

Armed Forces and Society 2011

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Table Q1A  
Q1 Overall, how do you think the following groups feel about the Forces? : The general public  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very positive (4.0)	46816 26%	28697 28% bc	6452 23%	9826 24%	1840 25%	10272 35% fg	13350 31% g	23194 22%	1634 28% j	2143 25% j	2676 19%	354 44% lm	462 35% m	1024 20%	5849 42% op	7431 33% p	15417 24%
Quite positive (3.0)	115555 65%	65424 64%	18216 65%	27043 67% a	4872 66%	18016 62%	27698 64% e	69841 67% e	3839 67%	5588 66%	8789 64%	429 54%	812 61%	3632 70% kl	8022 57%	14614 64% n	42788 66% n
Quite negative (2.0)	9979 6%	4807 5%	2173 8% ac	2486 6% a	513 7% a	656 2%	1546 4% e	7777 7% ef	181 3%	571 7% h	1421 10% hi	10 1%	33 2%	469 9% kl	136 1%	571 3% n	4100 6% no
Very negative (1.0)	1602 1%	834 1%	426 2% acd	291 1%	51 1%	25 *% *	127 *% *	1451 1% ef	6 *% *	58 1% h	362 3% hi	0 0% 0	10 1% 1	41 1% 1	0 0% 0	23 *% *	811 1% no
ALL POSITIVE -----	162371 92%	94121 93% b	24668 88%	36869 92% b	6713 91% b	28288 97% fg	41048 95% g	93035 89%	5473 95% ij	7730 91% j	11465 83%	782 98% m	1274 95% m	4656 89%	13871 99% op	22044 97% p	58206 90%
ALL NEGATIVE -----	11581 7%	5641 6% ac	2599 9% ac	2777 7% a	564 8% a	681 2%	1672 4% e	9228 9% ef	187 3%	629 7% h	1783 13% hi	10 1%	43 3% kl	510 10% kl	136 1%	594 3% n	4911 8% no
Don't Know	2768 2%	1488 1%	734 3% acd	466 1%	80 1%	152 1%	313 1%	2303 2% ef	82 1%	128 2%	523 4% hi	6 1%	18 1%	57 1%	23 *% *	127 1% 1	1339 2% no
Not stated	448 *% *	350 *% *	53 *% *	45 *% *	0 0% 0	53 *% f	6 *% *	389 *% f	12 *% *	6 *% *	36 *% *	0 0% 0	0 0% 0	0 0% 0	22 *% *	0 0% 0	328 1% o
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table Q1A (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The general public

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	173952	99762	27267	39647	7277	28969	42720	102263	5660	8359	13248	793	1317	5166	14007	22638	63117
Mean score	3.19	3.22	3.13	3.17	3.17	3.33	3.27	3.12	3.25	3.17	3.04	3.43	3.31	3.09	3.41	3.30	3.15
Standard deviation	.57	.57	.60	.56	.57	.52	.54	.59	.51	.57	.65	.52	.56	.56	.51	.52	.58
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.03	.03	.03	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q1A (continuation)  
 Q1 Overall, how do you think the following groups feel about the Forces? : The general public  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very positive (4.0)	46816 26%	2435 28% c	3315 32% c	4076 19%	2462 29% eg	15508 22%	5588 37% degh	6900 21%	16242 33% eg	7854 22%	11964 22%	7288 24%	5825 31% ijk	13796 37% ijkl	8545 23%	7965 21%	27325 30% no	2649 27% o	292 67%
Quite positive (3.0)	115555 65%	5727 67%	6684 64%	14631 69% b	4954 58%	47778 68% dfh	8955 59%	22513 69% dfh	30861 62% f	23894 68% lm	36208 66% lm	21209 69% lm	11750 63% m	21926 59%	24279 66%	26032 68% p	58059 64%	6434 65%	145 33%
Quite negative (2.0)	9979 6%	329 4%	370 4%	1787 8% ab	385 4%	4750 7% fh	504 3%	2371 7% fh	1873 4%	1682 5% m	4612 8% iklm	1618 5% m	1024 5% m	988 3%	2796 8% p	2949 8% p	3700 4%	524 5%	0 0%
Very negative (1.0)	1602 1%	19 *% *	36 *% *	237 1% ab	275 3% efh	567 1% f	9 *% *	425 1% fh	290 1% f	455 1% lm	810 1% lm	264 1% lm	21 *% *	47 *% *	258 1% npq	617 2% npq	675 1%	17 *% *	0 0%
ALL POSITIVE -----	162371 92%	8162 95% c	10000 96% c	18708 88%	7416 86%	63285 90%	14543 96% deg	29413 90% deg	47103 95% deg	31748 90%	48173 88%	28497 92% j	17575 94% ij	35723 97% ijkl	32824 89%	33997 89%	85384 94% no	9082 92%	437 100%
ALL NEGATIVE -----	11581 7%	348 4%	405 4%	2024 10% ab	660 8% fh	5317 8% fh	513 3%	2797 9% fh	2163 4%	2137 6% m	5422 10% iklm	1882 6% m	1046 6% m	1034 3%	3054 8% pq	3566 9% pq	4374 5%	541 5%	0 0%
Don't Know	2768 2%	41 *% *	41 *% *	384 2% ab	510 6% efgh	1308 2% fh	116 1%	574 2% fh	254 1%	1186 3% jklm	817 1% lm	453 1% lm	102 1%	184 *% *	982 3% op	548 1%	1085 1%	152 2%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q1A (continuation)  
 Q1 Overall, how do you think the following groups feel about the Forces? : The general public  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	448 %	19 %	0 %	26 %	0 %	365 1%	36 %	36 %	12 %	129 %	201 %	76 %	0 %	42 %	136 %	78 %	104 %	129 1%	0 %
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	173952	8510	10405	20732	8077	68602	15056	32210	49266	33885	53595	30379	18621	36757	35878	37563	89759	9623	437
Mean score	3.19	3.24	3.28	3.09	3.19	3.14	3.34	3.11	3.28	3.16	3.11	3.17	3.26	3.35	3.15	3.10	3.25	3.22	3.67
Standard deviation	.57	.52	.54	.57	.67	.56	.54	.57	.56	.56	.60	.55	.55	.54	.57	.59	.56	.54	.47
Standard error	.01	.02	.02	.02	.04	.01	.01	.02	.01	.02	.01	.01	.02	.01	.02	.02	.01	.02	.11

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q1A (continuation)  
 Q1 Overall, how do you think the following groups feel about the Forces? : The general public  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very positive (4.0)	46816 26%	18495 22%	10610 28%	9442 31%	5004 34%	1108 34%	1393 38%	22666 29%	22332 24%	849 31%	5135 26%	39459 26%	6342 26%	40411 27%	35071 25%	11745 33%
Quite positive (3.0)	115555 65%	55878 68%	24289 64%	18214 60%	9240 62%	1982 61%	2240 61%	49219 64%	63329 67%	1496 54%	13205 66%	98078 66%	15748 66%	99200 65%	94127 66%	21428 60%
Quite negative (2.0)	9979 6%	5507 7%	1574 4%	1973 7%	484 3%	128 4%	27 1%	4025 5%	5422 6%	269 10%	1111 6%	8249 6%	1446 6%	8505 6%	8004 6%	1975 6%
Very negative (1.0)	1602 1%	744 1%	561 1%	193 1%	17 *	0 0%	0 0%	486 1%	1055 1%	62 2%	167 1%	1347 1%	167 1%	1435 1%	1461 1%	141 *
ALL POSITIVE -----	162371 92%	74372 90%	34898 92%	27657 91%	14245 96%	3090 95%	3633 98%	71884 93%	85661 91%	2346 85%	18340 91%	137537 92%	22090 92%	139611 92%	129197 91%	33173 93%
ALL NEGATIVE -----	11581 7%	6252 8%	2134 6%	2165 7%	501 3%	128 4%	27 1%	4512 6%	6478 7%	331 12%	1279 6%	9596 6%	1613 7%	9940 7%	9466 7%	2115 6%
Don't Know	2768 2%	1542 2%	672 2%	351 1%	86 1%	32 1%	37 1%	787 1%	1942 2%	71 3%	333 2%	2108 1%	299 1%	2469 2%	2474 2%	294 1%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q1A (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The general public

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	448	178	147	117	6	0	0	85	328	0	142	224	13	434	448	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	173952	80624	37033	29822	14746	3218	3660	76396	92138	2677	19618	147133	23703	149551	138663	35289
Mean score	3.19	3.14	3.21	3.24	3.30	3.30	3.37	3.23	3.16	3.17	3.19	3.19	3.19	3.19	3.17	3.27
Standard deviation	.57	.56	.59	.59	.53	.54	.50	.57	.57	.69	.56	.57	.57	.57	.57	.58
Standard error	.01	.01	.01	.01	.01	.03	.03	.01	.01	.05	.02	.01	.02	.01	.01	.01

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q1B  
Q1 Overall, how do you think the following groups feel about the Forces? : Civilian employers  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very positive (4.0)	19683 11%	11630 11%	2845 10%	4349 11%	859 12%	2106 7%	4603 11%	12973 12%	521 9%	796 9%	1527 11%	80 10%	190 14%	590 11%	920 7%	2462 11%	8248 13%
Quite positive (3.0)	117390 66%	68484 67%	17750 63%	26473 66%	4684 64%	20101 69%	28851 67%	68438 65%	3834 67%	5633 66%	8283 60%	554 69%	867 65%	3263 62%	10050 72%	15411 68%	43024 66%
Quite negative (2.0)	18518 10%	10299 10%	3431 12%	4048 10%	740 10%	3610 12%	4143 10%	10765 10%	749 13%	996 12%	1686 12%	88 11%	139 10%	513 10%	1628 12%	2195 10%	6475 10%
Very negative (1.0)	2838 2%	1728 2%	488 2%	514 1%	109 1%	157 1%	452 1%	2230 2%	21 *%	100 1%	367 3%	4 1%	23 2%	81 2%	46 *%	244 1%	1438 2%
ALL POSITIVE -----	137072 77%	80114 79%	20594 73%	30821 77%	5543 75%	22207 76%	33454 78%	81411 78%	4355 76%	6429 76%	9810 71%	634 79%	1056 79%	3853 74%	10969 78%	17873 79%	51272 79%
ALL NEGATIVE -----	21356 12%	12027 12%	3919 14%	4563 11%	848 12%	3767 13%	4595 11%	12994 12%	769 13%	1096 13%	2053 15%	92 12%	162 12%	594 11%	1674 12%	2439 11%	7913 12%
Don't Know	17510 10%	8681 9%	3268 12%	4629 12%	931 13%	3047 10%	4875 11%	9589 9%	606 11%	948 11%	1714 12%	69 9%	106 8%	756 14%	1324 9%	2430 11%	4927 8%
Not stated	1229 1%	778 1%	273 1%	144 *%	35 *%	153 1%	115 *%	961 1%	24 *%	20 *%	230 2%	4 1%	10 1%	20 *%	85 1%	23 *%	670 1%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q1B (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : Civilian employers

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	158429	92141	24513	35384	6391	25974	38049	94406	5124	7526	11863	726	1218	4447	12643	20312	59185
Mean score	2.97	2.98	2.94	2.98	2.98	2.93	2.99	2.98	2.95	2.95	2.92	2.98	3.00	2.98	2.94	2.99	2.98
Standard deviation	.56	.56	.58	.54	.56	.49	.53	.59	.51	.54	.62	.50	.59	.57	.46	.53	.59
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.03	.03	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q1B (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : Civilian employers

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very positive (4.0)	19683 11%	586 7%	1155 11% a	2608 12% a	1026 12%	8350 12% fh	1320 9%	3901 12% f	5062 10%	3763 11%	6997 13% km	2977 10%	2152 11%	3747 10%	4442 12%	3761 10%	10245 11%	1128 11%	70 16%
Quite positive (3.0)	117390 66%	5664 66%	6940 66%	13869 66%	5789 67%	46232 66%	10059 66%	21874 67%	32982 67%	24370 69% j	34612 63%	20699 67% j	12208 65%	24975 68% j	24226 65% q	25515 67% q	60733 67% q	5987 60%	354 81%
Quite negative (2.0)	18518 10%	1146 13% bc	812 8%	2090 10%	905 11%	6730 10%	1959 13% eh	3642 11%	5200 10%	3003 9%	6499 12% im	3106 10%	2132 11% i	3750 10%	3779 10%	4444 12%	9140 10%	1128 11%	0 0%
Very negative (1.0)	2838 2%	86 1%	85 1%	343 2%	20 *% dfgh	1766 3% dfgh	96 1%	240 1%	646 1% f	383 1%	1396 3% ilm	549 2% lm	146 1%	310 1%	549 1%	803 2%	1317 1%	133 1%	0 0%
ALL POSITIVE -----	137072 77%	6249 73%	8095 77% a	16476 78% a	6815 79%	54582 78% f	11379 75%	25774 79%	38044 77%	28133 80% j	41609 76%	23676 77%	14360 77%	28723 78%	28668 77% q	29276 77% q	70979 78% q	7115 72%	424 97%
ALL NEGATIVE -----	21356 12%	1232 14% b	897 9%	2434 12% b	925 11%	8496 12%	2055 14%	3882 12%	5845 12%	3387 10%	7895 14% ikm	3655 12%	2278 12%	4060 11%	4328 12%	5248 14% p	10458 11%	1261 13%	0 0%
Don't Know	17510 10%	1047 12%	1391 13% c	2191 10%	753 9%	6317 9%	1703 11% e	3128 10%	5493 11% e	3425 10%	4634 8%	3341 11% j	2017 11% j	4004 11% j	3784 10%	3497 9%	9061 10%	1139 12%	13 3%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q1B (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : Civilian employers

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	1229 1%	41 *%	63 1%	40 *%	93 1% gh	879 1% fgh	72 *%	36 *%	149 *%	256 1%	475 1%	236 1%	67 *%	195 1%	218 1%	168 *%	451 *%	389 4% nop	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	158429	7481	8992	18910	7740	63078	13433	29656	43889	31519	49504	27331	16638	32783	32995	34524	81436	8376	424
Mean score	2.97	2.90	3.02	2.99	3.01	2.97	2.94	2.99	2.97	3.00	2.95	2.96	2.98	2.98	2.99	2.93	2.98	2.97	3.17
Standard deviation	.56	.52	.51	.57	.51	.59	.52	.54	.54	.51	.62	.55	.54	.52	.56	.57	.55	.58	.37
Standard error	.01	.02	.02	.02	.03	.01	.01	.02	.01	.02	.02	.01	.02	.01	.02	.02	.01	.03	.10

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q1B (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : Civilian employers

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very positive (4.0)	19683 11%	8610 10%	5199 14%	3486 12%	1473 10%	260 8%	299 8%	7706 10%	11122 12%	474 17%	1867 9%	16164 11%	2248 9%	17187 11%	15301 11%	4382 12%
Quite positive (3.0)	117390 66%	54932 67%	24576 65%	19633 65%	10144 68%	2148 66%	2635 71%	50914 66%	63229 67%	1608 59%	13470 67%	99738 67%	16515 69%	100468 66%	93341 66%	24049 68%
Quite negative (2.0)	18518 10%	9006 11%	3759 10%	3287 11%	1422 10%	312 10%	311 8%	9056 12%	8762 9%	425 15%	2459 12%	15479 10%	2711 11%	15795 10%	15251 11%	3267 9%
Very negative (1.0)	2838 2%	1216 1%	690 2%	593 2%	187 1%	28 1%	15 *	1430 2%	1298 1%	36 1%	547 3%	2016 1%	416 2%	2423 2%	2382 2%	456 1%
ALL POSITIVE -----	137072 77%	63542 77%	29775 79%	23119 76%	11618 78%	2408 74%	2934 79%	58621 76%	74351 79%	2082 76%	15337 76%	115903 78%	18764 78%	117655 77%	108641 77%	28431 80%
ALL NEGATIVE -----	21356 12%	10222 12%	4449 12%	3880 13%	1610 11%	340 10%	325 9%	10486 14%	10060 11%	461 17%	3006 15%	17495 12%	3127 13%	18218 12%	17633 12%	3723 10%
Don't Know	17510 10%	8211 10%	3044 8%	3093 10%	1583 11%	502 15%	407 11%	7915 10%	9070 10%	188 7%	1568 8%	15119 10%	2084 9%	15393 10%	14082 10%	3428 10%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q1B (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : Civilian employers

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	1229 1%	369 *%	584 2%	197 1%	27 *%	0 0%	31 1%	246 *%	927 1%	17 1%	182 1%	949 1%	41 *%	1188 1%	1229 1%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	158429	73764	34223	26999	13227	2748	3259	69107	84411	2543	18343	133397	21890	135873	126274	32155
Mean score	2.97	2.96	3.00	2.96	2.98	2.96	2.99	2.94	3.00	2.99	2.91	2.97	2.94	2.97	2.96	3.01
Standard deviation	.56	.55	.59	.58	.52	.50	.45	.57	.55	.64	.59	.54	.55	.56	.56	.54
Standard error	.01	.01	.01	.01	.02	.03	.02	.01	.01	.05	.02	.01	.02	.01	.01	.01

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q1C  
 Q1 Overall, how do you think the following groups feel about the Forces? : The government  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very positive (4.0)	30241 17%	20752 20% bcd	2585 9%	5793 14% b	1111 15% b	3192 11%	6102 14% e	20947 20% ef	495 9%	845 10%	1245 9%	134 17%	193 14%	785 15%	1730 12%	3761 17% n	15261 24% no
Quite positive (3.0)	85476 48%	48596 48%	13254 47%	19585 49%	4041 55% abc	15301 52% g	21543 50% g	48632 46%	2905 50%	4079 48%	6270 45%	458 57%	675 51%	2908 56%	7296 52% p	11641 51% p	29658 46%
Quite negative (2.0)	40034 23%	20405 20%	8134 29% acd	10019 25% ad	1477 20%	8060 28% g	11056 26% g	20918 20%	1749 30%	2544 30%	3841 28%	153 19%	293 22%	1030 20%	3881 28% op	5367 24% p	11157 17%
Very negative (1.0)	11400 6%	5603 6%	2607 9% acd	2716 7%	474 6%	1633 6%	2861 7%	6906 7%	426 7%	706 8%	1475 11% h	23 3%	124 9% k	327 6%	701 5%	1403 6%	3499 5%
ALL POSITIVE -----	115717 65%	69348 68% bc	15839 56%	25378 63% b	5152 70% bc	18493 63%	27645 64%	69579 66% e	3399 59%	4924 58%	7516 54%	592 74% l	867 65%	3693 71%	9027 64%	15402 68%	44920 69% n
ALL NEGATIVE -----	51434 29%	26008 26%	10740 38% acd	12735 32% ad	1951 27%	9693 33% g	13917 32% g	27824 27%	2175 38%	3250 38%	5316 39%	176 22%	417 31% k	1357 26%	4582 33% p	6770 30% p	14656 23%
Don't Know	8958 5%	5572 5% d	1242 4%	1902 5%	242 3%	824 3%	1359 3%	6775 6% ef	161 3%	300 4%	781 6% h	27 3%	42 3%	173 3%	353 3%	553 2%	4666 7% no
Not stated	1059 1%	672 1%	232 1% cd	143 *% *	12 *% *	165 1%	118 *% *	776 1% f	19 *% *	20 *% *	194 1% hi	4 1%	8 1%	0 0%	90 1%	40 *% *	542 1%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q1C (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The government

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	167151	95356	26579	38112	7103	28185	41562	97403	5574	8174	12831	768	1285	5050	13609	22172	59575
Mean score	2.81	2.89	2.60	2.75	2.82	2.71	2.74	2.86	2.62	2.62	2.57	2.91	2.73	2.82	2.74	2.80	2.95
Standard deviation	.81	.81	.79	.80	.77	.74	.79	.83	.75	.78	.82	.70	.83	.77	.74	.79	.82
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.02	.03	.04	.04	.04	.05	.02	.03	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q1C (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The government

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very positive (4.0)	30241 17%	833 10%	1304 12%	3656 17% ab	1593 19% f	12741 18% fh	1499 10%	6958 21% fh	7424 15% f	8109 23% jklm	9530 17% km	4292 14%	3058 16% m	5001 14%	6603 18%	6162 16%	15032 17%	2339 24% nop	78 18%
Quite positive (3.0)	85476 48%	4642 54% bc	5148 49%	9795 46%	4246 49%	33819 48%	7560 50%	16081 49%	23325 47%	17378 49%	25815 47%	15113 49%	8592 46%	18206 49% l	18663 50% q	18165 48% q	44350 49% q	3619 37%	280 64%
Quite negative (2.0)	40034 23%	2277 27%	2851 27% c	4891 23%	1822 21%	14194 20%	4538 30% degh	6113 19%	13215 27% eg	6152 17%	10837 20%	7918 26% ij	5247 28% ij	9838 27% ij	7202 19%	8525 22%	22078 24% nq	2000 20%	62 14%
Very negative (1.0)	11400 6%	482 6%	628 6%	1605 8%	294 3%	4613 7%	978 6%	1744 5%	3649 7% d	645 2%	4403 8% i	2555 8% i	1203 6% i	2554 7% i	2394 6%	2393 6%	5867 6%	660 7%	0 0%
ALL POSITIVE -----	115717 65%	5475 64%	6452 62%	13451 64%	5839 68% f	46560 66% fh	9059 60%	23040 70% efh	30749 62%	25487 72% jklm	35344 65%	19406 63%	11650 62%	23207 63%	25266 68% opq	24327 64%	59383 65% q	5958 60%	358 82%
ALL NEGATIVE -----	51434 29%	2760 32%	3479 33%	6496 31%	2116 25%	18807 27%	5516 36% deg	7857 24% deg	16864 34% deg	6797 19%	15240 28% i	10473 34% ij	6450 34% ij	12392 34% ij	9597 26%	10918 29%	27946 31% n	2660 27%	62 14%
Don't Know	8958 5%	282 3%	464 4%	1155 5% a	543 6% h	4186 6% fh	567 4%	1880 6% fh	1776 4%	2709 8% klm	3538 6% klm	925 3%	538 3%	1210 3%	1960 5% p	2796 7% np	3261 4%	912 9% np	17 4%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q1C (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The government

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	1059 1%	52 1%	51 *%	40 *%	88 1% g	720 1% fgh	66 *%	42 *%	143 *%	207 1%	490 1% k	104 *%	85 *%	174 *%	175 *%	148 *%	358 *%	375 4%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	167151	8235	9931	19947	7955	65368	14576	30897	47613	32284	50584	29878	18100	35599	34862	35245	87329	8618	420
Mean score	2.81	2.71	2.72	2.78	2.90	2.84	2.66	2.91	2.73	3.02	2.80	2.71	2.75	2.72	2.85	2.80	2.78	2.89	3.04
Standard deviation	.81	.73	.77	.84	.75	.82	.75	.80	.82	.72	.84	.82	.81	.79	.80	.80	.80	.89	.58
Standard error	.01	.02	.03	.03	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.14

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q1C (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The government

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Ove rseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very positive (4.0)	30241 17%	15400 19% cdef	6325 17% def	4811 16% e	2072 14%	373 11%	455 12%	9904 13%	19528 21% g	341 12%	2299 11%	26695 18% j	5530 23% m	24685 16%	24382 17%	5859 16%
Quite positive (3.0)	85476 48%	40285 49%	17901 47%	14741 49%	7349 50%	1439 44%	1797 49%	39502 51% h	43263 46%	1153 42%	8685 43%	73159 49% j	11750 49%	73363 48%	67038 47%	18438 52% n
Quite negative (2.0)	40034 23%	16707 20%	8422 22%	7283 24% a	3888 26% ab	1058 33% abcd	1134 31% abc	19164 25% h	19644 21%	593 22%	5925 29% ik	32573 22%	4267 18%	35481 23% l	32648 23% o	7386 21%
Very negative (1.0)	11400 6%	4875 6%	2591 7% f	1916 6% f	1124 8% af	266 8% f	135 4%	5169 7%	5669 6%	535 19% jk	1896 9% k	8789 6%	1050 4%	10332 7% l	8930 6%	2470 7%
ALL POSITIVE -----	115717 65%	55685 68% bcdef	24226 64% e	19551 65% e	9421 63% e	1812 56%	2252 61%	49405 64%	62792 67% g	1494 54%	10984 55%	99855 67% ij	17280 72% m	98048 64%	91420 65%	24297 68% n
ALL NEGATIVE -----	51434 29%	21583 26%	11012 29% a	9199 30% a	5012 34% abc	1324 41% abcd	1269 34% ab	24333 31% h	25313 27%	1129 41% k	7820 39% k	41361 28%	5317 22%	45812 30% l	41578 29%	9855 28%
Don't Know	8958 5%	4719 6% d	2164 6% d	1362 4% d	359 2%	115 4%	147 4%	3315 4%	5516 6% g	125 5%	1096 5%	7472 5%	1389 6%	7563 5%	7527 5% o	1431 4%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q1C (continuation)  
 Q1 Overall, how do you think the following groups feel about the Forces? : The government  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	1059 1%	357 *% ade	450 1% ade	178 1% ade	45 *% ade	0 0% ade	29 1% ade	215 *% ade	788 1% ade	0 0% ade	193 1% ade	778 1% ade	29 *% ade	1030 1% ade	1059 1% ade	0 0% ade
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	167151	77268	35238	28750	14433	3136	3521	73738	88105	2623	18804	141216	22598	143861	132999	34152
Mean score	2.81	2.86 bcdef	2.79 de	2.78 de	2.72 e	2.61 e	2.73 e	2.73 g	2.87 g	2.50 ij	2.61 ij	2.83 ij	2.96 m	2.78 m	2.80 n	2.81 o
Standard deviation	.81	.80	.82	.80	.80	.80	.73	.78	.83	.96	.83	.80	.79	.81	.81	.80
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.02	.08	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q1D  
Q1 Overall, how do you think the following groups feel about the Forces? : The media  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very positive (4.0)	35715 20%	19771 19%	5480 20%	8943 22% ab	1521 21%	5857 20%	9288 22%	20570 20%	928 16%	2016 24% hj	2536 18%	199 25%	325 24%	997 19%	2935 21%	4375 19%	12460 19%
Quite positive (3.0)	104956 59%	58661 58%	16798 60%	24866 62% a	4630 63% a	19564 67% fg	27128 63% g	58263 56%	3860 67% ij	5001 59%	7937 57%	506 63%	817 61%	3308 63%	9522 68% p	14632 64% p	34507 53%
Quite negative (2.0)	21872 12%	13073 13% cd	3741 13% cd	4358 11%	699 10%	2715 9%	4911 11% e	14245 14% ef	727 13%	1103 13%	1911 14%	52 7%	108 8%	539 10%	1107 8%	2857 13% n	9110 14% n
Very negative (1.0)	5059 3%	3165 3% c	931 3% c	707 2%	256 3% c	342 1%	641 1%	4076 4% ef	101 2%	191 2%	639 5% hi	23 3%	35 3%	198 4%	102 1%	320 1%	2742 4% no
ALL POSITIVE -----	140671 79%	78432 77%	22278 79%	33810 84% ab	6151 84% ab	25421 87% fg	36417 85% g	78833 75%	4788 83% j	7017 83% j	10473 76%	705 88% m	1141 85%	4304 82%	12457 89% op	19007 83% p	46968 72%
ALL NEGATIVE -----	26930 15%	16238 16% cd	4672 17% cd	5066 13%	955 13%	3057 10%	5552 13% e	18321 17% ef	828 14%	1294 15%	2550 18% h	75 9%	143 11%	737 14%	1209 9%	3177 14% n	11852 18% no
Don't Know	7717 4%	5616 6% bcd	834 3%	1046 3%	221 3%	499 2%	848 2%	6370 6% ef	115 2%	162 2%	556 4% hi	14 2%	41 3%	166 3%	295 2%	453 2%	4868 8% no
Not stated	1850 1%	1314 1% cd	271 1%	235 1%	30 *% cd	196 1%	223 1%	1431 1% ef	24 *% hi	20 *% hi	227 2% hi	4 1%	10 1%	16 *% hi	91 1%	128 1%	1095 2% o
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q1D (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The media

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	167601	94670	26950	38875	7106	28478	41968	97154	5615	8311	13023	780	1284	5041	13666	22185	58820
Mean score	3.02	3.00	3.00	3.08	3.04	3.09	3.07	2.98	3.00	3.06	2.95	3.13	3.11	3.01	3.12	3.04	2.96
Standard deviation	.68	.69	.69	.64	.67	.58	.63	.73	.61	.68	.73	.65	.66	.68	.56	.62	.74
Standard error	.01	.01	.01	.01	.02	.01	.01	.02	.02	.02	.03	.04	.03	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q1D (continuation)  
 Q1 Overall, how do you think the following groups feel about the Forces? : The media  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very positive (4.0)	35715 20%	1795 21%	2572 25%	4576 22%	1319 15%	13715 20%	3280 22% d	6603 20%	10697 22% de	6204 18%	11019 20%	6097 20%	3883 21%	8457 23% ijk	7513 20%	7661 20%	18013 20%	2406 24% op	39 9%
Quite positive (3.0)	104956 59%	5677 66% c	6678 64% c	12512 59%	4228 49%	40936 58% d	9809 65% deg	18585 57% d	30867 62% deg	20576 58%	29903 55%	18587 60% j	11427 61% j	23845 64% ijkl	21280 58% q	21945 57% q	56024 62% noq	5091 51%	185 42%
Quite negative (2.0)	21872 12%	829 10%	844 8%	2685 13% ab	1316 15% fh	9323 13% fh	1613 11%	4233 13%	5314 11%	4330 12% m	7656 14% m	4216 14% m	2282 12% m	3336 9%	4717 13%	4728 12%	11259 12%	943 10%	214 49%
Very negative (1.0)	5059 3%	116 1%	94 1%	497 2% b	517 6% efh	1504 2% f	166 1%	1374 4% ef	1462 3% ef	1011 3% m	1847 3% m	928 3% m	673 4% m	595 2%	708 2%	1587 4% np	2269 2% np	459 5% np	0 0%
ALL POSITIVE -----	140671 79%	7471 87% c	9250 89% c	17088 81%	5547 65%	54650 78% d	13089 86% deg	25188 77% d	41564 84% deg	26780 76%	40923 75%	24684 80% ij	15310 82% ij	32303 87% ijkl	28794 78%	29606 78%	74037 81% noq	7497 76%	224 51%
ALL NEGATIVE -----	26930 15%	945 11%	938 9%	3182 15% ab	1833 21% efh	10827 15% f	1779 12%	5607 17% fh	6776 14% f	5341 15% m	9502 17% m	5144 17% m	2956 16% m	3931 11%	5425 15%	6314 17%	13529 15%	1403 14%	214 49%
Don't Know	7717 4%	75 1%	192 2%	780 4% ab	1094 13% efgh	3564 5% fh	276 2%	1748 5% fh	1027 2%	2724 8% klm	3163 6% klm	861 3% m	361 2%	594 2%	2425 7% op	1778 5% p	2780 3%	605 6% p	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q1D (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The media

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	1850 1%	77 1%	65 1%	92 *%	111 1% h	1233 2% fh	64 *%	277 1%	164 *%	355 1% m	1024 2% klm	219 1%	97 1%	156 *%	353 1%	491 1% p	602 1%	400 4% nop	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	167601	8417	10189	20270	7381	65477	14868	30795	48340	32121	50425	29828	18266	36234	34219	35920	87566	8899	437
Mean score	3.02	3.09	3.15	3.04	2.86	3.02	3.09	2.99	3.05	3.00	2.99	3.00	3.01	3.11	3.04	2.99	3.03	3.06	2.60
Standard deviation	.68	.60	.59	.67	.79	.67	.60	.73	.67	.67	.72	.69	.70	.62	.66	.72	.66	.76	.65
Standard error	.01	.02	.02	.02	.05	.01	.01	.03	.01	.02	.02	.02	.02	.01	.02	.02	.01	.03	.16

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q1D (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? : The media

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Ove rseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very positive (4.0)	35715 20%	16042 19%	7631 20%	6516 22%	3235 22%	786 24%	793 21%	16348 21%	18020 19%	638 23%	3244 16%	30652 21%	5121 21%	30558 20%	27918 20%	7797 22%
Quite positive (3.0)	104956 59%	49496 60%	20479 54%	17677 58%	9616 65%	2055 63%	2387 65%	48105 62%	54239 57%	1355 49%	12302 61%	88883 59%	14212 59%	90404 59%	83537 59%	21418 60%
Quite negative (2.0)	21872 12%	9412 11%	6429 17%	3427 11%	1455 10%	312 10%	305 8%	8639 11%	12398 13%	291 11%	2613 13%	18316 12%	2769 12%	18780 12%	17526 12%	4345 12%
Very negative (1.0)	5059 3%	2383 3%	1015 3%	1266 4%	210 1%	37 1%	21 1%	1766 2%	3130 3%	109 4%	658 3%	4211 3%	469 2%	4589 3%	4314 3%	745 2%
ALL POSITIVE -----	140671 79%	65538 80%	28110 74%	24193 80%	12851 87%	2841 87%	3180 86%	64453 83%	72258 77%	1992 73%	15545 77%	119536 80%	19333 81%	120962 79%	111455 79%	29216 82%
ALL NEGATIVE -----	26930 15%	11795 14%	7443 20%	4693 15%	1665 11%	349 11%	326 9%	10405 13%	15528 16%	400 15%	3271 16%	22527 15%	3238 13%	23370 15%	21840 15%	5091 14%
Don't Know	7717 4%	4124 5%	1812 5%	1066 4%	277 2%	61 2%	125 3%	1808 2%	5432 6%	71 3%	1059 5%	6136 4%	1405 6%	6312 4%	6440 5%	1277 4%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q1D (continuation)  
 Q1 Overall, how do you think the following groups feel about the Forces? : The media  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	1850	887	487	338	45	0	66	602	1190	284	218	1266	40	1810	1850	0
	1%	1%	1%	1%	0%	0%	2%	1%	1%	10%	1%	1%	0%	1%	1%	0%
		d	de	de			de		g	jk				l	o	
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	167601	77333	35553	28886	14516	3190	3506	74858	87786	2392	18816	142063	22571	144332	133295	34306
Mean score	3.02	3.02	2.98	3.02	3.09	3.13	3.13	3.06	2.99	3.05	2.96	3.03	3.06	3.02	3.01	3.06
		b			abc	abc	abc	h				j				n
Standard deviation	.68	.67	.71	.72	.61	.61	.57	.65	.70	.75	.67	.68	.65	.68	.69	.66
Standard error	.01	.01	.02	.02	.02	.03	.03	.01	.01	.06	.02	.01	.02	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q1SUM  
 Q1 Overall, how do you think the following groups feel about the Forces? SUMMARY  
 Base: All respondents

	Q1 Statements			
	The general public	Civilian employers	The government	The media
	a	b	c	d
Unweighted Base	9106	9106	9106	9106
Base	177168	177168	177168	177168
Very positive	46816 26% bcd	19683 11% bcd	30241 17% b	35715 20% bc
Quite positive	115555 65% cd	117390 66% cd	85476 48% cd	104956 59% c
Quite negative	9979 6%	18518 10% a	40034 23% abd	21872 12% ab
Very negative	1602 1%	2838 2% a	11400 6% abd	5059 3% ab
ALL POSITIVE -----	162371 92% bcd	137072 77% c	115717 65% cd	140671 79% bc
ALL NEGATIVE -----	11581 7%	21356 12% a	51434 29% abd	26930 15% ab
Don't Know	2768 2%	17510 10% acd	8958 5% ad	7717 4% a
Not stated	448 *%	1229 1% a	1059 1% a	1850 1% abc

Columns Tested: a,b,c,d

Conducted by: Lord Ashcroft



Table Q1SUM (continuation)

Q1 Overall, how do you think the following groups feel about the Forces? SUMMARY

Base: All respondents

	Q1 Statements			
	The general public	Civilian employers	The government	The media
	a	b	c	d
Unweighted Base	9106	9106	9106	9106
Base	177168	177168	177168	177168
Mean score	***	***	***	***

Columns Tested: a,b,c,d

Table Q2A  
 Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The general public  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	133153 75%	78492 77%	18750 67%	30513 76%	5398 73%	25149 86%	36315 84%	71689 68%	4628 80%	6414 76%	7707 56%	707 89%	1130 85%	3562 68%	12627 90%	20102 88%	45763 71%
		bd		b	b	fg	g		ij	j		m	m		p	p	
The same	32538 18%	18104 18%	6783 24%	6357 16%	1294 18%	3187 11%	5281 12%	24070 23%	846 15%	1686 20%	4250 31%	67 8%	182 14%	1045 20%	1221 9%	1934 8%	14949 23%
		c	acd					ef		h	hi		k	kl			no
Worse	8841 5%	3894 4%	1855 7%	2621 7%	471 6%	690 2%	1228 3%	6923 7%	223 4%	328 4%	1305 9%	14 2%	19 1%	437 8%	175 1%	617 3%	3102 5%
			a	a	a			ef			hi			kl		n	no
Don't Know	2316 1%	911 1%	603 2%	629 2%	174 2%	121 *	215 *	1980 2%	45 1%	65 1%	493 4%	6 1%	5 *	163 3%	29 *	112 *	770 1%
			a	a	a			ef			hi			kl			n
Not stated	320 *	199 *	64 *	37 *	20 *	27 *	0 0%	293 *	12 *	0 0%	52 *	4 1%	0 0%	16 *	0 0%	0 0%	199 *
								f									

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q2A (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The general public  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	133153 75%	7187 84% c	8669 83% c	14656 69%	5647 66%	49817 71%	12646 83% deg	23485 72%	41152 83% deg	21760 62%	39631 73% i	24484 79% ij	15471 83% ijk	31494 85% ijkl	26070 70%	28577 75% nq	71320 78% noq	6531 66%	388 89%
The same	32538 18%	1053 12%	1478 14%	3826 18% ab	2097 24% fh	15433 22% fh	2094 14%	6324 19% fh	6363 13%	9900 28% jklm	10856 20% klm	4676 15% m	2357 13%	4559 12%	7714 21% op	6807 18%	15438 17%	2366 24% op	49 11%
Worse	8841 5%	277 3%	265 3%	2079 10% ab	736 9% efh	3716 5% fh	393 3%	2088 6% fh	1792 4% f	2606 7% jklm	2913 5% m	1485 5% m	792 4% m	806 2%	2397 6% p	2064 5% p	3531 4%	801 8% op	0 0%
Don't Know	2316 1%	41 *% *	34 *% *	555 3% ab	102 1%	1040 1% fh	74 *% *	887 3% efh	213 *% *	934 3% klm	979 2% klm	186 1%	99 1%	118 *% *	782 2% p	664 2% p	579 1%	77 1%	0 0%
Not stated	320 *% *%	11 *% *%	0 0% 0%	26 *% *%	4 *% *%	269 *% *% fh	0 0% 0%	36 *% *%	12 *% *%	0 0% 0%	234 *% *% lm	76 *% *% m	4 *% *%	6 *% *%	33 *% *%	78 *% *%	80 *% *%	129 1% nop	0 0% 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q2A (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The general public  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	133153 75%	60805 74%	27690 73%	23094 76% b	12496 84% abc	2655 82% abc	3161 86% abc	62952 81% h	66246 70%	2020 74%	14733 73%	113181 76%	18500 77%	114049 75%	104573 74%	28580 80% n
The same	32538 18%	15346 19% df	7688 20% def	5543 18% df	1745 12%	489 15%	482 13%	10829 14%	20820 22% g	226 8%	3738 19% i	27294 18% i	4145 17%	28299 19%	27147 19% o	5390 15%
Worse	8841 5%	4493 5% def	2127 6% def	1285 4% f	472 3% f	97 3%	46 1%	2874 4%	5378 6% g	217 8%	1401 7% k	6978 5%	1067 4%	7774 5%	7432 5% o	1408 4%
Don't Know	2316 1%	1615 2% bcdef	218 1%	263 1%	124 1%	10 *% *	8 *% *	528 1%	1766 2% g	285 10% jk	87 *% *	1909 1% j	298 1%	2018 1%	2112 1% o	204 1%
Not stated	320 *% *	86 *% *	129 *% *	106 *% * d	0 0% 0% d	0 0% 0%	0 0% 0%	86 *% *	199 *% *	0 0% 0%	135 1% k	104 *% *	6 *% *	314 *% *	320 *% * o	0 0% 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q2B  
 Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : Civilian employers  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	48597 27%	32064 32% bc	5597 20%	8625 21%	2312 31% bc	6667 23%	13392 31% eg	28538 27% e	1094 19%	1808 21%	2695 20%	263 33%	508 38% m	1542 30%	3800 27%	8431 37% np	19832 31%
The same	98252 55%	54714 54% d	16892 60% acd	22984 57% ad	3663 50%	17138 59% f	22054 51%	59061 56% f	3604 63%	5239 62%	8048 58%	390 49%	653 49%	2620 50%	7952 57% o	10422 46%	36339 56% o
Worse	9849 6%	4481 4%	2125 8% a	2817 7% a	427 6%	2076 7% fg	2546 6%	5227 5%	400 7%	507 6%	1217 9% i	52 7%	67 5%	308 6%	982 7% p	1396 6% p	2103 3%
Don't Know	19794 11%	9927 10%	3331 12% a	5612 14% ab	924 13% a	3226 11%	5023 12%	11544 11%	644 11%	928 11%	1759 13%	86 11%	105 8%	732 14% l	1301 9%	2516 11%	6110 9%
Not stated	676 *%	415 *%	110 *%	120 *%	31 *%	67 *%	25 *%	584 1% ef	12 *%	10 *%	88 1%	8 1%	2 *%	20 *%	17 *%	0 0%	398 1% o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q2B (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : Civilian employers

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	48597 27%	1511 18%	2644 25%	4469 21%	2499 29%	19248 27%	3595 24%	8483 26%	14725 30%	8504 24%	15013 27%	8948 29%	5683 30%	10416 28%	10956 30%	9098 24%	25868 28%	2372 24%	121 28%
			ac	a		f		efg				i	i	i	oq		oq		
The same	98252 55%	5191 61%	5739 55%	12053 57%	4973 58%	39293 56%	8898 59%	19092 58%	25515 52%	21082 60%	30534 56%	16271 53%	9524 51%	20472 55%	20581 56%	22086 58%	49475 54%	5591 56%	295 67%
		b				h	h	h		klm	l			l		p			
Worse	9849 6%	641 7%	576 6%	1599 8%	51 1%	3917 6%	1125 7%	1312 4%	3350 7%	1269 4%	2747 5%	2002 6%	1233 7%	2347 6%	1224 3%	2213 6%	5502 6%	859 9%	6 1%
						d	deg	d	dg			i	i	i		n	n	nop	
Don't Know	19794 11%	1196 14%	1474 14%	2942 14%	1023 12%	7386 11%	1590 10%	3845 12%	5823 12%	4298 12%	6074 11%	3437 11%	2209 12%	3687 10%	4180 11%	4637 12%	9836 11%	884 9%	15 3%
															q				
Not stated	676 *%	30 *%	12 *%	78 *%	40 *%	430 1%	0 0%	88 *%	118 *%	46 *%	244 *%	249 1%	74 *%	62 *%	55 *%	155 *%	266 *%	199 2%	0 0%
					f	fh		f	f			im						nop	

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q2B (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : Civilian employers  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	48597 27%	21761 26%	10797 29%	8488 28%	4270 29%	856 26%	1059 29%	21238 27%	25429 27%	914 33% j	4688 23%	41698 28% j	7744 32% m	40524 27%	37451 26%	11146 31% n
The same	98252 55%	46382 56% d	21118 56%	16991 56%	7804 53%	1708 53%	2008 54%	42585 55%	52786 56%	1149 42%	11804 59% ik	82567 55% i	12299 51%	85618 56% l	78592 56%	19661 55%
Worse	9849 6%	4087 5%	2422 6% ac	1427 5%	1219 8% ac	224 7%	251 7%	4890 6% h	4712 5%	208 8%	1575 8% k	7857 5%	1125 5%	8724 6%	8121 6%	1728 5%
Don't Know	19794 11%	9951 12% b	3228 9%	3191 11% b	1545 10%	462 14% bcd	378 10%	8437 11%	10978 12%	477 17% jk	1857 9%	16945 11%	2830 12%	16930 11%	16745 12% o	3048 9%
Not stated	676 *%	163 *%	286 1% ad	193 1% ad	0 0%	0 0%	2 *%	118 *%	502 1% g	0 0%	170 1% k	398 *%	18 *%	658 *%	676 *% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q2C  
 Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The government  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	33337 19%	22099 22% bc	3180 11%	6411 16% b	1648 22% bc	4086 14%	8715 20% e	20537 20% e	660 11%	1104 13%	1416 10%	175 22%	300 23%	1173 22%	2114 15%	5776 25% n	14209 22% n
The same	74995 42%	44975 44% bc	10851 39%	15858 39%	3310 45% bc	11943 41%	17407 40%	45645 43% f	2112 37%	3336 39%	5403 39%	315 39%	577 43%	2418 46%	5978 43%	9297 41%	29699 46%
Worse	62284 35%	31354 31% d	12980 46% acd	15938 40% ad	2011 27%	12696 44% fg	16069 37% g	33518 32%	2908 51% ij	3851 45%	6220 45%	278 35% m	436 33% m	1296 25%	5739 41% op	7373 32%	18242 28%
Don't Know	6009 3%	2902 3%	933 3%	1816 5% ab	357 5% ab	404 1%	831 2%	4774 5% ef	62 1%	192 2% h	680 5% hi	21 3%	21 2%	315 6% kl	221 2%	318 1%	2364 4% no
Not stated	543 *% ef	269 *% 1	110 *% 1	133 *% 1	31 *% 1	44 *% 1	18 *% 1	481 *% 1	12 *% 1	10 *% 1	88 1% 1	10 1% 1	0 0% 1	20 *% 1	0 0% 1	0 0% 1	269 *% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q2C (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The government  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi- shed relat- ionship	Married / in civil part- nership	Sep- arated or di- vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	33337 19%	1138 13%	1534 15%	3739 18% a	1594 19% f	14584 21% fh	1936 13%	6397 19% f	8795 18% f	7207 20% m	10877 20% m	5849 19% m	3698 20% m	5651 15%	6872 19%	7073 19%	17343 19%	1918 19%	103 24%
The same	74995 42%	3538 41%	4197 40%	8124 38%	4095 48% h	30087 43% h	6474 43% h	14361 44% h	19582 40%	15246 43%	24513 45% klm	12136 39%	7356 39%	15160 41%	15909 43% q	15941 42%	38853 43% q	3744 38%	255 58%
Worse	62284 35%	3770 44% c	4408 42% c	7760 37%	2219 26%	23394 33% d	6493 43% deg	9970 30%	19894 40% deg	10541 30%	16791 31%	12326 40% ij	7119 38% ij	15425 42% ijl	11774 32%	13378 35%	33122 36% n	3793 38% n	62 14%
Don't Know	6009 3%	101 1%	300 3% a	1415 7% ab	638 7% efh	1927 3%	298 2%	1985 6% efh	1155 2%	2179 6% jklm	2136 4% klm	518 2%	465 2%	688 2%	2389 6% opq	1658 4% p	1480 2%	251 3%	17 4%
Not stated	543 *%	22 *%	7 *%	104 *%	40 *%	283 *% f	7 *%	108 *%	106 *%	26 *%	294 1% m	78 *%	86 *%	59 *%	53 *%	141 *%	151 *%	199 2%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q2C (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The government  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	33337 19%	15364 19%	7605 20%	5580 18%	2697 18%	443 14%	459 12%	13229 17%	19275 20%	397 14%	2398 12%	29686 20%	6541 27%	26641 17%	27267 19%	6071 17%
		ef	ef	ef	ef				g			j	m		o	
The same	74995 42%	36050 44%	14980 40%	13084 43%	6006 40%	1347 41%	1535 42%	33344 43%	38591 41%	785 29%	8210 41%	64223 43%	10008 42%	64563 42%	58609 41%	16386 46%
		bd		b				h			i	i			n	
Worse	62284 35%	26869 33%	14074 37%	10914 36%	5913 40%	1387 43%	1562 42%	28682 37%	32249 34%	1502 55%	9112 45%	49872 33%	6657 28%	55507 36%	49933 35%	12351 35%
		a	a	a	ac	ac	ac	h		jk	k			l		
Don't Know	6009 3%	3894 5%	999 3%	536 2%	214 1%	74 2%	141 4%	1880 2%	3919 4%	63 2%	199 1%	5422 4%	803 3%	5206 3%	5233 4%	775 2%
		bcde	d				cd		g			j			o	
Not stated	543 *%	166 *%	194 1%	176 1%	7 *%	0 0%	0 0%	133 *%	375 *%	0 0%	174 1%	262 *%	6 *%	537 *%	543 *%	0 0%
			d	ad					g		k				o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q2D  
 Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The media  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	80814 46%	45891 45%	11656 42%	19889 50%	3378 46%	13917 48%	21822 51%	45075 43%	2251 39%	4130 49%	5276 38%	395 49%	684 51%	2299 44%	7186 51%	11416 50%	27289 42%
		b		abd	b	g	eg			hj					p	p	
The same	73150 41%	42484 42%	12205 44%	15397 38%	3065 42%	12865 44%	17432 41%	42854 41%	2839 49%	3474 41%	5891 43%	337 42%	561 42%	2167 41%	5988 43%	9249 41%	27246 42%
		c	c			fg				ij							
Worse	16350 9%	9020 9%	3224 11%	3514 9%	592 8%	1851 6%	3130 7%	11368 11%	527 9%	753 9%	1944 14%	44 5%	67 5%	481 9%	645 5%	1739 8%	6636 10%
			acd					ef			hi			l		n	n
Don't Know	5690 3%	3348 3%	838 3%	1210 3%	294 4%	462 2%	564 1%	4665 4%	113 2%	117 1%	609 4%	15 2%	23 2%	256 5%	215 2%	290 1%	2844 4%
								ef			hi			kl			no
Not stated	1164 1%	857 1%	131 *%	148 *%	29 *%	79 *%	91 *%	994 1%	24 *%	20 *%	88 1%	8 1%	0 0%	20 *%	17 *%	72 *%	767 1%
		c						ef				l					no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q2D (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The media  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	80814 46%	4086 48%	5592 54% ac	10211 48%	3173 37%	31887 45% d	6603 43%	15583 47% d	23281 47% df	14356 41%	24899 46% i	15099 49% i	8967 48% i	17254 47% i	17531 47% q	17794 47% q	41328 45% q	3971 40%	94 22%
The same	73150 41%	3700 43% c	4148 40%	7549 36%	3398 40%	28583 41%	7278 48% degh	12331 38%	21211 43% g	15096 43%	21323 39%	12048 39%	7771 42%	16656 45% jkl	13989 38%	15348 40%	39502 43% no	3984 40%	129 30%
Worse	16350 9%	635 7%	572 5%	2307 11% ab	1564 18% efgh	6665 9% fh	1099 7%	3035 9%	3890 8%	3750 11% m	5366 10% m	2950 10% m	1636 9% m	2407 7%	3468 9%	3653 10%	7494 8%	1465 15% nop	214 49%
Don't Know	5690 3%	119 1%	134 1%	956 5% ab	405 5% fh	2372 3% fh	228 2%	1693 5% efh	977 2%	1972 6% klm	2218 4% klm	690 2% l	230 1%	574 2%	1939 5% opq	1146 3%	1994 2%	268 3%	0 0%
Not stated	1164 1%	30 *%	0 0%	118 1% b	46 1% f	768 1% fh	0 0%	178 1% f	173 *% f	26 *% iklm	808 1% iklm	120 *% l	119 1% m	92 *% m	70 *% n	249 1% n	629 1% n	216 2% nop	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q2D (continuation)

Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? : The media  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	80814 46%	38984 47%	16323 43%	13434 44%	7230 49%	1326 41%	1574 43%	37410 48%	40942 43%	1373 50%	8563 43%	68788 46%	11461 48%	68866 45%	63367 45%	17448 49%
		bce			bcef			h				j				n
The same	73150 41%	32822 40%	16258 43%	12368 41%	5935 40%	1689 52%	1827 49%	32745 42%	38566 41%	858 31%	8831 44%	61349 41%	9306 39%	63649 42%	58255 41%	14895 42%
		a			abcd	abcd					i	i				
Worse	16350 9%	7140 9%	3974 10%	3270 11%	1292 9%	191 6%	231 6%	5574 7%	10096 11%	318 12%	1699 8%	14060 9%	1781 7%	14552 10%	13684 10%	2665 7%
		aef	aef					g	g				l	l	o	o
Don't Know	5690 3%	3196 4%	889 2%	681 2%	364 2%	44 1%	65 2%	1324 2%	3889 4%	129 5%	617 3%	4666 3%	1247 5%	4443 3%	5114 4%	575 2%
		bcd	ef					g	g				m		o	
Not stated	1164 1%	201 *	408 1%	538 2%	17 *	0 0%	0 0%	214 *	915 1%	70 3%	384 2%	603 *	220 1%	945 1%	1164 1%	0 0%
		adef	adef					g	g	k	k				o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q2SUM  
 Q2 Over the past 5 years, do you think the relationship between the Armed Forces and the following groups has got better, worse, or stayed the same? SUMMARY  
 Base: All respondents

	Q2 Statements			
	The general public	Civilian employers	The government	The media
	a	b	c	d
Unweighted Base	9106	9106	9106	9106
Base	177168	177168	177168	177168
Better	133153 75% bcd	48597 27% c	33337 19% a	80814 46% bc
The same	32538 18% acd	98252 55% acd	74995 42% a	73150 41% a
Worse	8841 5%	9849 6%	62284 35% abd	16350 9% ab
Don't Know	2316 1%	19794 11% acd	6009 3% a	5690 3% a
Not stated	320 *% a	676 *% a	543 *% a	1164 1% abc

Columns Tested: a,b,c,d

Table Q3A  
 Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The general public  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	48936 28%	31682 31%	6882 25%	8693 22%	1679 23%	3568 12%	9924 23%	35444 34%	674 12%	1929 23%	4279 31%	62 8%	230 17%	1386 27%	1785 13%	5573 24%	24325 38%
		bcd	c				e	ef		h	hi		k	kl		n	no
The same	92961 52%	50289 49%	15576 56%	22862 57%	4234 58%	17368 60%	25416 59%	50177 48%	3798 66%	5222 61%	6557 47%	480 60%	877 66%	2877 55%	7868 56%	12795 56%	29626 46%
			a	a	a	g	g		ij	j			m		p	p	
Worse	23372 13%	13318 13%	3566 13%	5542 14%	945 13%	6970 24%	5314 12%	11088 11%	975 17%	825 10%	1766 13%	209 26%	160 12%	576 11%	4002 28%	3220 14%	6096 9%
						fg	g		ij			lm			op	p	
Don't Know	11535 7%	6049 6%	2012 7%	2974 7%	499 7%	1177 4%	2351 5%	8006 8%	289 5%	518 6%	1205 9%	48 6%	67 5%	384 7%	363 3%	1149 5%	4537 7%
				a			e	ef			h				n	n	
Not stated	364 *%	261 *%	18 *%	86 *%	0 0%	90 *%	34 *%	240 *%	18 *%	0 0%	0 0%	0 0%	0 0%	0 0%	34 *%	27 *%	199 *%
						f											

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q3A (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The general public

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	48936 28%	1046 12%	2192 21%	5454 26%	3536 41%	19873 28%	2068 14%	12263 37%	11115 22%	11593 33%	18649 34%	7746 25%	4102 22%	6820 18%	12194 33%	12335 32%	21827 24%	2192 22%	348 80%
		a	a	ab	efh	fh		efh	f	klm	klm	lm	m		pq	pq			
The same	92961 52%	5223 61%	6522 62%	11117 53%	3942 46%	34938 50%	9695 64%	15159 46%	28741 58%	16344 46%	25720 47%	16956 55%	10532 56%	22799 62%	17657 48%	18773 49%	50521 56%	5722 58%	67 15%
		c	c				degh		deg			ij	ij	ijkl			no	no	
Worse	23372 13%	1784 21%	1108 11%	2650 13%	545 6%	9762 14%	2695 18%	3276 10%	6941 14%	3922 11%	6607 12%	4323 14%	2752 15%	5692 15%	4258 12%	5046 13%	12724 14%	1241 13%	22 5%
		bc				dg	degh		dg				ij	ij			n		
Don't Know	11535 7%	478 6%	617 6%	1880 9%	563 7%	5415 8%	728 5%	2121 6%	2686 5%	3324 9%	3482 6%	1727 6%	1337 7%	1643 4%	2888 8%	1976 5%	5707 6%	621 6%	0 0%
				ab		fh				jkm	m		m		o				
Not stated	364 *%	38 *%	7 *%	40 *%	0 0%	287 *%	22 *%	0 0%	47 *%	17 *%	155 *%	157 1%	0 0%	28 *%	0 0%	59 *%	169 *%	129 1%	0 0%
						h						lm						nop	

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table Q3A (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The general public  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	48936 28%	26158 32%	9544 25%	7904 26%	3025 20%	467 14%	674 18%	16185 21%	31468 33%	866 32%	5631 28%	40893 27%	7393 31%	41421 27%	38188 27%	10748 30%
The same	92961 52%	39780 48%	20509 54%	16671 55%	8925 60%	2275 70%	2233 60%	44703 58%	45292 48%	1060 39%	10507 52%	78990 53%	11900 50%	80687 53%	73833 52%	19128 54%
Worse	23372 13%	10558 13%	5448 14%	3750 12%	2137 14%	423 13%	440 12%	11710 15%	10910 12%	589 21%	2896 14%	19421 13%	2931 12%	20280 13%	18998 13%	4374 12%
Don't Know	11535 7%	5795 7%	2170 6%	1875 6%	736 5%	85 3%	350 9%	4551 6%	6500 7%	232 8%	868 4%	10072 7%	1760 7%	9732 6%	10203 7%	1332 4%
Not stated	364 *%	52 *%	181 *%	91 *%	15 *%	0 0%	0 0%	118 *%	238 *%	0 0%	191 1%	89 *%	31 *%	334 *%	364 *%	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q3B

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : Civilian employers  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	28394 16%	19616 19%	3878 14%	3807 9%	1093 15%	1797 6%	4943 11%	21654 21%	327 6%	928 11%	2624 19%	38 5%	145 11%	910 17%	987 7%	3023 13%	15606 24%
		bcd	c		c		e	ef		h	hi		k	kl		n	no
The same	104175 59%	56773 56%	17416 62%	25416 63%	4571 62%	18184 62%	27312 63%	58679 56%	3854 67%	5701 67%	7861 57%	500 63%	929 70%	3142 60%	8298 59%	13882 61%	34593 53%
			a	a	a	g	g		j	j			m		p	p	
Worse	21259 12%	12511 12%	3233 12%	4765 12%	750 10%	5895 20%	5236 12%	10128 10%	910 16%	874 10%	1449 10%	157 20%	124 9%	469 9%	3505 25%	3063 13%	5943 9%
						fg	g		ij			lm		op	p		
Don't Know	22764 13%	12311 12%	3452 12%	6076 15%	925 13%	3190 11%	5501 13%	14073 13%	634 11%	980 12%	1837 13%	105 13%	135 10%	686 13%	1228 9%	2770 12%	8314 13%
				abd			e	e							n	n	n
Not stated	576 *%	390 *%	75 *%	93 *%	18 *%	109 *%	47 *%	420 *%	30 1%	10 *%	36 *%	0 0%	2 *%	16 *%	34 *%	27 *%	328 1%
						f		f									

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q3B (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : Civilian employers

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	28394 16%	445 5%	847 8%	2515 12%	2723 32%	11219 16%	703 5%	7430 23%	6286 13%	8176 23%	10631 19%	3837 12%	2200 12%	3550 10%	6830 18%	7361 19%	12619 14%	1200 12%	348 80%
The same	104175 59%	5532 65%	6801 65%	13084 62%	4032 47%	40119 57%	10042 66%	19327 59%	30209 61%	17752 50%	31758 58%	19379 63%	11168 60%	23726 64%	21254 57%	22237 58%	54836 60%	5548 56%	58 13%
Worse	21259 12%	1324 15%	1175 11%	2266 11%	815 9%	9097 13%	2599 17%	2181 7%	6414 13%	3571 10%	6026 11%	3572 12%	2330 12%	5527 15%	4074 11%	3895 10%	11597 13%	1627 16%	22 5%
Don't Know	22764 13%	1223 14%	1617 15%	3236 15%	981 11%	9373 13%	1845 12%	3882 12%	6569 13%	5672 16%	6027 11%	3816 12%	3024 16%	4107 11%	4812 13%	4575 12%	11604 13%	1394 14%	9 2%
Not stated	576 *%	45 1%	7 *%	40 *%	36 *%	466 1%	20 *%	0 0%	54 *%	28 *%	171 *%	303 1%	0 0%	74 *%	27 *%	122 *%	291 *%	136 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q3B (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : Civilian employers  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	28394 16%	14317 17% cdef	6427 17% def	4576 15% def	1764 12% ef	184 6%	290 8%	8166 11%	19325 20% g	606 22% k	3489 17%	22850 15%	4618 19% m	23453 15%	21991 16%	6403 18% n
The same	104175 59%	47331 57%	22929 61% a	18104 60% a	9044 61% a	2104 65% a	2446 66% abc	48100 62% h	52993 56%	1189 43%	11206 56% i	89400 60% ij	12880 54%	91004 60% l	81970 58%	22205 62% n
Worse	21259 12%	9670 12%	4100 11%	3632 12%	2190 15% abc	472 15% b	401 11%	10775 14% h	9809 10%	616 22% k	3383 17% k	16866 11%	3038 13%	18170 12%	17819 13% o	3440 10%
Don't Know	22764 13%	10892 13% b	4085 11%	3895 13%	1832 12%	490 15% b	551 15% b	10075 13%	11856 13%	337 12%	1809 9%	20063 13% j	3449 14%	19282 13%	19229 14% o	3535 10%
Not stated	576 *%	133 *%	310 1% acd	83 *%	8 *%	0 0%	9 *%	151 *%	425 *% g	0 0%	205 1% k	286 *%	31 *%	545 *%	576 *% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q3C  
 Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The government  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	16500 9%	11382 11% bc	1879 7%	2513 6%	726 10% bc	779 3%	2560 6% e	13162 13% ef	194 3%	466 5% h	1219 9% hi	23 3%	75 6%	628 12% kl	294 2%	1651 7% n	9437 15% no
The same	77405 44%	45403 45% b	11293 40%	17210 43%	3499 48% bc	10995 38%	19021 44% e	47389 45% e	2219 39%	3569 42%	5505 40%	361 45%	566 42%	2572 49%	5090 36%	10235 45% n	30078 46% n
Worse	68932 39%	37278 37%	12624 45% acd	16503 41% ad	2528 34%	15912 55% fg	18322 43% g	34699 33%	3006 52% ij	3869 46%	5749 42%	373 47% m	627 47% m	1527 29%	8130 58% op	9373 41% p	19776 31%
Don't Know	13835 8%	7264 7%	2160 8%	3809 9% ab	602 8%	1349 5%	3091 7% e	9395 9% ef	319 6%	579 7%	1262 9% h	40 5%	67 5%	495 9% kl	492 4%	1479 6% n	5293 8% n
Not stated	495 *%	272 *%	98 *%	122 *%	2 *%	139 *% f	45 *%	311 *%	17 *%	10 *%	71 1%	2 *%	0 0%	0 0%	46 *%	27 *%	199 *%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q3C (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The government

