% n	22 1%	12 2%	19 2%	11 7% op
2 (2.0)	55 3%	7 4%	13 3%	8 2%	12 2%	12 6% bcd	2 2%	1 2%	51 3%	0 0%	0 0%	0 0%	2 7%	17 9% n	32 2%	18 2%	24 2%	13 8% op
3 (3.0)	81 4%	5 3%	23 5%	11 3%	24 4%	9 5%	5 5%	4 9%	77 4%	0 0%	2 4%	0 0%	0 0%	18 10% n	50 3%	17 2%	56 5% o	8 5% o
4 (4.0)	118 6%	9 5%	29 6%	20 6%	38 6%	10 5%	11 10%	1 2%	110 6%	0 0%	2 4%	0 0%	6 21%	32 17% n	61 4%	34 4%	68 6%	16 10% op
5 (5.0)	309 15%	27 15%	74 15%	48 15%	108 16%	30 16%	17 15%	5 11%	279 15%	4 22%	8 18%	6 40%	4 14%	30 16% n	172 11%	84 11%	191 17% o	34 22% o
6 (6.0)	313 15%	30 16%	76 15%	51 16%	107 16%	25 13%	20 18%	4 9%	281 15%	6 33%	11 24%	1 7%	11 38%	25 13%	248 15%	110 15%	187 17% q	16 10%
7 (7.0)	396 19%	42 23% f	94 19%	68 21% f	135 20% f	31 16%	13 12%	13 28% f	382 20%	1 6%	5 11%	2 13%	3 10%	11 6% m	369 23% m	163 22% q	217 19% q	16 10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 13 (continuation)

Q1 How positive or negative is your view of the following : The police

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
8 (8.0)	333 16%	27 15%	88 17%	55 17%	103 15%	33 17%	19 17%	8 17%	320 17%	1 6%	4 9%	0 0%	2 7%	9 5%	305 19% m	146 19% pq	177 16% q	10 6%
9 (9.0)	177 9%	15 8%	42 8%	34 10%	58 9%	14 7%	8 7%	6 13%	166 9%	3 17%	6 13%	2 13%	0 0%	4 2%	171 11% m	85 11% pq	89 8% q	3 2%
10 Very positive indeed (10.0)	135 7%	17 9%	39 8%	17 5%	41 6%	13 7%	6 5%	2 4%	128 7%	0 0%	4 9%	1 7%	0 0%	1 1%	133 8% m	71 9% p	53 5%	11 7%
ALL NEGATIVE	370 18%	26 14%	95 19%	56 17%	114 17%	43 23% a	27 25% a	9 19%	342 18%	3 17%	7 16%	3 20%	9 31%	106 57% n	207 13%	98 13%	208 19% o	64 42% op
ALL POSITIVE	1354 67%	131 71% ef	339 67%	225 68%	444 67%	116 61%	66 60%	33 70%	1277 67%	11 61%	30 67%	6 40%	16 55%	50 27%	1226 76% m	575 76% pq	723 64% q	56 36%
Median	7	7	7	7	7	6	6	7	7	6	6	5	6	4	7	7	6	5
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	6.23	6.51 ef	6.26	6.30	6.22	5.99	5.88	6.36	6.27	5.44	6.24	5.40	5.21	3.91	6.68 m	6.74 pq	6.11 q	4.68
Standard deviation	2.38	2.20	2.42	2.30	2.35	2.56	2.49	2.38	2.37	2.85	2.52	2.82	1.78	2.44	2.23	2.25	2.29	2.82

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 14  
 Q2a You gave quite a low score for your view of the Armed Forces. Can you explain briefly why that is?  
 Base: Those with a negative opinion of the Armed forces

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Oc cupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	*g	h	*i	*j	*k	l	m	n	o	p	q	r
Base	186	96	90	61	45	30	32	18	79	23	27	27	30	52	40	37	57	107	79
Not liking wars/killing and death generally	46 25%	20 21%	26 29%	20 33% d	6 13%	10 33% d	8 25%	2 11%	18 23%	4 17%	11 41%	4 15%	9 30%	8 15%	12 30%	7 19%	19 33% m	23 21%	23 29%
Shouldn't be there/ Not abroad/Illegal	45 24%	24 25%	21 23%	11 18%	10 22%	9 30%	9 28%	6 33%	20 25%	9 39%	3 11%	7 26%	6 20%	18 35% p	9 23%	11 30% p	7 12%	26 24%	19 24%
Financial cost	16 9%	11 11%	5 6%	4 7%	5 11%	2 7%	4 13%	1 6%	6 8%	3 13%	1 4%	3 11%	3 10%	2 4%	9 23% mp	4 11%	1 2%	9 8%	7 9%
Negative Politicians/ those making decisions	15 8%	11 11%	4 4%	4 7%	8 18% e	0 0%	2 6%	1 6%	8 10%	0 0%	3 11%	3 11%	1 3%	6 12%	1 3%	3 8%	5 9%	8 7%	7 9%
Low IQ/thugs/like killing & being violent	15 8%	8 8%	7 8%	5 8%	3 7%	2 7%	4 13%	1 6%	7 9%	1 4%	2 7%	2 7%	3 10%	1 2%	7 18% m	3 8%	4 7%	9 8%	6 8%
Lack of equipment/ adequate forces	13 7%	6 6%	7 8%	3 5%	1 2%	1 3%	5 16% d	3 17%	2 3%	6 26%	1 4%	4 15%	0 0%	4 8%	2 5%	2 5%	5 9%	9 8%	4 5%
They choose to do it, no different from us, get on with it, don't moan	12 6%	5 5%	7 8%	3 5%	5 11%	2 7%	1 3%	1 6%	3 4%	3 13%	1 4%	2 7%	3 10%	3 6%	0 0%	5 14% n	4 7%	8 7%	4 5%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 14 (continuation)

Q2a You gave quite a low score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a negative opinion of the Armed forces

	Gender		Age					Employment					Social class				Housing status		
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	*g	h	*i	*j	*k	l	m	n	o	p	q	r
Base	186	96	90	61	45	30	32	18	79	23	27	27	30	52	40	37	57	107	79
Soldiers not looked after during, or after	8 4%	4 4%	4 4%	5 8%	1 2%	0 0%	0 0%	2 11%	4 5%	0 0%	2 7%	2 7%	0 0%	2 4%	3 8%	1 3%	2 4%	4 4%	4 5%
Don't do anything of worth/see no need	8 4%	5 5%	3 3%	2 3%	4 9%	1 3%	1 3%	0 0%	6 8%	0 0%	1 4%	1 4%	0 0%	4 8%	2 5%	0 0%	2 4%	6 6%	2 3%
Other	13 7%	8 8%	5 6%	6 10%	1 2%	2 7%	2 6%	2 11%	6 8%	1 4%	0 0%	3 11%	3 10%	6 12%	2 5%	3 8%	2 4%	8 7%	5 6%
Don't Know	7 4%	0 0%	7 8%	1 2%	2 4%	3 10%	1 3%	0 0%	1 1%	1 4%	2 7%	1 4%	2 7%	1 2%	1 3%	1 3%	4 7%	4 4%	3 4%
Nothing/No reason	20 11%	11 11%	9 10%	8 13%	4 9%	3 10%	3 9%	2 11%	10 13%	1 4%	3 11%	2 7%	4 13%	5 10%	5 13%	5 14%	5 9%	13 12%	7 9%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r



Table 14 (continuation)

Q2a You gave quite a low score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a negative opinion of the Armed forces

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		*a	b	*c	d	*e	*f	*g	h	*i	*j	*k	*l	m	*n	*o	p	q
Significance Level: 95%																		
Base	186	18	47	25	65	22	6	3	160	4	7	3	5	186	0	8	97	81
Not liking wars/killing and death generally	46 25%	3 17%	11 23%	5 20%	18 28%	7 32%	1 17%	1 33%	37 23%	2 50%	1 14%	1 33%	2 40%	46 25%	0 0%	1 13%	33 34%	12 15%
Shouldn't be there/ Not abroad/Illegal	45 24%	5 28%	15 32%	3 12%	15 23%	4 18%	3 50%	0 0%	41 26%	0 0%	1 14%	1 33%	0 0%	45 24%	0 0%	1 13%	18 19%	26 32%
Financial cost	16 9%	3 17%	5 11%	3 12%	4 6%	1 5%	0 0%	0 0%	13 8%	1 25%	0 0%	0 0%	1 20%	16 9%	0 0%	0 0%	5 5%	11 14%
Negative Politicians/ those making decisions	15 8%	2 11%	1 2%	4 16%	7 11%	0 0%	0 0%	1 33%	12 8%	2 50%	1 14%	0 0%	0 0%	15 8%	0 0%	0 0%	7 7%	8 10%
Low IQ/thugs/like killing & being violent	15 8%	0 0%	2 4%	2 8%	8 12%	3 14%	0 0%	0 0%	14 9%	1 25%	0 0%	0 0%	0 0%	15 8%	0 0%	0 0%	7 7%	8 10%
Lack of equipment/ adequate forces	13 7%	1 6%	4 9%	1 4%	4 6%	2 9%	0 0%	1 33%	12 8%	0 0%	0 0%	0 0%	1 20%	13 7%	0 0%	0 0%	4 4%	9 11%
They choose to do it, no different from us, get on with it, don't moan	12 6%	1 6%	1 2%	1 4%	7 11%	1 5%	1 17%	0 0%	12 8%	0 0%	0 0%	0 0%	0 0%	12 6%	0 0%	0 0%	3 3%	9 11%
Soldiers not looked after during, or after	8 4%	2 11%	2 4%	1 4%	2 3%	1 5%	0 0%	0 0%	8 5%	0 0%	0 0%	0 0%	0 0%	8 4%	0 0%	0 0%	1 1%	7 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 14 (continuation)

Q2a You gave quite a low score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a negative opinion of the Armed Forces

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	Northern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		*a	b	*c	d	*e	*f	*g	h	*i	*j	*k	*l	m	*n	*o	p	q
Base	186	18	47	25	65	22	6	3	160	4	7	3	5	186	0	8	97	81
Don't do anything of worth/see no need	8 4%	0 0%	3 6%	1 4%	4 6%	0 0%	0 0%	0 0%	6 4%	0 0%	2 29%	0 0%	0 0%	8 4%	0 0%	0 0%	7 7%	1 1%
Other	13 7%	2 11%	4 9%	2 8%	3 5%	1 5%	0 0%	1 33%	12 8%	0 0%	0 0%	1 33%	0 0%	13 7%	0 0%	2 25%	6 6%	5 6%
Don't Know	7 4%	1 6%	0 0%	1 4%	2 3%	3 14%	0 0%	0 0%	7 4%	0 0%	0 0%	0 0%	0 0%	7 4%	0 0%	0 0%	5 5%	2 2%
Nothing/No reason	20 11%	3 17%	4 9%	5 20%	4 6%	3 14%	1 17%	0 0%	15 9%	0 0%	2 29%	0 0%	2 40%	20 11%	0 0%	4 50%	13 13%	3 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 15  
 Q2b You gave quite a high score for your view of the Armed Forces. Can you explain briefly why that is?  
 Base: Those with a positive opinion of the Armed forces

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1605	747	858	362	308	291	271	373	603	221	99	426	256	430	456	314	405	1073	532
Doing a good/ Great job/Because of the job they do	635 40%	282 38%	353 41%	111 31%	128 42%	120 41%	110 41%	166 45%	217 36%	86 39%	38 38%	189 44%	105 41%	165 38%	192 42%	121 39%	157 39%	443 41%	192 36%
					c	c	c	c				h						r	
At risk/Lives on the line/In danger	334 21%	124 17%	210 24%	81 22%	64 21%	62 21%	54 20%	73 20%	114 19%	60 27%	17 17%	88 21%	55 21%	81 19%	90 20%	68 22%	95 23%	215 20%	119 22%
			a							h									
Difficult circumstances/ Tough job/Hard job	290 18%	132 18%	158 18%	41 11%	46 15%	59 20%	58 21%	86 23%	103 17%	46 21%	18 18%	96 23%	27 11%	84 20%	84 18%	61 19%	61 15%	214 20%	76 14%
						c	cd	cd	l	l		hl						r	
For our country/ For us/Fighting for Queen & country	254 16%	98 13%	156 18%	84 23%	52 17%	39 13%	34 13%	45 12%	96 16%	43 19%	14 14%	48 11%	53 21%	48 11%	74 16%	57 18%	75 19%	154 14%	100 19%
			a	defg					k	k			k		m	m	m		q
Protect us/Keep us safe/ Defend us & country/ Protection generally	248 15%	101 14%	147 17%	66 18%	53 17%	46 16%	39 14%	44 12%	95 16%	37 17%	13 13%	53 12%	50 20%	68 16%	64 14%	50 16%	66 16%	163 15%	85 16%
			a	g	g								k						
I Respect them/ Admire/Appreciate	162 10%	76 10%	86 10%	56 15%	32 10%	28 10%	21 8%	25 7%	73 12%	25 11%	7 7%	28 7%	29 11%	47 11%	43 9%	34 11%	38 9%	104 10%	58 11%
				efg					k	k			k						
Brave/Courageous/Heroes	131 8%	50 7%	81 9%	33 9%	25 8%	24 8%	16 6%	33 9%	49 8%	23 10%	7 7%	30 7%	22 9%	33 8%	36 8%	25 8%	37 9%	93 9%	38 7%
			a																

