

## **MOD and Armed Forces Reputational Polling December 2016 – January 2017 Survey Topline Findings (25-01-17)**

- This topline presents the findings from public opinion research conducted by ICM on behalf of the Ministry of Defence.
- ICM interviewed a representative sample of 1,000 GB adults aged 16+ by telephone (CATI).
- Fieldwork took place between 28<sup>th</sup> November 2016 and 12<sup>th</sup> January 2017.
- To ensure a representative sample, fieldwork quotas were set. At the analysis stage data has been weighted to the known profile of GB adults aged 16+.
- A sample size of 1,000 produces data accurate to plus or minus (+/-) 3 percentage points at the 95 per cent confidence level.
- Results are based on all respondents (1,000) unless otherwise stated.
- An asterisk (\*) denotes a value that is greater than zero but less than one.
- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- Conducted in accordance with ISO 20252 and ISO 27001, the international standards for market research and information security management.

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**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>TOTAL: Know very well/ Know a fair amount</b>	Know very well	Know a fair amount	Know just a little	Have heard of but know almost nothing	Never heard of	Don't know
<b>The Foreign and Commonwealth Office</b>	%	<b>26</b>	11	15	31	24	18	-
<b>Department of Health</b>	%	<b>67</b>	34	33	24	7	2	-
<b>The Department for International Development (DfID)</b>	%	<b>18</b>	6	12	27	20	35	*
<b>The Ministry of Defence</b>	%	<b>60</b>	29	30	29	9	3	*
<b>UK Armed Forces</b>	%	<b>69</b>	38	31	23	6	1	*
<b>Royal Navy and Royal Marines</b>	%	<b>64</b>	34	30	27	7	2	*
<b>Army</b>	%	<b>72</b>	40	32	23	4	*	*
<b>Royal Air Force</b>	%	<b>65</b>	36	29	26	7	1	*
<b>MOD civil servants</b>	%	<b>37</b>	19	18	34	14	14	*
<b>Police</b>	%	<b>83</b>	44	39	14	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>46</b>	22	24	35	13	6	-
<b>The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)</b>	%	<b>40</b>	20	20	35	17	9	*



**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>TOTAL: Very / mainly favoura- ble</b>	Very favour- able	Mainly favour- able	Neither/ nor	Mainly un- favour- able	Very un- favour- able	Don't know
<b>The Department of Health</b>	%	<b>80</b>	48	32	11	5	3	1
<b>The Department for International Development (DfID)</b>	%	<b>41</b>	14	27	37	7	3	12
<b>The Foreign and Commonwealth Office</b>	%	<b>48</b>	16	32	36	5	2	9
<b>The Ministry of Defence</b>	%	<b>75</b>	37	38	17	4	2	1
<b>UK Armed Forces</b>	%	<b>89</b>	60	29	7	2	1	*
<b>Royal Navy and Royal Marines</b>	%	<b>88</b>	59	28	9	2	1	1
<b>Army</b>	%	<b>89</b>	61	29	7	2	1	*
<b>Royal Air Force</b>	%	<b>87</b>	59	28	9	2	1	1
<b>MOD civil servants</b>	%	<b>58</b>	23	34	29	5	2	6
<b>Police</b>	%	<b>86</b>	54	33	7	4	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>73</b>	38	36	20	3	1	1
<b>The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)</b>	%	<b>69</b>	37	33	22	3	1	1



**Q3a. Now I'd like you to think about the role that the Armed Forces play in Britain and the rest of the world today. By the Armed Forces, I mean the Royal Navy, Royal Marines, Army and the Royal Air Force. What do you actually think the Armed Forces do? DO NOT READ OUT. MULTICODE.**

	%
Protecting/defending the UK and economy	66
Peacekeeping	26
Humanitarian/Incident and Disaster relief	20
Defending/Securing the skies	16
Military operations/ fighting in conflicts	8
Conflict prevention/ deterrence	7
Fighting enemies	7
Training & mentoring in the UK	6
Training & mentoring foreign military	6
Military aid to civil emergencies / Flood relief	6
Role models/represent Britain overseas	6
Counter-terrorism	3
Education role/ mentoring/teaching	3
Medical help/medical evacuation	2
Ceremonies/ processions/ Royal Family/ Commemoration/ Remembrance	2
Search and Rescue	1
Intelligence gathering	1
Securing our shipping routes/trade	1
Fighting ISIS	1
Providing the nuclear deterrent	*
Other	27
Don't know	4



