

MOD and Armed Forces Reputation Survey Autumn 2013: Topline Findings

ICM Research interviewed a representative sample of the GB population between 29 October and 03 November 2013.

- 1000 adults aged 16+ were interviewed
- A sample size of 1,000 produces data accurate to plus or minus (+/-) 3 percentage points at the 95 per cent confidence level.

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.

	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
The Foreign and Commonwealth Office	24%	13%	11%	22%	28%	23%	3%
Department of Health	66%	37%	29%	22%	7%	4%	1%
The Department for International Development (DfID)	19%	10%	9%	17%	24%	37%	4%
The Ministry of Defence	63%	37%	26%	25%	9%	3%	1%
UK Armed Forces	73%	45%	28%	18%	7%	1%	1%
Royal Navy and Royal Marines	68%	40%	28%	22%	9%	1%	1%
Army	76%	46%	30%	18%	5%	1%	*
Royal Air Force	69%	41%	28%	22%	7%	2%	1%
MOD civil servants	42%	23%	19%	26%	18%	12%	2%
Police	84%	54%	30%	12%	2%	1%	*
The UK Reserve Forces e.g. the Territorial Army and their Naval and Air Force equivalents	45%	26%	20%	29%	16%	8%	2%
The UK Cadet Forces	40%	22%	18%	27%	20%	11%	2%

e.g. the Army Cadets
and their Naval and Air
Force equivalents, and
the Combined Cadet
Forces (CCF)

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. Remember that it is your overall opinion or impression that we are interested in.

	Very / mainly favourable	Very favourable	Mainly favourable	Neither/ nor	Mainly un- favourable	Very un- favourable	Don't know
The Department of Health	35%	12%	23%	36%	8%	5%	16%
The Department for International Development (DfID)	74%	44%	31%	15%	6%	3%	3%
The Foreign and Commonwealth Office	30%	11%	19%	36%	8%	6%	21%
The Ministry of Defence	67%	37%	30%	18%	8%	3%	4%
UK Armed Forces	85%	63%	23%	8%	3%	2%	2%
Royal Navy and Royal Marines	85%	62%	23%	9%	2%	2%	2%
Army	86%	63%	24%	7%	3%	3%	1%
Royal Air Force	84%	61%	24%	10%	2%	2%	1%
MOD civil servants	47%	20%	27%	31%	8%	5%	9%
Police	82%	50%	32%	9%	4%	3%	1%
The UK Reserve Forces e.g. the Territorial Army and their Naval and Air Force equivalents	66%	36%	30%	21%	3%	2%	7%
The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)	61%	33%	28%	23%	4%	3%	8%

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/ Tend to Agree	Strongly agree	Tend to agree	Neither/ nor	Tend to disagree	Strongly disagree	Don't know
The UK Armed Forces are among the best in the world	85%	61%	23%	8%	2%	2%	3%
The UK Armed Forces are a force for good in the world	83%	56%	27%	9%	4%	4%	1%
The UK needs strong Armed Forces	87%	68%	18%	7%	3%	3%	1%
The UK Armed Forces are well equipped	40%	12%	28%	24%	18%	12%	6%
The UK Armed Forces provide an appropriate level of medical care for their people	61%	29%	31%	17%	8%	6%	9%
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	37%	13%	24%	22%	15%	12%	15%
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)	83%	55%	29%	8%	4%	2%	3%
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	63%	37%	26%	16%	5%	4%	11%
UK Armed Forces training is world class	80%	48%	32%	11%	3%	1%	6%
The UK Armed Forces look after their people	67%	32%	35%	16%	9%	5%	4%
The UK Armed Forces give the taxpayer value for money	75%	46%	28%	12%	4%	4%	5%

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

	Strongly/ Tend to Agree	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
The British Army is well equipped	47%	15%	32%	22%	16%	10%	5%
The British Army looks after its people	67%	31%	36%	15%	9%	4%	5%

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/ Tend to Agree	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
The Royal Navy and Royal Marines are well equipped	51%	19%	33%	20%	11%	6%	11%
The Royal Navy and Royal Marines look after their people	67%	30%	37%	15%	4%	2%	11%

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

	Strongly/ Tend to Agree	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
The Royal Air Force is well equipped	57%	23%	34%	20%	8%	6%	10%
The Royal Air Force looks after its people	70%	33%	37%	16%	3%	3%	8%

Q7. Thinking now about the UK Reserve 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/ Tend to Agree	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	72%	38%	34%	13%	5%	2%	8%

Army, Navy and RAF)							
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	74%	41%	33%	13%	4%	2%	6%
The size of the UK Reserve Forces should increase as an integrated part of the Armed Forces	52%	26%	25%	19%	10%	10%	10%
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.	65%	30%	35%	19%	6%	4%	7%
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.	68%	33%	35%	17%	6%	4%	5%
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.	65%	28%	38%	17%	7%	6%	4%

OPINIONS OF MINISTRY OF DEFENCE

Q14. 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 / Tend to Agree	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	43%	17%	26%	21%	13%	12%	11%
The Ministry of Defence looks after its people	51%	19%	32%	20%	12%	8%	10%
The MOD is committed to providing decent accommodation for members of the Armed Forces	43%	17%	26%	22%	12%	11%	12%
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	42%	14%	28%	21%	14%	11%	11%

The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home.	57%	22%	35%	21%	6%	6%	10%
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Q15. 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	52%
You've heard of it but know nothing about it	21%
You've heard of it and know a little about it	24%
You've heard of it and know a lot about it	3%