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Conducted by Lord Ashcroft

Table 15 (continuation)

Q2b You gave quite a high score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a positive opinion of the Armed forces

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1605	747	858	362	308	291	271	373	603	221	99	426	256	430	456	314	405	1073	532
Underfunded/Not enough equipment/Cuts/Government not supporting	129 8%	69 9%	60 7%	7 2%	27 9%	31 11%	35 13%	29 8%	41 7%	17 8%	12 12%	42 10%	17 7%	37 9%	38 8%	31 10%	23 6%	88 8%	41 8%
Ex-serviceman/Know someone in the forces	120 7%	67 9%	53 6%	23 6%	25 8%	18 6%	17 6%	37 10%	41 7%	13 6%	7 7%	39 9%	20 8%	30 7%	30 7%	24 8%	36 9%	67 6%	53 10%
Not their fault they're there/Government & Politicians send them there/Despite politicians, or my beliefs, they are good	114 7%	55 7%	59 7%	22 6%	18 6%	25 9%	22 8%	27 7%	45 7%	12 5%	10 10%	34 8%	13 5%	39 9%	32 7%	13 4%	30 7%	71 7%	43 8%
Underpaid	100 6%	51 7%	49 6%	18 5%	27 9%	20 7%	13 5%	22 6%	41 7%	10 5%	5 5%	25 6%	19 7%	19 4%	36 8%	24 8%	21 5%	66 6%	34 6%
An essential job/Someone has to do it/Do job I wouldn't want to do/Important job/Needed	85 5%	41 5%	44 5%	18 5%	19 6%	12 4%	19 7%	17 5%	29 5%	10 5%	7 7%	24 6%	15 6%	24 6%	23 5%	20 6%	18 4%	53 5%	32 6%
Dedicated/Disciplined/Professional	75 5%	41 5%	34 4%	13 4%	10 3%	19 7%	14 5%	19 5%	26 4%	17 8%	6 6%	20 5%	6 2%	27 6%	23 5%	9 3%	16 4%	56 5%	19 4%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Conducted by Lord Ashcroft

Table 15 (continuation)

Q2b You gave quite a high score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a positive opinion of the Armed forces

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Oc cupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1605	747	858	362	308	291	271	373	603	221	99	426	256	430	456	314	405	1073	532
Underappreciated	59 4%	29 4%	30 3%	13 4% f	11 4%	10 3%	3 1%	22 6% f	23 4%	4 2%	6 6% i	20 5%	6 2%	14 3%	19 4%	15 5%	11 3%	38 4%	21 4%
Deserve our support/ I support them, they deserve it	57 4%	21 3%	36 4%	12 3%	6 2%	10 3%	15 6% d	14 4%	14 2%	10 5%	3 3%	17 4%	13 5% h	10 2%	12 3%	20 6% mn	15 4%	35 3%	22 4%
Decent people/ Positive traits/Good reputation/Not heard bad things/Selfless	47 3%	23 3%	24 3%	15 4%	9 3%	7 2%	8 3%	8 2%	18 3%	7 3%	2 2%	13 3%	7 3%	15 3% o	18 4% o	3 1%	11 3%	26 2%	21 4%
Do as they're told/Follow orders/Never complain/Get on with it	45 3%	27 4%	18 2%	5 1%	7 2%	9 3%	8 3%	16 4% c	15 2%	4 2%	3 3%	20 5% l	3 1%	12 3%	13 3%	9 3%	11 3%	28 3%	17 3%
Other	12 1%	8 1%	4 *%	5 1%	1 *%	3 1%	1 *%	2 1%	10 2% l	0 0%	0 0%	2 *%	0 0%	5 1%	1 *%	3 1%	3 1%	10 1%	2 *%
Don't Know	14 1%	7 1%	7 1%	2 1%	5 2%	4 1%	2 1%	1 *%	8 1%	2 1%	0 0%	2 *%	2 1%	3 1%	8 2%	1 *%	2 *%	9 1%	5 1%
Nothing/No reason	47 3%	22 3%	25 3%	23 6% defg	9 3%	5 2%	5 2%	5 1%	21 3% k	4 2%	7 7% ik	6 1%	9 4%	11 3%	15 3%	6 2%	15 4%	20 2%	27 5% q

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 15 (continuation)

Q2b You gave quite a high score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a positive opinion of the Armed forces

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	*j	*k	*l	*m	n	o	p	q
Base	1605	151	406	266	504	147	95	36	1527	9	27	7	19	0	1605	723	841	41
Doing a good/ Great job/Because of the job they do	635 40%	57 38%	155 38%	102 38%	210 42%	53 36%	42 44%	16 44%	605 40%	5 56%	6 22%	3 43%	8 42%	0 0%	635 40%	306 42%	318 38%	11 27%
At risk/Lives on the line/In danger	334 21%	29 19%	93 23%	43 16%	105 21%	38 26%	21 22%	5 14%	321 21%	3 33%	5 19%	1 14%	2 11%	0 0%	334 21%	160 22%	165 20%	9 22%
Difficult circumstances/ Tough job/Hard job	290 18%	26 17%	61 15%	49 18%	93 18%	30 20%	25 26%	6 17%	283 19%	0 0%	2 7%	1 14%	3 16%	0 0%	290 18%	128 18%	156 19%	6 15%
For our country/ For us/Fighting for Queen & country	254 16%	23 15%	62 15%	35 13%	82 16%	28 19%	18 19%	6 17%	238 16%	2 22%	9 33%	1 14%	1 5%	0 0%	254 16%	121 17%	125 15%	8 20%
Protect us/Keep us safe/ Defend us & country/ Protection generally	248 15%	22 15%	64 16%	52 20%	68 13%	22 15%	17 18%	3 8%	236 15%	2 22%	5 19%	0 0%	3 16%	0 0%	248 15%	117 16%	128 15%	3 7%
I Respect them/ Admire/Appreciate	162 10%	19 13%	45 11%	25 9%	43 9%	18 12%	6 6%	6 17%	160 10%	0 0%	1 4%	0 0%	1 5%	0 0%	162 10%	78 11%	82 10%	2 5%
Brave/Courageous/Heroes	131 8%	7 5%	41 10%	26 10%	41 8%	6 4%	7 7%	3 8%	127 8%	1 11%	0 0%	0 0%	2 11%	0 0%	131 8%	69 10%	59 7%	3 7%

Columns Tested: a, b, c, d, e, f, g - h, i, j, k, l - m, n - o, p, q

Conducted by Lord Ashcroft

Table 15 (continuation)

Q2b You gave quite a high score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a positive opinion of the Armed forces

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	*j	*k	*l	*m	n	o	p	q
Significance Level: 95%																		
Base	1605	151	406	266	504	147	95	36	1527	9	27	7	19	0	1605	723	841	41
Underfunded/Not enough equipment/Cuts/Government not supporting	129 8%	7 5%	40 10% a	16 6%	44 9%	9 6%	11 12% a	2 6%	124 8%	0 0%	0 0%	0 0%	0 0%	0 0%	129 8%	66 9%	57 7%	6 15%
Ex-serviceman/Know someone in the forces	120 7%	20 13% bd	25 6%	20 8%	32 6%	15 10%	6 6%	2 6%	115 8%	0 0%	1 4%	1 14%	1 5%	0 0%	120 7%	52 7%	65 8%	3 7%
Not their fault they're there/Government & Politicians send them there/Despite politicians, or my beliefs, they are good	114 7%	4 3%	31 8% a	16 6%	37 7% a	16 11% a	9 9% a	1 3%	109 7%	0 0%	2 7%	0 0%	1 5%	0 0%	114 7%	47 7%	66 8%	1 2%
Underpaid	100 6%	7 5%	28 7%	17 6%	31 6%	7 5%	7 7%	3 8%	96 6%	1 11%	0 0%	0 0%	0 0%	0 0%	100 6%	47 7%	48 6%	5 12%
An essential job/Someone has to do it/Do job I wouldn't want to do/Important job/Needed	85 5%	11 7%	21 5%	16 6%	22 4%	7 5%	5 5%	3 8%	81 5%	0 0%	0 0%	2 29%	1 5%	0 0%	85 5%	37 5%	45 5%	3 7%
Dedicated/Disciplined/Professional	75 5%	2 1%	26 6% af	13 5%	22 4%	10 7% af	1 1%	1 3%	73 5%	0 0%	1 4%	0 0%	1 5%	0 0%	75 5%	25 3%	49 6% o	1 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 15 (continuation)

Q2b You gave quite a high score for your view of the Armed Forces. Can you explain briefly why that is?

Base: Those with a positive opinion of the Armed forces

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	*j	*k	*l	*m	n	o	p	q
Base	1605	151	406	266	504	147	95	36	1527	9	27	7	19	0	1605	723	841	41
Underappreciated	59 4%	5 3%	12 3%	10 4%	21 4%	6 4%	4 4%	1 3%	58 4%	0 0%	0 0%	0 0%	0 0%	0 0%	59 4%	29 4%	27 3%	3 7%
Deserve our support/ I support them, they deserve it	57 4%	8 5%	15 4%	11 4%	17 3%	5 3%	1 1%	0 0%	54 4%	1 11%	0 0%	0 0%	0 0%	0 0%	57 4%	27 4%	27 3%	3 7%
Decent people/ Positive traits/Good reputation/Not heard bad things/Selfless	47 3%	2 1%	16 4%	12 5% e	14 3%	1 1%	1 1%	1 3%	43 3%	1 11%	2 7%	0 0%	0 0%	0 0%	47 3%	19 3%	27 3%	1 2%
Do as they're told/Follow orders/Never complain/Get on with it	45 3%	2 1%	9 2%	8 3%	17 3%	5 3%	3 3%	1 3%	42 3%	1 11%	0 0%	0 0%	1 5%	0 0%	45 3%	21 3%	24 3%	0 0%
Other	12 1%	0 0%	4 1%	3 1%	4 1%	1 1%	0 0%	0 0%	12 1%	0 0%	0 0%	0 0%	0 0%	0 0%	12 1%	6 1%	4 *	2 5% op
Don't Know	14 1%	2 1%	5 1%	0 0%	5 1%	0 0%	1 1%	1 3% ce	14 1%	0 0%	0 0%	0 0%	0 0%	0 0%	14 1%	2 *	12 1% o	0 0%
Nothing/No reason	47 3%	4 3%	8 2%	5 2%	26 5% bce	2 1%	1 1%	1 3%	39 3%	1 11%	5 19%	0 0%	2 11%	0 0%	47 3%	16 2%	30 4%	1 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q



Table 16  
 Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?  
 Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Brave	757 37%	298 31%	459 43% a	192 37%	167 42% g	135 37%	122 37%	141 33%	281 36%	120 44% hk	56 37%	165 33%	135 41% k	183 33%	218 39% m	166 42% mp	190 35%	504 38%	253 36%
Committed/Dedicated/ Disciplined/Professional	226 11%	125 13% b	101 9%	38 7%	33 8%	41 11% c	44 13% cd	70 16% cde	90 12% l	27 10% l	17 11% l	77 16% hil	15 5%	75 14% op	75 14% op	29 7%	47 9%	154 12%	72 10%
Heroes	152 7%	74 8%	78 7%	41 8%	29 7%	27 7%	23 7%	32 8%	49 6%	28 10% h	14 9%	33 7%	28 8%	38 7%	36 7%	31 8%	47 9%	96 7%	56 8%
Courageous	79 4%	31 3%	48 4%	15 3%	24 6% ce	8 2%	13 4%	19 4%	33 4% l	14 5% l	4 3%	23 5% l	5 2%	22 4%	29 5%	12 3%	16 3%	57 4%	22 3%
Thick/Stupid/ Fools/Idiots	73 4%	42 4%	31 3%	25 5% g	14 4%	10 3%	15 5%	9 2%	31 4%	6 2%	5 3%	14 3%	17 5%	23 4%	13 2%	19 5% n	18 3%	40 3%	33 5%
Genuine/Honest/ Other positive personality traits	70 3%	28 3%	42 4%	17 3%	11 3%	12 3%	11 3%	19 4%	21 3%	7 3%	4 3%	20 4%	18 5% h	18 3%	15 3%	16 4%	21 4%	48 4%	22 3%
Soldier/ Squaddies/Comrades	63 3%	25 3%	38 4%	19 4%	10 3%	15 4%	10 3%	9 2%	25 3%	10 4%	3 2%	12 2%	13 4%	20 4%	13 2%	11 3%	19 4%	38 3%	25 4%
War/Guns/Killing/Death	60 3%	27 3%	33 3%	17 3%	11 3%	10 3%	9 3%	13 3%	28 4% i	2 1%	5 3% i	15 3% i	10 3% i	21 4% no	10 2%	6 2% no	23 4% no	41 3%	19 3%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Conducted by Lord Ashcroft