**Q3b. Where around the world are the Armed Forces currently on operations, whether on combat missions, humanitarian aid or other interventions and assistance?**

DO NOT READ OUT. MULTI-CODE.WHERE INSTRUCTED, INTERVIEWER PROBE: WHAT ARE THEY DOING THERE? IF RESPONDENT MENTIONS CONTINENT/REGION (E.G. AFRICA) PROBE FOR A COUNTRY. CODE ANYTHING DIFFERENT TO PRE-CODES IN 'OTHER PLEASE SPECIFY'.

	%
<b>Afghanistan</b>	<b>41</b>
Training	18
Combat/fighting	9
Other	23
<b>Iraq</b>	<b>36</b>
Training	15
Combat/fighting	8
Humanitarian aid	4
Isis	3
Other	18
<b>Syria</b>	<b>30</b>
<b>Middle East / Gulf region</b>	<b>20</b>
Counter-piracy/counter-narcotics/counter-terrorism/fighting	7
ISIS	2
Protecting trade	2
Other	14
<b>Cyprus</b>	<b>14</b>
<b>UK</b>	<b>9</b>
<b>Falkland Islands and South Atlantic</b>	<b>9</b>
<b>Mediterranean / Italy / Greece / Turkey</b>	<b>4</b>
Migrants / boats of migrants	2
Other	3
<b>Somalia</b>	<b>3</b>
<b>Ukraine / Russia</b>	<b>3</b>
Protection	1
Training	*
Combat/fighting	*
Other	2
<b>Libya</b>	<b>3</b>
<b>Kenya</b>	<b>3</b>
<b>Sierra Leone</b>	<b>3</b>
Humanitarian aid	2
Search and Rescue	*
<b>Baltic Region / Lithuania / Estonia / Poland / Latvia</b>	<b>2</b>
Protection	1
Air policing	*
Other	1
<b>Sudan</b>	<b>2</b>
<b>Nigeria</b>	<b>1</b>



<b>Nepal</b>	<b>1</b>
Humanitarian/disaster relief	*
Other	*
<b>North Atlantic</b>	<b>*</b>
Hurricane disaster relief	*
Counter-narcotics	*
<b>Other</b>	<b>3</b>
<b>Don't know</b>	<b>15</b>

**Q4. 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 needs strong Armed Forces</b>	<b>88</b>	74	14	5	4	2	1
<b>The UK Armed Forces keep Britain safe by providing security at home and abroad</b>	<b>90</b>	72	18	5	3	1	*
<b>The UK Armed Forces contribute towards protecting our economy</b>	<b>74</b>	45	30	11	7	4	3
<b>The UK Armed Forces are well equipped</b>	<b>40</b>	13	26	16	21	16	6
<b>The UK Armed Forces have appropriate levels of pay, allowances and other benefits</b>	<b>33</b>	10	23	20	14	17	16
<b>The Armed Forces have a standard of living accommodation they deserve</b>	<b>30</b>	10	20	20	19	18	13
<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>89</b>	61	28	5	3	2	1
<b>The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation</b>	<b>65</b>	36	29	13	8	4	9



MINISTRY OF DEFENCE

**Q4 CONTINUED**

	<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 demonstrate high moral standards and values, such as: honesty, loyalty, moral courage and respect for others</b>	<b>83</b>	51	33	8	5	2	2
<b>The UK Armed Forces look after their people</b>	<b>71</b>	37	35	12	8	6	3
<b>People who have left the Armed Forces have skills and experiences that help them succeed in many different civilian careers</b>	<b>72</b>	39	32	11	9	5	3
<b>People who have left the Armed Forces make a valuable contribution to society</b>	<b>80</b>	48	32	12	4	1	2
<b>The UK Armed Forces give the taxpayer value for money</b>	<b>74</b>	49	25	13	4	4	5
<b>The Armed Forces and MOD are improving the infrastructure that the Armed Forces use to live, work and train</b>	<b>50</b>	22	29	23	7	4	15
<b>The Armed Forces and MOD should make more efficient use of the military estate, even if it means the closure of some military sites</b>	<b>42</b>	18	24	21	17	12	9

