

LORD ASHCROFT KCMG PC
VETERANS' TRANSITION REVIEW – GENERAL PUBLIC RESEARCH
NOVEMBER 2016

2,033 adults were interviewed online on 13 and 14 March 2012.
2,000 adults were interviewed online between 21 and 24 October 2016.
Results have been weighted to be representative of all adults in the UK.

1. On a scale of 0 to 10, how positive or negative is your view of each of the following – where 0 means very negative indeed, and 10 means very positive indeed?

		Mean score, 2012	Mean score, 2016	Change
1	Armed Forces	7.47	7.85	+ 0.38
2	NHS	6.61	7.26	+ 0.65
3	Police	6.23	6.82	+ 0.59
4	BBC	6.39	6.26	– 0.13
5	Parliament	3.83	4.58	+ 0.75
6	Press	3.73	4.48	+ 0.75

- 44% of respondents gave a score of 9 or 10 for the Armed Forces. There was very little difference in mean scores according to age group, gender, region or social class.

2. Over the last few years, would you say your opinion of the Armed Forces has improved, got worse, or stayed the same?

	2012	2016	Change
Improved a lot	16%	16%	–
Improved a bit	21%	20%	– 1%
Stayed about the same	55%	57%	+ 2%
Got a bit worse	5%	5%	–
Got a lot worse	3%	1%	– 2%

- More than a third (36%) said their opinion of the Armed Forces had improved over the last few years – no significant change since 2012. The proportion saying their opinion had got worse fell slightly, from 8% to 6%. Respondents aged 18 to 34 were the most likely to say their opinion had improved.

3. How much do you think you know about what a member of the Armed Forces does on a day-to-day basis?

	2012	2016	Change
A great deal	10%	12%	+ 2%
Quite a lot	28%	25%	- 3%
Not very much	52%	54%	+ 2%
Very little	10%	9%	- 1%

- There was no significant change in the numbers saying they knew much about what Service personnel do on a day-to-day basis.

4A. Thinking about how the Armed Forces are portrayed in the media, whether on television, in newspapers or elsewhere, do you think they tend to be portrayed:

	2012	2016	Change
Very positively	25%	17%	- 8%
Quite positively	52%	51%	- 1%
Neutrally	18%	23%	+ 5%
Quite negatively	4%	9%	+ 5%
Very negatively	1%	1%	-

4B. [Those thinking the Forces are portrayed positively in the media] Do you think that positive portrayal is fair and accurate, or do you think the media deliberately focuses on positive things and ignores more negative aspects?

<i>Those saying AF are portrayed positively</i>	2012	2016	Change
The positive portrayal is fair and accurate	67%	72%	+ 5%
The media deliberately focuses on positive things and ignores more negative aspects	33%	28%	- 5%

4C. [Those thinking the Forces are portrayed negatively in the media] Do you think that negative portrayal is fair and accurate, or do you think the media deliberately focuses on negative things and ignores more positive aspects?

<i>Those saying AF are portrayed negatively</i>	2012	2016	Change
The negative portrayal is fair and accurate	16%	6%	- 10%
The media deliberately focuses on negative things and ignores more positive aspects	84%	94%	+ 10%

- People were less likely to think the Armed Forces were portrayed positively in the media than four years ago – but those who thought this were more likely to think the positive portrayal was fair and accurate, while those who thought the Forces were portrayed negatively were more likely to think this was because the media deliberately focused on negative things, ignoring more positive aspects.

5. Do you think a former officer in the Armed Forces would find it easier or more difficult than most other people to find a job outside the military?

Do you think a former member of the Armed Forces from other ranks (non-officers) would find it easier or more difficult than most other people to find a new job outside the military?

	2012		2016	
	Officers	Other ranks	Officers	Other ranks
Would find it easier than most people to find a new job	29%	15%	34% (+ 5%)	19% (+ 4%)
No difference	41%	47%	36% (- 5%)	45% (- 2%)
Would find it harder than most people to find a new job	30%	39%	30% (-)	36% (- 3%)

- There was a small increase in the proportions saying that members of the Armed Forces, both officers and other ranks, would find it easier than most people to find a new job outside the military.

6. How common do you think it is for former members of the Armed Forces to have some kind of physical, emotional or mental health problem as a result of their time in the Forces?

	2012	2016	Change
Very common	34%	35%	+ 1%
Quite common	57%	57%	-
Quite rare	8%	8%	-
Very rare	*	1%	+ 1%

- The proportion saying they thought it was common or very common for former personnel to have a physical, emotional or mental health problem as a result of their time in the Forces remained high: 91% in 2012, 92% in 2016.