

CAF – Armed Forces

METHODOLOGY NOTE

ComRes interviewed 2,016 adults aged 18+ from GB online between 21st and 23rd June 2013. Data were weighted to be representative of all adults aged 18+ in GB. ComRes is a member of the British Polling Council and abides by its rules.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 1

Q.1 Which of the following, if any, have you done in the past year?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Any	1551 77%	737 75%	814 79%	169 70%	227 67%	240 71%	288 80%	251 84%	377 86%	435 81%	417 75%	333 76%	365 76%	248 82%	607 73%
Bought a Remembrance Day poppy	1371 68%	636 64%	734 71%	145 61%	163 48%	203 60%	262 73%	234 78%	363 83%	381 71%	361 65%	296 68%	332 69%	198 65%	518 63%
Given money to a charity that supports the armed forces	821 41%	398 40%	423 41%	68 28%	96 28%	113 33%	157 44%	141 47%	246 56%	249 46%	223 40%	158 36%	190 40%	127 42%	309 37%
Bought an armed forces charity wristband or other merchandise	375 19%	170 17%	205 20%	48 20%	49 14%	51 15%	85 24%	57 19%	85 19%	124 23%	89 16%	82 19%	81 17%	69 23%	143 17%
Raised money for a charity that supports the armed forces	136 7%	67 7%	69 7%	30 13%	30 9%	22 7%	16 4%	15 5%	22 5%	41 8%	35 6%	36 8%	24 5%	38 13%	55 7%
Given my time to a charity that supports the armed forces	135 7%	80 8%	55 5%	24 10%	38 11%	23 7%	17 5%	15 5%	19 4%	52 10%	33 6%	33 8%	16 3%	44 14%	55 7%
None of the above	465 23%	251 25%	214 21%	71 30%	113 33%	100 29%	71 20%	49 16%	61 14%	104 19%	142 25%	106 24%	114 24%	55 18%	220 27%

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Absolutes/col percents

Table 1

Q.1 Which of the following, if any, have you done in the past year?**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181
NET: Any	1551 77%	138 76%	64 79%	178 80%	147 81%	147 81%	104 74%	73 72%	159 79%	177 67%	218 77%	146 80%
Bought a Remembrance Day poppy	1371 68%	131 72%	53 66%	159 72%	136 75%	131 72%	95 67%	58 58%	146 72%	130 50%	197 70%	136 75%
Given money to a charity that supports the armed forces	821 41%	63 35%	38 47%	113 51%	75 41%	64 35%	48 34%	51 50%	85 42%	103 39%	114 40%	68 37%
Bought an armed forces charity wristband or other merchandise	375 19%	34 19%	23 29%	42 19%	32 17%	31 17%	26 19%	22 22%	33 16%	54 20%	51 18%	29 16%
Raised money for a charity that supports the armed forces	136 7%	9 5%	* 1%	14 6%	11 6%	14 8%	10 7%	7 7%	13 7%	31 12%	15 5%	10 6%
Given my time to a charity that supports the armed forces	135 7%	7 4%	2 2%	12 5%	9 5%	17 9%	9 6%	7 7%	14 7%	38 15%	9 3%	10 6%
None of the above	465 23%	43 24%	17 21%	44 20%	34 19%	35 19%	37 26%	28 28%	42 21%	85 33%	65 23%	36 20%

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 2

Q.2 To what extent do you agree or disagree with each of the following statements?**Summary****Base: All respondents**

