

CONFIDENTIAL

## **MOD and Armed Forces Reputational Polling May-June 2016 Survey Topline Findings (07.07.2016)**

- 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 1,002 GB adults aged 16+ by telephone (CATI).
- Fieldwork took place between 25<sup>th</sup> May and 4<sup>th</sup> June 2016.
- 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 1,002 produces data accurate to plus or minus (+/-) 3 percentage points at the 95 per cent confidence level.
- Results are based on all respondents (1,002) 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**

	%	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
<b>The Foreign and Commonwealth Office</b>		<b>26</b>	11	15	28	25	20	1
<b>Department of Health</b>		<b>68</b>	35	32	21	9	2	*
<b>The Department for International Development (DfID)</b>		<b>19</b>	7	12	24	19	38	1
<b>The Ministry of Defence</b>		<b>49</b>	26	23	35	12	3	*
<b>UK Armed Forces</b>		<b>66</b>	36	29	27	6	1	*
<b>Royal Navy and Royal Marines</b>		<b>69</b>	38	31	24	6	1	*
<b>Army</b>		<b>75</b>	43	31	21	4	*	*
<b>Royal Air Force</b>		<b>69</b>	38	31	25	5	1	*
<b>MOD civil servants</b>		<b>40</b>	21	19	28	18	12	1
<b>Police</b>		<b>84</b>	52	33	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>41</b>	22	19	37	14	7	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>45</b>	24	21	34	15	6	1



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**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
<b>The Department of Health</b>	<b>81</b>	53	29	10	5	2	2	
<b>The Department for International Development (DfID)</b>	<b>37</b>	14	24	34	6	5	17	
<b>The Foreign and Commonwealth Office</b>	<b>47</b>	15	32	34	4	3	12	
<b>The Ministry of Defence</b>	<b>74</b>	33	41	16	5	2	3	
<b>UK Armed Forces</b>	<b>91</b>	66	25	6	2	1	1	
<b>Royal Navy and Royal Marines</b>	<b>88</b>	60	28	9	2	1	1	
<b>Army</b>	<b>88</b>	62	27	7	2	1	1	
<b>Royal Air Force</b>	<b>87</b>	61	26	9	2	1	1	
<b>MOD civil servants</b>	<b>58</b>	24	33	26	6	2	8	
<b>Police</b>	<b>86</b>	51	35	7	4	2	1	
<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>	42	31	20	1	1	5	
<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>73</b>	42	30	20	1	1	5	



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**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	68
Peacekeeping	24
Humanitarian/Incident and Disaster relief	17
Defending/Securing the skies	14
Fighting enemies	10
Conflict prevention/ deterrence	8
Military aid to civil emergencies / Flood relief	6
Counter-terrorism	6
Role models/represent Britain overseas	6
Training & mentoring in the UK	6
Training & mentoring foreign military	5
Military operations/ fighting in conflicts	3
Medical help/medical evacuation	3
Search and rescue	3
Ceremonies/ processions/ Royal Family/ Commemoration/ Remembrance	3
Securing our shipping routes/trade	2
Education role/ mentoring/teaching	1
Intelligence gathering	1
Providing the nuclear deterrent	1
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'. ANSWERS <2% ARE NOT SHOWN BELOW

