

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 14th May and 3rd 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.

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

	%	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	26		13	14	27	27	19	1
Department of Health	67		37	29	20	11	2	*
The Department for International Development (DfID)	19		8	11	20	21	38	1
The Ministry of Defence	47		21	25	34	18	2	*
UK Armed Forces	62		33	28	27	10	1	*
Royal Navy and Royal Marines	67		40	27	21	11	1	-
Army	76		46	30	17	7	*	-
Royal Air Force	67		40	28	23	10	*	-
MOD civil servants	45		26	19	25	19	11	*
Police	85		51	34	12	2	*	*
The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents	40		21	19	35	14	10	1
The UK Cadet Forces e.g. the	39		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...

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

	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	88	69	19	7	2	1	3
The UK needs strong Armed Forces	90	72	19	4	3	2	1
The UK Armed Forces keep Britain safe by providing security at home and abroad	91	70	20	4	3	2	1
The Armed Forces contribute towards protecting our economy	72	43	30	13	6	4	5
The UK Armed Forces are well equipped	47	16	31	12	21	14	6
The UK Armed Forces provide an appropriate level of medical care for their people	70	39	31	11	6	4	9
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	41	16	25	16	12	14	17
The Armed Forces have a standard of living accommodation they deserve	40	15	25	15	19	11	15

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

Strongly / Tend to Agree	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

	Strongly y/ 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	74%	44%	30%	13%	3%	2%	8%
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	79%	47%	32%	10%	4%	2%	5%
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	75%	41%	34%	11%	6%	4%	4%
As a Reservist, you learn new skills and experience that will benefit you in your day-to-day work and life	78%	46%	31%	11%	3%	2%	6%

As an employer, you will benefit from the skills and experience that your Reservist employees will bring back to your organisation	73%	39%	33%	14%	4%	2%	7%
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**Fieldwork was conducted between the 14th May and 22nd 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.

	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	54	23	31	18	10	7	11
The Ministry of Defence looks after its people	59	23	36	19	6	3	13
The MOD is committed to providing decent accommodation for members of the Armed Forces	49	15	34	20	11	5	15
The MOD works well with industry to provide the best equipment for the Armed Forces	48	15	34	17	14	8	13
The MOD civil servants make a valuable contribution to supporting military operations abroad and at home	64	26	38	16	6	5	10
The Ministry of Defence promote their best people, regardless of race, gender, religion or	56	25	31	19	7	4	15

sexual orientation

The Ministry of Defence needs to invest in state-of-the-art technology and equipment in order to protect national security	85	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
Total: Heard of it	48