

MOD and Armed Forces Reputational Polling December 2015 – January 2016 Survey Topline Findings (22.01.2016)

- This topline presents the findings from public opinion research conducted by ICM on behalf of the Ministry of Defence.
- ICM interviewed a representative sample of 1,001 GB adults aged 16+ by telephone (CATI).
- Fieldwork took place between 4th December 2015 and 10th January 2016.
- To ensure a representative sample, fieldwork quotas were set. At the analysis stage data has been weighted to the known profile of GB adults aged 16+.
- A sample size of 1,001 produces data accurate to plus or minus (+/-) 3 percentage points at the 95 per cent confidence level.
- Results are based on all respondents (1,001) unless otherwise stated.
- An asterisk (*) denotes a value that is greater than zero but less than one.
- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- Conducted in accordance with ISO 20252 and ISO 27001, the international standards for market research and information security management.



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	25	12	13	31	25	19	1	
Department of Health	66	32	33	23	9	3	*	
The Department for International Development (DfID)	17	7	9	27	21	34	1	
The Ministry of Defence	48	20	28	36	14	1	*	
UK Armed Forces	65	31	35	28	6	*	*	
Royal Navy and Royal Marines	65	33	31	26	9	1	*	
Army	73	38	35	21	6	*	-	
Royal Air Force	65	33	32	27	7	*	*	
MOD civil servants	40	22	19	29	17	14	1	
Police	83	46	38	14	3	*	-	
The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents	41	18	23	38	16	5	1	
The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)	39	19	20	33	18	10	*	



MINISTRY OF DEFENCE

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	84	47	37	9	4	2	2
The Department for International Development (DfID)	42	13	28	32	5	3	18
The Foreign and Commonwealth Office	46	14	33	34	3	3	14
The Ministry of Defence	76	34	43	15	4	2	3
UK Armed Forces	91	62	29	6	2	1	1
Royal Navy and Royal Marines	88	55	33	9	1	1	1
Army	89	58	31	8	2	1	1
Royal Air Force	87	57	30	9	1	1	1
MOD civil servants	61	24	37	24	5	2	8
Police	88	51	37	8	2	1	1
The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents	73	37	36	20	1	1	5
The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)	69	34	35	20	2	1	7



MINISTRY OF DEFENCE

Q3. Now I'd like you to think about the role that the Armed Forces play in Britain and the rest of the world today. By the Armed Forces, I mean the Royal Navy, Royal Marines, Army and the Royal Air Force. What do you actually think the Armed Forces do?

DO NOT READ OUT. MULTICODE.

	%
Protecting/defending the UK and economy	68
Peacekeeping	20
Humanitarian/Incident and Disaster relief	15
Defending/Securing the skies	12
Conflict prevention/ deterrence	9
Fighting enemies	9
Military aid to civil emergencies / Flood relief	8
Counter-terrorism	6
Role models/represent Britain overseas	5
Training & mentoring in the UK	4
Training & mentoring foreign military	4
Military operations/ fighting in conflicts	4
Medical help/medical evacuation	2
Search and rescue	2
Education role/ mentoring/teaching	2
Ceremonies/ processions/ Royal Family/ Commemoration/ Remembrance	1
Securing our shipping routes/trade	1
Intelligence gathering	1
Providing the nuclear deterrent	*
Don't know	4



Q3b. Where around the world are the Armed Forces currently on operations, whether on combat missions, humanitarian aid or other interventions and assistance?

DO NOT READ OUT. MULTI-CODE.WHERE INSTRUCTED, INTERVIEWER PROBE: WHAT ARE THEY DOING THERE? IF RESPONDENT MENTIONS CONTINENT/REGION (E.G. AFRICA) PROBE FOR A COUNTRY. CODE ANYTHING DIFFERENT TO PRE-CODES IN 'OTHER PLEASE SPECIFY'.