Table 16 (continuation)

Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Tennant Oc cupier	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Loyal	50 2%	29 3%	21 2%	8 2%	8 2%	11 3%	8 2%	15 4%	23 3%	4 1%	0 0%	19 4%	4 1%	16 3%	13 2%	14 4%	7 1%	42 3%	8 1%
Admirable/ Respected/Honourable	48 2%	31 3%	17 2%	15 3%	7 2%	10 3%	6 2%	10 2%	16 2%	5 2%	2 1%	10 2%	15 5%	9 2%	11 2%	9 2%	19 4%	25 2%	23 3%
Army/Navy/RAF/ Uniform/Military	46 2%	18 2%	28 3%	9 2%	7 2%	10 3%	6 2%	14 3%	10 1%	8 3%	4 3%	15 3%	9 3%	11 2%	10 2%	10 3%	15 3%	30 2%	16 2%
Good/Great/Amazing	41 2%	23 2%	18 2%	7 1%	10 3%	6 2%	8 2%	10 2%	17 2%	6 2%	4 3%	9 2%	5 2%	9 2%	13 2%	11 3%	8 1%	29 2%	12 2%
Patriotic/For country/Duty	35 2%	23 2%	12 1%	8 2%	7 2%	9 2%	6 2%	5 1%	15 2%	3 1%	1 1%	6 1%	10 3%	10 2%	9 2%	7 2%	9 2%	26 2%	9 1%
Thugs/Weird/Aggressive/ Louts/Nutters	34 2%	15 2%	19 2%	10 2%	7 2%	8 2%	5 2%	4 1%	18 2%	3 1%	3 2%	6 1%	4 1%	7 1%	14 3%	6 2%	7 1%	24 2%	10 1%
At risk/In danger	31 2%	10 1%	21 2%	7 1%	10 3%	5 1%	5 2%	4 1%	16 2%	3 1%	4 3%	4 1%	4 1%	8 1%	8 1%	3 1%	12 2%	16 1%	15 2%
Hard working/ Hard job/Doing good job	29 1%	12 1%	17 2%	8 2%	8 2%	6 2%	4 1%	3 1%	13 2%	8 3%	3 2%	2 *	3 1%	13 2%	8 1%	2 1%	6 1%	17 1%	12 2%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 16 (continuation)

Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Tennant Oc cupier	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Tough/Strong	26 1%	13 1%	13 1%	13 3% dg	2 1%	6 2%	3 1%	2 *%	13 2%	3 1%	1 1%	3 1%	6 2%	12 2%	6 1%	3 1%	5 1%	15 1%	11 2%
Selfless/Sacrifice	24 1%	11 1%	13 1%	3 1%	3 1%	7 2%	7 2% c	4 1%	8 1%	8 3% hl	2 1% 1	6 1% 1	0 0%	6 1%	5 1%	3 1%	10 2%	17 1%	7 1%
Proud/pride	23 1%	15 2%	8 1%	4 1%	5 1%	5 1%	3 1%	6 1%	11 1% i	0 0%	2 1%	6 1%	4 1%	5 1%	6 1%	5 1%	7 1%	12 1%	11 2%
Protection/Security/ Protectors/Defenders	23 1%	15 2%	8 1%	7 1%	1 *%	4 1%	3 1%	8 2% d	6 1%	3 1%	1 1%	10 2%	3 1%	6 1%	3 1%	4 1%	10 2% n	14 1%	9 1%
Underpaid/Not appreciated	22 1%	16 2% b	6 1%	3 1%	7 2%	3 1%	5 2%	4 1%	11 1%	4 1%	0 0%	6 1%	1 *%	6 1%	6 1%	6 2%	4 1%	15 1%	7 1%
Young	19 1%	8 1%	11 1%	3 1%	4 1%	1 *%	4 1%	7 2%	7 1%	2 1%	1 1%	7 1%	2 1%	6 1%	7 1%	3 1%	3 1%	12 1%	7 1%
Afghanistan/Taliban/ War on terror	18 1%	11 1%	7 1%	5 1%	2 1%	1 *%	4 1%	6 1%	6 1%	1 *%	0 0%	8 2%	3 1%	6 1%	5 1%	4 1%	3 1%	14 1%	4 1%
Obedient/Regimented/ Not thinking	11 1%	5 1%	6 1%	1 *%	1 *%	4 1%	2 1%	3 1%	4 1%	2 1%	0 0%	2 *%	3 1%	4 1%	2 *%	2 1%	3 1%	9 1%	2 *%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 16 (continuation)

Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Oc cupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Unlucky/Sad/ Feel sorry for	10 *%	6 1%	4 *%	1 *%	1 *%	0 0%	5 2%	3 1%	4 1%	1 *%	0 0%	5 1%	0 0%	6 1%	0 0%	3 1%	1 *%	8 1%	2 *%
Why?/Pointless/ Waste of money	9 *%	5 1%	4 *%	2 *%	1 *%	2 1%	0 0%	4 1%	4 1%	0 0%	0 0%	4 1%	1 *%	2 *%	3 1%	0 0%	4 1%	5 *%	4 1%
Other negative	17 1%	12 1%	5 *%	5 1%	4 1%	2 1%	2 1%	4 1%	6 1%	2 1%	3 2%	6 1%	0 0%	4 1%	3 1%	5 1%	5 1%	12 1%	5 1%
Other positive	20 1%	13 1%	7 1%	5 1%	0 0%	2 1%	4 1%	9 2%	6 1%	0 0%	0 0%	11 2%	3 1%	6 1%	7 1%	2 1%	5 1%	11 1%	9 1%
Other	15 1%	8 1%	7 1%	4 1%	4 1%	1 *%	4 1%	2 *%	5 1%	1 *%	2 1%	2 *%	5 2%	5 1%	4 1%	1 *%	5 1%	7 1%	8 1%
Don't Know	19 1%	7 1%	12 1%	6 1%	7 2%	2 1%	0 0%	4 1%	6 1%	1 *%	3 2%	4 1%	5 2%	1 *%	8 1%	4 1%	6 1%	10 1%	9 1%
Nothing/No reason	61 3%	32 3%	29 3%	35 7%	11 3%	9 2%	4 1%	2 *%	33 4%	3 1%	11 7%	4 1%	10 3%	10 2%	17 3%	14 4%	20 4%	30 2%	31 4%
Columns Tested:		a, b	c, d, e, f, g	h, i, j, k, l	m, n, o, p	q, r													

Table 16 (continuation)

Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Brave	757 37%	71 39%	189 37%	126 38%	249 37%	64 34%	43 39%	15 32%	721 38%	8 44%	11 24%	3 20%	9 31%	18 10%	681 42% m	340 45% pq	389 35% q	28 18%
Committed/Dedicated/ Disciplined/Professional	226 11%	18 10%	47 9%	34 10%	76 11%	22 12%	20 18% abcd	9 19% b	213 11%	0 0%	6 13%	0 0%	3 10%	7 4%	207 13% m	81 11%	135 12% q	10 6%
Heroes	152 7%	11 6%	46 9%	31 9%	43 6%	12 6%	6 5%	3 6%	144 8%	0 0%	3 7%	0 0%	1 3%	4 2%	138 9% m	76 10% pq	69 6%	7 5%
Courageous	79 4%	13 7% cd	24 5% c	4 1%	22 3%	8 4% c	7 6% c	1 2%	74 4%	1 6%	0 0%	0 0%	3 10%	1 1%	73 5% m	37 5%	39 3%	3 2%
Thick/Stupid/ Fools/Idiots	73 4%	9 5%	21 4%	8 2%	23 3%	5 3%	3 3%	4 9% c	65 3%	1 6%	2 4%	1 7%	3 10%	51 27% n	11 1%	4 1%	42 4% o	27 18% op
Genuine/Honest/ Other positive personality traits	70 3%	8 4%	20 4%	13 4%	15 2%	9 5%	3 3%	2 4%	69 4%	0 0%	1 2%	0 0%	0 0%	4 2%	63 4%	28 4%	39 3%	3 2%
Soldier/ Squaddies/Comrades	63 3%	2 1%	12 2%	15 5% a	18 3%	10 5% ab	4 4%	2 4%	60 3%	0 0%	0 0%	0 0%	2 7%	6 3%	40 2%	15 2%	44 4% o	4 3%
War/Guns/Killing/Death	60 3%	5 3%	17 3%	11 3%	18 3%	5 3%	2 2%	2 4%	53 3%	1 6%	2 4%	3 20%	0 0%	16 9% n	28 2%	15 2%	35 3%	10 6% op

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 16 (continuation)

Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Loyal	50 2%	4 2%	13 3%	10 3%	12 2%	7 4%	3 3%	1 2%	47 2%	0 0%	1 2%	0 0%	0 0%	0 0%	48 3% m	22 3%	27 2%	1 1%
Admirable/ Respected/Honourable	48 2%	8 4% d	15 3%	5 2%	12 2%	5 3%	2 2%	1 2%	47 2%	0 0%	1 2%	0 0%	0 0%	1 1%	43 3%	25 3%	22 2%	1 1%
Army/Navy/RAF/ Uniform/Military	46 2%	3 2%	10 2%	11 3%	17 3%	4 2%	1 1%	0 0%	40 2%	0 0%	0 0%	4 27%	2 7%	1 1%	32 2%	10 1%	34 3% o	2 1%
Good/Great/Amazing	41 2%	1 1%	13 3%	7 2%	13 2%	4 2%	2 2%	1 2%	38 2%	1 6%	2 4%	0 0%	0 0%	0 0%	38 2% m	18 2%	21 2%	2 1%
Patriotic/For country/Duty	35 2%	0 0%	6 1%	7 2% a	14 2% a	6 3% a	2 2%	0 0%	29 2%	0 0%	4 9% h	0 0%	1 3%	1 1%	29 2%	12 2%	21 2%	2 1%
Thugs/Weird/Aggressive/ Louts/Nutters	34 2%	4 2%	6 1%	6 2%	10 2%	7 4% bf	0 0%	1 2%	32 2%	0 0%	1 2%	0 0%	1 3%	21 11% n	7 *% n	3 *% n	17 2% o	14 9% op
At risk/In danger	31 2%	3 2%	4 1%	3 1%	16 2% b	1 1% b	4 4% bce	0 0%	28 1%	0 0%	2 4%	0 0%	1 3%	6 3% n	16 1% n	8 1%	20 2%	3 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 16 (continuation)

Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Hard working/ Hard job/Doing good job	29 1%	2 1%	5 1%	2 1%	14 2%	3 2%	1 1%	2 4% c	27 1%	2 11%	0 0%	0 0%	0 0%	1 1%	22 1%	13 2%	16 1%	0 0%
Tough/Strong	26 1%	2 1%	9 2%	3 1%	8 1%	2 1%	2 2%	0 0%	21 1%	1 6%	2 4% h	0 0%	1 3%	4 2%	21 1%	7 1%	17 2%	2 1%
Selfless/Sacrifice	24 1%	1 1%	9 2%	3 1%	7 1%	3 2%	1 1%	0 0%	20 1%	0 0%	1 2%	0 0%	0 0%	2 1%	19 1%	5 1%	16 1%	3 2%
Proud/pride	23 1%	2 1%	8 2%	2 1%	8 1%	1 1%	2 2%	0 0%	22 1%	0 0%	0 0%	0 0%	0 0%	0 0%	21 1%	12 2%	11 1%	0 0%
Protection/Security/ Protectors/Defenders	23 1%	2 1%	3 1%	5 2%	10 2%	2 1%	0 0%	1 2%	20 1%	0 0%	0 0%	1 7%	1 3%	0 0%	20 1%	10 1%	12 1%	1 1%
Underpaid/Not appreciated	22 1%	1 1%	6 1%	5 2%	7 1%	1 1%	1 1%	1 2%	20 1%	0 0%	1 2%	1 7%	0 0%	1 1%	15 1%	8 1%	13 1%	1 1%
Young	19 1%	1 1%	3 1%	5 2%	8 1%	1 1%	0 0%	1 2%	19 1%	0 0%	0 0%	0 0%	0 0%	14 1%	5 1%	11 1%	3 2%	
Afghanistan/Taliban/ War on terror	18 1%	2 1%	6 1%	2 1%	6 1%	1 1%	0 0%	1 2%	17 1%	0 0%	0 0%	1 7%	0 0%	2 1%	10 1%	4 1%	13 1%	1 1%
Obedient/Regimented/ Not thinking	11 1%	1 1%	3 1%	0 0%	3 *%	2 1%	2 2%	0 0% c	10 1%	0 0%	0 0%	0 0%	0 0%	3 2%	7 *%	2 *%	8 1%	1 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 16 (continuation)

Q3 What is the first word or phrase that comes to mind when you think of people who work in the Armed Forces?

