

MOD and Armed Forces Reputation Survey Autumn 2011: Topline Findings September 2011

- GfK NOP interviewed a representative sample of the GB population between 26 August and 6 September 2011.
- 1000 adults aged 16+ were interviewed
- In assessing the reliability of this sample size for a survey percentage of 50% on a sample of 1001 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.
- In this poll the Department has changed suppliers and shifted methodology away from a face-to-face survey to a telephone only poll.
- 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 %
The Foreign Office	16	20	32	27	5	*
The Department of Health	29	33	26	10	2	*
The Department for International Development (DfID)	5	7	21	28	39	*
The Ministry of Defence	25	27	30	15	3	*
UK Armed Forces	28	29	30	10	3	*
Royal Navy and Royal Marines	25	25	34	14	2	*
Army	30	31	30	7	1	*
Royal Air Force	26	27	35	11	2	*
Police	39	38	20	3	1	*
The Reserve Forces (e.g. Territorial Army (TA))	21	18	34	19	8	*
Cadet Forces	18	17	34	24	6	*

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 %
The Foreign Office	18	38	26	7	4	8
The Department of Health	40	39	12	5	2	2
The Department for International Development (DfID)	9	24	32	8	4	23
The Ministry of Defence	29	39	16	7	5	3
UK Armed Forces	56	33	7	2	1	2
Royal Navy and Royal Marines	54	32	9	2	1	3
Army	57	32	6	2	1	1
Royal Air Force	55	33	7	2	1	2
Police	49	34	8	5	3	*
The Reserve Forces (e.g. Territorial Army (TA))	37	36	15	2	2	8
Cadet Forces	33	35	20	3	1	8

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 %
The UK Armed Forces are among the best in the world	62	23	7	3	1	3
The UK Armed Forces are a force for good in the world	55	28	8	4	3	2
The UK needs strong Armed Forces	67	20	6	3	2	1
The UK Armed Forces are well equipped	12	27	12	25	17	7
The UK Armed Forces provide an appropriate level of medical care for their people	29	33	13	8	6	10
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	15	24	14	15	16	16
The UK Armed Forces make a positive contribution to the UK through activities at home, e.g. fishery protection, support during strikes, ceremonial duties, running the cadet forces	47	33	10	4	2	4
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	32	29	16	8	4	11
UK Armed Forces training is world class.	50	29	10	3	1	8
The UK Armed Forces look after their people	30	36	13	10	5	6
The UK Armed Forces give the taxpayer value for money	43	29	12	7	4	6

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 %
The British Army is well equipped	13	30	14	21	16	7
The British Army looks after its people	31	39	11	8	5	6

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 %
Royal Navy and Royal Marines are well equipped	17	33	14	14	10	13
The Royal Navy and Royal Marines look after their people	30	39	13	4	2	12

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 %
The Royal Air Force is well equipped	21	33	12	14	10	10
The Royal Air Force looks after its people	32	40	11	3	3	10

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 %
It is appropriate that the UK Reserve Forces are used on all types of military operations abroad to help the Regular Forces (the Army, Navy and RAF)	37	37	9	9	4	4
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	39	36	12	4	2	7

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 %
The Ministry of Defence gives the taxpayer value for money	14	28	18	16	13	10
The Ministry of Defence looks after its people	18	34	18	11	8	11
The MOD is committed to providing decent accommodation for members of the Armed Forces	15	31	19	12	11	13
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	13	28	17	19	13	10
The MOD is a force for good in the world	28	36	17	9	4	5

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	40
You've heard of it but know nothing about it	23
You've heard of it and know a little about it	33
You've heard of it and know a lot about it	4