		Statements					
		a) At a time like this, it is more important than ever that we support the work of armed forces charities	b) Armed forces charities stand up for those who do an amazing job for our country	c) The public's attitude to our serving troops has improved dramatically thanks to the work of armed forces charities	d) Armed forces charities show that charities can change people's lives and raise awareness of important issues	e) Seeing the work that armed forces charities do has made me more likely to support charities in general	f) I am not interested in the work armed forces charities do
Unweighted base		2016	2016	2016	2016	2016	2016
Weighted base		2016	2016	2016	2016	2016	2016
NET: Agree		1536 76%	1672 83%	1473 73%	1635 81%	1112 55%	381 19%
Strongly agree	(4)	690 34%	841 42%	511 25%	667 33%	361 18%	119 6%
Tend to agree	(3)	846 42%	831 41%	962 48%	968 48%	751 37%	261 13%
Tend to disagree	(2)	170 8%	96 5%	162 8%	94 5%	421 21%	583 29%
Strongly disagree	(1)	63 3%	42 2%	47 2%	42 2%	127 6%	834 41%
NET: Disagree		233 12%	139 7%	209 10%	136 7%	548 27%	1417 70%
Don't know		247 12%	205 10%	333 17%	245 12%	356 18%	218 11%
Mean		3.22	3.36	3.15	3.28	2.81	1.81
Standard deviation		0.76	0.69	0.70	0.67	0.86	0.92
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 3

Q.2 To what extent do you agree or disagree with each of the following statements?**a) At a time like this, it is more important than ever that we support the work of armed forces charities****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1536 76%	740 75%	795 77%	166 69%	237 70%	247 73%	275 77%	240 80%	371 85%	429 80%	399 71%	339 77%	369 77%	228 75%	612 74%
Strongly agree	(4) 690 34%	323 33%	367 36%	83 34%	108 32%	97 28%	136 38%	102 34%	165 38%	170 32%	182 33%	137 31%	200 42%	109 36%	263 32%
Tend to agree	(3) 846 42%	418 42%	428 42%	84 35%	129 38%	150 44%	139 39%	138 46%	205 47%	258 48%	217 39%	202 46%	169 35%	119 39%	349 42%
Tend to disagree	(2) 170 8%	95 10%	76 7%	30 13%	34 10%	29 9%	30 8%	24 8%	23 5%	38 7%	56 10%	46 10%	31 6%	31 10%	84 10%
Strongly disagree	(1) 63 3%	40 4%	23 2%	6 2%	11 3%	15 4%	10 3%	13 4%	9 2%	13 2%	20 4%	15 4%	14 3%	15 5%	24 3%
NET: Disagree	233 12%	134 14%	99 10%	36 15%	45 13%	44 13%	39 11%	37 12%	32 7%	51 9%	76 14%	61 14%	45 9%	46 15%	108 13%
Don't know	247 12%	113 11%	134 13%	37 16%	58 17%	48 14%	45 13%	23 8%	36 8%	59 11%	84 15%	39 9%	66 14%	29 9%	107 13%
Mean	3.22	3.17	3.27	3.20	3.19	3.13	3.28	3.19	3.31	3.22	3.18	3.15	3.34	3.18	3.18
Standard deviation	0.76	0.79	0.72	0.80	0.79	0.79	0.76	0.78	0.68	0.70	0.80	0.77	0.76	0.84	0.76
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.03	0.03	0.04	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 3

Q.2 To what extent do you agree or disagree with each of the following statements?**a) At a time like this, it is more important than ever that we support the work of armed forces charities****Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181
NET: Agree	1536 76%	136 75%	64 80%	170 77%	141 77%	142 78%	102 72%	77 76%	160 79%	182 69%	222 79%	141 78%
Strongly agree	(4) 690 34%	62 34%	24 30%	81 36%	57 32%	71 39%	46 32%	36 36%	81 40%	81 31%	91 32%	60 33%
Tend to agree	(3) 846 42%	73 40%	40 50%	89 40%	83 46%	71 39%	56 40%	41 40%	79 39%	101 39%	131 46%	81 45%
Tend to disagree	(2) 170 8%	13 7%	3 3%	26 12%	16 9%	14 8%	9 6%	9 9%	15 7%	29 11%	24 9%	13 7%
Strongly disagree	(1) 63 3%	9 5%	2 3%	7 3%	1 1%	5 3%	7 5%	1 1%	8 4%	10 4%	6 2%	7 4%
NET: Disagree	233 12%	22 12%	5 6%	32 15%	17 10%	19 10%	16 11%	10 10%	23 11%	39 15%	31 11%	20 11%
Don't know	247 12%	24 13%	11 14%	19 9%	24 13%	21 12%	24 17%	14 14%	19 9%	41 16%	30 11%	20 11%
Mean	3.22	3.20	3.24	3.21	3.25	3.29	3.20	3.30	3.28	3.15	3.21	3.21
Standard deviation	0.76	0.82	0.69	0.79	0.66	0.76	0.81	0.69	0.79	0.81	0.72	0.77
Standard error	0.02	0.07	0.08	0.05	0.06	0.06	0.07	0.07	0.06	0.06	0.04	0.06