**Q5. 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>TOTAL: Strongly / Tend to Agree</b>	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>The British Army is well equipped</b>	%	<b>44</b>	14	30	17	20	13	6
<b>The British Army looks after its people</b>	%	<b>69</b>	29	40	13	9	5	4

**Q6. 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

		<b>TOTAL: Strongly / Tend to Agree</b>	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>The Royal Navy and Royal Marines are well equipped</b>	%	<b>47</b>	17	31	16	15	12	9
<b>The Royal Navy and Royal Marines look after their people</b>	%	<b>70</b>	31	39	14	5	2	8

**Q7. 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

		<b>TOTAL: Strongly / Tend to Agree</b>	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>The Royal Air Force is well equipped%</b>	%	<b>58</b>	21	36	15	12	8	7
<b>The Royal Air Force looks after its people</b>		<b>72</b>	33	39	14	5	2	7



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

		<b>TOTAL: Strongly/ Tend to Agree</b>	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>The Ministry of Defence gives the taxpayer value for money</b>	%	<b>53</b>	21	32	23	10	7	7
<b>The Ministry of Defence looks after its people</b>	%	<b>56</b>	22	35	23	7	4	9
<b>The MOD is committed to providing decent accommodation for members of the Armed Forces</b>	%	<b>46</b>	13	33	23	13	7	10
<b>The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces</b>	%	<b>47</b>	13	34	23	15	8	7
<b>The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home</b>	%	<b>65</b>	25	40	19	5	3	8
<b>The Ministry of Defence promote their best people, regardless of race, gender, religion or sexual orientation</b>	%	<b>56</b>	23	34	21	8	4	11
<b>The Ministry of Defence promote their best people, regardless of race, gender, religion or sexual orientation</b>								
<b>The Ministry of Defence needs to invest in state-of-the-art technology and equipment in order to protect national security</b>	%	<b>87</b>	63	24	6	3	3	2

**Q10. Do you support maintaining the UK's independent nuclear deterrent?  
SINGLE CODE**

	%
Yes	69
No	20
Don't know	11

**Q10a. The Armed Forces will soon take delivery of the UK's two new aircraft carriers and a fleet of F-35 aircraft. Which of these best sums up your awareness of this? READ OUT. SINGLE CODE.**

	%
You're aware of both	36
You're aware of the aircraft carriers, but not of the F-35 aircraft	20
You're aware of the F-35 aircraft, but not of the aircraft carriers	1
You're aware of neither	43

**Q10b. Thinking about the new aircraft carriers and the F-35 aircraft, can you tell me to what extent you agree or disagree with the following statements:**

	TOTAL: Strongly / Tend to Agree	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>The new aircraft carriers and F-35 aircraft will keep Britain safe by providing security at home and abroad</b>	73	43	30	15	4	4	5
<b>The new aircraft carriers and F-35 aircraft are good for the UK economy and for jobs</b>	70	40	30	15	4	4	7



<b>The new aircraft carriers and F-35 aircraft demonstrates the UK's international influence and commitment to working together with allies and partners</b>	%	<b>77</b>	43	34	13	3	3	5
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**Q11. Which of these best sums up your awareness of the Armed Forces Covenant?**  
 READ OUT. SINGLE CODE.

	%
You've never heard of it	53
You've heard of it but know nothing about it	16
You've heard of it and know a little about it	25
You've heard of it and know a lot about it	<b>6</b>
<b>Total: Heard of it</b>	<b>47</b>

**Q12. What do you think the Armed Forces Covenant does?** DO NOT READ OUT.  
 MULTICODE

Base: All saying they have heard of the Armed Forces Covenant (478).

