

MOD and Armed Forces Reputation Survey Spring 2011: Topline Findings

March 2011

- Ipsos MORI interviewed a representative sample of the GB population between 7 and 22 March 2011.
- 813 adults aged 16+ were interviewed face-to-face, in home.
- Where figures do not sum to 100 percent, this may be due to computer rounding, multiple codes or the exclusion of 'Don't know'.
- All figures are based on the total sample unless stated otherwise.
- Results are weighted to the known GB population profile.
- An asterisk (*) denotes a finding of less than half of one per cent, but greater than zero.
- Percentages based on less than 100 interviews should be viewed as indicative only.
- Where the base is less than 30 interviews we have shown the number of respondents selecting each response as opposed to the percentage, this is indicated with a (N) as opposed to a % sign.

FAVOURABILITY TOWARDS GOVERNMENT DEPARTMENTS/PUBLIC BODIES

Q1. I would now like to ask you opinion about some organisations. Using the categories on this card 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.

	Very favourable %	Mainly favourable %	Neither favourable nor unfavourable %	Mainly unfavourable %	Very unfavourable %	Don't Know %
The Foreign Office	8	33	38	11	4	5
The Department of Health	26	43	16	11	4	1
The Department for International Development (DfID)	6	20	43	6	4	21
The Ministry of Defence	19	38	26	12	3	2
UK Armed Forces	53	35	8	2	1	1
Royal Navy and Royal Marines	52	35	10	2	*	1
Army	53	35	8	3	1	*
Royal Air Force	52	36	9	2	*	1
Police	34	43	14	7	2	*
The Reserve Forces (e.g. Territorial Army (TA))	33	38	23	3	1	3

OPINIONS ABOUT THE ARMED FORCES

Q2. Thinking now about the UK Armed Forces (Royal Navy, Army and the Royal Air Force), could you please tell me to what extent you agree or disagree with the following statements using the scale on this card?

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
The UK Armed Forces are among the best in the world	44	38	13	2	1	2
The UK Armed Forces are a force for good in the world	37	43	15	3	1	1
The UK needs strong Armed Forces	57	31	6	5	1	1
The UK Armed Forces are well equipped	4	24	23	36	10	2
The UK Armed Forces provide an appropriate level of medical care for their people	14	38	23	16	4	6
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	5	26	28	23	9	9
The UK Armed Forces make a positive contribution to the UK through activities at home, e.g. search and rescue, fishery protection, support during strikes, ceremonial, cadets	38	46	12	2	*	1
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	19	38	24	9	2	8
UK Armed Forces training is world class	35	41	18	2	*	3
The UK Armed Forces look after their people	18	40	21	15	3	2
The UK Armed Forces give the taxpayer value for money	25	40	19	10	2	3

OPINIONS OF THE SERVICES

Q3. Thinking now about the British Army, could you please tell me to what extent you agree or disagree with the following statements using the scale on this card?

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
The British Army is among the best in the world	38	42	15	3	*	1
The British Army is well equipped	6	28	22	32	9	3
The British Army promotes its best people, regardless of race, gender, religion or sexual orientation	15	38	29	10	2	6
The British Army looks after its people	14	48	20	13	2	3

Q4. 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 using the scale on this card?

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
The Royal Navy and Royal Marines are among the best in the world	41	41	15	2	*	1
Royal Navy and Royal Marines are well equipped	11	34	26	20	5	5
The Royal Navy and Royal Marines promote their best people, regardless of race, gender, religion or sexual orientation	17	40	28	8	1	7
The Royal Navy and Royal Marines look after their people	18	46	25	6	1	5

Q5. Thinking now about the Royal Air Force, could you please tell me to what extent you agree or disagree with the following statements using the scale on this card?

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
The Royal Air Force is among the best in the world	40	41	15	2	*	2
The Royal Air Force is well equipped	11	33	24	22	6	4
The Royal Air Force promotes its best people, regardless of race, gender, religion or sexual orientation	18	39	28	6	1	7
The Royal Air Force looks after its people	18	49	22	5	1	5

THE RESERVE FORCES

Q6. Thinking now about the UK Reserve Forces could you please tell me to what extent you agree or disagree with the following statements using the scale on this card?

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
It is appropriate that the UK Reserve Forces are used on all types of military operations abroad to help the Regular Forces (the Army, Navy and RAF)	25	45	15	12	2	2
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	31	47	15	4	1	3

OPINIONS OF THE MOD

Q7. **And thinking now about the Ministry of Defence, could you please tell me to what extent you agree or disagree with the following statements using the scale on this card?**

	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	7	28	31	19	9	5
The Ministry of Defence looks after its people	10	35	33	12	5	6
The MOD is committed to providing decent accommodation for members of the Armed Forces	8	27	32	18	9	6
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	8	24	29	24	10	5
The MOD is a force for good in the world	18	42	27	9	2	2