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 4

Q.2 To what extent do you agree or disagree with each of the following statements?**b) Armed forces charities stand up for those who do an amazing job for our country****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772	
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826	
NET: Agree	1672 83%	808 82%	863 84%	185 77%	253 74%	279 82%	300 83%	260 87%	394 90%	455 85%	459 82%	361 82%	397 83%	249 82%	665 80%	
Strongly agree	(4) 42%	841 41%	406 42%	434 40%	96 35%	120 36%	121 47%	168 43%	130 47%	206 39%	212 39%	220 39%	171 39%	238 50%	126 41%	319 39%
Tend to agree	(3) 41%	831 41%	402 42%	429 37%	89 39%	133 47%	159 37%	132 44%	131 43%	188 45%	244 43%	239 43%	189 43%	159 33%	123 41%	346 42%
Tend to disagree	(2) 5%	96 6%	59 4%	38 8%	18 8%	26 3%	12 4%	15 5%	14 3%	12 5%	27 4%	22 8%	35 2%	12 9%	26 9%	44 5%
Strongly disagree	(1) 2%	42 2%	24 2%	19 2%	4 2%	10 3%	8 2%	10 3%	8 1%	3 1%	6 3%	15 2%	8 3%	13 3%	4 1%	23 3%
NET: Disagree	139 7%	82 8%	56 5%	22 9%	36 11%	20 6%	24 7%	21 7%	15 4%	33 6%	37 7%	44 10%	25 5%	31 10%	66 8%	
Don't know	205 10%	97 10%	108 11%	32 13%	51 15%	40 12%	35 10%	18 6%	29 7%	50 9%	63 11%	35 8%	57 12%	23 8%	95 11%	
Mean	3.36	3.34	3.39	3.34	3.26	3.31	3.42	3.36	3.46	3.35	3.34	3.30	3.47	3.32	3.31	
Standard deviation	0.69	0.72	0.66	0.72	0.76	0.68	0.71	0.70	0.59	0.64	0.70	0.71	0.70	0.71	0.72	
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03	

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Table 4

Q.2 To what extent do you agree or disagree with each of the following statements?**b) Armed forces charities stand up for those who do an amazing job for our country****Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181
NET: Agree	1672 83%	151 83%	70 87%	182 82%	156 86%	151 83%	103 73%	82 82%	175 87%	204 78%	244 86%	154 85%
Strongly agree	(4) 841 42%	77 42%	30 37%	93 42%	75 41%	87 48%	54 39%	46 45%	90 45%	98 37%	113 40%	78 43%
Tend to agree	(3) 831 41%	74 41%	40 50%	88 40%	80 44%	64 35%	49 35%	37 36%	85 42%	106 40%	131 47%	76 42%
Tend to disagree	(2) 96 5%	9 5%	1 1%	12 5%	5 3%	10 6%	10 7%	5 5%	10 5%	14 6%	14 5%	6 4%
Strongly disagree	(1) 42 2%	7 4%	1 1%	8 3%	- -	2 1%	5 4%	2 2%	5 3%	6 2%	2 1%	4 2%
NET: Disagree	139 7%	15 8%	2 3%	20 9%	5 3%	12 7%	16 11%	7 7%	15 7%	21 8%	16 6%	10 6%
Don't know	205 10%	15 8%	9 11%	20 9%	21 12%	18 10%	22 16%	12 12%	12 6%	38 14%	22 8%	18 10%
Mean	3.36	3.33	3.37	3.33	3.44	3.44	3.28	3.41	3.37	3.31	3.36	3.39
Standard deviation	0.69	0.76	0.60	0.75	0.55	0.67	0.80	0.70	0.71	0.72	0.63	0.67
Standard error	0.02	0.06	0.07	0.05	0.05	0.05	0.07	0.08	0.05	0.05	0.04	0.05