	%
Afghanistan	47
Training	19
Combat/fighting	13
Other	25
Syria	46
Iraq	38
Combat/fighting	13
Training	10
Isis	9
Humanitarian aid	7
Other	16
Cyprus	16
Middle East / Gulf region	16
Counter-piracy / counter-narcotics/counter-terrorism	4
Protecting trade	2
Other	11
Falkland Islands and South Atlantic	8
UK	8
Libya	4
Mediterranean / Italy / Greece	3
Migrants / boats of migrants	1
Other	2
Sierra Leone	2
Humanitarian aid	2
Search and rescue	*
Nigeria	2
Ukraine / Russia	2
Combat/fighting	*
Protection	*
Training	-
Other	1
Nepal	1
Humanitarian/disaster relief	1
Other	-
Sudan	1
Other	2
Don't know	13

Q4. 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	69	19	6	2	1	4
The UK needs strong Armed Forces	91	76	15	2	4	2	1
The UK Armed Forces keep Britain safe by providing security at home and abroad	92	70	22	4	3	2	*
The UK Armed Forces are well equipped	51	18	33	11	16	13	8
The UK Armed Forces have appropriate levels of pay, allowances and other benefits	36	14	21	14	14	18	18
The UK Armed Forces contribute towards and protect our economy	74	44	30	13	6	4	4
The Armed Forces have a standard of living accommodation they deserve	36	11	25	15	16	17	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)	91	66	25	4	2	2	2



	Strongly/ Tend to Agree	Strongly agree	Tend to agree	Neither/n or	Tend to disagree	Strongly disagree	Don't know
The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation	68	37	31	12	5	4	12
The UK Armed Forces demonstrate high moral standards and values, such as: honesty, loyalty, moral courage and respect for others	84	50	34	8	2	3	3
UK Armed Forces training is world class	83	60	23	8	1	1	7
The UK Armed Forces look after their people	73	40	33	9	8	5	5
People who have left the Armed Forces have skills and experiences that help them succeed in many different civilian careers	72	36	36	10	9	5	5
People who have left the Armed Forces make a valuable contribution to society	79	44	35	12	3	2	4
The UK Armed Forces give the taxpayer value for money	78	52	26	9	4	3	5
The Armed Forces and MOD are improving the infrastructure that the Armed Forces use to live, work and train	52	21	31	21	5	4	18



	Strongly/ Tend to Agree	Strongly agree	Tend to agree	Neither/n or	Tend to disagree	Strongly disagree	Don't know
The Armed Forces and MOD should make more efficient use of the military estate, even if it means the closure of some military sites	41	18	24	17	14	15	12

Q5. 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	53	18	35	13	18	9	7
The British Army looks after its people	73	36	37	11	7	4	6

Q6. 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	58	23	35	13	12	6	11
The Royal Navy and Royal Marines look after their people	75	39	36	11	4	2	8

Q7. 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	64	28	36	10	10	6	11
The Royal Air Force looks after its people	76	39	36	12	3	1	8



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	60	25	35	15	10	6	10
The Ministry of Defence looks after its people	59	24	35	18	6	4	13
The MOD is committed to providing decent accommodation for members of the Armed Forces	47	14	32	19	11	6	17
The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces	49	16	34	18	14	6	13
The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home	66	26	40	15	5	3	11
The Ministry of Defence promote their best people, regardless of race, gender, religion or sexual orientation	59	26	33	16	6	4	15
The Ministry of Defence needs to invest in state-of-the-art technology and equipment in order to protect national security	86	62	24	5	3	1	4

Q8b. In which areas do you think the Defence budget should be spent on?
DO NOT READ OUT. MULTICODE.

	%
Protecting/ defending the UK and economy	17
Training & mentoring in the UK	13
Training & mentoring foreign military	6
Defending/ securing the seas and skies	6
Counter-terrorism	5
Humanitarian/ disaster and incident relief	5
Peacekeeping	5
Intelligence gathering	4
Education role/mentoring/ teaching	4
Military operations/ fighting in conflicts	3
Military aid to civil emergencies / flood relief	3
Medical help/medical evacuation	3
Fighting enemies	2
Providing the nuclear deterrent	2
Conflict prevention/deterrence	2
Securing our shipping routes/ trade	1
Role models/represent Britain overseas	1
Search and rescue	1
Ceremonies/ processions/ Royal family/ commemoration/ remembrance	*
Don't know	20

Q11b. Do you support the renewal of the UK's independent nuclear deterrent?
SINGLE CODE

	%
Yes	56
No	25
Don't know	19

Q10. 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	50
You've heard of it but know nothing about it	24
You've heard of it and know a little about it	23
You've heard of it and know a lot about it	3
Total: Heard of it	50

Q13. What do you think the Armed Forces Covenant does? DO NOT READ OUT. MULTICODE

Base: All saying they have heard of the Armed Forces Covenant (513).

