

MOD and Armed Forces Reputation Survey Spring 2014: Topline Findings

ICM Research interviewed a representative sample of the GB population between 25 April and 05 May 2014.

- 1003 adults aged 16+ were interviewed.
- A sample size of 1,003 produces data accurate to plus or minus (+/-) 3 percentage points at the 95 per cent confidence level.

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.

| | Know very well/ Know a fair amount | 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 and Commonwealth Office | 24% | 10% | 13% | 30% | 24% | 22% | * |
| Department of Health | 67% | 33% | 34% | 22% | 8% | 2% | * |
| The Department for International Development (DfID) | 16% | 6% | 9% | 23% | 21% | 40% | * |
| The Ministry of Defence | 61% | 31% | 30% | 25% | 12% | 2% | * |
| UK Armed Forces | 68% | 36% | 32% | 23% | 9% | 1% | * |
| Royal Navy and Royal Marines | 62% | 35% | 26% | 28% | 9% | 2% | - |
| Army | 71% | 39% | 32% | 22% | 6% | * | - |
| Royal Air Force | 64% | 35% | 29% | 27% | 9% | * | - |
| MOD civil servants | 38% | 20% | 18% | 31% | 18% | 12% | * |
| Police | 84% | 46% | 37% | 14% | 2% | * | - |

| | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|----------|
| The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents | 45% | 22% | 23% | 32% | 15% | 8% | - |
| The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF) | 38% | 20% | 18% | 31% | 21% | 10% | * |

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 / mainly favoura- ble | Very favour- able | Mainly favour- able | Neither/ nor | Mainly un- favour- able | Very un- favour- able | Don't know |
|--|---|----------------------------------|------------------------------------|-------------------------|--|--------------------------------------|-----------------------|
| The Department of Health | 43% | 13% | 30% | 38% | 5% | 3% | 11% |
| The Department for International Development (DfID) | 80% | 44% | 37% | 11% | 5% | 3% | 1% |
| The Foreign and Commonwealth Office | 36% | 12% | 23% | 40% | 6% | 3% | 15% |
| The Ministry of Defence | 71% | 33% | 38% | 19% | 5% | 2% | 3% |
| UK Armed Forces | 86% | 57% | 29% | 11% | 2% | * | 1% |
| Royal Navy and Royal Marines | 86% | 55% | 31% | 11% | 2% | * | 1% |
| Army | 88% | 57% | 31% | 9% | 1% | 1% | 1% |
| Royal Air Force | 87% | 55% | 32% | 10% | 1% | 1% | 1% |
| MOD civil servants | 53% | 20% | 33% | 31% | 6% | 4% | 7% |
| Police | 84% | 46% | 38% | 8% | 5% | 2% | * |
| The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents | 69% | 35% | 34% | 22% | 2% | 1% | 5% |
| The UK Cadet Forces | | | | | | | |

| | | | | | | | |
|---|-----|-----|-----|-----|----|----|----|
| e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF) | 67% | 36% | 31% | 25% | 2% | 1% | 6% |
|---|-----|-----|-----|-----|----|----|----|

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/ Tend to Agree | Strongly agree | Tend to agree | Neither/ nor | Tend to disagree | Strongly disagree | Don't know |
|--|-------------------------------|-------------------|------------------|-----------------|---------------------|----------------------|---------------|
| The UK Armed Forces are among the best in the world | 84% | 59% | 25% | 10% | 3% | 1% | 3% |
| The UK Armed Forces are a force for good in the world | 80% | 55% | 25% | 12% | 4% | 2% | 2% |
| The UK needs strong Armed Forces | 87% | 65% | 21% | 7% | 4% | 2% | * |
| The UK Armed Forces are well equipped | 45% | 13% | 32% | 19% | 17% | 13% | 6% |
| The UK Armed Forces provide an appropriate level of medical care for their people | 63% | 31% | 32% | 17% | 6% | 5% | 8% |
| The UK Armed Forces have appropriate levels of pay, allowances and other benefits | 41% | 14% | 27% | 20% | 13% | 14% | 13% |
| 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) | 87% | 55% | 32% | 8% | 2% | 1% | 2% |
| The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation | 62% | 34% | 28% | 17% | 9% | 3% | 8% |
| UK Armed Forces training is world class | 78% | 48% | 30% | 13% | 2% | 1% | 6% |
| The UK Armed Forces look after their people | 65% | 29% | 36% | 17% | 9% | 4% | 4% |
| The UK Armed Forces give the taxpayer value for money | 72% | 41% | 31% | 15% | 4% | 3% | 6% |

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

| | Strongly/ Tend to Agree | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know |
|--|--|-------------------|------------------|-------------------------------------|---------------------|----------------------|---------------|
| The British Army is well equipped | 50% | 15% | 35% | 19% | 14% | 11% | 5% |
| The British Army looks after its people | 70% | 31% | 39% | 15% | 8% | 3% | 4% |

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/ Tend to Agree | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know |
|---|--|-------------------|------------------|-------------------------------------|---------------------|----------------------|---------------|
| The Royal Navy and Royal Marines are well equipped | 57% | 20% | 37% | 19% | 10% | 7% | 7% |
| The Royal Navy and Royal Marines look after their people | 71% | 32% | 39% | 16% | 4% | 2% | 7% |

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

| | Strongly/ Tend to Agree | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know |
|---|--|-------------------|------------------|-------------------------------------|---------------------|----------------------|---------------|
| The Royal Air Force is well equipped | 60% | 24% | 36% | 16% | 11% | 6% | 7% |
| The Royal Air Force looks after its people | 72% | 34% | 38% | 15% | 4% | 2% | 7% |

Q7.¹ Thinking now about the UK Reserve 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 / Tend to Agree | 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) | 73% | 39% | 34% | 13% | 4% | 4% | 6% |
| The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain | 76% | 43% | 33% | 12% | 4% | 3% | 6% |
| The size of the UK Reserve Forces should increase as an integrated part of the Armed Forces | 55% | 28% | 27% | 17% | 11% | 9% | 8% |
| 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. | 68% | 35% | 34% | 18% | 6% | 4% | 4% |
| 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. | 71% | 38% | 33% | 14% | 6% | 4% | 4% |
| 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. | 74% | 37% | 37% | 11% | 7% | 5% | 3% |

¹ Fieldwork was conducted by telephone 9– 11 May 2014 same methodology.

OPINIONS OF MINISTRY OF DEFENCE

Q14. 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/ Tend to Agree | 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 | 47% | 16% | 31% | 23% | 12% | 9% | 8% |
| The Ministry of Defence looks after its people | 53% | 17% | 36% | 24% | 8% | 5% | 10% |
| The MOD is committed to providing decent accommodation for members of the Armed Forces | 48% | 17% | 32% | 22% | 11% | 6% | 12% |
| The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces | 50% | 15% | 35% | 22% | 13% | 7% | 8% |
| The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home. | 60% | 21% | 39% | 22% | 5% | 5% | 8% |

ARMED FORCES COVENANT

Q15. 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 | 43% |
| You've heard of it but know nothing about it | 20% |
| You've heard of it and know a little about it | 33% |
| You've heard of it and know a lot about it | 4% |