Royal Navy Recruit advertising spend by channel

£M

FY 14/15

	TV	Video on Demand	Production Spend	Total TV & VoD Spend	National Radio	Cinema	Digital	Media Partnership	Live Events	Newspaper	Local News	Social Media
Royal Marines	1.958	0.184	0.122	2.264			0.620					
Royal Navy Officers		0.183	0.040	0.223				0.160				
Royal Navy Ratings	2.666	0.333	0.450	3.449			0.575	0.068				
Royal Navy Engineers	1.505	0.167	0.050	1.722			0.575	0.125				
Maritime Reserves	0.673			0.673			0.700	1.115	0.250		0.132	
Recruiting Events (General)									1.276			
Recruiting (General)												0.934
Total £M	**6.802**	**0.867**	**0.662**	**8.331**	**0.000**	**0.000**	**2.470**	**1.468**	**1.526**		**0.132**	**0.934**

Royal Air Force Recruit advertising spend by channel

FY 14/15

	TV	Video on Demand	Production Spend	Total TV & VoD Spend	National Radio	Cinema	Digital	Media Partnership	Live Events	Newspaper	Local News	Social Media
	3.44	0.35	1.07	0.5	0.29	1.04	0.56	0.28	0.54			

RN Entrants by ethnicity

Royal Navy RN Entrants by Ethnic Background - between 1 Jun 14 and 31 May 15							
	RN/RM Officer	RN/RM Other Rank	RN/RM Reserve Officer	RN/RM Reserve Other Rank	RFA Officer	RFA Other Rank	Total
Any other ethnic background	~	10		~			10
Asian: Any other		10		~			10
Asian: Bangladeshi		~					~
Asian: Indian	~	~	~	~			10
Asian: Pakistani				~			~
Black: African	~	10		~	~		10
Black: Any other		~					~
Black: Caribbean	~	10		~	~		10
Chinese: Any		~					~
Mixed: Any other	~	10		~	~	~	20
Mixed: Asian and White	~	10		~			20
Mixed: Black African and White		10					10
Mixed: Black Caribbean and White	~	10					20
Not Divulged	10	20	~	~	~		40
White: Any	420	2510	60	410	120	120	3630
Not Known	40		~				40
Total	480	2620	70	430	120	120	3840
Rounding Policy							
All totals are rounded in accordance with the Defence Statistics rounding policy; therefore totals may not equal the sum of their parts. All numbers are rounded to the nearest 10 with numbers ending in 5 rounded to the nearest multiple of 20 to avoid bias. Numbers that would be rounded to 0 are represented by '~'.							

RN Entrants by gender

Royal Navy Entrants by Gender - 1 Jun 14 to 31 May 15							
	RN/RM Officer	RN/RM Other Rank	RN/RM Reserve Officer	RN/RM Reserve Other Rank	RFA Officer	RFA Other Rank	Total
Female	60	270	10	60	10	10	430
Male	420	2340	50	370	110	110	3410
Total	480	2620	70	430	120	120	3840
Rounding Policy							
All totals are rounded in accordance with the Defence Statistics rounding policy; therefore totals may not equal the sum of their parts. All numbers are rounded to the nearest 10 with numbers ending in 5 rounded to the nearest multiple of 20 to avoid bias. Numbers that would be rounded to 0 are represented by '~'.							

RN Applicants by ethnicity

RN	RN/RM Officer	RN/RM Other Rank	RN/RM Reserve Officer	RN/RM Reserve Other Rank	RFA Officer	RFA Other Rank	Total
Any other ethnic background	10	30	~	~	~	~	50
Asian: Any other	10	50	~	~	~	~	70
Asian: Bangladeshi	~	10	~	~	~		20
Asian: Indian	20	20	~	10	~		50
Asian: Pakistani	10	10	~	~		~	30
Black: African	30	40	~	10	~	~	90
Black: Any other	~	10	~	~	~	~	20
Black: Caribbean	10	40	~	~	~		60
Chinese: Any	10	~	~	~			10
Mixed: Any other	20	50	~	10	~	~	90
Mixed: Asian and White	30	60	7	10	~	~	110
Mixed: Black African and White	~	30	~	10		~	50
Mixed: Black Caribbean and White	20	100	~	10		~	130
Not Divulged	20	60	~	10	10	~	100
White: Any	2920	10130	270	100	380	740	15430
Not known	150	10	10		~		170
Total	3258	10662	320	1080	410	760	16490

Rounding Policy

All totals are rounded in accordance with the Defence Statistics rounding policy; therefore totals may not equal the sum of their parts. All numbers are rounded to the nearest 10 with numbers ending in 5 rounded to the nearest multiple of 20 to avoid bias. Numbers that would be rounded to 0 are represented by '~'.