	%
<b>Afghanistan</b>	<b>38</b>
Training	18
Combat/fighting	9
Other	19
<b>Syria</b>	<b>24</b>
<b>Iraq</b>	<b>31</b>
Combat/fighting	11
Training	8
Isis	5
Humanitarian aid	3
Other	14
<b>Middle East / Gulf region</b>	<b>17</b>
Counter-piracy / counter-narcotics/counter-terrorism	5
Protecting trade	3
Other	12
<b>Cyprus</b>	<b>16</b>
<b>Falkland Islands and South Atlantic</b>	<b>8</b>
<b>UK</b>	<b>8</b>
<b>Mediterranean / Italy / Greece</b>	<b>8</b>
Migrants / boats of migrants	5
Other	4
<b>Libya</b>	<b>7</b>
<b>Ukraine / Russia</b>	<b>3</b>
Protection	1
Training	1
Combat/fighting	*
Other	1
<b>Nigeria</b>	<b>2</b>
<b>Sierra Leone</b>	<b>1</b>
Humanitarian aid	1
Search and rescue	*
<b>Other</b>	<b>4</b>
<b>Don't know</b>	<b>20</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/n or	Tend to disagree	Strongly disagree	Don't know
<b>The UK Armed Forces are among the best in the world</b>	<b>90</b>	72	18	5	1	1	3
<b>The UK needs strong Armed Forces</b>	<b>91</b>	77	14	5	3	1	1
<b>The UK Armed Forces keep Britain safe by providing security at home and abroad</b>	<b>92</b>	75	17	4	2	2	*
<b>The UK Armed Forces are well equipped</b>	<b>48</b>	18	29	15	18	11	8
<b>The UK Armed Forces have appropriate levels of pay, allowances and other benefits</b>	<b>35</b>	12	23	15	15	19	17
<b>The UK Armed Forces contribute towards and protect our economy</b>	<b>75</b>	48	27	12	4	3	6
<b>The Armed Forces have a standard of living accommodation they deserve</b>	<b>36</b>	14	22	17	16	17	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>91</b>	68	23	3	2	1	3



	<b>Strongly/ Tend to Agree</b>	Strongly agree	Tend to agree	Neither/n or	Tend to disagree	Strongly disagree	Don't know
<b>The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation</b>	<b>69</b>	44	25	11	6	3	11
<b>The UK Armed Forces demonstrate high moral standards and values, such as: honesty, loyalty, moral courage and respect for others</b>	<b>86</b>	57	29	7	3	1	3
<b>UK Armed Forces training is world class</b>	<b>85</b>	65	20	7	1	*	7
<b>The UK Armed Forces look after their people</b>	<b>71</b>	41	30	10	10	4	5
<b>People who have left the Armed Forces have skills and experiences that help them succeed in many different civilian careers</b>	<b>74</b>	41	34	9	8	5	4
<b>People who have left the Armed Forces make a valuable contribution to society</b>	<b>80</b>	51	29	11	3	2	4
<b>The UK Armed Forces give the taxpayer value for money</b>	<b>79</b>	55	23	10	2	3	6
<b>The Armed Forces and MOD are improving the infrastructure that the Armed Forces use to live, work and train</b>	<b>55</b>	24	31	19	5	4	17



	<b>Strongly/ Tend to Agree</b>	Strongly agree	Tend to agree	Neither/n or	Tend to disagree	Strongly disagree	Don't know
<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>39</b>	15	25	18	15	15	13

**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>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>53</b>	17	35	14	15	10	8
<b>The British Army looks after its people</b>	<b>72</b>	35	37	10	9	4	6



**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>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>58</b>	23	36	13	11	7	10
<b>The Royal Navy and Royal Marines look after their people</b>	<b>74</b>	38	36	10	4	1	11

**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>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>64</b>	28	37	12	8	6	9
<b>The Royal Air Force looks after its people</b>	<b>76</b>	41	36	10	3	1	10



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**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>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 Ministry of Defence gives the taxpayer value for money</b>	<b>57</b>	26	31	18	7	7	10
<b>The Ministry of Defence looks after its people</b>	<b>61</b>	25	36	17	5	4	13
<b>The MOD is committed to providing decent accommodation for members of the Armed Forces</b>	<b>49</b>	16	33	19	11	7	14
<b>The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces</b>	<b>51</b>	16	35	18	11	9	11
<b>The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home</b>	<b>66</b>	28	38	15	5	4	10
<b>The Ministry of Defence promote their best people, regardless of race, gender, religion or sexual orientation</b>	<b>58</b>	29	29	16	7	3	15
<b>The Ministry of Defence needs to invest in state-of-the-art technology and equipment in order to protect national security</b>	<b>86</b>	63	23	7	2	2	4

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

	%
Yes	59
No	22
Don't know	19

**Q11. 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	50
You've heard of it but know nothing about it	21
You've heard of it and know a little about it	26
You've heard of it and know a lot about it	3
<b>Total: Heard of it</b>	<b>50</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 (502).