Base: All respondents

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Unlucky/Sad/ Feel sorry for	10 *%	0 0%	1 *%	2 1%	5 1%	2 1%	0 0%	0 0%	9 *%	0 0%	1 2%	0 0%	0 0%	6 3% n	3 *%	3 *%	3 *%	4 3% op
Why?/Pointless/ Waste of money	9 *%	4 2% bcd	0 0%	1 *%	3 *%	1 1%	0 0%	0 0%	8 *%	0 0%	1 2%	0 0%	0 0%	3 2% n	3 *%	1 *%	4 *%	4 3% op
Other negative	17 1%	0 0%	3 1%	2 1%	11 2%	1 1%	0 0%	0 0%	15 1%	0 0%	0 0%	0 0%	0 0%	12 6% n	4 *%	1 *%	6 1%	10 6% op
Other positive	20 1%	1 1%	4 1%	4 1%	5 1%	3 2%	2 2%	1 2%	19 1%	0 0%	1 2%	0 0%	0 0%	2 1%	16 1%	8 1%	11 1%	1 1%
Other	15 1%	3 2%	2 *%	2 1%	5 1%	2 1%	1 1%	0 0%	14 1%	1 6%	0 0%	0 0%	0 0%	3 2%	9 1%	5 1%	8 1%	2 1%
Don't Know	19 1%	4 2%	6 1%	2 1%	5 1%	2 1%	0 0%	0 0%	18 1%	1 6%	0 0%	0 0%	0 0%	4 2% n	7 *%	1 *%	15 1% o	3 2% o
Nothing/No reason	61 3%	3 2%	14 3%	11 3%	24 4%	5 3%	3 3%	1 2%	52 3%	2 11%	4 9%	1 7%	2 7%	11 6% n	27 2%	8 1%	48 4% o	5 3% o

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q



Table 17  
 Q4 Over the last few years, would you say your opinion of the Armed Forces has improved, got worse or stayed the same?  
 Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Oc cupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Improved a lot (5.0)	320 16%	148 16%	172 16%	51 10%	65 16%	58 16%	64 19%	82 19%	117 15%	48 17%	16 10%	89 18%	50 15%	77 14%	75 14%	74 19%	94 18%	204 15%	116 16%
Improved a bit (4.0)	437 21%	220 23%	217 20%	119 23%	75 19%	79 22%	74 22%	90 21%	177 23%	58 21%	18 12%	117 24%	67 20%	155 28%	112 20%	85 22%	85 16%	320 24%	117 17%
Stayed about the same (3.0)	1122 55%	495 52%	627 58%	300 58%	229 58%	199 55%	172 52%	222 52%	428 55%	149 54%	103 67%	250 50%	192 58%	275 50%	329 60%	200 51%	318 59%	712 54%	410 58%
Got a bit worse (2.0)	99 5%	53 6%	46 4%	26 5%	21 5%	15 4%	13 4%	24 6%	39 5%	13 5%	6 4%	28 6%	13 4%	28 5%	21 4%	21 5%	29 5%	57 4%	42 6%
Got a lot worse (1.0)	55 3%	37 4%	18 2%	20 4%	8 2%	10 3%	10 3%	7 2%	18 2%	7 3%	10 7%	12 2%	8 2%	15 3%	15 3%	15 4%	10 2%	33 2%	22 3%
ALL IMPROVED	757 37%	368 39%	389 36%	170 33%	140 35%	137 38%	138 41%	172 40%	294 38%	106 39%	34 22%	206 42%	117 35%	232 42%	187 34%	159 40%	179 33%	524 40%	233 33%
ALL WORSENERD	154 8%	90 9%	64 6%	46 9%	29 7%	25 7%	23 7%	31 7%	57 7%	20 7%	16 10%	40 8%	21 6%	43 8%	36 7%	36 9%	39 7%	90 7%	64 9%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	3.43	3.41	3.44	3.30	3.42	3.44	3.51	3.51	3.43	3.46	3.16	3.49	3.42	3.46	3.38	3.46	3.42	3.46	3.37
Standard deviation	.91	.95	.87	.86	.89	.91	.95	.92	.89	.92	.90	.93	.88	.89	.87	.98	.90	.89	.93

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Table 17 (continuation)

Q4 Over the last few years, would you say your opinion of the Armed Forces has improved, got worse or stayed the same?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North East	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Improved a lot (5.0)	320 16%	29 16%	98 19% cd	43 13%	95 14%	26 14%	20 18%	9 19%	306 16%	2 11%	4 9%	2 13%	1 3%	1 1%	312 19% m	320 42% pq	0 0%	0 0%
Improved a bit (4.0)	437 21%	46 25%	99 19%	72 22%	131 20%	45 24%	29 26%	15 32% bd	410 22%	3 17%	12 27%	3 20%	6 21%	7 4%	411 26% m	437 58% pq	0 0%	0 0%
Stayed about the same (3.0)	1122 55%	91 49%	266 52%	195 59% a	394 59% abf	100 53%	54 49%	22 47%	1041 55%	12 67%	24 53%	9 60%	20 69%	97 52%	841 52%	0 0%	1122 100% oq	0 0%
Got a bit worse (2.0)	99 5%	10 5%	28 6%	11 3%	29 4%	14 7% c	6 5%	1 2%	94 5%	1 6%	2 4%	0 0%	1 3%	43 23% n	31 2%	0 0%	0 0%	99 64% op
Got a lot worse (1.0)	55 3%	8 4%	17 3%	8 2%	17 3%	4 2%	1 1%	0 0%	47 2%	0 0%	3 7%	1 7%	1 3%	38 20% n	10 1%	0 0%	0 0%	55 36% op
ALL IMPROVED	757 37%	75 41%	197 39%	115 35%	226 34%	71 38%	49 45% d	24 51% cd	716 38%	5 28%	16 36%	5 33%	7 24%	8 4%	723 45% m	757 100% pq	0 0%	0 0%
ALL WORSENE	154 8%	18 10%	45 9%	19 6%	46 7%	18 10%	7 6%	1 2%	141 7%	1 6%	5 11%	1 7%	2 7%	81 44% n	41 3%	0 0%	0 0%	154 100% op
Median	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	2
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	3.43	3.42	3.46	3.40	3.39	3.40	3.55	3.68 cde	3.44	3.33	3.27	3.33	3.17	2.41	3.61 m	4.42	3.00	1.64

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 17 (continuation)

Q4 Over the last few years, would you say your opinion of the Armed Forces has improved, got worse or stayed the same?

Base: All respondents

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	Northern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Standard deviation	.91	.97	.97	.85	.87	.89	.88	.81	.90	.77	.94	.98	.71	.87	.84	.49	.00	.48

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 18  
 Q5 How much do you think you know about what a member of the Armed Forces does on a day-to-day basis?  
 Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
A great deal (4.0)	205 10%	114 12% b	91 8%	44 9%	36 9%	44 12%	27 8%	54 13% cf	75 10%	20 7%	15 10%	57 11%	38 12%	56 10%	44 8%	45 11%	60 11%	121 9%	84 12% q
Quite a lot (3.0)	566 28%	309 32% b	257 24%	131 25%	101 25%	82 23%	103 31% e	149 35% cde	204 26%	66 24%	43 28%	175 35% hil	78 24%	150 27%	156 28%	111 28%	149 28%	360 27%	206 29%
Not very much (2.0)	1062 52%	462 48%	600 56% a	269 52%	220 55% g	200 55% g	174 52%	199 47%	422 54% k	157 57% k	78 51%	231 47%	174 53%	299 54%	294 53%	203 51%	266 50%	722 54% r	340 48%
Very little (1.0)	200 10%	68 7%	132 12% a	72 14% fg	41 10% g	35 10% g	29 9%	23 5%	78 10% k	32 12% k	17 11%	33 7%	40 12% k	45 8%	58 11%	36 9%	61 11%	123 9%	77 11%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	2.38	2.49 b	2.28	2.28	2.33	2.37	2.38	2.55 cdef	2.35	2.27	2.37	2.52 hijl	2.35	2.39	2.34	2.42	2.39	2.36	2.42
Standard deviation	.80	.80	.79	.81	.78	.82	.76	.78	.79	.76	.81	.78	.84	.78	.77	.81	.83	.77	.84

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 18 (continuation)

Q5 How much do you think you know about what a member of the Armed Forces does on a day-to-day basis?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
A great deal (4.0)	205 10%	23 13%	59 12%	29 9%	62 9%	16 8%	12 11%	4 9%	190 10%	3 17%	1 2%	3 20%	2 7%	6 3%	187 12% m	94 12% p	94 8%	17 11%
Quite a lot (3.0)	566 28%	49 27%	122 24%	92 28%	194 29%	59 31%	34 31%	16 34%	532 28%	3 17%	13 29%	4 27%	5 17%	55 30%	460 29%	242 32% p	269 24%	55 36% p
Not very much (2.0)	1062 52%	94 51%	282 56% g	178 54%	339 51%	96 51%	54 49%	19 40%	995 52%	9 50%	25 56%	6 40%	15 52%	99 53%	837 52%	375 50%	624 56% oq	63 41%
Very little (1.0)	200 10%	18 10%	45 9%	30 9%	71 11%	18 10%	10 9%	8 17%	181 10%	3 17%	6 13%	2 13%	7 24%	26 14% n	121 8%	46 6%	135 12% o	19 12% o
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	2.38	2.42	2.38	2.36	2.37	2.39	2.44	2.34	2.39	2.33	2.20	2.53	2.07	2.22	2.44 m	2.51 p	2.29	2.45 p
Standard deviation	.80	.83	.80	.77	.80	.77	.81	.87	.79	.97	.69	.99	.84	.72	.79	.79	.78	.85
Columns Tested:		a, b, c, d, e, f, g							h, i, j, k, l					m, n		o, p, q		

Table 19  
 Q6 Thinking about how the Armed Forces are portrayed in the media, whether on television, in newspapers or elsewhere, do you think they tend to be portrayed:  
 Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Oc cupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Very positively (5.0)	513 25%	245 26%	268 25%	127 25%	91 23%	106 29% d	81 24%	108 25%	211 27%	76 28%	33 22%	117 24%	76 23%	127 23%	149 27%	102 26%	135 25%	344 26%	169 24%
Quite positively (4.0)	1059 52%	513 54%	546 51%	244 47%	210 53%	169 47%	186 56% ce	250 59% ce	392 50%	142 52%	67 44%	293 59% hijl	165 50%	320 58% op	291 53% p	202 51%	246 46%	732 55% r	327 46%
Neutrally (3.0)	357 18%	144 15%	213 20% a	114 22% fg	80 20% g	65 18% g	51 15%	47 11%	138 18% k	46 17%	44 29% hik	58 12%	71 22% k	76 14%	85 15%	74 19% m	122 23% mn	190 14%	167 24% q
Quite negatively (2.0)	89 4%	45 5%	44 4%	28 5%	15 4%	17 5%	10 3%	19 4%	33 4%	10 4%	8 5%	24 5%	14 4%	22 4%	24 4%	16 4%	27 5%	51 4%	38 5%
Very negatively (1.0)	15 1%	6 1%	9 1%	3 1%	2 1%	4 1%	5 2%	1 *%	5 1%	1 *%	1 1%	4 1%	4 1%	5 1%	3 1%	1 *%	6 1%	9 1%	6 1%
ALL POSITIVE -----	1572 77%	758 80% b	814 75%	371 72%	301 76%	275 76%	267 80% c	358 84% cde	603 77% j	218 79% j	100 65%	410 83% hjl	241 73%	447 81% p	440 80% p	304 77% p	381 71%	1076 81% r	496 70%
ALL NEGATIVE -----	104 5%	51 5%	53 5%	31 6%	17 4%	21 6%	15 5%	20 5%	38 5%	11 4%	9 6%	28 6%	18 5%	27 5%	27 5%	17 4%	33 6%	60 5%	44 6%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Mean score	3.97	3.99	3.94	3.90	3.94	3.99	3.98	4.05 cd	3.99 j	4.03 j	3.80	4.00 j	3.89	3.99	4.01 p	3.98	3.89	4.02 r	3.87
Standard deviation	.82	.81	.83	.85	.79	.87	.81	.75	.82	.79	.86	.79	.85	.78	.80	.79	.88	.79	.87

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Table 19 (continuation)

Q6 Thinking about how the Armed Forces are portrayed in the media, whether on television, in newspapers or elsewhere, do you think they tend to be portrayed:

