

## MOD and Armed Forces Reputation Survey Spring 2012: Topline Findings March 2012

- GfK NOP interviewed a representative sample of the GB population between 5 and 18 March 2012.
- 1001 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 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.
- 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 %
The Foreign Office	14	22	32	27	4	*
The Department of Health	28	36	24	11	1	*
The Department for International Development (DfID)	3	6	21	25	44	1
The Ministry of Defence	23	31	28	16	2	*
UK Armed Forces	28	33	25	13	2	*
Royal Navy and Royal Marines	25	29	31	15	1	-
Army	29	34	26	10	*	*
Royal Air Force	24	28	33	13	1	*
Police	38	42	16	3	*	*
The Reserve Forces (e.g. Territorial Army (TA))	19	22	33	22	5	*
Cadet Forces	18	19	30	27	7	*

Base: All (1001)

**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	19	37	26	8	4	6
The Department of Health	38	39	13	7	2	1
The Department for International Development (DfID)	8	19	38	9	4	22
The Ministry of Defence	30	38	18	8	5	3
UK Armed Forces	53	32	9	2	2	1
Royal Navy and Royal Marines	51	33	11	2	2	2
Army	53	33	9	2	1	1
Royal Air Force	51	34	10	2	1	1
Police	46	37	9	4	3	1
The Reserve Forces (e.g. Territorial Army (TA))	35	35	21	3	1	5
Cadet Forces	32	36	23	3	1	6

Base: All (1001)

**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	59	26	8	3	2	2
The UK Armed Forces are a force for good in the world	49	32	9	4	4	2
The UK needs strong Armed Forces	65	21	6	5	3	1
The UK Armed Forces are well equipped	12	28	16	22	15	7
The UK Armed Forces provide an appropriate level of medical care for their people	31	31	14	10	6	8
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	13	26	18	14	15	12
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	44	36	10	4	2	4
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	32	30	16	8	4	10
UK Armed Forces training is world class.	45	30	12	3	2	7
The UK Armed Forces look after their people	30	36	11	12	6	4
The UK Armed Forces give the taxpayer value for money	40	32	13	6	5	5

Base: All (1001)

**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	15	30	14	22	13	7
The British Army looks after its people	29	39	11	10	5	5

Base: All (1001)

**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	19	32	16	14	7	12
The Royal Navy and Royal Marines look after their people	30	39	14	5	2	10

Base: All (1001)

**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	23	33	16	12	7	10
The Royal Air Force looks after its people	32	39	13	4	2	10

Base: All (1001)

**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 %
The UK Reserve Forces make a valuable contribution to military operations abroad (to help the Regular Forces - the Army, Navy and RAF)	41	34	14	3	2	6
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	41	33	15	4	2	5
The Government should increase the use of Reserves to support the Regular Forces	29	30	14	12	9	5

Base: All (1001)

## 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	20	17	14	7
The Ministry of Defence looks after its people	18	35	19	12	7	10
The MOD is committed to providing decent accommodation for members of the Armed Forces	16	28	21	15	10	10
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	16	27	18	19	11	9

Base: All (1001)

## 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	21
You've heard of it and know a little about it	35
You've heard of it and know a lot about it	4

Base: All (1001)