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 5

Q.2 To what extent do you agree or disagree with each of the following statements?

c) The public's attitude to our serving troops has improved dramatically thanks to the work of armed forces charities

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1473 73%	730 74%	744 72%	160 67%	223 66%	248 73%	262 73%	225 75%	355 81%	401 74%	391 70%	327 74%	354 74%	225 74%	580 70%
Strongly agree	(4) 511 25%	257 26%	254 25%	62 26%	72 21%	81 24%	87 24%	75 25%	134 31%	118 22%	124 22%	123 28%	146 30%	75 25%	204 25%
Tend to agree	(3) 962 48%	473 48%	489 48%	98 41%	151 45%	168 49%	175 49%	150 50%	221 50%	283 53%	267 48%	204 47%	208 43%	150 50%	376 46%
Tend to disagree	(2) 162 8%	75 8%	87 8%	30 13%	35 10%	23 7%	27 8%	26 9%	20 5%	37 7%	52 9%	45 10%	28 6%	35 12%	79 10%
Strongly disagree	(1) 47 2%	31 3%	16 2%	2 1%	15 4%	6 2%	11 3%	9 3%	6 1%	11 2%	8 1%	17 4%	11 2%	4 1%	26 3%
NET: Disagree	209 10%	106 11%	103 10%	32 13%	49 15%	28 8%	38 11%	36 12%	26 6%	48 9%	60 11%	62 14%	39 8%	39 13%	104 13%
Don't know	333 17%	152 15%	181 18%	48 20%	67 20%	63 18%	60 17%	38 13%	57 13%	89 17%	107 19%	50 11%	87 18%	39 13%	142 17%
Mean	3.15	3.14	3.16	3.15	3.03	3.17	3.13	3.11	3.27	3.13	3.12	3.11	3.24	3.12	3.11
Standard deviation	0.70	0.73	0.67	0.71	0.78	0.65	0.71	0.72	0.63	0.65	0.67	0.77	0.71	0.68	0.74
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.04	0.03

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 5

Q.2 To what extent do you agree or disagree with each of the following statements?

c) The public's attitude to our serving troops has improved dramatically thanks to the work of armed forces charities

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181
NET: Agree	1473 73%	128 70%	61 76%	163 73%	127 70%	136 75%	100 71%	68 68%	158 78%	178 68%	217 77%	138 76%
Strongly agree	(4) 511 25%	37 20%	24 30%	63 29%	49 27%	51 28%	32 22%	30 30%	56 28%	64 24%	62 22%	43 24%
Tend to agree	(3) 962 48%	91 50%	37 46%	99 45%	78 43%	85 47%	68 48%	38 38%	101 50%	115 44%	155 55%	95 52%
Tend to disagree	(2) 162 8%	17 9%	5 7%	21 9%	16 9%	11 6%	11 7%	9 9%	13 6%	24 9%	25 9%	12 6%
Strongly disagree	(1) 47 2%	2 1%	2 2%	6 3%	3 2%	5 3%	4 3%	2 2%	8 4%	6 2%	5 2%	3 2%
NET: Disagree	209 10%	19 10%	7 9%	27 12%	19 11%	16 9%	14 10%	11 11%	21 10%	30 11%	30 11%	15 8%
Don't know	333 17%	35 19%	12 15%	32 15%	35 19%	30 17%	27 19%	21 21%	23 11%	54 21%	36 13%	28 16%
Mean	3.15	3.11	3.22	3.16	3.18	3.20	3.12	3.21	3.15	3.13	3.11	3.16
Standard deviation	0.70	0.64	0.70	0.74	0.71	0.72	0.70	0.76	0.74	0.72	0.65	0.65
Standard error	0.02	0.06	0.09	0.05	0.06	0.06	0.06	0.09	0.06	0.05	0.04	0.05