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Very positively (5.0)	513 25%	43 23%	157 31%	71 22%	158 24%	43 23%	32 29%	9 19%	487 26%	5 28%	7 16%	3 20%	4 14%	38 20%	449 28%	252 33%	226 20%	35 23%
Quite positively (4.0)	1059 52%	103 56%	232 46%	184 56%	345 52%	106 56%	59 54%	30 64%	994 52%	8 44%	20 44%	8 53%	18 62%	70 38%	878 55%	411 54%	587 52%	61 40%
Neutrally (3.0)	357 18%	29 16%	98 19%	57 17%	123 18%	31 16%	13 12%	6 13%	324 17%	5 28%	14 31%	3 20%	5 17%	55 30%	207 13%	66 9%	258 23%	33 21%
Quite negatively (2.0)	89 4%	5 3%	19 4%	13 4%	36 5%	8 4%	6 5%	2 4%	80 4%	0 0%	4 9%	1 7%	2 7%	17 9%	62 4%	25 3%	47 4%	17 11%
Very negatively (1.0)	15 1%	4 2%	2 *	4 1%	4 1%	1 1%	0 0%	0 0%	13 1%	0 0%	0 0%	0 0%	0 0%	6 3%	9 1%	3 *	4 *	8 5%
ALL POSITIVE	1572 77%	146 79%	389 77%	255 78%	503 76%	149 79%	91 83%	39 83%	1481 78%	13 72%	27 60%	11 73%	22 76%	108 58%	1327 83%	663 88%	813 72%	96 62%
ALL NEGATIVE	104 5%	9 5%	21 4%	17 5%	40 6%	9 5%	6 5%	2 4%	93 5%	0 0%	4 9%	1 7%	2 7%	23 12%	71 4%	28 4%	51 5%	25 16%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Base for stats	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Mean score	3.97	3.96	4.03	3.93	3.93	3.96	4.06	3.98	3.98	4.00	3.67	3.87	3.83	3.63	4.06	4.17	3.88	3.64
Standard deviation	.82	.84	.83	.81	.83	.78	.79	.71	.81	.77	.85	.83	.76	1.01	.78	.75	.79	1.11

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 20

Q7a You said you thought the Armed Forces were generally portrayed positively in the media.

Do you think that positive portrayal is fair and accurate, or do you think the media deliberately focuses on positive things and ignores more negative aspects?

Base: Those saying the Armed Forces are portrayed positively or very positively at Q6

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1572	758	814	371	301	275	267	358	603	218	100	410	241	447	440	304	381	1076	496
The positive portrayal is accurate	1060 67%	525 69%	535 66%	240 65%	206 68%	177 64%	191 72%	246 69%	410 68%	149 68%	54 54%	284 69%	163 68%	281 63%	313 71%	218 72%	248 65%	744 69%	316 64%
The media deliberately focuses on positive things and ignores more negative aspects	512 33%	233 31%	279 34%	131 35%	95 32%	98 36%	76 28%	112 31%	193 32%	69 32%	46 46%	126 31%	78 32%	166 37%	127 29%	86 28%	133 35%	332 31%	180 36%

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r



Table 20 (continuation)

Q7a You said you thought the Armed Forces were generally portrayed positively in the media.

Do you think that positive portrayal is fair and accurate, or do you think the media deliberately focuses on positive things and ignores more negative aspects?

Base: Those saying the Armed Forces are portrayed positively or very positively at Q6

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Sco tland	North England	Mid lands	South East	South West	Wales	No rthern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Imp roved	Stayed same	Wor sened
		a	b	c	d	e	f	g	h	*i	*j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	1572	146	389	255	503	149	91	39	1481	13	27	11	22	108	1327	663	813	96
The positive portrayal is accurate	1060 67%	103 71%	259 67%	182 71%	332 66%	97 65%	63 69%	24 62%	1011 68%	7 54%	17 63%	6 55%	9 41%	12 11%	996 75% m	505 76% pq	535 66% q	20 21%
The media deliberately focuses on positive things and ignores more negative aspects	512 33%	43 29%	130 33%	73 29%	171 34%	52 35%	28 31%	15 38%	470 32%	6 46%	10 37%	5 45%	13 59%	96 89% n	331 25%	158 24%	278 34% o	76 79% op

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 21

Q7b You said you thought the Armed Forces were generally portrayed negatively in the media.

Do you think that negative portrayal is fair and accurate, or do you think the media deliberately focuses on negative things and ignores more positive aspects?

Base: Those saying the Armed Forces are portrayed negatively or very negatively at Q6

	Gender		Age					Employment					Social class				Housing status		
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	*d	*e	*f	*g	h	*i	*j	*k	*l	*m	*n	*o	p	q	r
Base	104	51	53	31	17	21	15	20	38	11	9	28	18	27	27	17	33	60	44
The negative portrayal is fair and accurate	17 16%	11 22%	6 11%	7 23%	2 12%	5 24%	2 13%	1 5%	9 24%	2 18%	1 11%	3 11%	2 11%	4 15%	9 33%	2 12%	2 6%	13 22%	4 9%
The media deliberately focuses on negative things and ignores more positive aspects	87 84%	40 78%	47 89%	24 77%	15 88%	16 76%	13 87%	19 95%	29 76%	9 82%	8 89%	25 89%	16 89%	23 85%	18 67%	15 88%	31 94%	47 78%	40 91%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 21 (continuation)

Q7b You said you thought the Armed Forces were generally portrayed negatively in the media.

Do you think that negative portrayal is fair and accurate, or do you think the media deliberately focuses on negative things and ignores more positive aspects?

Base: Those saying the Armed Forces are portrayed negatively or very negatively at Q6

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	Northern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		*a	*b	*c	d	*e	*f	*g	h	*i	*j	*k	*l	*m	n	*o	p	*q
Base	104	9	21	17	40	9	6	2	93	0	4	1	2	23	71	28	51	25
The negative portrayal is fair and accurate	17 16%	2 22%	6 29%	1 6%	8 20%	0 0%	0 0%	0 0%	14 15%	0 0%	0 0%	0 0%	1 50%	8 35%	5 7%	1 4%	4 8%	12 48%
The media deliberately focuses on negative things and ignores more positive aspects	87 84%	7 78%	15 71%	16 94%	32 80%	9 100%	6 100%	2 100%	79 85%	0 0%	4 100%	1 100%	1 50%	15 65%	66 93%	27 96%	47 92%	13 52%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 22

Q8a Do you think a former officer in the Armed Forces would find it easier or more difficult than most other people to find a new job outside the military?

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
A former officer would find it easier than most people to find a new job	599 29%	355 37%	244 23%	109 21%	96 24%	118 33%	103 31%	173 41%	211 27%	78 28%	40 26%	193 39%	77 23%	157 29%	164 30%	126 32%	152 28%	409 31%	190 27%
		b				cd	cd	cdef				hijl							
A former officer would find it more difficult than most people to find a new job	603 30%	230 24%	373 35%	192 37%	140 35%	100 28%	84 25%	87 20%	256 33%	78 28%	45 29%	114 23%	110 33%	165 30%	161 29%	121 31%	156 29%	376 28%	227 32%
			a	efg	efg	g			k				k						
A former officer would find it no easier or more difficult than most people to find a new job	831 41%	368 39%	463 43%	215 42%	162 41%	143 40%	146 44%	165 39%	312 40%	119 43%	68 44%	189 38%	143 43%	228 41%	227 41%	148 37%	228 43%	541 41%	290 41%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 22 (continuation)

Q8a Do you think a former officer in the Armed Forces would find it easier or more difficult than most other people to find a new job outside the military?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
A former officer would find it easier than most people to find a new job	599 29%	71 39%	136 27%	98 30%	188 28%	53 28%	40 36%	13 28%	566 30%	4 22%	12 27%	4 27%	5 17%	61 33%	484 30%	252 33%	296 26%	51 33%
		bcde							b							p		
A former officer would find it more difficult than most people to find a new job	603 30%	45 24%	157 31%	103 31%	198 30%	55 29%	35 32%	10 21%	560 30%	8 44%	16 36%	4 27%	10 34%	41 22%	478 30%	245 32%	316 28%	42 27%
														m				
A former officer would find it no easier or more difficult than most people to find a new job	831 41%	68 37%	215 42%	128 39%	280 42%	81 43%	35 32%	24 51%	772 41%	6 33%	17 38%	7 47%	14 48%	84 45%	643 40%	260 34%	510 45%	61 40%
		f							f							o		

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 23

Q8b Do you think a former member of the Armed Forces from other ranks (non-officers) would find it easier or more difficult than most other people to find a new job outside the military?  
 Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Occupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
They would find it easier than most people to find a new job	298 15%	159 17%	139 13%	84 16%	57 14%	51 14%	40 12%	66 16%	113 15%	44 16%	22 14%	70 14%	49 15%	73 13%	86 16%	62 16%	77 14%	197 15%	101 14%
They would find it more difficult than most people to find a new job	784 39%	357 37%	427 40%	203 39%	160 40%	140 39%	126 38%	155 36%	313 40%	102 37%	56 37%	189 38%	124 38%	231 42%	217 39%	149 38%	187 35%	504 38%	280 40%
They would find it no easier or more difficult than most people to find a new job	951 47%	437 46%	514 48%	229 44%	181 45%	170 47%	167 50%	204 48%	353 45%	129 47%	75 49%	237 48%	157 48%	246 45%	249 45%	184 47%	272 51%	625 47%	326 46%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 23 (continuation)

Q8b Do you think a former member of the Armed Forces from other ranks (non-officers) would find it easier or more difficult than most other people to find a new job outside the military?  
 Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
They would find it easier than most people to find a new job	298 15%	36 20% c	83 16%	38 12%	93 14%	25 13%	18 16%	5 11%	272 14%	2 11%	8 18%	3 20%	5 17%	33 18%	239 15%	136 18% p	141 13%	21 14%
They would find it more difficult than most people to find a new job	784 39%	68 37%	203 40% g	125 38%	265 40% g	70 37%	42 38%	11 23%	736 39%	6 33%	20 44%	5 33%	12 41%	67 36%	625 39%	318 42% p	398 35%	68 44% p
They would find it no easier or more difficult than most people to find a new job	951 47%	80 43%	222 44%	166 50%	308 46%	94 50%	50 45%	31 66% abcdef	890 47%	10 56%	17 38%	7 47%	12 41%	86 46%	741 46%	303 40%	583 52% oq	65 42%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 24

Q9 How common do you think it is for former members of the Armed Forces to have some kind of physical, emotional or mental health problem as a result of their time in the Forces?

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Very common	699 34%	250 26%	449 42%	193 37%	146 37%	126 35%	107 32%	127 30%	231 30%	107 39%	62 41%	151 30%	148 45%	165 30%	167 30%	156 39%	211 39%	413 31%	286 40%
			a	g	g					hk	hk		hk			mn	mn		q
Quite common	1166 57%	579 61%	587 54%	294 57%	226 57%	210 58%	190 57%	246 58%	482 62%	150 55%	83 54%	286 58%	165 50%	335 61%	335 61%	209 53%	287 54%	793 60%	373 53%
		b							il			l		op	op			r	
Quite rare	158 8%	117 12%	41 4%	26 5%	25 6%	23 6%	34 10%	50 12%	64 8%	18 7%	5 3%	56 11%	15 5%	49 9%	47 9%	29 7%	33 6%	113 9%	45 6%
		b					c	cde	jl			ijl							
Very rare	10 *%	7 1%	3 *%	3 1%	1 *%	2 1%	2 1%	2 *%	2 *%	0 0%	3 2%	3 1%	2 1%	1 *%	3 1%	1 *%	5 1%	7 1%	3 *%
											hi								
ALL COMMON	1865 92%	829 87%	1036 96%	487 94%	372 93%	336 93%	297 89%	373 88%	713 92%	257 93%	145 95%	437 88%	313 95%	500 91%	502 91%	365 92%	498 93%	1206 91%	659 93%
			a	fg	fg	g			k	k	k		k						
ALL RARE	168 8%	124 13%	44 4%	29 6%	26 7%	25 7%	36 11%	52 12%	66 8%	18 7%	8 5%	59 12%	17 5%	50 9%	50 9%	30 8%	38 7%	120 9%	48 7%
			b				cd	cde				hijl							

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r



Table 24 (continuation)

Q9 How common do you think it is for former members of the Armed Forces to have some kind of physical, emotional or mental health problem as a result of their time in the Forces?  
 Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Very common	699 34%	64 35%	197 39%	98 30%	233 35%	64 34%	30 27%	13 28%	652 34%	5 28%	13 29%	9 60%	8 28%	68 37%	561 35%	294 39%	324 29%	81 53%
Quite common	1166 57%	105 57%	273 54%	201 61%	386 58%	110 58%	61 55%	30 64%	1087 57%	13 72%	27 60%	6 40%	20 69%	100 54%	910 57%	414 55%	691 62%	61 40%
Quite rare	158 8%	13 7%	37 7%	29 9%	45 7%	13 7%	17 15%	4 9%	152 8%	0 0%	4 9%	0 0%	0 0%	14 8%	130 8%	48 6%	101 9%	9 6%
Very rare	10 *%	2 1%	1 *%	1 *%	2 *%	2 1%	2 2%	0 0%	7 *%	0 0%	1 2%	0 0%	1 3%	4 2%	4 *%	1 *%	6 1%	3 2%
ALL COMMON	1865 92%	169 92%	470 93%	299 91%	619 93%	174 92%	91 83%	43 91%	1739 92%	18 100%	40 89%	15 100%	28 97%	168 90%	1471 92%	708 94%	1015 90%	142 92%
ALL RARE	168 8%	15 8%	38 7%	30 9%	47 7%	15 8%	19 17%	4 9%	159 8%	0 0%	5 11%	0 0%	1 3%	18 10%	134 8%	49 6%	107 10%	12 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 25

Q10 When you see (or if you saw) a member of the Armed Forces out and about in uniform in a town near you, have you ever (or could you see yourself) going up to thank them for their service?

