

## MOD and Armed Forces Reputational Polling Summer 2015 Survey

- ICM Unlimited interviewed a representative sample of 1,000 GB adults aged 16+ by telephone (CATI) between 14<sup>th</sup> May and 3<sup>rd</sup> June 2015.
  - A sample size of 1,000 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.

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**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.**

**READ OUT EACH. SINGLE CODE FOR EACH**

	<b>%</b>	<b>Know very well/ Know a fair amount</b>	<b>Know very well</b>	<b>Know a fair amount</b>	<b>Know just a little</b>	<b>Have heard of but know almost nothing</b>	<b>Never heard of</b>	<b>Don't know</b>
<b>The Foreign and Commonwealth Office</b>	<b>26</b>		13	14	27	27	19	1
<b>Department of Health</b>	<b>67</b>		37	29	20	11	2	*
<b>The Department for International Development (DfID)</b>	<b>19</b>		8	11	20	21	38	1
<b>The Ministry of Defence</b>	<b>47</b>		21	25	34	18	2	*
<b>UK Armed Forces</b>	<b>62</b>		33	28	27	10	1	*
<b>Royal Navy and Royal Marines</b>	<b>67</b>		40	27	21	11	1	-
<b>Army</b>	<b>76</b>		46	30	17	7	*	-
<b>Royal Air Force</b>	<b>67</b>		40	28	23	10	*	-
<b>MOD civil servants</b>	<b>45</b>		26	19	25	19	11	*
<b>Police</b>	<b>85</b>		51	34	12	2	*	*
<b>The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents</b>	<b>40</b>		21	19	35	14	10	1
<b>The UK Cadet Forces e.g. the</b>	<b>39</b>		21	18	31	21	9	*

**Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)**

**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.**

**READ OUT EACH. SINGLE CODE FOR EACH Is your opinion...**

	<b>Very / mainly favourable</b>	<b>Very favourable</b>	<b>Mainly favourable</b>	<b>Neither/ nor</b>	<b>Mainly unfavourable</b>	<b>Very unfavourable</b>	<b>Don't know</b>
<b>The Department of Health</b>	<b>80</b>	41	38	11	5	2	-
<b>The Department for International Development (DfID)</b>	<b>35</b>	12	23	34	7	3	-
<b>The Foreign and Commonwealth Office</b>	<b>47</b>	14	34	30	6	3	-
<b>The Ministry of Defence</b>	<b>71</b>	29	43	18	6	3	3
<b>UK Armed Forces</b>	<b>91</b>	60	31	6	1	1	*
<b>Royal Navy and Royal Marines</b>	<b>88</b>	58	29	9	2	1	-
<b>Army</b>	<b>88</b>	60	28	8	2	1	-
<b>Royal Air Force</b>	<b>88</b>	58	30	9	2	1	-
<b>MOD civil servants</b>	<b>60</b>	25	35	24	5	3	-
<b>Police</b>	<b>85</b>	49	36	7	5	3	-
<b>The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents</b>	<b>78</b>	39	39	14	2	1	4
<b>The UK Cadet Forces e.g. the Army Cadets and</b>	<b>63</b>	30	34	24	3	1	-

their Naval and  
Air Force  
equivalents, and  
the Combined  
Cadet Forces  
(CCF)

**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. READ OUT EACH. SINGLE CODE FOR EACH**

	<b>Strongly / Tend to Agree</b>	Strongly agree	Tend to agree	Neither/ nor	Tend to disagree	Strongly disagree	Don't know
<b>The UK Armed Forces are among the best in the world</b>	<b>88</b>	69	19	7	2	1	3
<b>The UK needs strong Armed Forces</b>	<b>90</b>	72	19	4	3	2	1
<b>The UK Armed Forces keep Britain safe by providing security at home and abroad</b>	<b>91</b>	70	20	4	3	2	1
<b>The Armed Forces contribute towards protecting our economy</b>	<b>72</b>	43	30	13	6	4	5
<b>The UK Armed Forces are well equipped</b>	<b>47</b>	16	31	12	21	14	6
<b>The UK Armed Forces provide an appropriate level of medical care for their people</b>	<b>70</b>	39	31	11	6	4	9
<b>The UK Armed Forces have appropriate levels of pay, allowances and other benefits</b>	<b>41</b>	16	25	16	12	14	17
<b>The Armed Forces have a standard of living accommodation they deserve</b>	<b>40</b>	15	25	15	19	11	15