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 6

Q.2 To what extent do you agree or disagree with each of the following statements?**d) Armed forces charities show that charities can change people's lives and raise awareness of important issues****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1635 81%	796 81%	839 82%	186 78%	244 72%	263 77%	303 84%	255 85%	384 88%	453 84%	446 80%	346 79%	390 81%	246 81%	660 80%
Strongly agree	(4) 667 33%	317 32%	350 34%	75 31%	100 29%	97 29%	128 36%	100 33%	166 38%	164 30%	168 30%	145 33%	189 39%	101 33%	254 31%
Tend to agree	(3) 968 48%	479 48%	489 48%	111 46%	144 43%	166 49%	174 48%	155 52%	218 50%	289 54%	277 50%	201 46%	201 42%	145 48%	406 49%
Tend to disagree	(2) 94 5%	51 5%	44 4%	19 8%	24 7%	16 5%	13 4%	15 5%	8 2%	26 5%	24 4%	30 7%	15 3%	23 8%	36 4%
Strongly disagree	(1) 42 2%	23 2%	19 2%	7 3%	11 3%	10 3%	6 2%	7 2%	2 *	4 1%	16 3%	14 3%	8 2%	12 4%	20 2%
NET: Disagree	136 7%	73 7%	63 6%	26 11%	35 10%	26 8%	19 5%	22 7%	10 2%	30 6%	40 7%	43 10%	23 5%	35 12%	56 7%
Don't know	245 12%	119 12%	126 12%	28 12%	60 18%	51 15%	38 11%	22 8%	45 10%	56 10%	73 13%	50 11%	66 14%	22 7%	111 13%
Mean	3.28	3.25	3.30	3.20	3.19	3.21	3.32	3.26	3.39	3.27	3.23	3.23	3.38	3.19	3.25
Standard deviation	0.67	0.68	0.66	0.73	0.75	0.70	0.64	0.67	0.55	0.60	0.69	0.74	0.65	0.76	0.67
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 6

Q.2 To what extent do you agree or disagree with each of the following statements?

d) Armed forces charities show that charities can change people's lives and raise awareness of important issues

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181
NET: Agree	1635 81%	144 79%	68 85%	180 81%	145 80%	149 82%	105 74%	79 79%	168 83%	203 77%	239 85%	155 85%
Strongly agree	(4) 667 33%	52 29%	21 26%	83 38%	67 37%	61 34%	45 32%	32 32%	65 32%	87 33%	86 30%	67 37%
Tend to agree	(3) 968 48%	92 51%	47 58%	97 44%	78 43%	88 48%	60 42%	47 47%	103 51%	116 44%	153 54%	88 49%
Tend to disagree	(2) 94 5%	9 5%	2 3%	10 4%	10 6%	7 4%	5 4%	3 3%	10 5%	16 6%	14 5%	8 4%
Strongly disagree	(1) 42 2%	4 2%	-	6 3%	3 2%	4 2%	4 3%	4 4%	4 2%	7 3%	4 2%	2 1%
NET: Disagree	136 7%	13 7%	2 3%	15 7%	14 8%	11 6%	9 6%	7 7%	13 7%	23 9%	19 7%	10 5%
Don't know	245 12%	24 13%	10 13%	26 12%	23 12%	22 12%	27 19%	15 15%	20 10%	36 14%	25 9%	17 9%
Mean	3.28	3.22	3.27	3.32	3.31	3.29	3.28	3.26	3.26	3.25	3.24	3.34
Standard deviation	0.67	0.67	0.51	0.71	0.69	0.67	0.71	0.72	0.65	0.72	0.63	0.62
Standard error	0.02	0.06	0.06	0.05	0.06	0.05	0.07	0.08	0.05	0.05	0.04	0.05