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Yes - I have done so	169 8%	103 11% b	66 6%	37 7%	27 7%	37 10%	28 8%	40 9%	66 8%	16 6%	14 9%	43 9%	30 9%	35 6%	36 7%	36 9%	62 12% mn	86 6%	83 12% q
Yes - I could see myself doing so	391 19%	199 21%	192 18%	91 18%	87 22% e	56 16%	63 19%	94 22% e	145 19%	62 23% l	30 20%	102 21%	52 16%	99 18%	110 20%	83 21%	99 18%	249 19%	142 20%
No, because I would be embarrassed	520 26%	187 20%	333 31% a	135 26%	109 27%	99 27%	77 23%	100 24%	203 26% j	87 32% jk	28 18%	112 23%	90 27% j	137 25%	141 26%	102 26%	140 26%	361 27% r	159 22%
No, because I think he or she would be embarrassed	266 13%	108 11%	158 15% a	47 9%	48 12%	43 12%	51 15% c	77 18% cde	88 11%	28 10%	18 12%	91 18% hil	41 12%	65 12%	76 14%	63 16%	62 12%	188 14% r	78 11%
No, I don't think it is necessary or appropriate to do so	687 34%	356 37% b	331 31%	206 40% dg	127 32%	126 35% g	114 34% g	114 27%	277 36% k	82 30%	63 41% ik	148 30%	117 35%	214 39% op	189 34% o	111 28%	173 32%	442 33%	245 35%
YES HAVE / COULD	560 28%	302 32% b	258 24%	128 25%	114 29%	93 26%	91 27%	134 32% c	211 27%	78 28%	44 29%	145 29%	82 25%	134 24%	146 26%	119 30% m	161 30% m	335 25%	225 32% q
ALL NO	1473 72%	651 68%	822 76% a	388 75% g	284 71%	268 74%	242 73%	291 68%	568 73%	197 72%	109 71%	351 71%	248 75%	416 76% op	406 74%	276 70%	375 70%	991 75% r	482 68%

Columns Tested: a,b - c,d,e,f,g - h,i,j,k,l - m,n,o,p - q,r

Conducted by Lord Ashcroft

Table 25 (continuation)

Q10 When you see (or if you saw) a member of the Armed Forces out and about in uniform in a town near you, have you ever (or could you see yourself) going up to thank them for their service?

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	Northern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Yes - I have done so	169 8%	19 10%	46 9%	24 7%	49 7%	12 6%	14 13%	5 11%	157 8%	0 0%	3 7%	3 20%	0 0%	2 1%	158 10% m	95 13% p	62 6%	12 8%
Yes - I could see myself doing so	391 19%	42 23%	90 18%	73 22% d	112 17%	41 22%	20 18%	13 28%	361 19%	5 28%	12 27%	1 7%	6 21%	6 3%	360 22% m	200 26% pq	179 16% q	12 8%
No, because I would be embarrassed	520 26%	48 26%	135 27%	81 25%	186 28%	40 21%	22 20%	8 17%	488 26%	3 17%	12 27%	3 20%	8 28%	31 17%	438 27% m	215 28% q	287 26% q	18 12%
No, because I think he or she would be embarrassed	266 13%	18 10%	76 15%	44 13%	82 12%	18 10%	22 20% ade	6 13%	259 14%	2 11%	2 4%	2 13%	1 3%	12 6%	240 15% m	111 15%	137 12%	18 12%
No, I don't think it is necessary or appropriate to do so	687 34%	57 31%	161 32%	107 33%	237 36%	78 41% abcf	32 29%	15 32%	633 33%	8 44%	16 36%	6 40%	14 48%	135 73% n	409 25%	136 18%	457 41% o	94 61% op
YES HAVE / COULD	560 28%	61 33% d	136 27%	97 29%	161 24%	53 28%	34 31%	18 38% d	518 27%	5 28%	15 33%	4 27%	6 21%	8 4%	518 32% m	295 39% pq	241 21%	24 16%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 25 (continuation)

Q10 When you see (or if you saw) a member of the Armed Forces out and about in uniform in a town near you, have you ever (or could you see yourself) going up to thank them for their service?

Base: All respondents

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	Northern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
ALL NO	1473	123	372	232	505	136	76	29	1380	13	30	11	23	178	1087	462	881	130
	72%	67%	73%	71%	76%	72%	69%	62%	73%	72%	67%	73%	79%	96%	68%	61%	79%	84%
					ag									n			o	o

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 26

Q11 Thinking about what British society (not the government) does to recognise and support people in the Armed Forces, do you think:

Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
We should do more to recognise and support people in the Armed Forces	1266 62%	571 60%	695 64%	267 52%	246 62%	234 65%	209 63%	310 73%	441 57%	166 60%	92 60%	347 70%	220 67%	313 57%	345 63%	268 68%	340 63%	830 63%	436 62%
			a		c	c	c	cdef				hij	h			m	m		
We do enough to recognise and support people in the Armed Forces	669 33%	317 33%	352 33%	211 41%	136 34%	103 29%	110 33%	109 26%	295 38%	97 35%	48 31%	138 28%	91 28%	209 38%	184 33%	111 28%	165 31%	445 34%	224 32%
				defg	g	g	g		kl	kl				op					
We do too much to recognise and support people in the Armed Forces	98 5%	65 7%	33 3%	38 7%	16 4%	24 7%	14 4%	6 1%	43 6%	12 4%	13 8%	11 2%	19 6%	28 5%	23 4%	16 4%	31 6%	51 4%	47 7%
			b	dg	g	g	g		k		k		k						q

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 26 (continuation)

Q11 Thinking about what British society (not the government) does to recognise and support people in the Armed Forces, do you think:

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
We should do more to recognise and support people in the Armed Forces	1266 62%	126 68% d	339 67% d	203 62%	392 59%	112 59%	65 59%	29 62%	1206 64% j	9 50%	14 31%	10 67%	10 34%	38 20%	1143 71% m	600 79% pq	608 54% q	58 38%
We do enough to recognise and support people in the Armed Forces	669 33%	48 26%	144 28%	111 34%	242 36% ab	67 35%	42 38% ab	15 32%	611 32%	7 39%	26 58% h	3 20%	14 48%	85 46% n	445 28%	154 20%	456 41% o	59 38% o
We do too much to recognise and support people in the Armed Forces	98 5%	10 5%	25 5%	15 5%	32 5%	10 5%	3 3%	3 6%	81 4%	2 11%	5 11% h	2 13%	5 17%	63 34% n	17 1%	3 *%	58 5% o	37 24% op

Columns Tested: a, b, c, d, e, f, g - h, i, j, k, l - m, n - o, p, q

Table 27  
 Q12 You said you think British society could do more to recognise and support people in the Armed Forces. What do you think we could do?  
 Base: Those saying "should do more" at Q11

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not wo rking	AB	C1	C2	DE	Owner Oc cupier	Tennant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1266	571	695	267	246	234	209	310	441	166	92	347	220	313	345	268	340	830	436
Respect them/ Appreciate them/Praise them/Don't abuse	233 18%	111 19%	122 18%	57 21%	45 18%	37 16%	42 20%	52 17%	88 20%	27 16%	18 20%	55 16%	45 20%	62 20%	66 19%	41 15%	64 19%	139 17%	94 22% q
More support generally	132 10%	59 10%	73 11%	26 10%	22 9%	26 11%	22 11%	36 12%	46 10%	17 10%	6 7%	37 11%	26 12%	29 9%	36 10%	37 14%	30 9%	92 11%	40 9%
Generally more support on leaving forces	132 10%	58 10%	74 11%	22 8%	32 13%	24 10%	24 11%	30 10%	41 9%	25 15% h	7 8%	33 10%	26 12%	33 11%	36 10%	32 12%	31 9%	81 10%	51 12%
Specific mention more physical care/ More help if injured	120 9%	49 9%	71 10%	10 4%	21 9% c	25 11% c	24 11% c	40 13% c	41 9%	13 8%	4 4%	49 14% hijl	13 6%	33 11% p	38 11% p	29 11% p	20 6%	96 12% r	24 6%
Pay them more/ Financial support	108 9%	52 9%	56 8%	20 7%	23 9%	26 11%	18 9%	21 7%	48 11% j	18 11% j	2 2%	25 7%	15 7%	36 12% n	19 6%	28 10% n	25 7%	80 10%	28 6%
Specific mention more mental health care	105 8%	35 6%	70 10% a	16 6%	22 9%	17 7%	18 9%	32 10%	37 8% j	10 6%	2 2%	38 11% j	18 8% j	34 11%	27 8%	19 7%	25 7%	75 9%	30 7%
Better housing/Help with housing/Don't allow them to be homeless	94 7%	36 6%	58 8%	7 3%	17 7% c	19 8% c	21 10% c	30 10% c	32 7%	15 9%	4 4%	30 9%	13 6%	22 7%	29 8%	18 7%	25 7%	65 8%	29 7%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Conducted by Lord Ashcroft

Table 27 (continuation)

Q12 You said you think British society could do more to recognise and support people in the Armed Forces. What do you think we could do?  
 Base: Those saying "should do more" at Q11

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1266	571	695	267	246	234	209	310	441	166	92	347	220	313	345	268	340	830	436
Mention of support for family/widows	92 7%	26 5%	66 9% a	12 4%	18 7%	25 11% cg	19 9% c	18 6%	29 7%	19 11% hj	3 3%	23 7%	18 8%	26 8%	16 5%	24 9% n	26 8%	60 7%	32 7%
Help getting jobs/Training & education for jobs	89 7%	42 7%	47 7%	12 4%	20 8%	14 6%	20 10% c	23 7%	31 7%	12 7%	3 3%	31 9%	12 5%	27 9%	24 7%	19 7%	19 6%	64 8%	25 6%
Fundraising/Buy poppies/Charity work	86 7%	36 6%	50 7%	21 8%	17 7%	14 6%	12 6%	22 7%	25 6%	10 6%	8 9%	26 7%	17 8%	20 6%	24 7%	19 7%	23 7%	56 7%	30 7%
Rehabilitation into society/Mention of help returning to civvy street	75 6%	28 5%	47 7%	9 3%	10 4%	15 6%	18 9% cd	23 7% c	23 5%	15 9% jl	2 2%	27 8% l	8 4%	23 7%	25 7%	10 4%	17 5%	55 7%	20 5%
Public Day/Bank Holiday/Parades/Memorials	70 6%	35 6%	35 5%	27 10% efg	21 9% efg	8 3%	3 1%	11 4%	37 8% kl	7 4%	6 7%	11 3%	9 4%	19 6%	26 8% p	13 5%	12 4%	43 5%	27 6%
Give them benefits/Free healthcare, general mention medical support & hospitals	69 5%	32 6%	37 5%	11 4%	11 4%	12 5%	13 6%	22 7%	21 5%	8 5%	3 3%	24 7%	13 6%	20 6%	20 6%	12 4%	17 5%	45 5%	24 6%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r



Table 27 (continuation)

Q12 You said you think British society could do more to recognise and support people in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q11

