

MOD and Armed Forces Reputation Survey Autumn 2012: Topline Findings

- GfK NOP interviewed a representative sample of the GB population between 28 August and 10 September 2012.
- 1010 adults aged 16+ were interviewed
 - A mobile only component was included for 140 interviews to ensure the sample was more representative.
 - In assessing the reliability of this sample size for a survey percentage of 50% on a sample of 1010 the figures are understood to be 95% confident that the true figure (for the population) lies within +/- 3.1ppts.
- 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.**

	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	8	13	24	35	20	1
The Department of Health	32	32	23	10	3	-
The Department for International Development (DfID)	4	10	21	25	39	*
The Ministry of Defence	25	28	29	14	3	-
UK Armed Forces	31	30	24	12	2	*
Royal Navy and Royal Marines	28	28	27	15	2	*
Army	33	34	23	9	*	*
Royal Air Force	28	29	28	13	1	-
Police	42	39	16	3	*	*
The UK Reserve Forces (e.g. Territorial Army (TA))	19	20	32	20	8	*
UK Cadet Forces	16	17	33	25	8	*

Base: All (1010)

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.**

	Very favourable %	Mainly favourable %	Neither favourable nor unfavourable %	Mainly unfavourable %	Very unfavourable %	Don't Know %
The Foreign and Commonwealth Office	12	30	31	6	4	18
The Department of Health	41	38	11	5	3	2
The Department for International Development (DfID)	10	25	32	7	4	22
The Ministry of Defence	29	40	16	7	4	4
UK Armed Forces	54	33	7	2	2	2
Royal Navy and Royal Marines	53	33	8	2	2	3
Army	56	32	7	2	2	2
Royal Air Force	52	33	9	2	1	2
Police	48	36	8	4	3	1
The UK Reserve Forces (e.g. Territorial Army (TA))	34	34	20	2	1	8
UK Cadet Forces	31	35	22	2	1	8

Base: All (1010)

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**

	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	60	26	7	2	2	4
The UK Armed Forces are a force for good in the world	54	29	8	4	2	2
The UK needs strong Armed Forces	65	23	5	3	2	2
The UK Armed Forces are well equipped	12	29	15	22	14	9
The UK Armed Forces provide an appropriate level of medical care for their people	29	29	14	9	7	11
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	13	23	16	16	14	18
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	63	27	4	2	2	2
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	33	31	15	5	3	13
UK Armed Forces training is world class.	50	27	10	2	2	9
The UK Armed Forces look after their people	29	35	12	11	6	7
The UK Armed Forces give the taxpayer value for money	43	32	11	4	4	7

Base: All (1010)

Q4. **And thinking now about the British Army, could you please tell me to what extent you agree or disagree with the following statements**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
The British Army is well equipped	12	33	13	20	13	10
The British Army looks after its people	28	38	11	9	6	7

Base: All (1010)

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

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
Royal Navy and Royal Marines are well equipped	16	36	16	11	7	15
The Royal Navy and Royal Marines look after their people	27	39	14	4	2	13

Base: All (1010)

Q6. And thinking now about the Royal Air Force, could you please tell me to what extent you agree or disagree with the following statements

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't Know %
The Royal Air Force is well equipped	21	36	14	11	5	13
The Royal Air Force looks after its people	28	39	14	4	2	12

Base: All (1010)

Q7. Thinking now about the UK Reserve Forces could you please tell me to what extent you agree or disagree with the following statements?

	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 (to help the Regular Forces - the Army, Navy and RAF)	37	38	12	2	2	9
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	39	40	10	3	2	7
The size of the UK Reserve Forces should increase as an integrated part of the Armed Forces	25	28	18	10	6	11
Both Reservists and their employers benefit because Reservists gain a range of skills through their service that they can directly apply in their civilian workplace	31	39	13	7	3	8
Former members of the UK Armed Forces (both Reservists and Regulars) gain skills and experience from their military service which are valued by civilian employers	32	39	13	7	3	6
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	30	43	10	7	5	6

Base: All (1010)

OPINIONS OF MINISTRY OF DEFENCE

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.**

	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	12	33	16	15	14	10
The Ministry of Defence looks after its people	17	32	18	12	8	13
The MOD is committed to providing decent accommodation for members of the Armed Forces	14	29	16	15	11	15
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	12	31	15	19	11	12

Base: All (1010)

ARMED FORCES COVENANT

Q9. **The 'Armed Forces Covenant' was announced by the Government in May 2011 and sets a framework for how past and present Armed Forces personnel, and their families, can expect to be treated by the Government and by the rest of the country in recognition of the personal risks and sacrifices they experience.**

Which of these best sums up your awareness of the Armed Forces Covenant?

	%
You've never heard of it	43
You've heard of it but know nothing about it	23
You've heard of it and know a little about it	29
You've heard of it and know a lot about it	5

Base: All (1010)