

MOD and Armed Forces Reputation Survey Spring 2013: Topline Findings

- GfK NOP interviewed a representative sample of the GB population between 4 and 19 March 2013.
- 1000 adults aged 16+ were interviewed
 - A mobile only component was included for 140 interviews to ensure the sample was more representative.
 - In assessing the reliability of this sample size for a survey percentage of 50% on a sample of 1000 the figures are understood to be 95% confident that the true figure (for the population) lies within +/- 3.1ppts.
- The Ministry of Defence has conducted surveys of public opinion since 1999. These assist in deciding the Department's communications priorities and help the MOD to track trends over time and measure the overall impact of communications efforts.
- The Department changed suppliers and shifted methodology away from just a face-to-face survey to a telephone only poll in Autumn 2011
- As a result of this methodology change, direct comparisons with polling undertaken prior to Autumn 2011 should not be made.

FAMILIARITY TOWARDS GOVERNMENT DEPARTMENTS/PUBLIC BODIES

Q1. I would like to start by asking your opinion about some organisations. For each one I would like you to tell me if you know the organisation very well, know a fair amount about it, know just a little about it, have heard of it but know almost nothing about it, or if you've never heard of it. In making your choice, take into account any of the ways you have learned or heard about it.

	Know very well	Know a fair amount	Know just a little	Have heard of but know almost nothing	Never heard of	Don't Know	All know very well/ a fair amount
	%	%	%	%	%	%	%
The Foreign and Commonwealth Office	8	12	26	35	19	*	21
The Department of Health	26	37	24	10	2	*	64
The Department for International Development (DfID)	4	9	21	26	40	*	13
The Ministry of Defence	22	28	30	17	2	*	50
UK Armed Forces	25	32	30	11	2	*	57
Royal Navy and Royal Marines	21	28	34	15	1	-	50
Army	25	36	29	9	1	-	61
Royal Air Force	22	30	33	14	2	*	51
Police	34	45	17	3	*	*	80
The UK Reserve Forces (e.g. Territorial Army (TA))	17	20	36	22	4	-	37
UK Cadet Forces	14	17	31	29	9	*	32

Base: All (1000)

OPINIONS OF UK ARMED FORCES (FAVOURABILITY)

Q2. Now I am going to read out the organisations again, and this time I would like you to tell me how favourable or unfavourable your overall opinion or impression of each is. Take into account any of the things which you think are important. Remember that it is your overall opinion or impression that we are interested in.

	Very favourable	Mainly favourable	Neither favourable nor unfavourable	Mainly unfavourable	Very unfavourable	Don't Know	All favourable
	%	%	%	%	%	%	%
The Foreign and Commonwealth Office	11	31	36	7	4	12	42
The Department of Health	36	39	13	7	3	2	75
The Department for International Development (DfID)	9	23	40	6	6	15	32
The Ministry of Defence	30	39	16	7	5	3	69
UK Armed Forces	49	35	10	3	2	1	85
Royal Navy and Royal Marines	49	34	12	2	1	2	84
Army	51	36	9	2	1	1	87
Royal Air Force	49	35	11	2	1	2	85
Police	42	42	9	4	3	*	84
The UK Reserve Forces (e.g. Territorial Army (TA))	36	36	20	2	1	5	72
UK Cadet Forces	31	37	23	3	1	5	68

Base: All (1000)

Q3. Thinking now about the UK Armed Forces (Royal Navy, Royal Marines, Army and the Royal Air Force), could you please tell me to what extent you agree or disagree with the following statements

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't Know	All agree
	%	%	%	%	%	%	%
The UK Armed Forces are among the best in the world	58	27	8	3	1	3	85
The UK Armed Forces are a force for good in the world	50	32	10	4	3	1	82
The UK needs strong Armed Forces	62	24	7	3	3	1	86
The UK Armed Forces are well equipped	13	29	16	22	13	6	42
The UK Armed Forces provide an appropriate level of medical care for their people	30	32	17	8	6	7	62
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	16	28	20	15	12	11	43
The UK Armed Forces make a positive contribution to the UK through activities at home, e.g. Olympic security, ceremonial duties, running the cadet forces, fishery protection, support during strikes	57	29	7	3	2	2	87
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	31	30	20	7	5	8	61
UK Armed Forces training is world class.	44	32	15	2	1	6	76
The UK Armed Forces look after their people	26	38	15	12	4	4	65
The UK Armed Forces give the taxpayer value for money	42	31	15	5	3	4	73

Base: All (1000)

Q4. And thinking now about the British Army, could you please tell me to what extent you agree or disagree with the following statements

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't Know	All agree
	%	%	%	%	%	%	%
The British Army is well equipped	15	32	16	20	12	6	47
The British Army looks after its people	27	41	14	10	4	4	68

Base: All (1000)

Q5. And thinking now about the Royal Navy and the Royal Marines, could you please tell me to what extent you agree or disagree with the following statements

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't Know	All agree
	%	%	%	%	%	%	%
Royal Navy and Royal Marines are well equipped	19	33	19	13	7	10	52
The Royal Navy and Royal Marines look after their people	27	41	17	5	2	8	68

Base: All (1000)

Q6. And thinking now about the Royal Air Force, could you please tell me to what extent you agree or disagree with the following statements

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't Know	All agree
	%	%	%	%	%	%	%
The Royal Air Force is well equipped	22	35	17	11	7	9	57
The Royal Air Force looks after its people	30	40	15	5	2	8	70

Base: All (1000)

Q7. Thinking now about the UK Reserve Forces could you please tell me to what extent you agree or disagree with the following statements?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't Know	All agree
	%	%	%	%	%	%	%
The UK Reserve Forces make a valuable contribution to military operations abroad (to help the Regular Forces - the Army, Navy and RAF)	37	39	14	2	2	7	76
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	38	41	11	3	1	4	79
The size of the UK Reserve Forces should increase as an integrated part of the Armed Forces	27	31	20	9	8	5	58
Both Reservists and their employers benefit because Reservists gain a range of skills through their service that they can directly apply in their civilian workplace	30	39	17	6	3	5	68
Former members of the UK Armed Forces (both Reservists and Regulars) gain skills and experience from their military service which are valued by civilian employers	33	41	13	7	3	3	74
I am confident that the UK Reserve Forces will be able to play an effective role alongside the Regular Forces in protecting the UK's security in the future	33	38	14	7	4	4	71

Base: All (1000)

OPINIONS OF MINISTRY OF DEFENCE

Q8. And thinking now about the Ministry of Defence, could you please tell me to what extent you agree or disagree with the following statements.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't Know	All agree
	%	%	%	%	%	%	%
The Ministry of Defence gives the taxpayer value for money	15	29	20	17	12	7	44
The Ministry of Defence looks after its people	18	35	20	12	8	8	53
The MOD is committed to providing decent accommodation for members of the Armed Forces	15	32	21	15	9	8	47
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	14	32	21	16	9	7	46

Base: All (1000)

ARMED FORCES COVENANT

Q9. The 'Armed Forces Covenant' was announced by the Government in May 2011 and sets a framework for how past and present Armed Forces personnel, and their families, can expect to be treated by the Government and by the rest of the country in recognition of the personal risks and sacrifices they experience.

Which of these best sums up your awareness of the Armed Forces Covenant?

	%
You've never heard of it	38
You've heard of it but know nothing about it	23
You've heard of it and know a little about it	34
You've heard of it and know a lot about it	4

Base: All (1000)