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 7

Q.2 To what extent do you agree or disagree with each of the following statements?

e) Seeing the work that armed forces charities do has made me more likely to support charities in general

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826
NET: Agree	1112 55%	529 54%	583 57%	148 62%	207 61%	181 53%	189 53%	154 51%	233 53%	294 55%	296 53%	251 57%	271 57%	172 57%	477 58%
Strongly agree	(4) 361 18%	174 18%	187 18%	58 24%	85 25%	58 17%	57 16%	43 14%	60 14%	75 14%	94 17%	93 21%	99 21%	70 23%	156 19%
Tend to agree	(3) 751 37%	356 36%	395 38%	90 37%	122 36%	124 37%	132 37%	111 37%	173 39%	219 41%	203 36%	158 36%	171 36%	102 34%	321 39%
Tend to disagree	(2) 421 21%	217 22%	204 20%	39 16%	46 13%	61 18%	75 21%	79 26%	121 28%	131 24%	115 21%	94 21%	82 17%	68 22%	150 18%
Strongly disagree	(1) 127 6%	70 7%	57 6%	11 4%	14 4%	31 9%	25 7%	27 9%	19 4%	35 6%	40 7%	29 7%	23 5%	24 8%	57 7%
NET: Disagree	548 27%	287 29%	261 25%	49 21%	60 18%	93 27%	100 28%	106 35%	140 32%	166 31%	154 28%	123 28%	106 22%	91 30%	207 25%
Don't know	356 18%	172 17%	184 18%	43 18%	73 21%	65 19%	70 20%	40 13%	66 15%	79 15%	108 19%	66 15%	103 21%	39 13%	143 17%
Mean	2.81	2.77	2.85	2.99	3.04	2.76	2.76	2.66	2.73	2.73	2.78	2.84	2.92	2.83	2.84
Standard deviation	0.86	0.88	0.84	0.84	0.84	0.91	0.87	0.87	0.79	0.82	0.87	0.89	0.85	0.92	0.87
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Armed Forces Survey

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Absolutes/col percents

Table 7

Q.2 To what extent do you agree or disagree with each of the following statements?

e) Seeing the work that armed forces charities do has made me more likely to support charities in general

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181
NET: Agree	1112 55%	103 57%	43 54%	124 56%	99 55%	112 62%	77 54%	57 56%	105 52%	148 56%	159 56%	85 47%
Strongly agree	(4) 361 18%	25 14%	8 10%	54 24%	33 18%	42 23%	23 16%	24 24%	39 19%	46 17%	41 15%	24 14%
Tend to agree	(3) 751 37%	78 43%	35 43%	70 32%	66 36%	70 39%	53 38%	33 32%	65 32%	102 39%	118 42%	61 33%
Tend to disagree	(2) 421 21%	40 22%	15 18%	48 22%	38 21%	29 16%	29 20%	20 20%	40 20%	50 19%	66 24%	47 26%
Strongly disagree	(1) 127 6%	13 7%	4 5%	14 6%	8 5%	13 7%	11 8%	4 4%	19 9%	15 6%	8 3%	16 9%
NET: Disagree	548 27%	53 29%	19 23%	62 28%	47 26%	42 23%	40 28%	24 24%	59 29%	65 25%	75 26%	63 35%
Don't know	356 18%	26 14%	18 23%	36 16%	36 20%	27 15%	25 17%	19 19%	38 19%	49 19%	48 17%	34 18%
Mean	2.81	2.74	2.77	2.88	2.85	2.91	2.76	2.94	2.76	2.84	2.82	2.63
Standard deviation	0.86	0.83	0.77	0.92	0.84	0.90	0.89	0.88	0.95	0.84	0.76	0.89
Standard error	0.02	0.07	0.10	0.07	0.07	0.07	0.08	0.10	0.08	0.06	0.05	0.07