	%
<b>NET: Looks after people</b>	<b>16</b>
... people currently serving in the Armed Forces	10
...veterans	8
... the family of people in the Armed Forces	4
... widows/ widowers	*
Way of showing support for Armed Forces	8
Recognises nation's obligations to the Armed Forces	5
It's a government organisation	5
Gives advantages to serving personnel	4
It's a charity/fund	1
Decides Armed Forces policy	-
Other	29
Don't know	48

**Q13. Armed Forces Day is held on the last Saturday of June each year. Which of these best sums up your awareness of Armed Forces Day?**  
 READ OUT, SINGLE CODE

	%
You've never heard of it	21
You've heard of it but know nothing about it	20
You've heard of it and know a little about it	45
You've heard of it and know a lot about it	13
<b>Net: Heard of it</b>	<b>79</b>

**Q13a. Where have you heard about Armed Forces Day?**

*Base: All who have heard of Armed Forces Day (795).*

	%
Seen something about it in the news (TV news or newspaper)	36
Saw an event on TV	22
Friends or family	20
Social media (e.g. Twitter or Facebook)	13
Attended an event	8
Seen or heard an advert for Armed Forces Day	5
Colleagues	5
Other website	5
Armed Forces Day website	1
Saw or heard a celebrity endorsing Armed Forces Day	*
In any other way	25
Can't remember/ just know about it	2
None of these	2

**Q13b. Have you ever done anything to support Armed Forces day, for example going to an event, posting about it on social media or something else? DO NOT READ OUT. MULTICODE (SELECT ALL THAT APPLY)**

*Base: All who have heard of Armed Forces Day (795).*

	%
Attended an event	26
Used social media (e.g. Twitter or Facebook) to post, comment, share or like something about Armed Forces Day	9
Purchased Armed Forces Day merchandise	2
Discussed it with friends or family	1
Seen or heard an advert for Armed Forces Day	*
Seen something about it in the news (TV news or newspaper)	*
Visited the Armed Forces Day website	*
Saw or heard a celebrity endorsing Armed Forces Day	*
Watched an event on TV	*
In any other way	13
None of these	56



**Q15. Which, if any, of the following sources do you use to gain information about current affairs? READ OUT. MULTICODE.**

	%
<b>Television</b>	<b>89</b>
News and current affairs	84
Factual documentaries	71
Chat shows	35
Magazine shows	24
<b>Internet</b>	<b>76</b>
Bbc.co.uk	63
Google.co.uk	56
Skynews.com	31
Guardian.co.uk	26
ltn.co.uk/itv.co.uk	25
Huffington Post	19
Telegraph.co.uk	19
Independent.co.uk	19
Channel4.com	18
Thetimes.co.uk	17
Dailymail.co.uk	16
Metro.co.uk	14
Buzzfeed	12
Other	12
<b>Friends/family/ colleagues</b>	<b>75</b>
<b>Radio</b>	<b>64</b>
<b>Social Media</b>	<b>54</b>
Facebook	47
YouTube	27
Twitter	20
Instagram	12
LinkedIn	12
Snapchat	10
Pinterest	8
Tumblr	2
Other social media	3
<b>Daily Newspapers</b>	<b>45</b>
<b>Sunday Newspapers</b>	<b>31</b>
<b>Magazines/Other publications</b>	<b>23</b>
<b>Other</b>	<b>1</b>
<b>Nowhere</b>	<b>*</b>
<b>None of these</b>	<b>*</b>
<b>Don't know</b>	<b>*</b>

**Q16. Have you, or any close friends or family members, served in the Armed Forces in the past 30 years?**

	%
Other family member	25
Close friend	19
Myself	8
Sibling	5
Parent	5
Partner	5
Grandparent	4
Other acquaintance	6
<b>Total: Any</b>	<b>53</b>
No, none	47

**Q17. Which of these statements best describes your opinion on joining the Armed Forces? READ OUT, SINGLE CODE**

	%
I've never considered a career in the Armed Forces	62
I've previously considered a career in the Armed Forces	34
I'm currently considering a career in the Armed Forces	2
None of these	2

**Q18. To what extent do you agree or disagree with the following statement: "I would encourage a friend or family member to consider a career in the Armed Forces"**

	%
Strongly agree	28
Slightly agree	28
Neither agree nor disagree	19
Slightly disagree	9
Strongly disagree	15
Don't know	1
<b>Net: Agree</b>	<b>56</b>