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	16500 9%	268 3%	367 4%	1877 9% ab	1784 21% efgh	6735 10% fh	410 3% f	4485 14% efh	3086 6% f	5686 16% jklm	5584 10% klm	2428 8% m	1169 6% m	1635 4%	4772 13% opq	3573 9% q	7521 8% q	338 3%	284 65%
The same	77405 44%	3325 39%	4652 45% a	9233 44% a	3850 45%	31556 45% fh	6322 42%	15293 47% fh	20163 41%	15799 45% m	25173 46% km	12829 42%	8206 44% m	14902 40%	16761 45%	16364 43%	39551 43%	4452 45%	85 19%
Worse	68932 39%	4402 51% bc	4453 43% c	7647 36%	2331 27%	25792 37% dg	7392 49% deg	9844 30% deg	23073 47% deg	9777 28%	19486 36% i	13494 44% ij	7894 42% ij	18064 49% ijkl	11989 32%	15585 41% n	37130 41% n	3910 39% n	51 12%
Don't Know	13835 8%	498 6% a	966 9% a	2344 11% a	585 7%	5872 8% h	1045 7%	3162 10% fh	3144 6%	3874 11% jklm	4203 8% m	1985 6%	1453 8%	2291 6%	3442 9% op	2515 7%	6572 7%	1075 11% op	17 4%
Not stated	495 *%	75 1% bc	7 *%	40 *%	36 *%	320 *% h	39 *%	36 *%	65 *%	64 *%	166 *%	173 1% l	2 *%	91 *%	32 *%	152 *%	174 *%	129 1% nop	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q3C (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The government  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	16500 9%	9086 11% cdef	4006 11% cdef	1900 6% e	878 6% e	83 3%	147 4%	4308 6%	11832 13% g	101 4%	1514 8%	14214 10% ij	4168 17% m	12316 8%	13938 10% o	2562 7%
The same	77405 44%	36277 44% df	17197 45% cdf	12779 42%	6015 41%	1466 45%	1402 38%	33742 44%	41421 44%	1280 47%	8107 40%	66319 44% j	9853 41%	67305 44%	60528 43%	16877 47% n
Worse	68932 39%	29470 36%	14016 37%	13488 45% ab	6960 47% ab	1475 45% ab	1742 47% ab	33425 43% h	33151 35%	1065 39%	9014 45% k	56847 38%	7831 33%	60666 40% l	54429 38%	14503 41%
Don't Know	13835 8%	7333 9% bcd	2449 6%	2041 7%	969 7%	227 7%	388 11% bcd	5640 7%	7662 8%	301 11% j	1245 6%	11900 8%	2121 9%	11714 8%	12194 9% o	1641 5%
Not stated	495 *%	178 *%	183 *%	83 *%	15 *%	0 0%	18 1%	152 *%	343 *%	0 0%	213 1% k	186 *%	42 *%	453 *%	495 *%	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q3D  
 Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The media  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Better	26313 15%	17697 17%	3510 13%	4257 11%	849 12%	1215 4%	4306 10%	20792 20%	241 4%	894 11%	2375 17%	23 3%	118 9%	708 14%	582 4%	2427 11%	14688 23%
		bcd	c				e	ef		h	hi		k	k		n	no
The same	105481 60%	58216 57%	17680 63%	24859 62%	4727 64%	18562 64%	28373 66%	58546 56%	3863 67%	5846 69%	7970 58%	507 63%	927 69%	3293 63%	8610 61%	14578 64%	35028 54%
			a	a	a	g	g		j	j					p	p	
Worse	28372 16%	16394 16%	4205 15%	6675 17%	1099 15%	7515 26%	6987 16%	13871 13%	1180 21%	1149 14%	1875 14%	215 27%	199 15%	685 13%	4145 29%	4154 18%	8095 12%
						fg	g		ij			lm			op	p	
Don't Know	16382 9%	9003 9%	2529 9%	4169 10%	680 9%	1712 6%	3306 8%	11364 11%	446 8%	584 7%	1499 11%	52 7%	91 7%	538 10%	652 5%	1579 7%	6772 10%
						e	ef		hi						n	no	
Not stated	619 *%	289 *%	131 *%	197 *%	2 *%	171 1%	66 *%	382 *%	24 *%	20 *%	88 1%	2 *%	0 0%	0 0%	63 *%	27 *%	199 *%
			d	d		f											

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q3D (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The media  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Better	26313 15%	369 4%	868 8%	3021 14%	2275 27%	11415 16%	660 4%	6991 21%	4926 10%	8045 23%	9845 18%	3614 12%	1801 10%	3007 8%	7570 20%	6348 17%	11299 12%	958 10%	99 23%
		a	a	ab	efh	fh		efh	f	ijklm	klm	m			opq	pq			
The same	105481 60%	5581 65%	7022 67%	12255 58%	4210 49%	40707 58%	10413 68%	17926 55%	31710 64%	17886 51%	31577 58%	19174 62%	11967 64%	24454 66%	20439 55%	22918 60%	55936 62%	5879 59%	97 22%
		c	c			d	degh		deg		i	ij	ij	ijk		n	n		
Worse	28372 16%	1974 23%	1485 14%	3216 15%	1238 14%	10789 15%	2942 19%	4174 13%	9084 18%	4434 13%	8072 15%	5647 18%	3145 17%	6767 18%	4791 13%	5636 15%	16074 18%	1762 18%	28 6%
		bc					eg		eg			ij	i	ij			no	n	
Don't Know	16382 9%	562 7%	1052 10%	2555 12%	828 10%	6962 10%	1143 8%	3693 11%	3716 8%	4763 14%	4926 9%	2237 7%	1807 10%	2636 7%	4169 11%	3095 8%	7377 8%	1177 12%	214 49%
		a	a			fh		fh		ijklm	m		km		op			op	
Not stated	619 *%	82 1%	19 *%	95 *%	36 *%	402 1%	51 *%	36 *%	96 *%	71 *%	192 *%	235 1%	2 *%	120 *%	28 *%	192 1%	262 *%	129 1%	0 0%
		b				h					l	lm				n		np	

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q3D (continuation)

Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? : The media  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Better	26313 15%	14205 17% bcdef	5531 15% cdef	3740 12% def	1452 10% ef	132 4%	155 4%	7229 9%	18192 19% g	320 12%	2895 14%	22112 15%	4580 19% m	21706 14%	21244 15%	5070 14%
The same	105481 60%	47352 58%	22755 60%	18753 62% a	9287 63% a	2337 72% abcd	2537 69% abcd	50327 65% h	52306 55%	1761 64% j	10876 54%	90153 60% j	12692 53%	92192 60% l	82979 59%	22502 63% n
Worse	28372 16%	12015 15%	6427 17% a	5073 17% a	2911 20% ac	590 18%	581 16%	13328 17% h	14219 15%	396 14%	4557 23% ik	22735 15%	3610 15%	24724 16%	22543 16%	5829 16%
Don't Know	16382 9%	8569 10% bcde	2912 8%	2625 9%	1155 8%	180 6%	405 11% be	6156 8%	9300 10% g	253 9%	1552 8%	14172 9%	3084 13% m	13262 9%	14200 10% o	2182 6%
Not stated	619 *%	203 *%	226 1% a	100 *%	32 *%	12 *%	18 1%	227 *%	392 *%	17 1%	213 1% k	294 *%	49 *%	570 *%	619 *% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q3SUM  
 Q3 Over the next 5 years, do you think the relationship between the Armed Forces and the following groups will get better, worse, or stay the same? SUMMARY  
 Base: All respondents

	Q3 Statements			
	The general public	Civilian employers	The government	The media
	a	b	c	d
Unweighted Base	9106	9106	9106	9106
Base	177168	177168	177168	177168
Better	48936 28% bcd	28394 16% cd	16500 9%	26313 15% c
The same	92961 52% c	104175 59% ac	77405 44%	105481 60% ac
Worse	23372 13% b	21259 12%	68932 39% abd	28372 16% ab
Don't Know	11535 7%	22764 13% acd	13835 8% a	16382 9% ac
Not stated	364 *%	576 *%	495 *%	619 *%

Columns Tested: a,b,c,d

Table Q4A  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The general public  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very well informed (4.0)	2340 1%	1840 2%	192 1%	267 1%	41 1%	135 *	426 1%	1779 2%	18 *	68 1%	107 1%	2 *	19 1%	20 *	108 1%	294 1%	1438 2%
		bcd					e	ef									n
Quite well informed (3.0)	48742 28%	29642 29%	6627 24%	10661 27%	1812 25%	7396 25%	13738 32%	27608 26%	1225 21%	2178 26%	3225 23%	186 23%	451 34%	1176 23%	4163 30%	7972 35%	17506 27%
		bcd		b			eg			h			km			np	
Quite badly informed (2.0)	90831 51%	50002 49%	14327 51%	22507 56%	3995 54%	16659 57%	22785 53%	51387 49%	3278 57%	4661 55%	6388 46%	479 60%	641 48%	2875 55%	7791 55%	11638 51%	30573 47%
				ab	a	fg	g		j	j		l			op		
Very badly informed (1.0)	30124 17%	16767 17%	6177 22%	5837 15%	1343 18%	4713 16%	5344 12%	20067 19%	1193 21%	1392 16%	3592 26%	115 14%	185 14%	1043 20%	1917 14%	2541 11%	12310 19%
		c	acd		c	f		ef	i		hi			l			no
ALL WELL INFORMED	51082 29%	31481 31%	6819 24%	10928 27%	1853 25%	7531 26%	14164 33%	29387 28%	1242 22%	2245 26%	3332 24%	188 24%	469 35%	1196 23%	4271 30%	8267 36%	18944 29%
		bcd		b			eg			h			km			np	
ALL BADLY INFORMED	120955 68%	66769 66%	20503 73%	28343 71%	5339 73%	21372 73%	28129 65%	71454 68%	4470 78%	6053 71%	9981 72%	594 74%	826 62%	3918 75%	9707 69%	14179 62%	42883 66%
			ac	a	a	fg		f	ij			l		l	o		
Don't Know	4791 3%	3150 3%	709 3%	774 2%	158 2%	228 1%	725 2%	3837 4%	30 1%	185 2%	495 4%	13 2%	36 3%	109 2%	74 1%	319 1%	2757 4%
		c					e	ef		h	h					n	no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q4A (continuation)

Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The general public

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	340	199	22	112	7	42	21	277	12	10	0	4	3	0	0	0	199
	%	%	%	%	%	%	%	%	%	%	0%	1%	%	0%	0%	0%	%
								f									
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	172037	98251	27323	39272	7192	28903	42293	100841	5713	8298	13312	782	1296	5114	13978	22446	61827
Mean score	2.14	2.17	2.03	2.14	2.08	2.10	2.22	2.11	2.01	2.11	1.99	2.10	2.23	2.03	2.18	2.27	2.13
		bd		bd			eg			hj			km			np	
Standard deviation	.70	.72	.70	.65	.68	.65	.67	.73	.66	.67	.74	.62	.70	.67	.66	.67	.75
Standard error	.01	.01	.01	.01	.02	.01	.01	.02	.02	.02	.03	.04	.04	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q4A (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The general public  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very well informed (4.0)	2340 1%	8 *%	46 *%	214 1% a	88 1%	1335 2% fgh	105 1%	214 1%	599 1%	584 2% k	908 2% k	195 1%	167 1%	486 1% k	587 2% o	105 *%	1335 1% o	313 3% nop	0 0%
Quite well informed (3.0)	48742 28%	1822 21%	3137 30% a	5702 27% a	2412 28%	18825 27% g	4387 29% g	7422 23%	15466 31% eg	9242 26%	13257 24%	8664 28% j	5748 31% ij	11624 31% ijk	9544 26%	8778 23%	27215 30% no	2829 29% o	323 74%
Quite badly informed (2.0)	90831 51%	5112 60% c	5844 56%	11551 55%	3613 42%	36043 51% d	8407 55% deh	17208 52% d	25272 51% d	16373 47%	28814 53% i	16256 53% i	9488 51%	19640 53% i	17898 48% q	21007 55% npq	47109 52% nq	4173 42%	103 24%
Very badly informed (1.0)	30124 17%	1488 17% b	1227 12% bc	3121 15% b	1670 19% fh	11832 17% fh	2099 14%	7080 22% efh	7230 15%	7042 20% klm	10272 19% lm	5077 16% m	2730 15%	4743 13%	7489 20% p	7390 19% p	12900 14%	2233 23% p	11 2%
ALL WELL INFORMED -----	51082 29%	1830 21%	3183 30% a	5916 28% a	2499 29%	20160 29% g	4492 30% g	7635 23%	16065 32% efg	9826 28%	14165 26%	8859 29%	5916 32% j	12110 33% ijk	10131 27% o	8883 23%	28550 31% no	3143 32% o	323 74%
ALL BADLY INFORMED -----	120955 68%	6600 77% bc	7071 68% bc	14672 69%	5283 62%	47875 68% dh	10506 69% dh	24288 74% defh	32503 66%	23415 67%	39086 72% ilm	21333 69% lm	12218 65%	24383 66%	25387 69%	28397 74% npq	60010 66%	6407 65%	114 26%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q4A (continuation)

Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The general public

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Sep arated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	4791 3%	112 1%	185 2%	477 2%	799 9%	1978 3%	195 1%	870 3%	931 2%	1933 5%	1196 2%	596 2%	585 3%	466 1%	1479 4%	800 2%	2286 3%	227 2%	0 0%
Not stated	340 *%	26 *%	7 *%	78 *%	4 *%	262 *%	15 *%	26 *%	33 *%	26 *%	166 *%	120 *%	4 *%	24 *%	0 0%	109 *%	102 *%	129 1%	0 0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3
Base for stats	172037	8430	10254	20587	7783	68035	14998	31923	48567	33241	53251	30192	18134	36493	35518	37280	88560	9549	437
Mean score	2.14	2.04	2.20	2.15	2.12	2.14	2.17	2.02	2.19	2.10	2.09	2.13	2.18	2.22	2.09	2.04	2.19	2.13	2.71
Standard deviation	.70	.63	.64	.67	.75	.71	.66	.69	.69	.74	.71	.68	.69	.67	.73	.67	.69	.80	.50
Standard error	.01	.02	.02	.02	.05	.01	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.12

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q4A (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The general public  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very well informed (4.0)	2340 1%	802 1%	607 2%	570 2% a	198 1%	33 1%	103 3% a	571 1%	1741 2% g	11 *	265 1%	2021 1%	626 3% m	1703 1%	1942 1%	398 1%
Quite well informed (3.0)	48742 28%	20782 25%	11391 30% a	9031 30% a	4374 29% a	914 28%	1173 32% a	20367 26%	26796 28% g	430 16%	6098 30% i	40821 27% i	7050 29%	41564 27%	37507 26%	11235 32% n
Quite badly informed (2.0)	90831 51%	42957 52% c	19217 51%	14590 48%	7957 54% c	1876 58% abc	1934 52%	42669 55% h	45796 49%	1352 49%	9789 49%	77755 52%	11462 48%	78835 52% l	73517 52% o	17314 49%
Very badly informed (1.0)	30124 17%	15514 19% bdef	5225 14%	5146 17% bdef	2039 14%	411 13%	459 12%	12462 16%	16295 17%	934 34% jk	3571 18%	24745 17%	4123 17%	25977 17%	24443 17%	5681 16%
ALL WELL INFORMED -----	51082 29%	21584 26%	11997 32% a	9601 32% a	4572 31% a	947 29%	1276 35% a	20939 27%	28538 30% g	441 16%	6363 32% i	42842 29% i	7675 32% m	43267 28%	39449 28%	11633 33% n
ALL BADLY INFORMED -----	120955 68%	58470 71% bcdF	24443 65%	19736 65%	9996 67%	2287 70% b	2393 65%	55132 71% h	62091 66%	2285 83% jk	13360 66%	102500 69%	15585 65%	104812 69% l	97960 69% o	22995 65%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q4A (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The general public  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	4791 3%	2200 3% ef	1257 3% def	875 3% def	255 2%	13 *%	28 1%	1123 1%	3539 4% g	21 1%	236 1%	3999 3% j	749 3%	4041 3%	3836 3%	955 3%
Not stated	340 *%	89 *%	155 *% a	78 *%	15 *%	3 *%	0 0%	74 *%	240 *%	0 0%	135 1% k	124 *%	6 *%	334 *%	340 *% o	0 0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	172037	80054	36440	29337	14568	3234	3669	76070	90629	2726	19723	145343	23260	148078	137409	34628
Mean score	2.14	2.09	2.20	2.17	2.19	2.18	2.25	2.12	2.15	1.82	2.16	2.14	2.18	2.13	2.12	2.18
			a	a	a	a	a		g		i	i	m		n	
Standard deviation	.70	.70	.69	.73	.68	.65	.70	.67	.73	.70	.72	.70	.75	.70	.70	.71
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.05	.02	.01	.03	.01	.01	.02
Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o																

Table Q4B  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : Civilian employers  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very well informed (4.0)	2638 1%	1746 2% d	302 1%	546 1%	44 1%	143 *% e	450 1% e	2044 2% ef	37 1%	51 1%	213 2%	4 1%	23 2%	16 *% n	90 1%	291 1%	1365 2%
Quite well informed (3.0)	52568 30%	32113 32% bd	6731 24%	11731 29% b	1992 27%	6145 21%	13014 30% e	33410 32% e	1040 18%	2348 28% h	3343 24% h	184 23%	416 31% k	1392 27%	3253 23%	7170 31% n	21690 33% n
Quite badly informed (2.0)	82094 46%	45909 45%	13975 50% ac	18747 47%	3463 47%	15784 54% fg	20692 48% g	45618 43%	3309 58% ij	4197 49%	6469 47%	420 53%	615 46%	2428 46%	7337 52% op	10835 48%	27737 43%
Very badly informed (1.0)	21541 12%	12104 12%	4219 15% ac	4200 10%	1018 14% c	4674 16% fg	4792 11%	12075 12%	966 17%	1200 14%	2053 15%	111 14%	138 10%	769 15%	2453 17% op	2557 11%	7094 11%
ALL WELL INFORMED	55206 31%	33859 33% bcd	7033 25%	12277 31% b	2036 28%	6288 22%	13464 31% e	35454 34% ef	1077 19%	2399 28% h	3557 26% h	189 24%	439 33% k	1408 27%	3344 24%	7461 33% n	23054 36% n
ALL BADLY INFORMED	103635 58%	58013 57%	18194 65% acd	22946 57%	4481 61% ac	20458 70% fg	25484 59% g	57694 55%	4276 74% ij	5397 64%	8522 62%	531 66% l	753 56%	3197 61%	9791 70% op	13391 59%	34831 54%
Don't Know	17791 10%	9389 9%	2751 10%	4837 12% ab	814 11%	2376 8%	4065 9%	11350 11% e	382 7%	676 8%	1693 12% hi	75 9%	137 10%	602 12%	907 6%	1912 8%	6570 10% n

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q4B (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : Civilian employers  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	536	339	75	97	25	52	26	457	19	21	36	4	5	16	11	0	328
	%	%	%	%	%	%	%	%	%	%	%	1%	%	%	%	0%	1%
								f									o
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	158841	91872	25228	35224	6517	26745	38948	93147	5353	7796	12078	719	1192	4605	13134	20853	57885
Mean score	2.23	2.26	2.12	2.24	2.16	2.07	2.23	2.27	2.03	2.16	2.14	2.11	2.27	2.14	2.07	2.25	2.30
		bd		bd			e	ef		h	h		km		n	n	n
Standard deviation	.69	.70	.68	.67	.68	.65	.67	.71	.63	.68	.71	.65	.69	.68	.68	.68	.71
Standard error	.01	.01	.01	.01	.02	.01	.01	.02	.02	.02	.03	.04	.04	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q4B (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : Civilian employers  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very well informed (4.0)	2638 1%	11 *% a	84 1% a	451 2% ab	175 2%	774 1%	122 1%	1003 3% efh	564 1%	652 2% km	1252 2% klm	150 *% k	240 1% k	344 1%	783 2% oq	396 1%	1388 2%	72 1%	0 0%
Quite well informed (3.0)	52568 30%	1667 19% a	3080 29% a	6984 33% a	2530 29%	22714 32% fh	4103 27%	9529 29%	13518 27%	12026 34% jklm	15688 29%	8781 28%	5516 29%	10381 28%	12130 33% op	9765 26%	26931 30% o	3359 34% op	323 74%
Quite badly informed (2.0)	82094 46%	4717 55% bc	5046 48% c	8984 42%	3324 39%	31610 45%	7593 50% de	15409 47% d	23846 48% de	14127 40%	26175 48% i	14304 46% i	8790 47% i	18273 49% ik	16433 44%	19512 51% npq	41710 46% q	3948 40%	107 24%
Very badly informed (1.0)	21541 12%	1143 13% bc	897 9%	2160 10%	1488 17% egh	8096 12%	2110 14% eg	3411 10%	6312 13%	3910 11%	6695 12%	3959 13%	2278 12%	4645 13%	4091 11%	5318 14% np	10791 12%	1285 13%	0 0%
ALL WELL INFORMED -----	55206 31%	1678 20% a	3164 30% a	7435 35% ab	2705 32%	23488 33% fh	4225 28%	10531 32% fh	14083 28%	12678 36% jklm	16940 31%	8932 29%	5756 31%	10725 29%	12913 35% op	10161 27%	28319 31% o	3430 35% o	323 74%
ALL BADLY INFORMED -----	103635 58%	5861 68% bc	5943 57% bc	11143 53%	4812 56%	39706 57%	9703 64% degh	18820 57% de	30158 61% e	18037 51%	32870 60% i	18263 59% i	11068 59% i	22918 62% ik	20523 55%	24830 65% npq	52501 58% q	5232 53%	107 24%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft  
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Table Q4B (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : Civilian employers  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Sep arated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	17791 10%	1012 12%	1339 13%	2486 12%	1029 12%	6683 10%	1270 8%	3442 10%	5229 11% f	4459 13% jm	4637 8%	3441 11% jm	1894 10%	3272 9%	3550 10%	3053 8%	9876 11% o	1113 11% o	7 2%
Not stated	536 *%	19 *%	0 0%	78 *%	40 *%	398 1% fh	11 *%	26 *%	62 *%	26 *%	166 *%	272 1% ijlm	4 *%	68 *%	10 *%	145 *%	252 *%	129 1% nop	0 0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3
Base for stats	158841	7538	9107	18578	7517	63194	13928	29352	44241	30715	49810	27195	16825	33643	33436	34991	80820	8663	430
Mean score	2.23	2.07	2.26	2.31	2.19	2.26	2.16	2.28	2.19	2.31	2.23	2.19	2.22	2.19	2.29	2.15	2.23	2.26	2.75
Standard deviation	.69	.61	.64	.70	.77	.69	.67	.71	.68	.71	.70	.67	.69	.67	.70	.67	.69	.71	.43
Standard error	.01	.02	.02	.02	.05	.01	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.11

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q4B (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : Civilian employers  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very well informed (4.0)	2638 1%	1288 2% d	742 2% cd	313 1%	69 *% *	34 1%	149 4% abcde	993 1%	1628 2%	82 3% j	134 1%	2385 2% j	293 1%	2345 2%	2212 2%	425 1%
Quite well informed (3.0)	52568 30%	24939 30%	11304 30%	9094 30%	4323 29%	894 28%	1035 28%	20054 26%	30965 33% g	487 18%	5961 30% i	44690 30% i	8111 34% m	44143 29%	41771 30%	10797 30%
Quite badly informed (2.0)	82094 46%	38640 47%	16844 45%	13535 45%	7410 50% bc	1556 48%	1891 51% bc	38452 50% h	41476 44%	1155 42%	9879 49%	69062 46%	10332 43%	71419 47% l	65361 46%	16733 47%
Very badly informed (1.0)	21541 12%	9733 12%	4147 11%	4251 14% ab	1766 12%	431 13%	387 10%	10753 14% h	9599 10%	877 32% jk	2284 11%	17853 12%	2769 12%	18747 12%	17489 12%	4052 11%
ALL WELL INFORMED -----	55206 31%	26227 32%	12046 32%	9407 31%	4392 30%	928 29%	1184 32%	21046 27%	32593 35% g	569 21%	6095 30% i	47075 31% i	8404 35% m	46488 30%	43983 31%	11223 32%
ALL BADLY INFORMED -----	103635 58%	48373 59% b	20991 55%	17786 59% b	9177 62% b	1987 61%	2278 62% b	49204 64% h	51075 54%	2032 74% jk	12163 61%	86915 58%	13101 55%	90166 59% l	82850 59%	20785 58%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q4B (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : Civilian employers  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	17791 10%	7592 9% f	4531 12% adf	3012 10% f	1269 9%	332 10% f	222 6%	6928 9%	10320 11% g	147 5%	1665 8%	15191 10% i	2493 10%	15282 10%	14216 10%	3575 10%
Not stated	536 *%	151 *%	283 1% acd	85 *%	0 0%	3 *%	13 *% d	90 *%	420 *% g	0 0%	170 1% k	284 *%	17 *%	519 *%	536 *% o	0 0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	158841	74600	33037	27194	13569	2915	3462	70251	83668	2601	18258	133990	21505	136654	126833	32008
Mean score	2.23	2.24	2.26 cd	2.20	2.20	2.18	2.27	2.16	2.29 g	1.91	2.22 i	2.24 i	2.28 m	2.22	2.23	2.24
Standard deviation	.69	.69	.70	.70	.66	.68	.71	.69	.69	.80	.66 i	.69 i	.70	.69	.70	.68
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.06	.02	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q4C  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The government  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very well informed (4.0)	19348 11%	13302 13% bcd	2254 8%	3187 8%	606 8%	1377 5%	3967 9% e	14004 13% ef	249 4%	575 7% h	1430 10% hi	40 5%	129 10% k	437 8%	737 5%	2583 11% n	9982 15% no
Quite well informed (3.0)	59783 34%	35299 35% b	7927 28%	14006 35% b	2550 35% b	10350 35% g	15476 36% g	33956 32%	1801 31% j	2570 30%	3557 26%	274 34%	467 35%	1809 35%	5209 37%	8893 39% p	21196 33%
Quite badly informed (2.0)	59735 34%	33622 33%	9974 36%	13567 34%	2571 35%	11760 40% fg	14614 34%	33361 32%	2374 41% j	3141 37%	4459 32%	360 45% lm	461 35%	1750 33%	5451 39% op	6902 30%	21269 33%
Very badly informed (1.0)	29296 17%	13878 14%	6539 23% acd	7587 19% a	1292 18% a	5170 18%	7599 18%	16526 16%	1221 21%	1856 22%	3462 25%	102 13%	249 19% k	940 18%	2427 17% p	3786 17% p	7664 12%
ALL WELL INFORMED	79131 45%	48600 48% bcd	10182 36%	17193 43% b	3156 43% b	11727 40%	19444 45% e	47960 46% e	2050 36%	3145 37%	4987 36%	313 39%	596 45%	2247 43%	5946 42%	11475 50% n	31179 48% n
ALL BADLY INFORMED	89030 50%	47500 47% acd	16513 59% acd	21154 53% a	3863 53% a	16930 58% fg	22213 52% g	49887 48%	3595 62%	4998 59%	7921 57%	463 58%	710 53%	2690 51%	7878 56% op	10688 47%	28933 45%
Don't Know	8395 5%	5208 5%	1256 4%	1622 4%	310 4%	475 2%	1318 3% e	6602 6% ef	97 2%	329 4% h	829 6% h	19 2%	25 2%	266 5% l	228 2%	578 3% l	4402 7% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table Q4C (continuation)

Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The government

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	611	292	104	188	28	42	64	505	12	21	71	4	3	20	0	23	269
	%	%	%	%	%	%	%	%	%	%	1%	1%	%	%	0%	%	%
								ef									n
Median	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3
Base for stats	168161	96100	26695	38347	7019	28657	41657	97847	5645	8143	12907	776	1306	4937	13824	22164	60112
Mean score	2.41	2.50	2.22	2.33	2.35	2.28	2.38	2.46	2.19	2.23	2.23	2.32	2.36	2.35	2.31	2.46	2.56
		bcd		b	b		e	ef								n	n
Standard deviation	.91	.90	.91	.89	.88	.81	.89	.93	.82	.88	.97	.77	.90	.89	.82	.91	.91
Standard error	.01	.02	.02	.02	.03	.01	.02	.02	.03	.03	.04	.05	.05	.05	.03	.03	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q4C (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The government  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very well informed (4.0)	19348 11%	352 4%	681 7%	2154 10%	640 7%	7272 10%	990 7%	4968 15%	5463 11%	4930 14%	5646 10%	3221 10%	2192 12%	3337 9%	4613 12%	2991 8%	10167 11%	1536 16%	29 7%
Quite well informed (3.0)	59783 34%	3066 36%	3547 34%	7394 35%	3434 40%	24504 35%	5380 35%	10029 31%	16131 33%	12951 37%	17536 32%	9755 32%	6494 35%	12826 35%	12872 35%	12107 32%	31284 34%	3087 31%	331 76%
Quite badly informed (2.0)	59735 34%	3575 42%	4109 39%	5883 28%	2517 29%	22977 33%	5813 38%	11537 35%	16673 34%	11137 32%	18416 34%	10302 33%	6221 33%	13271 36%	11961 32%	13747 36%	30278 33%	3342 34%	61 14%
Very badly informed (1.0)	29296 17%	1420 17%	1708 16%	4460 21%	1009 12%	11288 16%	2624 17%	4288 13%	9937 20%	3333 9%	9581 18%	6255 20%	3504 19%	6545 18%	4963 13%	7382 19%	15407 17%	1475 15%	0 0%
ALL WELL INFORMED	79131 45%	3417 40%	4228 40%	9548 45%	4075 47%	31775 45%	6370 42%	14997 46%	21594 44%	17880 51%	23182 42%	12976 42%	8686 46%	16163 44%	17485 47%	15099 40%	41451 46%	4623 47%	359 82%
ALL BADLY INFORMED	89030 50%	4994 58%	5817 56%	10343 49%	3526 41%	34264 49%	8437 55%	15825 48%	26610 54%	14470 41%	27997 51%	16557 54%	9726 52%	19816 54%	16924 46%	21129 55%	45685 50%	4817 49%	61 14%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q4C (continuation)

Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The government

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	8395 5%	131 2%	385 4%	1106 5%	946 11%	3879 6%	384 3%	1864 6%	1263 3%	2762 8%	3151 6%	1232 4%	299 2%	917 2%	2577 7%	1709 4%	3663 4%	265 3%	17 4%
Not stated	611 %	26 %	17 %	144 1%	40 %	355 1%	17 %	134 %	66 %	88 %	283 1%	143 %	12 %	86 %	10 %	253 1%	149 %	199 2%	0 0%
Median	2	2	2	2	3	2	2	2	2	3	2	2	2	2	3	2	2	2	3
Base for stats	168161	8412	10044	19891	7601	66040	14807	30821	48203	32351	51179	29533	18412	35979	34409	36228	87136	9440	420
Mean score	2.41	2.28	2.32	2.36	2.49	2.42	2.32	2.51	2.36	2.60	2.38	2.34	2.40	2.36	2.50	2.30	2.42	2.50	2.92
Standard deviation	.91	.79	.83	.95	.83	.90	.84	.92	.93	.87	.91	.93	.93	.88	.90	.88	.91	.94	.46
Standard error	.01	.03	.03	.03	.05	.02	.02	.04	.02	.03	.02	.02	.03	.01	.03	.02	.01	.04	.11

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q4C (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The government  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very well informed (4.0)	19348 11%	8854 11% e	4669 12% e	3316 11% e	1775 12% e	228 7%	353 10%	5856 8%	13173 14% g	304 11%	2955 15% k	15733 11%	3442 14% m	15865 10%	14922 11%	4426 12% n
Quite well informed (3.0)	59783 34%	27548 33%	12941 34%	10143 33%	4882 33%	1199 37%	1612 44% abcd	25861 33%	31823 34%	501 18%	5716 28% i	52123 35% ij	7810 33%	51704 34%	48024 34%	11758 33%
Quite badly informed (2.0)	59735 34%	27972 34%	12478 33%	10098 33%	5130 35%	1072 33%	1172 32%	29133 38% h	28825 31%	883 32%	6440 32%	50905 34%	7585 32%	51828 34%	48432 34% o	11303 32%
Very badly informed (1.0)	29296 17%	13238 16%	5781 15%	5505 18% bf	2614 18%	629 19% f	506 14%	14130 18% h	14326 15%	1033 38% jk	4369 22% k	23009 15%	3509 15%	25729 17%	23079 16%	6216 17%
ALL WELL INFORMED -----	79131 45%	36402 44%	17610 47%	13459 44%	6658 45%	1428 44%	1965 53% abcde	31717 41% g	44996 48% g	806 29%	8671 43% i	67856 45% i	11253 47%	67569 44%	62946 44%	16185 45%
ALL BADLY INFORMED -----	89030 50%	41210 50%	18259 48%	15602 52% bf	7744 52% bf	1701 52%	1678 45%	43263 56% h	43151 46%	1916 70% jk	10809 54% k	73913 49%	11094 46%	77557 51% l	71511 51%	17519 49%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q4C (continuation)

Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The government

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	8395 5%	4466 5% cdf	1757 5% df	1129 4% f	429 3%	109 3%	54 1%	2186 3%	5779 6% g	19 1%	443 2%	7343 5% ij	1604 7% m	6782 4%	6517 5%	1879 5%
Not stated	611 *%	266 *%	225 1% d	100 *%	7 *%	13 *%	0 0%	102 *%	483 1% g	7 *%	170 1% k	353 *%	64 *%	547 *%	611 *% o	0 0%
Median	2	2	2	2	2	2	3	2	3	2	2	2	3	2	2	2
Base for stats	168161	77612	35870	29061	14402	3128	3643	74979	88147	2721	19480	141769	22347	145125	134457	33704
Mean score	2.41	2.41	2.46 ce	2.39	2.40	2.33	2.50 ce	2.31	2.50 g	2.03	2.37 i	2.43 i	2.50 m	2.40	2.41	2.43
Standard deviation	.91	.90	.91	.92	.92	.88	.85	.86	.93	1.01	.99	.89	.93	.90	.90	.94
Standard error	.01	.02	.02	.02	.03	.05	.04	.01	.02	.08	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q4D  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The media  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very well informed (4.0)	6846 4%	4273 4% b	796 3%	1503 4%	273 4%	757 3%	1788 4% e	4301 4% e	91 2%	254 3% h	452 3% h	27 3%	51 4%	195 4%	448 3%	1095 5%	2730 4%
Quite well informed (3.0)	64658 36%	38194 38% bd	9339 33%	14639 36% b	2486 34%	11567 40% g	17233 40% g	35858 34%	2177 38% j	3042 36% j	4120 30%	275 34%	546 41% m	1665 32%	5989 43% p	9531 42% p	22674 35%
Quite badly informed (2.0)	72603 41%	40026 39%	12220 44% a	17153 43% a	3204 44% a	12939 44% fg	18024 42%	41640 40%	2537 44%	3760 44%	5922 43%	390 49% l	535 40%	2279 44%	5985 43%	9145 40%	24897 38%
Very badly informed (1.0)	22715 13%	12371 12%	4499 16% ac	4747 12%	1098 15% ac	3331 11%	4453 10%	14931 14% ef	850 15%	1129 13%	2519 18% i	84 10%	137 10%	878 17% kl	1449 10%	2232 10%	8690 13% o
ALL WELL INFORMED -----	71504 40%	42466 42% bd	10135 36%	16142 40% b	2760 38%	12324 42% g	19021 44% g	40159 38%	2267 39% j	3296 39% j	4572 33%	303 38%	597 45% m	1860 36%	6437 46% p	10626 47% p	25403 39%
ALL BADLY INFORMED -----	95318 54%	52397 52%	16718 60% ac	21900 55% a	4302 58% ac	16270 56% f	22477 52%	56571 54%	3387 59%	4890 58%	8441 61%	474 59% l	672 50% l	3156 60% l	7433 53%	11377 50%	33587 52%
Don't Know	9739 5%	6427 6% bcd	1123 4%	1904 5%	284 4%	530 2%	1448 3% e	7761 7% ef	87 2%	278 3% h	758 5% hi	19 2%	59 4%	206 4%	182 1%	722 3% n	5524 9% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q4D (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The media  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	607	309	77	210	11	50	93	464	12	30	36	4	6	0	0	40	269
	%	%	%	1%	%	%	%	%	%	%	%	1%	%	0%	0%	%	%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	166822	94863	26854	38043	7062	28594	41498	96730	5655	8185	13014	776	1269	5017	13870	22003	58990
Mean score	2.33	2.36	2.24	2.34	2.27	2.34	2.39	2.31	2.27	2.30	2.19	2.32	2.40	2.23	2.39	2.43	2.33
Standard deviation	.76	.76	.76	.74	.77	.71	.73	.78	.73	.74	.78	.71	.73	.78	.72	.74	.78
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.02	.02	.03	.04	.04	.05	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q4D (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The media  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very well informed (4.0)	6846 4%	191 2%	388 4%	924 4% a	281 3%	2950 4% fg	459 3%	815 2%	2312 5% fg	943 3%	2346 4%	1290 4%	906 5% i	1344 4%	1266 3% o	678 2%	4169 5% o	726 7% nop	6 1%
Quite well informed (3.0)	64658 36%	3126 36%	4114 39% c	7399 35%	2682 31%	25963 37% g	6085 40% deg	10224 31%	19449 39% dg	12823 36%	18637 34%	10462 34%	7394 39% jk	15078 41% ijk	12889 35%	12509 33%	35372 39% no	3642 37%	145 33%
Quite badly informed (2.0)	72603 41%	4027 47% c	4583 44%	8542 40%	3780 44%	26944 38%	6619 44% eh	14946 46% eh	20098 41%	13904 39%	21876 40%	13405 43% j	7603 41%	15458 42%	15137 41%	17788 47% np	34876 38%	4147 42%	286 65%
Very badly informed (1.0)	22715 13%	949 11%	954 9%	2844 13% b	1022 12%	9412 13% f	1559 10%	4674 14% f	5862 12%	4289 12%	8250 15% lm	4092 13% m	2147 11%	3858 10%	4771 13% q	5309 14% q	11704 13% q	874 9%	0 0%
ALL WELL INFORMED -----	71504 40%	3317 39%	4502 43% a	8323 39%	2964 35%	28912 41% dg	6544 43% dg	11038 34%	21761 44% deg	13766 39%	20983 38%	11752 38%	8300 44% ijk	16423 44% ijk	14155 38% o	13186 35%	39541 43% no	4368 44% no	151 35%
ALL BADLY INFORMED -----	95318 54%	4976 58% b	5538 53% b	11386 54%	4802 56%	36356 52%	8178 54%	19620 60% efh	25960 52%	18193 52%	30127 55% m	17498 57% ilm	9750 52%	19316 52%	19908 54%	23097 60% npq	46580 51%	5021 51%	286 65%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q4D (continuation)

Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The media

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	9739 5%	242 3%	389 4%	1273 6% ab	781 9% fh	4707 7% fh	476 3%	2084 6% fh	1631 3%	3189 9% jklm	3311 6% lm	1430 5% m	658 4%	1124 3%	2852 8% opq	1695 4%	4641 5%	386 4%	0 0%
Not stated	607 *%	34 *%	17 *%	159 1%	40 *%	299 *% f	10 *%	78 *%	180 *% f	52 *%	192 *%	228 1% lm	15 *%	120 *%	81 *%	211 1% p	186 *%	129 1% np	0 0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	166822	8293	10040	19710	7765	65268	14722	30658	47720	31959	51109	29250	18050	35739	34064	36283	86121	9390	437
Mean score	2.33	2.31	2.39	2.32	2.29	2.34	2.37	2.23	2.38	2.33	2.30	2.31	2.39	2.39	2.31	2.24	2.37	2.45	2.36
Standard deviation	.76	.70	.71	.78	.73	.78	.71	.73	.76	.74	.79	.76	.76	.73	.75	.71	.78	.77	.51
Standard error	.01	.02	.02	.02	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.12

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q4D (continuation)

Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The media

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very well informed (4.0)	6846 4%	2351 3%	2285 6% acd	1154 4%	596 4% a	160 5% a	257 7% acd	2114 3%	4655 5% g	122 4%	902 4%	5569 4%	919 4%	5915 4%	5194 4%	1652 5% n
Quite well informed (3.0)	64658 36%	29078 35%	13126 35%	11885 39% ab	5749 39% ab	1486 46% abcd	1423 38%	28482 37%	34574 37%	818 30%	7793 39% i	54391 36%	9660 40% m	54761 36%	51109 36%	13549 38%
Quite badly informed (2.0)	72603 41%	35144 43% bce	15005 40%	11829 39%	6229 42% e	1170 36%	1492 40%	34691 45% h	35630 38%	1211 44%	7623 38%	62043 42% j	8486 35%	63700 42% l	57899 41%	14705 41%
Very badly informed (1.0)	22715 13%	10427 13%	5073 13%	3956 13%	1730 12%	328 10%	428 12%	9311 12%	12562 13%	565 21% jk	2754 14%	18837 13%	3233 13%	19459 13%	18728 13% o	3987 11%
ALL WELL INFORMED -----	71504 40%	31430 38%	15411 41%	13039 43% a	6345 43% a	1647 51% abcd	1680 45% a	30596 40%	39229 42%	941 34%	8695 43% i	59961 40%	10579 44% m	60676 40%	56303 40%	15201 43% n
ALL BADLY INFORMED -----	95318 54%	45570 55% ce	20077 53% e	15786 52% e	7959 54% e	1499 46%	1920 52%	44002 57% h	48192 51%	1776 65% jk	10377 52%	80880 54%	11719 49%	83159 55% l	76626 54%	18692 53%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q4D (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? : The media  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	9739 5%	5032 6%	2205 6%	1348 4%	527 4%	92 3%	97 3%	2523 3%	6553 7%	31 1%	852 4%	8270 6%	1672 7%	8058 5%	8049 6%	1690 5%
Not stated	607 *%	312 *%	158 *%	117 *%	7 *%	13 *%	0 0%	147 *%	435 *%	0 0%	170 1%	356 *%	46 *%	561 *%	607 *%	0 0%
Median	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2
Base for stats	166822	77000	35488	28825	14304	3145	3600	74598	87421	2717	19072	140840	22298	143835	132929	33893
Mean score	2.33	2.30	2.36	2.36	2.36	2.47	2.42	2.31	2.36	2.18	2.36	2.33	2.37	2.33	2.32	2.38
Standard deviation	.76	.74	.80	.76	.75	.75	.79	.72	.79	.81	.78	.75	.78	.76	.76	.75
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.06	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q4SUM  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? SUMMARY  
 Base: All respondents

	Q4 Statements			
	The general public	Civilian employers	The government	The media
	a	b	c	d
Unweighted Base	9106	9106	9106	9106
Base	177168	177168	177168	177168
Very well informed	2340 1%	2638 1%	19348 11% abd	6846 4% ab
Quite well informed	48742 28%	52568 30% a	59783 34% ab	64658 36% abc
Quite badly informed	90831 51% bcd	82094 46% cd	59735 34%	72603 41% c
Very badly informed	30124 17% bd	21541 12%	29296 17% bd	22715 13%
ALL WELL INFORMED -----	51082 29%	55206 31% a	79131 45% abd	71504 40% ab
ALL BADLY INFORMED -----	120955 68% bcd	103635 58% cd	89030 50%	95318 54% c
Don't Know	4791 3%	17791 10% acd	8395 5% a	9739 5% ac
Not stated	340 *% a	536 *% a	611 *% a	607 *% a

Columns Tested: a,b,c,d

Conducted by: Lord Ashcroft

Table Q4SUM (continuation)  
 Q4 How well informed do you think the following groups are about day-to-day life in the Forces? SUMMARY  
 Base: All respondents

	Q4 Statements			
	The general public	Civilian employers	The government	The media
.	a	b	c	d
Unweighted Base	9106	9106	9106	9106
Base	177168	177168	177168	177168
Mean score	***	***	***	***

Columns Tested: a,b,c,d

Table Q5  
 Q5 Which of the following do you think best describes the way the public feel towards Service personnel?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Supportive	112709 64%	64542 64%	17139 61%	26697 66%	4330 59%	20666 71%	28770 67%	63273 60%	3905 68%	5406 64%	7828 57%	560 70%	854 64%	2917 56%	10129 72%	15243 67%	39170 60%
		d		abd		fg	g		j	j		m	m		op	p	
Proud	90748 51%	56078 55%	12834 46%	18163 45%	3673 50%	12917 44%	23296 54%	54535 52%	2370 41%	4173 49%	6291 46%	364 46%	673 50%	2636 50%	6846 49%	13357 59%	35875 55%
		bcd		bc		e	e		h						n	n	
Respectful	83754 47%	49111 48%	12698 45%	18424 46%	3521 48%	12044 41%	19354 45%	52356 50%	2471 43%	3827 45%	6400 46%	287 36%	625 47%	2609 50%	5904 42%	10411 46%	32797 51%
		b				e	ef					k	k				n
Sympathetic	60558 34%	35089 35%	9624 34%	13444 33%	2400 33%	10582 36%	16371 38%	33605 32%	1936 34%	3280 39%	4409 32%	323 40%	497 37%	1581 30%	5411 39%	8598 38%	21080 33%
						g	g			hj		m			p	p	
Grateful	48662 27%	28470 28%	7238 26%	10792 27%	2162 29%	8019 27%	11854 28%	28789 27%	1525 27%	2287 27%	3426 25%	225 28%	344 26%	1593 30%	3819 27%	6456 28%	18195 28%
					b												
Admiring	44581 25%	27200 27%	6350 23%	9423 23%	1608 22%	8444 29%	11071 26%	25066 24%	1418 25%	1928 23%	3005 22%	199 25%	335 25%	1074 21%	4452 32%	6241 27%	16507 25%
		bcd				fg									op		
Indifferent	26387 15%	11508 11%	5833 21%	7840 20%	1207 16%	5255 18%	6191 14%	14941 14%	1370 24%	1557 18%	2905 21%	157 20%	226 17%	824 16%	1710 12%	2643 12%	7155 11%
			ad	ad	a	fg			i								
Wary	22803 13%	13034 13%	3031 11%	5374 13%	1364 19%	3074 11%	4022 9%	15707 15%	518 9%	799 9%	1714 12%	104 13%	155 12%	1105 21%	1496 11%	2046 9%	9493 15%
		b		b	abc			ef			h			kl			no
Intimidated	13322 8%	8834 9%	1405 5%	2546 6%	537 7%	1483 5%	1859 4%	9980 10%	234 4%	233 3%	938 7%	54 7%	82 6%	401 8%	788 6%	1190 5%	6857 11%
		bc		b	b			ef			hi						no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q5 (continuation)  
 Q5 Which of the following do you think best describes the way the public feel towards Service personnel?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Condescending	9325 5%	4609 5%	2142 8% acd	2166 5%	408 6%	748 3%	1855 4% e	6722 6% ef	162 3%	469 6% h	1511 11% hi	39 5%	69 5%	299 6%	330 2%	958 4% n	3320 5% n
Jealous	5789 3%	3273 3%	976 3% c	1028 3%	512 7% abc	539 2%	848 2%	4403 4% ef	157 3%	179 2%	639 5% i	17 2%	46 3%	449 9% kl	177 1%	462 2%	2633 4% no
Afraid	2890 2%	2152 2% bcd	194 1%	487 1%	56 1%	140 *% *	287 1%	2463 2% ef	25 *% *	30 *% *	140 1%	4 1%	0 0% l	52 1%	74 1%	183 1%	1895 3% no
Not stated	1063 1%	827 1% cd	117 *% *	104 *% *	16 *% *	30 *% *	50 *% *	984 1% ef	19 *% *	10 *% *	88 1%	0 0% *	0 0% *	16 *% *	0 0% *	27 *% *	799 1% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q5 (continuation)  
 Q5 Which of the following do you think best describes the way the public feel towards Service personnel?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Supportive	112709 64%	6072 71% c	7267 70% c	13358 63%	5270 61%	42959 61%	10605 70% degh	20768 63%	32671 66% e	21203 60%	33778 62%	19906 64% i	12154 65% i	25341 69% ijkl	24154 65% oq	22795 60%	59163 65% oq	5870 59%	290 66%
Proud	90748 51%	3337 39%	5094 49% a	9732 46% a	5014 58% ef	35293 50% f	7104 47% f	17149 52% f	25846 52% f	18632 53% j	26008 48% j	16428 53% j	10426 56% jm	19031 51% j	19751 53% o	18082 47% o	47094 52% o	5233 53% o	365 84%
Respectful	83754 47%	3382 39%	4492 43%	10551 50% ab	4728 55% efh	32139 46% f	6398 42% efh	18331 56% efh	21779 44%	19271 55% jklm	25943 48% km	13339 43%	8685 46% p	16242 44%	18646 50% p	18999 50% p	40445 44% p	4853 49% p	320 73%
Sympathetic	60558 34%	2912 34%	3996 38% c	6536 31%	1671 19%	23798 34% d	5737 38% deg	10299 31% d	18860 38% deg	10063 29%	17540 32%	11449 37% ij	7279 39% ij	13851 37% ij	10503 28%	13148 34% n	32562 36% n	4073 41% nop	145 33%
Grateful	48662 27%	2450 29%	2767 26%	5575 26%	1943 23%	19411 28%	4269 28%	9868 30% dh	13094 26%	9501 27%	14981 27%	8813 29%	5437 29%	9915 27%	9814 27%	11252 29% q	24884 27% q	2209 22%	80 18%
Admiring	44581 25%	2375 28% c	2567 25%	4481 21%	1772 21%	18227 26% g	4325 28% dg	7095 22% g	13016 26% g	8186 23%	14402 26% k	6969 23%	4525 24%	10218 28% ikl	9106 25%	10158 27%	22809 25%	2232 23%	53 12%
Indifferent	26387 15%	2018 24% bc	1765 17%	4056 19%	689 8%	10557 15% d	2614 17% d	4741 14% d	7664 15% d	4168 12%	9065 17% il	4960 16% il	2415 13%	5657 15% il	5590 15%	5640 15%	13706 15%	1378 14%	8 2%
Wary	22803 13%	956 11%	1022 10%	3395 16% ab	2098 24% efgh	9556 14% fh	1307 9%	5013 15% fh	4706 10%	6167 18% klm	8162 15% klm	3525 11% m	1776 9%	3122 8%	5505 15% p	5870 15% p	10186 11%	1203 12%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q5 (continuation)  
 Q5 Which of the following do you think best describes the way the public feel towards Service personnel?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Intimidated	13322 8%	407 5%	354 3%	1785 8% ab	1312 15% efgh	5920 8% fh	515 3%	3253 10% fh	2255 5% f	3778 11% klm	5434 10% klm	1939 6% lm	849 5%	1302 4%	2447 7%	3901 10% npq	6201 7%	583 6%	0 0%
Condescending	9325 5%	217 3%	358 3%	1591 8% ab	249 3%	4115 6% fh	566 4%	2468 8% dfh	1837 4%	2266 6% lm	3633 7% klm	1419 5% lm	533 3%	1244 3%	1889 5%	2649 7% np	4057 4%	620 6%	34 8%
Jealous	5789 3%	187 2%	160 2%	681 3% b	846 10% efgh	2310 3%	358 2%	940 3%	1302 3%	1756 5% km	1841 3% m	738 2%	666 4% m	788 2%	1466 4% p	1483 4% p	2418 3%	412 4% p	0 0%
Afraid	2890 2%	37 *% ab	75 1%	375 2% ab	252 3% fh	1583 2% fh	48 *% f	498 2% f	439 1% f	854 2% km	1119 2% m	382 1% m	303 2% m	173 *% m	874 2% pq	811 2% pq	1102 1%	67 1%	0 0%
Not stated	1063 1%	11 *% op	12 *% op	81 *% op	0 0% op	613 1% fh	0 0% fh	378 1% fh	72 *% op	129 *% l	766 1% iklm	129 *% lm	0 0% op	39 *% op	385 1% op	92 *% op	426 *% op	160 2% op	0 0% op

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q5 (continuation)  
 Q5 Which of the following do you think best describes the way the public feel towards Service personnel?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Supportive	112709 64%	52234 63%	24354 64%	19176 63%	9619 65%	2256 69%	2548 69%	50233 65%	58944 62%	1385 50%	12905 64%	95567 64%	15650 65%	96414 63%	89194 63%	23515 66%
Proud	90748 51%	41461 50%	19858 52%	15989 53%	7251 49%	1376 42%	2135 58%	39324 51%	48627 52%	1170 43%	10097 50%	76780 51%	12447 52%	78112 51%	72081 51%	18667 52%
Respectful	83754 47%	41267 50%	16627 44%	14204 47%	6483 44%	1470 45%	1562 42%	34089 44%	46905 50%	1222 44%	8155 41%	71696 48%	11217 47%	72178 47%	67788 48%	15966 45%
Sympathetic	60558 34%	25414 31%	14293 38%	11651 38%	5284 36%	1263 39%	1483 40%	27158 35%	31715 34%	1187 43%	7922 39%	49775 33%	8032 33%	52126 34%	49031 35%	11527 32%
Grateful	48662 27%	22367 27%	10838 29%	7879 26%	4262 29%	882 27%	1201 32%	20006 26%	26909 29%	898 33%	5817 29%	40605 27%	6827 28%	41801 27%	39984 28%	8678 24%
Admiring	44581 25%	20524 25%	9669 26%	7120 24%	4288 29%	924 28%	1071 29%	20372 26%	23064 24%	593 22%	5630 28%	37203 25%	6683 28%	37811 25%	35732 25%	8849 25%
Indifferent	26387 15%	12660 15%	5438 14%	4228 14%	2342 16%	589 18%	339 9%	12951 17%	12756 14%	676 25%	2780 14%	22353 15%	3379 14%	22777 15%	21798 15%	4590 13%
Wary	22803 13%	12746 15%	4262 11%	2979 10%	1247 8%	323 10%	262 7%	9526 12%	12662 13%	380 14%	2340 12%	19618 13%	3472 14%	19303 13%	18487 13%	4316 12%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q5 (continuation)  
 Q5 Which of the following do you think best describes the way the public feel towards Service personnel?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Intimidated	13322 8%	7104 9%	2973 8%	1613 5%	631 4%	102 3%	76 2%	4381 6%	8266 9%	271 10%	1332 7%	11468 8%	1855 8%	11399 7%	11286 8%	2036 6%
		cdef	cdef	f	f				g						o	
Condescending	9325 5%	4569 6%	1939 5%	1212 4%	896 6%	80 2%	98 3%	3783 5%	5200 6%	254 9%	1079 5%	7850 5%	1359 6%	7928 5%	7623 5%	1701 5%
		cef	ef		cef					k						
Jealous	5789 3%	2834 3%	1364 4%	948 3%	255 2%	54 2%	35 1%	1746 2%	3948 4%	69 3%	637 3%	4789 3%	636 3%	5141 3%	5341 4%	448 1%
		df	df	df					g						o	
Afraid	2890 2%	1732 2%	580 2%	405 1%	33 *	18 1%	45 1%	820 1%	1780 2%	77 3%	448 2%	2348 2%	874 4%	2016 1%	2397 2%	493 1%
		cd	d	d			d		g				m			
Not stated	1063 1%	508 1%	321 1%	105 *	0 0%	0 0%	0 0%	156 *	907 1%	36 1%	263 1%	694 *	17 *	1046 1%	1063 1%	0 0%
		d	cd	d					g		k			l	o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q6A  
 Q6 How strongly do you agree or disagree with the following statements? : The public support the Armed Forces, even if they don't agree with the operations they are sent on  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	35887 20%	23501 23%	4082 15%	7130 18%	1176 16%	6304 22%	9201 21%	20383 19%	1024 18%	1395 16%	1662 12%	222 28%	215 16%	738 14%	3631 26%	5707 25%	14162 22%
Agree (3.0)	106589 60%	59569 59%	17354 62%	24844 62%	4822 66%	19558 67%	27473 64%	59558 57%	3921 68%	5439 64%	7994 58%	508 64%	909 68%	3405 65%	9147 65%	14105 62%	36317 56%
Disagree (2.0)	25968 15%	13812 14%	5088 18%	6017 15%	1051 14%	2655 9%	5100 12%	18212 17%	647 11%	1327 16%	3114 23%	56 7%	151 11%	844 16%	1023 7%	2370 10%	10420 16%
Strongly Disagree (1.0)	4670 3%	2125 2%	1037 4%	1296 3%	212 3%	422 1%	775 2%	3472 3%	91 2%	197 2%	748 5%	10 1%	27 2%	174 3%	171 1%	361 2%	1593 2%
ALL AGREE -----	142476 80%	83069 82%	21436 76%	31974 80%	5997 82%	25863 89%	36673 85%	79940 76%	4945 86%	6834 80%	9656 70%	730 91%	1124 84%	4143 79%	12779 91%	19811 87%	50479 78%
ALL DISAGREE -----	30637 17%	15937 16%	6124 22%	7313 18%	1263 17%	3078 11%	5876 14%	21684 21%	739 13%	1524 18%	3862 28%	67 8%	178 13%	1019 20%	1193 8%	2730 12%	12013 19%
Don't Know	3166 2%	1831 2%	459 2%	782 2%	94 1%	209 1%	439 1%	2518 2%	58 1%	129 2%	272 2%	0 0%	33 2%	61 1%	80 1%	201 1%	1550 2%
Not stated	888 1%	764 1%	34 *%	88 *%	2 *%	25 *%	51 *%	812 1%	12 *%	6 *%	17 *%	2 *%	0 0%	0 0%	0 0%	23 *%	741 1%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q6A (continuation)

Q6 How strongly do you agree or disagree with the following statements? : The public support the Armed Forces, even if they don't agree with the operations they are sent on Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	173114	99006	27560	39287	7261	28940	42549	101625	5684	8358	13518	797	1302	5162	13972	22542	62492
Mean score	3.00	3.05	2.89	2.96	2.96	3.10	3.06	2.95	3.03	2.96	2.78	3.18	3.01	2.91	3.16	3.12	3.01
		bcd		b	b	fg	g		ij	j		lm			p	p	
Standard deviation	.68	.68	.69	.68	.65	.60	.64	.72	.60	.65	.73	.61	.60	.66	.60	.64	.70
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.04	.03	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q6A (continuation)

Q6 How strongly do you agree or disagree with the following statements? : The public support the Armed Forces, even if they don't agree with the operations they are sent on  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	35887 20%	1427 17%	1883 18%	3820 18%	2450 29% efgh	13129 19%	3242 21% e	6560 20%	10445 21% e	6387 18%	10813 20%	6494 21%	4059 22%	8115 22% i	7503 20%	7987 21%	18049 20%	2222 22%	95 22%
Agree (3.0)	106589 60%	5982 70% c	7020 67% c	11842 56%	3931 46%	42552 61% dg	9963 66% deg	17696 54% d	31989 65% deg	20078 57%	31585 58%	18252 59%	12081 65% ijk	24049 65% ijk	20504 55%	21641 57%	58051 64% noq	5527 56%	342 78%
Disagree (2.0)	25968 15%	929 11%	1254 12%	3834 18% ab	1624 19% fh	10938 16% fh	1624 11% fh	6056 18% fh	5612 11%	6120 17% lm	9142 17% lm	4533 15% lm	2106 11% lm	3986 11%	6518 18% p	6877 18% p	10922 12% p	1549 16% p	0 0%
Strongly Disagree (1.0)	4670 3%	150 2%	191 2%	956 5% ab	366 4% fh	1756 2% fh	237 2% efh	1404 4% efh	825 2%	1357 4% lm	1683 3% lm	890 3% lm	259 1% lm	446 1%	1460 4% pq	1067 3%	1936 2%	171 2%	0 0%
ALL AGREE -----	142476 80%	7409 86% c	8903 85% c	15662 74%	6381 74%	55681 79% g	13205 87% deg	24255 74% deg	42434 86% deg	26465 75%	42398 78%	24745 80% i	16139 86% ijk	32164 87% ijk	28007 76%	29628 78%	76100 84% noq	7749 78%	437 100%
ALL DISAGREE -----	30637 17%	1079 13%	1444 14%	4790 23% ab	1990 23% efh	12694 18% fh	1861 12% efh	7460 23% efh	6436 13%	7477 21% klm	10825 20% lm	5422 18% lm	2364 13% lm	4432 12%	7977 22% pq	7944 21% p	12858 14% p	1721 17% p	0 0%
Don't Know	3166 2%	70 1%	77 1%	635 3% ab	61 1% f	1238 2% f	134 1% defh	1104 3% defh	598 1%	974 3% lm	962 2% m	633 2% lm	184 1%	352 1%	615 2%	466 1%	1802 2% o	283 3% o	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q6A (continuation)

Q6 How strongly do you agree or disagree with the following statements? : The public support the Armed Forces, even if they don't agree with the operations they are sent on  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	888 1%	11 *%	22 *%	55 *%	155 2%	661 1%	8 *%	0 0%	64 *%	283 1%	427 1%	107 *%	35 *%	35 *%	397 1%	151 *%	188 *%	152 2%	0 0%
					fg	gh				lm	lm	m			op			op	
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	173114	8487	10348	20452	8371	68375	15066	31715	48870	33942	53223	30168	18504	36596	35984	37572	88958	9470	437
Mean score	3.00	3.02	3.02	2.91	3.01	2.98	3.08	2.93	3.07	2.93	2.97	3.01	3.08	3.09	2.95	2.97	3.04	3.03	3.22
		c	c				eg		eg			i	ijk	ijk			no	n	
Standard deviation	.68	.59	.61	.74	.81	.67	.62	.75	.63	.72	.71	.70	.62	.61	.74	.71	.64	.69	.41
Standard error	.01	.02	.02	.02	.05	.01	.01	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.10