Armed Forces Survey

ONLINE Fieldwork : 21st-23rd June 2013

Absolutes/col percents

Table 8

Q.2 To what extent do you agree or disagree with each of the following statements?**f) I am not interested in the work armed forces charities do****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2016	925	1091	181	307	365	384	326	453	589	606	325	496	279	772	
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	302	826	
NET: Agree	381 19%	192 19%	189 18%	62 26%	84 25%	81 24%	49 14%	43 14%	61 14%	96 18%	117 21%	92 21%	76 16%	94 31%	162 20%	
Strongly agree	(4) 6%	119 6%	61 6%	58 6%	26 11%	22 6%	33 10%	16 5%	10 3%	11 3%	24 4%	32 6%	36 8%	27 6%	40 13%	47 6%
Tend to agree	(3) 13%	261 13%	131 13%	130 13%	36 15%	62 18%	48 14%	32 9%	33 11%	49 11%	72 13%	85 15%	56 13%	48 10%	54 18%	115 14%
Tend to disagree	(2) 29%	583 29%	304 31%	280 27%	61 26%	86 25%	89 26%	107 30%	104 35%	136 31%	171 32%	154 28%	140 32%	118 25%	77 26%	237 29%
Strongly disagree	(1) 41%	834 41%	385 39%	449 44%	87 36%	121 36%	124 37%	162 45%	138 46%	203 46%	223 41%	223 40%	169 38%	220 46%	111 37%	335 41%
NET: Disagree	1417 70%	689 70%	729 71%	148 62%	207 61%	214 63%	268 75%	241 81%	339 77%	394 73%	377 67%	309 70%	338 70%	189 62%	572 69%	
Don't know	218 11%	108 11%	110 11%	30 12%	48 14%	44 13%	42 12%	15 5%	39 9%	49 9%	65 12%	38 9%	66 14%	20 7%	92 11%	
Mean	1.81	1.85	1.78	2.01	1.95	1.97	1.70	1.70	1.67	1.79	1.85	1.90	1.72	2.08	1.83	
Standard deviation	0.92	0.92	0.92	1.04	0.97	1.02	0.85	0.81	0.80	0.87	0.93	0.96	0.91	1.07	0.92	
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.07	0.04	

Armed Forces Survey
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Absolutes/col percents

Table 8

Q.2 To what extent do you agree or disagree with each of the following statements?**f) I am not interested in the work armed forces charities do****Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2016	157	83	242	160	181	144	97	187	257	308	200
Weighted base	2016	181	81	222	181	181	141	101	202	262	282	181
NET: Agree	381 19%	36 20%	18 22%	33 15%	29 16%	38 21%	32 23%	16 16%	39 19%	69 26%	42 15%	28 15%
Strongly agree	(4) 119 6%	8 5%	2 2%	11 5%	15 8%	18 10%	12 9%	5 5%	14 7%	19 7%	8 3%	5 3%
Tend to agree	(3) 261 13%	28 15%	16 20%	22 10%	14 8%	21 11%	20 14%	10 10%	25 12%	50 19%	34 12%	22 12%
Tend to disagree	(2) 583 29%	51 28%	28 34%	64 29%	48 26%	48 26%	36 25%	28 28%	67 33%	73 28%	91 32%	51 28%
Strongly disagree	(1) 834 41%	73 40%	24 30%	104 47%	86 47%	77 42%	58 41%	45 45%	76 38%	86 33%	120 43%	84 46%
NET: Disagree	1417 70%	123 68%	52 65%	168 76%	134 74%	125 69%	94 67%	74 73%	144 71%	159 61%	211 75%	135 74%
Don't know	218 11%	22 12%	10 13%	21 9%	19 10%	19 10%	15 11%	11 11%	19 9%	34 13%	30 10%	19 10%
Mean	1.81	1.82	1.94	1.70	1.75	1.87	1.89	1.73	1.87	2.01	1.72	1.69
Standard deviation	0.92	0.90	0.83	0.87	0.96	1.01	1.01	0.89	0.92	0.97	0.82	0.83
Standard error	0.02	0.08	0.10	0.06	0.08	0.08	0.09	0.10	0.07	0.07	0.05	0.06