	%
Looks after people currently serving in the Armed Forces	11
Looks after people who used to serve in the Armed Forces (veterans)	9
Decides Armed Forces policy	6
Way of showing support for Armed Forces	4
It's a government organisation	4
Looks after the family of people in the Armed Forces	4
Recognises nation's obligations to the Armed Forces	2
It's a charity/fund	1
Looks after widows/ widowers	*
Other	22
<b>NET: Correct</b>	<b>17</b>
Don't know	55

**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	22
You've heard of it but know nothing about it	18
You've heard of it and know a little about it	48
You've heard of it and know a lot about it	12
<b>Net: Heard of it</b>	<b>78</b>

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

Base: All who have heard of Armed Forces Day (794).

	%
Seen something about it in the news (TV news or newspaper)	34
Friends or family	23
Saw an event on TV	18
Social media (e.g. Twitter or Facebook)	13
Attended an event	10
Colleagues	5
Seen or heard an advert for Armed Forces Day	4
Other website	4
Can't remember/ just know about it	2
Armed Forces Day website	1
Saw or heard a celebrity endorsing Armed Forces Day	1
In any other way	27
None of these	2



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**Q13b. And have you ever actually done anything to mark 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 (794).

	%
Attended an event	30
Used social media (e.g. Twitter or Facebook) to post, comment, share or like something about Armed Forces Day	8
Watched an event on TV	1
Discussed it with friends or family	1
Purchased Armed Forces Day merchandise	1
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	*
Seen or heard an advert for Armed Forces Day	-
In any other way	8
None of these	59

**Q14. Which, if any, daily newspapers do you read or look at regularly? By regularly I mean on average at least three out of four issues. MULTICODE. DO NOT READ OUT/UNPROMPTED.**

	%
Daily Mail	12
The Guardian	8
The Sun	6
Daily Telegraph	6
The Times	6
Daily Mirror	4
Metro	3
Daily Express	3
The i newspaper	2
Evening Standard	1
Financial Times	1
Daily Record	1
Daily Star	1
The Scotsman	*
The Herald	*
The Independent	-
Western Mail	-
Other	10
None of these	52
Don't know	2
<b>NET: Any</b>	<b>46</b>



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

	%
<b>Television</b>	<b>85</b>
News and current affairs	80
Factual documentaries	64
Chat shows	28
Magazine shows	18
<b>Internet</b>	<b>79</b>
Bbc.co.uk	61
Google.co.uk	54
Skynews.com	30
Guardian.co.uk	22
ltn.co.uk/itv.co.uk	20
Dailymail.co.uk	18
Channel4.com	16
Independent.co.uk	14
Telegraph.co.uk	14
Thetimes.co.uk	13
Metro.co.uk	12
Other	13
<b>Friends/family/ colleagues</b>	<b>69</b>
<b>Social Media</b>	<b>56</b>
Facebook	50
YouTube	24
Twitter	18
Instagram	10
LinkedIn	8
Snapchat	7
Pinterest	5
Tumblr	2
Other social media	2
<b>Radio</b>	<b>55</b>
<b>Daily Newspapers</b>	<b>36</b>
<b>Sunday Newspapers</b>	<b>21</b>
<b>Magazines/Other publications</b>	<b>17</b>
<b>Other</b>	<b>2</b>
<b>Nowhere</b>	<b>*</b>
<b>None of these</b>	<b>1</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	29
Close friend	14
Myself	9
Parent	7
Sibling	7
Partner	6
Other acquaintance	5
Grandparent	4
<b>Total: Any</b>	<b>56</b>
No, none	44

**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	3
I've previously considered a career in the Armed Forces	36
I'm currently considering a career in the Armed Forces	59
None of these	2

**QL. 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	34
Slightly agree	25
Neither agree nor disagree	20
Slightly disagree	10
Strongly disagree	10
Don't know	1
<b>Net: Agree</b>	<b>59</b>