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1266	571	695	267	246	234	209	310	441	166	92	347	220	313	345	268	340	830	436
Make people more aware of what they do/experience/more positive media information	62 5%	16 3%	46 7% a	23 9% fg	16 7% fg	11 5%	4 2%	8 3%	18 4%	9 5%	6 7% k	8 2%	21 10% hk	13 4%	17 5%	15 6%	17 5%	34 4%	28 6%
Better conditions/ Better, or more equipment/No cuts	57 5%	28 5%	29 4%	4 1%	18 7% c	11 5% c	12 6% c	12 4%	16 4%	6 4%	3 3%	18 5%	14 6%	10 3%	20 6%	8 3%	19 6%	40 5%	17 4%
Give them things free, or cheaper	29 2%	16 3%	13 2%	8 3%	6 2%	5 2%	3 1%	7 2%	13 3%	2 1%	0 0%	8 2%	6 3%	7 2%	6 2%	8 3%	8 2%	21 3%	8 2%
Better pensions/ Better care in old age	18 1%	7 1%	11 2%	0 0%	3 1%	5 2% c	2 1%	8 3% c	3 1%	0 0%	2 2%	9 3% hi	4 2%	3 1%	6 2%	1 *% o	8 2% o	12 1%	6 1%
Other	24 2%	14 2%	10 1%	4 1%	6 2%	4 2%	3 1%	7 2%	10 2%	2 1%	3 3%	5 1%	4 2%	5 2%	7 2%	4 1%	8 2%	11 1%	13 3% q
Don't Know	183 14%	71 12%	112 16%	55 21% efg	38 15%	31 13%	26 12%	33 11%	64 5% k	28 2% k	20 2% k	33 10%	38 17% k	37 12%	47 14%	43 16%	56 16%	110 13%	73 17%
Nothing/No reason	60 5%	32 6%	28 4%	17 6%	14 6%	9 4%	8 4%	12 4%	26 6%	5 3%	9 10% ikl	14 4%	6 3%	14 4%	13 4%	10 4%	23 7%	36 4%	24 6%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 27 (continuation)

Q12 You said you think British society could do more to recognise and support people in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q11

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	Northern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	*g	h	*i	*j	*k	*l	m	n	o	p	q
Base	1266	126	339	203	392	112	65	29	1206	9	14	10	10	38	1143	600	608	58
Respect them/ Appreciate them/Praise them/Don't abuse	233 18%	20 16%	67 20%	32 16%	75 19%	17 15%	16 25%	6 21%	221 18%	3 33%	3 21%	2 20%	2 20%	8 21%	217 19%	129 22% p	95 16%	9 16%
More support generally	132 10%	12 10%	33 10%	28 14%	40 10%	9 8%	9 14%	1 3%	127 11%	0 0%	1 7%	3 30%	1 10%	2 5%	121 11%	61 10%	64 11%	7 12%
Generally more support on leaving forces	132 10%	13 10%	35 10%	14 7%	38 10%	17 15% c	9 14%	6 21%	129 11%	1 11%	0 0%	0 0%	0 0%	0 0%	120 10% m	58 10%	69 11%	5 9%
Specific mention more physical care/ More help if injured	120 9%	14 11%	30 9%	15 7%	41 10%	11 10%	5 8%	4 14%	117 10%	1 11%	0 0%	1 10%	0 0%	2 5%	113 10%	69 12% p	48 8%	3 5%
Pay them more/ Financial support	108 9%	9 7%	31 9%	15 7%	38 10%	8 7%	5 8%	2 7%	104 9%	0 0%	0 0%	1 10%	1 10%	3 8%	98 9%	60 10%	43 7%	5 9%
Specific mention more mental health care	105 8%	19 15% bcf	24 7%	10 5%	39 10% c	9 8%	3 5%	1 3%	100 8%	1 11%	1 7%	0 0%	0 0%	4 11%	99 9%	49 8%	50 8%	6 10%
Better housing/Help with housing/Don't allow them to be homeless	94 7%	11 9%	28 8%	14 7%	30 8%	6 5%	3 5%	2 7%	91 8%	1 11%	0 0%	1 10%	0 0%	3 8%	86 8%	49 8%	42 7%	3 5%

Columns Tested: a, b, c, d, e, f, g - h, i, j, k, l - m, n - o, p, q

Table 27 (continuation)

Q12 You said you think British society could do more to recognise and support people in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q11

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	*g	h	*i	*j	*k	*l	m	n	o	p	q
Base	1266	126	339	203	392	112	65	29	1206	9	14	10	10	38	1143	600	608	58
Mention of support for family/widows	92 7%	12 10%	27 8%	10 5%	25 6%	12 11%	2 3%	4 14%	88 7%	0 0%	0 0%	0 0%	2 20%	3 8%	86 8%	48 8%	37 6%	7 12%
Help getting jobs/Training & education for jobs	89 7%	5 4%	29 9%	13 6%	29 7%	6 5%	3 5%	4 14%	84 7%	1 11%	1 7%	2 20%	0 0%	2 5%	81 7%	43 7%	43 7%	3 5%
Fundraising/Buy poppies/Charity work	86 7%	4 3%	21 6%	10 5%	32 8%	9 8%	8 12%	2 7%	82 7%	1 11%	1 7%	0 0%	0 0%	0 0%	83 7%	46 8%	39 6%	1 2%
Rehabilitation into society/Mention of help returning to civvy street	75 6%	14 11%	18 5%	8 4%	23 6%	10 9%	1 2%	1 3%	73 6%	0 0%	1 7%	1 10%	0 0%	2 5%	73 6%	38 6%	33 5%	4 7%
Public Day/Bank Holiday/Parades/Memorials	70 6%	5 4%	16 5%	10 5%	17 4%	10 9%	8 12%	4 14%	66 5%	1 11%	0 0%	1 10%	1 10%	3 8%	66 6%	48 8%	20 3%	2 3%
Give them benefits/Free healthcare, general mention medical support & hospitals	69 5%	3 2%	17 5%	15 7%	24 6%	6 5%	3 5%	1 3%	64 5%	0 0%	1 7%	1 10%	1 10%	2 5%	62 5%	35 6%	33 5%	1 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 27 (continuation)

Q12 You said you think British society could do more to recognise and support people in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q11

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	*g	h	*i	*j	*k	*l	m	n	o	p	q
Base	1266	126	339	203	392	112	65	29	1206	9	14	10	10	38	1143	600	608	58
Make people more aware of what they do/experience/more positive media information	62 5%	3 2%	10 3%	11 5%	23 6%	5 4%	7 11% ab	3 10%	55 5%	0 0%	4 29%	1 10%	2 20%	2 5%	57 5%	30 5%	28 5%	4 7%
Better conditions/ Better, or more equipment/No cuts	57 5%	5 4%	18 5%	14 7%	15 4%	4 4%	1 2%	0 0%	55 5%	1 11%	0 0%	0 0%	0 0%	3 8%	52 5%	28 5%	24 4%	5 9%
Give them things free, or cheaper	29 2%	2 2%	11 3%	3 1%	8 2%	3 3%	1 2%	1 3%	28 2%	0 0%	0 0%	0 0%	0 0%	1 3%	26 2%	15 3%	13 2%	1 2%
Better pensions/ Better care in old age	18 1%	2 2%	5 1%	5 2%	3 1%	0 0%	2 3%	1 3%	18 1%	0 0%	0 0%	0 0%	0 0%	0 0%	17 1%	10 2%	8 1%	0 0%
Other	24 2%	4 3%	4 1%	5 2%	8 2%	2 2%	0 0%	1 3%	23 2%	1 11%	0 0%	0 0%	0 0%	1 3%	21 2%	7 1%	15 2%	2 3%
Don't Know	183 14%	17 13%	42 12%	37 18% f	62 16%	17 15%	5 8%	3 10%	174 14%	1 11%	2 14%	2 20%	4 40%	6 16%	149 13%	59 10%	118 19% o	6 10%
Nothing/No reason	60 5%	3 2%	18 5%	9 4%	20 5%	7 6%	1 2%	2 7%	52 4%	0 0%	3 21%	2 20%	0 0%	3 8%	49 4%	30 5%	28 5%	2 3%

Columns Tested: a, b, c, d, e, f, g - h, i, j, k, l - m, n - o, p, q

Table 28

Q13 And thinking about what British society (not the government) does to recognise and support people who used to be in the Armed Forces but have now left, do you think:  
Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner Occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
We should do more to recognise and support people who have been in the Armed Forces	1270 62%	573 60%	697 65%	256 50%	240 60%	239 66%	221 66%	314 74%	440 56%	173 63%	88 58%	355 72%	214 65%	311 57%	347 63%	269 68%	343 64%	828 62%	442 63%
			a		c	c	c	cdef				hijl	h		m	m	m		
We do enough to recognise and support people who have been in the Armed Forces	685 34%	332 35%	353 33%	233 45%	143 36%	106 29%	97 29%	106 25%	305 39%	92 33%	55 36%	129 26%	104 32%	215 39%	189 34%	114 29%	167 31%	455 34%	230 33%
				defg	g				kl	k	k			op					
We do too much to recognise and support people who have been in the Armed Forces	78 4%	48 5%	30 3%	27 5%	15 4%	16 4%	15 5%	5 1%	34 4%	10 4%	10 7%	12 2%	12 4%	24 4%	16 3%	12 3%	26 5%	43 3%	35 5%
			b	g	g	g	g				k								

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 28 (continuation)

Q13 And thinking about what British society (not the government) does to recognise and support people who used to be in the Armed Forces but have now left, do you think:  
Base: All respondents

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
We should do more to recognise and support people who have been in the Armed Forces	1270 62%	125 68% d	326 64%	205 62%	396 59%	119 63%	68 62%	31 66%	1208 64% j	8 44%	18 40%	9 60%	13 45%	50 27%	1129 70% m	594 78% pq	605 54%	71 46%
We do enough to recognise and support people who have been in the Armed Forces	685 34%	51 28%	161 32%	115 35%	240 36% a	66 35%	37 34%	15 32%	622 33%	9 50%	26 58% h	5 33%	13 45%	84 45% n	466 29%	162 21%	472 42% oq	51 33% o
We do too much to recognise and support people who have been in the Armed Forces	78 4%	8 4%	21 4%	9 3%	30 5%	4 2%	5 5%	1 2%	68 4%	1 6%	1 2%	1 7%	3 10%	52 28% n	10 1%	1 *%	45 4% o	32 21% op

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Table 29  
 Q14 You said you think British society could do more to recognise and support people who have been in the Armed Forces. What do you think we could do?  
 Base: Those saying "should do more" at Q13

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1270	573	697	256	240	239	221	314	440	173	88	355	214	311	347	269	343	828	442
Help getting jobs/Training & education for jobs	191 15%	89 16%	102 15%	22 9%	23 10%	27 11%	58 26%	61 19%	51 12%	36 21%	10 11%	69 19%	25 12%	51 16%	53 15%	35 13%	52 15%	143 17%	48 11%
							cde	cde		hl		hl						r	
More mental health care	168 13%	43 8%	125 18%	33 13%	31 13%	36 15%	36 16%	32 10%	54 12%	29 17%	17 19%	42 12%	26 12%	54 17%	43 12%	23 9%	48 14%	110 13%	58 13%
			a				g							o			o		
Rehabilitation into society	165 13%	69 12%	96 14%	28 11%	25 10%	32 13%	23 10%	57 18%	45 10%	26 15%	11 13%	59 17%	24 11%	34 11%	51 15%	36 13%	44 13%	114 14%	51 12%
							cdf					h							
More support generally	151 12%	70 12%	81 12%	24 9%	31 13%	37 15%	29 13%	30 10%	54 12%	19 11%	13 15%	35 10%	30 14%	38 12%	38 11%	34 13%	41 12%	91 11%	60 14%
						cg													
Better housing/Help with housing/Don't allow them to be homeless	133 10%	61 11%	72 10%	11 4%	19 8%	23 10%	30 14%	50 16%	32 7%	19 11%	3 3%	55 15%	24 11%	33 11%	31 9%	38 14%	31 9%	91 11%	42 10%
						c	cd	cde		j		hj	j			np			
Respect them/Appreciate & understand them/Praise them/Don't abuse	112 9%	48 8%	64 9%	26 10%	22 9%	23 10%	14 6%	27 9%	41 9%	9 5%	6 7%	29 8%	27 13%	25 8%	31 9%	25 9%	31 9%	70 8%	42 10%
												i							
Pay them more/Financial support	85 7%	45 8%	40 6%	14 5%	19 8%	23 10%	12 5%	17 5%	42 10%	14 8%	3 3%	16 5%	10 5%	25 8%	16 5%	16 6%	28 8%	50 6%	35 8%
									kl										

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 29 (continuation)

Q14 You said you think British society could do more to recognise and support people who have been in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q13