<b>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)</b>	<b>90</b>	64	26	4	2	2	2
<b>The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation</b>	<b>66</b>	39	27	13	5	4	12
<b>The UK Armed Forces demonstrate high moral standards and values, such as: honesty, loyalty, moral courage and respect for others.</b>	<b>82</b>	50	32	9	3	2	4
<b>UK Armed Forces training is world class</b>	<b>85</b>	63	22	7	1	*	6
<b>The UK Armed Forces look after their people</b>	<b>78</b>	42	36	7	8	4	4
<b>People who have left the Armed Forces have skills and experiences that help them succeed in many different civilian careers</b>	<b>75</b>	37	38	9	7	5	4
<b>People who have left the Armed Forces make a valuable contribution to society</b>	<b>79</b>	46	34	12	3	2	4
<b>The UK Armed Forces give the taxpayer value for money</b>	<b>79</b>	54	25	9	4	3	5

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

READ OUT EACH. SINGLE CODE FOR EACH

<b>Strongly / Tend to Agree</b>	Strongly agree	Tend to agree	Neither agree nor	Tend to disagree	Strongly disagree	Don't know
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	disagree						
The British Army is well equipped	51	17	34	12	18	12	7
The British Army looks after its people	76	35	41	10	7	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?**

READ OUT EACH. SINGLE CODE FOR EACH

	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	59	23	36	11	12	7	11
The Royal Navy and Royal Marines look after their people	75	39	36	10	4	1	10

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

READ OUT EACH. SINGLE CODE FOR EACH

	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	63	26	37	10	10	6	10
The Royal Air Force looks after its people	78	39	39	8	4	1	9

**Q7\*. 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? SINGLE CODE, ROTATE LIST**

	<b>Strongly y/ Tend to Agree</b>	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>The UK Reserve Forces make a valuable contribution to military operations abroad</b>	74%	44%	30%	13%	3%	2%	8%
<b>The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain</b>	79%	47%	32%	10%	4%	2%	5%
<b>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</b>	75%	41%	34%	11%	6%	4%	4%
<b>As a Reservist, you learn new skills and experience that will benefit you in your day-to-day work and life</b>	78%	46%	31%	11%	3%	2%	6%

<b>As an employer, you will benefit from the skills and experience that your Reservist employees will bring back to your organisation</b>	73%	39%	33%	14%	4%	2%	7%
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*\*Fieldwork was conducted between the 14<sup>th</sup> May and 22<sup>nd</sup> June 2015 amongst 2,007 GB adults aged 16+ by telephone*

**OPINIONS OF MINISTRY OF DEFENCE**

**Q9. And thinking now about the Ministry of Defence, could you please tell me to what extent you agree or disagree with the following statements? READ OUT EACH. SINGLE CODE FOR EACH.**

	<b>Strongly/ Tend to Agree</b>	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
<b>The Ministry of Defence gives the taxpayer value for money</b>	<b>54</b>	23	31	18	10	7	11
<b>The Ministry of Defence looks after its people</b>	<b>59</b>	23	36	19	6	3	13
<b>The MOD is committed to providing decent accommodation for members of the Armed Forces</b>	<b>49</b>	15	34	20	11	5	15
<b>The MOD works well with industry to provide the best equipment for the Armed Forces</b>	<b>48</b>	15	34	17	14	8	13
<b>The MOD civil servants make a valuable contribution to supporting military operations abroad and at home</b>	<b>64</b>	26	38	16	6	5	10
<b>The Ministry of Defence promote their best people, regardless of race, gender, religion or</b>	<b>56</b>	25	31	19	7	4	15



**sexual orientation**

<b>The Ministry of Defence needs to invest in state-of-the-art technology and equipment in order to protect national security</b>	<b>85</b>	60	25	6	3	2	4
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**ARMED FORCES COVENANT**

**Q10. The 'Armed Forces Covenant' was announced by the Government in May 2011. Which of these best sums up your awareness of the Armed Forces Covenant? READ OUT. SINGLE CODE.**

	%
You've never heard of it	52
You've heard of it but know nothing about it	21
You've heard of it and know a little about it	25
You've heard of it and know a lot about it	2
<b>Total: Heard of it</b>	<b>48</b>