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q6A (continuation)

Q6 How strongly do you agree or disagree with the following statements? : The public support the Armed Forces, even if they don't agree with the operations they are sent on Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	35887 20%	15914 19%	7730 20%	6353 21%	3153 21%	583 18%	796 22%	15559 20%	19619 21%	807 29%	4427 22%	29896 20%	5082 21%	30746 20%	28139 20%	7749 22%
Agree (3.0)	106589 60%	48105 58%	23212 61% a	18626 61% a	9509 64% a	2231 69% abc	2523 68% abc	49507 64% h	53412 57%	1373 50%	11674 58%	90419 60% i	13432 56%	92614 61% l	84686 60%	21903 62%
Disagree (2.0)	25968 15%	14009 17% bcdef	4937 13% f	4083 13% df	1645 11%	362 11%	280 8%	9220 12%	15911 17% g	419 15%	2913 14%	22038 15%	4249 18% m	21634 14%	21298 15% o	4670 13%
Strongly Disagree (1.0)	4670 3%	2566 3% cd	1012 3%	575 2%	248 2%	45 1%	58 2%	1693 2%	2766 3% g	120 4%	758 4% k	3749 3%	393 2%	4265 3%	3857 3%	813 2%
ALL AGREE -----	142476 80%	64019 78%	30942 82% a	24980 82% a	12662 85% abc	2814 87% ab	3319 90% abcd	65066 84% h	73031 77%	2180 79%	16101 80%	120315 80%	18514 77%	123360 81% l	112825 80%	29652 83% n
ALL DISAGREE -----	30637 17%	16575 20% bcdef	5949 16% df	4658 15% df	1893 13%	407 13%	338 9%	10913 14%	18677 20% g	538 20%	3671 18%	25787 17%	4643 19%	25900 17%	25155 18% o	5482 15%
Don't Know	3166 2%	1414 2%	739 2% c	339 1%	267 2%	30 1%	40 1%	991 1%	2110 2% g	29 1%	171 1%	2911 2% j	760 3% m	2406 2%	2718 2% o	449 1%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q6A (continuation)

Q6 How strongly do you agree or disagree with the following statements? : The public support the Armed Forces, even if they don't agree with the operations they are sent on  
 Base: All respondents

Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type		
	No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	888 1%	336 *%	222 1%	314 1%	16 *%	0 0%	0 0%	298 *%	590 1%	0 0%	151 1%	452 *%	99 *%	789 1%	888 1%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	173114	80594	36890	29637	14555	3221	3657	75979	91708	2719	19771	146102	23156	149259	137980	35134
Mean score	3.00	2.96	3.02	3.04	3.07	3.04	3.11	3.04	2.98	3.05	3.00	3.00	3.00	3.00	2.99	3.04
Standard deviation	.68	.71	.67	.65	.63	.59	.59	.64	.71	.79	.72	.68	.69	.68	.69	.67
Standard error	.01	.01	.02	.02	.02	.03	.03	.01	.01	.06	.02	.01	.02	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q6B  
 Q6 How strongly do you agree or disagree with the following statements? : It is clear that the public are grateful for the military's role in keeping the country safe  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	26490 15%	19262 19% bcd	2416 9%	4141 10% b	670 9%	2227 8%	5412 13% e	18851 18% ef	305 5%	809 10% h	1302 9% h	69 9%	100 7%	501 10%	1361 10%	3485 15% n	14417 22% no
Agree (3.0)	101527 57%	59119 58% c	15556 55%	22312 56%	4540 62% bc	17271 59% g	26269 61% g	57987 55%	3167 55%	4892 58%	7497 54%	492 62%	883 66%	3165 61%	8942 64% p	14159 62% p	36017 56%
Disagree (2.0)	37564 21%	18005 18%	7456 27% ad	10525 26% ad	1578 21% a	7785 27% fg	8962 21% fg	20817 20%	1829 32% ij	2130 25%	3497 25%	205 26% l	250 19%	1123 22%	3035 22% op	4065 18%	10905 17%
Strongly Disagree (1.0)	4914 3%	2125 2%	1215 4% ac	1319 3% a	255 3% a	867 3%	1041 2%	3007 3%	237 4%	249 3%	729 5% i	13 2%	52 4%	190 4%	351 2%	562 2%	1212 2%
ALL AGREE -----	128017 72%	78381 77% bcd	17973 64%	26453 66%	5210 71% bc	19498 67%	31681 74% e	76838 73% e	3472 60%	5702 67% h	8799 64%	561 70%	983 74%	3667 70%	10303 73%	17644 78% n	50434 78%
ALL DISAGREE -----	42479 24%	20130 20%	8672 31% ad	11844 29% ad	1833 25% a	8651 30% fg	10004 23%	23824 23%	2066 36% ij	2379 28%	4227 31%	218 27%	302 23%	1314 25%	3386 24% op	4627 20%	12117 19%
Don't Know	5716 3%	2270 2%	1339 5% a	1796 4% a	312 4% a	980 3%	1277 3%	3459 3%	197 3%	412 5%	729 5%	21 3%	48 4%	243 5%	362 3%	431 2%	1477 2%
Not stated	956 1%	818 1% bcd	71 *% *	64 *% *	2 *% *	45 *% *	77 *% *	834 1% ef	19 *% *	0 0% *	52 *% *	0 0% *	2 *% *	0 0% *	0 0% *	63 *% *	756 1% no
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q6B (continuation)

Q6 How strongly do you agree or disagree with the following statements? : It is clear that the public are grateful for the military's role in keeping the country safe

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	170496	98512	26645	38297	7043	28149	41685	100662	5538	8081	13026	778	1285	4980	13690	22271	62551
Mean score	2.88	2.97	2.72	2.76	2.80	2.74	2.86	2.92	2.64	2.77	2.72	2.79	2.80	2.80	2.83	2.92	3.02
Standard deviation	.69	.68	.69	.68	.65	.64	.65	.71	.65	.66	.72	.61	.63	.66	.63	.66	.69
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.04	.03	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q6B (continuation)

Q6 How strongly do you agree or disagree with the following statements? : It is clear that the public are grateful for the military's role in keeping the country safe

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	26490 15%	493 6%	1018 10%	2631 12%	2373 28%	9864 14%	1609 11%	6543 20%	6058 12%	7364 21%	8331 15%	4383 14%	2062 11%	4110 11%	8228 22%	4967 13%	11608 13%	1552 16%	2 **
Agree (3.0)	101527 57%	4669 54%	6335 61%	11308 53%	3872 45%	39860 57%	9311 61%	17842 54%	30230 61%	18446 52%	30799 56%	17448 56%	11619 62%	22989 62%	18574 50%	21235 56%	55200 61%	5762 58%	395 90%
Disagree (2.0)	37564 21%	2715 32%	2517 24%	5292 25%	1842 21%	15500 22%	3212 21%	6053 18%	10722 22%	6722 19%	11545 21%	7318 24%	3860 21%	7909 21%	6995 19%	9206 24%	19089 21%	2073 21%	40 9%
Strongly Disagree (1.0)	4914 3%	266 3%	178 2%	875 4%	360 4%	2221 3%	459 3%	835 3%	997 2%	1119 3%	1704 3%	767 2%	455 2%	862 2%	1161 3%	1407 4%	2092 2%	219 2%	0 0%
ALL AGREE -----	128017 72%	5162 60%	7353 70%	13939 66%	6244 73%	49724 71%	10919 72%	24386 74%	36288 73%	25810 73%	39130 72%	21832 71%	13681 73%	27098 73%	26802 72%	26202 69%	66808 73%	7313 74%	397 91%
ALL DISAGREE -----	42479 24%	2981 35%	2695 26%	6167 29%	2202 26%	17721 25%	3671 24%	6889 21%	11719 24%	7841 22%	13250 24%	8085 26%	4315 23%	8770 24%	8156 22%	10613 28%	21181 23%	2292 23%	40 9%
Don't Know	5716 3%	399 5%	386 4%	1011 5%	78 1%	2231 3%	618 4%	1331 4%	1443 3%	1173 3%	1882 3%	880 3%	670 4%	1054 3%	1670 5%	1077 3%	2821 3%	148 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q6B (continuation)

Q6 How strongly do you agree or disagree with the following statements? : It is clear that the public are grateful for the military's role in keeping the country safe

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	956 1%	26 *%	12 *%	26 *%	62 1% f	599 1% fh	0 0% fh	214 1% fh	82 *%	375 1% klm	350 1% m	112 *%	58 *%	61 *%	369 1% p	297 1% p	138 *%	152 2% p	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	170496	8143	10048	20105	8447	67445	14590	31274	48007	33651	52380	29917	17995	35869	34958	36815	87989	9605	437
Mean score	2.88	2.66	2.82	2.78	2.98	2.85	2.83	2.96	2.86	2.95	2.87	2.85	2.85	2.85	2.97	2.81	2.87	2.90	2.91
Standard deviation	.69	.64	.62	.72	.82	.70	.65	.71	.64	.74	.70	.69	.64	.64	.75	.71	.65	.68	.30
Standard error	.01	.02	.02	.02	.05	.01	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.07

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q6B (continuation)

Q6 How strongly do you agree or disagree with the following statements? : It is clear that the public are grateful for the military's role in keeping the country safe  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Ove rseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	26490 15%	13485 16% bce	4767 13%	4250 14%	2166 15%	371 11%	558 15%	8261 11%	16765 18% g	421 15%	3537 18% k	21397 14%	4970 21% m	21521 14%	21405 15%	5085 14%
Agree (3.0)	101527 57%	44661 54%	23537 62% ad	18452 61% ad	8398 57%	1904 59%	2417 65% ad	45947 59% h	52965 56%	1364 50%	11287 56%	86587 58% i	13490 56%	87393 57%	80158 57%	21370 60% n
Disagree (2.0)	37564 21%	18451 22% bcf	7084 19%	5895 19%	3536 24% bcf	791 24% bcf	595 16%	17948 23% h	18568 20%	553 20%	4324 22%	31676 21%	4439 18%	33098 22% l	30179 21%	7385 21%
Strongly Disagree (1.0)	4914 3%	2491 3% f	1029 3% f	645 2% f	324 2% f	53 2%	13 *%	2166 3%	2521 3%	276 10% jk	485 2%	4117 3%	186 1%	4717 3% l	4104 3%	810 2%
ALL AGREE -----	128017 72%	58146 71%	28305 75% ad	22703 75% ad	10564 71%	2274 70%	2975 80% abcde	54208 70% g	69730 74% g	1786 65%	14825 74% i	107984 72% i	18460 77% m	108914 71%	101563 72%	26455 74% n
ALL DISAGREE -----	42479 24%	20942 25% bcf	8112 21% f	6540 22% f	3860 26% bcf	845 26% f	608 16%	20114 26% h	21089 22%	829 30%	4808 24%	35793 24%	4626 19%	37815 25% l	34283 24%	8195 23%
Don't Know	5716 3%	2803 3%	1252 3%	747 2%	397 3%	132 4%	114 3%	2647 3%	2931 3%	133 5% j	274 1%	5211 3% j	901 4%	4799 3%	4783 3%	933 3%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q6B (continuation)

Q6 How strongly do you agree or disagree with the following statements? : It is clear that the public are grateful for the military's role in keeping the country safe

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	956 1%	453 1%	182 *% d	301 1% d	17 *% d	0 0%	0 0%	298 *% g	658 1% g	0 0%	187 1% k	478 *% k	29 *% l	927 1% m	956 1% n	0 0% o
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	170496	79088	36417	29243	14423	3119	3583	74323	90820	2615	19633	143777	23085	146729	135846	34650
Mean score	2.88	2.87	2.88	2.90	2.86	2.83	2.98	2.81	2.92	2.74	2.91	2.87	3.01	2.86	2.87	2.89
Standard deviation	.69	.72	.65	.65	.68	.64	.58	.66	.70	.85	.70	.68	.66	.69	.70	.66
Standard error	.01	.01	.02	.02	.02	.04	.03	.01	.01	.07	.02	.01	.02	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q6C  
 Q6 How strongly do you agree or disagree with the following statements? : Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	43399 24%	26687 26% bd	4758 17%	10434 26% bd	1520 21% b	5759 20%	10460 24% e	27181 26% e	886 15%	1384 16%	2489 18%	131 16%	249 19%	1139 22%	3058 22%	6375 28% n	17253 27% n
Agree (3.0)	98890 56%	55267 54%	16582 59% a	22938 57% a	4104 56%	17764 61% g	25202 59% g	55924 53%	3638 63% j	5056 60%	7887 57%	450 56%	842 63% m	2811 54%	8352 59% p	13001 57%	33915 52%
Disagree (2.0)	16740 9%	9294 9%	3230 12% ac	3496 9%	720 10%	2932 10%	4154 10%	9654 9%	704 12%	1174 14% j	1352 10%	113 14%	135 10%	472 9%	1360 10%	1992 9%	5941 9%
Strongly Disagree (1.0)	2086 1%	831 1%	677 2% ac	318 1%	260 4% ac	354 1%	668 2%	1064 1%	58 1%	261 3% h	358 3% h	31 4%	27 2%	202 4%	219 2%	271 1%	340 1%
ALL AGREE -----	142290 80%	81954 81% bd	21340 76%	33372 83% abd	5624 76%	23523 81%	35662 83% eg	83105 79%	4523 79%	6441 76%	10376 75%	582 73%	1092 82% k	3950 76%	11410 81%	19376 85% np	51168 79%
ALL DISAGREE -----	18826 11%	10124 10%	3907 14% ac	3814 9%	981 13% ac	3285 11%	4822 11%	10718 10%	762 13%	1435 17% hj	1710 12%	144 18% l	162 12%	674 13%	1579 11%	2264 10%	6281 10%
Don't Know	15266 9%	8888 9% c	2747 10% c	2894 7%	737 10% c	2283 8% f	2470 6%	10513 10% ef	444 8%	618 7%	1686 12% hi	73 9%	81 6%	583 11% l	1034 7% o	1063 5%	6792 10% no
Not stated	787 *% bc	633 1%	60 *% bc	78 *% bc	16 *% bc	83 *% bc	85 *% bc	619 1% f	25 *% i	0 0%	36 *% i	0 0%	0 0%	16 *% i	29 *% i	63 *% i	542 1% i
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table Q6C (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	161115	92079	25247	37186	6604	26808	40484	93823	5286	7875	12086	726	1254	4624	12990	21639	57449
Mean score	3.14	3.17	3.01	3.17	3.04	3.08	3.12	3.16	3.01	2.96	3.03	2.94	3.05	3.06	3.10	3.18	3.19
Standard deviation	.64	.63	.65	.62	.70	.61	.64	.64	.59	.68	.66	.71	.63	.72	.63	.64	.63
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.04	.03	.05	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q6C (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	43399 24%	1683 20%	2451 23%	6300 30%	2553 30%	16549 24%	2715 18%	9994 30%	11561 23%	8858 25%	13969 26%	8144 26%	4666 25%	7712 21%	8877 24%	10185 27%	22282 24%	1994 20%	62 14%
Agree (3.0)	98890 56%	5324 62%	6303 60%	11311 54%	4415 51%	39718 57%	9211 61%	16238 49%	28817 58%	19228 55%	28599 52%	17406 56%	10945 58%	22133 60%	20150 54%	21652 57%	49810 55%	6455 65%	365 83%
Disagree (2.0)	16740 9%	755 9%	853 8%	1888 9%	802 9%	6572 9%	1683 11%	2612 8%	4935 10%	2140 6%	6289 12%	2673 9%	1616 9%	3972 11%	3206 9%	3515 9%	9460 10%	507 5%	11 2%
Strongly Disagree (1.0)	2086 1%	45 1%	108 1%	165 1%	6 *	956 1%	254 2%	239 1%	625 1%	112 *	719 1%	507 2%	157 1%	587 2%	295 1%	448 1%	1173 1%	169 2%	0 0%
ALL AGREE -----	142290 80%	7007 82%	8754 84%	17611 83%	6968 81%	56267 80%	11926 78%	26232 80%	40378 82%	28086 80%	42568 78%	25550 83%	15611 83%	29845 81%	29026 78%	31838 83%	72091 79%	8449 85%	427 98%
ALL DISAGREE -----	18826 11%	800 9%	961 9%	2053 10%	808 9%	7528 11%	1936 13%	2851 9%	5560 11%	2251 6%	7008 13%	3180 10%	1773 9%	4558 12%	3501 9%	3963 10%	10633 12%	676 7%	11 2%
Don't Know	15266 9%	732 9%	709 7%	1452 7%	748 9%	5872 8%	1329 9%	3737 11%	3493 7%	4708 13%	4694 9%	2043 7%	1282 7%	2483 7%	4095 11%	2313 6%	8039 9%	629 6%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q6C (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi- shed relat- ionship	Married / in civil part- nership	Sep- arated or di- vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	787 %	30 %	22 %	26 %	62 1% fg	607 1% fgh	17 % f	0 0% efh	101 % f	155 % jklm	343 1% m	135 % m	58 % m	97 % m	374 1% op	76 % o	184 % p	152 2% q	0 0% r
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	161115	7807	9715	19664	7776	63795	13862	29083	45938	30337	49576	28730	17383	34403	32527	35800	82725	9124	437
Mean score	3.14	3.11	3.14	3.21	3.22	3.13	3.04	3.24	3.12	3.21	3.13	3.16	3.16	3.07	3.16	3.16	3.13	3.13	3.12
Standard deviation	.64	.57	.60	.64	.62	.64	.62	.64	.63	.58	.67	.65	.61	.63	.62	.64	.65	.58	.39
Standard error	.01	.02	.02	.02	.04	.01	.02	.03	.01	.02	.02	.02	.02	.01	.02	.02	.01	.03	.09

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q6C (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	43399 24%	19836 24%	10244 27%	7532 25%	2872 19%	642 20%	744 20%	17446 23%	24991 26%	441 16%	5429 27%	35967 24%	4755 20%	38307 25%	34039 24%	9361 26%
Agree (3.0)	98890 56%	46110 56%	20916 55%	16928 56%	8866 60%	2020 62%	2123 57%	44705 58%	51258 54%	1620 59%	10468 52%	84453 57%	13343 56%	85276 56%	78587 56%	20303 57%
Disagree (2.0)	16740 9%	6987 8%	3753 10%	2945 10%	1914 13%	283 9%	451 12%	8132 11%	7681 8%	230 8%	1966 10%	14267 10%	2909 12%	13787 9%	13795 10%	2945 8%
Strongly Disagree (1.0)	2086 1%	1013 1%	476 1%	231 1%	170 1%	49 2%	59 2%	1283 2%	719 1%	19 1%	127 1%	1896 1%	166 1%	1905 1%	1603 1%	483 1%
ALL AGREE -----	142290 80%	65946 80%	31160 82%	24460 81%	11737 79%	2661 82%	2867 78%	62151 80%	76250 81%	2061 75%	15897 79%	120421 81%	18097 75%	123584 81%	112626 80%	29664 83%
ALL DISAGREE -----	18826 11%	8000 10%	4229 11%	3176 10%	2085 14%	332 10%	509 14%	9415 12%	8400 9%	249 9%	2093 10%	16163 11%	3075 13%	15692 10%	15398 11%	3428 10%
Don't Know	15266 9%	8131 10%	2280 6%	2359 8%	989 7%	257 8%	304 8%	5355 7%	9319 10%	438 16%	1933 10%	12550 8%	2797 12%	12438 8%	12775 9%	2491 7%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q6C (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	787	266	181	295	27	0	17	346	440	0	170	332	46	741	787	0
	0.4%	0.3%	0.5%	0.2%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.5%	0.4%	0.0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	161115	73946	35390	27636	13822	2994	3376	71567	84649	2310	17990	136583	21172	139276	128023	33092
Mean score	3.14	3.15	3.16	3.15	3.04	3.09	3.05	3.09	3.19	3.07	3.18	3.13	3.07	3.15	3.13	3.16
Standard deviation	.64	.63	.65	.62	.63	.61	.65	.65	.62	.56	.64	.64	.62	.64	.64	.63
Standard error	.01	.01	.02	.02	.02	.03	.03	.01	.01	.05	.02	.01	.02	.01	.01	.01

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q6D  
 Q6 How strongly do you agree or disagree with the following statements? : Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	34824 20%	20768 20%	5294 19%	7247 18%	1516 21%	3783 13%	8409 20%	22632 22%	853 15%	1369 16%	3071 22%	121 15%	283 21%	1112 21%	1672 12%	5151 23%	13945 22%
Agree (3.0)	85827 48%	49846 49%	13199 47%	19022 47%	3759 51%	13979 48%	21079 49%	50768 48%	2873 50%	4312 51%	6014 44%	372 47%	648 49%	2739 52%	6645 47%	10976 48%	32225 50%
Disagree (2.0)	37967 21%	21253 21%	6450 23%	8982 22%	1282 17%	9083 31%	9758 23%	19126 18%	1556 27%	1915 23%	2979 22%	252 32%	290 22%	740 14%	4750 34%	5066 22%	11438 18%
Strongly Disagree (1.0)	3511 2%	2023 2%	526 2%	854 2%	108 1%	500 2%	721 2%	2290 2%	91 2%	174 2%	260 2%	9 1%	18 1%	81 2%	249 2%	391 2%	1382 2%
ALL AGREE -----	120650 68%	70613 70%	18493 66%	26269 65%	5275 72%	17762 61%	29488 69%	73401 70%	3726 65%	5681 67%	9085 66%	493 62%	931 70%	3851 74%	8317 59%	16126 71%	46170 71%
ALL DISAGREE -----	41478 23%	23276 23%	6975 25%	9836 24%	1390 19%	9583 33%	10479 24%	21416 20%	1647 29%	2089 25%	3239 23%	260 33%	308 23%	821 16%	4999 36%	5457 24%	12820 20%
Don't Know	14200 8%	7051 7%	2491 9%	3971 10%	687 9%	1787 6%	2914 7%	9500 9%	357 6%	723 9%	1411 10%	46 6%	90 7%	551 11%	736 5%	1064 5%	5251 8%
Not stated	839 *% cd	659 1% cd	95 *% cd	81 *% cd	5 *% cd	42 *% cd	158 *% cd	639 1% cd	24 *% cd	0 0% cd	71 1% cd	0 0% cd	5 *% cd	0 0% cd	0 0% cd	117 1% cd	542 1% cd
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	162128	93890	25468	36105	6665	27345	39967	94816	5373	7770	12325	753	1240	4672	13316	21584	58990

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q6D (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	2.94	2.95	2.91	2.90	3.00	2.77	2.93	2.99	2.84	2.88	2.97	2.80	2.97	3.04	2.73	2.97	3.00
		c			bc		e	ef			h		k	k		n	n
Standard deviation	.73	.73	.73	.73	.70	.70	.72	.73	.70	.71	.76	.71	.72	.68	.70	.74	.72
Standard error	.01	.01	.02	.01	.02	.01	.01	.02	.02	.02	.03	.04	.04	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q6D (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	34824 20%	1136 13%	1606 15%	4504 21% ab	2383 28% efgh	13838 20% f	2252 15%	7009 21% f	9230 19% f	7643 22% m	11151 20% m	6415 21% m	3495 19% m	6001 16%	8038 22% p	7517 20%	16920 19%	2093 21%	221 51%
Agree (3.0)	85827 48%	4090 48%	5143 49%	9790 46%	4303 50%	33055 47%	7519 49%	16585 51%	23872 48%	17593 50%	25866 47%	14656 47%	8775 47%	18615 50% jkl	17613 48%	19447 51% p	43673 48%	4602 46%	108 25%
Disagree (2.0)	37967 21%	2526 29% bc	2487 24% c	3969 19%	1182 14%	15414 22% dg	4050 27% degh	5234 16%	11965 24% deg	5190 15%	11567 21% i	6958 23% i	4669 25% ij	9315 25% ijk	5982 16%	7777 20% n	21718 24% no	2348 24% n	66 15%
Strongly Disagree (1.0)	3511 2%	150 2%	138 1%	566 3% b	101 1%	1514 2% h	281 2%	863 3% h	737 1%	683 2%	1474 3% klm	526 2%	262 1%	559 2%	1050 3% p	757 2%	1518 2%	169 2%	0 0%
ALL AGREE -----	120650 68%	5226 61%	6749 65%	14294 68% a	6686 78% efh	46893 67%	9771 64%	23594 72% efh	33102 67%	25236 72% lm	37018 68%	21072 68%	12269 66%	24615 67%	25652 69%	26964 71% p	60592 67%	6695 68%	329 75%
ALL DISAGREE -----	41478 23%	2676 31% bc	2625 25% c	4535 21%	1282 15%	16928 24% dg	4330 28% degh	6098 19% deg	12702 26% dg	5873 17%	13041 24% i	7483 24% i	4931 26% i	9874 27% ij	7032 19%	8534 22% n	23236 26% no	2517 25% n	66 15%
Don't Know	14200 8%	648 8%	1036 10%	2287 11% a	556 6%	5807 8%	1093 7%	3128 10% fh	3612 7%	3936 11% jklm	4148 8%	2220 7%	1459 8%	2411 7%	3939 11% opq	2596 7%	6902 8%	541 5%	43 10%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q6D (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	839 %	19 %	36 %	26 %	62 1% fg	647 1% fgh	14 % f	0 0% efh	117 % f	155 % jklm	405 1% m	133 % m	63 % m	83 % m	374 1% op	96 % p	218 % p	152 2% q	0 0% r
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	162128	7902	9374	18829	7969	63821	14101	29691	45803	31109	50059	28555	17200	34490	32683	35497	83828	9212	395
Mean score	2.94	2.79	2.88	2.97	3.13 efgh	2.93 f	2.83 f	3.00 efh	2.91 f	3.03 jklm	2.93 m	2.94 m	2.90 m	2.87 m	3.00 p	2.95 p	2.91 p	2.94 q	3.39 r
Standard deviation	.73	.70	.69	.75	.69	.74	.71	.73	.72	.71	.75	.73	.73	.70	.75	.72	.72	.74	.76
Standard error	.01	.02	.02	.02	.05	.01	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.20

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q6D (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	34824 20%	17195 21% de	7229 19% de	6345 21% de	2229 15%	427 13%	772 21% de	13423 17%	20450 22% g	601 22%	3691 18%	29505 20%	3921 16%	30817 20% l	26082 18%	8742 25% n
Agree (3.0)	85827 48%	40232 49%	19290 51% c	14329 47%	7263 49%	1586 49%	1755 47%	38403 50%	45167 48%	1015 37%	8856 44%	74132 50% ij	12598 52% m	72884 48%	69747 49% o	16080 45%
Disagree (2.0)	37967 21%	15829 19%	7722 20%	6615 22% a	4014 27% abc	989 30% abcf	827 22%	18399 24% h	18355 19%	869 32% k	5286 26% k	30745 21%	4809 20%	33063 22%	29707 21%	8260 23% n
Strongly Disagree (1.0)	3511 2%	1821 2% cd	933 2% cd	281 1%	157 1%	107 3% cd	68 2%	1491 2%	1728 2%	148 5% k	724 4% k	2550 2%	847 4% m	2664 2%	2998 2%	513 1%
ALL AGREE -----	120650 68%	57428 70% de	26520 70% de	20674 68% de	9491 64%	2013 62%	2527 68%	51827 67%	65617 70% g	1616 59%	12547 62%	103637 69% ij	16518 69%	103700 68%	95829 68%	24822 70%
ALL DISAGREE -----	41478 23%	17650 21%	8656 23%	6896 23%	4170 28% abc	1096 34% abcdf	895 24%	19890 26% h	20084 21%	1017 37% k	6010 30% k	33295 22%	5656 24%	35726 23%	32704 23%	8774 25%
Don't Know	14200 8%	6964 8% be	2502 7%	2398 8% e	1135 8% e	141 4%	275 7%	5189 7%	8231 9% g	115 4%	1367 7%	12154 8%	1785 7%	12244 8%	12213 9% o	1987 6%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q6D (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	839	301	174	322	41	0	0	363	477	0	170	380	56	783	839	0
	***	***	***	1% abdf	***	0%	0%	***	1%	0%	1%	***	***	1%	1%	0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	162128	75078	35175	27570	13662	3109	3422	71716	85701	2633	18557	136932	22174	139427	128533	33596
Mean score	2.94	2.97	2.93	2.97	2.85	2.75	2.94	2.89	2.98	2.79	2.84	2.95	2.88	2.95	2.93	2.98
		de	de	de	e		de		g			ij		l		n
Standard deviation	.73	.73	.73	.71	.69	.73	.74	.72	.73	.86	.78	.72	.73	.73	.72	.75
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q6E  
 Q6 How strongly do you agree or disagree with the following statements? : Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	91307 52%	56065 55% bcd	11877 42% d	20527 51% bd	2838 39%	11982 41%	19980 46% e	59346 57% ef	2073 36%	3172 37%	6632 48% hi	260 33%	371 28%	2208 42% kl	5992 43%	11731 52% n	38341 59% no
Agree (3.0)	76660 43%	40985 40%	14082 50% ac	17683 44% a	3909 53% ac	15357 53% fg	20540 48% g	40763 39%	3260 57% j	4678 55% j	6145 45%	455 57%	825 62% m	2629 50%	7167 51% op	9837 43% p	23981 37%
Disagree (2.0)	4773 3%	2444 2%	1057 4% ac	922 2%	350 5% ac	1162 4% g	1436 3% g	2174 2%	281 5%	373 4%	403 3%	54 7%	71 5%	225 4%	592 4% p	686 3%	1166 2%
Strongly Disagree (1.0)	645 *%	167 *%	273 1% ac	141 *%	64 1% ac	141 *%	211 *%	292 *%	36 1%	61 1%	175 1%	8 1%	19 1%	36 1%	85 1%	82 *%	0 0%
ALL AGREE -----	167967 95%	97050 96% bd	25959 93%	38210 95% bd	6747 92%	27339 94%	40519 94%	100109 95% ef	5333 93%	7849 92%	12777 93%	715 89%	1196 90%	4837 93%	13159 94%	21568 95%	62323 96% n
ALL DISAGREE -----	5418 3%	2611 3%	1330 5% ac	1062 3%	414 6% ac	1303 4% g	1648 4% g	2467 2%	318 6%	435 5%	578 4%	63 8%	90 7%	262 5%	677 5% p	768 3%	1166 2%
Don't Know	2720 2%	1046 1%	701 2% a	780 2% a	193 3% a	488 2%	701 2%	1532 1%	92 2%	209 2%	400 3%	19 2%	49 4%	125 2%	204 1%	289 1%	554 1%
Not stated	1063 1%	892 1% bcd	64 *%	105 *%	2 *%	44 *%	171 *%	848 1% ef	12 *%	0 0%	52 *%	2 *%	0 0%	0 0%	11 *%	140 1% n	741 1% n
Median	4	4	3	4	3	3	3	4	3	3	3	3	3	3	3	4	4

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q6E (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	173385	99661	27289	39273	7162	28642	42167	102575	5651	8284	13355	778	1286	5098	13836	22336	63489
Mean score	3.49	3.53	3.38	3.49	3.33	3.37	3.43	3.55	3.30	3.32	3.44	3.24	3.20	3.37	3.38	3.49	3.59
		bcd	d	bd			e	ef			hi			kl		n	no
Standard deviation	.57	.55	.61	.56	.61	.59	.59	.55	.59	.59	.62	.62	.60	.60	.60	.58	.53
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.04	.03	.04	.02	.02	.02

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q6E (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	91307 52%	3657 43%	4706 45%	12164 58% ab	5576 65% efh	35645 51% fh	5624 37%	21144 64% efh	23038 47% f	22216 63% jklm	29070 53% klm	15314 50% m	8776 47% m	15760 43%	22703 61% opq	20925 55% pq	42666 47%	4485 45%	392 90%
Agree (3.0)	76660 43%	4475 52% c	5201 50% c	8008 38%	2800 33%	30755 44% dg	8488 56% degh	10604 32%	23607 48% deg	12196 35%	22242 41% i	13826 45% ij	8963 48% ij	18902 51% ijkl	12310 33%	16009 42% n	43070 47% no	4742 48% no	35 8%
Disagree (2.0)	4773 3%	235 3%	306 3%	381 2%	78 1%	1840 3% g	756 5% degh	393 1%	1687 3% dg	301 1%	1562 3% i	884 3% i	464 2% i	1548 4% ijkl	956 3% o	430 1%	3112 3% o	249 3% o	11 2%
Strongly Disagree (1.0)	645 *%	11 *%	49 *%	81 *%	26 *%	285 *%	64 *%	36 *%	198 *%	27 *%	230 *%	151 *%	89 *%	147 *%	79 *%	107 *%	351 *%	72 1%	0 0%
ALL AGREE -----	167967 95%	8132 95%	9906 95%	20172 95%	8376 98% efh	66401 94% f	14112 93%	31748 97% efh	46645 94%	34412 98% jklm	51312 94%	29140 94%	17740 95%	34662 94%	35014 95%	36934 97% npq	85735 94%	9227 93%	427 98%
ALL DISAGREE -----	5418 3%	246 3%	354 3%	462 2%	104 1%	2125 3% g	820 5% degh	428 1%	1885 4% dg	328 1%	1792 3% i	1034 3% i	553 3% i	1695 5% ijkl	1034 3% o	538 1%	3462 4% o	321 3% o	11 2%
Don't Know	2720 2%	173 2%	154 1%	453 2%	70 1%	983 1%	255 2%	556 2%	848 2%	331 1%	923 2%	571 2%	373 2%	497 1%	580 2%	588 2%	1338 1%	205 2%	0 0%
Not stated	1063 1%	19 *%	31 *%	55 *%	36 *%	766 1% fgh	21 *%	87 *%	154 *%	129 *%	586 1% lm	163 1%	58 *%	128 *%	369 1% op	130 *%	412 *%	152 2% op	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q6E (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	4	3	3	4	4	4	3	4	3	4	4	4	3	3	4	4	3	3	4
Base for stats	173385	8378	10261	20634	8480	68525	14932	32176	48530	34740	53104	30174	18293	36358	36048	37471	89198	9548	437
Mean score	3.49	3.41	3.42	3.56	3.64	3.49	3.32	3.64	3.43	3.63	3.51	3.47	3.44	3.38	3.60	3.54	3.44	3.43	3.87
Standard deviation	.57	.55	.58	.55	.52	.57	.59	.51	.58	.51	.58	.58	.57	.59	.55	.54	.58	.59	.40
Standard error	.01	.02	.02	.02	.03	.01	.01	.02	.01	.02	.01	.01	.02	.01	.02	.01	.01	.03	.10

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q6E (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	91307 52%	46914 57%	18619 49%	14011 46%	6797 46%	1249 38%	1358 37%	36204 47%	52648 56%	1378 50%	10337 51%	77488 52%	13655 57%	77308 51%	73020 52%	18287 51%
Agree (3.0)	76660 43%	31932 39%	17210 45%	14339 47%	7170 48%	1787 55%	2111 57%	36548 47%	37736 40%	1069 39%	8456 42%	64830 43%	9290 39%	67029 44%	60991 43%	15669 44%
Disagree (2.0)	4773 3%	1698 2%	1026 3%	974 3%	552 4%	146 4%	156 4%	2389 3%	2069 2%	80 3%	858 4%	3696 2%	663 3%	4103 3%	3792 3%	981 3%
Strongly Disagree (1.0)	645 *%	227 *%	169 *%	88 *%	37 *%	11 *%	21 1%	323 *%	213 *%	97 4%	86 *%	445 *%	62 *%	576 *%	518 *%	126 *%
ALL AGREE -----	167967 95%	78845 96%	35829 95%	28350 94%	13967 94%	3036 93%	3469 94%	72752 94%	90384 96%	2448 89%	18792 94%	142318 95%	22945 96%	144338 95%	134011 95%	33956 95%
ALL DISAGREE -----	5418 3%	1925 2%	1195 3%	1062 4%	590 4%	158 5%	177 5%	2711 4%	2282 2%	177 6%	944 5%	4140 3%	725 3%	4679 3%	4310 3%	1107 3%
Don't Know	2720 2%	1311 2%	508 1%	448 1%	243 2%	45 1%	51 1%	1370 2%	1243 1%	53 2%	156 1%	2511 2%	161 1%	2559 2%	2201 2%	519 1%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q6E (continuation)

Q6 How strongly do you agree or disagree with the following statements? : Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	1063	262	320	431	39	11	0	435	500	70	201	496	185	878	1063	0
	1%	0.3%	0.8%	1.2%	0.02%	0.03%	0%	0.2%	0.5%	2.5%	1%	3.3%	0.1%	0.6%	0.6%	0%
Median	4	4	4	3	3	3	3	3	4	4	4	4	4	4	4	4
Base for stats	173385	80771	37024	29412	14556	3194	3646	75463	92666	2625	19736	146458	23669	149017	138321	35064
Mean score	3.49	3.55	3.47	3.44	3.42	3.34	3.32	3.44	3.54	3.42	3.47	3.50	3.54	3.48	3.49	3.49
Standard deviation	.57	.55	.58	.57	.58	.58	.58	.58	.55	.73	.60	.56	.57	.57	.57	.57
Standard error	.01	.01	.01	.01	.02	.03	.03	.01	.01	.06	.02	.01	.02	.01	.01	.01

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q6SUM  
 Q6 How strongly do you agree or disagree with the following statements? SUMMARY  
 Base: All respondents

	Q6 Statements				
	The public support the Armed Forces, even if they don't agree with the operations they are sent on	It is clear that the public are grateful for the military's role in keeping the country safe	Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces	Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories	Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces
	a	b	c	d	e
Unweighted Base	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168
Strongly Agree	35887 20% b	26490 15%	43399 24% abd	34824 20% b	91307 52% abcd
Agree	106589 60% bcde	101527 57% cde	98890 56% de	85827 48% e	76660 43%
Disagree	25968 15% ce	37564 21% ace	16740 9% e	37967 21% ace	4773 3%
Strongly Disagree	4670 3% cde	4914 3% cde	2086 1% e	3511 2% ce	645 *% *
ALL AGREE -----	142476 80% bd	128017 72% d	142290 80% bd	120650 68%	167967 95% abcd
ALL DISAGREE -----	30637 17% ce	42479 24% ace	18826 11% e	41478 23% ace	5418 3%
Don't Know	3166 2%	5716 3% ae	15266 9% abe	14200 8% abe	2720 2%

Columns Tested: a,b,c,d,e

Conducted by: Lord Ashcroft

Table Q6SUM (continuation)  
 Q6 How strongly do you agree or disagree with the following statements? SUMMARY  
 Base: All respondents

	Q6 Statements				
	The public support the Armed Forces, even if they don't agree with the operations they are sent on	It is clear that the public are grateful for the military's role in keeping the country safe	Recent "fly on the wall" documentaries are having a positive impact on what the public think of the Forces	Criticism of the Forces by the media is usually unfair, and based on exaggeration or false stories	Charities, for example Help for Heroes, are having a positive impact on public perceptions of the Forces
	a	b	c	d	e
Unweighted Base	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168
Not stated	888 1%	956 1%	787 *%	839 *%	1063 1%
Mean score	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e

Table Q7  
 Q7 How often do you wear your uniform in public in the UK in everyday situations (NOT ceremonial occasions)?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Often	25866 15%	15699 15%	2917 10%	7115 18%	135 2%	5737 20%	8090 19%	12039 11%	1022 18%	1033 12%	862 6%	33 4%	29 2%	73 1%	3032 22%	4762 21%	7904 12%
		bd	d	abd		g	g		ij	j		m			p	p	
Sometimes	42933 24%	25342 25%	5987 21%	11057 28%	547 7%	8838 30%	10209 24%	23886 23%	1775 31%	1735 20%	2477 18%	131 16%	112 8%	304 6%	4023 29%	5330 23%	15989 25%
		bd	d	abd		fg			ij			lm			o		
Rarely	65877 37%	37050 36%	11584 41%	15276 38%	1967 27%	10700 37%	14954 35%	40223 38%	2153 37%	3303 39%	6128 44%	346 43%	446 33%	1174 22%	4976 35%	7575 33%	24499 38%
		d	acd	d				f			hi	lm	m				
Never	41649 24%	22826 22%	7515 27%	6619 16%	4688 64%	3741 13%	9718 23%	28190 27%	774 13%	2401 28%	4340 31%	288 36%	748 56%	3652 70%	1919 14%	5071 22%	15837 24%
		c	ac		abc		e	ef		h	h		k	kl		n	n
Not stated	843 *%	682 1%	51 *%	89 *%	20 *%	158 1%	68 *%	617 1%	30 1%	21 *%	0 0%	0 0%	0 0%	20 *%	101 1%	27 *%	554 1%
		bc				f		f							o		o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q7 (continuation)  
 Q7 How often do you wear your uniform in public in the UK in everyday situations (NOT ceremonial occasions)?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Often	25866 15%	1649 19% c	2266 22% c	3200 15%	543 6%	9316 13% dg	3312 22% deg	2872 9%	9754 20% deg	2153 6%	6911 13% i	5730 19% ij	2990 16% ij	8059 22% ijkl	3601 10%	4611 12%	16026 18% no	1556 16% no	53 12%
Sometimes	42933 24%	2908 34% bc	3033 29% c	5116 24%	2490 29% e	16027 23%	4562 30% egh	7732 24%	11860 24%	9340 27% j	11402 21%	7328 24% j	4787 26% j	9879 27% jk	7115 19%	9836 26% n	23209 26% n	2501 25% n	21 5%
Rarely	65877 37%	3225 38%	3630 35%	8422 40% b	3406 40% f	27438 39% fh	4915 32%	12467 38% f	17438 35% f	14373 41% lm	20917 38% m	11573 37% m	6689 36% m	11967 32%	15865 43% opq	13264 35%	33208 37%	3329 34%	150 34%
Never	41649 24%	761 9%	1498 14% a	4360 21% ab	2137 25% f	16888 24% fh	2360 16%	9728 30% efh	10331 21% f	9314 26% klm	14833 27% klm	6167 20%	4201 22% m	6972 19%	10168 27% p	10375 27% p	18182 20%	2360 24% p	214 49%
Not stated	843 *%	26 *%	20 *%	43 *%	10 *%	604 1% gh	59 *%	20 *%	150 *%	20 *%	549 1% iklm	110 *%	56 *%	107 *%	248 1%	103 *%	323 *%	158 2% op	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q7 (continuation)  
 Q7 How often do you wear your uniform in public in the UK in everyday situations (NOT ceremonial occasions)?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Often	25866 15%	9054 11%	6083 16% a	5136 17% a	3228 22% abc	689 21% ab	993 27% abcd	12275 16% h	12913 14%	345 13%	3887 19% ik	20704 14%	1701 7%	23849 16% l	19579 14%	6288 18% n
Sometimes	42933 24%	18798 23%	9024 24%	7419 24%	4357 29% abcf	1046 32% abcf	842 23%	18220 24%	23279 25%	497 18%	4737 24%	36466 24%	4049 17%	38690 25% l	34559 24%	8374 24%
Rarely	65877 37%	32530 40% cde	14762 39% cde	10201 34%	4831 33%	1022 31%	1335 36%	28928 37%	35266 37%	908 33%	7059 35%	56386 38%	8645 36%	57129 37%	53731 38% o	12146 34%
Never	41649 24%	21820 26% bcdef	7829 21% def	7088 23% bdef	2357 16%	485 15%	507 14%	17529 23%	22459 24%	927 34% jk	4192 21%	35639 24% j	9520 40% m	32046 21%	32874 23%	8775 25%
Not stated	843 *%	141 *%	154 *%	446 1% abd	64 *%	8 *%	20 1%	315 *%	492 1%	70 3% k	218 1% k	270 *%	102 *%	741 *%	843 1% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q8  
 Q8 If you rarely or never wear your uniform in public in the UK, is that because...  
 Base: All who rarely or never wear their uniform in public in the UK

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	5357	1373	1526	1566	872	1646	2027	1613	480	622	411	227	359	261	503	560	310
Base	107526	59876	19099	21895	6655	14442	24672	68413	2927	5704	10468	634	1195	4826	6895	12646	40336
My routine means that I am rarely in uniform outside work	48979 46%	24470 41% d	10473 55% ad	12569 57% ad	1467 22%	8018 56% fg	12200 49% g	28761 42%	1764 60% j	3563 62% j	5145 49%	218 34% m	347 29% m	901 19%	3598 52% op	5286 42%	15586 39%
I prefer not to stand out as a member of the Forces	37281 35%	20704 35%	6389 33%	7418 34%	2770 42% abc	5281 37% g	9647 39% g	22354 33%	1025 35%	1871 33%	3493 33%	362 57% m	702 59% m	1706 35%	2596 38%	5229 41% p	12879 32%
I am encouraged / instructed not to do so	19267 18%	13706 23% bc	2140 11% c	1483 7%	1938 29% abc	1180 8%	2486 10% e	15601 23% ef	144 5%	323 6%	1674 16% hi	42 7%	130 11%	1766 37% kl	747 11%	1828 14%	11130 28% no
Not stated	3814 4%	1916 3%	609 3%	592 3%	696 10% abc	275 2%	578 2%	2961 4% ef	42 1%	60 1%	507 5% hi	29 5%	48 4%	619 13% kl	177 3%	386 3%	1353 3%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q8 (continuation)

Q8 If you rarely or never wear your uniform in public in the UK, is that because...

Base: All who rarely or never wear their uniform in public in the UK

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	5357	436	486	631	165	1697	892	488	2066	522	1171	986	735	1906	805	1003	3232	293	8
Base	107526	3986	5127	12782	5544	44327	7276	22195	27769	23686	35750	17740	10890	18938	26032	23639	51389	5689	364
My routine means that I am rarely in uniform outside work	48979 46%	2436 61%	3004 59%	7129 56%	2888 52% eg	19434 44%	4326 59% egh	8823 40%	13335 48% eg	10297 43%	15348 43%	8152 46%	4952 45%	9885 52% ijkl	11542 44%	9493 40%	24902 48% no	2701 47% o	288 79%
I prefer not to stand out as a member of the Forces	37281 35%	1298 33%	1844 36%	4276 33%	1346 24%	14818 33% d	2292 32%	7368 33% d	11237 40% defg	5806 25%	12932 36% i	6523 37% i	4506 41% ij	7363 39% i	8045 31%	8187 35%	19014 37% nq	1677 29%	0 0%
I am encouraged / instructed not to do so	19267 18%	247 6%	205 4%	1031 8% b	1439 26% fh	8872 20% fh	554 8%	5464 25% efh	2874 10% f	6820 29% jklm	6771 19% klm	2724 15% m	1456 13% m	1471 8%	6060 23% p	4851 21% p	6831 13%	1234 22% p	290 80%
Not stated	3814 4%	26 1%	84 2%	482 4% ab	125 2%	1828 4% fh	173 2%	1041 5% fh	648 2%	1119 5% lm	1640 5% lm	543 3% l	128 1%	383 2%	630 2%	1628 7%	1436 3% npq	120 2%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table Q8 (continuation)

Q8 If you rarely or never wear your uniform in public in the UK, is that because...

Base: All who rarely or never wear their uniform in public in the UK

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	5357	2114	1023	1059	678	168	188	3395	1802	104	501	4638	555	4772	4220	1137
Base	107526	54350	22591	17289	7188	1508	1841	46458	57724	1835	11251	92025	18164	89174	86604	20922
My routine means that I am rarely in uniform outside work	48979 46%	23804 44%	10658 47%	7659 44%	3927 55% abc	891 59% abc	1146 62% abc	22351 48% h	25309 44%	864 47%	4955 44%	42108 46%	6896 38%	41984 47% l	38433 44%	10545 50% n
I prefer not to stand out as a member of the Forces	37281 35%	18113 33%	7194 32%	6589 38% ab	2693 37% ab	541 36%	615 33%	17779 38% h	17835 31%	801 44% k	4133 37%	31566 34%	5795 32%	31410 35%	29220 34%	8062 39% n
I am encouraged / instructed not to do so	19267 18%	11114 20% cdef	4324 19% def	2855 17% def	563 8% f	80 5%	59 3%	5580 12%	13349 23% g	206 11%	2255 20% i	16418 18%	4279 24% m	14977 17%	15173 18%	4094 20%
Not stated	3814 4%	2393 4% cd	823 4% cd	346 2%	74 1%	19 1%	32 2%	1270 3%	2443 4% g	36 2%	365 3%	3220 3%	1339 7% m	2475 3%	3778 4% o	36 *%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q9  
 Q9 When you have worn your uniform in public in everyday situations, is the overall reception you get from the public...  
 Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	7051	2076	1894	2585	469	2776	2503	1700	829	682	370	193	182	85	898	786	387
Base	134676	78091	20488	33448	2649	25275	33253	76148	4950	6071	9467	511	587	1551	12032	17667	48392
Positive	(1.0) 46221 34%	28688 37% bc	6893 34% c	9637 29% c	1004 38% c	9321 37% g	12107 36% g	24794 33%	1787 36%	2196 36%	2910 31%	198 39%	249 42%	557 36%	5081 42% p	7072 40%	16535 34%
Neutral	(0.0) 83150 62%	46257 59%	12798 62% a	22558 67% abd	1538 58%	15444 61%	20359 61%	47348 62%	3068 62%	3767 62%	5962 63%	302 59%	334 57%	901 58%	6785 56%	10147 57%	29324 61%
Negative	(-1.0) 4242 3%	2483 3%	661 3%	1032 3%	66 2%	408 2%	549 2%	3285 4% ef	76 2%	98 2%	488 5% hi	6 1%	3 1%	57 4%	132 1%	301 2%	2050 4% no
Not stated	1063 1%	665 1%	136 1%	222 1%	41 2%	102 *% e	239 1%	721 1% e	19 *% i	10 *% i	107 1% i	4 1%	0 0%	36 2% l	34 *% l	147 1% l	483 1% l
Median	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base for stats	133613	77427	20352	33227	2608	25173	33014	75426	4931	6061	9360	507	587	1514	11998	17520	47909
Mean score	.31	.34 c	.31 c	.26 c	.36 c	.35 g	.35 g	.29 g	.35 j	.35 j	.26 j	.38	.42	.33	.41 p	.39 p	.30
Standard deviation	.53	.54	.53	.50	.53	.51	.51	.54	.51	.51	.54	.51	.50	.54	.51	.52	.54
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.04	.04	.06	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q9 (continuation)

Q9 When you have worn your uniform in public in everyday situations, is the overall reception you get from the public...

Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	7051	856	853	858	175	2076	1470	475	2797	540	1333	1316	961	2858	864	1113	4638	397	16
Base	134676	7782	8928	16739	6439	52782	12789	23071	39051	25866	39230	24632	14465	29904	26581	27711	72443	7387	224
Positive (1.0)	46221 34%	2254 29%	2590 29%	4793 29%	2822 44% eg	16841 32%	4853 38% eg	7033 30%	14459 37% eg	9460 37% j	11940 30%	7871 32%	5360 37% jk	11405 38% jk	11597 44% opq	8564 31%	23682 33%	2147 29%	120 54%
Neutral (0.0)	83150 62%	5288 68%	6110 68%	11160 67%	3108 48%	33713 64% dfh	7667 60% d	14807 64% d	23533 60% d	14872 57%	25210 64% im	15866 64% im	8834 61%	17981 60%	13639 51%	17584 63% n	46413 64% n	5198 70% nop	104 46%
Negative (-1.0)	4242 3%	194 2%	147 2%	690 4% b	295 5% fh	1851 4% fh	206 2%	1128 5% fh	754 2%	1183 5% klm	1875 5% klm	632 3% lm	154 1%	390 1%	1059 4% pq	1341 5% pq	1795 2% q	40 1%	0 0%
Not stated	1063 1%	45 1%	82 1%	95 1%	214 3% efgh	377 1%	64 *% %	103 *% %	305 1%	350 1% m	205 1%	263 1% m	116 1%	128 *% %	286 1% q	222 1%	552 1%	2 *% %	0 0%
Median	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Base for stats	133613	7737	8847	16643	6225	52405	12726	22968	38746	25516	39025	24369	14349	29776	26295	27489	71890	7385	224
Mean score	.31	.27	.28	.25	.41 eg	.29	.37 eg	.26	.35 eg	.32 j	.26	.30	.36 jk	.37 jk	.40 opq	.26	.30 o	.29	.54
Standard deviation	.53	.50	.48	.52	.58 eg	.52	.51 eg	.54	.52 eg	.56 j	.54	.51	.50 jk	.51 jk	.57 opq	.54	.51 o	.46	.50
Standard error	.01	.02	.02	.02	.04	.01	.01	.02	.01	.02	.01	.01	.02	.01	.02	.02	.01	.02	.12

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q9 (continuation)

Q9 When you have worn your uniform in public in everyday situations, is the overall reception you get from the public...

Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	7051	2436	1377	1467	1044	288	308	4539	2326	125	752	6014	537	6474	5505	1546
Base	134676	60383	29869	22756	12416	2757	3170	59423	71457	1750	15683	113556	14394	119667	107868	26808
Positive (1.0)	46221 34%	21596 36% b	9578 32%	7827 34%	4391 35%	1028 37%	1357 43% abcd	20134 34%	24823 35%	629 36%	5511 35%	38330 34%	5733 40% m	40152 34%	36803 34%	9419 35%
Neutral (0.0)	83150 62%	35612 59%	19087 64% af	14587 64% af	7695 62% f	1667 60%	1739 55%	37488 63% h	43325 61%	999 57%	9377 60%	70887 62%	7940 55%	74949 63% l	66385 62%	16765 63%
Negative (-1.0)	4242 3%	2649 4% bcdef	875 3% cd	290 1%	211 2%	37 1%	62 2%	1395 2%	2663 4% g	112 6% k	742 5% k	3347 3%	661 5% m	3564 3%	3618 3% o	624 2%
Not stated	1063 1%	526 1% c	329 1% c	52 *% c	119 1% c	26 1%	11 *% c	407 1%	647 1%	11 1%	52 *% c	992 1%	60 *% c	1002 1%	1063 1% o	0 0% o
Median	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base for stats	133613	59857	29540	22704	12297	2732	3159	59016	70811	1739	15631	112565	14334	118665	106806	26808
Mean score	.31	.32	.29	.33	.34	.36	.41 b abcd	.32	.31	.30	.31	.31	.35	.31	.31	.33
Standard deviation	.53	.55	.52	.50	.51	.51	.53	.51	.54	.58	.55	.52	.57	.52	.53	.52
Standard error	.01	.01	.01	.01	.02	.03	.03	.01	.01	.05	.02	.01	.02	.01	.01	.01
Columns Tested:		a,b,c,d,e,f		g,h		i,j,k		l,m		n,o						

Table Q10  
 Q10 Since you joined, has the public reaction to you as a member of the Armed Forces...  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Improved	93346 53%	58606 58%	11579 41%	19289 48%	3873 53%	16887 58%	27126 63%	49334 47%	2551 44%	4105 48%	4923 36%	550 69%	857 64%	2466 47%	9605 68%	16227 71%	32774 51%
		bcd		b	bc	g	eg		j	j		m	m		p	p	
Stayed the same	72413 41%	38381 38%	13686 49%	17359 43%	2987 41%	10538 36%	13056 30%	48819 47%	2667 46%	3451 41%	7568 55%	220 27%	430 32%	2337 45%	4041 29%	5581 25%	28759 44%
			acd	a		f		ef	i		hi			kl	o		no
Got worse	9897 6%	3636 4%	2633 9%	3240 8%	389 5%	1654 6%	2785 6%	5458 5%	493 9%	925 11%	1215 9%	25 3%	32 2%	331 6%	406 3%	934 4%	2295 4%
			ad	ad	a		g							l			
Not stated	1511 1%	977 1%	156 1%	269 1%	108 1%	95 *	72 *	1344 1%	42 1%	12 *	102 1%	4 1%	16 1%	89 2%	0 0%	23 *	955 1%
					bc			ef									no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q10 (continuation)  
 Q10 Since you joined, has the public reaction to you as a member of the Armed Forces...  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Improved	93346 53%	4181 49%	5936 57%	9171 43%	4572 53%	34712 49%	8866 58%	14665 45%	30285 61%	16009 45%	25043 46%	17148 55%	11818 63%	23086 62%	17408 47%	18469 48%	51434 57%	5356 54%	422 96%
		c	ac		g	g	eg	defg				ij	ijk	ijk			no	no	
Stayed the same	72413 41%	3610 42%	3594 34%	10155 48%	3438 40%	31834 45%	4768 31%	16282 50%	15720 32%	17747 50%	26047 48%	11777 38%	5834 31%	10552 29%	17885 48%	17214 45%	33065 36%	3844 39%	15 4%
		b		ab	fh	fh		defh		klm	klm	lm			pq	pq			
Got worse	9897 6%	729 9%	894 9%	1617 8%	576 7%	2988 4%	1534 10%	1561 5%	3108 6%	1143 3%	2941 5%	1596 5%	1022 5%	3151 9%	1249 3%	2142 6%	5922 7%	539 5%	0 0%
							egh	e			i	i	i	ijkl		n	n	n	
Not stated	1511 1%	48 1%	22 *	199 1%	0 0%	741 1%	40 *	312 1%	419 1%	301 1%	582 1%	386 1%	49 *	194 1%	454 1%	365 1%	528 1%	165 2%	0 0%
				b		f		f	f		lm	lm			p			p	

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q10 (continuation)  
 Q10 Since you joined, has the public reaction to you as a member of the Armed Forces...  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Improved	93346 53%	40984 50%	19213 51%	17917 59% ab	9348 63% abc	1898 58% ab	2135 58% ab	43653 56% h	47515 50%	1400 51%	10886 54%	78709 53%	13856 58% m	79072 52%	74382 53%	18965 53%
Stayed the same	72413 41%	36932 45% cdef	15999 42% cdef	10326 34% d	4188 28%	1022 31%	1250 34% d	28336 37%	41391 44% g	1063 39%	7686 38%	61603 41%	8399 35%	63780 42% l	58170 41%	14243 40%
Got worse	9897 6%	3808 5%	2214 6%	1697 6%	1244 8% abc	330 10% abc	306 8% ac	4697 6% h	4706 5%	261 9% k	1361 7%	8158 5%	1512 6%	8355 5%	7524 5%	2373 7% n
Not stated	1511 1%	620 1%	426 1% de	351 1% de	58 *% de	0 0%	6 *% de	582 1%	797 1%	23 1%	160 1%	996 1%	248 1%	1247 1%	1509 1% o	2 *% o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q11  
 Q11 Have any of the following things happened to you while wearing your uniform in public in the UK in the last 5 years?  
 Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	7051	2076	1894	2585	469	2776	2503	1700	829	682	370	193	182	85	898	786	387
Base	134676	78091	20488	33448	2649	25275	33253	76148	4950	6071	9467	511	587	1551	12032	17667	48392
Strangers coming up to offer thanks / support	75648 56%	50303 64% bc	8980 44%	14779 44%	1586 60% bc	12885 51%	18509 56% e	44254 58% e	2045 41%	2649 44%	4286 45%	319 62%	347 59%	920 59%	7251 60%	11677 66% n	31375 65%
Strangers offering to buy drinks, or similar	39064 29%	25922 33% c	6488 32% c	5323 16%	1331 50% abc	4694 19%	9732 29% e	24638 32% ef	1096 22%	2226 37% h	3166 33% h	159 31%	251 43% k	921 59% kl	2544 21%	5991 34% n	17386 36% n
Spontaneous offers of discounts in shops or businesses	35149 26%	24621 32% bcd	3397 17%	6595 20% b	536 20%	4825 19%	6561 20%	23762 31% ef	717 14%	693 11%	1987 21% hi	98 19%	79 13%	359 23% l	2705 22%	4547 26%	17369 36% no
Strangers shouting abuse	28754 21%	17236 22% cd	4543 22% cd	6557 20%	417 16%	3921 16%	6925 21% e	17908 24% ef	638 13%	1187 20% h	2718 29% hi	63 12%	84 14%	270 17%	1932 16%	4305 24% n	10999 23% n
Being refused service in pubs, hotels or elsewhere	24236 18%	16948 22% bc	2717 13%	3898 12%	674 25% bc	1789 7%	4043 12% e	18404 24% ef	236 5%	710 12% h	1771 19% hi	48 9%	93 16% kl	533 34% kl	1047 9%	2756 16% n	13145 27% no
Violence or attempted violence	7418 6%	4318 6%	1403 7% c	1466 4%	231 9% ac	672 3%	1456 4% e	5290 7% ef	107 2%	312 5% h	983 10% hi	25 5%	20 3%	186 12% kl	305 3%	858 5% n	3154 7% n
Not stated	32211 24%	12591 16%	6630 32% ad	12481 37% abd	509 19%	9026 36% fg	9401 28% g	13785 18%	2098 42% ij	2053 34% j	2479 26%	124 24%	122 21%	263 17%	3451 29% op	3468 20% p	5673 12%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table Q11 (continuation)

Q11 Have any of the following things happened to you while wearing your uniform in public in the UK in the last 5 years?

Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	7051	856	853	858	175	2076	1470	475	2797	540	1333	1316	961	2858	864	1113	4638	397	16
Base	134676	7782	8928	16739	6439	52782	12789	23071	39051	25866	39230	24632	14465	29904	26581	27711	72443	7387	224
Strangers coming up to offer thanks / support	75648 56%	3270 42%	3835 43%	7673 46%	3767 58% f	29673 56% f	6194 48%	14311 62% efh	21422 55% f	15855 61% jm	20934 53%	14305 58% jm	8452 58% jm	15660 52%	16165 61% p	16007 58% p	38038 53%	5158 70% nop	147 66%
Strangers offering to buy drinks, or similar	39064 29%	895 12%	1263 14%	3164 19% ab	3064 48% efgh	15502 29% fh	2354 18%	7452 32% fh	10432 27% f	8113 31% m	11801 30% m	7902 32% m	4337 30% m	6765 23%	8660 33% p	9253 33% p	18724 26%	2380 32% p	30 13%
Spontaneous offers of discounts in shops or businesses	35149 26%	1305 17%	1242 14%	4048 24% ab	2834 44% efgh	13942 26% fh	1884 15%	7819 34% efh	8412 22% f	9617 37% jklm	10557 27% lm	6397 26% lm	3076 21% m	5128 17%	7763 29% p	8635 31% p	16452 23%	2204 30% p	15 7%
Strangers shouting abuse	28754 21%	1288 17%	1349 15%	3920 23% ab	1581 25% f	10872 21% f	1898 15%	5509 24% f	8592 22% f	5156 20%	8677 22% m	5876 24% m	3361 23% m	5525 18%	4594 17%	7771 28% np	14125 19%	2238 30% np	11 5%
Being refused service in pubs, hotels or elsewhere	24236 18%	459 6%	485 5%	2954 18% ab	2052 32% efh	11030 21% fh	868 7%	6539 28% efh	3672 9% f	6498 25% klm	8785 22% klm	4363 18% lm	1951 13% m	2640 9%	6871 26% op	5752 21% p	10036 14%	1559 21% p	0 0%
Violence or attempted violence	7418 6%	234 3%	265 3%	967 6% ab	104 2%	2783 5% df	355 3%	1423 6% df	2695 7% def	971 4%	2148 5% m	2151 9% ijm	1015 7% im	1126 4%	1308 5%	2056 7% np	3596 5%	450 6%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q11 (continuation)

Q11 Have any of the following things happened to you while wearing your uniform in public in the UK in the last 5 years?

Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	7051	856	853	858	175	2076	1470	475	2797	540	1333	1316	961	2858	864	1113	4638	397	16
Base	134676	7782	8928	16739	6439	52782	12789	23071	39051	25866	39230	24632	14465	29904	26581	27711	72443	7387	224
Not stated	32211	3353	3758	5370	1065	11727	4857	3176	11305	4112	8546	5955	3734	9783	4630	5786	20439	1120	69
	24%	43%	42%	32%	17%	22%	38%	14%	29%	16%	22%	24%	26%	33%	17%	21%	28%	15%	31%
		c	c			g	degh		deg		i	i	ij	ijkl		q	noq		

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q11 (continuation)

Q11 Have any of the following things happened to you while wearing your uniform in public in the UK in the last 5 years?

Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	Age of Youngest Child					Home ownership		Redundancy			Currently Posted		Survey type		
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	7051	2436	1377	1467	1044	288	308	4539	2326	125	752	6014	537	6474	5505	1546
Base	134676	60383	29869	22756	12416	2757	3170	59423	71457	1750	15683	113556	14394	119667	107868	26808
Strangers coming up to offer thanks / support	75648 56%	34909 58% bef	16077 54%	13275 58% bef	7004 56%	1424 52%	1630 51%	30193 51%	43401 61% g	728 42%	9393 60% ik	63499 56% i	8636 60%	66653 56%	60539 56%	15109 56%
Strangers offering to buy drinks, or similar	39064 29%	19250 32% bcdef	8386 28% de	6113 27% e	3004 24% e	460 17%	825 26% e	14625 25%	23528 33% g	464 27%	4599 29%	33162 29%	4514 31%	34459 29%	31104 29%	7960 30%
Spontaneous offers of discounts in shops or businesses	35149 26%	18015 30% cdef	8429 28% cdef	4796 21% df	2212 18%	550 20%	453 14%	11417 19%	22751 32% g	466 27%	3929 25%	29879 26%	3601 25%	31316 26%	28239 26%	6910 26%
Strangers shouting abuse	28754 21%	12812 21%	6190 21%	5156 23%	2924 24% e	490 18%	603 19%	12018 20%	15886 22%	434 25%	3947 25% k	23972 21%	2499 17%	26170 22% l	22823 21%	5930 22%
Being refused service in pubs, hotels or elsewhere	24236 18%	12323 20% cdef	5415 18% def	3919 17% def	1261 10%	220 8%	315 10%	7803 13%	15566 22% g	151 9%	2970 19% i	20414 18% i	3313 23% m	20764 17%	19927 18% o	4309 16%
Violence or attempted violence	7418 6%	3288 5% d	1601 5% d	1793 8% abdef	438 4%	122 4%	127 4%	3198 5%	3810 5%	168 10% k	1302 8% k	5923 5%	759 5%	6659 6%	6158 6%	1260 5%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q11 (continuation)

Q11 Have any of the following things happened to you while wearing your uniform in public in the UK in the last 5 years?

Base: All who often, sometimes or rarely wear their uniform in public in the UK

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	7051	2436	1377	1467	1044	288	308	4539	2326	125	752	6014	537	6474	5505	1546
Base	134676	60383	29869	22756	12416	2757	3170	59423	71457	1750	15683	113556	14394	119667	107868	26808
Not stated	32211	12899	6684	5935	3733	871	1043	18803	12530	496	3196	27355	2651	29525	25943	6269
	24%	21%	22%	26%	30%	32%	33%	32%	18%	28%	20%	24%	18%	25%	24%	23%
				ab	abc	ab	abc	h		j		j		l		

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q12  
 Q12 Do you ever ask for a Forces discount in shops etc if you are not offered one straight away?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Often	48516 27%	26822 26%	7481 27%	11822 29%	2391 33%	7079 24%	11933 28%	29504 28%	1332 23%	1889 22%	4260 31%	223 28%	414 31%	1754 34%	3549 25%	6815 30%	16458 25%
Sometimes	73451 41%	42014 41%	11483 41%	16933 42%	3021 41%	13120 45%	17828 41%	42503 40%	2381 41%	3426 40%	5676 41%	377 47%	538 40%	2106 40%	6425 46%	9392 41%	26197 40%
Rarely	32551 18%	18184 18%	5567 20%	7538 19%	1262 17%	5357 18%	7335 17%	19858 19%	1109 19%	1782 21%	2676 19%	136 17%	229 17%	898 17%	2346 17%	3332 15%	12506 19%
Never	22069 12%	14128 14%	3486 12%	3815 10%	640 9%	3567 12%	5891 14%	12610 12%	914 16%	1377 16%	1196 9%	63 8%	152 11%	424 8%	1709 12%	3210 14%	9209 14%
Not stated	581 *% bc	452 *% bc	37 *% bc	49 *% bc	43 1% bc	51 *% bc	51 *% bc	480 *% bc	18 *% bc	20 *% bc	0 0% bc	0 0% bc	2 *% bc	41 1% bc	22 *% bc	17 *% bc	413 1% bc
Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p																	

Table Q12 (continuation)

Q12 Do you ever ask for a Forces discount in shops etc if you are not offered one straight away?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Often	48516 27%	1975 23%	2816 27%	7031 33%	2853 33%	17658 25%	3087 20%	11353 35%	13321 27%	11112 32%	15379 28%	7850 25%	5483 29%	8505 23%	9730 26%	11877 31%	24333 27%	2262 23%	248 57%
Sometimes	73451 41%	3936 46%	4473 43%	8525 40%	4248 49%	30558 43%	6237 41%	11223 34%	20920 42%	14356 41%	21760 40%	13615 44%	7719 41%	15621 42%	14316 39%	15864 42%	38306 42%	4552 46%	107 24%
Rarely	32551 18%	1766 21%	1993 19%	3779 18%	1186 14%	13396 19%	3074 20%	6236 19%	8533 17%	6341 18%	10285 19%	6099 20%	2915 16%	6763 18%	7516 20%	6597 17%	16404 18%	1721 17%	52 12%
Never	22069 12%	881 10%	1152 11%	1781 8%	298 3%	8216 12%	2800 18%	3942 12%	6701 14%	3344 10%	6815 12%	3257 11%	2560 14%	6066 16%	5195 14%	3814 10%	11739 13%	1230 12%	31 7%
Not stated	581 *%	11 *%	12 *%	26 *%	0 0%	447 1%	11 *%	67 *%	57 *%	46 *%	374 1%	87 *%	45 *%	28 *%	240 1%	37 *%	165 *%	140 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q12 (continuation)

Q12 Do you ever ask for a Forces discount in shops etc if you are not offered one straight away?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Often	48516 27%	24847 30% bdef	8797 23%	8385 28% bef	3703 25%	718 22%	796 22%	20728 27%	26074 28%	569 21%	4644 23%	42071 28% ij	5840 24%	42430 28% l	39057 28%	9459 27%
Sometimes	73451 41%	32995 40%	16721 44% acd	12384 41%	6007 40%	1387 43%	1595 43%	32176 42%	39055 41%	1317 48%	9181 46% k	60973 41%	8643 36%	64560 42% l	58270 41%	15181 43%
Rarely	32551 18%	15523 19% c	7429 20% c	4635 15%	2743 18% c	648 20% c	754 20% c	13765 18%	17936 19%	519 19%	3963 20%	27314 18%	4511 19%	27864 18%	25915 18%	6636 19%
Never	22069 12%	8897 11%	4734 13%	4585 15% ab	2357 16% ab	498 15% a	552 15% a	10308 13% h	11056 12%	343 12%	2160 11%	18955 13%	4995 21% m	17046 11%	17764 13%	4305 12%
Not stated	581 *%	81 *%	171 *% a	302 1% ad	28 *%	0 0%	0 0%	291 *%	288 *%	0 0%	146 1% k	151 *%	27 *%	554 *%	579 *% o	2 *%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q13  
 Q13 If you often or sometimes ask - how often do you actually get a discount when you ask for one?  
 Base: All who often or sometimes ask for a Forces discount

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	6248	1787	1588	2127	728	2193	2282	1698	607	586	380	213	285	209	731	723	329
Base	121967	68836	18964	28755	5412	20199	29761	72007	3713	5315	9936	601	952	3860	9974	16206	42655
Always or nearly always	7143 6%	4187 6%	830 4%	1788 6%	338 6%	1055 5%	2559 9%	3529 5%	156 4%	225 4%	450 5%	54 9%	73 8%	211 5%	583 6%	1715 11%	1890 4%
		b		b			eg									np	
Sometimes	54128 44%	30885 45%	8048 42%	12850 45%	2344 43%	11415 57%	15636 53%	27077 38%	2013 54%	2512 47%	3523 35%	318 53%	508 53%	1519 39%	5701 57%	8799 54%	16386 38%
						fg	g		ij	j		m	m		p	p	
Rarely	55209 45%	31019 45%	8984 47%	12693 44%	2513 46%	7016 35%	10614 36%	37580 52%	1470 40%	2246 42%	5269 53%	213 36%	351 37%	1949 50%	3385 34%	5321 33%	22313 52%
								ef			hi			kl			no
Never	5009 4%	2632 4%	964 5%	1235 4%	178 3%	601 3%	788 3%	3619 5%	59 2%	298 6%	606 6%	15 2%	18 2%	145 4%	255 3%	310 2%	2067 5%
								ef		h	h						o
Not stated	478 *%	112 *%	137 1%	191 1%	39 1%	111 1%	165 1%	202 *%	16 *%	34 1%	88 1%	0 0%	2 *%	36 1%	50 1%	62 *%	0 0%
			a	a	a												

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q13 (continuation)

Q13 If you often or sometimes ask - how often do you actually get a discount when you ask for one?

Base: All who often or sometimes ask for a Forces discount

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	6248	642	688	780	186	1986	1061	524	2444	591	1307	1173	860	2281	842	1116	3918	342	10
Base	121967	5911	7288	15556	7102	48215	9324	22575	34241	25468	37139	21465	13203	24126	24045	27742	62639	6814	355
Always or nearly always	7143 6%	263 4%	546 7% a	979 6%	305 4%	3116 6% g	634 7% g	519 2% g	2561 7%	942 4%	2045 6%	1288 6% i	825 6% i	2026 8% ijkl	1150 5%	1428 5%	4004 6%	549 8% no	0 0%
Sometimes	54128 44%	3383 57% c	3818 52% c	5649 36%	1978 28%	20485 42% dg	5090 55% deg	7813 35%	18472 54% deg	8692 34%	14785 40% i	10491 49% ij	7050 53% ijk	12952 54% ijk	9336 39%	10852 39%	30759 49% no	2976 44%	122 34%
Rarely	55209 45%	1947 33%	2695 37%	8050 52% ab	4287 60% efh	23018 48% fh	3214 34%	12312 55% efh	12179 36%	14152 56% jklm	18301 49% klm	9097 42% lm	4916 37%	8361 35%	12213 51% p	14233 51% pq	25417 41%	3081 45%	19 5%
Never	5009 4%	273 5% b	162 2%	800 5% b	511 7% efh	1478 3%	283 3%	1844 8% efh	880 3%	1536 6% klm	1938 5% klm	554 3%	331 3%	638 3%	1221 5% p	1149 4%	2204 4%	191 3%	214 60%
Not stated	478 *%	45 1%	67 1%	78 1%	20 *%	119 *%	103 1% eh	88 *%	149 *%	145 1%	69 *%	35 *%	80 1%	149 1%	125 1%	80 *%	256 *%	17 *%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q13 (continuation)

Q13 If you often or sometimes ask - how often do you actually get a discount when you ask for one?

Base: All who often or sometimes ask for a Forces discount

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	6248	2351	1217	1279	821	213	229	3893	2183	105	624	5383	500	5715	4879	1369
Base	121967	57842	25518	20769	9709	2105	2391	52904	65129	1885	13825	103045	14482	106990	97327	24640
Always or nearly always	7143 6%	3281 6%	1489 6%	1402 7%	567 6%	207 10%	103 4%	3387 6%	3304 5%	234 12%	866 6%	5885 6%	1189 8%	5955 6%	5411 6%	1732 7%
Sometimes	54128 44%	24010 42%	11741 46%	9960 48%	5009 52%	1016 48%	1247 52%	26415 50%	26151 40%	805 43%	6145 44%	45598 44%	5333 37%	48601 45%	42890 44%	11238 46%
Rarely	55209 45%	28022 48%	11190 44%	8524 41%	3887 40%	790 38%	917 38%	21298 40%	32120 49%	757 40%	5981 43%	47281 46%	7160 49%	47749 45%	44639 46%	10570 43%
Never	5009 4%	2314 4%	1059 4%	776 4%	192 2%	66 3%	90 4%	1605 3%	3286 5%	53 3%	823 6%	3856 4%	775 5%	4234 4%	3910 4%	1099 4%
Not stated	478 *%	215 *%	40 *%	108 1%	55 1%	25 1%	34 1%	199 *%	268 *%	36 2%	10 *%	425 *%	26 *%	452 *%	478 *%	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q14  
 Q14 Have you personally had any of the following problems as a result of serving in the Forces in the last 5 years?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Companies refusing to deliver to BFPO addresses	62217 35%	38698 38% bcd	9714 35% cd	12544 31% d	1262 17%	11767 40% g	16643 39% g	33807 32%	1993 35%	2875 34%	4847 35%	168 21% l	198 15%	897 17%	6875 49% p	10355 45% p	21468 33%
Spouse/partner finding it difficult to get employment	59183 33%	38571 38% bcd	5412 19%	13661 34% bd	1539 21%	12139 42% fg	16616 39% g	30428 29%	1521 26% ij	1720 20% j	2171 16%	286 36% lm	346 26% m	907 17%	6747 48% p	10535 46% p	21289 33%
Being refused a mortgage, loan or credit card	47199 27%	33007 32% bcd	4370 16%	8759 22% bd	1063 14%	5225 18%	11395 26% e	30579 29% ef	445 8%	816 10%	3109 23% hi	71 9%	162 12%	830 16% k	3121 22%	8280 36% n	21606 33% n
Difficulty getting a mobile phone contract	32979 19%	24548 24% bcd	2057 7%	5612 14% bd	762 10% b	4224 14%	8338 19% e	20417 19% e	341 6%	489 6%	1227 9% hi	54 7%	112 8%	596 11%	2790 20%	6350 28% n	15408 24%
Being at the back of the queue for public services (e.g. doctors, dentists) when moving to a new area	30302 17%	17742 17% bd	3863 14%	7861 20% abd	836 11%	8024 28% g	11287 26% g	10991 10%	952 17% j	1291 15%	1620 12%	157 20% m	267 20% m	411 8%	4289 31% p	6830 30% p	6623 10%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q14 (continuation)

Q14 Have you personally had any of the following problems as a result of serving in the Forces in the last 5 years?

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Difficulty finding a school place for a child when moving to a new area	21988 12%	14886 15%	1939 7%	4707 12%	456 6%	5538 19%	7595 18%	8855 8%	667 12%	704 8%	568 4%	115 14%	156 12%	184 4%	3070 22%	4992 22%	6824 11%
		bcd		bd		g	g		ij	j		m	m		p	p	
Not stated	56812 32%	26204 26%	12417 44%	14368 36%	3822 52%	8922 31%	13015 30%	34875 33%	2460 43%	4016 47%	5941 43%	360 45%	693 52%	2770 53%	3499 25%	4713 21%	17993 28%
			ac	a	abc			ef		h					o		o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q14 (continuation)  
 Q14 Have you personally had any of the following problems as a result of serving in the Forces in the last 5 years?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Companies refusing to deliver to BFPO addresses	62217 35%	2732 32%	3216 31%	6596 31%	2517 29%	25437 36% dfg	4960 33%	10026 31%	19063 38% dfg	8846 25%	19062 35% i	13165 43% ijm	7884 42% ijm	13015 35% i	13232 36% oq	11776 31% oq	33674 37% oq	3036 31%	76 17%
Spouse/partner finding it difficult to get employment	59183 33%	3585 42% c	4015 38% c	6061 29%	1093 13%	23197 33% dg	6128 40% deg	6875 21% d	21555 44% defg	6135 17%	16464 30% i	11997 39% ij	8510 45% ijk	15688 42% ijk	1963 5%	7052 18% n	46561 51% noq	3311 33% no	23 5%
Being refused a mortgage, loan or credit card	47199 27%	1588 19%	2137 20%	5035 24% a	1180 14%	21254 30% dfg	2384 16%	8121 25% df	14050 28% dfg	9095 26% m	14268 26% m	9981 32% ijm	5442 29% m	8135 22%	8156 22%	10510 28% n	23962 26% n	4240 43% nop	214 49%
Difficulty getting a mobile phone contract	32979 19%	1039 12%	1386 13%	3187 15%	1536 18%	15013 21% fgh	2076 14%	5122 16% f	9050 18% f	4817 14%	11046 20% im	6874 22% im	3979 21% im	6209 17% i	6623 18%	6059 16% o	18113 20% o	2139 22% o	0 0%
Being at the back of the queue for public services (e.g. doctors, dentists) when moving to a new area	30302 17%	2626 31% c	2898 28% c	2337 11%	793 9%	8630 12% g	4716 31% deg	2211 7% deg	13685 28% deg	1563 4%	5740 11% i	6271 20% ij	5416 29% ijk	11192 30% ijk	1761 5%	2894 8% n	23865 26% noq	1688 17% no	16 4%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q14 (continuation)

Q14 Have you personally had any of the following problems as a result of serving in the Forces in the last 5 years?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Difficulty finding a school place for a child when moving to a new area	21988 12%	1686 20% c	1744 17% c	1278 6%	438 5%	7293 10% dg	2887 19% deg	1258 4%	9978 20% deg	810 2%	4329 8% i	4630 15% ij	4241 23% ijk	7692 21% ijk	859 2%	1288 3%	18202 20% noq	1492 15% no	94 21%
Not stated	56812 32%	2603 30%	3593 34%	8172 39% ab	3603 42% eh	20360 29%	5753 38% eh	13350 41% eh	13455 27%	15229 43% jklm	16944 31% kl	7789 25%	4587 25%	12062 33% kl	16111 44% pq	15557 41% pq	22495 25%	2459 25%	116 27%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q14 (continuation)

Q14 Have you personally had any of the following problems as a result of serving in the Forces in the last 5 years?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Companies refusing to deliver to BFPO addresses	62217 35%	28344 34%	13381 35%	11037 36% e	5117 34%	978 30%	1355 37%	26647 34%	33224 35%	878 32%	8048 40% ik	51991 35%	17632 73% m	44270 29%	47022 33%	15196 43% n
Spouse/partner finding it difficult to get employment	59183 33%	12839 16%	18540 49% ae	15320 51% aef	7182 48% ae	1356 42% a	1631 44% a	25062 32%	32509 34%	936 34%	10506 52% ik	46841 31%	9521 40% m	49248 32%	44962 32%	14221 40% n
Being refused a mortgage, loan or credit card	47199 27%	19782 24% ef	12101 32% adef	9687 32% adef	3609 24% ef	520 16%	647 18%	15128 20%	30398 32% g	618 22%	6771 34% ik	38950 26%	8557 36% m	38425 25%	35617 25%	11581 33% n
Difficulty getting a mobile phone contract	32979 19%	14007 17%	8472 22% acdef	5743 19% e	2562 17%	461 14%	573 15%	11594 15%	20062 21% g	458 17%	5498 27% ik	26743 18%	7572 32% m	25241 17%	24987 18%	7992 22% n
Being at the back of the queue for public services (e.g. doctors, dentists) when moving to a new area	30302 17%	5501 7%	7134 19% a	9995 33% ab	4926 33% ab	1024 32% ab	1252 34% ab	15123 20% h	13875 15%	574 21%	5299 26% k	23911 16%	3774 16%	26460 17%	23136 16%	7166 20% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q14 (continuation)  
 Q14 Have you personally had any of the following problems as a result of serving in the Forces in the last 5 years?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Difficulty finding a school place for a child when moving to a new area	21988 12%	848 1%	7057 19%	8950 30%	3828 26%	446 14%	443 12%	9955 13%	11401 12%	324 12%	4433 22%	16662 11%	3197 13%	18514 12%	16491 12%	5497 15%
			aef	abdef	abef	a	a				ik					n
Not stated	56812 32%	33427 41%	8422 22%	6709 22%	4508 30%	1203 37%	1291 35%	27943 36%	27319 29%	779 28%	3762 19%	49543 33%	1871 8%	54850 36%	48226 34%	8586 24%
		bcd	bcd	bc	bcd	bc	h			j		j		l	o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o



Table Q15  
Q15 Which of the following are your biggest concerns about returning to civilian life?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Finding a good job	144371 81%	82643 81%	22789 81%	33520 83%	5419 74%	21998 75%	36843 86%	85530 81%	4279 74%	7395 87%	11115 81%	585 73%	1027 77%	3806 73%	10704 76%	19642 86%	52297 81%
		d	d	abd		eg	e		hj	h					np	n	
Finances / budgeting	79970 45%	49310 49%	11825 42%	15962 40%	2873 39%	9653 33%	18614 43%	51703 49%	1908 33%	3458 41%	6460 47%	261 33%	524 39%	2088 40%	4841 34%	10399 46%	34069 53%
		bcd				e	ef		h	hi					n	no	
Finding decent housing	62085 35%	41026 40%	5847 21%	13650 34%	1562 21%	6512 22%	12771 30%	42802 41%	690 12%	1137 13%	4021 29%	111 14%	201 15%	1250 24%	3668 26%	8202 36%	29155 45%
		bcd		bd		e	ef			hi			kl		n	no	
Dealing with non-military life	43171 24%	26668 26%	6551 23%	8065 20%	1887 26%	5228 18%	11500 27%	26443 25%	1117 19%	2341 28%	3092 22%	163 20%	362 27%	1362 26%	2631 19%	6326 28%	17710 27%
		bc	c		c		e	e		hj			k		n	n	
Lack of community spirit or camaraderie	36341 21%	19226 19%	6169 22%	8809 22%	2136 29%	8135 28%	10058 23%	18147 17%	1614 28%	1950 23%	2605 19%	263 33%	419 31%	1455 28%	3732 27%	5226 23%	10269 16%
			a	a	abc	fg	g		ij						p	p	
Lack of variety / boredom	36336 21%	20787 20%	6623 24%	6928 17%	1997 27%	8114 28%	8192 19%	20030 19%	1792 31%	1891 22%	2941 21%	221 28%	306 23%	1469 28%	4121 29%	4439 19%	12228 19%
		c	ac		abc	fg			ij						op		
Getting healthcare for a Service-related injury / condition	35887 20%	23501 23%	4082 15%	7130 18%	1176 16%	6304 22%	9201 21%	20383 19%	1024 18%	1395 16%	1662 12%	222 28%	215 16%	738 14%	3631 26%	5707 25%	14162 22%
		bcd		b		g			j	j		lm					

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q15 (continuation)  
 Q15 Which of the following are your biggest concerns about returning to civilian life?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Social life	14512 8%	8025 8%	2607 9%	3193 8%	687 9%	1763 6%	2993 7%	9756 9% ef	329 6%	540 6%	1738 13% hi	15 2%	65 5% k	608 12% kl	752 5%	1809 8% n	5465 8% n
Returning to family life	11970 7%	8272 8% c	1981 7% c	1233 3%	484 7% c	887 3%	2346 5% e	8738 8% ef	246 4%	659 8% h	1075 8% h	27 3%	135 10% k	323 6%	430 3%	1296 6% n	6546 10% no
Other	4315 2%	2343 2%	835 3%	899 2%	237 3%	1078 4% fg	1005 2%	2232 2%	160 3%	242 3%	433 3%	25 3%	30 2%	182 3%	570 4% op	522 2%	1251 2%
None - I don't have any concerns	11886 7%	6740 7%	2081 7%	2504 6%	561 8%	2511 9% fg	2024 5% f	7351 7% f	493 9% i	420 5% i	1167 8% i	93 12%	103 8%	365 7%	1130 8% o	851 4%	4759 7% o
Not stated	1408 1%	1005 1% c	185 1%	157 *% c	60 1%	170 1%	215 *% f	1022 1% f	56 1%	58 1%	71 1%	0 0%	20 1% k	41 1%	77 1%	73 *% k	855 1% o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q15 (continuation)  
 Q15 Which of the following are your biggest concerns about returning to civilian life?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Finding a good job	144371 81%	6429 75%	8778 84%	18312 87%	6692 78%	56935 81%	12019 79%	26424 81%	41766 84%	26399 75%	44670 82%	26337 85%	15722 84%	30704 83%	29159 79%	31151 82%	74502 82%	8522 86%	408 93%
Finances / budgeting	79970 45%	2643 31%	4234 41%	9086 43%	4651 54%	34330 49%	4919 32%	15248 46%	20533 41%	16154 46%	26575 49%	14703 48%	8091 43%	14121 38%	16140 44%	18744 49%	39759 44%	4599 46%	274 63%
Finding decent housing	62085 35%	2043 24%	3231 31%	8376 40%	3172 37%	28086 40%	3060 20%	11912 36%	15665 32%	12272 35%	22590 41%	11272 36%	6294 34%	9285 25%	12161 33%	9881 26%	35947 40%	3723 38%	53 12%
Dealing with non-military life	43171 24%	1316 15%	2470 24%	4279 20%	2600 30%	17216 24%	3377 22%	7961 24%	11896 24%	9342 27%	12010 22%	7680 25%	4802 26%	9284 25%	9825 27%	8545 22%	22214 24%	2226 22%	317 72%
Lack of community spirit or camaraderie	36341 21%	2527 29%	2463 24%	3819 18%	1904 22%	12476 18%	4083 27%	6575 20%	11177 23%	7344 21%	9460 17%	6263 20%	4174 22%	9050 24%	8676 23%	7233 19%	18148 20%	2130 22%	29 7%
Lack of variety / boredom	36336 21%	1981 23%	1555 15%	3392 16%	2112 25%	15068 21%	2820 19%	8191 25%	8097 16%	8904 25%	12059 22%	6053 20%	2863 15%	6368 17%	9797 26%	9592 25%	14866 16%	1754 18%	23 5%
Getting healthcare for a Service-related injury / condition	35887 20%	1427 17%	1883 18%	3820 18%	2450 29%	13129 19%	3242 21%	6560 20%	10445 21%	6387 18%	10813 20%	6494 21%	4059 22%	8115 22%	7503 20%	7987 21%	18049 20%	2222 22%	95 22%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q15 (continuation)  
 Q15 Which of the following are your biggest concerns about returning to civilian life?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Social life	14512 8%	668 8% b	579 6% b	1946 9% b	544 6%	6850 10% fh	775 5%	3377 10% fh	2909 6%	3418 10% lm	4884 9% lm	3332 11% lm	990 5%	1867 5%	3757 10% pq	3651 10% p	6323 7%	696 7%	23 5%
Returning to family life	11970 7%	183 2%	256 2%	794 4% a	857 10% efh	4519 6% fh	686 5%	3273 10% efh	2603 5%	3695 10% jklm	3476 6% lm	2027 7% lm	824 4%	1865 5%	2859 8% q	3004 8% pq	5694 6% q	319 3%	0 0%
Other	4315 2%	323 4% bc	210 2%	367 2%	57 1%	1809 3% g	475 3% dg	305 1%	1591 3% dg	306 1%	1583 3% i	960 3% i	419 2% i	1046 3% i	551 1%	913 2%	2509 3% n	306 3% n	0 0%
None - I don't have any concerns	11886 7%	796 9% bc	648 6%	1060 5%	395 5%	4518 6%	1253 8% deh	2587 8%	2953 6%	3811 11% jklm	3282 6% k	1283 4%	1041 6%	2314 6% k	3017 8% op	2326 6%	5562 6%	961 10% op	8 2%
Not stated	1408 1%	37 *% *	65 1% *	55 *% *	454 5% efgh	312 *% *	127 1%	305 1%	210 *% *	565 2% klm	457 1% k	81 *% *	96 1%	208 1%	690 2% opq	374 1% p	318 *% *	25 *% *	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q15 (continuation)  
 Q15 Which of the following are your biggest concerns about returning to civilian life?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Finding a good job	144371 81%	65337 79%	31601 83% ae	25350 84% ae	12634 85% ae	2482 76%	3034 82%	62513 81%	78069 83% g	2399 87%	16999 85% k	121828 82%	19376 81%	124401 82%	114872 81%	29499 83%
Finances / budgeting	79970 45%	35917 44% def	20038 53% acdef	13333 44% def	5875 40% f	1150 35% f	1024 28%	32346 42%	45511 48% g	1381 50%	9847 49% k	66544 45%	11131 46%	68423 45%	62934 44%	17036 48% n
Finding decent housing	62085 35%	25492 31% ef	16073 42% acdef	11844 39% adef	4729 32% ef	780 24%	778 21%	10441 14%	49749 53% g	943 34%	8790 44% ik	51134 34%	11026 46% m	50745 33%	49301 35%	12784 36%
Dealing with non-military life	43171 24%	20273 25% e	9725 26% ce	6726 22% ce	3766 25% ce	638 20%	1010 27% ce	18122 23%	24096 26% g	886 32% jk	4998 25%	36433 24%	6400 27%	36721 24%	35970 25% o	7200 20%
Lack of community spirit or camaraderie	36341 21%	17946 22% b	6466 17% c	6014 20% b	3252 22% b	746 23% b	1074 29% abcd	18325 24% h	16839 18%	925 34% jk	4552 23%	30416 20%	4701 20%	31515 21%	30109 21% o	6231 18%
Lack of variety / boredom	36336 21%	21626 26% bcd	6024 16% c	4071 13% c	2473 17% c	730 22% bcd	648 18% c	16809 22% h	18608 20%	401 15% ij	3522 18%	32070 21% ij	5606 23% m	30625 20%	30268 21% o	6068 17%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q15 (continuation)  
 Q15 Which of the following are your biggest concerns about returning to civilian life?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Getting healthcare for a Service-related injury / condition	35887 20%	15914 19%	7730 20%	6353 21%	3153 21%	583 18%	796 22%	15559 20%	19619 21%	807 29% jk	4427 22%	29896 20%	5082 21%	30746 20%	28139 20%	7749 22%
Social life	14512 8%	7530 9% bdf	2694 7% d	2650 9% df	653 4%	208 6%	194 5%	5580 7%	8525 9% g	278 10%	1590 8%	12486 8%	1723 7%	12741 8%	11979 8%	2533 7%
Returning to family life	11970 7%	5166 6%	3275 9% acef	1867 6%	1000 7%	175 5%	156 4%	4365 6%	7418 8% g	137 5%	1775 9% k	9877 7%	1970 8%	9969 7%	9836 7%	2135 6%
Other	4315 2%	1800 2%	739 2%	1095 4% ab	414 3%	80 2%	79 2%	2352 3% h	1776 2%	93 3%	537 3%	3679 2%	199 1%	4109 3% l	2999 2%	1315 4% n
None - I don't have any concerns	11886 7%	6200 8% bcd	2191 6%	1712 6%	776 5%	260 8%	313 8% cd	5325 7% h	5465 6%	146 5%	838 4%	10297 7% j	2160 9% m	9587 6%	10091 7% o	1795 5%
Not stated	1408 1%	851 1% bd	98 *% bd	332 1% bd	61 *% bd	43 1% b	24 1%	803 1%	594 1%	6 *% bd	37 *% bd	804 1%	11 *% bd	1396 1% bd	1369 1% bd	39 *% bd

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q16  
Q16 Please say if either of the following applies to you:  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
I am being made redundant	2748 2%	1012 1% d	1022 4% acd	706 2% ad	7 *% ad	559 2%	660 2%	1529 1%	116 2%	252 3%	654 5% h	4 1%	3 *%	0 0%	197 1%	192 1%	624 1%
I believe I may be made redundant but haven't heard yet	20093 11%	14196 14% bcd	2376 8% d	3358 8% d	163 2% d	3979 14% fg	5082 12%	11032 11%	560 10%	699 8%	1118 8%	46 6% lm	24 2%	93 2%	2570 18% op	3198 14%	8428 13%
Neither	149465 84%	83266 82%	24106 86% a	35191 88% a	6902 94% abc	24082 83%	36556 85% e	88828 85% e	4915 85%	7430 87%	11761 85%	736 92%	1260 94%	4906 94%	11061 79%	18989 83% n	53215 82%
Not stated	4862 3%	3127 3% b	550 2%	901 2%	284 4% bc	554 2%	741 2%	3566 3% ef	163 3% i	112 1%	275 2%	13 2%	48 4%	224 4%	224 2%	386 2%	2516 4% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q16 (continuation)  
 Q16 Please say if either of the following applies to you:  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
I am being made redundant	2748 2%	242 3%	213 2%	251 1%	73 1%	1033 1%	571 4%	284 1%	737 1%	36 *	1158 2%	384 1%	251 1%	919 2%	324 1%	918 2%	1389 2%	73 1%	8 2%
		c					degh				ik	i	i	ikl		npq			
I believe I may be made redundant but haven't heard yet	20093 11%	804 9%	1161 11%	1394 7%	374 4%	8231 12%	1941 13%	2226 7%	7245 15%	1732 5%	5533 10%	5058 16%	2955 16%	4571 12%	3087 8%	2571 7%	12767 14%	1604 16%	11 2%
		c	c			dg	dg	deg			i	ijm	ijm	ij			no	no	
Neither	149465 84%	7369 86%	8877 85%	18946 90%	7525 88%	59378 84%	12366 81%	29458 90%	40159 81%	31823 90%	46786 86%	24469 79%	15123 81%	30788 83%	32296 87%	33772 88%	74319 82%	8092 82%	419 96%
			ab		fh	fh	efh			jklm	klm			kl	pq	pq			
Not stated	4862 3%	155 2%	195 2%	551 3%	614 7%	1633 2%	330 2%	851 3%	1391 3%	1609 5%	1136 2%	997 3%	394 2%	705 2%	1290 3%	928 2%	2472 3%	136 1%	0 0%
					efgh					jlm		jm			q				

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table Q16 (continuation)  
 Q16 Please say if either of the following applies to you:  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
I am being made redundant	2748 2%	1234 1%	400 1%	555 2%	330 2%	104 3%	89 2%	1274 2%	1392 1%	2748 100%	0 0%	0 0%	179 1%	2552 2%	2232 2%	516 1%
I believe I may be made redundant but haven't heard yet	20093 11%	6317 8%	5626 15%	4760 16%	1995 13%	437 13%	282 8%	8964 12%	10434 11%	0 0%	20093 100%	0 0%	3029 13%	17047 11%	15366 11%	4727 13%
Neither	149465 84%	72833 88%	30792 81%	23941 79%	12112 82%	2609 80%	3253 88%	64887 84%	80170 85%	0 0%	0 0%	149465 100%	20684 86%	128331 84%	119237 84%	30229 85%
Not stated	4862 3%	1961 2%	1033 3%	1033 3%	401 3%	101 3%	73 2%	2144 3%	2412 3%	0 0%	0 0%	0 0%	124 1%	4524 3%	4751 3%	111 *%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q17  
 Q17 Do you have a clear idea about what area of work you will go into when you leave the Armed Forces?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Yes	61275 35%	35291 35%	9682 35%	13349 33%	2953 40% abc	9694 33%	14149 33%	37433 36% f	1931 34%	2575 30%	5176 37% i	245 31%	543 41% k	2165 41% k	4463 32%	8039 35%	22789 35%
No	114650 65%	65462 64% d	18174 65% d	26666 66% d	4348 59%	19332 66% g	28791 67% g	66527 63%	3810 66%	5892 69% j	8472 61%	554 69% lm	777 58%	3017 58%	9488 68%	14692 65%	41282 64%
Not stated	1242 1%	847 1% c	198 1%	142 *% c	56 1%	149 1%	99 *% f	995 1% f	14 *% f	26 *% f	159 1% hi	0 0%	15 1% c	41 1% c	101 1% c	34 *% c	712 1% o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q17 (continuation)

Q17 Do you have a clear idea about what area of work you will go into when you leave the Armed Forces?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Yes	61275 35%	3055 36% b	2992 29% b	7302 35% b	3165 37%	24258 35%	4847 32%	11387 35%	17439 35% f	13205 38% kl	19260 35% k	9747 32%	6191 33%	12561 34%	13698 37% p	13608 36%	30329 33%	3504 35%	90 21%
No	114650 65%	5480 64%	7430 71% ac	13756 65%	4994 58%	45513 65% d	10306 68% deh	21309 65%	31964 65% d	21426 61%	34959 64%	21120 68% ij	12414 66% i	24318 66% i	22465 61%	24404 64%	60418 66% n	6381 64%	347 79%
Not stated	1242 1%	34 *% efgh	24 *% h	84 *% h	428 5% efgh	504 1% h	55 *% h	124 *% h	129 *% h	569 2% jklm	394 1% km	41 *% h	118 1% k	104 *% k	834 2% opq	177 *% opq	200 *% opq	19 *% opq	0 0% opq

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q17 (continuation)

Q17 Do you have a clear idea about what area of work you will go into when you leave the Armed Forces?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Yes	61275 35%	29902 36% be	11981 32%	10804 36% be	5104 34%	940 29%	1241 34%	26917 35%	32637 35%	1503 55% jk	6060 30%	52234 35% j	8111 34%	52698 35%	50379 36% o	10896 31%
No	114650 65%	51629 63%	25803 68% ac	19211 63%	9694 65%	2289 70% ac	2456 66%	49827 64%	61064 65%	1234 45%	14033 70% ik	96840 65% i	15823 66%	98595 65%	89964 64%	24686 69% n
Not stated	1242 1%	813 1% bd	67 *% bd	275 1% bd	39 *% bd	22 1%	0 0%	523 1%	707 1%	11 *% j	0 0%	392 *% j	82 *% j	1161 1% j	1242 1% o	0 0% o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q18  
 Q18 What do you think you will do?  
 Base: All who have a clear idea about what they will do on leaving the Forces

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	3065	871	820	979	381	1076	1097	847	321	286	206	84	166	118	337	365	166
Base	61275	35291	9682	13349	2953	9694	14149	37433	1931	2575	5176	245	543	2165	4463	8039	22789
Civil service/ Administration/ Customer service	4821 8%	2561 7% d	868 9% d	1276 10% d	116 4%	1433 15% fg	1202 8% g	2186 6%	238 12% i	180 7%	450 9%	34 14% lm	25 5%	57 3%	729 16% op	693 9%	1140 5%
Medical Profession	4639 8%	3115 9% cd	686 7% d	832 6% d	7 *% *	1111 11% fg	663 5%	2865 8% f	178 9% i	74 3%	433 8% i	0 0%	7 1%	0 0%	666 15% o	383 5%	2065 9%
Security	3980 6%	2411 7% bc	269 3%	356 3%	944 32% abc	210 2%	644 5% e	3126 8% ef	33 2%	80 3%	156 3%	29 12%	122 22% k	794 37% kl	84 2%	364 5%	1963 9% n
Engineering	3892 6%	1172 3% d	1345 14% acd	1335 10% ad	40 1%	485 5%	1107 8% e	2300 6%	209 11%	492 19% hj	644 12%	0 0%	3 1%	36 2%	154 3%	449 6%	568 2%
Police/Fire Service/Ambulance	3750 6%	2557 7% b	278 3%	767 6% b	148 5%	59 1%	437 3% e	3254 9% ef	0 0%	86 3% h	192 4% h	0 0%	14 3%	134 6% k	40 1%	236 3%	2281 10% no
Teacher/Education	3271 5%	1724 5%	513 5%	821 6%	213 7%	768 8% g	969 7% g	1534 4%	157 8%	129 5%	227 4%	21 9%	67 12%	125 6%	340 8%	503 6%	881 4%
Construction	2872 5%	2519 7% bcd	152 2%	182 1%	20 1%	88 1%	409 3% e	2375 6% ef	13 1%	21 1%	118 2%	8 3% m	11 2%	0 0%	52 1%	343 4% n	2124 9% no
Logistics	2605 4%	1591 5% bd	252 3%	697 5% bd	65 2%	176 2%	517 4% e	1912 5% e	11 1%	16 1%	225 4% hi	0 0%	8 1%	57 3%	79 2%	390 5% n	1122 5% n

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	3065	871	820	979	381	1076	1097	847	321	286	206	84	166	118	337	365	166
Base	61275	35291	9682	13349	2953	9694	14149	37433	1931	2575	5176	245	543	2165	4463	8039	22789
Start own business/ Self employed	2586 4%	1680 5% b	280 3%	493 4%	133 5%	274 3%	809 6% e	1503 4%	46 2%	44 2%	189 4%	19 8%	26 5%	89 4%	134 3%	509 6% n	1037 5%
IT/Communications	2386 4%	1159 3%	399 4%	742 6% ad	86 3%	231 2%	718 5% e	1436 4%	31 2%	108 4%	260 5% h	2 1%	11 2%	73 3%	97 2%	453 6% n	609 3%
Aviation	2027 3%	296 1%	402 4% ad	1301 10% abd	26 1%	1022 11% fg	376 3%	628 2%	187 10% ij	62 2%	154 3%	17 7% lm	10 2%	0 0%	114 3%	112 1%	70 *%
Oil Industry	1532 3%	679 2%	338 3% a	456 3% a	60 2%	26 *%	386 3% e	1120 3% e	19 1%	97 4% h	223 4% h	0 0%	8 1%	52 2%	0 0%	140 2% n	539 2% n
Leisure industry	1386 2%	739 2%	303 3% c	217 2%	126 4% ac	105 1%	446 3% e	834 2% e	12 1%	66 3%	225 4% h	15 6%	10 2%	102 5%	68 2%	317 4%	355 2%
Financial services	1043 2%	853 2% bc	84 1%	78 1%	29 1%	289 3% fg	188 1%	566 2%	31 2% i	0 0%	52 1%	8 3%	4 1%	16 1%	193 4%	162 2%	498 2%
Health & Safety	913 1%	635 2%	93 1%	161 1%	25 1%	70 1%	271 2% e	572 2%	11 1%	49 2%	33 1%	2 1%	7 1%	16 1%	57 1%	153 2%	425 2%
Sport Management	718 1%	458 1%	50 1%	147 1%	63 2% b	104 1%	129 1%	485 1%	14 1%	20 1%	17 *%	6 3% 1	0 0%	57 3% 1	69 2%	62 1%	328 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	3065	871	820	979	381	1076	1097	847	321	286	206	84	166	118	337	365	166
Base	61275	35291	9682	13349	2953	9694	14149	37433	1931	2575	5176	245	543	2165	4463	8039	22789
Agriculture	647 1%	443 1% b	31 *% c	96 1% d	77 3% bc	84 1%	185 1%	378 1%	12 1%	20 1%	0 0%	0 0%	9 2%	68 3%	46 1%	113 1%	284 1%
Electrical	547 1%	238 1%	128 1%	169 1%	12 *% e	11 *% eg	282 2% f	253 1% g	0 0%	79 3% h	50 1%	0 0%	12 2%	0 0%	11 *% n	156 2%	70 *% o
Other	3346 5%	2341 7% cd	458 5%	460 3%	88 3%	452 5%	553 4%	2341 6% f	154 8%	63 2%	242 5%	6 3% l	0 0%	81 4% m	176 4%	401 5%	1764 8%
Not stated	14316 23%	8121 23%	2753 28% acd	2763 21%	679 23%	2694 28% g	3857 27% g	7764 21%	577 30%	891 35% j	1286 25%	78 32% m	191 35% m	410 19%	1354 30% p	2102 26%	4665 20%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	3065	334	280	357	85	901	566	258	1223	283	624	563	404	1167	395	543	1962	150	5
Base	61275	3055	2992	7302	3165	24258	4847	11387	17439	13205	19260	9747	6191	12561	13698	13608	30329	3504	90
Civil service/ Administration/ Customer service	4821 8%	433 14% c	303 10%	540 7%	102 3%	1875 8% g	863 18% degh	446 4%	1527 9% g	1012 8%	1028 5%	514 5%	476 8%	1577 13% ijkl	875 6%	778 6%	2578 8% o	569 16% nop	10 11%
Medical Profession	4639 8%	266 9%	199 7%	367 5%	381 12% fgh	2433 10% fgh	289 6%	613 5%	924 5%	1994 15% jklm	1260 7% m	467 5% m	558 9% km	360 3%	1836 13% op	738 5%	1751 6%	315 9%	0 0%
Security	3980 6%	64 2%	79 3%	214 3%	247 8% f	1574 6% f	147 3%	949 8% f	1063 6% f	736 6%	1719 9% km	411 4%	454 7% k	641 5%	1344 10% op	816 6%	1656 5%	164 5%	0 0%
Engineering	3892 6%	122 4%	162 5%	1051 14% ab	98 3%	1467 6%	274 6%	1073 9% fh	980 6%	716 5%	1178 6%	895 9% jlm	304 5%	798 6%	896 7%	1079 8%	1742 6%	174 5%	0 0%
Police/Fire Service/Ambulance	3750 6%	19 1%	101 3% a	647 9% ab	572 18% efh	1530 6% fh	47 1%	1167 10% efh	435 2% f	1557 12% jklm	1170 6% m	586 6% m	249 4% m	188 1%	993 7% p	1583 12% npq	1050 3%	124 4%	0 0%
Teacher/Education	3271 5%	251 8% c	270 9% c	300 4%	114 4%	1253 5%	294 6%	447 4%	1163 7%	567 4%	886 5%	632 6%	478 8% j	708 6%	631 5%	643 5%	1697 6%	300 9%	0 0%
Construction	2872 5%	15 1%	34 1%	133 2%	246 8% fh	1158 5% fh	37 1%	1072 9% efh	360 2% f	1592 12% jklm	732 4% km	165 2%	173 3%	210 2%	509 4%	1192 9% np	884 3%	287 8% np	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	RAF Rank			Age					Length of Service					Personal Status					
	Total	Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	3065	334	280	357	85	901	566	258	1223	283	624	563	404	1167	395	543	1962	150	5
Base	61275	3055	2992	7302	3165	24258	4847	11387	17439	13205	19260	9747	6191	12561	13698	13608	30329	3504	90
Logistics	2605 4%	86 3%	103 3%	508 7% a	48 2%	1344 6% fg	134 3%	277 2%	802 5%	662 5% l	746 4%	422 4% l	118 2%	658 5% l	355 3%	307 2%	1813 6% no	130 4%	0 0%
Start own business/ Self employed	2586 4%	75 2%	230 8% ac	188 3%	60 2%	1127 5%	243 5%	413 4%	742 4%	412 3%	928 5%	436 4%	224 4%	585 5%	288 2%	511 4%	1707 6% nq	61 2%	10 11%
IT/Communications	2386 4%	101 3%	147 5%	494 7% a	58 2%	964 4% f	75 2%	567 5% f	721 4% f	362 3%	822 4%	534 5% m	241 4%	426 3%	498 4%	500 4%	1317 4%	70 2%	0 0%
Aviation	2027 3%	704 23% bc	193 6%	404 6%	70 2%	852 4%	349 7% egh	204 2%	538 3%	216 2%	637 3%	470 5% i	171 3%	532 4% i	434 3%	455 3%	1102 4%	36 1%	0 0%
Oil Industry	1532 3%	8 *% a	142 5% a	306 4% a	27 1%	848 3% f	24 *% a	159 1%	474 3% f	72 1%	670 3% i	395 4% im	145 2%	251 2%	147 1%	623 5% npq	728 2%	35 1%	0 0%
Leisure industry	1386 2%	11 *% a	53 2%	153 2% a	54 2%	320 1%	80 2%	404 4% e	528 3% e	71 1%	604 3% i	268 3% i	150 2%	293 2%	327 2%	412 3%	581 2%	65 2%	0 0%
Financial services	1043 2%	56 2% c	22 1%	0 0%	11 *% a	523 2%	65 1%	231 2%	212 1%	258 2%	428 2%	127 1%	62 1%	168 1%	380 3% o	130 1%	516 2%	17 *% n	0 0%
Health & Safety	913 1%	0 0% a	63 2% a	98 1% a	0 0%	141 1%	102 2% e	34 *% e	637 4% eg	43 *% a	117 1%	398 4% ijlm	87 1%	269 2% ij	14 *% n	322 2% n	450 1% n	110 3% n	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	3065	334	280	357	85	901	566	258	1223	283	624	563	404	1167	395	543	1962	150	5
Base	61275	3055	2992	7302	3165	24258	4847	11387	17439	13205	19260	9747	6191	12561	13698	13608	30329	3504	90
Sport Management	718 1%	15 *%	48 2%	84 1%	12 *%	245 1%	54 1%	269 2%	138 1%	178 1%	286 1%	62 1%	14 *%	178 1%	109 1%	151 1%	446 1%	11 *%	0 0%
Agriculture	647 1%	26 1%	44 1%	26 *%	240 8%	149 1%	27 1%	0 0%	232 1%	257 2%	146 1%	79 1%	69 1%	96 1%	291 2%	68 1%	289 1%	0 0%	0 0%
Electrical	547 1%	0 0%	36 1%	133 2%	26 1%	122 1%	69 1%	85 1%	244 1%	78 1%	97 1%	78 1%	120 2%	174 1%	66 *%	148 1%	323 1%	10 *%	0 0%
Other	3346 5%	117 4%	89 3%	254 3%	454 14%	978 4%	221 5%	699 6%	962 6%	895 7%	890 5%	443 5%	649 10%	469 4%	959 7%	880 6%	1431 5%	76 2%	0 0%
Not stated	14316 23%	686 22%	674 23%	1403 19%	345 11%	5356 22%	1455 30%	2278 20%	4756 27%	1528 12%	4916 26%	2366 24%	1450 23%	3979 32%	2746 20%	2272 17%	8270 27%	950 27%	70 78%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	3065	1111	581	658	420	99	127	1993	995	89	252	2648	246	2797	2434	631
Base	61275	29902	11981	10804	5104	940	1241	26917	32637	1503	6060	52234	8111	52698	50379	10896
Civil service/ Administration/ Customer service	4821 8%	1859 6%	1052 9%	747 7%	751 15% abc	155 17% abc	212 17% abc	2350 9%	2436 7%	210 14% k	595 10%	3961 8%	343 4%	4478 8% l	4821 10% o	0 0%
Medical Profession	4639 8%	2970 10% cd	914 8% cd	306 3%	220 4%	66 7% c	79 6% c	1659 6%	2954 9% g	21 1%	168 3%	4364 8% ij	691 9%	3855 7%	4639 9% o	0 0%
Security	3980 6%	2123 7% bd	536 4%	967 9% bd	168 3%	34 4%	63 5%	1221 5%	2681 8% g	103 7%	495 8%	3335 6%	557 7%	3423 6%	3980 8% o	0 0%
Engineering	3892 6%	1852 6%	590 5%	733 7%	557 11% abce	41 4%	81 7%	2315 9% h	1476 5%	118 8%	432 7%	3288 6%	398 5%	3486 7%	3892 8% o	0 0%
Police/Fire Service/Ambulance	3750 6%	2395 8% cdef	689 6% de	475 4% d	89 2%	8 1%	23 2%	803 3%	2901 9% g	0 0%	319 5% i	3379 6% i	604 7%	3146 6%	3750 7% o	0 0%
Teacher/Education	3271 5%	1654 6% ef	646 5% f	641 6% ef	260 5% f	8 1%	9 1%	1467 5%	1792 5%	45 3%	355 6%	2829 5%	364 4%	2895 5%	3271 6% o	0 0%
Construction	2872 5%	1628 5% bde	368 3%	698 6% bde	115 2%	8 1%	32 3%	676 3%	2170 7% g	43 3%	298 5%	2341 4%	300 4%	2573 5%	2872 6% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	3065	1111	581	658	420	99	127	1993	995	89	252	2648	246	2797	2434	631
Base	61275	29902	11981	10804	5104	940	1241	26917	32637	1503	6060	52234	8111	52698	50379	10896
Logistics	2605 4%	1067 4%	441 4%	585 5%	153 3%	14 2%	120 10% abde	1019 4%	1586 5%	70 5%	404 7% k	1899 4%	365 5%	2026 4%	2605 5% o	0 0%
Start own business/ Self employed	2586 4%	1196 4%	663 6%	387 4%	166 3%	74 8% cd	45 4%	1664 6% h	885 3%	178 12% jk	297 5%	2090 4%	417 5%	2158 4%	2586 5% o	0 0%
IT/Communications	2386 4%	982 3%	743 6% acd	360 3%	154 3%	52 6%	72 6%	1173 4%	1166 4%	81 5% j	86 1%	2068 4% j	86 1%	2299 4% l	2386 5% o	0 0%
Aviation	2027 3%	981 3%	495 4%	277 3%	176 3%	21 2%	55 4%	1386 5% h	605 2%	34 2%	252 4%	1659 3%	42 1%	1985 4% l	2027 4% o	0 0%
Oil Industry	1532 3%	665 2%	396 3%	318 3%	113 2%	16 2%	8 1%	856 3%	677 2%	188 13% jk	100 2%	1245 2%	120 1%	1412 3%	1532 3% o	0 0%
Leisure industry	1386 2%	853 3% bc	132 1%	126 1%	158 3% bc	19 2%	63 5% bc	877 3% h	508 2%	0 0%	50 1%	1256 2%	194 2%	1192 2%	1386 3% o	0 0%
Financial services	1043 2%	783 3% bc	52 *% bc	60 1%	148 3% bc	0 0%	0 0%	376 1%	667 2%	36 2%	45 1%	958 2%	72 1%	971 2%	1043 2% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q18 (continuation)

Q18 What do you think you will do?