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1270	573	697	256	240	239	221	314	440	173	88	355	214	311	347	269	343	828	442
Give them benefits/ Free healthcare, general medical support after too.	77 6%	36 6%	41 6%	11 4%	12 5%	21 9% c	14 6%	19 6%	27 6%	9 5%	4 5%	26 7%	11 5%	24 8%	19 5%	13 5%	21 6%	54 7%	23 5%
More physical care/ More help if injured	61 5%	22 4%	39 6%	12 5%	13 5%	11 5%	10 5%	15 5%	19 4%	11 6%	7 8%	14 4%	10 5%	21 7%	15 4%	9 3%	16 5%	42 5%	19 4%
Fundraising/Buy poppies/Charity work	53 4%	25 4%	28 4%	12 5%	12 5%	6 3%	13 6%	10 3%	23 5%	7 4%	2 2%	13 4%	8 4%	16 5%	16 5%	8 3%	13 4%	36 4%	17 4%
More support on leaving forces	49 4%	23 4%	26 4%	14 5%	6 3%	6 3%	9 4%	14 4%	15 3%	8 5%	5 6%	15 4%	6 3%	12 4%	12 3%	9 3%	16 5%	29 4%	20 5%
Support for family/widows	43 3%	20 3%	23 3%	5 2%	9 4%	9 4%	8 4%	12 4%	15 3%	8 5% j	0 0%	13 4%	7 3%	14 5%	11 3%	10 4%	8 2%	31 4%	12 3%
Make people more aware of what they do/ experience/more positive media information	41 3%	15 3%	26 4%	14 5% fg	8 3%	10 4%	4 2%	5 2%	20 5% k	5 3%	2 2%	3 1%	11 5% k	10 3%	13 4%	9 3%	9 3%	22 3%	19 4%
Public Day/Bank Holiday/ Parades/Memorials	36 3%	19 3%	17 2%	15 6% eg	9 4%	4 2%	5 2%	3 1%	19 4% k	4 2%	2 2%	6 2%	5 2%	13 4%	8 2%	9 3%	6 2%	21 3%	15 3%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Conducted by Lord Ashcroft



Table 29 (continuation)

Q14 You said you think British society could do more to recognise and support people who have been in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q13

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unem ployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	1270	573	697	256	240	239	221	314	440	173	88	355	214	311	347	269	343	828	442
Better pensions/ Better care in old age	32 3%	18 3%	14 2%	7 3%	4 2%	4 2%	5 2%	12 4%	10 2%	2 1%	1 1%	15 4%	4 2%	5 2%	13 4% p	10 4% p	4 1%	25 3%	7 2%
Give them things free, or cheaper	14 1%	8 1%	6 1%	2 1%	4 2%	5 2% g	2 1%	1 *%	5 1%	3 2%	0 0%	3 1%	3 1%	6 2%	2 1%	2 1%	4 1%	9 1%	5 1%
Better conditions/ Better, or more equipment/No cuts	6 *%	2 *%	4 1%	1 *%	1 *%	1 *% g	3 1%	0 0%	3 1%	0 0%	1 1%	2 1%	0 0%	1 *%	1 *%	3 1%	1 *%	4 *%	2 *%
Other	28 2%	16 3%	12 2%	3 1%	5 2%	9 4%	3 1%	8 3%	9 2%	4 2%	0 0%	9 3%	6 3%	6 2%	10 3%	4 1%	8 2%	19 2%	9 2%
Don't Know	194 15%	75 13%	119 17% a	55 21% efg	38 16%	35 15%	26 12%	40 13%	64 15%	22 13%	21 24% hik	48 14%	39 18%	28 9%	55 16% m	48 18% m	63 18% m	121 15%	73 17%
Nothing/No reason	108 9%	55 10%	53 8%	25 10%	31 13% efg	17 7%	13 6%	22 7%	43 10%	15 9%	10 11%	23 6%	17 8%	28 9%	30 9%	22 8%	28 8%	63 8%	45 10%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 29 (continuation)

Q14 You said you think British society could do more to recognise and support people who have been in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q13

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	*j	*k	*l	m	n	o	p	q
Base	1270	125	326	205	396	119	68	31	1208	8	18	9	13	50	1129	594	605	71
Help getting jobs/Training & education for jobs	191 15%	19 15%	55 17%	32 16%	53 13%	17 14%	9 13%	6 19%	187 15%	0 0%	1 6%	1 11%	1 8%	6 12%	172 15%	87 15%	93 15%	11 15%
More mental health care	168 13%	16 13%	39 12%	22 11%	55 14%	20 17%	11 16%	5 16%	163 13%	1 13%	0 0%	1 11%	3 23%	6 12%	148 13%	76 13%	86 14%	6 8%
Rehabilitation into society	165 13%	20 16%	39 12%	24 12%	51 13%	17 14%	13 19%	1 3%	158 13%	0 0%	2 11%	1 11%	2 15%	12 24%	145 13%	72 12%	82 14%	11 15%
More support generally	151 12%	16 13%	38 12%	31 15%	37 9%	15 13%	10 15%	4 13%	143 12%	1 13%	1 6%	1 11%	2 15%	2 4%	141 12%	62 10%	80 13%	9 13%
Better housing/Help with housing/Don't allow them to be homeless	133 10%	15 12%	31 10%	23 11%	42 11%	11 9%	9 13%	2 6%	130 11%	0 0%	0 0%	1 11%	1 8%	3 6%	121 11%	61 10%	65 11%	7 10%
Respect them/Appreciate & understand them/Praise them/Don't abuse	112 9%	7 6%	38 12%	22 11%	31 8%	4 3%	7 10%	3 10%	103 9%	1 13%	3 17%	2 22%	2 15%	6 12%	98 9%	61 10%	45 7%	6 8%
Pay them more/Financial support	85 7%	11 9%	22 7%	11 5%	28 7%	6 5%	5 7%	2 6%	80 7%	0 0%	2 11%	1 11%	2 15%	2 4%	79 7%	53 9%	29 5%	3 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 29 (continuation)

Q14 You said you think British society could do more to recognise and support people who have been in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q13

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	*j	*k	*l	m	n	o	p	q
Base	1270	125	326	205	396	119	68	31	1208	8	18	9	13	50	1129	594	605	71
Give them benefits/ Free healthcare, general medical support after too.	77 6%	10 8%	19 6%	11 5%	29 7%	6 5%	1 1%	1 3%	72 6%	0 0%	1 6%	1 11%	1 8%	3 6%	71 6%	42 7%	28 5%	7 10%
More physical care/ More help if injured	61 5%	8 6%	21 6%	8 4%	15 4%	4 3%	4 6%	1 3%	61 5%	0 0%	0 0%	0 0%	0 0%	3 6%	53 5%	32 5%	27 4%	2 3%
Fundraising/Buy poppies/Charity work	53 4%	5 4%	11 3%	11 5%	19 5%	3 3%	3 4%	1 3%	53 4%	0 0%	0 0%	0 0%	0 0%	1 2%	51 5%	32 5%	19 3%	2 3%
More support on leaving forces	49 4%	5 4%	14 4%	7 3%	12 3%	8 7%	2 3%	1 3%	45 4%	0 0%	2 11%	0 0%	0 0%	1 2%	46 4%	26 4%	18 3%	5 7%
Support for family/widows	43 3%	4 3%	12 4%	8 4%	15 4%	3 3%	0 0%	1 3%	40 3%	0 0%	0 0%	1 11%	0 0%	0 0%	40 4%	22 4%	20 3%	1 1%
Make people more aware of what they do/ experience/more postive media information	41 3%	3 2%	8 2%	9 4%	14 4%	4 3%	3 4%	0 0%	36 3%	1 13%	1 6%	1 11%	2 15%	2 4%	39 3%	22 4%	15 2%	4 6%
Public Day/Bank Holiday/ Parades/Memorials	36 3%	0 0%	10 3%	5 2%	13 3%	5 4%	3 4%	0 0%	34 3%	1 13%	0 0%	0 0%	0 0%	1 2%	33 3%	20 3%	13 2%	3 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n - o,p,q

Conducted by Lord Ashcroft

Table 29 (continuation)

Q14 You said you think British society could do more to recognise and support people who have been in the Armed Forces. What do you think we could do?

Base: Those saying "should do more" at Q13

	Region								Ethnicity					View of Armed Forces		Change in view of armed forces		
	Total	Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
		a	b	c	d	e	f	g	h	*i	*j	*k	*l	m	n	o	p	q
Significance Level: 95%																		
Base	1270	125	326	205	396	119	68	31	1208	8	18	9	13	50	1129	594	605	71
Better pensions/ Better care in old age	32 3%	7 6% d	7 2%	6 3%	8 2%	3 3%	1 1%	0 0%	32 3%	0 0%	0 0%	0 0%	0 0%	0 0%	31 3%	22 4% p	10 2%	0 0%
Give them things free, or cheaper	14 1%	2 2%	3 1%	0 0%	8 2% c	0 0%	0 0%	1 3% c	14 1%	0 0%	0 0%	0 0%	0 0%	0 0%	14 1%	10 2%	4 1%	0 0%
Better conditions/ Better, or more equipment/No cuts	6 *%	0 0%	1 *%	2 1%	1 *%	1 1%	0 0%	1 3% abd	6 *%	0 0%	0 0%	0 0%	0 0%	2 4% n	3 *%	2 *%	3 *%	1 1%
Other	28 2%	3 2%	4 1%	5 2%	7 2%	6 5% bd	2 3%	1 3%	27 2%	1 13%	0 0%	0 0%	0 0%	0 0%	25 2%	10 2%	17 3%	1 1%
Don't Know	194 15%	15 12%	47 14%	35 17%	67 17%	20 17%	6 9%	4 13%	186 15%	1 13%	2 11%	2 22%	2 15%	8 16%	165 15%	72 12%	114 19% o	8 11%
Nothing/No reason	108 9%	11 9%	25 8%	14 7%	38 10%	10 8%	4 6%	6 19% bcf	98 8%	2 25%	4 22%	1 11%	0 0%	5 10%	96 9%	53 9%	51 8%	4 6%

Columns Tested: a, b, c, d, e, f, g - h, i, j, k, l - m, n - o, p, q

Table 30  
 Q15 Have you done or felt any of the following since the wars in Iraq and Afghanistan began:  
 Base: All respondents

	Total	Gender		Age					Employment					Social class				Housing status	
		Male	Female	18-34	35-44	45-54	55-64	65+	Full-time	Part-time	Unemployed	Retired	Not working	AB	C1	C2	DE	Owner occupier	Tenant
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Base	2033	953	1080	516	398	361	333	425	779	275	153	496	330	550	552	395	536	1326	707
Felt proud of the soldiers serving in the military	1141 56%	515 54%	626 58%	246 48%	210 53%	192 53%	202 61%	291 68%	397 51%	173 63%	75 49%	327 66%	169 51%	283 51%	296 54%	258 65%	304 57%	760 57%	381 54%
Thanked someone in the military for their service	222 11%	134 14%	88 8%	58 11%	43 11%	45 12%	31 9%	45 11%	107 14%	22 8%	10 7%	48 10%	35 11%	59 11%	67 12%	45 11%	51 10%	130 10%	92 13%
Did something to help someone in the military / military family (other than buying a poppy)	270 13%	131 14%	139 13%	64 12%	53 13%	53 15%	44 13%	56 13%	109 14%	35 13%	13 8%	63 13%	50 15%	80 15%	68 12%	52 13%	70 13%	172 13%	98 14%
None of the above	724 36%	352 37%	372 34%	226 44%	149 37%	137 38%	102 31%	110 26%	300 39%	83 30%	69 45%	137 28%	135 41%	211 38%	208 38%	116 29%	189 35%	459 35%	265 37%

Columns Tested: a, b - c, d, e, f, g - h, i, j, k, l - m, n, o, p - q, r

Table 30 (continuation)

Q15 Have you done or felt any of the following since the wars in Iraq and Afghanistan began:

Base: All respondents

	Total	Region							Ethnicity					View of Armed Forces		Change in view of armed forces		
		Scotland	North England	Midlands	South East	South West	Wales	North Eastern Ireland	White	Mixed	Asian	Black	Other	Low rating	High rating	Improved	Stayed same	Worsened
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	*l	m	n	o	p	q
Base	2033	184	508	329	666	189	110	47	1898	18	45	15	29	186	1605	757	1122	154
Felt proud of the soldiers serving in the military	1141 56%	106 58%	283 56%	205 62%	346 52%	116 61%	65 59%	20 43%	1093 58%	8 44%	10 22%	7 47%	9 31%	25 13%	1076 67%	569 75%	529 47%	43 28%
Thanked someone in the military for their service	222 11%	19 10%	52 10%	34 10%	79 12%	16 8%	14 13%	8 17%	204 11%	1 6%	7 16%	1 7%	2 7%	4 2%	203 13%	123 16%	89 8%	10 6%
Did something to help someone in the military / military family (other than buying a poppy)	270 13%	28 15%	60 12%	28 9%	92 14%	33 17%	19 17%	10 21%	251 13%	3 17%	5 11%	1 7%	6 21%	7 4%	243 15%	123 16%	134 12%	13 8%
None of the above	724 36%	64 35%	187 37%	105 32%	256 38%	56 30%	32 29%	24 51%	656 35%	8 44%	24 53%	8 53%	16 55%	152 82%	393 24%	112 15%	509 45%	103 67%
Columns Tested:		a, b, c, d, e, f, g							h, i, j, k, l					m, n		o, p, q		