RN Applicants by gender

Royal Navy Applicants by Gender - 1 Jun 14 - 31 May 15							
	RN/RM Officer	RN/RM Other Rank	RN/RM Reserve Officer	RN/RM Reserve Other Rank	RFA Officer	RFA Other Rank	Total
Female	480	1150	80	170	40	70	2000
Male	2770	9510	240	910	370	690	14490
Total	3530	10660	320	1080	410	760	16490
Rounding Policy							
All totals are rounded in accordance with the Defence Statistics rounding policy; therefore totals may not equal the sum of their parts. All numbers are rounded to the nearest 10 with numbers ending in 5 rounded to the nearest multiple of 20 to avoid bias. Numbers that would be rounded to 0 are represented by '~'.							

RN Applicants by month

Royal Navy Applicants by Month - 1 Jun 14 - 31 May 15				
2014/2015	June	1120		
2014/2015	July	1740		
2014/2015	August	1240		
2014/2015	September	1480		
2014/2015	October	1510		
2014/2015	November	1230		
2014/2015	December	820		
2014/2015	January	1210		
2014/2015	February	1370		
2014/2015	March	1540		
2015/2016	April	1910		
2015/2016	May	1420		
Total		16590		

Royal Navy Entrants by Month - 1 Jun 14 - 31 May 15				
2014/2015	June	290		
2014/2015	July	310		
2014/2015	August	150		
2014/2015	September	440		
2014/2015	October	360		
2014/2015	November	510		
2014/2015	December	120		
2014/2015	January	410		
2014/2015	February	310		
2014/2015	March	430		
2015/2016	April	170		
2015/2016	May	340		
Total		3840		

As of 15/09/2015

Officer Applications 01/06/2014-01/06/2015 - Broken down by Month, Gender and Ethnicity

In accordance with the Data Protection Act and our obligations in relation to the protection of confidentiality when handling personal data, data has been rounded to the nearest 10, where "~" denotes a number less than or equal to 5. When rounding to the nearest 10, numbers ending in 5 have been rounded to the nearest multiple of 20 to prevent systematic bias. Due to the rounding methods used, totals may not always equal the sum of the parts.

Please note there is no correlation between the application data and the phase 1 data.

	2014/2015										2015/2016			Sum:
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Any other ethnic background	~	~	~	~	10	~	~	~	~	~	~	~	0	30
Asian: Any other	~	10	10	10	~	~	~	10	~	10	10	~	0	80
Asian: Bangladeshi	~	~	~	~	0	~	~	~	~	~	~	~		30
Asian: Indian	20	20	10	10	10	10	10	10	10	~	10	~	0	110
Asian: Pakistani	10	10	~	~	10	~	~	10	10	10	~	10	0	70
Black: African	20	20	10	10	20	20	10	20	20	20	20	10	~	200
Black: Any other	~	~	~	~	~	0	0	~	~	~	0	0	0	10
Black: Caribbean	~	~	~	~	~	~	0	~	~	~	~	~	0	40
Chinese: Any	~	~	~	~	~	~	~	~	0	~	~	0	0	20
Mixed: Any other	~	~	~	10	10	~	~	10	~	10	10	~	0	70
Mixed: Asian and White	10	~	10	10	~	10	~	10	~	~	~	~	0	60
Mixed: Black African and White	~	~	~	~	~	~	0	~	~	10	~	~	0	30
Mixed: Black Caribbean and White	10	10	~	10	10	~	~	10	~	10	~	~	0	60
Not Divulged	~	~	~	10	~	~	~	~	~	~	~	~	0	40
White: Any	720	780	730	820	810	530	370	700	540	650	510	260	20	7440
	40	10	10	20	40	20	20	10	10	10	~	~	0	200
Sum:	840	880	810	920	940	620	430	810	620	730	560	300	20	8490

	2014/2015										2015/2016			Sum:
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
F	190	190	150	190	200	110	80	140	100	130	100	60	~	1640
M	650	690	660	740	740	520	350	670	510	600	460	240	10	6850
Sum:	840	880	810	920	940	620	430	810	620	730	560	300	20	8490

Please note if a candidate has applied more than once within the same month, it will only be counted once but if a candidate has applied more than once in different months, each application will be counted.

As of 15/09/2015

Candidates allocated to Phase 1 Training between 01/06/2014-01/06/2015 - Broken down by Month, Gender and Ethnicity

	2014/2015							2015/2016	Sum:
	Jun	Jul	Sep	Oct	Dec	Jan	Mar	Apr	
Asian: Any other	0	0	0	0	0	~	0	0	~
Asian: Pakistani	0	~	0	0	0	~	0	~	~
Black: African	~	0	0	0	0	0	0	0	~
Black: Caribbean	0	0	0	0	0	0	0	~	~
Chinese: Any	0	~	0	0	0	0	0	0	~
Mixed: Any other	0	0	0	0	0	~	0	~	~
Mixed: Asian and White	0	0	0	~	0	~	0	~	~
Mixed: Black African and White	0	0	0	~	0	0	0	0	~
Mixed: Black Caribbean and White	0	~	0	~	0	0	0	0	~
Not Divulged	0	0	0	0	0	0	~	0	~
White: Any	20	80	10	100	10	90	20	70	390
	0	0	0	0	0	0	~	0	~
Sum:	20	80	10	100	10	90	20	70	410

Please note these statistics reflect candidates who have a phase one intake start date recorded.