Base: All who have a clear idea about what they will do on leaving the Forces

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	3065	1111	581	658	420	99	127	1993	995	89	252	2648	246	2797	2434	631
Base	61275	29902	11981	10804	5104	940	1241	26917	32637	1503	6060	52234	8111	52698	50379	10896
Health & Safety	913 1%	393 1% b	27 *% b	327 3% ab	110 2% b	11 1%	27 2% b	460 2%	425 1%	70 5% k	111 2%	732 1%	48 1%	865 2%	913 2% o	0 0%
Sport Management	718 1%	148 *% b	375 3% acd	92 1%	57 1%	28 3% a	17 1%	425 2%	276 1%	0 0%	107 2%	583 1%	0 0%	589 1%	718 1% o	0 0%
Agriculture	647 1%	389 1%	71 1%	132 1%	35 1%	0 0%	9 1%	298 1%	350 1%	0 0%	17 *% k	628 1%	225 3% m	422 1%	647 1% o	0 0%
Electrical	547 1%	192 1%	116 1%	176 2% a	22 *% a	17 2%	11 1%	310 1%	237 1%	14 1%	27 *% k	467 1%	46 1%	501 1%	547 1% o	0 0%
Other	3346 5%	1837 6% f	535 4%	539 5% f	209 4% a	91 10% a	11 1% bdf	1361 5%	1918 6%	36 2%	139 2%	3026 6% j	1108 14% m	2238 4%	3346 7% o	0 0%
Not stated	14316 23%	5934 20%	3138 26% a	2856 26% a	1445 28% a	277 29% a	303 24%	6221 23%	6927 21%	254 17%	1764 29% ik	12125 23%	2132 26%	12184 23%	3419 7%	10896 100% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q19A  
 Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job satisfaction  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Will be much better outside	21855 12%	14338 14%	3069 11%	3899 10%	549 7%	1828 6%	3474 8%	16552 16%	395 7%	643 8%	2032 15%	29 4%	127 10%	392 8%	857 6%	1998 9%	11483 18%
		bcd	d	d		e	ef			hi		k	k		n	no	
Will be a bit better outside	46181 26%	27724 27%	7576 27%	9175 23%	1706 23%	6420 22%	9903 23%	29858 28%	1462 25%	2127 25%	3987 29%	164 21%	230 17%	1312 25%	3060 22%	5493 24%	19172 30%
		cd	cd				ef				l						no
Will be a bit worse outside	55969 32%	30915 30%	8669 31%	13964 35%	2421 33%	11922 41%	14675 34%	29372 28%	2228 39%	2761 33%	3680 27%	313 39%	475 36%	1632 31%	5707 41%	7797 34%	17412 27%
				ab		fg	g		ij	j		m			op	p	
Will be much worse outside	13540 8%	7651 8%	1822 6%	3294 8%	774 11%	2389 8%	3844 9%	7308 7%	326 6%	677 8%	819 6%	75 9%	157 12%	542 10%	1398 10%	2334 10%	3919 6%
				b	abc		g			h					p	p	
ALL BETTER OUTSIDE	68037 38%	42062 41%	10645 38%	13074 33%	2255 31%	8248 28%	13378 31%	46411 44%	1856 32%	2770 33%	6019 44%	193 24%	357 27%	1705 33%	3916 28%	7491 33%	30655 47%
		bcd	cd				e	ef			hi			k		n	no
ALL WORSE OUTSIDE	69509 39%	38566 38%	10491 37%	17258 43%	3195 43%	14311 49%	18519 43%	36680 35%	2554 44%	3438 40%	4499 33%	388 49%	633 47%	2174 42%	7104 51%	10131 45%	21331 33%
				ab	ab	fg	g		j	j					op	p	
Don't Know	38568 22%	20490 20%	6669 24%	9605 24%	1804 25%	6307 22%	10908 25%	21353 20%	1279 22%	2207 26%	3182 23%	201 25%	336 25%	1267 24%	2908 21%	5069 22%	12513 19%
			a	a	a		eg										

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q19A (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job satisfaction  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	1054	482	249	220	103	309	234	511	64	79	107	17	9	77	123	74	284
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
					ac			fg									

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q19A (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job satisfaction

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Will be much better outside	21855 12%	548 6%	706 7%	2645 13% ab	1191 14% fh	9691 14% fh	904 6%	5281 16% fh	4725 10% f	4793 14% lm	8908 16% klm	3488 11% m	1706 9%	2921 8%	4849 13% q	5346 14% pq	10923 12% q	702 7%	0 0%
Will be a bit better outside	46181 26%	1734 20%	2054 20%	5387 25% ab	2228 26% f	20286 29% fgh	2702 18%	8235 25% f	12577 25% f	8556 24%	16363 30% iklm	7923 26% m	4763 25%	8456 23%	10095 27%	10380 27%	22530 25%	2653 27%	54 12%
Will be a bit worse outside	55969 32%	3674 43% bc	3641 35%	6649 31%	2871 33%	20099 29%	5975 39% egh	10227 31%	16515 33% e	11241 32% j	14767 27%	9873 32% j	6484 35% j	13201 36% ijk	10823 29%	11947 31%	29708 33% n	3108 31%	347 79%
Will be much worse outside	13540 8%	590 7%	677 6%	2027 10% ab	629 7%	5381 8%	1367 9% h	2406 7%	3689 7%	2947 8%	3984 7%	2382 8%	1374 7%	2853 8%	3197 9% o	2349 6%	7178 8% o	794 8%	11 2%
ALL BETTER OUTSIDE -----	68037 38%	2282 27%	2760 26%	8032 38% ab	3419 40% f	29977 43% fh	3606 24%	13516 41% fh	17302 35% f	13350 38% m	25271 46% iklm	11411 37% m	6470 35% m	11378 31%	14944 40% pq	15726 41% pq	33454 37%	3355 34%	54 12%
ALL WORSE OUTSIDE -----	69509 39%	4264 50% bc	4318 41%	8676 41%	3500 41%	25480 36%	7342 48% degh	12633 38%	20204 41% e	14188 40% j	18751 34%	12255 40% j	7858 42% j	16054 43% jk	14019 38%	14296 37%	36886 41% o	3903 39%	358 82%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q19A (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job satisfaction  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	38568 22%	1918 22%	3296 32%	4391 21%	1632 19%	14333 20%	4105 27%	6513 20%	11814 24%	7498 21%	10096 18%	7176 23%	4315 23%	9301 25%	7671 21%	7971 21%	20136 22%	2623 26%	25 6%
			ac				degh		eg			j	j	ij				nop	
Not stated	1054 1%	105 1%	73 1%	43 *%	36 *%	485 1%	155 1%	159 *%	211 *%	164 *%	494 1%	66 *%	80 *%	250 1%	362 1%	196 1%	472 1%	24 *%	0 0%
			c				h				k			k					

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q19A (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job satisfaction

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Will be much better outside	21855 12%	10980 13% cdef	4793 13% def	3433 11% ef	1477 10% f	221 7%	210 6%	9376 12%	11643 12%	458 17% j	2242 11%	18412 12%	3354 14%	18288 12%	17706 13%	4150 12%
Will be a bit better outside	46181 26%	22710 28% cdef	10654 28% cdef	7130 24% f	3398 23% f	710 22%	612 17%	19592 25%	25113 27%	697 25%	5831 29% k	38715 26%	5976 25%	39902 26%	36246 26%	9935 28% n
Will be a bit worse outside	55969 32%	25288 31%	10976 29%	10670 35% ab	4956 33% b	1084 33%	1324 36% ab	25197 33%	29494 31%	764 28%	6319 31%	47284 32%	7363 31%	48557 32%	44471 31%	11498 32%
Will be much worse outside	13540 8%	6150 7%	2955 8%	2243 7%	1228 8%	360 11% abc	403 11% abc	5914 8%	7316 8%	116 4%	1940 10% ik	11174 7%	2345 10% m	11189 7%	11171 8%	2370 7%
ALL BETTER OUTSIDE -----	68037 38%	33690 41% cdef	15447 41% cdef	10563 35% ef	4876 33% f	931 29% f	822 22%	28968 37%	36757 39%	1155 42%	8072 40%	57128 38%	9330 39%	58189 38%	53952 38%	14084 40%
ALL WORSE OUTSIDE -----	69509 39%	31438 38%	13931 37%	12913 43% ab	6184 42% ab	1445 44% ab	1727 47% ab	31111 40%	36810 39%	880 32%	8259 41% i	58458 39%	9708 40%	59746 39%	55642 39%	13867 39%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q19A (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job satisfaction  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	38568 22%	16905 21%	8288 22%	6395 21%	3714 25%	831 26%	1118 30%	16507 21%	20497 22%	693 25%	3744 19%	33179 22%	4903 20%	33540 22%	30937 22%	7631 21%
Not stated	1054 1%	310 *%	186 *%	420 1%	64 *%	44 1%	30 1%	682 1%	344 *%	20 1%	18 *%	701 *%	75 *%	979 1%	1054 1%	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q19B

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Pay  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Will be much better outside	20975 12%	11724 12%	3014 11%	4122 10%	2114 29% abc	3325 11% f	2348 5%	15302 15% ef	579 10% i	402 5%	2034 15% hi	138 17%	254 19%	1722 33% kl	1651 12% o	1004 4%	9068 14% o
Will be a bit better outside	34606 20%	20104 20%	5024 18%	8118 20% b	1360 18%	7076 24% fg	4956 12%	22574 22% f	1359 24% i	1001 12%	2664 19% i	239 30% lm	226 17%	895 17%	3477 25% o	2446 11%	14181 22% o
Will be a bit worse outside	67625 38%	38965 38% d	10938 39% d	15613 39% d	2109 29%	10968 38%	19083 44% eg	37574 36%	2492 43% j	3795 45% j	4650 34%	228 29%	440 33%	1442 28%	5026 36%	10264 45% np	23676 37%
Will be much worse outside	29866 17%	16584 16% d	5416 19% ad	7184 18% d	683 9%	4691 16% g	11668 27% eg	13506 13%	755 13%	2411 28% hj	2249 16%	79 10%	240 18% km	363 7%	2455 17% p	6469 28% np	7660 12%
ALL BETTER OUTSIDE -----	55580 31%	31828 31% b	8038 29%	12241 30%	3474 47% abc	10400 36% f	7304 17%	37876 36% f	1937 34% i	1403 17%	4698 34% i	377 47% l	480 36%	2617 50% l	5128 36% o	3451 15%	23249 36% o
ALL WORSE OUTSIDE -----	97491 55%	55549 55% d	16353 58% ad	22796 57% d	2792 38%	15660 54% g	30751 71% eg	51080 49%	3247 56% j	6206 73% hj	6900 50%	307 38%	680 51% km	1805 35%	7480 53%	16733 74% np	31336 48%
Don't Know	23366 13%	13826 14%	3524 13%	5020 13%	997 14%	2978 10%	4794 11%	15594 15% ef	541 9%	845 10%	2138 15% hi	103 13%	170 13%	724 14%	1372 10%	2470 11%	9984 15% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q19B (continuation)

Q19 How optimistic are you about the following aspects of your potential

future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Pay

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	731	397	139	100	94	136	190	405	29	39	71	12	5	77	72	112	214
	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q19B (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Pay

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi- shed relat- ionship	Married / in civil part- nership	Sep- arated or di- vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Will be much better outside	20975 12%	957 11% b	688 7% b	2477 12%	814 9% f	10392 15% dfh	728 5% f	4608 14% fh	4332 9% f	5525 16% klm	7730 14% klm	3358 11% m	2016 11% m	2292 6%	4886 13% pq	5434 14% pq	9714 11%	905 9%	0 0%
Will be a bit better outside	34606 20%	2002 23% b	1283 12% b	4833 23%	1654 19% f	15255 22% fh	2031 13%	8166 25% fh	7291 15%	8554 24% klm	12777 23% klm	5344 17% lm	2525 13%	5215 14%	8372 23% pq	8600 23% pq	15681 17%	1765 18%	49 11%
Will be a bit worse outside	67625 38%	3223 38%	4584 44% ac	7806 37%	3454 40%	25353 36%	6507 43% eg	11227 34% eg	20827 42% eg	11544 33%	18951 35%	12491 40% ij	8031 43% ij	16436 44% ijk	13280 36%	13927 36%	36412 40% noq	3312 33%	279 64%
Will be much worse outside	29866 17%	1402 16%	2549 24% ac	3233 15%	1369 16% g	9622 14% g	4400 29% degh	3305 10% deg	11073 22% deg	3301 9%	7111 13% i	5863 19% ij	4003 21% ij	9285 25% ijkl	4711 13%	5092 13%	17759 20% no	2180 22% no	107 24%
ALL BETTER OUTSIDE -----	55580 31%	2959 35% b	1971 19% b	7311 35%	2468 29% f	25648 36% dfh	2760 18% f	12773 39% dfh	11623 23% f	14079 40% klm	20508 38% klm	8701 28% lm	4541 24% m	7506 20%	13258 36% pq	14034 37% pq	25396 28%	2670 27%	49 11%
ALL WORSE OUTSIDE -----	97491 55%	4625 54%	7132 68% ac	11039 52%	4823 56% g	34974 50% g	10906 72% degh	14532 44% deg	31899 64% deg	14845 42% i	26062 48% ij	18354 59% ijk	12034 64% ijk	25721 70% ijkl	17992 49%	19019 50%	54171 60% no	5492 55% no	386 88%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q19B (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Pay  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	23366 13%	962 11%	1309 13%	2749 13%	1295 15% f	9327 13% f	1457 10%	5386 16% efh	5825 12% f	6179 18% jklm	7722 14% lm	3810 12% m	2038 11%	3595 10%	5471 15% p	5026 13%	11101 12%	1678 17% op	2 *%
Not stated	731 *%	23 *%	34 *%	43 *%	0 0%	326 *%	84 1%	129 *%	184 *%	97 *%	320 1% k	43 *%	109 1% k	161 *%	276 1% p	110 *%	280 *%	65 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q19B (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Pay  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Will be much better outside	20975 12%	11074 13% bcdef	3890 10% f	3388 11% f	1431 10% f	263 8% f	129 3%	7768 10%	12530 13% g	334 12%	2653 13%	17660 12%	2251 9%	18712 12% l	16902 12%	4073 11%
Will be a bit better outside	34606 20%	18662 23% bcdef	6838 18% df	5505 18% df	1853 12% f	485 15% f	308 8%	13098 17%	20169 21% g	534 19%	4188 21%	29404 20%	4551 19%	30020 20%	28187 20%	6419 18%
Will be a bit worse outside	67625 38%	30250 37%	14996 40% a	11519 38%	6143 41% a	1249 38%	1837 50% abcde	32559 42% h	33392 35%	862 31%	5610 28%	58924 39% ij	9529 40%	57552 38%	52938 37%	14687 41% n
Will be much worse outside	29866 17%	11098 13% a	6407 17% a	5634 19% abc	3824 26% abc	950 29% abc	1116 30% abc	15654 20% h	13535 14% h	722 26% k	4351 22% k	24264 16%	4282 18%	25544 17%	23946 17%	5920 17%
ALL BETTER OUTSIDE -----	55580 31%	29736 36% bcdef	10727 28% def	8892 29% def	3284 22% f	748 23% f	437 12%	20866 27%	32699 35% g	868 32%	6842 34%	47064 31%	6802 28%	48732 32% l	45089 32% o	10492 29%
ALL WORSE OUTSIDE -----	97491 55%	41348 50% a	21403 57% a	17152 57% a	9967 67% abc	2199 68% abc	2954 80% abcde	48213 62% h	46927 50% h	1584 58%	9961 50%	83188 56% j	13811 58%	83096 55%	76883 54%	20607 58% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q19B (continuation)

Q19 How optimistic are you about the following aspects of your potential

future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Pay

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	23366	11080	5661	3881	1490	282	299	7735	14523	296	3263	18834	3389	19908	18882	4484
	13%	13%	15%	13%	10%	9%	8%	10%	15%	11%	16%	13%	14%	13%	13%	13%
		def	def	def					g		k					
Not stated	731	180	60	365	96	22	8	454	259	0	27	380	13	717	731	0
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%
				ab	ab			h							o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q19C

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Other benefits of the job

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Will be much better outside	11472 6%	6578 6%	1966 7% c	2265 6%	662 9% abc	2074 7% f	2184 5%	7213 7% f	410 7%	508 6%	1049 8%	60 8%	121 9%	481 9%	916 7%	1064 5%	4598 7%
Will be a bit better outside	29389 17%	17209 17%	4529 16%	6486 16%	1165 16%	5943 20% fg	5825 14%	17620 17% f	1196 21% ij	1105 13%	2228 16%	157 20% l	156 12%	852 16%	2714 19% o	3032 13%	11463 18% o
Will be a bit worse outside	65045 37%	36798 36%	10966 39% ac	14548 36%	2732 37%	11441 39% fg	15576 36%	38028 36%	2478 43% j	3314 39%	5174 37%	339 42%	480 36%	1914 37%	5411 39%	8130 36%	23258 36%
Will be much worse outside	42404 24%	23274 23%	6907 25% d	10721 27% ad	1502 20%	6340 22%	12474 29% eg	23589 22%	1157 20%	2453 29% hj	3296 24%	148 19%	353 26% km	1001 19%	3313 24%	6917 30% np	13044 20%
ALL BETTER OUTSIDE -----	40861 23%	23787 23%	6496 23%	8751 22%	1827 25% c	8017 27% fg	8009 19%	24834 24% f	1606 28% i	1613 19%	3277 24% i	218 27% l	277 21%	1333 26%	3630 26% o	4096 18%	16061 25% o
ALL WORSE OUTSIDE -----	107448 61%	60072 59%	17872 64% ad	25270 63% ad	4235 58%	17781 61%	28050 65% eg	61617 59%	3635 63%	5768 68% hj	8470 61%	487 61%	833 62%	2915 56%	8724 62% p	15046 66% p	36302 56%
Don't Know	27306 15%	16775 17% bc	3515 13%	5836 15% b	1180 16% b	3156 11%	6636 15% e	17513 17% e	485 8%	1076 13% h	1954 14% h	82 10%	216 16% k	882 17% k	1569 11%	3412 15% n	11794 18% n

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q19C (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Other benefits of the job

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	1553	967	171	300	115	219	343	991	29	36	107	12	10	93	129	211	627
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%

bc

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q19C (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Other benefits of the job

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Will be much better outside	11472 6%	687 8%	493 5%	1085 5%	190 2%	4501 6%	781 5%	2321 7%	3598 7%	1815 5%	3710 7%	2496 8%	1247 7%	2165 6%	1890 5%	2748 7%	6098 7%	693 7%	0 0%
Will be a bit better outside	29389 17%	1877 22%	1532 15%	3077 15%	1563 18%	11866 17%	2459 16%	5140 16%	8169 16%	4856 14%	10141 19%	4787 15%	3121 17%	6313 17%	5844 16%	6414 17%	15128 17%	1762 18%	27 6%
Will be a bit worse outside	65045 37%	3214 38%	3652 35%	7682 36%	3051 36%	28073 40%	5478 36%	10770 33%	17424 35%	13599 39%	19755 36%	11295 37%	6463 35%	13639 37%	13969 38%	14468 38%	33243 37%	2781 28%	385 88%
Will be much worse outside	42404 24%	1722 20%	2751 26%	6248 30%	2040 24%	14680 21%	4171 27%	8594 26%	12802 26%	7731 22%	12194 22%	7731 25%	4864 26%	9662 26%	8508 23%	8251 22%	22689 25%	2880 29%	23 5%
ALL BETTER OUTSIDE	40861 23%	2564 30%	2024 19%	4163 20%	1753 20%	16367 23%	3240 21%	7462 23%	11767 24%	6671 19%	13851 25%	7283 24%	4368 23%	8478 23%	7734 21%	9162 24%	21226 23%	2455 25%	27 6%
ALL WORSE OUTSIDE	107448 61%	4936 58%	6403 61%	13930 66%	5091 59%	42753 61%	9649 63%	19364 59%	30226 61%	21330 61%	31949 59%	19026 62%	11327 60%	23301 63%	22477 61%	22719 59%	55932 61%	5661 57%	408 93%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q19C (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Other benefits of the job  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	27306 15%	1020 12%	1932 18%	2884 14%	1706 20%	10612 15%	2201 14%	5643 17%	7040 14%	6832 19%	8292 15%	4463 14%	2854 15%	4847 13%	6240 17%	6015 16%	13137 14%	1728 17%	2 *
Not stated	1553 1%	49 1%	87 1%	165 1%	36 *	543 1%	118 1%	352 1%	498 1%	367 1%	520 1%	136 *	174 1%	357 1%	545 1%	294 1%	653 1%	61 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q19C (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Other benefits of the job

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Will be much better outside	11472 6%	4800 6%	2868 8% a	2131 7%	1096 7%	189 6%	178 5%	5682 7% h	5396 6%	299 11% k	1752 9% k	9287 6%	1570 7%	9885 6%	9120 6%	2351 7%
Will be a bit better outside	29389 17%	14469 18% d	6282 17%	4686 15%	2197 15%	522 16%	581 16%	13820 18% h	14598 15%	479 17%	4203 21% k	24201 16%	3991 17%	25364 17%	22967 16%	6422 18%
Will be a bit worse outside	65045 37%	31763 39% cf	13634 36%	10193 34%	5503 37% cf	1228 38%	1161 31%	28231 37%	35113 37%	826 30%	5833 29%	56787 38% ij	8430 35%	56106 37%	50546 36%	14498 41% n
Will be much worse outside	42404 24%	18040 22%	8947 24%	7950 26% a	3803 26% a	851 26%	1172 32% abcd	19189 25%	22357 24%	793 29%	4903 24%	35955 24%	5828 24%	36508 24%	34736 25% o	7668 22%
ALL BETTER OUTSIDE -----	40861 23%	19269 23%	9149 24%	6817 23%	3293 22%	711 22%	759 21%	19502 25% h	19993 21%	778 28%	5955 30% k	33488 22%	5561 23%	35249 23%	32087 23%	8773 25%
ALL WORSE OUTSIDE -----	107448 61%	49803 60%	22582 60%	18144 60%	9307 63%	2079 64%	2334 63%	47420 61%	57470 61%	1620 59%	10736 53%	92741 62% j	14258 59%	92614 61%	85282 60%	22166 62%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q19C (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Other benefits of the job

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	27306	12758	5907	4811	2114	438	597	9452	16560	350	3348	22281	4077	23158	22663	4643
	15%	15%	16%	16%	14%	13%	16%	12%	18%	13%	17%	15%	17%	15%	16%	13%
									g						o	
Not stated	1553	514	213	519	123	22	8	893	384	0	53	955	120	1433	1553	0
	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%
				abdf				h							o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q19D  
 Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job security  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Will be much better outside	3429 2%	2466 2% bc	454 2% c	372 1% c	136 2% c	374 1%	633 1%	2422 2% ef	56 1%	102 1%	296 2%	10 1%	33 2%	93 2%	243 2%	404 2%	1819 3%
Will be a bit better outside	11360 6%	6637 7%	1897 7%	2442 6%	383 5%	2131 7% f	1873 4%	7356 7% f	411 7% i	261 3%	1224 9% i	31 4%	64 5%	288 6%	984 7% o	1053 5%	4600 7% o
Will be a bit worse outside	73814 42%	41228 41%	11999 43%	17148 43%	3439 47% abc	14313 49% fg	16731 39%	42770 41%	3002 52% ij	3631 43%	5366 39%	366 46%	532 40%	2540 49% l	6876 49% op	8389 37%	25964 40%
Will be much worse outside	64251 36%	37059 36% d	9874 35% d	15063 38% d	2254 31%	8883 30%	18393 43% eg	36975 35% e	1705 30%	3529 42% hj	4641 34%	282 35%	512 38% m	1460 28%	4312 31%	10284 45% np	22463 35%
ALL BETTER OUTSIDE -----	14789 8%	9104 9% c	2351 8%	2815 7%	519 7%	2505 9% f	2505 6%	9778 9% f	467 8% i	364 4%	1520 11% i	42 5%	97 7%	381 7%	1227 9% o	1457 6%	6419 10% o
ALL WORSE OUTSIDE -----	138065 78%	78287 77%	21873 78%	32211 80% ab	5693 77%	23197 80% g	35123 82% eg	79745 76%	4706 82% j	7160 84% j	10007 72%	649 81%	1044 78%	4001 77%	11188 80% p	18673 82% p	48427 75%
Don't Know	23495 13%	13823 14%	3698 13%	4926 12%	1048 14%	3269 11%	5242 12%	14984 14% ef	539 9%	950 11%	2209 16% hi	94 12%	190 14%	764 15%	1532 11%	2568 11%	9723 15% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table Q19D (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job security  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	820	386	132	205	96	203	168	448	41	20	71	15	5	77	105	67	214
	%	%	%	1%	1%	1%	%	%	1%	%	1%	2%	%	1%	1%	%	%

abc

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q19D (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job security  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Will be much better outside	3429 2%	64 1%	94 1%	214 1%	29 *	1824 3%	210 1%	640 2%	707 1%	821 2%	1261 2%	460 1%	329 2%	550 1%	671 2%	622 2%	2064 2%	64 1%	0 0%
						dfh					m						q		
Will be a bit better outside	11360 6%	704 8%	494 5%	1244 6%	369 4%	5591 8%	674 4%	1659 5%	2996 6%	1858 5%	4527 8%	2185 7%	839 4%	1921 5%	1932 5%	3056 8%	5559 6%	769 8%	8 2%
		bc				dfgh			f		ilm	lm				np		n	
Will be a bit worse outside	73814 42%	4070 47%	4178 40%	8900 42%	3208 37%	30097 43%	5838 38%	14379 44%	20017 40%	13994 40%	23938 44%	13042 42%	7650 41%	14892 40%	15980 43%	16391 43%	37046 41%	3727 38%	158 36%
		bc				f		f			m				q	q			
Will be much worse outside	64251 36%	2584 30%	4069 39%	8411 40%	3212 37%	23135 33%	6689 44%	11524 35%	19488 39%	11813 34%	17965 33%	11184 36%	7461 40%	15567 42%	12224 33%	13160 34%	34595 38%	3932 40%	272 62%
			a	a			egh	eg				j	ijk	ijk			no	no	
ALL BETTER OUTSIDE	14789 8%	769 9%	588 6%	1458 7%	398 5%	7415 11%	885 6%	2299 7%	3703 7%	2680 8%	5789 11%	2644 9%	1168 6%	2471 7%	2603 7%	3678 10%	7623 8%	833 8%	8 2%
		b				dfgh			f		iklm	lm				n			
ALL WORSE OUTSIDE	138065 78%	6654 78%	8247 79%	17311 82%	6420 75%	53232 76%	12527 82%	25903 79%	39506 80%	25807 73%	41903 77%	24226 78%	15111 81%	30459 82%	28203 76%	29550 77%	71640 79%	7659 77%	430 98%
				a			degh	e				i	ij	ijk					

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q19D (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job security  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	23495	1105	1534	2287	1767	9261	1681	4506	6105	6606	6593	3957	2334	3860	5912	4853	11265	1398	0
	13%	13%	15%	11%	21%	13%	11%	14%	12%	19%	12%	13%	12%	10%	16%	13%	12%	14%	0%
			c		efgh	f				ijklm		m	m		op				
Not stated	820	42	77	86	0	366	116	112	218	107	329	81	110	193	278	107	419	14	0
	%	%	1%	%	0%	1%	1%	%	%	%	1%	%	1%	1%	1%	%	%	%	0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q19D (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job security  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Will be much better outside	3429 2%	1615 2% d	595 2% d	913 3% abd	136 1%	63 2%	70 2%	976 1%	2302 2% g	129 5% k	843 4% k	2345 2%	827 3% m	2602 2%	2902 2%	527 1%
Will be a bit better outside	11360 6%	5466 7% d	2603 7% d	1771 6%	723 5%	199 6%	169 5%	5131 7%	5718 6%	243 9%	2597 13% k	8316 6%	1075 4%	10262 7% l	8535 6%	2825 8% n
Will be a bit worse outside	73814 42%	36088 44% cef	16304 43% cef	11491 38% f	6095 41% f	1173 36%	1182 32%	34116 44% h	37577 40%	1167 42%	6948 35%	63721 43% j	9300 39%	63964 42%	59396 42%	14418 41%
Will be much worse outside	64251 36%	27132 33%	13802 36% a	11737 39% a	6242 42% ab	1364 42% a	1778 48% abcd	28081 36%	34612 37%	894 33%	6342 32%	55756 37% j	8872 37%	55278 36%	51354 36%	12897 36%
ALL BETTER OUTSIDE -----	14789 8%	7081 9% d	3198 8% d	2684 9% d	859 6%	262 8%	239 6%	6107 8%	8019 8%	372 14% k	3440 17% k	10661 7%	1902 8%	12864 8%	11436 8%	3352 9%
ALL WORSE OUTSIDE -----	138065 78%	63221 77%	30105 80% ac	23228 77%	12337 83% abce	2537 78%	2960 80%	62196 80% h	72189 76%	2061 75% j	13290 66% j	119477 80%	18172 76%	119243 78%	110749 78%	27315 77%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q19D (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : Job security  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	23495 13%	11852 14% bd	4457 12%	3963 13% d	1554 10%	424 13%	491 13%	8427 11%	13947 15% g	313 11%	3330 17% k	18852 13%	3926 16% m	19543 13%	18580 13%	4915 14%
Not stated	820 *%	191 *%	91 *%	416 1% abd	87 1%	27 1% a	8 *%	537 1% h	253 *%	2 *%	33 *%	475 *%	16 *%	804 1%	820 1% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q19E

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : The overall package  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Will be much better outside	11859 7%	7239 7%	1904 7%	2162 5%	554 8%	1617 6%	1558 4%	8684 8%	279 5%	377 4%	1248 9%	31 4%	103 8%	420 8%	764 5%	771 3%	5705 9%
		c	c	c	c	f		ef			hi		k	k	o		no
Will be a bit better outside	39662 22%	22325 22%	6334 23%	8882 22%	2121 29%	7961 27%	7726 18%	23975 23%	1675 29%	1633 19%	3026 22%	214 27%	250 19%	1657 32%	3696 26%	4000 18%	14629 23%
				abc		fg		f		ij		l		l	o		o
Will be a bit worse outside	63827 36%	36096 36%	10053 36%	15416 38%	2261 31%	11684 40%	16823 39%	35319 34%	2474 43%	3412 40%	4167 30%	290 36%	482 36%	1488 28%	5530 39%	8718 38%	21849 34%
		d	d	ad		g	g		j	j		m	m		p		
Will be much worse outside	26886 15%	15444 15%	4375 16%	6377 16%	689 9%	3397 12%	9263 22%	14226 14%	443 8%	1772 21%	2159 16%	96 12%	243 18%	350 7%	1885 13%	5319 23%	8240 13%
		d	d	d			eg	e		hj	h	m	km			np	
ALL BETTER OUTSIDE	51521 29%	29565 29%	8237 29%	11044 28%	2675 36%	9578 33%	9284 22%	32659 31%	1953 34%	2010 24%	4274 31%	246 31%	353 26%	2077 40%	4459 32%	4771 21%	20335 31%
				abc	abc	f		f	i		i			kl	o		o
ALL WORSE OUTSIDE	90712 51%	51540 51%	14428 51%	21794 54%	2950 40%	15081 52%	26086 61%	49545 47%	2918 51%	5184 61%	6327 46%	386 48%	725 54%	1838 35%	7415 53%	14037 62%	30089 46%
		d	d	abd		g	eg			hj		m	m		p	np	
Don't Know	33669 19%	19844 20%	5121 18%	7105 18%	1599 22%	4262 15%	7489 17%	21918 21%	830 14%	1280 15%	3012 22%	153 19%	252 19%	1195 23%	2049 15%	3862 17%	13932 22%
				bc	bc		e	ef			hi						no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q19E (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : The overall package  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Not stated	1265	651	267	215	133	252	180	833	53	20	194	15	5	113	128	95	428
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
				abc		f			i		i			l			

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q19E (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : The overall package

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Estab-lished relat-ionship	Married / in civil part-nership	Sep-arated or di-voiced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Will be much better outside	11859 7%	544 6% b	307 3% b	1311 6% b	484 6%	5139 7% fh	519 3%	2908 9% fh	2711 5% f	2837 8% lm	4431 8% lm	2052 7% m	1006 5%	1518 4%	2239 6%	3324 9% np	5631 6%	622 6%	0 0%
Will be a bit better outside	39662 22%	2376 28% bc	1843 18% b	4663 22% b	1558 18%	18220 26% dfgh	2627 17%	6614 20%	10503 21% f	7133 20%	13680 25% im	7281 24% m	4190 22% m	7296 20%	8289 22% q	8914 23% q	21117 23% q	1253 13%	55 13%
Will be a bit worse outside	63827 36%	3390 40%	4212 40%	7815 37%	3105 36%	23864 34%	6296 41% egh	11871 36%	18439 37% e	11385 32%	19348 35%	10870 35%	6886 37% i	15049 41% ijkl	13439 36%	12525 33%	33589 37% o	3759 38% o	144 33%
Will be much worse outside	26886 15%	973 11%	1929 18% a	3476 16% a	1203 14%	8982 13%	3290 22% degh	3934 12%	9348 19% eg	4555 13%	6375 12%	4870 16% j	3305 18% ij	7551 20% ijkl	4871 13%	4901 13%	14878 16% no	1963 20% nop	239 55%
ALL BETTER OUTSIDE -----	51521 29%	2920 34% bc	2150 21% b	5974 28% b	2042 24%	23359 33% dfgh	3146 21%	9521 29% f	13214 27% f	9970 28% m	18112 33% ilm	9333 30% m	5196 28% m	8814 24%	10527 28% q	12239 32% npq	26748 29% q	1875 19%	55 13%
ALL WORSE OUTSIDE -----	90712 51%	4362 51% ac	6140 59% ac	11291 53% ac	4309 50%	32846 47%	9586 63% degh	15805 48%	27787 56% eg	15940 45%	25723 47%	15740 51% ij	10191 54% ij	22599 61% ijkl	18310 49% o	17427 46%	48466 53% no	5722 58% no	382 87%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q19E (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : The overall package

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Don't Know	33669	1231	2095	3779	1986	13679	2366	7254	8264	8801	10428	5752	3198	5364	7798	8058	15310	2294	0
	19%	14%	20%	18%	23%	19%	16%	22%	17%	25%	19%	19%	17%	15%	21%	21%	17%	23%	0%
		a	a		fh	fh		fh		jk	lm	m	m	m	p	p		p	
Not stated	1265	56	61	98	249	390	111	240	267	489	351	83	137	206	361	466	424	14	0
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
					efgh					km					p	pq			

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q19E (continuation)

Q19 How optimistic are you about the following aspects of your potential future

role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : The overall package

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Will be much better outside	11859 7%	5989 7% cdf	2710 7% df	1721 6%	704 5%	154 5%	142 4%	5206 7%	6372 7%	203 7%	2042 10% k	9300 6%	1129 5%	10730 7% l	9651 7%	2208 6%
Will be a bit better outside	39662 22%	19856 24% cdef	8563 23% def	6438 21% df	2638 18%	540 17%	597 16%	18812 24% h	19456 21%	504 18%	4734 24%	33831 23%	5096 21%	34387 23%	30781 22%	8881 25% n
Will be a bit worse outside	63827 36%	29512 36%	13004 34%	11240 37%	5723 39% b	1396 43% abc	1447 39%	28410 37%	33691 36%	808 29%	6324 31%	54733 37% j	8700 36%	54745 36%	50657 36%	13170 37%
Will be much worse outside	26886 15%	10566 13%	5748 15% a	4840 16% a	3473 23% abc	659 20% abc	847 23% abc	12275 16%	13949 15%	686 25% jk	3318 17%	22399 15%	4544 19% m	22320 15%	21384 15%	5502 15%
ALL BETTER OUTSIDE -----	51521 29%	25845 31% cdef	11274 30% def	8159 27% def	3343 23%	695 21%	739 20%	24018 31% h	25828 27%	706 26%	6776 34% ik	43131 29%	6225 26%	45117 30% l	40432 29%	11089 31% n
ALL WORSE OUTSIDE -----	90712 51%	40078 49%	18752 50%	16080 53% ab	9195 62% abc	2055 63% abc	2293 62% abc	40685 53% h	47640 50%	1494 54%	9642 48%	77133 52% j	13245 55% m	77065 51%	72041 51%	18672 52%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q19E (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? : The overall package  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Don't Know	33669	16045	7708	5654	2170	490	646	11948	20355	545	3603	28331	4508	29045	27847	5822
	19%	19%	20%	19%	15%	15%	17%	15%	22%	20%	18%	19%	19%	19%	20%	16%
		de	de	d					g						o	
Not stated	1265	377	117	397	130	11	19	617	585	2	72	871	38	1227	1265	0
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
				ab	b									l	o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q19SUM  
 Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? SUMMARY  
 Base: All respondents

	Q19 Statements				
	Job satisf action	Pay	Other benefits of the job	Job se curity	The overall package
	a	b	c	d	e
Unweighted Base	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168
Will be much better outside	21855 12% cde	20975 12% cde	11472 6% d	3429 2% d	11859 7% d
Will be a bit better outside	46181 26% bcde	34606 20% cd	29389 17% d	11360 6% d	39662 22% bcd
Will be a bit worse outside	55969 32% ace	67625 38% ace	65045 37% a	73814 42% abce	63827 36% a
Will be much worse outside	13540 8% ae	29866 17% ae	42404 24% abe	64251 36% abce	26886 15% a
ALL BETTER OUTSIDE -----	68037 38% bcde	55580 31% cde	40861 23% d	14789 8% d	51521 29% cd
ALL WORSE OUTSIDE -----	69509 39% ae	97491 55% ae	107448 61% abe	138065 78% abce	90712 51% a

Columns Tested: a,b,c,d,e

Table Q19SUM (continuation)

Q19 How optimistic are you about the following aspects of your potential future role on leaving the Forces? Do you think they will be better, worse, or about the same compared to the Forces? SUMMARY  
 Base: All respondents

	Q19 Statements				
	Job satisfaction	Pay	Other benefits of the job	Job security	The overall package
	a	b	c	d	e
Unweighted Base	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168
Don't Know	38568 22% bcde	23366 13%	27306 15% bd	23495 13%	33669 19% bcd
Not stated	1054 1%	731 *%	1553 1% abd	820 *%	1265 1% bd

Columns Tested: a,b,c,d,e

Table Q20A  
 Q20 How strongly do you agree or disagree with the following statements? : It will be easy for me to find a good job when I leave the military  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	6258 4%	3784 4%	1147 4%	905 2%	422 6%	1697 6%	1111 3%	3450 3%	321 6%	309 4%	516 4%	46 6%	86 6%	291 6%	916 7%	577 3%	2291 4%
Agree (3.0)	41486 23%	22223 22%	7321 26%	9641 24%	2300 31%	9754 33%	8975 21%	22756 22%	2088 36%	1800 21%	3433 25%	228 29%	336 25%	1735 33%	4552 32%	4752 21%	12919 20%
Disagree (2.0)	83973 47%	49125 48%	12785 46%	19040 47%	3023 41%	12137 42%	22507 52%	49329 47%	2254 39%	4327 51%	6204 45%	356 45%	658 49%	2010 38%	6127 44%	12043 53%	30955 48%
Strongly Disagree (1.0)	23154 13%	14539 14%	3196 11%	4830 12%	589 8%	2238 8%	6018 14%	14898 14%	353 6%	1079 13%	1764 13%	52 7%	117 9%	420 8%	1190 8%	3652 16%	9697 15%
ALL AGREE -----	47743 27%	26007 26%	8468 30%	10546 26%	2722 37%	11451 39%	10086 23%	26206 25%	2409 42%	2109 25%	3950 29%	274 34%	422 32%	2026 39%	5468 39%	5329 23%	15210 23%
ALL DISAGREE -----	107128 60%	63664 63%	15981 57%	23870 59%	3613 49%	14376 49%	28526 66%	64226 61%	2608 45%	5406 64%	7968 58%	408 51%	775 58%	2430 47%	7316 52%	15695 69%	40652 63%
Don't Know/ not applicable	21710 12%	11596 11%	3498 12%	5670 14%	946 13%	3294 11%	4350 10%	14066 13%	720 13%	960 11%	1819 13%	113 14%	138 10%	695 13%	1246 9%	1713 8%	8637 13%
Not stated	587 *%	333 *%	106 *%	71 *%	77 1% abc	54 *%	77 *%	457 *%	17 *%	18 *%	71 1%	4 1%	0 0%	73 1% l	22 *%	27 *%	284 *%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q20A (continuation)

Q20 How strongly do you agree or disagree with the following statements? : It will be easy for me to find a good job when I leave the military

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	154871	89671	24449	34416	6335	25827	38612	90432	5017	7515	11917	682	1197	4456	12785	21025	55862
Mean score	2.20	2.17	2.26	2.19	2.40	2.42	2.13	2.16	2.47	2.18	2.23	2.39	2.33	2.43	2.41	2.11	2.14
Standard deviation	.73	.74	ac	.70	.75	.74	.70	.74	.72	.72	.75	.73	.75	.75	.76	.71	.74
Standard error	.01	.02	.02	.01	.03	.01	.01	.02	.02	.02	.03	.05	.04	.05	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20A (continuation)

Q20 How strongly do you agree or disagree with the following statements? : It will be easy for me to find a good job when I leave the military

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	6258 4%	413 5% bc	139 1%	352 2%	132 2%	2530 4%	464 3%	1428 4% d	1691 3%	1667 5% m	1870 3%	1080 3%	653 3%	979 3%	1610 4% pq	1613 4% pq	2827 3%	182 2%	18 4%
Agree (3.0)	41486 23%	2886 34% bc	2087 20%	4668 22%	2290 27% f	17184 24% fg	3026 20%	6850 21%	11867 24% f	8591 24% m	12195 22%	7908 26% jm	4550 24% m	7832 21%	8142 22%	9079 24%	21825 24%	2196 22%	14 3%
Disagree (2.0)	83973 47%	3401 40%	5480 52% ac	10160 48% a	2939 34%	32284 46% d	7674 50% de	15471 47% d	25382 51% deg	14610 42%	25781 47% i	14242 46% i	9588 51% ijk	19544 53% ijk	16106 44%	17914 47%	44336 49% n	5117 52% n	185 42%
Strongly Disagree (1.0)	23154 13%	643 7% a	1170 11% a	3017 14% ab	1656 19% efh	8686 12%	2048 13% h	5092 16% eh	5519 11%	5253 15%	6987 13%	3774 12%	2312 12%	4759 13%	5345 14%	5093 13%	11269 12%	1200 12%	214 49%
ALL AGREE -----	47743 27%	3299 39% bc	2226 21%	5021 24%	2422 28%	19714 28% f	3490 23%	8278 25%	13558 27% f	10257 29% m	14065 26%	8988 29% jm	5204 28% m	8811 24%	9752 26%	10691 28%	24652 27%	2378 24%	31 7%
ALL DISAGREE -----	107128 60%	4044 47%	6650 64% a	13177 62% a	4595 54%	40970 58%	9722 64% de	20563 63% de	30901 62% de	19863 56%	32768 60%	18016 58%	11901 64% ijk	24304 66% ijk	21451 58%	23007 60%	55605 61% n	6317 64% n	399 91%
Don't Know/ not applicable	21710 12%	1215 14%	1539 15%	2916 14%	1557 18% efgh	9292 13% h	1963 13% h	3888 12%	4920 10%	4968 14% lm	7508 14% lm	3785 12% lm	1607 9%	3796 10%	5529 15% op	4435 12%	10445 11%	1190 12%	7 2%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q20A (continuation)

Q20 How strongly do you agree or disagree with the following statements? : It will be easy for me to find a good job when I leave the military

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi- shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	587 %	11 %	31 %	29 %	12 %	298 %	32 %	91 %	153 %	112 %	272 %	120 %	12 %	72 %	265 1%	56 %	246 %	19 %	0 0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	154871	7343	8876	18197	7018	60684	13212	28840	44459	30120	46833	27004	17104	33115	31203	33698	80257	8695	430
Mean score	2.20	2.42	2.13	2.13	2.13	2.22	2.14	2.16	2.22	2.22	2.19	2.23	2.21	2.15	2.19	2.21	2.20	2.16	1.62
Standard deviation	.73	.73	.64	.70	.79	.74	.71	.77	.70	.79	.73	.73	.71	.69	.78	.75	.72	.67	.74
Standard error	.01	.03	.02	.02	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.18

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q20A (continuation)

Q20 How strongly do you agree or disagree with the following statements? : It will be easy for me to find a good job when I leave the military

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	6258 4%	3650 4%	1044 3%	775 3%	538 4%	58 2%	77 2%	3612 5%	2546 3%	81 3%	364 2%	5454 4%	952 4%	5305 3%	5399 4%	859 2%
Agree (3.0)	41486 23%	19515 24%	10076 27%	6207 20%	3439 23%	825 25%	711 19%	19199 25%	21246 23%	483 18%	4557 23%	35489 24%	5294 22%	35934 24%	32663 23%	8822 25%
Disagree (2.0)	83973 47%	37216 45%	17831 47%	15937 53%	7479 50%	1685 52%	1936 52%	36039 47%	45478 48%	1546 56%	8833 44%	71697 48%	11249 47%	72547 48%	66107 47%	17867 50%
Strongly Disagree (1.0)	23154 13%	10679 13%	4581 12%	3751 12%	1850 12%	430 13%	597 16%	9216 12%	13027 14%	395 14%	3320 17%	18959 13%	3469 14%	19537 13%	19114 14%	4040 11%
ALL AGREE -----	47743 27%	23165 28%	11120 29%	6983 23%	3977 27%	883 27%	787 21%	22811 30%	23792 25%	565 21%	4920 24%	40943 27%	6247 26%	41239 27%	38062 27%	9681 27%
ALL DISAGREE -----	107128 60%	47895 58%	22413 59%	19688 65%	9329 63%	2115 65%	2533 69%	45255 59%	58504 62%	1941 71%	12153 60%	90655 61%	14718 61%	92083 60%	85221 60%	21907 62%
Don't Know/ not applicable	21710 12%	11097 13%	4246 11%	3327 11%	1514 10%	242 7%	371 10%	8736 11%	11992 13%	242 9%	3015 15%	17641 12%	3047 13%	18549 12%	17715 13%	3995 11%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q20A (continuation)

Q20 How strongly do you agree or disagree with the following statements? : It will be easy for me to find a good job when I leave the military

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	587	187	72	293	18	11	6	466	121	0	5	226	4	583	587	0
	%	%	%	1% abd	%	%	%	1% h	%	0%	%	%	%	%	%	0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	154871	71060	33533	26670	13306	2998	3321	68065	82296	2506	17073	131598	20964	133323	123283	31588
Mean score	2.20	2.23	2.23	2.15	2.20	2.17	2.08	2.25	2.16	2.10	2.12	2.21	2.18	2.20	2.20	2.21
		cf	cf		f			h				j				
Standard deviation	.73	.76	.71	.68	.72	.68	.69	.75	.72	.69	.73	.73	.75	.73	.75	.69
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.06	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20B  
 Q20 How strongly do you agree or disagree with the following statements? : Former colleagues or other ex-Service personnel will help me find a job when I leave  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	4816 3%	3003 3% bc	575 2%	597 1%	641 9% abc	793 3%	943 2%	3080 3%	128 2%	191 2%	256 2%	58 7%	119 9%	464 9%	486 3%	494 2%	2023 3%
Agree (3.0)	56846 32%	31762 31%	9238 33% c	12020 30%	3826 52% abc	11977 41% fg	14753 34% g	30116 29%	2570 45% ij	2728 32%	3940 29%	463 58%	742 56%	2622 50%	6068 43% op	8210 36% p	17484 27%
Disagree (2.0)	62677 35%	36108 36% d	10080 36% d	14828 37% d	1661 23%	9273 32%	16065 37% e	37340 36% e	1621 28%	3157 37% h	5302 38% h	138 17%	305 23%	1218 23%	4294 31%	8582 38% n	23233 36% n
Strongly Disagree (1.0)	20166 11%	12928 13% bd	2546 9% d	4512 11% bd	180 2%	1961 7%	4704 11% e	13501 13% ef	311 5%	862 10% h	1373 10% h	15 2%	31 2%	134 3%	931 7%	2619 12% n	9378 14% n
ALL AGREE -----	61662 35%	34765 34% c	9813 35% c	12617 31%	4467 61% abc	12770 44% fg	15696 36% g	33196 32%	2698 47% ij	2919 34%	4196 30%	521 65%	861 64%	3085 59%	6554 47% op	8703 38% p	19507 30%
ALL DISAGREE -----	82843 47%	49036 48% bd	12626 45% d	19341 48% bd	1840 25%	11234 39%	20769 48% e	50841 48% e	1932 34%	4019 47% h	6675 48% h	153 19%	336 25%	1352 26%	5224 37%	11201 49% n	32611 50% n
Don't Know/ not applicable	32115 18%	17450 17% d	5513 20% ad	8129 20% ad	1023 14%	5144 18% f	6458 15%	20513 20% f	1111 19%	1537 18%	2865 21%	121 15% l	136 10%	766 15%	2262 16% o	2806 12%	12381 19% o
Not stated	547 *%	350 *%	101 *%	70 *%	27 *%	27 *%	116 *%	404 *% e	12 *%	18 *%	71 1%	4 1%	2 *%	20 *%	11 *%	55 *%	284 *%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q20B (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Former colleagues or other ex-Service personnel will help me find a job when I leave

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Median	2	2	2	2	3	3	2	2	3	2	2	3	3	3	3	2	2
Base for stats	144506	83801	22440	31958	6307	24004	36465	84037	4631	6938	10871	673	1197	4437	11779	19904	52118
Mean score	2.32	2.30	2.35	2.27	2.78	2.48	2.33	2.27	2.54	2.32	2.28	2.84	2.79	2.77	2.52	2.33	2.23
Standard deviation	.75	.77	.71	.72	.66	.69	.73	.77	.66	.72	.71	.59	.64	.67	.70	.73	.79
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.02	.03	.03	.04	.03	.04	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20B (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Former colleagues or other ex-Service personnel will help me find a job when I leave

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	4816 3%	121 1%	139 1%	338 2%	141 2%	1877 3%	279 2%	1233 4% f	1240 3%	727 2%	1661 3%	1055 3% m	571 3%	804 2%	537 1%	1427 4% nq	2780 3% nq	72 1%	0 0%
Agree (3.0)	56846 32%	2875 34% c	3074 29%	6071 29%	3124 36% g	21486 31%	5406 36% eg	9224 28%	17493 35% eg	8178 23%	17622 32% i	10485 34% i	6880 37% ij	13618 37% ijk	11800 32%	11587 30%	29841 33%	3330 34%	49 11%
Disagree (2.0)	62677 35%	3220 38%	4021 38%	7587 36%	2689 31%	26097 37% g	5635 37% g	10641 32%	17296 35%	12466 35%	19285 35%	10555 34%	6296 34%	13499 37%	12263 33%	14208 37% n	32673 36%	3253 33%	127 29%
Strongly Disagree (1.0)	20166 11%	704 8%	1192 11% a	2616 12% a	1023 12%	8044 11%	1574 10%	4245 13% h	5155 10%	3955 11%	7130 13% lm	3608 12% m	1824 10%	3614 10%	4726 13% p	4157 11%	9730 11%	1261 13%	237 54%
ALL AGREE -----	61662 35%	2996 35% bc	3213 31%	6409 30%	3265 38%	23363 33%	5685 37% eg	10457 32%	18734 38% eg	8905 25%	19283 35% i	11539 37% i	7450 40% ij	14422 39% ij	12337 33%	13014 34%	32621 36%	3402 34%	49 11%
ALL DISAGREE -----	82843 47%	3925 46%	5213 50%	10203 48%	3712 43%	34141 49% h	7209 47%	14886 45%	22451 45%	16421 47%	26415 48% l	14163 46%	8120 43%	17113 46%	16989 46%	18365 48%	42404 47%	4514 46%	363 83%
Don't Know/ not applicable	32115 18%	1648 19%	1979 19%	4501 21%	1597 19%	12470 18% f	2294 15%	7386 23% efh	8224 17%	9782 28% jklm	8658 16%	5074 16%	3141 17%	5404 15%	7421 20% p	6747 18%	15702 17%	1974 20%	25 6%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q20B (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Former colleagues or other ex-Service personnel will help me find a job when I leave

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	547 *%	0 0%	41 *%	29 *%	12 *%	301 *%	20 *%	91 *%	123 *%	91 *%	256 *% lm	131 *% m	12 *%	45 *%	249 1% op	63 *%	221 *%	14 *%	0 0%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1
Base for stats	144506	6921	8426	16612	6977	57504	12894	25343	41185	25326	45698	25703	15570	31534	29326	31380	75025	7916	413
Mean score	2.32	2.35	2.26	2.25	2.34	2.30	2.34	2.29	2.36	2.22	2.30	2.35	2.40	2.37	2.28	2.33	2.34	2.28	1.55
Standard deviation	.75	.68	.71	.74	.75	.74	.72	.80	.74	.74	.77	.77	.74	.72	.75	.76	.75	.73	.70
Standard error	.01	.02	.03	.03	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.19
Columns Tested:	a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r																		

Table Q20B (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Former colleagues or other ex-Service personnel will help me find a job when I leave

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	4816 3%	2149 3%	1220 3%	878 3%	458 3%	31 1%	40 1%	2308 3%	2391 3%	101 4%	801 4%	3713 2%	439 2%	4377 3%	3679 3%	1137 3%
Agree (3.0)	56846 32%	25597 31%	12313 33%	11016 36% abf	5032 34%	1154 36%	1125 30%	26767 35% h	28649 30%	1256 46% jk	6392 32%	48080 32%	8415 35%	48310 32%	43795 31%	13052 37% n
Disagree (2.0)	62677 35%	28769 35%	14134 37% c	9991 33%	5331 36%	1223 38%	1528 41% ac	26923 35%	33517 36%	825 30%	6075 30%	54271 36% j	8697 36%	53626 35%	50568 36%	12109 34%
Strongly Disagree (1.0)	20166 11%	9518 12%	4054 11%	3172 10%	1626 11%	317 10%	354 10%	8568 11%	11330 12%	285 10%	2810 14% k	16625 11%	2792 12%	17225 11%	16509 12%	3657 10%
ALL AGREE -----	61662 35%	27745 34%	13533 36%	11894 39% abf	5490 37% a	1185 36%	1166 32%	29076 38% h	31039 33%	1357 49% jk	7193 36%	51792 35%	8855 37%	52687 35%	47473 34%	14189 40% n
ALL DISAGREE -----	82843 47%	38287 46% c	18188 48% c	13163 43%	6957 47%	1540 47%	1882 51% c	35491 46%	44847 48%	1110 40%	8885 44%	70896 47%	11489 48%	70850 46%	67077 47% o	15766 44%
Don't Know/ not applicable	32115 18%	16125 20% bcd	6098 16%	4945 16%	2383 16%	504 16%	639 17%	12243 16%	18432 20% g	274 10%	4016 20% i	26581 18% i	3640 15%	28401 19% l	26487 19% o	5627 16%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q20B (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Former colleagues or other ex-Service personnel will help me find a job when I leave

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	547	187	33	289	7	21	11	458	89	6	0	197	32	516	547	0
	%	%	%	1%	%	1%	%	1%	%	%	0%	%	%	%	%	0%
			abd			bd		h			jk				o	
Median	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2
Base for stats	144506	66032	31721	25056	12448	2725	3047	64567	75887	2467	16077	122688	20344	123537	114550	29955
Mean score	2.32	2.31	2.34	2.38	2.35	2.33	2.28	2.35	2.29	2.48	2.32	2.32	2.32	2.32	2.30	2.39
Standard deviation	.75	.75	.75	.75	.75	.69	.68	.75	.75	.75	.82	.74	.73	.75	.75	.75
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.02	.06	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20C  
 Q20 How strongly do you agree or disagree with the following statements? : Most employers recognise the skills of ex-Service people, and are keen to employ them  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	6887 4%	3671 4%	1108 4%	1872 5% d	235 3%	767 3%	1436 3%	4684 4% ef	181 3%	285 3%	642 5%	17 2%	57 4%	161 3%	319 2%	678 3%	2674 4% n
Agree (3.0)	83726 47%	45023 44%	14526 52% ad	20925 52% ad	3251 44%	14003 48% g	22129 51% eg	47594 45%	3015 52%	4773 56% j	6739 49%	376 47%	575 43%	2301 44%	6407 46%	11136 49% p	27480 42%
Disagree (2.0)	46378 26%	28812 28% bcd	6411 23%	9335 23%	1820 25%	8799 30% fg	11661 27% g	25918 25%	1507 26% j	1959 23%	2946 21%	222 28%	441 33% m	1157 22%	4701 33% p	6739 30%	17372 27%
Strongly Disagree (1.0)	11661 7%	7285 7% c	1872 7% c	1960 5%	543 7% c	1598 5%	2708 6%	7354 7% e	302 5%	450 5%	1120 8% hi	36 4%	83 6%	424 8%	814 6%	1741 8%	4730 7%
ALL AGREE -----	90613 51%	48695 48%	15634 56% ad	22797 57% ad	3487 47%	14769 51%	23565 55% eg	52278 50%	3196 56%	5058 60% j	7381 53%	393 49%	632 47%	2462 47%	6727 48%	11814 52% p	30154 47%
ALL DISAGREE -----	58039 33%	36097 36% bc	8283 30%	11295 28%	2363 32% c	10397 36% g	14370 33%	33273 32%	1809 31%	2409 28%	4066 29%	258 32%	525 39% m	1581 30%	5515 39%	8480 37%	22103 34%
Don't Know/ not applicable	27884 16%	16440 16%	4033 14%	5934 15%	1476 20% abc	3940 14% f	4970 12%	18974 18% ef	726 13%	1017 12%	2290 17% hi	140 18%	176 13%	1160 22% l	1800 13%	2398 11%	12242 19% no
Not stated	633 *%	368 *%	103 *%	131 *%	31 *%	68 *%	134 *%	430 *%	23 *%	9 *%	71 1%	8 1%	2 *%	20 *%	11 *%	73 *%	284 *%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q20C (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Most employers recognise the skills of ex-Service people, and are keen to employ them

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	148651	84792	23918	34092	5850	25166	37935	85550	5005	7467	11446	651	1156	4043	12241	20294	52256
Mean score	2.58	2.53	2.62	2.67	2.54	2.55	2.59	2.58	2.61	2.66	2.60	2.57	2.52	2.54	2.51	2.53	2.54
Standard deviation	.70	.71	.70	.67	.72	.66	.68	.72	.66	.65	.74	.64	.70	.73	.66	.70	.73
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.02	.02	.03	.04	.04	.05	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20C (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Most employers recognise the skills of ex-Service people, and are keen to employ them

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	6887 4%	250 3%	416 4%	1207 6% a	306 4%	3013 4%	285 2%	1349 4%	1920 4%	1286 4%	2397 4%	1263 4%	787 4%	1148 3%	1282 3%	1465 4%	3850 4%	291 3%	0 0%
Agree (3.0)	83726 47%	4204 49%	5646 54% a	11075 52%	4420 51%	32227 46%	7368 48%	15077 46%	24471 49% e	18130 52% j	23101 42%	14801 48%	9165 49% j	18413 50% j	17912 48%	17249 45%	43575 48%	4491 45%	181 41%
Disagree (2.0)	46378 26%	2369 28% c	2522 24%	4443 21%	1986 23%	17617 25%	4802 32% degh	8108 25%	13537 27% e	7453 21%	15079 28% ik	7444 24%	5349 29% ik	10770 29% ik	8881 24%	10063 26%	24342 27% n	2804 28%	35 8%
Strongly Disagree (1.0)	11661 7%	446 5%	434 4%	1080 5%	129 2%	4895 7% d	938 6% d	2602 8% dh	2936 6% d	1127 3%	4710 9% ilm	2662 9% ilm	1016 5% i	2105 6% i	2088 6%	3247 9% npq	5880 6% q	393 4%	0 0%
ALL AGREE -----	90613 51%	4454 52%	6061 58% a	12282 58% a	4725 55%	35240 50%	7653 50%	16426 50%	26391 53% ef	19416 55% j	25498 47%	16065 52% j	9952 53% j	19561 53% j	19194 52%	18714 49%	47425 52% o	4782 48%	181 41%
ALL DISAGREE -----	58039 33%	2815 33% bc	2956 28%	5523 26%	2115 25%	22512 32% d	5739 38% degh	10710 33% d	16473 33% d	8580 24%	19788 36% ik	10107 33% i	6364 34% i	12875 35% i	10969 30%	13311 35% n	30222 33% n	3198 32%	35 8%
Don't Know/ not applicable	27884 16%	1274 15%	1378 13%	3282 16%	1723 20% fh	12249 17% fh	1784 12%	5562 17% fh	6485 13%	7108 20% jklm	9033 17% lm	4625 15% m	2360 13%	4472 12%	6542 18% p	6090 16%	13056 14%	1903 19% p	221 51%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q20C (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Most employers recognise the skills of ex-Service people, and are keen to employ them

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	633 %	26 %	50 %	55 %	23 %	274 %	31 %	122 %	183 %	96 %	293 1% m	111 %	46 %	75 %	292 1% op	74 %	245 %	22 %	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	148651	7269	9018	17805	6840	57751	13392	27136	42864	27996	45286	26171	16317	32436	30163	32025	77647	7980	217
Mean score	2.58	2.59	2.67	2.70	2.72	2.58	2.52	2.56	2.59	2.70	2.51	2.56	2.60	2.57	2.61	2.53	2.58	2.59	2.84
Standard deviation	.70	.66	.64	.68	.57	.72	.66	.73	.68	.62	.75	.74	.68	.67	.68	.74	.70	.64	.37
Standard error	.01	.02	.02	.02	.04	.02	.02	.03	.01	.02	.02	.02	.02	.01	.02	.02	.01	.03	.10

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q20C (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Most employers recognise the skills of ex-Service people, and are keen to employ them  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	6887 4%	3297 4% e	1531 4% e	1396 5% de	426 3%	52 2%	101 3%	2852 4%	3965 4%	142 5%	981 5%	5682 4%	813 3%	6074 4%	5611 4%	1276 4%
Agree (3.0)	83726 47%	38494 47%	18095 48%	14555 48%	7024 47%	1679 52%	1941 53% a	36245 47%	44628 47%	1231 45%	9026 45%	71605 48%	12199 51% m	71019 47%	66828 47%	16898 47%
Disagree (2.0)	46378 26%	21263 26%	10352 27%	8024 26%	4006 27%	932 29%	905 24%	22240 29% h	22616 24%	820 30%	5005 25%	39661 27%	5470 23%	40829 27% l	36690 26%	9688 27%
Strongly Disagree (1.0)	11661 7%	5299 6%	2202 6%	2067 7%	912 6%	239 7%	298 8%	5579 7%	5833 6%	267 10%	1878 9% k	9117 6%	2058 9% m	9586 6%	9627 7%	2034 6%
ALL AGREE -----	90613 51%	41791 51%	19626 52%	15952 53%	7449 50%	1731 53%	2042 55%	39097 51%	48593 51%	1373 50%	10007 50%	77287 52%	13012 54%	77093 51%	72439 51%	18174 51%
ALL DISAGREE -----	58039 33%	26562 32% cef	12554 33% e	10091 33% cef	4917 33%	1170 36%	1202 33%	27819 36% h	28449 30% g	1087 40%	6883 34%	48778 33%	7528 31%	50415 33%	46317 33%	11722 33%
Don't Know/ not applicable	27884 16%	13791 17% cef	5607 15% e	3920 13% cef	2449 17%	338 10%	444 12%	9879 13%	17206 18% g	288 10%	3197 16%	23131 15%	3472 14%	24318 16%	22197 16%	5687 16%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q20C (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Most employers recognise the skills of ex-Service people, and are keen to employ them

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	633	200	65	327	22	11	8	473	160	0	6	270	4	629	633	0
	%	%	%	1% abd	%	%	%	1% h	%	0%	%	%	%	%	%	0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	148651	68352	32179	26043	12367	2902	3245	66916	77043	2460	16890	126065	20540	127507	118756	29896
Mean score	2.58	2.58	2.59	2.59	2.56	2.53	2.57	2.54	2.61	2.51	2.54	2.59	2.57	2.58	2.58	2.58
Standard deviation	.70	.70	.69	.71	.68	.67	.70	.71	.70	.76	.77	.69	.72	.70	.71	.68
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.06	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20D  
 Q20 How strongly do you agree or disagree with the following statements? : I have transferrable skills which will be useful in a civilian job  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	32845 19%	18786 18% d	5109 18% d	8075 20% d	875 12%	7577 26% fg	7898 18%	17370 17%	1740 30% ij	1541 18% j	1828 13%	138 17% m	180 13%	557 11%	3455 25% op	4348 19%	10984 17%
Agree (3.0)	99184 56%	54947 54%	15887 57%	24190 60% abd	4161 57%	17657 61% g	25689 60% g	55838 53%	3268 57%	5186 61% j	7433 54%	556 70% m	840 63% m	2764 53%	8546 61% p	13200 58% p	33201 51%
Disagree (2.0)	24944 14%	15138 15% c	4052 14% c	4605 11% c	1149 16%	2531 9%	5750 13% e	16663 16% ef	486 8%	1085 13% h	2482 18% hi	56 7%	181 14% k	911 17% k	1365 10%	3183 14% n	10591 16% n
Strongly Disagree (1.0)	11417 6%	6843 7% c	1897 7% c	2011 5%	665 9% abc	724 2%	2568 6% e	8125 8% ef	131 2%	452 5% h	1314 10% hi	21 3%	68 5% kl	577 11% kl	364 3%	1498 7% n	4981 8% n
ALL AGREE -----	132029 75%	73733 73% d	20995 75% d	32266 80% abd	5035 68%	25235 86% fg	33587 78% g	73208 70%	5008 87% ij	6726 79% j	9261 67%	695 87% lm	1020 76% m	3321 64%	12001 85% op	17548 77% p	44185 68%
ALL DISAGREE -----	36361 21%	21982 22% c	5949 21% c	6616 16% bc	1814 25% bc	3254 11%	8319 19% e	24788 24% ef	617 11%	1537 18% h	3796 27% hi	77 10% kl	249 19% k	1488 28% kl	1728 12%	4681 21% n	15572 24% n
Don't Know/ not applicable	8189 5%	5509 5% bc	1013 4%	1187 3%	481 7% bc	653 2%	1092 3%	6444 6% ef	123 2%	210 2%	680 5% hi	23 3%	64 5% k	394 8% k	301 2%	536 2%	4672 7% no
Not stated	588 *%	377 *%	97 *%	88 *%	27 *%	32 *%	41 *%	515 *% ef	6 *%	20 *%	71 1%	4 1%	2 *%	20 *%	22 *%	0 0%	355 1% o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table Q20D (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I have transferrable skills which will be useful in a civilian job

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	168391	95715	26945	38882	6849	28489	41906	97996	5625	8263	13056	772	1269	4809	13729	22229	59757
Mean score	2.91	2.90	2.90	2.99	2.77	3.13	2.93	2.84	3.18	2.95	2.75	3.05	2.89	2.69	3.10	2.92	2.84
		d	d	abd		fg	g		ij	j		lm	m		op		
Standard deviation	.78	.79	.78	.73	.79	.66	.75	.81	.68	.73	.82	.60	.70	.83	.67	.78	.82
Standard error	.01	.02	.02	.01	.03	.01	.01	.02	.02	.02	.04	.04	.04	.05	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20D (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I have transferrable skills which will be useful in a civilian job

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	32845 19%	2244 26% bc	1830 18%	4002 19%	1682 20%	13088 19%	2946 19% g	5224 16%	9861 20% g	6493 18%	9775 18%	5619 18%	3657 20%	7244 20%	6815 18%	6897 18%	17129 19%	1747 18%	231 53%
Agree (3.0)	99184 56%	5287 62%	6463 62%	12440 59%	4587 53%	35817 51%	9844 65% degh	18521 56% e	29915 60% deg	19275 55%	28013 51%	17008 55% j	10925 58% j	23431 63% ijkl	19770 53%	19999 52%	52386 58% no	6506 66% nop	130 30%
Disagree (2.0)	24944 14%	624 7%	1302 12% a	2679 13% a	877 10%	12092 17% dfgh	1569 10%	4534 14% f	5798 12%	4633 13% m	9347 17% ilm	4586 15% m	2341 13%	3949 11%	4876 13%	6810 18% npq	11976 13% q	973 10%	70 16%
Strongly Disagree (1.0)	11417 6%	208 2%	550 5% a	1253 6% a	594 7% f	5418 8% fh	463 3%	2439 7% fh	2403 5% f	1776 5%	4561 8% im	2476 8% im	1219 7% m	1354 4%	2729 7% pq	2986 8% pq	5280 6%	381 4%	6 1%
ALL AGREE -----	132029 75%	7531 88% bc	8293 79%	16442 78%	6269 73%	48905 70%	12789 84% degh	23745 72%	39776 80% deg	25769 73% j	37788 69%	22627 73% j	14582 78% ijk	30676 83% ijkl	26585 72%	26896 70%	69515 76% no	8253 83% nop	361 83%
ALL DISAGREE -----	36361 21%	832 10%	1852 18% a	3932 19% a	1470 17%	17509 25% dfgh	2032 13%	6972 21% fh	8201 17% f	6409 18% m	13908 25% ilm	7062 23% ilm	3560 19% m	5303 14%	7605 21% q	9796 26% npq	17256 19% q	1354 14%	76 17%
Don't Know/ not applicable	8189 5%	206 2%	282 3%	699 3%	809 9% efh	3574 5% fh	376 2%	1940 6% fh	1464 3%	2905 8% jklm	2646 5% klm	1062 3%	569 3%	973 3%	2531 7% opq	1451 4%	3924 4%	283 3%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q20D (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I have transferrable skills which will be useful in a civilian job

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	588 *%	0 0%	19 *%	69 *%	38 *%	287 *%	11 *%	162 *%	91 *%	117 *%	270 *%	157 1%	12 *%	31 *%	275 1%	46 *%	253 *%	14 *%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	168391	8363	10145	20374	7739	66414	14822	30718	47977	32178	51696	29689	18142	35979	34190	36692	86771	9607	437
Mean score	2.91	3.14	2.94	2.94	2.95	2.85	3.03	2.86	2.98	2.95	2.83	2.87	2.94	3.02	2.90	2.84	2.94	3.00	3.34
Standard deviation	.78	.65	.72	.76	.80	.83	.65	.79	.73	.75	.83	.81	.77	.68	.81	.82	.76	.66	.79
Standard error	.01	.02	.02	.02	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.19
Columns Tested:	a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r																		

Table Q20D (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I have transferrable skills which will be useful in a civilian job

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	32845 19%	15394 19%	6755 18%	5478 18%	3054 21%	628 19%	655 18%	15198 20% h	16860 18%	422 15%	3854 19%	27801 19%	3710 15%	28859 19% l	26071 18%	6775 19%
Agree (3.0)	99184 56%	44553 54%	21060 56%	17484 58% a	8952 60% ab	2109 65% abc	2279 62% ab	45153 58% h	50891 54%	1466 53%	10683 53%	84767 57% j	13328 55%	85584 56%	78282 55%	20902 59% n
Disagree (2.0)	24944 14%	12929 16% bde	4899 13% d	4206 14% d	1524 10%	328 10%	493 13%	9776 13%	14343 15% g	569 21% jk	2559 13%	21171 14%	3682 15%	21182 14%	20696 15% o	4248 12%
Strongly Disagree (1.0)	11417 6%	5302 6% de	2927 8% def	1994 7% de	584 4%	96 3%	169 5%	4768 6%	6336 7%	235 9%	1642 8% k	9378 6%	1852 8%	9495 6%	9181 6%	2236 6%
ALL AGREE -----	132029 75%	59947 73%	27814 73%	22961 76% a	12006 81% abc	2737 84% abc	2933 79% ab	60350 78% h	67751 72%	1888 69%	14537 72%	112568 75% j	17039 71%	114443 75% l	104353 74%	27677 78% n
ALL DISAGREE -----	36361 21%	18231 22% de	7826 21% de	6201 20% de	2108 14%	424 13%	661 18%	14544 19%	20679 22% g	804 29% jk	4201 21%	30549 20%	5534 23% m	30676 20%	29877 21% o	6484 18%
Don't Know/ not applicable	8189 5%	3987 5% ce	2167 6% cef	782 3%	717 5% c	79 2%	100 3%	1985 3%	5778 6% g	56 2%	1271 6% ik	6190 4%	1438 6% m	6751 4%	6767 5%	1422 4%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q20D (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I have transferrable skills which will be useful in a civilian job

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	588	178	44	346	7	11	2	388	201	0	85	159	4	584	588	0
	%	%	%	1%	%	%	%	1%	%	0%	%	%	%	%	%	0%
				abd				h			k				o	
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	168391	78179	35640	29162	14114	3161	3595	74895	88430	2692	18738	143117	22573	145119	134230	34161
Mean score	2.91	2.90	2.89	2.91	3.03	3.03	2.95	2.95	2.89	2.77	2.89	2.92	2.84	2.92	2.90	2.94
					abc	abc		h				i		l		n
Standard deviation	.78	.79	.80	.77	.70	.65	.71	.76	.79	.82	.83	.77	.79	.77	.78	.76
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.06	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20E  
 Q20 How strongly do you agree or disagree with the following statements?  
 : In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	32572 18%	18882 19% d	5236 19% d	7572 19% d	882 12%	5365 18%	8447 20%	18760 18%	1455 25% ij	1676 20% j	2105 15%	77 10%	225 17% km	580 11%	2453 17%	4768 21% n	11661 18%
Agree (3.0)	93187 53%	53378 53%	14710 52%	21012 52%	4087 56%	12536 43%	23422 54% e	57229 55% e	2499 43%	4816 57% h	7395 54% h	385 48%	742 56%	2960 57% k	6020 43%	12116 53% n	35242 54% n
Disagree (2.0)	29097 16%	16420 16%	4486 16%	6734 17%	1457 20% abc	6533 22% fg	7113 17%	15451 15%	1099 19% i	1194 14%	2193 16%	201 25% l	213 16%	1043 20%	3252 23% op	3854 17%	9313 14%
Strongly Disagree (1.0)	13753 8%	7671 8%	2498 9% c	2968 7%	614 8%	3403 12% fg	2837 7%	7513 7%	507 9%	557 7%	1435 10% i	101 13%	114 9%	400 8%	1648 12%	1584 7%	4440 7% op
ALL AGREE -----	125759 71%	72260 71% d	19946 71% d	28583 71% d	4970 68%	17901 61%	31869 74% e	75990 72% e	3954 69%	6492 76% hj	9500 69%	462 58%	968 72% k	3540 68% k	8473 60%	16884 74% n	46903 72% n
ALL DISAGREE -----	42849 24%	24091 24%	6984 25%	9702 24%	2071 28% abc	9936 34% fg	9950 23%	22963 22%	1606 28% i	1751 21%	3628 26% i	302 38% lm	327 24%	1443 28%	4900 35% op	5438 24%	13753 21%
Don't Know/ not applicable	7971 4%	4936 5% b	975 3%	1796 4%	264 4%	1288 4% f	1141 3%	5542 5% f	188 3%	214 3%	573 4%	31 4%	33 2%	199 4%	651 5% o	443 2%	3843 6% o
Not stated	589 *% c	312 *% c	149 1% c	76 *% c	52 1% c	49 *% c	80 *% c	460 *% c	6 *% c	36 *% c	107 1% h	4 1% c	8 1% c	41 1% c	28 *% c	0 0% c	284 *% c

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q20E (continuation)

Q20 How strongly do you agree or disagree with the following statements?