	%
Looks after people currently serving in the Armed Forces	11
Looks after people who used to serve in the Armed Forces (veterans)	9
Way of showing support for Armed Forces	6
Decides Armed Forces policy	6
Looks after the family of people in the Armed Forces	3
Recognises nation's obligations to the Armed Forces	2
It's a government organisation	2
Looks after widows/ widowers	1
It's a charity/fund	1
Other	18
NET: Correct	15
Don't know	57

Q13. Armed Forces Day is held on the last Saturday of June each year. Which of these best sums up your awareness of Armed Forces Day?

READ OUT, SINGLE CODE

	%
You've never heard of it	21
You've heard of it but know nothing about it	24
You've heard of it and know a little about it	43
You've heard of it and know a lot about it	12
Net: Heard of it	79

Q14. Where have you heard about Armed Forces Day?

Base: All who have heard of Armed Forces Day (754).

	%
Seen something about it in the news (TV news or newspaper)	34
Friends or family	24
Saw an event on TV	24
Attended an event	12
Social media (e.g. Twitter or Facebook)	7
Seen or heard an advert for Armed Forces Day	4
Colleagues	4
Other website	3
Can't remember/ just know about it	2
Armed Forces Day website	*
Saw or heard a celebrity endorsing Armed Forces Day	*
In any other way	27
None of these	1



MINISTRY OF DEFENCE

Q14b. And have you ever actually done anything to mark Armed Forces day, for example going to an event, posting about it on social media or something else? DO NOT READ OUT. MULTICODE (SELECT ALL THAT APPLY)

Base: All who have heard of Armed Forces Day (754).

	%
Attended an event	23
Used social media (e.g. Twitter or Facebook) to post, comment, share or like something about Armed Forces Day	9
Watched an event on TV	2
Discussed it with friends or family	1
Purchased Armed Forces Day merchandise	*
Seen something about it in the news (TV news or newspaper)	*
Visited the Armed Forces Day website	*
Seen or heard an advert for Armed Forces Day	*
Saw or heard a celebrity endorsing Armed Forces Day	-
In any other way	7
None of these	63

Q13. Which, if any, daily newspapers do you read or look at regularly? By regularly I mean on average at least three out of four issues. MULTICODE. DO NOT READ OUT/UNPROMPTED.

	%
Daily Mail	15
The Sun	9
The Guardian	8
Daily Telegraph	6
The Times	5
Daily Mirror	4
Metro	3
The Independent	3
Daily Express	3
Evening Standard	1
The i newspaper	1
Financial Times	1
Daily Record	1
Daily Star	1
The Scotsman	*
The Herald	*
Western Mail	*
Other	10
None of these	46
Don't know	4
NET: Any	50



Q14. Which, if any, of the following sources do you use to gain information about current affairs? READ OUT. MULTICODE.

	%
Television	82
News and current affairs	78
Factual documentaries	55
Chat shows	23
Magazine shows	14
Internet	72
Bbc.co.uk	57
Google.co.uk	41
Skynews.com	24
Guardian.co.uk	16
ltn.co.uk/itv.co.uk	15
Channel4.com	15
Dailymail.co.uk	15
Independent.co.uk	11
Telegraph.co.uk	10
Thetimes.co.uk	10
Metro.co.uk	9
Other	12
Friends/family/ colleagues	55
Social Media	49
Facebook	42
YouTube	21
Twitter	16
Instagram	8
LinkedIn	7
Snapchat	5
Pinterest	4
Tumblr	2
Other social media	3
Radio	45
Daily Newspapers	35
Sunday Newspapers	20
Magazines/Other publications	14
Other	2
Nowhere	*
None of these	*
Don't know	*



Q16. Have you, or any close friends or family members, served in the Armed Forces in the past 30 years?

	%
Other family member	24
Close friend	17
Sibling	8
Parent	6
Other acquaintance	6
Myself	5
Partner	5
Grandparent	4
Total: Any	53
No, none	47

Q17. Which of these statements best describes your opinion on joining the Armed Forces? READ OUT, SINGLE CODE

	%
I've never considered a career in the Armed Forces	59
I've previously considered a career in the Armed Forces	36
I'm currently considering a career in the Armed Forces	2
None of these	2

QL. To what extent do you agree or disagree with the following statement: "I would encourage a friend or family member to consider a career in the Armed Forces"

	%
Strongly agree	27
Slightly agree	28
Neither agree nor disagree	21
Slightly disagree	7
Strongly disagree	16
Don't know	1
Net: Agree	54