	2014/2015							2015/2016	Sum:
	Jun	Jul	Sep	Oct	Dec	Jan	Mar	Apr	
F	~	10	-	20	~	20	~	10	70
M	10	70	10	80	~	70	20	70	340
Sum:	20	80	10	100	10	90	20	70	410

Please note there is no correlation between the application data and the phase 1 data.

Other Rank Applicants between 01/06/2014-01/06/2015 - Broken Down by Month, Gender and Ethnicity

In accordance with the Data Protection Act and our obligations in relation to the protection of confidentiality when handling personal data, data has been rounded to the nearest 10, where "~" denotes a number less than or equal to 5. When rounding to the nearest 10, numbers ending in 5 have been rounded to the nearest multiple of 20 to prevent systematic bias. Due to the rounding methods used, totals may not always equal the sum of the parts.

	2014/2015										2015/2016			Sum:
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Any other ethnic background	10	~	~	~	10	~	~	~	~	~	~	~	~	40
Asian: Any other	10	10	~	10	10	10	~	10	~	10	~	~	0	80
Asian: Bangladeshi	0	~	~	~	~	~	~	~	~	0	~	~	0	30
Asian: Indian	10	10	~	~	10	10	10	~	~	10	~	~	~	80
Asian: Pakistani	~	~	~	~	10	~	~	~	~	~	~	10	0	50
Black: African	10	20	~	20	10	10	10	20	10	10	~	~	0	130
Black: Any other	~	~	0	~	~	~	~	~	~	0	~	~	0	20
Black: Caribbean	10	~	~	10	10	~	~	~	~	10	10	~	0	60
Chinese: Any	~	~	~	~	0	0	~	~	~	0	~	0	0	10
Mixed: Any other	~	~	0	~	10	~	~	10	~	10	~	~	0	60
Mixed: Asian and White	~	10	~	10	~	~	~	~	10	10	10	~	~	60
Mixed: Black African and White	~	~	~	~	~	~	~	~	~	~	~	~	0	20
Mixed: Black Caribbean and White	20	10	~	10	10	~	~	20	10	20	10	10	0	120
Not Divulged	~	10	~	10	10	~	~	10	10	10	~	~	0	90
White: Any	1120	1020	680	1040	1200	780	630	1120	1140	1280	850	710	30	11620
	10	~	10	10	10	~	~	10	~	10	10	~	0	70
Sum:	1210	1110	730	1130	1290	860	690	1220	1220	1380	920	760	40	12540

	2014/2015										2015/2016			Sum:
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
F	230	180	120	190	230	110	90	210	190	240	190	120	~	2110
M	980	930	600	940	1060	750	600	1000	1020	1140	730	640	30	10430
Sum:	1210	1110	730	1130	1290	860	690	1220	1220	1380	920	760	40	12540

**Please note if a candidate has applied more than once within the same month, it will only be counted once but if a canidate has applied more than once in different months, each application will be counted.

Other Rank Candidates allocated to Phase 1 training between 01/06/2014-01/06/2015 - Broken down by Month, Gender and Ethnicity

	2014/2015										2015/2016		Sum:
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
Any other ethnic background	0	0	~	0	0	0	0	0	0	0	0	~	~
Asian: Any other	~	~	0	0	~	0	0	~	~	~	~	0	10
Asian: Indian	0	0	0	0	0	0	0	0	0	0	~	0	~
Black: African	0	0	0	0	~	0	~	0	0	~	0	~	~
Black: Caribbean	0	0	0	0	0	0	~	0	~		0	~	~
Chinese: Any	~	0	0	0	0	~	0	0	0	0	~	0	~
Mixed: Any other	~	0	0	~	0	~	0	0	~	~	~	0	10
Mixed: Asian and White	0	~	~	~	0	0	~	~	0	0	~	0	10
Mixed: Black African and White	~	0	0	0	0	0	0	0	0	0	0	0	~
Mixed: Black Caribbean and White	0	0	0	0	10	~	0	0	~	~	0	0	10
Not Divulged	0	0	0	~	0	0	0	~	0	0	0	0	~
White: Any	140	60	150	130	170	160	50	140	120	130	190	120	1570
Sum:	140	60	150	140	180	170	50	150	120	140	200	130	1630

	2014/2015										2015/2016		Sum:
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
F	20	10	20	40	20	20	10	20	20	20	20	40	240
M	120	60	130	100	170	150	40	130	100	120	170	90	1380
Sum:	140	60	150	140	180	170	50	150	120	140	200	130	1630

**Please note these statistics reflect candidates who have a phase one intake start date recorded.

Please note there is no correlation between the application data and the phase 1 data.