: In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	168608	96351	26931	38286	7041	27837	41819	98953	5560	8243	13127	764	1294	4983	13373	22322	60656
Mean score	2.86	2.87	2.84	2.87	2.74	2.71	2.90	2.88	2.88	2.92	2.77	2.57	2.83	2.75	2.69	2.90	2.89
		d	d	d		e	e		j	j		k	k		n	n	
Standard deviation	.82	.82	.84	.82	.78	.91	.80	.80	.90	.78	.84	.84	.81	.76	.91	.81	.79
Standard error	.01	.02	.02	.02	.03	.02	.01	.02	.03	.03	.04	.05	.04	.05	.03	.03	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20E (continuation)

Q20 How strongly do you agree or disagree with the following statements?

: In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	32572 18%	1379 16%	1778 17%	4415 21% ab	1555 18%	12226 17% f	2236 15%	6152 19% f	10343 21% ef	6373 18%	9369 17%	6031 20%	4026 22% jm	6736 18%	6592 18%	7810 20% pq	16279 18%	1603 16%	244 56%
Agree (3.0)	93187 53%	3632 42%	5747 55% a	11632 55% a	5117 60% e	34413 49%	8217 54% e	18687 57% e	26393 53% e	20696 59% jkl	26402 48%	15553 50%	9569 51%	20461 55% jkl	20109 54% o	18328 48%	48214 53% o	5982 60% nop	163 37%
Disagree (2.0)	29097 16%	1981 23% bc	1852 18% c	2901 14%	825 10%	12951 18% dgh	2801 18% dgh	4600 14%	7698 16% d	4121 12%	10285 19% im	5458 18% i	3102 17% i	5989 16% i	4850 13%	8008 21% npq	14699 16% n	1302 13%	30 7%
Strongly Disagree (1.0)	13753 8%	1148 13% bc	582 6%	1238 6%	251 3%	6866 10% dgh	1290 8% dg	1615 5%	3626 7% dg	1561 4%	5561 10% iklm	2453 8% i	1388 7% i	2746 7% i	2689 7%	3027 8%	7452 8% q	535 5%	0 0%
ALL AGREE -----	125759 71%	5012 58%	7525 72% a	16047 76% ab	6672 78% ef	46639 66%	10454 69%	24840 76% ef	36737 74% ef	27070 77% jkl	35771 65%	21584 70% j	13595 73% j	27197 74% jk	26701 72% o	26138 68%	64493 71%	7584 77% op	408 93%
ALL DISAGREE -----	42849 24%	3128 37% bc	2434 23% c	4140 20%	1076 13%	19817 28% dgh	4092 27% dgh	6216 19% d	11324 23% dg	5682 16%	15846 29% iklm	7911 26% i	4490 24% i	8735 24% i	7540 20%	11035 29% npq	22151 24% nq	1837 19%	30 7%
Don't Know/ not applicable	7971 4%	418 5%	451 4%	927 4%	827 10% efgh	3517 5% h	645 4% h	1652 5% h	1324 3%	2322 7% klm	2708 5% lm	1326 4% m	599 3%	1002 3%	2507 7% op	939 2%	4056 4% o	468 5% o	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q20E (continuation)  
 Q20 How strongly do you agree or disagree with the following statements?  
 : In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	589	11	36	29	12	301	18	112	147	127	287	87	39	49	249	77	248	14	0
	%	%	%	%	%	%	%	%	%	%	1% m	%	%	%	1% p	%	%	%	0% r
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	168608	8140	9959	20187	7747	66456	14545	31055	48061	32751	51617	29495	18085	35932	34241	37173	86644	9422	437
Mean score	2.86	2.64	2.88	2.95	3.03	2.78	2.78	2.95	2.90	2.97	2.77	2.85	2.90	2.87	2.89	2.83	2.85	2.92	3.49
Standard deviation	.82	.92	.76	.78	.66	.86	.81	.74	.82	.71	.87	.84	.83	.80	.80	.85	.82	.73	.62
Standard error	.01	.03	.02	.02	.04	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.15

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q20E (continuation)

Q20 How strongly do you agree or disagree with the following statements?

: In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	32572 18%	14673 18%	7114 19%	5673 19%	2946 20%	447 14%	664 18%	14984 19%	16646 18%	527 19%	3322 17%	28020 19%	4075 17%	28232 19%	25633 18%	6939 20%
Agree (3.0)	93187 53%	43057 52%	20247 53%	16155 53%	7693 52%	1842 57%	2059 56%	39128 51%	51058 54%	1229 45%	10397 52%	79408 53%	13487 56%	79469 52%	74635 53%	18552 52%
Disagree (2.0)	29097 16%	13511 16%	5703 15%	5139 17%	2487 17%	550 17%	651 18%	13908 18%	14209 15%	511 19%	3182 16%	24522 16%	3051 13%	25979 17%	22912 16%	6185 17%
Strongly Disagree (1.0)	13753 8%	6785 8%	3035 8%	1923 6%	1257 8%	234 7%	222 6%	6577 9%	6772 7%	317 12%	1981 10%	11153 7%	2277 9%	11357 7%	11005 8%	2748 8%
ALL AGREE -----	125759 71%	57730 70%	27362 72%	21827 72%	10639 72%	2289 70%	2723 74%	54112 70%	67704 72%	1756 64%	13719 68%	107429 72%	17561 73%	107701 71%	100268 71%	25491 72%
ALL DISAGREE -----	42849 24%	20295 25%	8739 23%	7061 23%	3744 25%	784 24%	873 24%	20485 27%	20981 22%	828 30%	5163 26%	35675 24%	5328 22%	37336 24%	33917 24%	8933 25%
Don't Know/ not applicable	7971 4%	4100 5%	1715 5%	1097 4%	438 3%	166 5%	99 3%	2184 3%	5631 6%	157 6%	1212 6%	6125 4%	1097 5%	6857 4%	6811 5%	1159 3%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q20E (continuation)  
 Q20 How strongly do you agree or disagree with the following statements?  
 : In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	589	219	36	305	16	11	2	487	92	7	0	237	28	561	589	0
	%	%	%	1% abd	%	%	%	1% h	%	%	0% j	%	%	%	%	0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	168608	78025	36100	28889	14383	3074	3596	74597	88686	2583	18881	143103	22890	145037	134185	34424
Mean score	2.86	2.84	2.87	2.89	2.86	2.81	2.88	2.84	2.87	2.76	2.80	2.87	2.85	2.86	2.86	2.86
Standard deviation	.82	.83	.82	.79	.84	.77	.77	.84	.80	.91	.85	.81	.83	.82	.82	.83
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20F  
 Q20 How strongly do you agree or disagree with the following statements? : I will probably need to take a pay cut when leaving the military  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	44062 25%	26157 26% d	7343 26% cd	9516 24% d	1046 14%	6687 23% g	16081 37% eg	21294 20%	1274 22% h	3047 36% hj	3021 22%	109 14% k	313 23% l	625 12% m	3460 25% n	9572 42% o	13125 20% p
Agree (3.0)	74070 42%	41419 41% d	12204 44% ad	17812 44% ad	2635 36%	13227 45% g	19099 44% g	41743 40%	2687 47% j	3907 46% j	5609 41%	356 45% m	554 42% m	1725 33%	6266 45% n	9642 42% o	25511 39%
Disagree (2.0)	28169 16%	15601 15%	4113 15%	6773 17% b	1683 23% abc	5617 19% f	4141 10% g	18412 18% f	1048 18% i	875 10% j	2190 16% i	191 24% l	229 17% m	1263 24% l	2652 19% o	1862 8% p	11087 17% q
Strongly Disagree (1.0)	8903 5%	4721 5%	1418 5%	1764 4%	1001 14% abc	1255 4% f	1300 3% g	6348 6% ef	264 5% h	318 4% i	836 6% j	42 5% k	97 7% l	862 17% m	598 4% n	518 2% o	3605 6% p
ALL AGREE -----	118132 67%	67576 67% d	19547 70% ad	27329 68% d	3681 50%	19914 68% g	35181 82% eg	63037 60%	3962 69% j	6954 82% hj	8631 63%	465 58% m	867 65% m	2350 45%	9726 69% p	19213 84% np	38636 60%
ALL DISAGREE -----	37072 21%	20321 20%	5531 20%	8537 21%	2683 36% abc	6872 24% f	5440 13% g	24760 24% f	1312 23% i	1193 14% j	3026 22% i	232 29% k	326 24% l	2125 41% m	3250 23% n	2379 10% o	14692 23% p
Don't Know/ not applicable	21430 12%	13363 13% bc	2890 10%	4218 11% bc	959 13% bc	2341 8% f	2362 5% g	16727 16% ef	474 8% h	337 4% i	2079 15% hi	94 12% j	138 10% k	728 14% l	1042 7% m	1150 5% n	11171 17% no
Not stated	533 *%	340 *%	86 *%	74 *%	33 *%	47 *%	55 *%	430 *% f	6 *%	9 *%	71 1%	8 1%	4 *%	20 *%	33 *%	23 *%	284 *%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q20F (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will probably need to take a pay cut when leaving the military

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	155205	87897	25078	35865	6365	26786	40621	87798	5274	8147	11657	697	1193	4475	12977	21593	53328
Mean score	2.99	3.01	3.02	2.98	2.59	2.95	3.23	2.89	2.94	3.19	2.93	2.76	2.91	2.47	2.97	3.31	2.90
		d	d	d		g	eg			hj		m	km			np	
Standard deviation	.83	.83	.83	.81	.94	.80	.76	.85	.80	.78	.85	.78	.88	.96	.81	.73	.85
Standard error	.01	.02	.02	.02	.03	.01	.01	.02	.03	.03	.04	.05	.05	.06	.03	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20F (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will probably need to take a pay cut when leaving the military

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	44062 25%	1843 22%	3150 30% ac	4523 21%	1978 23%	15309 22% g	5194 34% degh	5916 18%	15488 31% deg	5252 15%	11045 20% i	8397 27% ij	6278 34% ijk	12709 34% ijk	6247 17%	8942 23% n	25659 28% no	2733 28% n	336 77%
Agree (3.0)	74070 42%	3918 46%	4996 48% c	8898 42%	3456 40%	28280 40%	7265 48% deg	12146 37%	22711 46% eg	11497 33%	23492 43% i	13634 44% i	8079 43% i	17246 47% ijl	15537 42%	15058 39%	38823 43% o	4124 42%	95 22%
Disagree (2.0)	28169 16%	1726 20% b	1175 11%	3872 18% b	1140 13%	12408 18% fh	1613 11%	6708 20% dfh	6057 12%	8157 23% jklm	9133 17% klm	4339 14% m	2401 13% m	3960 11%	7157 19% p	6648 17% p	12782 14%	1560 16%	6 1%
Strongly Disagree (1.0)	8903 5%	351 4%	367 4%	1045 5%	482 6% f	4319 6% fh	431 3%	1701 5% f	1862 4%	2611 7% jklm	2675 5% m	1592 5% m	876 5% m	1130 3%	1939 5% q	2769 7% npq	3962 4% q	198 2%	0 0%
ALL AGREE -----	118132 67%	5762 67%	8146 78% ac	13421 63%	5434 63% g	43588 62% g	12459 82% degh	18063 55%	38200 77% deg	16749 48%	34537 63% i	22031 71% ij	14357 77% ijk	29954 81% ijkl	21784 59%	24000 63% n	64482 71% no	6857 69% no	432 99%
ALL DISAGREE -----	37072 21%	2077 24% b	1542 15% b	4917 23% b	1623 19% f	16726 24% fh	2044 13%	8409 26% dfh	7919 16% f	10768 31% jklm	11809 22% lm	5931 19% m	3278 18% m	5089 14%	9096 25% pq	9417 25% pq	16743 18%	1758 18%	6 1%
Don't Know/ not applicable	21430 12%	730 9%	738 7% ab	2749 13% ab	1492 17% fh	9671 14% fh	681 4%	6257 19% efh	3322 7% f	7566 21% jklm	8007 15% klm	2871 9% lm	1053 6%	1895 5%	5842 16% op	4737 12% p	9515 10%	1275 13%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q20F (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will probably need to take a pay cut when leaving the military

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	533 %	0 0%	19 %	55 %	38 %	289 %	24 %	91 %	90 %	117 %	260 % m	76 %	35 %	44 %	275 1% op	36 %	208 %	14 %	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	155205	7839	9689	18338	7056	60315	14503	26471	46119	27517	46346	27961	17635	35044	30879	33417	81225	8615	437
Mean score	2.99	2.93	3.13	2.92	2.98	2.90	3.19	2.84	3.12	2.70	2.93	3.03	3.12	3.19	2.84	2.90	3.06	3.09	3.76
Standard deviation	.83	.79	.76	.82	.85	.86	.74	.84	.78	.88	.81	.83	.82	.76	.81	.89	.82	.76	.46
Standard error	.01	.03	.03	.03	.06	.02	.02	.03	.01	.04	.02	.02	.02	.01	.03	.02	.01	.04	.11

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q20F (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will probably need to take a pay cut when leaving the military

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	44062 25%	16865 20%	9467 25%	8703 29%	4962 33%	1190 37%	1574 43%	21683 28%	21267 23%	963 35%	5488 27%	36636 25%	5391 22%	38582 25%	33612 24%	10451 29%
Agree (3.0)	74070 42%	34274 42%	16174 43%	11917 39%	6809 46%	1444 44%	1670 45%	35485 46%	36238 38%	1135 41%	8317 41%	62915 42%	10076 42%	63701 42%	59165 42%	14905 42%
Disagree (2.0)	28169 16%	14781 18%	6336 17%	4652 15%	1486 10%	387 12%	255 7%	10487 14%	16663 18%	359 13%	2915 15%	24215 16%	3651 15%	24443 16%	23145 16%	5024 14%
Strongly Disagree (1.0)	8903 5%	4806 6%	1673 4%	1111 4%	661 4%	98 3%	83 2%	3731 5%	4907 5%	125 5%	831 4%	7508 5%	1430 6%	7260 5%	7427 5%	1476 4%
ALL AGREE -----	118132 67%	51139 62%	25641 68%	20620 68%	11771 79%	2634 81%	3244 88%	57168 74%	57505 61%	2098 76%	13805 69%	99551 67%	15467 64%	102283 67%	92777 66%	25356 71%
ALL DISAGREE -----	37072 21%	19587 24%	8009 21%	5764 19%	2147 14%	485 15%	339 9%	14218 18%	21570 23%	484 18%	3747 19%	31723 21%	5081 21%	31702 21%	30572 22%	6501 18%
Don't Know/ not applicable	21430 12%	11450 14%	4164 11%	3646 12%	879 6%	109 3%	110 3%	5477 7%	15206 16%	166 6%	2530 13%	18014 12%	3441 14%	17963 12%	17704 13%	3726 10%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q20F (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will probably need to take a pay cut when leaving the military

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	533	167	37	261	41	22	4	405	128	0	11	177	27	506	533	0
	%	%	%	1%	%	1%	%	1%	%	0%	%	%	%	%	%	0%
				abd		b		h							o	
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	155205	70726	33650	26383	13918	3119	3583	71386	79074	2582	17552	131274	20547	133985	123348	31856
Mean score	2.99	2.89	2.99	3.07	3.15	3.19	3.32	3.05	2.93	3.14	3.05	2.98	2.95	3.00	2.96	3.08
			a	ab	abc	abc	abcde	h		k	k					n
Standard deviation	.83	.84	.82	.82	.79	.77	.71	.81	.85	.83	.82	.83	.85	.83	.84	.82
Standard error	.01	.02	.02	.02	.02	.04	.04	.01	.02	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20G  
 Q20 How strongly do you agree or disagree with the following statements? : I will be competing for jobs against younger people who will be prepared to work for less  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	36142 20%	23406 23% bcd	4589 16% d	7267 18% d	880 12%	3670 13%	11668 27% eg	20803 20% e	522 9%	1991 23% hj	2077 15% h	67 8%	204 15% k	609 12%	2102 15%	7479 33% np	13825 21% n
Agree (3.0)	86256 49%	49627 49% d	13276 47%	20046 50% d	3307 45%	13396 46%	20947 49% e	51913 49% e	2446 43%	4203 49% h	6628 48% h	331 41%	639 48%	2337 45%	6658 47%	10578 46%	32391 50%
Disagree (2.0)	31854 18%	15625 15%	6427 23% ac	7960 20% a	1842 25% ac	8035 28% fg	7084 16%	16735 16%	1849 32% ij	1635 19%	2943 21%	272 34% lm	295 22%	1275 24%	3541 25% op	3307 15%	8778 14%
Strongly Disagree (1.0)	5172 3%	3126 3% c	788 3% c	771 2%	487 7% abc	677 2% f	681 2%	3814 4% ef	179 3% i	140 2%	469 3% i	21 3%	46 3%	420 8% kl	266 2%	382 2%	2478 4% no
ALL AGREE -----	122398 69%	73033 72% bcd	17866 64% d	27313 68% bd	4186 57%	17066 58%	32615 76% eg	72716 69% e	2967 52%	6194 73% hj	8704 63% h	397 50%	843 63% k	2946 56%	8760 62%	18057 79% np	46216 71% n
ALL DISAGREE -----	37026 21%	18751 18% ac	7215 26% ac	8731 22% a	2329 32% abc	8713 30% fg	7765 18%	20549 20%	2028 35% ij	1775 21%	3412 25%	293 37% l	341 26% l	1695 32% l	3807 27% op	3689 16%	11256 17%
Don't Know/ not applicable	17159 10%	9521 9%	2800 10%	4025 10%	813 11%	3369 12% f	2616 6%	11174 11% f	747 13% i	504 6%	1549 11% i	104 13%	146 11%	562 11%	1474 10% o	1019 4%	7028 11% o
Not stated	586 *% c	295 *% c	173 1% c	88 *% c	29 *% c	27 *% c	43 *% c	516 *% ef	12 *% c	20 *% c	142 1% hi	4 1% c	4 *% c	20 *% c	11 *% c	0 0% c	284 *% o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q20G (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will be competing for jobs against younger people who will be prepared to work for less

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	159423	91784	25081	36044	6515	25779	40380	93265	4995	7969	12116	691	1184	4640	12567	21746	57471
Mean score	2.96	3.02	2.86	2.94	2.70	2.78	3.08	2.96	2.66	3.01	2.85	2.64	2.85	2.68	2.84	3.16	3.00
		bcd	d	bd			eg	e		hj	h		km			np	n
Standard deviation	.74	.75	.74	.71	.79	.71	.72	.75	.71	.72	.74	.70	.74	.81	.71	.74	.75
Standard error	.01	.02	.02	.01	.03	.01	.01	.02	.02	.02	.03	.04	.04	.05	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20G (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will be competing for jobs against younger people who will be prepared to work for less

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	36142 20%	980 11%	1994 19%	4293 20%	1513 18%	13986 20%	3281 22%	4599 14%	12609 25%	4199 12%	10356 19%	7680 25%	4953 26%	8587 23%	5871 16%	6616 17%	20429 22%	2914 29%	214 49%
		a	a	a		g	g	defg		i	i	ij	ijm	ij			no	nop	
Agree (3.0)	86256 49%	3962 46%	5526 53%	10558 50%	4033 47%	35612 51%	7106 47%	15603 48%	23691 48%	16688 47%	28000 51%	14747 48%	8827 47%	17844 48%	18099 49%	18529 49%	44619 49%	4542 46%	128 29%
		a	a	a		fh					klm								
Disagree (2.0)	31854 18%	2373 28%	1848 18%	3739 18%	1739 20%	11724 17%	2923 19%	6634 20%	8569 17%	7345 21%	9079 17%	4722 15%	3534 19%	7014 19%	7051 19%	7348 19%	16302 18%	1032 10%	72 17%
		bc					e	e		jk			k	jk	q	q	q		
Strongly Disagree (1.0)	5172 3%	211 2%	113 1%	447 2%	145 2%	1846 3%	356 2%	1691 5%	1065 2%	1148 3%	1969 4%	1141 4%	290 2%	611 2%	1302 4%	1747 5%	1724 2%	341 3%	23 5%
		b						defh		lm	lm	lm			p	p		p	
ALL AGREE	122398 69%	4942 58%	7521 72%	14851 70%	5546 65%	49598 71%	10386 68%	20202 62%	36299 73%	20887 59%	38356 70%	22426 73%	13780 74%	26430 71%	23970 65%	25144 66%	65048 72%	7456 75%	342 78%
			a	a		dg	g	defg		i	i	ij	i				no	no	
ALL DISAGREE	37026 21%	2584 30%	1960 19%	4186 20%	1883 22%	13570 19%	3279 22%	8325 25%	9634 19%	8493 24%	11048 20%	5864 19%	3825 20%	7625 21%	8354 23%	9095 24%	18027 20%	1372 14%	95 22%
		bc						efh		jkm					pq	pq	q		
Don't Know/ not applicable	17159 10%	1043 12%	946 9%	2036 10%	1110 13%	6818 10%	1524 10%	4166 13%	3494 7%	5667 16%	4917 9%	2528 8%	1101 6%	2895 8%	4388 12%	3915 10%	7628 8%	1056 11%	0 0%
		b			h	h	h	eh		ijklm	l	l		l	p	p			

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q20G (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will be competing for jobs against younger people who will be prepared to work for less

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi- shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	586 %	0 0%	19 %	69 %	47 1%	288 %	19 %	127 %	104 %	153 %	292 1%	91 %	18 %	33 %	285 1%	36 %	245 %	20 %	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	159423	7526	9481	19037	7429	63168	13665	28527	45933	29380	49404	28290	17604	34055	32323	34239	83075	8828	437
Mean score	2.96	2.76	2.99	2.98	2.93	2.98	2.97	2.81	3.04	2.81	2.95	3.02	3.05	3.01	2.88	2.88	3.01	3.14	3.22
Standard deviation	.74	.71	.67	.72	.71	.72	.75	.77	.74	.72	.74	.77	.74	.73	.74	.77	.72	.76	.90
Standard error	.01	.02	.02	.02	.05	.01	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.22
Columns Tested:	a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r																		

Table Q20G (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will be competing for jobs against younger people who will be prepared to work for less  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	36142 20%	13363 16%	8374 22%	7461 25%	3633 24%	771 24%	1085 29%	15915 21%	19262 20%	693 25%	6151 31%	28494 19%	4539 19%	31538 21%	27191 19%	8951 25%
Agree (3.0)	86256 49%	40170 49%	19824 52%	14206 47%	7007 47%	1531 47%	1810 49%	35992 47%	47500 50%	1269 46%	9447 47%	73559 49%	12353 51%	73640 48%	69575 49%	16681 47%
Disagree (2.0)	31854 18%	16147 20%	6037 16%	4846 16%	2651 18%	675 21%	560 15%	16228 21%	14911 16%	451 16%	2631 13%	27931 19%	4983 21%	26506 17%	25648 18%	6205 17%
Strongly Disagree (1.0)	5172 3%	3442 4%	939 2%	345 1%	233 2%	53 2%	58 2%	2359 3%	2736 3%	119 4%	438 2%	4533 3%	305 1%	4867 3%	4582 3%	590 2%
ALL AGREE -----	122398 69%	53533 65%	28199 74%	21667 72%	10641 72%	2302 71%	2894 78%	51907 67%	66762 71%	1961 71%	15598 78%	102054 68%	16893 70%	105178 69%	96765 68%	25632 72%
ALL DISAGREE -----	37026 21%	19590 24%	6975 18%	5190 17%	2883 19%	728 22%	618 17%	18588 24%	17648 19%	570 21%	3069 15%	32464 22%	5288 22%	31373 21%	30231 21%	6795 19%
Don't Know/ not applicable	17159 10%	9003 11%	2644 7%	3125 10%	1307 9%	210 6%	180 5%	6358 8%	9834 10%	181 7%	1427 7%	14763 10%	1825 8%	15327 10%	14004 10%	3155 9%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q20G (continuation)

Q20 How strongly do you agree or disagree with the following statements? : I will be competing for jobs against younger people who will be prepared to work for less  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	586	217	33	307	7	11	4	415	165	36	0	185	10	576	586	0
	%	%	%	1% abd	%	%	%	1% h	%	1% jk	0% ik	%	%	%	%	0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	159423	73123	35174	26858	13524	3030	3513	70494	84410	2531	18667	134518	22180	136552	126996	32428
Mean score	2.96	2.87	3.01	3.07	3.04	3.00	3.12	2.93	2.99	3.00	3.14	2.94	2.95	2.97	2.94	3.05
Standard deviation	.74	.76	.72	.71	.73	.74	.72	.76	.73	.80	.74	.74	.69	.75	.75	.73
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20H  
 Q20 How strongly do you agree or disagree with the following statements? : Many employers do not understand what we do in the military so might not give us a chance  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	25239 14%	16691 16% bcd	3512 13% cd	4329 11%	707 10%	3021 10%	6064 14% e	16153 15% e	539 9%	913 11%	2060 15% hi	67 8%	163 12%	477 9%	1695 12%	3922 17% n	11073 17% n
Agree (3.0)	78456 44%	46209 45% bc	11806 42%	17000 42%	3441 47% bc	12846 44%	18579 43%	47032 45%	2365 41%	3758 44%	5683 41%	341 43%	561 42%	2539 49%	6366 45%	10062 44%	29782 46%
Disagree (2.0)	47089 27%	23485 23%	8831 31% ad	12850 32% ad	1923 26%	9723 33% fg	13325 31% g	24042 23%	2183 38% ij	2825 33% j	3824 28%	276 35% m	448 34% m	1199 23%	4276 30% p	6437 28% p	12772 20%
Strongly Disagree (1.0)	5999 3%	3890 4% bd	728 3%	1233 3%	148 2%	662 2%	1144 3%	4192 4% ef	126 2%	254 3%	348 3%	13 2%	18 1%	118 2%	359 3%	556 2%	2976 5% no
ALL AGREE -----	103695 59%	62900 62% bcd	15318 55%	21329 53%	4148 56%	15867 54%	24643 57% e	63185 60% ef	2904 50%	4671 55% h	7743 56% h	408 51%	725 54%	3015 58%	8062 57%	13983 61%	40855 63% n
ALL DISAGREE -----	53088 30%	27375 27%	9559 34% ad	14083 35% ad	2072 28%	10385 36% g	14469 34% g	28234 27%	2308 40% j	3079 36% j	4172 30%	289 36% m	466 35% m	1317 25%	4635 33% p	6992 31% p	15747 24%
Don't Know/ not applicable	19757 11%	10903 11%	3084 11%	4671 12%	1099 15% abc	2864 10%	3846 9%	13047 12% ef	529 9%	734 9%	1821 13% hi	98 12%	130 10%	871 17% l	1315 9%	1762 8%	7826 12% o
Not stated	628 *% *% *% *% 1%	423 *% *% *% *% 1%	93 *% *% *% *% 1%	74 *% *% *% *% 1%	38 *% *% *% *% 1%	57 *% *% *% *% 1%	81 *% *% *% *% 1%	489 *% *% *% *% 1%	13 *% *% *% *% 1%	9 *% *% *% *% 1%	71 *% *% *% *% 1%	4 *% *% *% *% 1%	14 *% *% *% *% 1%	20 *% *% *% *% 1%	41 *% *% *% *% 1%	27 *% *% *% *% 1%	355 *% *% *% *% 1%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table Q20H (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Many employers do not understand what we do in the military so might not give us a chance

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	156783	90275	24877	35412	6219	26252	39112	91419	5212	7750	11915	697	1191	4332	12697	20976	56602
Mean score	2.78	2.84	2.73	2.69	2.76	2.69	2.76	2.82	2.64	2.69	2.79	2.66	2.73	2.78	2.74	2.83	2.86
Standard deviation	.75	.77	.73	.73	.68	.70	.74	.77	.70	.72	.75	.67	.71	.67	.72	.75	.78
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.02	.02	.03	.04	.04	.04	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20H (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Many employers do not understand what we do in the military so might not give us a chance

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	25239 14%	721 8%	1065 10%	2543 12% a	1539 18%	9532 14%	2040 13%	5253 16%	6762 14%	4422 13%	8651 16% im	4394 14%	2714 14%	5035 14%	5258 14%	6865 18% npq	11451 13%	1388 14%	214 49%
Agree (3.0)	78456 44%	3773 44%	4198 40%	9028 43%	3979 46%	30655 44%	6916 45% h	15432 47% h	21085 43%	16525 47% kl	24269 44% k	12491 40%	7702 41%	16884 46% kl	16607 45% q	17603 46% q	40172 44% q	3622 37%	56 13%
Disagree (2.0)	47089 27%	2988 35% c	3615 35% c	6247 30%	1628 19%	18309 26% dg	4408 29% deg	7214 22% deg	15419 31% deg	7456 21%	13124 24%	9111 29% ij	6440 34% ijkm	10891 29% ij	8761 24%	8852 23%	26094 29% no	3158 32% no	168 38%
Strongly Disagree (1.0)	5999 3%	165 2%	317 3%	750 4% a	94 1%	2756 4% dfh	364 2%	1397 4% dfh	1348 3%	1709 5% jlm	1649 3%	1362 4% jlm	425 2%	854 2%	1435 4%	1470 4%	2751 3%	331 3%	0 0%
ALL AGREE -----	103695 59%	4494 52%	5263 50%	11572 55% b	5519 64% eh	40187 57%	8956 59%	20685 63% eh	27848 56%	20947 60% k	32919 60% kl	16886 55%	10416 56%	21919 59% kl	21866 59% q	24468 64% npq	51623 57% q	5010 51%	269 62%
ALL DISAGREE -----	53088 30%	3153 37%	3932 38% c	6998 33%	1722 20%	21065 30% d	4772 31% dg	8611 26% deg	16767 34% deg	9164 26%	14773 27%	10473 34% ij	6866 37% ijm	11745 32% ij	10195 28%	10323 27%	28845 32% no	3488 35% no	168 38%
Don't Know/ not applicable	19757 11%	922 11%	1220 12%	2529 12%	1334 16% fgh	8733 12% fh	1437 9%	3432 10%	4725 10%	4997 14% klm	6664 12% lm	3356 11% lm	1425 8%	3248 9%	4660 13% o	3293 9%	10261 11% o	1380 14% o	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q20H (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Many employers do not understand what we do in the military so might not give us a chance

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	628 %	0 0%	31 %	43 %	12 %	289 %	43 %	91 %	193 %	91 %	256 %	193 1%	17 %	71 %	277 1%	106 %	219 %	26 %	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	156783	7647	9195	18569	7240	61252	13728	29296	44614	30111	47692	27358	17282	33664	32061	34791	80468	8499	437
Mean score	2.78	2.66	2.65	2.72	2.96	2.77	2.77	2.84	2.75	2.79	2.84	2.73	2.74	2.78	2.80	2.86	2.75	2.71	3.10
Standard deviation	.75	.68	.73	.75	efgh .70	.76	.72	eh .77	.74	.76	.75	.79	.75	k .72	pq .76	pq .78	.74	.78	.93
Standard error	.01	.02	.02	.02	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.23

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q20H (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Many employers do not understand what we do in the military so might not give us a chance  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes- pre-school	Yes- junior school	Yes- senior school	Yes- university	Yes- employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	25239 14%	11541 14%	5175 14%	4497 15%	1934 13%	444 14%	515 14%	10589 14%	14174 15%	757 28%	3828 19%	20183 14%	3153 13%	21970 14%	20644 15%	4595 13%
Agree (3.0)	78456 44%	38495 47% bc	16010 42%	12311 41%	6732 45% c	1450 45%	1636 44%	33132 43%	42532 45%	1152 42%	8682 43%	66574 45%	10819 45%	67528 44%	62433 44%	16023 45%
Disagree (2.0)	47089 27%	20210 25%	10256 27% a	9533 31% ab	4307 29% a	967 30% a	1182 32% a	22843 30% h	23188 25%	602 22%	4445 22%	40846 27% j	6020 25%	40606 27%	37445 26%	9644 27%
Strongly Disagree (1.0)	5999 3%	3067 4% cd	1422 4% cd	635 2%	352 2%	84 3%	93 3%	2911 4%	2982 3%	85 3%	926 5% k	4969 3%	1139 5% m	4859 3%	4936 3%	1063 3%
ALL AGREE -----	103695 59%	50036 61% bc	21185 56%	16808 55%	8666 58%	1894 58%	2152 58%	43722 57%	56707 60% g	1909 69% k	12510 62% k	86757 58%	13973 58%	89498 59%	83077 59%	20618 58%
ALL DISAGREE -----	53088 30%	23277 28%	11678 31%	10168 34% a	4660 31% a	1052 32%	1275 34% a	25754 33% h	26170 28%	686 25%	5371 27%	45815 31% j	7160 30%	45465 30%	42381 30%	10707 30%
Don't Know/ not applicable	19757 11%	8777 11% f	4956 13% acdef	3025 10%	1475 10%	294 9%	266 7%	7345 10%	11350 12% g	152 6%	2212 11% i	16640 11% i	2879 12%	16867 11%	15499 11%	4258 12%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q20H (continuation)

Q20 How strongly do you agree or disagree with the following statements? : Many employers do not understand what we do in the military so might not give us a chance

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	628	254	33	290	37	11	4	447	181	0	0	253	4	624	628	0
	***	***	***	1% abd	***	***	***	1% h	***	0% k	0% k	***	***	***	***	0% o
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	156783	73313	32862	26976	13326	2945	3427	69475	82877	2595	17881	132572	21133	134963	125458	31325
Mean score	2.78	2.80	2.76	2.77	2.77	2.77	2.75	2.74	2.82	2.99	2.86	2.77	2.76	2.79	2.79	2.77
Standard deviation	.75	.75	.76	.75	.72	.73	.74	.76	.75	.81	.81	.75	.77	.75	.76	.73
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20I  
 Q20 How strongly do you agree or disagree with the following statements? : When I leave the military I will need to take time out from work in order to retrain  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly Agree (4.0)	18322 10%	12411 12% bcd	2602 9% c	2706 7%	604 8%	1767 6%	3864 9% e	12692 12% ef	336 6%	505 6%	1762 13% hi	63 8%	108 8%	433 8%	922 7%	2580 11% n	8909 14% n
Agree (3.0)	68650 39%	39332 39% c	11601 41% c	14449 36%	3269 44% ac	10607 36%	16896 39% e	41146 39% e	2084 36%	3716 44% h	5801 42% h	343 43%	618 46%	2308 44%	5191 37%	8741 38%	25399 39%
Disagree (2.0)	51425 29%	28802 28%	7678 27%	12968 32% abd	1977 27%	10433 36% fg	13910 32% g	27082 26% g	1935 34% j	2533 30% j	3211 23%	227 28%	361 27%	1389 27%	5104 36% p	7559 33% p	16139 25%
Strongly Disagree (1.0)	6728 4%	3570 4%	997 4%	1884 5% ab	277 4%	1368 5% f	1542 4%	3818 4%	237 4%	310 4%	450 3%	6 1%	24 2%	247 5% kl	719 5%	860 4%	1992 3%
ALL AGREE -----	86972 49%	51742 51% c	14203 51% c	17154 43%	3873 53% c	12374 42%	20761 48% e	53838 51% ef	2419 42%	4221 50% h	7563 55% h	406 51%	726 54%	2741 52%	6113 44%	11321 50% n	34308 53% n
ALL DISAGREE -----	58153 33%	32373 32%	8675 31%	14851 37% abd	2253 31%	11801 40% fg	15452 36% g	30900 29%	2172 38% j	2843 33% j	3661 27%	233 29%	384 29%	1636 31%	5823 41% op	8419 37% p	18131 28%
Don't Know/ not applicable	31210 18%	16959 17%	5011 18%	8059 20% abd	1182 16%	4930 17%	6745 16%	19536 19% f	1131 20%	1400 16%	2479 18%	152 19%	220 16%	810 15%	2105 15%	3007 13%	11846 18% o
Not stated	832 *% *	526 1%	165 1% c	93 *% *	49 1% c	69 *% *	81 *% *	682 1% ef	31 1%	29 *% *	104 1%	8 1%	4 *% *	36 1%	11 *% *	17 *% *	498 1% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q20I (continuation)

Q20 How strongly do you agree or disagree with the following statements? : When I leave the military I will need to take time out from work in order to retrain

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	145125	84115	22879	32005	6126	24175	36212	84738	4591	7064	11224	638	1111	4377	11936	19741	52438
Mean score	2.68	2.72	2.69	2.56	2.69	2.53	2.64	2.74	2.55	2.63	2.79	2.72	2.73	2.67	2.53	2.66	2.79
		c	c	c	c		e	ef		h	hi				n	no	no
Standard deviation	.75	.76	.73	.73	.71	.71	.73	.76	.71	.68	.75	.65	.66	.73	.72	.76	.76
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.03	.02	.04	.04	.04	.05	.02	.03	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q20I (continuation)

Q20 How strongly do you agree or disagree with the following statements? : When I leave the military I will need to take time out from work in order to retrain

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly Agree (4.0)	18322 10%	447 5%	671 6%	1588 8% a	853 10% f	8478 12% fh	782 5%	3704 11% fh	4418 9% f	2444 7%	8203 15% iklm	3164 10% im	1892 10% im	2486 7%	2940 8%	5086 13% np	9041 10% n	1176 12% n	0 0%
Agree (3.0)	68650 39%	2989 35%	3821 37%	7638 36%	3711 43% f	26528 38%	5447 36%	13112 40%	19546 39% f	12871 37%	21118 39%	12668 41% i	7490 40%	14233 38%	15816 43% op	13831 36%	34524 38%	3773 38%	364 83%
Disagree (2.0)	51425 29%	3168 37% c	3457 33%	6343 30%	2319 27%	19401 28%	5401 36% degh	8202 25%	15901 32% eg	9796 28%	13749 25%	8755 28% j	5889 31% j	13006 35% ijkl	8178 22%	11387 30% nq	29318 32% nq	2447 25%	64 15%
Strongly Disagree (1.0)	6728 4%	406 5%	349 3%	1129 5% b	178 2%	2867 4% g	657 4% g	798 2%	2192 4% g	1315 4%	1905 3%	1497 5% jm	631 3%	1344 4%	1323 4%	1696 4% p	2923 3%	787 8% nop	0 0%
ALL AGREE -----	86972 49%	3436 40%	4492 43%	9226 44%	4564 53% f	35005 50% f	6230 41%	16816 51% f	23964 48% f	15314 44%	29321 54% im	15832 51% im	9382 50% im	16719 45%	18755 51%	18917 50%	43565 48%	4949 50%	364 83%
ALL DISAGREE -----	58153 33%	3574 42% bc	3805 36%	7472 35%	2497 29%	22268 32% g	6057 40% degh	9000 27% deg	18092 37% deg	11110 32%	15655 29%	10252 33% j	6521 35% j	14350 39% ijkl	9501 26%	13083 34% n	32240 35% n	3235 33% n	64 15%
Don't Know/ not applicable	31210 18%	1541 18%	2118 20%	4400 21%	1513 18%	12462 18% h	2886 19% h	6913 21% eh	7321 15%	8677 25% jklm	9134 17%	4709 15%	2802 15%	5816 16%	8476 23% opq	6105 16%	14887 16%	1493 15%	9 2%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q20I (continuation)

Q20 How strongly do you agree or disagree with the following statements? : When I leave the military I will need to take time out from work in order to retrain

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	832 %	19 %	31 %	43 %	12 %	539 1% fh	35 %	91 %	155 %	98 %	502 1% klm	115 %	19 %	98 %	264 1% p	84 %	256 %	228 2% nop	0 0%
Median	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	145125	7010	8297	16698	7062	57273	12287	25815	42056	26425	44976	26084	15902	31069	28256	32000	75805	8184	428
Mean score	2.68	2.50	2.58	2.58	2.74	2.71	2.52	2.76	2.62	2.62	2.79	2.67	2.67	2.57	2.72	2.70	2.66	2.65	2.85
Standard deviation	.75	.70	.70	.75	.70	.78	.70	.73	.74	.72	.78	.76	.73	.70	.71	.80	.74	.84	.36
Standard error	.01	.03	.02	.03	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.09

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q20I (continuation)

Q20 How strongly do you agree or disagree with the following statements? : When I leave the military I will need to take time out from work in order to retrain  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly Agree (4.0)	18322 10%	8456 10% def	4204 11% def	3187 11% def	1144 8%	205 6%	207 6%	6754 9%	11179 12% g	669 24% k	3869 19% k	13236 9%	2824 12%	15469 10%	14383 10%	3940 11%
Agree (3.0)	68650 39%	32171 39%	15469 41% c	11039 36%	5765 39%	1270 39%	1414 38%	30359 39%	35713 38%	930 34%	8712 43% ik	57272 38%	9854 41%	58594 38%	53799 38%	14850 42% n
Disagree (2.0)	51425 29%	22613 27%	10519 28%	9735 32% ab	4850 33% ab	1169 36% ab	1257 34% ab	23601 31% h	26768 28%	662 24%	4167 21%	45165 30% j	6941 29%	44098 29%	41338 29%	10086 28%
Strongly Disagree (1.0)	6728 4%	3144 4%	1130 3%	1409 5% b	583 4%	130 4%	195 5% b	3437 4% h	3018 3%	113 4%	534 3%	5952 4% j	705 3%	6023 4%	5445 4%	1284 4%
ALL AGREE -----	86972 49%	40626 49% f	19673 52% cdef	14226 47%	6910 47%	1475 45%	1620 44%	37113 48%	46892 50%	1599 58% k	12580 63% k	70508 47%	12678 53% m	74063 49%	68182 48%	18790 53% n
ALL DISAGREE -----	58153 33%	25757 31%	11649 31%	11144 37% ab	5433 37% ab	1299 40% ab	1451 39% ab	27038 35% h	29785 32%	775 28%	4701 23%	51117 34% j	7646 32%	50121 33%	46783 33%	11370 32%
Don't Know/ not applicable	31210 18%	15783 19% bcde	6234 16%	4604 15%	2466 17%	465 14%	621 17%	12626 16%	17389 18% g	356 13%	2804 14%	27403 18% j	3670 15%	27459 18%	25788 18% o	5422 15%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q20I (continuation)

Q20 How strongly do you agree or disagree with the following statements? : When I leave the military I will need to take time out from work in order to retrain

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	832	177	295	316	29	11	4	491	341	17	8	438	21	811	832	0
	0.4%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%	0.0%	0.3%	0.0%	0.5%	0.5%	0.0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	145125	66383	31322	25370	12343	2774	3072	64150	76678	2374	17281	121624	20324	124184	114965	30160
Mean score	2.68	2.69	2.73	2.63	2.61	2.56	2.53	2.63	2.72	2.91	2.92	2.64	2.73	2.67	2.67	2.71
		cdef	cdef	f					g	k	k					
Standard deviation	.75	.75	.73	.77	.72	.70	.71	.74	.76	.86	.76	.74	.74	.75	.75	.74
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.02	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q20SUM  
 Q20 How strongly do you agree or disagree with the following statements? SUMMARY  
 Base: All respondents

	Q20 Statements								
	It will be easy for me to find a good job when I leave the military	Former colleagues or other ex-Service personnel will help me find a job when I leave	Most employers recognise the skills of ex-Service people, and are keen to employ them	I have transferrable skills which will be useful in a civilian job	In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave	I will probably need to take a pay cut when leaving the military	I will be competing for jobs against younger people who will be prepared to work for less	Many employers do not understand what we do in the military so might not give us a chance	When I leave the military I will need to take time out from work in order to retrain
	a	b	c	d	e	f	g	h	i
Unweighted Base	9106	9106	9106	9106	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168	177168	177168	177168	177168
Strongly Agree	6258 4% b	4816 3%	6887 4% b	32845 19% abchi	32572 18% abchi	44062 25% abcdeghi	36142 20% abcdehi	25239 14% abci	18322 10% abc
Agree	41486 23%	56846 32% a	83726 47% abfhi	99184 56% abcefgghi	93187 53% abcfghi	74070 42% abi	86256 49% abfhi	78456 44% abfi	68650 39% ab
Disagree	83973 47% bcdefghi	62677 35% cdefghi	46378 26% defg	24944 14%	29097 16% d	28169 16% d	31854 18% def	47089 27% defg	51425 29% cdefgh
Strongly Disagree	23154 13% bcdefghi	20166 11% cdefghi	11661 7% fghi	11417 6% fghi	13753 8% cdfghi	8903 5% ghi	5172 3%	5999 3%	6728 4% g
ALL AGREE -----	47743 27%	61662 35% a	90613 51% abi	132029 75% abcefgghi	125759 71% abcfghi	118132 67% abchi	122398 69% abcfhi	103695 59% abci	86972 49% ab
ALL DISAGREE -----	107128 60% bcdefghi	82843 47% cdefghi	58039 33% defgh	36361 21%	42849 24% dfg	37072 21%	37026 21%	53088 30% defg	58153 33% defgh

Columns Tested: a,b,c,d,e,f,g,h,i

Conducted by: Lord Ashcroft

Table Q20SUM (continuation)

Q20 How strongly do you agree or disagree with the following statements? SUMMARY

Base: All respondents

	Q20 Statements									
	It will be easy for me to find a good job when I leave the military	Former colleagues or other ex-Service personnel will help me find a job when I leave	Most employers recognise the skills of ex-Service people, and are keen to employ them	I have transferable skills which will be useful in a civilian job	In the Forces I have gained at least one recognised civilian qualification which will help me find a job when I leave	I will probably need to take a pay cut when leaving the military	I will be competing for jobs against younger people who will be prepared to work for less	Many employers do not understand what we do in the military so might not give us a chance	When I leave the military I will need to take time out from work in order to retrain	
	a	b	c	d	e	f	g	h	i	
Unweighted Base	9106	9106	9106	9106	9106	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168	177168	177168	177168	177168	177168
Don't Know	21710 12% degh	32115 18% acdefgh	27884 16% adefgh	8189 5%	7971 4%	21430 12% degh	17159 10% de	19757 11% deg	31210 18% acdefgh	
Not stated	587 *%	547 *%	633 *%	588 *%	589 *%	533 *%	586 *%	628 *%	832 *%	
Mean score	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g,h,i

Table Q21A  
 Q21 Overall, do you think the level of recognition received by current and former Service personnel in the UK is...? : Current Service personnel  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Too much	1573 1%	1008 1%	148 1%	303 1%	115 2% bc	499 2% fg	411 1%	663 1%	43 1%	52 1%	52 *%	8 1%	29 2%	77 1%	331 2% p	278 1%	398 1%
About right	84123 47%	52086 51% bc	10794 38%	17621 44% b	3622 49% bc	15980 55% fg	21821 51% g	46323 44%	2680 47% ij	3451 41% j	4662 34%	533 67% lm	674 50%	2415 46%	8576 61% op	12794 56% p	30717 47%
Too little	81042 46%	42487 42%	15407 55% acd	20092 50% ad	3056 42%	11950 41%	19028 44% e	50065 48% ef	2901 50%	4540 53%	7965 58% h	245 31%	562 42% k	2248 43% k	4839 34%	8921 39% n	28727 44% n
Don't Know	9927 6%	5745 6%	1654 6%	2022 5%	506 7% c	656 2%	1711 4% e	7560 7% ef	109 2%	434 5% h	1111 8% hi	12 2%	67 5% k	426 8% k	273 2%	745 3%	4727 7% no
Not stated	503 *%	274 *%	51 *%	119 *%	59 1% abc	90 *%	69 *%	345 *%	20 *%	15 *%	17 *%	0 0%	2 *%	57 1%	33 *%	27 *%	214 *%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q21A (continuation)

Q21 Overall, do you think the level of recognition received by current and former Service personnel in the UK is...? : Current Service personnel

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Too much	1573 1%	116 1% b	51 *% c	136 1%	47 1%	555 1% f	45 *% g	257 1%	667 1% ef	81 *% i	623 1% j	297 1%	101 1%	468 1% il	396 1%	412 1%	735 1%	16 *% q	0 0%
About right	84123 47%	4190 49% c	4902 47% c	8528 40%	4177 49%	32133 46%	8167 54% egh	14365 44%	24977 50% eg	15934 45%	23807 44%	14818 48% j	9551 51% ij	19742 53% ijk	17744 48% o	15794 41%	45658 50% oq	4372 44%	212 48%
Too little	81042 46%	3964 46%	5004 48%	11124 53% ab	3491 41%	33902 48% dfh	6239 41%	15538 47% f	21485 43%	16160 46% m	26320 48% lm	14524 47% m	8160 44%	15491 42%	15467 42%	19575 51% np	40583 45%	4922 50% np	226 52%
Don't Know	9927 6%	261 3%	465 4%	1296 6% a	849 10% efh	3375 5%	722 5%	2639 8% efh	2287 5%	2997 9% klm	3557 7% klm	1225 4%	844 5% m	1220 3%	3123 8% opq	2345 6% p	3857 4%	538 5%	0 0%
Not stated	503 *%	37 *% b	24 *% c	58 *% a	22 *% d	310 *% e	35 *% f	20 *% g	116 *% h	27 *% i	305 1% j km	43 *% k	66 *% l	61 *% m	267 1% n op	64 *% o	116 *% p	56 1% q	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q21A (continuation)

Q21 Overall, do you think the level of recognition received by current and former Service personnel in the UK is...? : Current Service personnel

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Too much	1573 1%	803 1%	214 1%	261 1%	265 2%	6 *	9 *	933 1%	591 1%	12 *	165 1%	1374 1%	185 1%	1388 1%	1057 1%	516 1%
About right	84123 47%	39468 48%	17121 45%	14246 47%	7796 53%	1677 52%	2129 58%	37155 48%	44269 47%	1279 47%	9646 48%	70955 47%	12008 50%	71731 47%	64957 46%	19166 54%
Too little	81042 46%	36817 45%	18306 48%	14124 47%	6296 42%	1415 44%	1333 36%	35548 46%	42953 45%	1305 47%	9650 48%	67991 45%	9838 41%	70890 46%	66068 47%	14974 42%
Don't Know	9927 6%	5167 6%	2121 6%	1369 5%	475 3%	142 4%	226 6%	3253 4%	6477 7%	152 6%	632 3%	8888 6%	1964 8%	7963 5%	8999 6%	928 3%
Not stated	503 *	88 *	89 *	290 1%	6 *	11 *	0 0%	379 *	118 *	0 0%	0 0%	257 *	22 *	481 *	503 *	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o



Table Q21B  
 Q21 Overall, do you think the level of recognition received by current and former Service personnel in the UK is...? : Ex-Service personnel  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Too much	1051 1%	505 *%	184 1%	299 1%	62 1%	299 1% f	137 *%	616 1%	46 1%	34 *%	104 1%	13 2%	9 1%	41 1%	176 1% o	72 *%	257 *%
About right	51970 29%	31180 31% bc	7428 26%	10849 27%	2514 34% abc	9999 34% fg	11609 27%	30362 29%	1910 33% ij	2083 25%	3436 25%	317 40%	444 33%	1753 34%	5154 37% op	6826 30%	19200 30%
Too little	105909 60%	59225 58% d	17887 64% ad	24907 62% ad	3890 53%	17025 58%	27773 65% eg	61112 58%	3484 61%	5732 67% h	8671 63%	416 52%	760 57%	2713 52%	7988 57%	14013 62% n	37225 57%
Don't Know	16850 10%	9888 10%	2380 8%	3785 9%	797 11% b	1634 6%	3014 7% e	12203 12% ef	248 4%	585 7% h	1546 11% hi	44 6%	109 8%	644 12% k	663 5%	1537 7% n	7688 12% no
Not stated	1387 1%	802 1%	175 1%	317 1%	94 1%	218 1%	507 1% g	662 1%	66 1%	59 1%	50 *%	8 1%	13 1%	73 1%	72 1%	317 1% n	413 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q21B (continuation)

Q21 Overall, do you think the level of recognition received by current and former Service personnel in the UK is...? : Ex-Service personnel

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Too much	1051 1%	64 1%	22 *%	214 1% b	82 1%	312 *%	83 1%	278 1%	295 1%	193 1%	405 1% l	100 *%	17 *%	336 1% kl	112 *%	491 1% npq	426 *%	13 *%	0 0%
About right	51970 29%	2618 31% b	2257 22%	5974 28% b	3028 35% fh	21264 30% fh	4110 27%	9735 30%	13655 28%	11484 33% lm	15875 29%	9090 29%	5119 27%	10172 28%	11755 32% p	11165 29%	25794 28%	2781 28%	169 39%
Too little	105909 60%	5137 60%	7267 70% ac	12503 59%	4405 51%	41800 59% d	9579 63% deg	18639 57%	31021 63% deg	18920 54%	32093 59% i	19234 62% ij	11629 62% i	23653 64% ij	20198 55%	22576 59% n	56637 62% no	5987 60% n	269 61%
Don't Know	16850 10%	678 8%	783 7%	2324 11% ab	1047 12% fh	6330 9%	1207 8%	4154 13% efh	4016 8%	4595 13% klm	5843 11% km	2226 7%	1756 9% km	2300 6%	4466 12% p	3788 10% p	7475 8%	987 10%	0 0%
Not stated	1387 1%	72 1%	118 1%	127 1%	25 *%	568 1% g	228 1% eg	14 *%	544 1% g	7 *%	397 1% i	259 1% i	202 1% i	522 1% ij	466 1% op	169 *%	616 1%	137 1% o	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q21B (continuation)

Q21 Overall, do you think the level of recognition received by current and former Service personnel in the UK is...? : Ex-Service personnel

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Too much	1051 1%	616 1% c	116 *% c	58 *% cde	205 1% abc	17 1% abc	15 *% abc	644 1% h	380 *% h	17 1% h	96 *% h	927 1% h	43 *% h	1008 1% h	726 1% h	325 1% n
About right	51970 29%	25843 31% cde	10971 29% cde	8342 28% cde	3878 26% cde	804 25% cde	1021 28% cde	22794 29% cde	27601 29% cde	814 30% cde	6002 30% cde	43433 29% cde	6409 27% cde	45267 30% cde	41034 29% cde	10936 31% cde
Too little	105909 60%	46521 56% a	23142 61% a	19028 63% a	9506 64% a	2112 65% a	2322 63% a	47528 62% h	55236 59% h	1675 61% h	12461 62% h	89297 60% h	14892 62% h	90640 59% h	83706 59% h	22203 62% n
Don't Know	16850 10%	8937 11% cd	3456 9% cd	2308 8% cd	1079 7% cd	294 9% cd	303 8% cd	5534 7% cd	10756 11% g	236 9% cd	1384 7% cd	14844 10% j	2589 11% cd	14235 9% cd	14732 10% o	2118 6% o
Not stated	1387 1%	427 1% ab	166 *% ab	554 2% ab	169 1% ab	23 1% ab	37 1% ab	768 1% h	436 *% h	7 *% h	149 1% h	965 1% h	83 *% h	1305 1% h	1387 1% o	0 0% o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q22

Q22 Thinking about the overall level of recognition and reward that current Service personnel receive in British society, which of the following statements comes closest to your view?

