

MOD and Armed Forces Reputational Polling Winter 2014/15 Survey

- ICM Unlimited interviewed a representative sample of 1,000 GB adults aged 16+ by telephone (CATI) between 18th December 2014 and 6th January 2015.
 - 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. 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
The Foreign and Commonwealth Office	26%	12%	14%	27%	28%	17%	1%
Department of Health	65%	32%	33%	23%	9%	2%	*
The Department for International Development (DfID)	16%	6%	10%	24%	21%	38%	1%
The Ministry of Defence	42%	18%	24%	39%	17%	2%	1%
UK Armed Forces	62%	28%	34%	29%	8%	1%	*
Royal Navy and Royal Marines	62%	31%	31%	27%	9%	2%	*
Army	74%	38%	36%	21%	5%	1%	*
Royal Air Force	67%	35%	32%	25%	7%	1%	*
MOD civil servants	45%	22%	23%	29%	17%	8%	1%
Police	84%	49%	35%	14%	1%	*	*
The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents	39%	17%	22%	36%	17%	7%	1%
The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)	40%	21%	19%	32%	20%	7%	*

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.

READ OUT EACH. SINGLE CODE FOR EACH

Is your opinion...

	Very / mainly favoura- -ble	Very favour- able	Mainly favour- able	Neither/ nor	Mainly un- favour- able	Very un- favour- able	Don't know
The Department of Health	80%	43%	37%	10%	5%	3%	2%
The Department for International Development (DfID)	36%	12%	24%	33%	7%	4%	21%
The Foreign and Commonwealth Office	46%	15%	31%	32%	5%	3%	14%
The Ministry of Defence	70%	27%	43%	19%	4%	2%	-
UK Armed Forces	91%	58%	33%	6%	1%	1%	-
Royal Navy and Royal Marines	88%	57%	31%	7%	2%	1%	2%
Army	90%	61%	30%	6%	1%	2%	1%
Royal Air Force	89%	60%	29%	7%	1%	1%	2%
MOD civil servants	60%	24%	36%	23%	5%	3%	9%
Police	87%	52%	35%	8%	2%	3%	1%
The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents	79%	43%	37%	13%	2%	1%	-
The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)	67%	35%	33%	20%	1%	2%	10%

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. READ OUT EACH. SINGLE CODE FOR EACH

	Strongly / Tend to Agree	Strongly agree	Tend to agree	Neither/n or	Tend to disagree	Strongly disagree	Don't know
The UK Armed Forces are among the best in the world	88%	65%	23%	6%	2%	1%	3%
The UK needs strong Armed Forces	89%	73%	17%	3%	4%	2%	1%
The UK Armed Forces keep Britain safe by providing security at home and abroad	90%	69%	21%	4%	3%	3%	1%
The UK Armed Forces are well equipped	50%	19%	30%	15%	18%	10%	8%
The UK Armed Forces provide an appropriate level of medical care for their people	70%	40%	30%	11%	6%	5%	8%
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	42%	16%	26%	14%	12%	14%	17%
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)	89%	63%	26%	5%	2%	2%	2%

The UK Armed Forces assists the government in meeting its foreign policy objectives	76%	38%	38%	12%	3%	2%	7%
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	65%	36%	29%	12%	6%	5%	12%
UK Armed Forces training is world class	84%	59%	24%	8%	1%	1%	6%
The UK Armed Forces look after their people	73%	40%	33%	10%	8%	5%	5%
People who have served in the Armed Forces have skills and experiences that help them succeed in many different civilian careers	76%	46%	29%	9%	7%	4%	4%
The UK Armed Forces give the taxpayer value for money	79%	50%	29%	9%	3%	3%	5%

Q4. 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

	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	54%	17%	37%	13%	17%	8%	8%
The British Army looks after its people	75%	37%	38%	9%	7%	4%	4%

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?

READ OUT EACH. SINGLE CODE FOR EACH

	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	61%	23%	37%	13%	10%	6%	11%
The Royal Navy and Royal Marines look after their people	76%	38%	38%	10%	4%	2%	8%

Q6. 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

	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	66%	29%	36%	12%	8%	5%	9%
The Royal Air Force looks after its people	77%	40%	37%	10%	4%	2%	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? SINGLE CODE, ROTATE LIST

	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	74%	43%	31%	13%	4%	3%	7%
The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain	78%	45%	33%	11%	3%	2%	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	76%	39%	37%	12%	5%	4%	3%
As a Reservist, you learn new skills and experience that will benefit you in your day-to-day work and life	77%	43%	33%	12%	4%	2%	5%
As an employer, you will benefit from the skills and experience that your Reservist employees will bring back to your organisation	71%	37%	34%	16%	4%	3%	6%

**Fieldwork was conducted between the 18th December 2014 and 6th January 2015 amongst 2,005 GB adults aged 16+ by telephone*

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? READ OUT EACH. SINGLE CODE FOR EACH.

	Strongly y/ 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	53%	21%	32%	21%	9%	9%	9%
The Ministry of Defence looks after its people	60%	23%	37%	17%	6%	5%	12%
The MOD is committed to providing decent accommodation for members of the Armed Forces	53%	19%	34%	19%	9%	7%	12%
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	49%	17%	32%	19%	12%	9%	11%
The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home.	63%	26%	37%	17%	7%	4%	10%
The Ministry of Defence promote their best people, regardless of race, gender, religion or sexual orientation	55%	25%	29%	18%	8%	5%	14%
The Ministry of Defence needs to invest in military equipment and capability in order to protect national security	84%	57%	27%	7%	3%	3%	3%

ARMED FORCES COVENANT

Q9. 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	51%
You've heard of it but know nothing about it	19%
You've heard of it and know a little about it	25%
You've heard of it and know a lot about it	5%
Total: Heard of it	49%