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
There isn't much recognition for current Service personnel, and there should be more	89338 50%	49056 48%	16673 59%	20198 50%	3411 46%	11507 39%	18881 44%	58951 56%	2756 48%	4714 56%	9204 67%	241 30%	499 37%	2671 51%	4756 34%	9084 40%	35216 54%
			acd	d			e	ef		h	hi		k	kl		n	no
There is quite a lot of recognition for current Service personnel, and that is as it should be	56674 32%	33944 33%	7100 25%	13117 33%	2513 34%	11428 39%	15264 35%	29982 29%	1949 34%	2321 27%	2830 20%	338 42%	492 37%	1683 32%	6030 43%	8510 37%	19403 30%
		b		b	b	fg	g		ij	j		m			op	p	
There isn't much recognition for current Service personnel, but I'm happy with that	24984 14%	14443 14%	3400 12%	6033 15%	1107 15%	5202 18%	7836 18%	11946 11%	913 16%	1306 15%	1182 9%	188 24%	288 22%	631 12%	2643 19%	4541 20%	7259 11%
		b		b	b	g	g		j	j		m	m		p	p	
There is too much recognition for current Service personnel	3010 2%	1994 2%	409 1%	432 1%	175 2%	737 3%	725 2%	1548 1%	109 2%	92 1%	208 2%	23 3%	39 3%	113 2%	476 3%	507 2%	1010 2%
		c			c	fg									p		
Not stated	3162 2%	2163 2%	471 2%	377 1%	150 2%	302 1%	333 1%	2528 2%	27 *	61 1%	384 3%	8 1%	17 1%	125 2%	146 1%	122 1%	1895 3%
		c	c		c			ef			hi						no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q22 (continuation)

Q22 Thinking about the overall level of recognition and reward that current Service personnel receive in British society, which of the following statements comes closest to your view?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
There isn't much recognition for current Service personnel, and there should be more	89338 50%	3754 44%	4584 44%	11860 56% ab	5410 63% efgh	38282 54% fh	6065 40%	17279 53% fh	21761 44% f	20117 57% klm	30510 56% klm	15259 49% lm	7833 42%	15101 41%	18835 51%	20823 55% pq	44602 49%	4736 48%	227 52%
There is quite a lot of recognition for current Service personnel, and that is as it should be	56674 32%	3110 36% c	3941 38% c	6066 29%	2356 27%	20379 29%	5878 39% degh	10777 33% e	17186 35% de	10140 29%	16025 29%	9965 32%	6812 36% ijk	13605 37% ijk	11470 31%	12010 31%	29910 33%	3021 31%	101 23%
There isn't much recognition for current Service personnel, but I'm happy with that	24984 14%	1457 17% c	1701 16%	2875 14%	322 4%	8836 13% d	2911 19% deg	3504 11% d	9321 19% deg	3590 10%	5494 10%	4760 15% ij	3679 20% ijk	7381 20% ijk	4706 13%	4403 12%	13737 15% no	1784 18% no	110 25%
There is too much recognition for current Service personnel	3010 2%	128 1%	87 1%	217 1%	226 3% f	1261 2% f	152 1%	510 2% f	854 2% f	486 1%	935 2%	723 2%	272 1%	591 2%	798 2%	598 2%	1399 2%	82 1%	0 0%
Not stated	3162 2%	121 1%	133 1%	124 1%	272 3% fh	1516 2% fh	203 1%	750 2% h	410 1%	867 2% klm	1648 3% klm	200 1%	127 1%	305 1%	1188 3% op	356 1%	1302 1%	281 3% op	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q22 (continuation)

Q22 Thinking about the overall level of recognition and reward that current Service personnel receive in British society, which of the following statements comes closest to your view?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
There isn't much recognition for current Service personnel, and there should be more	89338 50%	42282 51% def	20121 53% cdef	14937 49% def	6503 44% f	1343 41%	1396 38%	36405 47%	50198 53% g	1625 59% k	10228 51%	75204 50%	12038 50%	76934 50%	72738 51% o	16600 47%
There is quite a lot of recognition for current Service personnel, and that is as it should be	56674 32%	26921 33% b	11098 29%	9364 31%	5370 36% abc	1249 38% abc	1493 40% abc	27014 35% h	28104 30%	695 25%	6314 31%	48080 32%	7754 32%	48600 32%	51634 36% o	5040 14%
There isn't much recognition for current Service personnel, but I'm happy with that	24984 14%	10305 13%	5083 13%	4937 16% ab	2633 18% ab	628 19% ab	758 21% abc	11383 15%	12733 13%	407 15%	2685 13%	21448 14%	3296 14%	21675 14%	11691 8%	13293 37% n
There is too much recognition for current Service personnel	3010 2%	1424 2% e	504 1%	610 2% e	244 2%	10 *% %	24 1%	1438 2%	1326 1%	22 1%	442 2%	2508 2%	569 2%	2442 2%	2361 2%	650 2%
Not stated	3162 2%	1412 2% d	1045 3% acdef	442 1% d	88 1%	21 1%	26 1%	1028 1%	2047 2% g	0 0%	424 2%	2226 1%	358 1%	2804 2%	3162 2% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q23  
Q23 To what extent do you feel that your garrison / station / base is recognised as an important part of the local community?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Strongly agree (4.0)	35441 20%	18326 18%	5022 18%	10955 27% abd	1139 15%	5791 20%	9553 22% eg	20097 19%	1033 18%	1650 19%	2339 17%	185 23% m	235 18%	718 14%	2394 17%	4560 20%	11372 18%
Somewhat agree (3.0)	91752 52%	51552 51%	14211 51%	21954 55% ab	4034 55% ab	15538 53% g	23185 54% g	53029 51%	3034 53%	4495 53%	6682 48%	437 55%	790 59%	2806 54%	7377 52%	12244 54%	31932 49%
Somewhat disagree (2.0)	37271 21%	23057 23% c	6465 23% c	5988 15% c	1761 24% c	6117 21% f	8126 19% g	23028 22% f	1309 23%	1761 21%	3396 25%	151 19%	251 19%	1359 26% kl	3260 23%	4711 21%	15086 23%
Strongly disagree (1.0)	11625 7%	7929 8% cd	2171 8% cd	1157 3% c	368 5% c	1566 5%	2017 5%	8043 8% ef	338 6%	550 6%	1283 9% hi	19 2%	50 4%	299 6% k	967 7%	1138 5%	5825 9% o
ALL AGREE -----	127193 72%	69878 69%	19233 69%	32909 82% abd	5173 70%	21329 73% g	32738 76% eg	73126 70%	4067 71% j	6145 72% j	9022 65%	623 78% m	1026 77% m	3524 67%	9771 70%	16804 74% np	43304 67%
ALL DISAGREE -----	48896 28%	30986 30% c	8636 31% c	7144 18%	2129 29% c	7683 26% f	10143 24%	31070 30% ef	1647 29%	2310 27%	4679 34% hi	170 21%	301 23%	1658 32% kl	4226 30% o	5849 26%	20911 32% o
Not stated	1079 1%	735 1% c	185 1% c	103 *% c	55 1% c	162 1%	158 *%	759 1%	41 1%	38 *%	107 1%	6 1%	8 1%	41 1%	55 *%	112 *%	568 1%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	176089	100865	27869	40054	7302	29012	42881	104196	5713	8455	13700	793	1327	5182	13997	22653	64215
Mean score	2.86	2.80	2.79	3.07 abd	2.81	2.88 g	2.94 eg	2.82	2.83 j	2.86 j	2.74	3.00 m	2.91 m	2.76	2.80	2.89 np	2.76
Standard deviation	.81	.83	.83	.73	.75	.78	.77	.83	.79	.80	.85	.72	.71	.76	.80	.77	.85

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q23 (continuation)

Q23 To what extent do you feel that your garrison / station / base is recognised as an important part of the local community?

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.03	.03	.04	.04	.04	.05	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q23 (continuation)

Q23 To what extent do you feel that your garrison / station / base is recognised as an important part of the local community?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Strongly agree (4.0)	35441 20%	2179 25%	3108 30%	5668 27%	2164 25%	13372 19%	3634 24%	5998 18%	10138 20%	7729 22%	9382 17%	6134 20%	3875 21%	8200 22%	7028 19%	7371 19%	19448 21%	1445 15%	26 6%
Somewhat agree (3.0)	91752 52%	4691 55%	5655 54%	11608 55%	4738 55%	36869 52%	7875 52%	16157 49%	25776 52%	18495 53%	27131 50%	16115 52%	9451 50%	20088 54%	19247 52%	18679 49%	47900 53%	5144 52%	405 93%
Somewhat disagree (2.0)	37271 21%	1397 16%	1403 13%	3187 15%	1230 14%	15304 22%	2965 19%	7101 22%	10464 21%	6280 18%	13040 24%	6473 21%	4194 22%	7178 19%	7149 19%	9208 24%	18509 20%	2377 24%	2 **
Strongly disagree (1.0)	11625 7%	242 3%	279 3%	635 3%	433 5%	4328 6%	666 4%	3280 10%	2850 6%	2605 7%	4440 8%	2101 7%	1089 6%	1364 4%	3028 8%	2796 7%	4715 5%	916 9%	5 1%
ALL AGREE -----	127193 72%	6869 80%	8764 84%	17276 82%	6902 80%	50241 71%	11509 76%	22154 68%	35914 73%	26224 74%	36513 67%	22249 72%	13326 71%	28288 76%	26275 71%	26050 68%	67348 74%	6589 67%	430 98%
ALL DISAGREE -----	48896 28%	1640 19%	1682 16%	3822 18%	1664 19%	19632 28%	3631 24%	10381 32%	13313 27%	8885 25%	17480 32%	8574 28%	5283 28%	8542 23%	10177 28%	12004 31%	23224 26%	3294 33%	7 2%
Not stated	1079 1%	60 1%	0 0%	43 **	20 **	402 1%	67 **	285 1%	305 1%	91 **	620 1%	85 **	114 1%	153 **	545 1%	136 **	377 **	22 **	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	176089	8509	10446	21099	8566	69873	15141	32535	49227	35108	53993	30823	18609	36830	36452	38054	90571	9883	437

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q23 (continuation)

Q23 To what extent do you feel that your garrison / station / base is recognised as an important part of the local community?

Base: All respondents

	RAF Rank			Age					Length of Service					Personal Status					
	Total	Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Mean score	2.86	3.03	3.11	3.06	3.01	2.85	2.96	2.76	2.88	2.89	2.77	2.85	2.87	2.95	2.83	2.80	2.91	2.72	3.03
Standard deviation	.81	.73	.73	.73	.77	.80	.78	.87	.80	.83	.83	.81	.81	.75	.83	.83	.79	.82	.33
Standard error	.01	.02	.02	.02	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.08

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q23 (continuation)

Q23 To what extent do you feel that your garrison / station / base is recognised as an important part of the local community?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Strongly agree (4.0)	35441 20%	16021 19%	7958 21%	5635 19%	3326 22% ac	705 22%	915 25% ac	14682 19%	20259 21% g	581 21%	3632 18%	30039 20%	4209 18%	30961 20%	28478 20%	6963 20%
Somewhat agree (3.0)	91752 52%	42125 51%	19163 51%	16408 54% ab	8028 54%	1645 51%	1880 51%	40800 53%	48042 51%	1478 54%	11195 56% k	76904 51%	12772 53%	78803 52%	75122 53% o	16630 47%
Somewhat disagree (2.0)	37271 21%	17679 21%	8136 21%	6231 21%	2802 19%	764 24%	789 21%	16522 21%	19183 20%	308 11%	3693 18% i	32293 22% ij	4705 20%	32411 21%	28366 20%	8905 25% n
Strongly disagree (1.0)	11625 7%	6046 7% cdef	2366 6% df	1734 6% df	611 4%	121 4%	112 3%	4728 6%	6422 7%	366 13% jk	1525 8%	9455 6%	2231 9% m	9377 6%	8557 6%	3068 9% n
ALL AGREE -----	127193 72%	58147 71%	27121 72%	22043 73%	11354 77% abc	2350 72%	2795 76% a	55482 72%	68301 72%	2058 75%	14827 74%	106943 72%	16981 71%	109763 72%	103600 73% o	23593 66%
ALL DISAGREE -----	48896 28%	23725 29% d	10502 28% d	7965 26% d	3413 23%	885 27%	902 24%	21250 28%	25605 27%	673 25%	5218 26%	41747 28%	6936 29%	41787 27%	36923 26%	11973 34% n
Not stated	1079 1%	472 1%	228 1%	283 1%	70 *% *	16 *% *	0 0%	536 1%	503 1%	16 1%	49 *% *	775 1%	98 *% *	903 1%	1062 1% o	16 *% *
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q23 (continuation)

Q23 To what extent do you feel that your garrison / station / base is recognised as an important part of the local community?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Base for stats	176089	81872	37623	30007	14767	3235	3697	76732	93906	2732	20044	148690	23917	151551	140523	35567
Mean score	2.86	2.83	2.87	2.86	2.95	2.91	2.97	2.85	2.87	2.83	2.84	2.86	2.79	2.87	2.88	2.77
Standard deviation	.81	.82	.81	.78	.76	.77	.76	.79	.82	.91	.80	.81	.84	.80	.80	.86
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q24  
 Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Forces discount/ better discount	23994 14%	12030 12%	4079 15% a	6864 17% abd	1020 14%	3321 11%	4694 11%	15979 15% ef	672 12%	947 11%	2460 18% hi	88 11%	205 15%	728 14%	1558 11%	2145 9%	8327 13% o
More respect/ don't take for granted	9130 5%	5623 6% b	1195 4%	1989 5%	323 4%	1327 5%	1569 4%	6234 6% ef	232 4%	269 3%	694 5%	23 3%	32 2%	267 5%	737 5% o	786 3%	4100 6% o
More recognition/ knowledge of what we do/sacrifice	8869 5%	4558 4%	1822 6% ad	2248 6% d	241 3%	2076 7% fg	2274 5%	4519 4%	588 10% ij	400 5%	833 6%	59 7% lm	28 2%	154 3%	750 5%	1166 5%	2642 4%
More attendance at organized/remembrance events/ more patriotism	6837 4%	4736 5% bcd	681 2%	1259 3%	161 2%	960 3% f	913 2%	4964 5% ef	215 4%	189 2%	277 2%	19 2%	29 2%	113 2%	392 3%	442 2%	3901 6% no
Contribute to way of life/invite us into existing social structures	5162 3%	3448 3% bc	561 2%	929 2%	224 3%	1318 5% fg	1172 3%	2672 3%	177 3%	161 2%	223 2%	33 4% l	21 2%	170 3%	795 6% op	763 3%	1890 3%
Free/higher subsidized travel	3612 2%	2434 2% cd	655 2% cd	429 1%	94 1%	567 2%	864 2%	2182 2%	103 2%	218 3%	334 2%	17 2%	37 3%	41 1%	345 2%	480 2%	1608 2%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Help with housing/mortgages	3119 2%	1883 2%	257 1%	806 2%	173 2%	710 2%	1248 3%	1161 1%	70 1%	67 1%	121 1%	15 2%	24 2%	134 3%	434 3%	837 4%	612 1%
		b		b	b	g	g								p	p	
More opportunities/ training for employment	2633 1%	1737 2%	297 1%	487 1%	112 2%	577 2%	631 1%	1425 1%	89 2%	88 1%	121 1%	23 3%	12 1%	77 1%	341 2%	359 2%	1037 2%
		b										l					
They do enough, can't do anymore	1875 1%	947 1%	193 1%	691 2%	45 1%	437 1%	536 1%	902 1%	89 2%	104 1%	0 0%	6 1%	18 1%	20 *%	192 1%	271 1%	483 1%
				abd		g			j	j				*%			
Pressure government to do more	1833 1%	985 1%	257 1%	508 1%	83 1%	546 2%	434 1%	853 1%	135 2%	70 1%	52 *%	8 1%	23 2%	52 1%	226 2%	117 1%	642 1%
						fg			ij						o		
Advertise/make known discounts available	1285 1%	745 1%	243 1%	225 1%	73 1%	135 *%	240 1%	910 1%	17 *%	32 *%	194 1%	2 *%	10 1%	61 1%	57 *%	131 1%	556 1%
											hi						
Healthcare/ priority with NHS	1249 1%	762 1%	106 *%	348 1%	32 *%	429 1%	276 1%	544 1%	58 1%	32 *%	17 *%	11 1%	5 *%	16 *%	228 2%	106 *%	428 1%
				b		fg			j						o		
Keep current pension rights	1144 1%	722 1%	146 1%	243 1%	32 *%	387 1%	333 1%	424 *%	56 1%	38 *%	52 *%	11 1%	22 2%	0 0%	193 1%	187 1%	343 1%
						fg							m				

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Help with schools/education	964 1%	430 *%	183 1%	284 1%	68 1%	527 2% fg	203 *%	235 *%	55 1%	40 *%	88 1%	12 2%	20 1%	36 1%	319 2% op	40 *%	70 *%
More/better media coverage	852 *%	530 1%	135 *%	176 *%	11 *%	168 1%	165 *%	518 *%	51 1% i	15 *%	69 *%	6 1%	5 *%	0 0%	74 1%	116 1%	340 1%
Other	3261 2%	1998 2%	477 2%	665 2%	120 2%	623 2%	859 2%	1778 2%	107 2%	79 1%	291 2%	15 2%	12 1%	93 2%	247 2%	573 3%	1178 2%
Not stated	111064 63%	64144 63%	18124 65%	23992 60%	4803 65%	16830 58%	28378 66%	65856 63%	3331 58%	6025 71%	8768 64%	491 62%	894 67%	3418 65%	8081 58%	15096 66%	40967 63%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status					
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r	
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17	
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437	
Forces discount/ better discount	23994 14%	1004 12%	1397 13%	4464 21% ab	1065 12%	10600 15% fh	1556 10%	6145 19% defh	4592 9%	5954 17% klm	8746 16% klm	3761 12% m	2068 11%	3432 9%	5135 14% p	7046 18% npq	10327 11%	1431 14% p	2	%
More respect/ don't take for granted	9130 5%	336 4%	481 5%	1172 6%	574 7% f	3779 5% f	548 4%	2040 6% fh	2166 4%	2459 7% klm	3085 6% m	1485 5% m	842 4%	1259 3%	1668 5%	2276 6% p	4278 5%	891 9% nop	0	0%
More recognition/ knowledge of what we do/sacrifice	8869 5%	680 8% c	679 7% c	889 4%	426 5%	3559 5% g	1042 7% eg	990 3%	2837 6% g	1394 4%	3094 6% k	1119 4%	902 5%	2339 6% ik	1840 5%	2070 5%	4605 5%	333 3%	0	0%
More attendance at organized/remembrance events/ more patriotism	6837 4%	333 4%	253 2%	672 3%	426 5% h	2414 3% h	552 4% h	2184 7% efh	1246 3%	2426 7% jklm	1964 4% m	912 3%	565 3%	966 3%	2093 6% p	1638 4% p	2726 3%	355 4%	0	0%
Contribute to way of life/invite us into existing social structures	5162 3%	312 4% c	227 2%	390 2%	154 2%	1935 3%	534 4%	659 2% eg	1872 4% eg	738 2%	1434 3%	820 3%	897 5% ijklm	1273 3%	1037 3% q	872 2%	3147 3% oq	106 1%	0	0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Free/higher subsidized travel	3612 2%	101 1%	129 1%	199 1%	55 1%	1196 2%	330 2%	916 3% d	1116 2%	843 2%	978 2%	591 2%	275 1%	712 2%	574 2%	1205 3% np	1220 1%	608 6% nop	0 0%
Help with housing/mortgages	3119 2%	191 2%	321 3% c	294 1%	163 2% g	958 1% g	440 3% eg	137 *% eg	1422 3% eg	278 1%	768 1%	473 2%	633 3% ijk	968 3% ijk	348 1%	544 1%	2007 2% n	186 2%	0 0%
More opportunities/training for employment	2633 1%	125 1%	172 2%	191 1%	72 1%	490 1%	328 2% e	581 2% e	1162 2% e	402 1%	810 1%	265 1%	425 2% k	731 2% k	595 2%	563 1%	1396 2%	79 1%	0 0%
They do enough, can't do anymore	1875 1%	150 2%	142 1%	399 2%	46 1%	750 1%	226 1%	237 1%	590 1%	141 *% i	761 1% i	254 1%	197 1%	521 1% i	494 1%	420 1%	876 1%	79 1%	0 0%
Pressure government to do more	1833 1%	177 2% c	224 2% c	107 1%	37 *% g	1005 1% g	276 2% gh	26 *% g	470 1% g	506 1%	405 1%	296 1%	115 1%	504 1% jl	641 2% op	109 *% o	826 1% o	247 2% op	0 0%
Advertise/make known discounts available	1285 1%	59 1%	67 1%	98 *% h	46 1%	622 1% h	74 *% h	331 1% h	202 *% h	601 2% jklm	290 1%	145 *% h	57 *% h	192 1% h	235 1%	416 1% p	370 *% h	246 2% nop	17 4%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Healthcare/ priority with NHS	1249 1%	132 2% c	133 1% c	84 *% *	26 *% *	94 *% *	275 2% eg	240 1% e	613 1% e	240 1% *	290 1% *	58 *% *	184 1% k	476 1% jk	222 1% o	58 *% *	912 1% o	49 *% *	0 0% 0
Keep current pension rights	1144 1%	127 1% c	87 1% c	29 *% *	20 *% *	286 *% *	187 1% eh	343 1% e	309 1% *	175 *% *	371 1% *	135 *% *	138 1% *	324 1% *	224 1% *	349 1% *	540 1% *	30 *% *	0 0% 0
Help with schools/education	964 1%	140 2% c	103 1% c	40 *% *	52 1% *	149 *% *	232 2% egh	169 1% e	362 1% e	146 *% *	147 *% *	53 *% *	220 1% jk	398 1% jk	131 *% *	113 *% *	678 1% *	11 *% *	11 2% 2
More/better media coverage	852 *% *	37 *% *	29 *% *	110 1% *	40 *% *	539 1% fg	37 *% *	17 *% *	218 *% *	139 *% *	322 1% *	141 *% *	105 1% *	145 *% *	243 1% *	81 *% *	508 1% *	20 *% *	0 0% 0
Other	3261 2%	254 3% c	195 2% *	217 1% *	40 *% *	1115 2% *	442 3% deg	244 1% deg	1410 3% deg	374 1% *	1054 2% *	674 2% *	283 2% *	663 2% *	565 2% *	617 2% *	1753 2% *	321 3% nop	0 0% 0
Not stated	111064 63%	4926 57% *	6363 61% *	12703 60% *	5496 64% *	44417 63% fg	9141 60% *	19353 59% *	32053 65% fg	20350 58% *	33712 62% *	20746 67% ijl	11833 63% i	23938 65% ij	22685 61% *	22198 58% *	59264 65% noq	5981 60% *	407 93% *

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Forces discount/ better discount	23994 14%	12911 16% bcdef	4504 12%	3741 12% d	1442 10%	350 11%	391 11%	10063 13%	13449 14%	422 15% j	1945 10%	21412 14% j	2907 12%	21064 14%	23994 17% o	0 0%
More respect/ don't take for granted	9130 5%	4136 5% df	2423 6% adef	1558 5% df	484 3%	89 3%	100 3%	3578 5%	5341 6% g	191 7%	1287 6%	7477 5%	1871 8% m	7218 5%	9130 6% o	0 0%
More recognition/ knowledge of what we do/sacrifice	8869 5%	3465 4%	2046 5%	1845 6% a	821 6%	228 7% a	159 4%	4703 6% h	4094 4%	374 14% jk	955 5%	7310 5%	1540 6% m	7329 5%	8869 6% o	0 0%
More attendance at organized/remembrance events/ more patriotism	6837 4%	4149 5% cdf	1577 4% cd	598 2%	275 2%	94 3%	90 2%	2781 4%	3958 4%	107 4%	892 4%	5809 4%	964 4%	5873 4%	6837 5% o	0 0%
Contribute to way of life/invite us into existing social structures	5162 3%	1953 2%	1209 3%	1075 4% a	549 4% a	130 4%	207 6% ab	2267 3%	2885 3%	43 2%	633 3%	4140 3%	667 3%	4243 3%	5162 4% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Free/higher subsidized travel	3612 2%	2034 2% b	397 1%	604 2% b	426 3% be	30 1%	105 3% b	1391 2%	2187 2%	111 4%	449 2%	3042 2%	448 2%	3165 2%	3612 3% o	0 0%
Help with housing/mortgages	3119 2%	850 1%	861 2% a	722 2% a	340 2% a	97 3% a	169 5% abcd	1299 2%	1770 2%	6 *% ik	718 4%	2330 2%	689 3% m	2393 2%	3119 2% o	0 0%
More opportunities/training for employment	2633 1%	1253 2%	476 1%	323 1%	293 2% c	134 4% abcd	107 3% abc	1369 2%	1189 1%	55 2%	422 2%	2118 1%	487 2%	2146 1%	2633 2% o	0 0%
They do enough, can't do anymore	1875 1%	892 1%	272 1%	325 1%	227 2% b	22 1%	38 1%	797 1%	807 1%	14 1%	97 *% ik	1716 1%	440 2% m	1435 1%	1875 1% o	0 0%
Pressure government to do more	1833 1%	798 1%	508 1%	252 1%	160 1%	75 2% ac	29 1%	761 1%	995 1%	22 1%	185 1%	1609 1%	395 2%	1438 1%	1833 1% o	0 0%
Advertise/make known discounts available	1285 1%	993 1% bcde	91 *% bcde	93 *% bcde	81 1% bcde	0 0% bcde	28 1% bcde	418 1%	867 1% g	11 *% g	244 1% g	999 1% g	77 *% g	1207 1% g	1285 1% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q24 (continuation)

Q24 If there is one extra thing that society (NOT the government) could do to recognise or reward current Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Age of Youngest Child					Home ownership		Redundancy			Currently Posted		Survey type		
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Healthcare/ priority with NHS	1249 1%	366 *%	308 1%	219 1%	188 1%	79 2%	37 1%	589 1%	632 1%	24 1%	567 3%	658 *%	321 1%	928 1%	1249 1%	0 0%
Keep current pension rights	1144 1%	515 1%	158 *%	248 1%	99 1%	73 2%	43 1%	591 1%	545 1%	0 0%	125 1%	991 1%	120 1%	1007 1%	1144 1%	0 0%
Help with schools/education	964 1%	260 *%	199 1%	229 1%	168 1%	76 2%	24 1%	586 1%	371 *%	11 *%	143 1%	799 1%	54 *%	910 1%	964 1%	0 0%
More/better media coverage	852 *%	369 *%	93 *%	213 1%	30 *%	0 0%	9 *%	398 1%	445 *%	0 0%	37 *%	777 1%	34 *%	818 1%	852 1%	0 0%
Other	3261 2%	1343 2%	688 2%	541 2%	534 4%	67 2%	73 2%	1513 2%	1689 2%	34 1%	802 4%	2411 2%	649 3%	2605 2%	3261 2%	0 0%
Not stated	111064 63%	49957 61%	24357 64%	19584 65%	9585 65%	1890 58%	2305 62%	47838 62%	59125 63%	1560 57%	12425 62%	93340 62%	14430 60%	96313 63%	75481 53%	35583 100%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q25  
 Q25 How do you think the general public are more likely to view ex-Service personnel?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Positively: capable, experienced individuals with a lot to offer	125397 71%	69931 69%	21107 75% ad	29480 73% ad	4880 66%	21321 73% g	31913 74% g	72164 69%	4494 78% j	6538 77%	10075 73%	548 69%	909 68%	3422 66%	10068 72%	16501 72% p	43362 67%
Negatively: Aggressive, institutionalised or likely to have problems	46559 26%	28760 28% bc	6043 22%	9555 24% b	2201 30% bc	7133 24%	10070 23%	29356 28% ef	1138 20%	1787 21%	3118 23%	217 27%	374 28%	1610 31%	3701 26%	5727 25%	19332 30%
Not stated	5212 3%	2909 3%	904 3%	1123 3%	276 4%	720 2%	1057 2%	3435 3%	122 2%	168 2%	613 4% hi	33 4%	52 4%	190 4%	284 2%	537 2%	2089 3%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q25 (continuation)  
 Q25 How do you think the general public are more likely to view ex-Service personnel?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Positively: capable, experienced individuals with a lot to offer	125397 71%	6211 72%	7965 76%	15304 72%	6435 75%	48702 69%	11487 76%	22200 68%	36053 73%	25987 74%	35713 65%	22179 72%	13518 72%	27415 74%	26379 71%	26771 70%	64589 71%	6623 67%	420 96%
Negatively: Aggressive, institutionalised or likely to have problems	46559 26%	2077 24%	2183 21%	5295 25%	2029 24%	18742 27%	3359 22%	9921 30%	12296 25%	8376 24%	16753 31%	7899 26%	4705 25%	8686 23%	9087 25%	10342 27%	24144 27%	2891 29%	17 4%
Not stated	5212 3%	281 3%	299 3%	543 3%	123 1%	2831 4%	362 2%	698 2%	1183 2%	837 2%	2146 4%	830 3%	500 3%	882 2%	1530 4%	1077 3%	2215 2%	390 4%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q25 (continuation)  
 Q25 How do you think the general public are more likely to view ex-Service personnel?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Positively: capable, experienced individuals with a lot to offer	125397 71%	58655 71%	26276 69%	20966 69%	11150 75% abc	2382 73%	2823 76% abc	55484 72% h	65805 70%	1707 62%	13320 66%	107078 72% ij	17258 72%	107562 71%	98317 69%	27080 76% n
Negatively: Aggressive, institutionalised or likely to have problems	46559 26%	21213 26% d	10706 28% df	7963 26% df	3402 23%	804 25%	781 21%	19349 25%	26048 28% g	885 32% k	6437 32% k	38058 25%	6060 25%	40449 27%	38475 27% o	8084 23%
Not stated	5212 3%	2475 3% d	869 2%	1361 4% abde	286 2%	64 2%	94 3%	2434 3%	2556 3%	156 6% jk	336 2%	4329 3% j	697 3%	4444 3%	4793 3% o	419 1%
Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o																



Table Q26  
Q26 Which of the following do you think best describes the way civilian employers view ex-Service personnel?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Reliable	125526 71%	69623 69%	21245 76% acd	29430 73% a	5227 71%	20184 69%	32779 76% eg	72563 69%	4114 71%	6791 80% hj	10340 75%	546 68%	989 74%	3693 71%	9694 69%	16906 74% np	43024 66%
Good leaders	83977 47%	51710 51% bcd	13345 48% cd	15763 39% c	3160 43%	13149 45%	19843 46% e	50985 49%	2785 48%	3925 46%	6635 48%	374 47%	576 43%	2210 42%	6524 46%	11500 51%	33687 52% n
Capable	68751 39%	37713 37% a	11371 41% a	16476 41% a	3192 43%	11336 39% f	15224 35% f	42190 40%	2368 41%	3292 39%	5711 41%	325 41%	569 43%	2298 44%	5213 37% o	7303 32%	25196 39% o
Proactive	68489 39%	41515 41% bc	10199 36% bc	13678 34% bc	3097 42% bc	10630 36%	17781 41% eg	40078 38%	2175 38%	3399 40% j	4624 33%	330 41%	525 39%	2242 43%	5267 37%	10077 44% n	26170 40%
Experienced	53139 30%	29053 29%	8445 30% abd	13542 34% abd	2099 29%	6629 23%	13314 31% e	33196 32% e	1184 21%	2822 33% h	4440 32% h	170 21%	375 28% k	1554 30% k	2974 21%	6247 27% n	19832 31% n
Institutionalised	43425 25%	25583 25%	6644 24%	9469 24%	1730 24%	10489 36% fg	11200 26% g	21736 21%	1851 32% ij	1965 23%	2827 20%	286 36% m	467 35% m	976 19%	5604 40% op	6322 28% p	13657 21%
Skilled	38417 22%	19748 19% ad	6485 23% ad	10920 27% abd	1264 17%	3738 13%	8172 19% e	26507 25% ef	811 14%	1862 22% h	3812 28% hi	44 5%	130 10% k	1090 21% kl	1428 10%	3587 16% n	14733 23% no
Aggressive	20411 12%	15496 15% bc	1337 5% b	2571 6% b	1007 14% bc	2389 8%	3245 8%	14777 14% ef	302 5%	318 4%	717 5%	71 9%	136 10%	799 15% kl	1365 10%	2296 10%	11834 18% no
Bossy	13878 8%	9016 9% bcd	1673 6%	2685 7%	505 7%	2943 10% fg	2766 6%	8169 8% f	492 9% ij	419 5%	762 6%	88 11% m	115 9%	302 6%	1613 11% o	1650 7%	5753 9%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q26 (continuation)  
 Q26 Which of the following do you think best describes the way civilian employers view ex-Service personnel?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
A risk	12691 7%	7869 8% b	1606 6%	2742 7%	474 6%	2526 9% f	2176 5%	7989 8% f	353 6%	403 5%	850 6%	65 8%	62 5%	347 7%	1292 9% o	1243 5%	5334 8% o
Inflexible	8524 5%	4756 5%	1329 5%	2124 5%	315 4%	2593 9% fg	1689 4%	4242 4%	485 8% ij	254 3%	590 4%	92 12% lm	73 5%	150 3%	1324 9% op	762 3%	2671 4%
Unstable	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not stated	1991 1%	1174 1%	374 1%	324 1%	119 2% c	265 1%	387 1%	1339 1%	43 1%	51 1%	279 2% hi	6 1%	15 1%	97 2%	73 1%	263 1%	838 1%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q26 (continuation)  
 Q26 Which of the following do you think best describes the way civilian employers view ex-Service personnel?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Reliable	125526 71%	5831 68%	8093 77%	15506 73%	5201 61%	49265 70%	11218 74%	22234 68%	37095 75%	23246 66%	37036 68%	22526 73%	14557 78%	27818 75%	25264 68%	25564 67%	66279 73%	7467 75%	418 96%
			ac	a		d	deg	d	deg			ij	ijk	ij			no	no	
Good leaders	83977 47%	3467 40%	3842 37%	8453 40%	5252 61%	32415 46%	6547 43%	17244 53%	22247 45%	19479 55%	24415 45%	15175 49%	8948 48%	15592 42%	18448 50%	17539 46%	42329 47%	4995 50%	125 29%
					efgh	f		efh		jklm		jm	m		op				
Capable	68751 39%	3429 40%	4061 39%	8985 42%	3591 42%	26377 38%	5889 39%	13638 42%	18882 38%	15749 45%	20949 38%	10908 35%	6468 35%	14378 39%	15605 42%	15628 41%	32972 36%	3756 38%	317 72%
							e			jklm	l		kl		p	p			
Proactive	68489 39%	2858 33%	3779 36%	7041 33%	3325 39%	27254 39%	5275 35%	12758 39%	19671 40%	12975 37%	20077 37%	13144 43%	8237 44%	13862 37%	12811 35%	15684 41%	36311 40%	3259 33%	277 63%
						f		f	f			ijm	ijm			nq	nq		
Experienced	53139 30%	2301 27%	3870 37%	7371 35%	2068 24%	21048 30%	4635 30%	10819 33%	14386 29%	10403 30%	17203 31%	8299 27%	5362 29%	11465 31%	11670 32%	10852 28%	27754 31%	2744 28%	53 12%
			a	a			d	dh			k		k						
Institutionalised	43425 25%	2748 32%	2446 23%	4275 20%	877 10%	18238 26%	4695 31%	6144 19%	13218 27%	4982 14%	14475 27%	8207 27%	4721 25%	10900 29%	7533 20%	9920 26%	23408 26%	2435 25%	42 10%
		bc				dg	degh	d	dg		i	i	i	ijkl		n	n		
Skilled	38417 22%	1455 17%	2593 25%	6872 33%	2179 25%	14752 21%	2701 18%	9295 28%	9407 19%	11845 34%	10174 19%	6118 20%	3369 18%	6897 19%	9694 26%	8357 22%	17860 20%	2359 24%	63 14%
			a	ab	fh	fh		efh		jklm					op			p	
Aggressive	20411 12%	650 8%	494 5%	1426 7%	1838 21%	9463 13%	1059 7%	3661 11%	4343 9%	4514 13%	8880 16%	2935 9%	1269 7%	2787 8%	4255 12%	5329 14%	9373 10%	1436 15%	0 0%
		b			efgh	fh		fh	f	klm	iklm	lm			p		p		

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q26 (continuation)  
 Q26 Which of the following do you think best describes the way civilian employers view ex-Service personnel?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Bossy	13878 8%	751 9% bc	583 6%	1351 6%	807 9%	5734 8%	1209 8%	2467 8%	3541 7%	1878 5%	5687 10% iklm	2476 8% i	1219 7%	2577 7%	3552 10% oq	2298 6%	7374 8% o	642 6%	0 0%
A risk	12691 7%	816 10% bc	468 4%	1458 7% b	883 10% h	5126 7%	1132 7%	2295 7%	3160 6%	2192 6% l	4917 9% iklm	2156 7% l	764 4%	2420 7% l	1774 5%	3324 9% n	6660 7% n	871 9% n	0 0%
Inflexible	8524 5%	693 8% bc	600 6%	832 4%	274 3%	3148 4%	1163 8% degh	1288 4%	2565 5%	992 3%	3144 6% ikl	1263 4%	719 4%	2329 6% ikl	1341 4%	2116 6% n	4417 5% n	574 6% n	0 0%
Unstable	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not stated	1991 1%	142 2% bc	58 1%	124 1%	0 0%	1101 2% df	40 *% f	261 1%	588 1% f	480 1% m	794 1% m	278 1%	226 1% m	196 1%	797 2% opq	291 1%	845 1%	58 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q26 (continuation)  
 Q26 Which of the following do you think best describes the way civilian employers view ex-Service personnel?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Reliable	125526 71%	56610 69%	26411 70%	22911 76% ab	11215 76% ab	2348 72%	2831 77% ab	56622 73% h	65211 69%	2326 85% jk	13607 68%	106742 71% j	16895 70%	108241 71%	99151 70%	26375 74% n
Good leaders	83977 47%	38861 47% e	18897 50% de	14271 47% e	6546 44%	1315 40%	1789 48% e	34407 45%	47409 50% g	1037 38%	9362 47% i	70841 47% i	11808 49%	71816 47%	67519 48%	16459 46%
Capable	68751 39%	34278 42% bcd	13651 36%	10946 36%	5602 38%	1216 37%	1351 37%	29192 38%	37701 40% g	1181 43% j	6652 33%	59122 40% j	7886 33%	60622 40% l	56118 40% o	12633 36%
Proactive	68489 39%	31738 39%	14450 38%	12516 41% df	5565 38%	1188 37%	1284 35%	29792 39%	36998 39%	1401 51% jk	7651 38%	57663 39%	9867 41%	58310 38%	54351 38%	14137 40%
Experienced	53139 30%	24439 30% c	12203 32% c	8051 27%	4977 34% ac	1088 33% c	1175 32% c	22389 29%	28939 31%	958 35%	5650 28%	45291 30%	7752 32%	45190 30%	43502 31% o	9637 27%
Institutionalised	43425 25%	19813 24%	8702 23%	7637 25%	4113 28% ab	896 28%	1178 32% abc	22226 29% h	19881 21%	870 32% k	6229 31% k	35276 24%	5642 23%	37683 25%	34759 25%	8666 24%
Skilled	38417 22%	19746 24% cdef	8528 23% cdf	5302 18%	2425 16%	623 19%	642 17%	13853 18%	23197 25% g	700 25% j	3055 15%	33048 22% j	4263 18%	33866 22% l	32132 23% o	6285 18%
Aggressive	20411 12%	9239 11% def	5593 15% acdef	3244 11% def	1221 8% e	158 5%	262 7%	8071 10%	12037 13% g	283 10%	2933 15% k	16547 11%	3375 14% m	17025 11%	17197 12% o	3214 9%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q26 (continuation)  
 Q26 Which of the following do you think best describes the way civilian employers view ex-Service personnel?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Bossy	13878 8%	6379 8%	3755 10% acdf	1951 6%	1022 7%	294 9% f	187 5%	6505 8%	6959 7%	405 15% k	2482 12% k	10398 7%	2343 10% m	11518 8%	11606 8% o	2272 6%
A risk	12691 7%	5364 7%	3302 9% ace	1734 6%	1145 8% c	178 5%	242 7%	4927 6%	7404 8% g	152 6%	1862 9% k	10566 7%	1688 7%	10992 7%	10407 7%	2284 6%
Inflexible	8524 5%	4036 5% c	1735 5%	1033 3%	848 6% c	364 11% abcd	278 8% abc	4308 6% h	4070 4%	335 12% jk	1378 7% k	6719 4%	1082 5%	7442 5%	6960 5%	1564 4%
Unstable	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not stated	1991 1%	973 1% df	398 1% df	525 2% def	57 *% *	7 *% *	0 0%	1016 1%	865 1%	43 2%	82 *% *	1556 1%	419 2% m	1502 1%	1988 1% o	3 *% *

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q27  
 Q27 Thinking about the overall level of recognition and reward that ex-Service personnel receive in British society, which of the following statements comes closest to your view?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
There isn't much recognition for ex-Service personnel, and there should be more	116649 66%	66368 65% d	19347 69% acd	26490 66% d	4444 60%	17194 59%	27642 64% e	71814 68% ef	3510 61%	5696 67% h	10142 73% hi	427 53%	731 55%	3286 63% kl	7999 57%	14206 62% n	44162 68% no
There is quite a lot of recognition for ex-Service personnel, and that is as it should be	38818 22%	22488 22%	5649 20%	8861 22%	1819 25% b	7277 25% fg	9656 22%	21884 21%	1426 25% j	1791 21%	2432 18%	207 26%	387 29%	1225 23%	3738 27% op	5180 23%	13570 21%
There isn't much recognition for ex-Service personnel, but I'm happy with that	15559 9%	8488 8%	2359 8%	3917 10%	795 11% ab	3887 13% fg	4907 11% g	6765 6%	701 12% j	841 10% j	817 6%	142 18% m	183 14%	469 9%	1849 13% p	2888 13% p	3752 6%
There is too much recognition for ex-Service personnel	1446 1%	858 1%	225 1%	285 1%	78 1%	329 1% f	129 *% f	989 1% f	29 *% f	40 *% f	156 1% f	6 1% f	15 1% f	57 1% f	245 2% o	74 *% o	539 1% o
Not stated	4696 3%	3398 3% bc	474 2%	603 2%	221 3% bc	487 2%	705 2%	3504 3% ef	88 2%	125 1%	260 2%	17 2%	18 1%	186 4%	221 2%	417 2%	2760 4% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q27 (continuation)

Q27 Thinking about the overall level of recognition and reward that ex-Service personnel receive in British society, which of the following statements comes closest to your view?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
There isn't much recognition for ex-Service personnel, and there should be more	116649 66%	5258 61%	7008 67%	14224 67%	5960 69%	47911 68%	9452 62%	21093 64%	31606 64%	23335 66%	36560 67%	20986 68%	12105 65%	22978 62%	22641 61%	26262 69%	60799 67%	6210 63%	369 84%
There is quite a lot of recognition for ex-Service personnel, and that is as it should be	38818 22%	1906 22%	2298 22%	4657 22%	1758 20%	14490 21%	3522 23%	8104 25%	10837 22%	7792 22%	12039 22%	6483 21%	4104 22%	8380 23%	9664 26%	8237 22%	18401 20%	2228 22%	22 5%
There isn't much recognition for ex-Service personnel, but I'm happy with that	15559 9%	1195 14%	995 10%	1727 8%	532 6%	5185 7%	1955 13%	2200 7%	5671 11%	2661 8%	3290 6%	2665 9%	2210 12%	4711 13%	3215 9%	2360 6%	8756 10%	1158 12%	47 11%
There is too much recognition for ex-Service personnel	1446 1%	48 1%	0 0%	237 1%	51 1%	409 1%	74 *%	563 2%	348 1%	352 1%	611 1%	171 1%	37 *%	275 1%	154 *%	632 2%	645 1%	16 *%	0 0%
Not stated	4696 3%	161 2%	144 1%	297 1%	284 3%	2279 3%	205 1%	859 3%	1069 2%	1060 3%	2112 4%	603 2%	266 1%	638 2%	1323 4%	699 2%	2347 3%	293 3%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table Q27 (continuation)

Q27 Thinking about the overall level of recognition and reward that ex-Service personnel receive in British society, which of the following statements comes closest to your view?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
There isn't much recognition for ex-Service personnel, and there should be more	116649 66%	53032 64%	25863 68% adf	20558 68% adf	9570 65%	2120 65%	2224 60%	49170 64%	63836 68% g	2112 77% jk	13347 66%	98126 66%	15694 65%	100536 66%	93459 66%	23190 65%
There is quite a lot of recognition for ex-Service personnel, and that is as it should be	38818 22%	20099 24% bcde	7192 19%	5887 19%	3183 21%	618 19%	909 25% bc	18144 23% h	19425 21%	424 15%	4668 23% i	32800 22% i	5733 24%	32849 22%	34737 25% o	4080 11%
There isn't much recognition for ex-Service personnel, but I'm happy with that	15559 9%	6500 8%	3083 8%	2864 9%	1796 12% abc	384 12% ab	420 11% ab	7635 10% h	7455 8%	189 7%	1149 6%	14041 9% j	1843 8%	13671 9%	7567 5%	7992 22% n
There is too much recognition for ex-Service personnel	1446 1%	830 1%	201 1%	216 1%	129 1%	11 *% d	39 1% d	774 1% d	652 1% g	6 *% ik	172 1% ik	1232 1% ik	91 *% o	1355 1% o	1125 1% o	321 1% o
Not stated	4696 3%	1882 2% d	1512 4% acd	765 3% d	159 1% d	117 4% d	105 3% d	1545 2% g	3041 3% g	17 1% ik	757 4% ik	3266 2% ik	654 3% o	4042 3% o	4696 3% o	0 0% o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q28  
 Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Forces discount/ better discount	9155 5%	4269 4%	1677 6% a	2874 7% ad	336 5%	1972 7% g	2635 6% g	4548 4%	382 7%	534 6%	760 6%	58 7%	76 6%	202 4%	840 6% p	1212 5%	2217 3%
Better treatment of/more support for veterans	7472 4%	4490 4% d	1227 4% d	1635 4% d	119 2%	1342 5% f	1428 3% 3	4702 4% f	331 6% i	285 3% 3	611 4%	25 3%	33 2%	61 1%	569 4%	765 3%	3155 5%
More opportunities/ training for employment	5135 3%	3678 4% bcd	448 2%	865 2%	144 2%	832 3%	1045 2%	3258 3%	86 1%	138 2%	225 2%	25 3%	37 3%	81 2%	507 4%	667 3%	2504 4%
More respect	4486 3%	2721 3%	641 2%	950 2%	174 2%	661 2%	736 2%	3088 3% f	104 2%	151 2%	386 3%	15 2%	5 *% l	154 3% l	305 2%	301 1%	2115 3% o
Priority with housing/mortgages	3667 2%	2330 2% b	217 1%	947 2% b	172 2% b	598 2%	818 2%	2251 2%	56 1%	43 1%	118 1%	11 1%	16 1%	145 3%	351 3%	456 2%	1523 2%
More recognition/ knowledge of what we do/sacrifice	3552 2%	2012 2%	725 3% cd	718 2%	97 1%	812 3% g	966 2%	1774 2%	196 3%	214 3%	315 2%	23 3%	13 1%	61 1%	383 3%	534 2%	1095 2%
More attendance at organized/remembrance events/more patriotism	3450 2%	1890 2%	515 2%	876 2%	168 2%	650 2% f	532 1%	2268 2% f	143 2% i	91 1%	282 2%	17 2%	18 1%	134 3%	256 2%	252 1%	1382 2%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Recognise skill sets/ military qualifications	3293 2%	2105 2% b	378 1%	704 2%	107 1%	831 3% fg	620 1%	1842 2%	146 3% i	78 1%	154 1%	25 3%	25 2%	57 1%	486 3% o	394 2%	1224 2%
Healthcare/ priority with NHS	2098 1%	1114 1%	215 1%	628 2% b	141 2% b	592 2% g	683 2% g	824 1%	100 2% j	63 1%	52 *%	25 3% l	7 1%	109 2%	261 2%	356 2%	498 1%
Same benefits as serving personnel	1770 1%	932 1%	302 1%	449 1%	87 1%	292 1%	418 1%	1061 1%	116 2% i	65 1%	121 1%	12 2%	18 1%	57 1%	73 1%	233 1%	627 1%
Free/higher subsidized travel	1665 1%	875 1%	342 1%	345 1%	103 1%	344 1%	527 1%	794 1%	92 2%	111 1%	140 1%	6 1%	19 1%	77 1%	186 1%	276 1%	413 1%
Better/more benefits	1625 1%	945 1%	317 1% d	338 1%	25 *%	344 1% f	240 1%	1041 1%	98 2%	63 1%	156 1%	13 2% m	13 1%	0 0%	139 1%	112 *%	694 1%
They do enough, can't do anymore	1148 1%	576 1% d	172 1% d	398 1% d	2 *%	306 1% g	365 1%	476 *%	52 1%	68 1%	52 *%	0 0%	2 *%	0 0%	164 1%	213 1%	199 *%
Keep current pensions, better pensions	657 *%	255 *%	157 1%	202 1%	43 1%	270 1% g	234 1% g	153 *%	78 1% j	46 1%	33 *%	6 1%	16 1%	20 *%	107 1%	78 *%	70 *%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Pressure government to do more	433 *% fg	194 *% g	79 *% g	121 *% g	39 1% g	237 1% fg	145 *% g	51 *% g	63 1% ij	16 *% ij	0 0% ij	0 0% ij	2 *% ij	36 1% ij	99 1% ij	95 *% ij	0 0% ij
Help with schools/education	424 *% g	194 *% g	41 *% b	182 *% b	6 *% b	169 1% g	141 *% g	114 *% g	35 1% i	6 *% i	0 0% i	4 1% i	2 *% i	0 0% i	73 1% i	50 *% i	70 *% i
Other	695 *% e	459 *% e	67 *% e	145 *% e	23 *% e	121 *% e	129 *% e	444 *% e	14 *% h	20 *% h	33 *% h	2 *% h	5 *% h	16 *% h	60 *% h	44 *% h	355 1% h
Not stated	133450 75%	76177 75%	21659 77%	29803 74%	5810 79%	20723 71%	33223 77%	79504 76%	4090 71%	6820 80%	10750 78%	578 72%	1071 80%	4162 80%	10113 72%	17608 77%	48456 75%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Forces discount/ better discount	9155 5%	692 8%	813 8%	1368 6%	139 2%	3748 5%	949 6%	1329 4%	2933 6%	1021 3%	2909 5%	1802 6%	1094 6%	2329 6%	1049 3%	2093 5%	5302 6%	653 7%	2 **
Better treatment of/more support for veterans	7472 4%	417 5%	344 3%	875 4%	441 5%	3056 4%	642 4%	1482 5%	1838 4%	2143 6%	1837 3%	1339 4%	901 5%	1251 3%	1667 5%	1733 5%	3917 4%	154 2%	0 0%
More opportunities/ training for employment	5135 3%	214 2%	204 2%	447 2%	284 3%	1441 2%	344 2%	1912 6%	1144 2%	1242 4%	1997 4%	454 1%	616 3%	826 2%	1609 4%	1318 3%	2011 2%	189 2%	0 0%
More respect	4486 3%	238 3%	279 3%	433 2%	321 4%	1745 2%	333 2%	1002 3%	1077 2%	1642 5%	1025 2%	807 3%	290 2%	694 2%	1054 3%	1325 3%	1958 2%	150 2%	0 0%
Priority with housing/mortgages	3667 2%	180 2%	303 3%	465 2%	258 3%	1255 2%	399 3%	692 2%	1062 2%	774 2%	1148 2%	436 1%	291 2%	1017 3%	933 3%	816 2%	1811 2%	82 1%	17 4%
More recognition/ knowledge of what we do/sacrifice	3552 2%	210 2%	206 2%	303 1%	32 **	1352 2%	533 4%	477 1%	1151 2%	532 2%	906 2%	571 2%	350 2%	1186 3%	428 1%	787 2%	1941 2%	384 4%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
More attendance at organized/remembrance events/more patriotism	3450 2%	234 3%	171 2%	471 2%	105 1%	1536 2%	250 2%	913 3%	646 1%	1094 3%	1048 2%	544 2%	326 2%	433 1%	595 2%	1013 3%	1730 2%	112 1%	0 0%
Recognise skill sets/military qualifications	3293 2%	174 2%	123 1%	407 2%	77 1%	1464 2%	321 2%	446 1%	985 2%	619 2%	1158 2%	408 1%	390 2%	718 2%	921 2%	777 2%	1466 2%	129 1%	0 0%
Healthcare/priority with NHS	2098 1%	207 2%	257 2%	165 1%	250 3%	574 1%	321 2%	73 *	880 2%	277 1%	519 1%	274 1%	217 1%	811 2%	193 1%	457 1%	1363 1%	49 *	28 6%
Same benefits as serving personnel	1770 1%	90 1%	103 1%	257 1%	19 *	443 1%	207 1%	730 2%	364 1%	563 2%	397 1%	205 1%	301 2%	305 1%	486 1%	402 1%	859 1%	23 *	0 0%
Free/higher subsidized travel	1665 1%	60 1%	120 1%	165 1%	29 *	624 1%	266 2%	309 1%	437 1%	338 1%	483 1%	199 1%	146 1%	499 1%	313 1%	404 1%	670 1%	278 3%	0 0%
Better/more benefits	1625 1%	94 1%	53 1%	191 1%	173 2%	518 1%	173 1%	310 1%	452 1%	528 1%	485 1%	216 1%	79 *	317 1%	320 1%	307 1%	987 1%	11 *	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
They do enough, can't do anymore	1148 1%	90 1%	82 1%	225 1%	0 0%	236 *	152 1%	130 *	630 1%	114 *	175 *	231 1%	269 1%	360 1%	232 1%	99 *	778 1%	32 *	0 0%
Keep current pensions, better pensions	657 *	79 1%	94 1%	29 *	36 *	227 *	139 1%	20 *	234 *	49 *	116 *	125 *	96 1%	271 1%	148 *	111 *	341 *	47 *	0 0%
Pressure government to do more	433 *	75 1%	32 *	14 *	6 *	181 *	70 *	0 0%	168 *	17 *	78 *	129 *	70 *	139 *	52 *	79 *	297 *	5 *	0 0%
Help with schools/education	424 *	57 1%	82 1%	43 *	8 *	108 *	44 *	11 *	254 1%	11 *	117 *	55 *	116 1%	124 *	41 *	30 *	345 *	0 0%	0 0%
Other	695 *	45 1%	60 1%	40 *	0 0%	429 1%	118 1%	17 *	131 *	0 0%	345 1%	155 1%	29 *	166 *	168 *	85 *	402 *	39 *	0 0%
Not stated	133450 75%	5942 69%	7724 74%	16136 76%	6536 76%	53767 77%	10762 71%	24031 73%	37697 76%	25424 72%	41774 76%	23991 78%	14104 75%	27447 74%	28095 76%	27720 73%	68539 75%	8088 82%	407 93%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Forces discount/ better discount	9155 5%	3757 5%	2088 6%	2127 7% ad	627 4%	214 7%	189 5%	4766 6% h	4083 4%	308 11% jk	1074 5%	7642 5%	855 4%	8279 5% l	9155 6% o	0 0%
Better treatment of/more support for veterans	7472 4%	3640 4%	1432 4%	1301 4%	594 4%	89 3%	192 5%	3197 4%	4189 4%	142 5%	590 3%	6582 4% j	1429 6% m	6026 4%	7472 5% o	0 0%
More opportunities/ training for employment	5135 3%	2828 3% bd	882 2%	922 3% d	279 2%	115 4%	66 2%	2286 3%	2751 3%	89 3%	694 3%	4287 3%	473 2%	4648 3%	5135 4% o	0 0%
More respect	4486 3%	2300 3%	871 2%	844 3%	287 2%	66 2%	63 2%	1792 2%	2563 3%	103 4%	587 3%	3718 2%	746 3%	3723 2%	4486 3% o	0 0%
Priority with housing/mortgages	3667 2%	2046 2% b	564 1%	547 2%	343 2%	88 3%	65 2%	1321 2%	2338 2% g	45 2%	590 3%	3014 2%	558 2%	3109 2%	3667 3% o	0 0%
More recognition/ knowledge of what we do/sacrifice	3552 2%	1338 2%	1075 3% ac	508 2%	348 2%	85 3%	99 3%	1920 2% h	1491 2%	131 5% jk	397 2%	2989 2%	155 1%	3398 2% l	3552 3% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
More attendance at organized/remembrance events/more patriotism	3450 2%	2221 3% bcd	686 2% c	271 1%	184 1%	32 1%	38 1%	1510 2%	1935 2%	61 2%	493 2%	2894 2%	519 2%	2931 2%	3450 2% o	0 0%
Recognise skill sets/military qualifications	3293 2%	1612 2%	576 2%	484 2%	304 2%	59 2%	74 2%	1527 2%	1756 2%	24 1%	345 2%	2898 2%	262 1%	3031 2%	3293 2% o	0 0%
Healthcare/priority with NHS	2098 1%	611 1%	435 1%	372 1%	338 2% abc	46 1%	52 1%	978 1%	1064 1%	50 2%	400 2% k	1620 1%	235 1%	1864 1%	2098 1% o	0 0%
Same benefits as serving personnel	1770 1%	1066 1% cd	376 1%	192 1%	81 1%	19 1%	35 1%	645 1%	1126 1%	25 1%	121 1%	1592 1%	134 1%	1636 1%	1770 1% o	0 0%
Free/higher subsidized travel	1665 1%	740 1%	173 *% abd	555 2% abd	94 1%	50 2% b	54 1% b	930 1% h	700 1%	23 1%	82 *% h	1532 1%	232 1%	1421 1%	1665 1% o	0 0%
Better/more benefits	1625 1%	582 1%	678 2% acd	173 1%	125 1%	42 1%	24 1%	624 1%	1001 1%	5 *% h	92 *% h	1496 1%	417 2% m	1208 1%	1625 1% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q28 (continuation)

Q28 If there is one extra thing that society (NOT the government) could do to recognise or reward ex-Forces personnel for their service to the country, what would it be?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
They do enough, can't do anymore	1148 1%	384 *%	210 1%	211 1%	268 2% abc	21 1%	22 1%	556 1%	586 1%	0 0%	76 *%	1038 1%	88 *%	1060 1%	1148 1%	0 0%
Keep current pensions, better pensions	657 *%	241 *%	97 *%	138 *%	97 1%	32 1% ab	35 1% ab	453 1% h	175 *%	8 *%	98 *%	519 *%	97 *%	560 *%	657 *% o	0 0%
Pressure government to do more	433 *%	113 *%	169 *% a	87 *%	45 *%	11 *%	8 *%	295 *%	138 *%	14 1%	67 *%	340 *%	102 *%	331 *%	433 *% o	0 0%
Help with schools/education	424 *%	123 *%	52 *%	205 1% abd	19 *%	10 *%	7 *%	349 *% h	57 *%	0 0%	77 *%	276 *%	47 *%	377 *%	424 *% o	0 0%
Other	695 *%	279 *%	224 1%	65 *%	49 *%	29 1% c	48 1% acd	486 1% h	198 *%	0 0%	84 *%	594 *%	150 1%	545 *%	695 *% o	0 0%
Not stated	133450 75%	61679 75%	28580 76%	22816 75%	11317 76%	2396 74%	2747 74%	57288 74%	71494 76%	1814 66%	15017 75% i	112394 75% i	18545 77%	114265 75%	97867 69%	35583 100% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q29A  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Travel and adventure  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
1st	(1.0) 60218 34%	32609 32%	12056 43%	11903 30%	3651 50%	13557 46%	14290 33%	32371 31%	2861 50%	3659 43%	5536 40%	504 63%	719 54%	2427 46%	7225 51%	6805 30%	18579 29%
		c	ac		abc	fg			ij			lm			op		
2nd	(2.0) 30370 17%	17375 17%	4803 17%	6833 17%	1359 18%	5083 17%	7022 16%	18265 17%	952 17%	1385 16%	2465 18%	127 16%	208 16%	1024 20%	2399 17%	3838 17%	11138 17%
3rd	(3.0) 22623 13%	13659 13%	2804 10%	5314 13%	847 12%	3827 13%	6235 14%	12560 12%	595 10%	1034 12%	1174 9%	61 8%	167 13%	619 12%	1916 14%	3565 16%	8177 13%
		b		b			g			j			k				
4th	(4.0) 17322 10%	9695 10%	2272 8%	5090 13%	265 4%	1767 6%	4482 10%	11073 11%	348 6%	793 9%	1132 8%	11 1%	24 2%	231 4%	691 5%	2331 10%	6673 10%
		d	d	abd			e	e		h				kl		n	n
5th	(5.0) 16037 9%	9707 10%	2061 7%	3994 10%	276 4%	1475 5%	3846 9%	10716 10%	290 5%	681 8%	1089 8%	11 1%	56 4%	209 4%	546 4%	2079 9%	7082 11%
		bd	d	bd			e	e		h	h		k	k		n	n
6th	(6.0) 5541 3%	2878 3%	623 2%	1793 4%	247 3%	728 2%	1869 4%	2945 3%	178 3%	227 3%	218 2%	12 2%	28 2%	206 4%	256 2%	1002 4%	1619 2%
				ab			eg									n	
7th	(7.0) 1485 1%	675 1%	340 1%	315 1%	155 2%	459 2%	336 1%	691 1%	84 1%	27 *%	230 2%	33 4%	29 2%	93 2%	187 1%	203 1%	284 *%
			a		abc	fg			i	*	i						*
No ranking	23571 13%	15004 15%	3095 11%	4915 12%	557 8%	2277 8%	4960 12%	16334 16%	446 8%	686 8%	1963 14%	40 5%	105 8%	413 8%	832 6%	2942 13%	11230 17%
		bcd	d	d			e	ef			hi					n	no
Median	2	2	2	2	1	1	2	2	1	2	2	1	1	1	1	2	2
Base for stats	153597	86596	24959	35242	6800	26897	38079	88621	5308	7807	11844	759	1230	4810	13220	19823	53553
Mean score	2.49	2.51	2.23	2.69	2.05	2.13	2.57	2.56	2.08	2.26	2.27	1.77	1.93	2.12	1.98	2.64	2.60
		bd	d	abd			e	e		h	h			k		n	n

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q29A (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Travel and adventure  
 Base: All respondents

	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank			
	Total	Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Standard deviation	1.59	1.57	1.55	1.63	1.53	1.50	1.61	1.58	1.53	1.51	1.58	1.50	1.47	1.54	1.39	1.61	1.56
Standard error	.02	.03	.03	.03	.05	.03	.03	.03	.05	.05	.07	.09	.08	.10	.04	.05	.08

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q29A (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Travel and adventure  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
1st	(1.0) 60218 34%	2967 35% bc	3106 30%	5829 28%	3465 40% eh	22358 32%	6101 40% egh	11371 35%	16677 34%	12727 36% jk	16792 31%	9784 32%	6618 35% jk	14084 38% jk	14897 40% opq	13661 36% pq	28516 31%	2953 30%	39 9%
2nd	(2.0) 30370 17%	1604 19% b	1591 15%	3638 17%	1336 16%	12265 17%	2454 16%	6127 19%	8150 16%	5137 15%	11036 20% iklm	5353 17%	2958 16%	5842 16%	5892 16%	6416 17%	16304 18% q	1344 14%	241 55%
3rd	(3.0) 22623 13%	1255 15%	1469 14%	2590 12%	1311 15%	8331 12%	2024 13%	3679 11%	7131 14% eg	3655 10%	6760 12%	4477 14% i	2401 13%	5312 14% ij	4511 12%	4809 13%	11858 13%	1375 14%	0 0%
4th	(4.0) 17322 10%	718 8%	1334 13% a	3037 14% a	529 6%	7133 10% df	1239 8%	3391 10%	4993 10% df	4190 12% jlm	4924 9%	3107 10%	1684 9%	3378 9%	2575 7%	3531 9% n	9858 11% n	1095 11% n	41 9%
5th	(5.0) 16037 9%	628 7%	1030 10% a	2336 11% a	661 8%	7035 10% fg	1000 7%	2284 7%	4896 10% fg	2015 6%	5363 10% i	3377 11% im	1738 9% i	3200 9% i	2766 7%	2777 7%	9075 10% no	1271 13% nop	110 25%
6th	(6.0) 5541 3%	281 3%	611 6% a	901 4%	81 1%	2166 3%	505 3% d	977 3%	1786 4% d	711 2%	1667 3%	1352 4% ijm	774 4% im	1038 3%	948 3%	1166 3%	3134 3%	288 3%	6 1%
7th	(7.0) 1485 1%	155 2% bc	77 1%	84 *%	11 *%	804 1%	133 1%	113 *%	420 1%	187 1%	520 1%	361 1%	135 1%	282 1%	186 1%	433 1%	827 1%	39 *%	0 0%
No ranking	23571 13%	960 11%	1227 12%	2728 13%	1191 14%	10183 14% fh	1750 12%	4878 15% fh	5480 11%	6578 19% jklm	7551 14% km	3096 10%	2414 13% km	3847 10%	5222 14%	5397 14%	11377 13%	1539 16% p	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q29A (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Travel and adventure  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	153597	7609	9219	18414	7395	60091	13458	27942	44052	28622	47061	27811	16309	33136	31775	32792	79571	8365	437
Mean score	2.49	2.46	2.75	2.75	2.17	2.57	2.30	2.37	2.55	2.32	2.53	2.66	2.50	2.40	2.24	2.41	2.59	2.69	2.91
Standard deviation	1.59	1.60	1.67	1.61	1.39	1.62	1.55	1.51	1.60	1.50	1.58	1.65	1.63	1.56	1.51	1.58	1.60	1.61	1.46
Standard error	.02	.06	.06	.05	.10	.03	.04	.06	.03	.06	.04	.04	.05	.03	.05	.04	.02	.08	.36
Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r																			

Table Q29A (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Travel and adventure  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
1st	(1.0) 60218 34%	31037 38% bc	10159 27%	9855 33% b	5337 36% bc	1199 37% b	1439 39% bc	29709 38% h	28832 31%	945 34%	6309 31%	50897 34%	8542 36%	51497 34%	48114 34%	12104 34%
2nd	(2.0) 30370 17%	13921 17% e	7380 19% acde	4624 15%	2267 15%	397 12%	580 16%	14087 18% h	15103 16%	322 12%	3804 19% i	25505 17%	4229 18%	26117 17%	25111 18% o	5260 15%
3rd	(3.0) 22623 13%	10126 12%	5162 14%	4288 14% f	1973 13%	413 13%	377 10%	9677 13%	12405 13%	266 10%	2638 13%	19302 13%	3170 13%	19438 13%	16274 11%	6349 18% n
4th	(4.0) 17322 10%	7245 9%	4127 11% ad	3215 11% ad	1195 8%	330 10%	548 15% abcd	7032 9%	10091 11% g	466 17% jk	2104 10%	14368 10%	2478 10%	14496 10%	13652 10%	3670 10%
5th	(5.0) 16037 9%	6036 7%	3874 10% af	3295 11% af	1523 10% af	312 10%	248 7%	5710 7% g	9397 10% g	340 12%	1868 9%	13603 9%	1962 8%	14049 9%	9980 7%	6057 17% n
6th	(6.0) 5541 3%	2074 3%	1501 4% a	1095 4% a	575 4% a	121 4%	135 4%	2409 3%	3033 3%	61 2%	731 4%	4624 3%	787 3%	4684 3%	4853 3% o	688 2%
7th	(7.0) 1485 1%	724 1%	337 1%	242 1%	139 1%	25 1%	2 *%	648 1%	767 1%	47 2%	105 1%	1333 1%	34 *%	1452 1% l	352 *%	1134 3% n
No ranking	23571 13%	11181 14%	5312 14% f	3677 12%	1828 12%	453 14%	370 10%	7996 10%	14780 16% g	300 11%	2535 13%	19833 13%	2814 12%	20722 14%	23250 16% o	321 1%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q29A (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Travel and adventure  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3
Base for stats	153597	71163	32540	26614	13009	2797	3328	69272	79628	2448	17558	129632	21202	131733	118335	35262
Mean score	2.49	2.33	2.69	2.61	2.51	2.51	2.40	2.35	2.60	2.72	2.55	2.49	2.41	2.49	2.39	2.80
			adf	af	a				g							n
Standard deviation	1.59	1.54	1.60	1.62	1.64	1.65	1.54	1.54	1.60	1.70	1.57	1.59	1.52	1.59	1.53	1.72
Standard error	.02	.03	.04	.04	.05	.10	.08	.02	.03	.14	.05	.02	.06	.02	.02	.04

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o



Table Q29B  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Pay and benefits  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
1st	(1.0) 24042 14%	14165 14% d	3720 13% d	5370 13% d	788 11%	3007 10%	5684 13% e	15351 15% e	704 12%	1190 14%	1826 13%	65 8%	154 12%	570 11%	1309 9%	3043 13% n	9812 15% n
2nd	(2.0) 44247 25%	26326 26% d	6913 25% d	9698 24% d	1310 18%	4656 16%	8913 21% e	30678 29% ef	988 17%	1985 23% h	3940 29% hi	75 9%	233 17% k	1003 19% k	1989 14%	4503 20% n	19834 31% no
3rd	(3.0) 28692 16%	15827 16% d	4749 17% d	7171 18% ad	946 13%	4622 16%	7854 18% eg	16216 15%	983 17%	1457 17%	2309 17%	128 16%	180 13%	638 12%	2251 16%	4327 19% p	9248 14%
4th	(4.0) 22496 13%	13002 13%	3388 12%	5142 13%	964 13%	4165 14% g	6403 15% g	11929 11%	814 14% j	1155 14%	1418 10%	102 13%	162 12%	699 13%	2105 15%	3503 15% p	7395 11%
5th	(5.0) 17414 10%	9194 9% a	3087 11% a	4128 10% abc	1005 14% abc	3885 13% fg	4945 11% g	8584 8%	584 10%	1094 13%	1409 10%	117 15%	208 16%	680 13%	1981 14% op	2448 11% p	4765 7%
6th	(6.0) 9088 5%	5147 5%	1148 4%	1998 5%	795 11% abc	2650 9% fg	2413 6% g	4025 4%	465 8% ij	332 4%	350 3%	94 12%	131 10%	570 11%	1493 11% op	1351 6% p	2302 4%
7th	(7.0) 382 *% a	129 *% a	126 *% a	88 *% a	39 1% a	162 1% g	119 *% g	101 *% g	30 1% g	26 *% g	71 1% g	8 1% g	15 1% g	16 *% g	74 1% g	55 *% g	0 0% g
No ranking	30807 17%	17810 18%	4924 18%	6564 16%	1509 21% abc	6028 21% fg	6709 16%	18070 17%	1186 21% i	1254 15%	2484 18%	209 26% l	253 19%	1048 20%	2849 20% o	3534 16%	11426 18%
Median	3	3	3	3	3	3	3	2	3	3	2	4	3	3	4	3	2
Base for stats	146361	83790	23130	33593	5848	23146	36330	86885	4568	7239	11323	590	1082	4175	11203	19231	53357

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q29B (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Pay and benefits  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	2.96	2.91	2.96	2.98	3.45	3.43	3.10	2.77	3.24	3.01	2.82	3.76	3.45	3.40	3.56	3.11	2.71
				abc		fg	g		ij	j		lm		op	p		
Standard deviation	1.48	1.47	1.47	1.47	1.66	1.59	1.49	1.41	1.58	1.47	1.40	1.62	1.68	1.65	1.59	1.49	1.38
Standard error	.02	.03	.03	.03	.06	.03	.03	.03	.06	.05	.07	.11	.09	.11	.06	.05	.07

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q29B (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Pay and benefits  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
1st	(1.0) 24042 14%	929 11%	1296 12%	3144 15% a	1588 18% fh	10340 15% fh	1496 10%	4762 15% fh	5772 12% f	5158 15% lm	7728 14% lm	4858 16% lm	1908 10%	4100 11%	4137 11%	5060 13%	12926 14% n	1619 16% n	243 55%
2nd	(2.0) 44247 25%	1604 19%	2192 21%	5902 28% ab	2722 32% fh	19188 27% fh	2255 15%	9392 29% fh	10410 21% f	10626 30% klm	15322 28% klm	7371 24% m	4174 22% m	6571 18%	10496 28% p	10989 29% p	20055 22%	2599 26% p	86 20%
3rd	(3.0) 28692 16%	1260 15%	1890 18%	4022 19% a	1003 12%	11299 16%	2637 17% d	5339 16% d	8366 17% d	5349 15%	7966 15%	5995 19% ijlm	3020 16%	6263 17% j	6323 17%	5602 15%	14911 16%	1499 15%	41 9%
4th	(4.0) 22496 13%	1143 13%	1583 15% c	2416 11%	762 9%	8611 12%	2343 15% deg	3557 11% deg	7174 14% deg	3276 9%	6755 12% i	3995 13% i	2891 15% ij	5516 15% ij	4566 12%	4964 13%	11759 13%	1166 12%	16 4%
5th	(5.0) 17414 10%	1204 14% c	1195 11% c	1729 8%	407 5%	5492 8%	2005 13% de	3607 11% de	5824 12% de	2453 7%	5037 9%	2792 9%	2253 12% ijk	4879 13% ijk	3343 9%	3300 9%	9776 11% o	926 9%	52 12%
6th	(6.0) 9088 5%	597 7% c	598 6% c	803 4%	701 8% eg	3165 5%	1060 7% eg	1120 3% eg	2988 6% eg	1605 5%	2298 4%	1439 5%	939 5%	2801 8% ijkl	1457 4%	1742 5%	5517 6% noq	367 4%	0 0%
7th	(7.0) 382 *% c	49 1% c	24 *% c	14 *% c	0 0%	127 *% c	50 *% c	71 *% c	134 *% c	36 *% c	140 *% c	65 *% c	14 *% c	127 *% c	45 *% c	71 *% c	266 *% c	0 0%	0 0%
No ranking	30807 17%	1784 21% bc	1668 16%	3112 15%	1402 16%	12051 17%	3361 22% degh	4972 15%	8864 18%	6698 19% k	9367 17% k	4393 14%	3524 19% k	6726 18% k	6629 18%	6462 17%	15738 17%	1729 17%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q29B (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Pay and benefits  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	3	3	3	2	2	2	3	2	3	2	2	3	3	3	3	2	3	2	1
Base for stats	146361	6785	8778	18030	7184	58223	11847	27847	40668	28502	45246	26515	15199	30256	30368	31727	75210	8175	437
Mean score	2.96	3.31	3.12	2.79	2.69	2.82	3.38	2.84	3.16	2.73	2.86	2.89	3.15	3.31	2.90	2.87	3.04	2.79	1.97
Standard deviation	1.48	1.57	1.49	1.38	1.54	1.43	1.52	1.43	1.50	1.42	1.45	1.45	1.45	1.55	1.39	1.44	1.53	1.44	1.37
Standard error	.02	.06	.05	.05	.11	.03	.04	.06	.03	.06	.04	.04	.05	.03	.04	.04	.02	.07	.34

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q29B (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Pay and benefits  
 Base: All respondents

	Total	Age of Youngest Child					Home ownership		Redundancy			Currently Posted		Survey type		
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
1st	(1.0) 24042 14%	11415 14% ef	5846 15% cdef	3717 12% e	1916 13% ef	256 8%	324 9%	9560 12%	13535 14% g	496 18% j	2404 12%	20589 14%	3049 13%	20850 14%	17756 13%	6286 18% n
2nd	(2.0) 44247 25%	22439 27% bcdef	8475 22% e	7403 24% de	2888 19%	564 17%	811 22%	17279 22%	25787 27% g	748 27% j	3963 20%	38131 26% j	5503 23%	38660 25%	35670 25%	8577 24%
3rd	(3.0) 28692 16%	12829 16%	6380 17%	4945 16%	2556 17%	539 17%	555 15%	13553 18% h	14570 15%	346 13%	3489 17%	24082 16%	4093 17%	24331 16%	24343 17% o	4349 12%
4th	(4.0) 22496 13%	10135 12%	5042 13%	4031 13%	1747 12%	601 18% abcd	520 14%	10293 13%	11329 12%	430 16%	3136 16% k	18451 12%	3470 14%	18902 12%	16590 12%	5906 17% n
5th	(5.0) 17414 10%	7205 9%	3388 9%	3817 13% ab	1790 12% ab	391 12% a	527 14% ab	8460 11% h	8519 9%	228 8%	2296 11%	14649 10%	1795 7%	15602 10% l	10251 7%	7162 20% n
6th	(6.0) 9088 5%	4105 5%	1819 5%	1674 6%	792 5%	210 6%	283 8% ab	4650 6% h	4043 4%	74 3%	1000 5%	7856 5%	1379 6%	7696 5%	6465 5%	2623 7% n
7th	(7.0) 382 *%	198 *%	85 *%	60 *%	25 *%	11 *%	2 *%	217 *%	124 *%	0 0%	85 *%	297 *%	45 *%	337 *%	144 *%	237 1% n
No ranking	30807 17%	14017 17%	6815 18% c	4643 15%	3123 21% abc	679 21% c	677 18%	13256 17%	16501 17%	425 15%	3720 19%	25410 17%	4680 19%	26076 17%	30366 21% o	441 1%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q29B (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Pay and benefits  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Median	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3
Base for stats	146361	68327	31036	25647	11714	2572	3020	64012	77907	2322	16373	124056	19335	126379	111219	35142
Mean score	2.96	2.89	2.92	3.08	3.09	3.38	3.32	3.09	2.85	2.73	3.14	2.95	2.99	2.95	2.87	3.22
				ab	ab	abcd	abcd	h			ik					n
Standard deviation	1.48	1.46	1.48	1.50	1.52	1.46	1.52	1.50	1.44	1.40	1.48	1.48	1.46	1.48	1.42	1.63
Standard error	.02	.03	.04	.04	.05	.09	.09	.02	.03	.12	.05	.02	.06	.02	.02	.04

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q29C  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Serving Queen and country  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
1st	(1.0) 26969 15%	17154 17% bcd	3433 12%	5434 14%	948 13%	4428 15%	6776 16%	15765 15%	832 14% i	799 9%	1802 13% i	73 9%	134 10%	741 14%	1981 14%	4544 20% n	10630 16%
2nd	(2.0) 23928 14%	14145 14%	3793 14%	4965 12%	1024 14%	6063 21% fg	6026 14% g	11838 11%	1154 20% ij	1204 14% j	1435 10%	163 20% m	260 19% m	602 12%	3292 23% op	3153 14%	7700 12%
3rd	(3.0) 21726 12%	13273 13% bc	3059 11%	4467 11%	926 13%	3904 13% f	4692 11%	13129 13%	716 12%	904 11%	1440 10%	123 15%	166 12%	637 12%	1967 14% o	2319 10%	8986 14% o
4th	(4.0) 19168 11%	10258 10%	3320 12% a	4708 12%	882 12%	2762 9%	4916 11% e	11491 11%	666 12%	1016 12%	1639 12%	60 8%	133 10%	689 13% k	1301 9%	2534 11%	6423 10%
5th	(5.0) 19847 11%	11274 11%	3225 11%	4451 11%	898 12%	2950 10%	5201 12% e	11696 11%	615 11%	1066 13%	1544 11%	107 13%	149 11%	642 12%	1339 10%	2881 13% n	7053 11%
6th	(6.0) 25093 14%	13012 13% d	4087 15% d	7239 18% abd	755 10%	2962 10%	6355 15% e	15777 15% e	545 9%	1394 16% h	2148 16% h	44 6%	198 15% k	513 10%	1330 9%	2989 13% n	8693 13% n
7th	(7.0) 961 1%	599 1%	181 1% c	104 *% c	77 1% c	143 *%	185 *%	633 1%	34 1%	79 1%	69 *%	17 2%	8 1%	52 1%	44 *%	72 *%	483 1%
No ranking	39475 22%	21885 22%	6956 25% ac	8788 22%	1846 25% ac	5962 20%	8888 21%	24625 23% ef	1193 21%	2031 24%	3732 27% h	211 26%	288 22%	1347 26%	2798 20%	4273 19%	14814 23%
Median	3	3	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3
Base for stats	137693	79715	21098	31369	5511	23212	34151	80330	4561	6462	10075	588	1047	3876	11254	18492	49969

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q29C (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Serving Queen and country  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	3.44	3.32	3.57	3.63	3.42	3.14	3.46	3.52	3.19	3.75	3.64	3.28	3.51	3.42	3.08	3.29	3.39
			ad	ad			e	e		h	h				n	n	
Standard deviation	1.80	1.79	1.78	1.82	1.72	1.70	1.81	1.81	1.68	1.75	1.80	1.63	1.74	1.73	1.65	1.83	1.81
Standard error	.02	.04	.04	.04	.06	.03	.04	.04	.06	.07	.09	.11	.10	.12	.06	.06	.09

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q29C (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Serving Queen and country  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
1st	(1.0) 26969 15%	1542 18% bc	1299 12%	2593 12%	838 10%	11131 16% df	1983 13%	4748 14%	8082 16% df	4507 13%	9069 17% im	4764 15%	3167 17% im	5330 14%	5251 14%	4869 13%	15331 17% no	1392 14%	62 14%
2nd	(2.0) 23928 14%	1454 17% bc	1410 13% c	2101 10%	1502 17% eg	7699 11%	2608 17% eg	3774 11% eg	8298 17% eg	5053 14% j	5570 10%	4033 13% j	2841 15% j	6201 17% jk	4840 13% o	3913 10%	13494 15% o	1658 17% no	11 2%
3rd	(3.0) 21726 12%	1098 13% c	1303 12%	2067 10%	1107 13%	8743 12%	1868 12%	4437 14%	5514 11%	4690 13%	6614 12%	4204 14% lm	1956 10%	4246 11%	4208 11%	4874 13% q	11488 13% q	840 8%	308 70%
4th	(4.0) 19168 11%	735 9% a	1234 12% a	2740 13% a	899 10%	7689 11%	1393 9%	3946 12% f	5126 10%	3354 10%	6085 11%	3808 12% i	1916 10%	3927 11%	3382 9%	3659 10%	11061 12% no	962 10%	0 0%
5th	(5.0) 19847 11%	889 10% a	1105 11% a	2457 12%	1183 14%	8023 11%	1591 10%	3313 10% f	5669 11%	3816 11%	5452 10%	4116 13% jl	2018 11% j	4387 12% j	4172 11%	4696 12%	9696 11%	1262 13%	10 2%
6th	(6.0) 25093 14%	1042 12% a	1774 17% a	4423 21% ab	780 9%	9962 14% d	2051 13%	5647 17% defh	6541 13%	5132 15%	8308 15%	4233 14%	2420 13%	4938 13%	5539 15% pq	6836 18% npq	11319 12%	1096 11%	36 8%
7th	(7.0) 961 1%	49 1% *	27 *% *	29 *% *	4 *% *	416 1% h	103 1% h	340 1% h	98 *% *	110 *% *	423 1% *	224 1% *	64 *% *	141 *% *	555 1% opq	120 *% *	261 *% *	26 *% *	0 0%
No ranking	39475 22%	1761 21%	2295 22%	4732 22%	2274 26% gh	16612 24% gh	3610 24% h	6614 20% h	10202 21%	8538 24% k	13092 24% km	5526 18%	4341 23% k	7813 21% k	9049 24% p	9222 24% p	18298 20%	2669 27% p	11 2%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q29C (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Serving Queen and country  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	3	3	4	4	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3
Base for stats	137693	6808	8151	16410	6312	53663	11598	26206	39329	26661	41520	25382	14382	29170	27947	28967	72650	7235	427
Mean score	3.44	3.19	3.60	3.84	3.39	3.47	3.39	3.60	3.31	3.48	3.48	3.48	3.30	3.38	3.54	3.70	3.29	3.34	2.98
Standard deviation	1.80	1.79	1.78	1.81	1.62	1.81	1.78	1.82	1.78	1.77	1.85	1.77	1.81	1.77	1.86	1.81	1.76	1.77	1.21
Standard error	.02	.07	.06	.06	.12	.04	.05	.08	.03	.07	.05	.05	.06	.03	.06	.05	.03	.09	.30

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q29C (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Serving Queen and country  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
1st	(1.0) 26969 15%	11247 14%	6902 18% acdef	4547 15%	2287 15%	423 13%	455 12%	10540 14%	15557 16% g	292 11%	4058 20% ik	22128 15%	4372 18% m	22520 15%	21793 15%	5176 15%
2nd	(2.0) 23928 14%	10739 13%	4856 13%	4000 13%	2729 18% abc	565 17% abc	518 14%	10704 14%	12438 13%	262 10%	2787 14%	20510 14%	4028 17% m	19857 13%	18164 13%	5763 16% n
3rd	(3.0) 21726 12%	9805 12% d	4931 13% d	3987 13% d	1264 9%	371 11% abcde	697 19%	8920 12%	11958 13%	395 14%	2793 14%	17529 12%	2356 10%	19217 13% l	16491 12%	5235 15% n
4th	(4.0) 19168 11%	8845 11% e	3879 10% e	3799 13% bef	1555 10% e	215 7%	314 8%	8736 11%	9751 10%	395 14%	2109 10%	16340 11%	2298 10%	16814 11%	13712 10%	5457 15% n
5th	(5.0) 19847 11%	9105 11%	3877 10%	3762 12% b	1765 12%	375 12%	473 13%	8977 12%	10421 11%	496 18% jk	1921 10%	16729 11%	2402 10%	17431 11%	14107 10%	5741 16% n
6th	(6.0) 25093 14%	13090 16% bcd	4923 13%	3880 13%	1912 13%	440 14%	447 12%	11559 15%	13127 14%	388 14%	2529 13%	21693 15%	3415 14%	21426 14%	20002 14%	5091 14%
7th	(7.0) 961 1%	676 1% bc	98 *% bc	84 *% bc	73 *% bc	22 1% bc	8 *% bc	567 1% h	367 *% h	0 0% h	234 1% k	727 *% k	253 1% m	697 *% m	672 *% m	290 1% m
No ranking	39475 22%	18836 23%	8385 22%	6232 21%	3252 22%	840 26% c	784 21%	17263 22%	20789 22%	520 19%	3662 18%	33810 23% j	4890 20%	34492 23%	36644 26% o	2831 8%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q29C (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Serving Queen and country  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Median	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	4
Base for stats	137693	63508	29466	24058	11585	2411	2913	60004	73619	2228	16431	115655	19125	117963	104941	32752
Mean score	3.44	3.56	3.28	3.42	3.33	3.40	3.41	3.53	3.38	3.77	3.22	3.46	3.29	3.46	3.41	3.53
		bcd		b				h		jk		j		l		n
Standard deviation	1.80	1.82	1.80	1.74	1.80	1.81	1.68	1.80	1.80	1.64	1.82	1.80	1.87	1.79	1.82	1.71
Standard error	.02	.04	.05	.05	.06	.11	.10	.03	.04	.14	.07	.02	.07	.02	.03	.04

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q29D  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : The chance to learn a trade  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
1st	(1.0) 20416 12%	11615 11% bd	2646 9% d	5870 15% abd	285 4%	2246 8%	5521 13% e	12649 12% e	499 9%	794 9%	1352 10%	10 1%	23 2%	251 5% kl	805 6%	2819 12% n	7991 12% n
2nd	(2.0) 19561 11%	11284 11% d	2856 10% d	5072 13% bd	349 5%	2348 8%	5552 13% eg	11661 11% e	503 9%	1037 12% h	1317 10%	65 8% m	105 8% m	179 3%	1083 8%	2954 13% n	7247 11% n
3rd	(3.0) 19176 11%	11480 11% d	2821 10% d	4400 11% d	475 6%	1793 6%	4958 12% e	12426 12% e	449 8%	896 11% h	1475 11%	48 6%	100 7%	327 6%	779 6%	2708 12% n	7994 12% n
4th	(4.0) 21074 12%	12253 12%	3329 12%	4757 12%	735 10%	2275 8%	4878 11% e	13921 13% ef	416 7%	1097 13% h	1816 13% h	42 5%	141 11% k	552 11% k	1051 7%	2637 12% n	8564 13% n
5th	(5.0) 19713 11%	10409 10% a	3407 12% a	4716 12% abc	1181 16% abc	3114 11%	4991 12% fg	11608 11% g	571 10%	1143 13% h	1693 12%	102 13%	193 14%	885 17%	1661 12%	2363 10% op	6385 10%
6th	(6.0) 30277 17%	17497 17% c	4927 18% c	5970 15% abc	1882 26% abc	7752 27% fg	7273 17% g	15252 15% ij	1500 26% ij	1370 16%	2058 15%	232 29%	336 25%	1314 25%	4001 28% op	4067 18%	9430 15%
7th	(7.0) 1321 1%	470 *% a	225 1% a	497 1% ab	128 2% ab	690 2% fg	252 1% fg	378 *% fg	96 2% i	26 *% i	104 1% i	15 2%	37 3%	77 1%	283 2% op	116 1% op	70 *% op
No ranking	45630 26%	26592 26% c	7842 28% c	8874 22% abc	2322 32% abc	8956 31% fg	9614 22% fg	27060 26% f	1720 30% i	2130 25%	3992 29%	284 36%	399 30%	1638 31%	4389 31% o	5101 22%	17102 26%
Median	4	4	4	4	5	5	4	4	5	4	4	5	5	5	5	4	4
Base for stats	131538	75008	20212	31283	5035	20218	33425	77895	4034	6363	9815	515	936	3585	9663	17664	47681

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q29D (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : The chance to learn a trade  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	3.73	3.71	3.87	3.55	4.66	4.37	3.63	3.61	4.22	3.78	3.79	4.78	4.64	4.64	4.53	3.65	3.56
		c	ac		abc	fg			ij						op		
Standard deviation	1.80	1.79	1.76	1.83	1.55	1.85	1.80	1.74	1.88	1.72	1.73	1.56	1.54	1.55	1.76	1.80	1.74
Standard error	.02	.04	.04	.04	.06	.04	.04	.04	.07	.06	.09	.12	.09	.11	.07	.06	.09

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q29D (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : The chance to learn a trade  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
1st	(1.0) 20416 12%	931 11%	1884 18% ac	3055 14% a	1215 14%	7634 11%	1965 13% e	3812 12%	5727 12%	3466 10%	7002 13% il	3361 11%	1763 9%	4808 13% ikl	3506 9%	4651 12% n	10701 12% n	1312 13% n	17 4%
2nd	(2.0) 19561 11%	696 8%	1456 14% a	2919 14% a	816 10%	7691 11%	1738 11%	3811 12%	5392 11%	3937 11%	5315 10%	3449 11%	1818 10%	4916 13% jkl	3738 10%	4039 11%	10544 12%	1102 11%	25 6%
3rd	(3.0) 19176 11%	516 6%	1254 12% a	2630 12% a	1218 14% f	7558 11% f	1270 8%	3445 10%	5676 11% f	4819 14% jkm	4954 9%	3205 10%	2175 12% j	3768 10%	4244 11%	3892 10%	9687 11%	1290 13%	23 5%
4th	(4.0) 21074 12%	766 9%	1002 10% ab	2988 14% ab	979 11%	8360 12% f	1460 10%	4831 15% efh	5375 11%	3876 11%	7122 13% m	4037 13% m	2273 12% m	3748 10%	5111 14% pq	4707 12% q	10306 11%	858 9%	80 18%
5th	(5.0) 19713 11%	780 9%	1292 12% a	2644 13% a	523 6%	7370 10% d	1539 10% d	4489 14% def	5755 12% d	4196 12%	5831 11%	3521 11%	2137 11%	4007 11%	4592 12% p	4902 13% p	9233 10%	953 10%	23 5%
6th	(6.0) 30277 17%	2019 24% bc	1500 14%	2451 12%	1595 19%	12332 18% g	2649 17% g	4509 14%	8984 18% g	4443 13%	9598 18% i	6149 20% i	3379 18% i	6549 18% i	5949 16%	5430 14%	17105 19% no	1519 15%	259 59%
7th	(7.0) 1321 1%	297 3% bc	73 1%	127 1%	8 *% *	579 1%	174 1%	172 1%	366 1%	123 *% *	539 1%	206 1%	186 1%	266 1%	241 1%	270 1%	778 1%	32 *% *	0 0%
No ranking	45630 26%	2563 30% bc	1984 19%	4328 20%	2231 26%	18751 27%	4413 29% gh	7752 24%	12257 25%	10341 29% km	14252 26% k	6980 23%	4993 27% k	8921 24%	9615 26%	10298 27%	22594 25%	2839 29%	11 2%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q29D (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : The chance to learn a trade  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	4	5	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	6
Base for stats	131538	6006	8462	16814	6355	51523	10795	25068	37275	24859	40361	23928	13730	28062	27382	27891	68354	7065	427
Mean score	3.73	4.17	3.37	3.42	3.57	3.77	3.70	3.66	3.76	3.61	3.75	3.84	3.88	3.64	3.82	3.66	3.75	3.53	4.98
Standard deviation	1.80	1.96	1.84	1.72	1.83	1.80	1.89	1.72	1.81	1.69	1.83	1.79	1.76	1.85	1.71	1.77	1.83	1.81	1.47
Standard error	.02	.08	.06	.06	.14	.04	.05	.08	.04	.07	.05	.05	.06	.04	.06	.05	.03	.09	.38

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table Q29D (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : The chance to learn a trade  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
1st	(1.0) 20416 12%	8406 10%	4870 13% ad	3791 13% ad	1456 10%	460 14% ad	648 18% abcd	9316 12%	10305 11%	208 8%	1494 7%	18056 12% j	1989 8%	18214 12% l	16340 12%	4076 11%
2nd	(2.0) 19561 11%	9106 11%	4129 11%	3264 11%	1957 13% ac	422 13%	464 13%	8629 11%	10530 11%	239 9%	2306 11%	16644 11%	3153 13% m	16237 11%	15860 11%	3701 10%
3rd	(3.0) 19176 11%	8830 11%	4300 11%	3138 10%	1576 11%	318 10%	382 10%	7875 10%	11095 12% g	573 21% jk	2548 13% k	15563 10%	3113 13% m	16041 11%	14718 10%	4458 13% n
4th	(4.0) 21074 12%	10032 12% e	4439 12% e	3958 13% de	1520 10%	258 8%	394 11%	8432 11%	11933 13% g	326 12%	2815 14% k	17525 12%	3238 13%	17813 12%	16264 11%	4810 14% n
5th	(5.0) 19713 11%	10078 12% c	4261 11% c	2676 9%	1568 11%	334 10%	396 11%	8175 11%	10638 11%	354 13%	2516 13%	16080 11%	2697 11%	16922 11%	15483 11%	4230 12%
6th	(6.0) 30277 17%	13581 16%	6294 17%	5847 19% ab	2470 17%	499 15%	652 18%	14418 19% h	14885 16%	383 14%	3371 17%	26146 17%	4216 18%	26000 17%	20944 15%	9333 26% n
7th	(7.0) 1321 1%	679 1%	262 1%	211 1%	84 1%	34 1%	49 1%	839 1% h	475 1%	10 *% h	117 1%	1162 1%	109 *% h	1206 1% l	1114 1%	206 1%
No ranking	45630 26%	21633 26% f	9297 25% f	7406 24% f	4206 28% bcf	926 28% f	713 19%	19584 25%	24547 26%	655 24%	4926 25%	38289 26%	5502 23%	40022 26% l	40861 29% o	4769 13%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q29D (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : The chance to learn a trade  
 Base: All respondents

	Total	Age of Youngest Child					Home ownership		Redundancy			Currently Posted		Survey type			
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995	
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583	
Median	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	
Base for stats	131538	60711	28554	22885	10632	2324	2984	57684	69861	2092	15168	111176	18513	112432	100724	30814	
Mean score	3.73	3.79	3.67	3.74	3.71	3.52	3.53	3.77	3.70	3.75	3.87	3.72	3.79	3.73	3.66	3.98	
		bef															
Standard deviation	1.80	1.76	1.81	1.83	1.78	1.88	1.91	1.85	1.75	1.58	1.66	1.82	1.70	1.81	1.79	1.80	
Standard error	.02	.04	.05	.05	.06	.12	.11	.03	.04	.14	.06	.02	.07	.02	.03	.04	
Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o																	

Table Q29E  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Job security  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
1st	(1.0) 25323 14%	14252 14%	3035 11%	7356 18%	680 9%	2171 7%	6524 15%	16628 16%	281 5%	1343 16%	1411 10%	21 3%	138 10%	522 10%	1056 8%	3218 14%	9978 15%
		bd		abd			e	e		hj	h		k	k		n	n
2nd	(2.0) 29129 16%	15233 15%	4911 18%	7998 20%	987 13%	3474 12%	8189 19%	17466 17%	752 13%	1666 20%	2493 18%	59 7%	166 12%	762 15%	1445 10%	4080 18%	9708 15%
			ad	abd			eg	e		h	h		k	k		n	n
3rd	(3.0) 27969 16%	15183 15%	4824 17%	6766 17%	1196 16%	4073 14%	6805 16%	17091 16%	858 15%	1594 19%	2373 17%	102 13%	220 16%	873 17%	1886 13%	3114 14%	10184 16%
			a				e	e		h							
4th	(4.0) 22962 13%	13507 13%	3436 12%	4641 12%	1379 19%	4994 17%	5315 12%	12653 12%	1020 18%	839 10%	1577 11%	176 22%	270 20%	933 18%	2501 18%	2822 12%	8183 13%
			c		abc		fg		ij						op		
5th	(5.0) 15184 9%	9317 9%	2143 8%	3051 8%	673 9%	3575 12%	3265 8%	8344 8%	714 12%	461 5%	968 7%	117 15%	136 10%	420 8%	1856 13%	1945 9%	5515 9%
			c			fg			ij			m			op		
6th	(6.0) 17502 10%	10191 10%	3270 12%	3455 9%	586 8%	2266 8%	4981 12%	10255 10%	530 9%	912 11%	1828 13%	44 5%	82 6%	461 9%	926 7%	3114 14%	6151 9%
			cd				eg	e			h				np	n	
7th	(7.0) 611 *%	311 *%	144 1%	131 *%	26 *%	166 1%	240 1%	205 *%	23 *%	36 *%	85 1%	2 *%	3 *%	20 *%	86 1%	155 1%	70 *%
						g	g										
No ranking	38487 22%	23606 23%	6291 22%	6759 17%	1831 25%	8455 29%	7721 18%	22311 21%	1577 27%	1643 19%	3071 22%	278 35%	320 24%	1232 24%	4295 31%	4317 19%	14994 23%
			c	c	c	fg		f	ij			lm			op		
Median	3	3	3	3	3	4	3	3	4	3	3	4	3	3	4	3	3
Base for stats	138681	77994	21763	33398	5526	20719	35318	82644	4177	6850	10736	521	1015	3991	9757	18448	49789

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q29E (continuation)

Q29 When you joined the Forces, which of the following were the biggest attractions? : Job security

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	3.21	3.26	3.33	2.97	3.41	3.57	3.18	3.12	3.67	3.04	3.37	3.86	3.35	3.36	3.59	3.33	3.17
		c	c		ac	fg			ij		i	lm		op			
Standard deviation	1.65	1.66	1.64	1.62	1.51	1.52	1.68	1.65	1.47	1.64	1.67	1.26	1.47	1.54	1.50	1.74	1.65
Standard error	.02	.04	.04	.03	.06	.03	.03	.04	.06	.06	.08	.09	.08	.10	.06	.06	.08

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q29E (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Job security  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
1st	(1.0) 25323 14%	813 9%	1825 17% a	4718 22% ab	877 10%	10399 15%	1960 13%	4420 13%	7563 15% df	5316 15%	7884 14%	4389 14%	2926 16% m	4782 13%	4412 12%	6014 16% n	13109 14% n	1600 16% n	0 0%
2nd	(2.0) 29129 16%	1218 14%	2277 22% a	4504 21% a	968 11%	12760 18% dg	2756 18% dg	4247 13%	8240 17% dg	4872 14%	9134 17%	5498 18% i	3310 18% i	6292 17% i	5717 15%	6281 16%	15006 16%	1765 18%	6 1%
3rd	(3.0) 27969 16%	1227 14%	1878 18% a	3661 17%	1443 17%	10882 15%	2068 14%	5798 18% f	7573 15%	5640 16%	9477 17% kl	4261 14%	2748 15%	5712 15%	5411 15%	5979 16%	15117 17%	1425 14%	25 6%
4th	(4.0) 22962 13%	1297 15% c	1384 13% c	1960 9%	1593 19% efh	7924 11%	1835 12%	4862 15% e	6693 14% e	5783 16% jlm	5438 10%	4197 14% j	2365 13% j	4922 13% j	5526 15% p	4907 13%	11086 12%	1156 12%	274 63%
5th	(5.0) 15184 9%	888 10% bc	723 7%	1441 7%	1045 12% efh	5953 8%	1227 8%	3385 10% h	3559 7%	3854 11% klm	4653 9%	2373 8%	1391 7%	2815 8%	3245 9%	3669 10% q	7547 8%	652 7%	0 0%
6th	(6.0) 17502 10%	766 9%	873 8%	1816 9%	616 7%	6785 10%	1364 9%	2870 9%	5774 12% defg	2327 7%	4913 9% i	3748 12% ij	2023 11% i	4437 12% ij	3619 10%	3220 8%	9439 10% o	1114 11%	86 20%
7th	(7.0) 611 *%	56 1%	46 *%	29 *%	3 *%	271 *%	94 1%	87 *%	156 *%	37 *%	194 *%	117 *%	146 1% im	117 *%	20 *%	181 *% n	377 *%	33 *%	0 0%
No ranking	38487 22%	2304 27% bc	1441 14%	3014 14%	2040 24%	15299 22%	3904 26% egh	7150 22%	9971 20%	7372 21%	12918 24% kl	6326 20%	3814 20%	7906 21%	9046 24% op	7939 21%	19268 21%	2160 22%	46 11%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q29E (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Job security  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	138681	6265	9005	18128	6546	54975	11304	25670	39560	27828	41694	24582	14909	29077	27950	30251	71680	7745	391
Mean score	3.21	3.44	2.97	2.81	3.43	3.14	3.18	3.29	3.21	3.18	3.13	3.26	3.18	3.29	3.30	3.14	3.21	3.12	4.35
Standard deviation	1.65	bc	c		e						j			j	o				
Standard error	.02	.06	.05	.05	.11	.04	.05	.07	.03	.06	.04	.05	.05	.03	.05	.05	.02	.09	.25

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q29E (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Job security  
 Base: All respondents

	Total	Age of Youngest Child					Home ownership		Redundancy			Currently Posted		Survey type		
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
1st	(1.0) 25323 14%	10721 13%	5583 15%	4843 16% a	2177 15%	560 17% a	619 17% a	10499 14%	14226 15%	525 19%	2987 15%	21280 14%	3161 13%	22101 14%	24128 17% o	1195 3%
2nd	(2.0) 29129 16%	12806 16%	6204 16%	5776 19% abd	2374 16%	605 19%	692 19%	12194 16%	15852 17%	692 25% jk	3377 17%	23937 16%	4013 17%	24803 16%	26855 19% o	2274 6%
3rd	(3.0) 27969 16%	13398 16%	5455 14%	4575 15%	2194 15%	462 14%	638 17%	12209 16%	14833 16%	375 14%	2484 12%	24538 16% j	2897 12%	25001 16% l	21782 15%	6187 17% n
4th	(4.0) 22962 13%	11461 14% ce	4606 12% e	3528 12% e	2259 15% bce	246 8%	446 12% e	10209 13%	11958 13%	242 9%	2251 11%	19585 13%	3419 14%	19507 13%	17349 12%	5613 16% n
5th	(5.0) 15184 9%	8548 10% bcd	2569 7% f	2223 7%	983 7%	234 7%	233 6%	6578 9%	8329 9%	220 8%	1688 8%	13081 9%	2480 10%	12685 8%	13335 9% o	1849 5%
6th	(6.0) 17502 10%	7368 9%	4305 11% ade	3642 12% ade	1316 9%	224 7%	412 11% e	8049 10%	8665 9%	211 8%	2384 12%	14777 10%	2634 11%	14722 10%	6880 5%	10622 30% n
7th	(7.0) 611 *%	222 *% c	221 1% c	56 *% c	55 *% c	31 1% ac	10 *% ac	325 *% c	240 *% c	8 *% c	150 1% k	454 *% c	37 *% c	574 *% c	359 *% c	252 1% n
No ranking	38487 22%	17821 22% c	8908 24% cf	5646 19%	3480 23% cf	890 27% acf	648 18%	17204 22%	20306 22%	476 17%	4773 24%	31813 21%	5374 22%	33060 22%	30896 22%	7591 21%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q29E (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Job security  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Median	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	4
Base for stats	138681	64523	28943	24644	11357	2361	3049	60064	74103	2272	15320	117653	18641	119394	110689	27992
Mean score	3.21	3.27	3.21	3.15	3.15	2.91	3.08	3.26	3.15	2.83	3.26	3.22	3.33	3.19	2.92	4.34
		cde	e	e	e			h			i	i	m			n
Standard deviation	1.65	1.61	1.71	1.69	1.62	1.66	1.66	1.65	1.64	1.61	1.75	1.64	1.68	1.64	1.54	1.57
Standard error	.02	.03	.05	.04	.05	.11	.10	.02	.03	.14	.06	.02	.07	.02	.02	.04

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o



Table Q29F  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Community spirit / camaraderie  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
1st	(1.0) 4255 2%	2319 2%	555 2%	913 2%	468 6% abc	1526 5% fg	617 1% g	2112 2%	238 4% ij	106 1%	211 2%	56 7%	51 4%	360 7%	808 6% op	357 2%	1154 2%
2nd	(2.0) 11333 6%	6185 6%	1460 5%	2386 6%	1302 18% abc	4201 14% fg	2490 6% g	4642 4%	717 12% ij	350 4%	393 3%	181 23% l	171 13%	950 18%	2167 15% op	1347 6%	2672 4%
3rd	(3.0) 13348 8%	7664 8%	1747 6%	3068 8% b	868 12% abc	3175 11% fg	2844 7%	7329 7%	581 10% ij	354 4%	812 6%	77 10%	169 13%	622 12%	1553 11% op	1683 7%	4428 7%
4th	(4.0) 14705 8%	7380 7%	2568 9% a	4044 10% a	713 10% a	3108 11% g	4120 10% g	7477 7%	526 9%	773 9%	1269 9%	92 11%	144 11%	477 9%	1489 11% p	2052 9% p	3840 6%
5th	(5.0) 23912 13%	12685 12% d	3754 13% d	6795 17% abd	677 9%	3301 11%	6367 15% e	14243 14% e	758 13%	1178 14%	1819 13%	29 4%	106 8% k	542 10% k	1492 11% n	3147 14% n	8046 12%
6th	(6.0) 28019 16%	16643 16% bd	3870 14% d	6954 17% bd	552 8%	1900 7%	6345 15% e	19774 19% ef	417 7%	1261 15% h	2193 16% h	37 5%	81 6% h	433 8%	820 6% n	3040 13% n	12784 20% no
7th	(7.0) 3923 2%	2744 3% bcd	507 2%	593 1%	78 1%	395 1%	969 2% e	2559 2% e	99 2%	110 1%	298 2%	4 1%	26 2%	48 1%	170 1% n	625 3% n	1950 3% n
No ranking	77674 44%	45979 45% cd	13592 48% acd	15404 38%	2698 37%	11567 40%	19287 45% e	46819 45% e	2419 42%	4361 51% h	6812 49% h	321 40%	586 44% m	1790 34%	5554 40% n	10514 46% n	29910 46% n
Median	5	5	5	5	3	3	5	5	4	5	5	3	3	3	3	5	5
Base for stats	99494	55621	14462	24753	4659	17607	23752	58136	3335	4132	6995	478	749	3433	8498	12251	34873

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q29F (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Community spirit / camaraderie  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	4.43	4.49	4.46	4.48	3.39	3.55	4.52	4.66	3.75	4.64	4.70	2.97	3.58	3.40	3.45	4.46	4.75
		d	d	d			e	ef		h	h		k	k		n	no
Standard deviation	1.58	1.61	1.52	1.49	1.61	1.59	1.49	1.53	1.61	1.41	1.42	1.46	1.57	1.63	1.58	1.53	1.54
Standard error	.02	.04	.04	.03	.07	.04	.03	.04	.07	.07	.09	.11	.10	.12	.06	.07	.09

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q29F (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Community spirit / camaraderie  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Esta blished relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
1st	(1.0) 2%	423 5% bc	103 1%	387 2%	23 *%	1705 2% d	386 3% d	1052 3% d	1089 2% d	1043 3% m	1369 3%	776 3%	404 2%	663 2%	1104 3%	886 2%	2055 2%	203 2%	6 1%
2nd	(2.0) 6%	1136 13% bc	623 6% c	626 3%	429 5%	3457 5%	1387 9% deh	2517 8% e	3528 7% e	2124 6%	3532 6%	1556 5%	1504 8% k	2599 7% k	2408 7%	2812 7% q	5623 6%	464 5%	11 2%
3rd	(3.0) 8%	963 11% bc	638 6%	1467 7%	543 6%	5390 8%	1185 8%	2502 8%	3682 7%	2670 8%	4119 8%	2222 7%	1666 9% m	2647 7%	2819 8%	3457 9% p	6046 7%	1006 10% p	0 0%
4th	(4.0) 8%	1002 12% c	1151 11%	1891 9%	699 8%	6141 9% g	1595 10% egh	1931 6%	4177 8% g	2555 7%	4479 8%	2635 9%	1390 7%	3518 10% il	3119 8%	3265 9%	7479 8%	783 8%	15 3%
5th	(5.0) 13%	1022 12%	1936 19% a	3837 18% a	1488 17% h	9865 14%	1996 13%	4064 12%	6414 13%	4897 14%	6880 13%	5181 17% jlm	2140 11%	4764 13%	5132 14%	4734 12%	12738 14% q	1031 10%	18 4%
6th	(6.0) 16%	627 7%	1962 19% a	4365 21% a	1724 20% efh	10617 15% f	1787 12%	6961 21% efh	6929 14% f	7308 21% jklm	8273 15% m	4738 15% m	2740 15%	4677 13%	6196 17%	6629 17% p	13588 15%	1474 15%	35 8%
7th	(7.0) 2%	123 1%	207 2%	263 1%	52 1%	2000 3% dfg	210 1%	456 1%	1165 2% f	312 1%	1541 3% i	814 3% i	497 3% i	759 2% i	841 2%	912 2%	1955 2%	215 2%	0 0%
No ranking	77674 44%	3273 38%	3825 37%	8306 39%	3627 42%	31099 44%	6662 44%	13337 41%	22548 46% g	14292 41%	24421 45%	12985 42%	8381 45%	17356 47% ik	15378 42%	15494 41%	41463 46% no	4728 48% no	353 81%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q29F (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Community spirit / camaraderie  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
Base for stats	99494	5296	6621	12836	4959	39175	8546	19483	26984	20908	30192	17922	10342	19627	21619	22695	49485	5176	84
Mean score	4.43	3.65	4.65	4.74	4.73	4.50	4.13	4.44	4.36	4.50	4.42	4.53	4.31	4.33	4.42	4.40	4.45	4.40	4.57
Standard deviation	1.58	1.58	1.40	1.37	1.32	1.56	1.57	1.67	1.60	1.58	1.62	1.53	1.64	1.55	1.61	1.61	1.57	1.57	1.65
Standard error	.02	.07	.06	.05	.11	.04	.05	.08	.04	.07	.05	.05	.06	.04	.06	.05	.03	.10	.52

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q29F (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Community spirit / camaraderie  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
1st	(1.0) 4255 2%	2395 3% cdf	894 2% cf	434 1%	221 1%	103 3% cdf	25 1%	1816 2%	2413 3%	61 2%	447 2%	3683 2%	489 2%	3759 2%	4159 3% o	95 *%
2nd	(2.0) 11333 6%	5647 7% b	2050 5%	1848 6%	867 6%	272 8% b	280 8%	6724 9% h	4489 5%	99 4%	1084 5%	9990 7%	1117 5%	10159 7% l	11249 8% o	84 *%
3rd	(3.0) 13348 8%	6984 8% bde	2078 5%	2792 9% bde	980 7%	150 5%	248 7%	6517 8% h	6444 7%	225 8%	1632 8%	11254 8%	2015 8%	11245 7%	12860 9% o	487 1%
4th	(4.0) 14705 8%	7547 9% bc	2644 7%	2278 8%	1353 9% b	348 11% bc	392 11% bc	7231 9% h	7161 8%	256 9%	1418 7%	12708 9%	1815 8%	12873 8%	13986 10% o	719 2%
5th	(5.0) 23912 13%	10691 13% acde	6080 16%	4082 13%	1695 11%	375 12%	584 16% d	11365 15% h	12188 13%	255 9%	2558 13%	20560 14%	3929 16% m	19576 13%	23786 17% o	125 *%
6th	(6.0) 28019 16%	13141 16%	5922 16%	4501 15%	2370 16%	450 14%	567 15%	9829 13%	17293 18% g	733 27% jk	3632 18% k	22214 15%	3807 16%	24177 16%	27710 20% o	309 1%
7th	(7.0) 3923 2%	1647 2% b	453 1%	1220 4% abde	262 2%	54 2%	78 2%	1343 2%	2153 2%	45 2%	572 3%	3280 2%	321 1%	3602 2%	1172 1%	2751 8% n
No ranking	77674 44%	34292 42%	17731 47% acf	13133 43%	7090 48% acf	1498 46%	1524 41%	32444 42%	42267 45% g	1074 39%	8751 44%	65776 44%	10523 44%	67064 44%	46661 33%	31013 87% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q29F (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Community spirit / camaraderie  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Median	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	7
Base for stats	99494	48052	20121	17157	7748	1752	2174	44824	52141	1673	11342	83689	13492	85390	94924	4570
Mean score	4.43	4.34	4.52	4.52	4.50	4.25	4.49	4.22	4.59	4.75	4.56	4.39	4.50	4.42	4.37	5.76
			ae	ae	a				g	k	k					n
Standard deviation	1.58	1.60	1.52	1.57	1.53	1.64	1.46	1.57	1.57	1.51	1.59	1.59	1.48	1.60	1.55	1.73
Standard error	.02	.04	.05	.05	.06	.12	.10	.03	.04	.16	.07	.02	.07	.02	.02	.11

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q29G  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Other  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
1st	(1.0) 9005 5%	4778 5%	1517 5%	2332 6%	378 5%	1841 6%	2388 6%	4776 5%	259 5%	445 5%	812 6%	52 7%	79 6%	247 5%	668 5%	1216 5%	2894 4%
2nd	(2.0) 9371 5%	5229 5%	1872 7%	1843 5%	427 6%	1830 6%	2957 7%	4584 4%	411 7%	587 7%	874 6%	48 6%	83 6%	295 6%	864 6%	1766 8%	2598 4%
3rd	(3.0) 5916 3%	3319 3%	1208 4%	1056 3%	332 5%	1550 5%	1522 4%	2844 3%	306 5%	329 4%	573 4%	50 6%	65 5%	216 4%	853 6%	915 4%	1552 2%
4th	(4.0) 5535 3%	3352 3%	1148 4%	931 2%	104 1%	456 2%	1597 4%	3482 3%	138 2%	437 5%	573 4%	6 1%	41 3%	57 1%	244 2%	859 4%	2249 3%
5th	(5.0) 8725 5%	5152 5%	1551 6%	1650 4%	372 5%	1160 4%	2766 6%	4799 5%	322 6%	453 5%	777 6%	29 4%	97 7%	246 5%	494 4%	1788 8%	2870 4%
6th	(6.0) 2749 2%	1261 1%	571 2%	660 2%	257 3%	1120 4%	995 2%	635 1%	201 3%	251 3%	118 1%	69 9%	88 7%	100 2%	530 4%	520 2%	211 *%
7th	(7.0) 1261 1%	692 1%	195 1%	369 1%	4 *%	171 1%	382 1%	708 1%	20 *%	38 *%	137 1%	2 *%	2 *%	0 0%	97 1%	253 1%	343 1%
No ranking	134606 76%	77817 77%	19992 71%	31315 78%	5482 75%	21046 72%	30432 71%	83128 79%	4097 71%	5953 70%	9943 72%	541 68%	879 66%	4062 78%	10303 73%	15449 68%	52066 80%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	42562	23783	8062	8842	1875	8128	12607	21827	1657	2540	3864	258	456	1161	3749	7316	12717

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q29G (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Other  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	3.21	3.23	3.23	3.13	3.24	3.16	3.31	3.17	3.32	3.30	3.14	3.50	3.58	3.05	3.27	3.38	3.13
Standard deviation	1.74	1.71	1.69	1.85	1.76	1.82	1.76	1.70	1.71	1.69	1.69	1.95	1.82 <sup>m</sup>	1.67	1.77	1.75	1.66
Standard error	.04	.06	.06	.07	.10	.06	.06	.07	.10	.10	.14	.20	.16	.21	.11	.10	.15

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q29G (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Other  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
1st (1.0)	9005 5%	862 10% bc	647 6% c	823 4%	221 3%	3517 5%	890 6% dg	1251 4%	3104 6% deg	1080 3%	2353 4%	2034 7% ij	1375 7% ijm	2127 6% ij	1430 4%	1759 5%	5215 6% n	530 5%	70 16%
2nd (2.0)	9371 5%	506 6% c	520 5%	817 4%	351 4%	3964 6% g	890 6% g	951 3%	3171 6% g	1040 3%	2346 4%	2317 7% ij	1065 6% i	2559 7% ij	1598 4%	1800 5%	5408 6% n	506 5%	58 13%
3rd (3.0)	5916 3%	341 4% bc	213 2%	502 2%	91 1%	2273 3%	653 4% d	1057 3%	1762 4% d	590 2%	1988 4% i	1047 3% i	682 4% i	1558 4% i	936 3%	886 2%	3786 4% no	302 3%	6 1%
4th (4.0)	5535 3%	68 1%	260 2% a	604 3% a	110 1%	2067 3%	375 2%	1103 3%	1852 4% df	418 1%	2204 4% il	1005 3% i	506 3% i	1402 4% i	1017 3%	970 3%	2818 3%	731 7% nop	0 0%
5th (5.0)	8725 5%	314 4%	429 4%	907 4%	367 4%	2896 4%	785 5%	1380 4%	3227 7% eg	584 2%	2907 5% i	1596 5% i	1345 7% ijk	2293 6% i	1327 4%	1607 4%	5155 6% no	422 4%	214 49%
6th (6.0)	2749 2%	319 4% bc	136 1%	205 1%	29 *% *	862 1% g	501 3% deg	76 *% deg	1256 3% deg	88 *% *	558 1% i	633 2% ij	466 2% ij	999 3% ij	334 1%	382 1%	1875 2% no	154 2%	5 1%
7th (7.0)	1261 1%	53 1%	88 1%	228 1%	52 1%	532 1%	75 *% *	287 1%	315 1%	279 1%	451 1%	185 1%	147 1%	198 1%	225 1%	466 1% pq	558 1% pq	12 *% *	0 0%
No ranking	134606 76%	6106 71%	8151 78% a	17057 81% a	7365 86% efh	54164 77% fh	11039 73%	26714 81% efh	34845 70%	31121 88% jklm	41806 77% klm	22091 71%	13136 70%	25846 70%	30130 81% pq	30320 79% pq	66134 73%	7247 73%	84 19%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q29G (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Other  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Median	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	5
Base for stats	42562	2463	2295	4085	1221	16110	4169	6105	14686	4079	12807	8817	5586	11137	6867	7870	24814	2658	353
Mean score	3.21	2.85	3.03	3.36	3.28	3.10	3.26	3.29	3.27	2.94	3.35	3.05	3.24	3.27	3.16	3.24	3.21	3.20	3.69
Standard deviation	1.74	1.91	1.84	1.80	1.77	1.72	1.79	1.69	1.76	1.81	1.68	1.73	1.83	1.72	1.71	1.84	1.73	1.57	1.74
Standard error	.04	.12	.12	.12	.33	.07	.08	.14	.05	.17	.08	.08	.10	.05	.10	.10	.04	.13	.71

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q29G (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Other  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
1st	(1.0) 5%	3719 5%	1910 5%	1884 6% af	1051 7% abf	172 5%	128 3%	3979 5%	4719 5%	84 3%	981 5%	7859 5%	1047 4%	7941 5%	3758 3%	5247 15% n
2nd	(2.0) 5%	3395 4%	2616 7% a	1921 6% a	922 6% a	243 7% a	206 6%	4069 5%	5015 5%	169 6%	1315 7%	7834 5%	970 4%	8401 6%	1271 1%	8099 23% n
3rd	(3.0) 3%	2535 3%	1214 3%	1217 4%	534 4%	166 5% a	161 4%	2539 3%	2799 3%	74 3%	465 2%	5334 4% j	962 4%	4930 3%	810 1%	5106 14% n
4th	(4.0) 3%	2289 3%	1031 3%	1060 3%	413 3%	141 4%	107 3%	2482 3%	2815 3%	46 2%	547 3%	4925 3%	606 3%	4930 3%	366 *%	5169 15% n
5th	(5.0) 5%	3633 4%	1736 5%	1837 6% ab	830 6%	156 5%	205 6%	4344 6% h	3872 4%	132 5%	1610 8% k	6938 5%	1369 6%	7356 5%	413 *%	8312 23% n
6th	(6.0) 2%	1010 1%	500 1%	670 2% ab	332 2% a	39 1%	106 3% ab	1665 2% h	880 1%	149 5% jk	299 1%	2302 2%	213 1%	2536 2%	198 *%	2551 7% n
7th	(7.0) 1%	428 1%	527 1% acd	168 1%	89 1%	10 *%	24 1%	428 1%	821 1%	0 0%	94 *%	1139 1%	56 *%	1076 1%	1022 1%	238 1%
No ranking	134606 76%	65336 79% bcdef	28317 75% c	21534 71%	10666 72%	2324 72%	2760 75%	57761 75%	73486 78% g	2094 76%	14784 74%	113136 76%	18793 78%	115284 76%	133747 94% o	859 2%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q29G (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? : Other  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3
Base for stats	42562	17008	9535	8756	4171	926	937	19507	20922	654	5310	36330	5223	37170	7838	34724
Mean score	3.21	3.20	3.18	3.20	3.10	3.02	3.50	3.30	3.10	3.64	3.33	3.18	3.22	3.20	2.63	3.34
Standard deviation	1.74	1.72	1.80	1.73	1.78	1.54	1.71	1.75	1.74	1.81	1.73	1.74	1.63	1.74	2.12	1.61
Standard error	.04	.06	.08	.08	.09	.16	.18	.04	.06	.26	.11	.04	.12	.04	.10	.04

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q29SUM  
 Q29 When you joined the Forces, which of the following were the biggest attractions? SUMMARY  
 Base: All respondents

		Q29 Attractions						
		Travel and ad venture	Pay and be nefits	Other	Serving Queen and country	The chance to learn a trade	Job se curity	Co mmunity spirit / cama raderie
		a	b	c	d	e	f	g
Unweighted Base		9106	9106	9106	9106	9106	9106	9106
Base		177168	177168	177168	177168	177168	177168	177168
1st	(1.0)	60218 34% bcdefg	24042 14% dfg	26969 15% bdfg	20416 12% fg	25323 14% dfg	4255 2%	9005 5% f
2nd	(2.0)	30370 17% cdfg	44247 25% acdefg	23928 14% dfg	19561 11% fg	29129 16% cdfg	11333 6% g	9371 5%
3rd	(3.0)	22623 13% dfg	28692 16% acdfg	21726 12% dfg	19176 11% fg	27969 16% acdfg	13348 8% g	5916 3%
4th	(4.0)	17322 10% fg	22496 13% acfg	19168 11% afg	21074 12% acfg	22962 13% acdfg	14705 8% g	5535 3%
5th	(5.0)	16037 9% g	17414 10% eg	19847 11% abeg	19713 11% abeg	15184 9% g	23912 13% abcdeg	8725 5%
6th	(6.0)	5541 3% g	9088 5% ag	25093 14% abeg	30277 17% abcefg	17502 10% abg	28019 16% abceg	2749 2%
7th	(7.0)	1485 1% bce	382 *% *	961 1% be	1321 1% be	611 *% *	3923 2% abcdeg	1261 1% be
No ranking		23571 13%	30807 17% a	39475 22% ab	45630 26% abce	38487 22% ab	77674 44% abcde	134606 76% abcdef

Columns Tested: a,b,c,d,e,f,g

Conducted by: Lord Ashcroft

Table Q29SUM (continuation)  
 Q29 When you joined the Forces, which of the following were the biggest attractions? SUMMARY  
 Base: All respondents

	Q29 Attractions						
	Travel and adventure	Pay and benefits	Other	Serving Queen and country	The chance to learn a trade	Job security	Community spirit / camaraderie
	a	b	c	d	e	f	g
Unweighted Base	9106	9106	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168	177168	177168
Mean ranking	%	%	%	%	%	%	%
Median	-	-	-	-	-	-	-
Base for stats	0	0	0	0	0	0	0
Mean score	.00	.00	.00	.00	.00	.00	.00
Standard deviation	.00	.00	.00	.00	.00	.00	.00
Standard error	.00	.00	.00	.00	.00	.00	.00

Columns Tested: a,b,c,d,e,f,g

Table Q30A  
 Q30 How would you rate the following aspects of your current role? : Job satisfaction  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very good (4.0)	23224 13%	13634 13%	3269 12%	5506 14% bd	815 11%	4529 16% g	7018 16% g	11676 11%	798 14% j	1182 14% j	1288 9%	158 20% m	225 17% m	432 8%	2248 16% p	4065 18% p	7320 11%
Good (3.0)	99288 56%	56799 56%	15453 55%	22488 56% abc	4549 62%	17244 59% g	24832 58% g	57211 55%	3373 59% j	4891 58% j	7189 52%	468 59% k	790 59% l	3290 63%	8385 60% n	13100 58% o	35314 55%
Bad (2.0)	36124 20%	20214 20%	6262 22% ad	8273 21%	1375 19%	5587 19% g	7719 18% g	22819 22% ef	1160 20% h	1638 19% i	3464 25% hi	139 17% k	225 17% l	1012 19%	2648 19% n	3868 17% o	13698 21% p
Very bad (1.0)	16179 9%	9649 9%	2688 10% d	3294 8%	548 7%	1477 5% g	2973 7% g	11729 11% ef	364 6% h	648 8% i	1676 12% hi	27 3% k	83 6% l	437 8% m	657 5% n	1511 7% o	7481 12% p
ALL GOOD -----	122512 69%	70433 69% b	18722 67% b	27994 70% b	5363 73% ab	21774 75% g	31851 74% g	68887 66%	4172 73% j	6073 72% j	8477 61%	627 78% m	1015 76% m	3722 71%	10633 76% p	17165 75% p	42635 66%
ALL BAD -----	52303 30%	29863 29% cd	8950 32% cd	11567 29%	1923 26%	7064 24% g	10691 25% g	34548 33% ef	1524 26% h	2285 27% i	5141 37% hi	166 21% k	308 23% l	1449 28%	3305 24% n	5379 24% o	21179 33% p
Don't Know	1465 1%	784 1%	215 1%	420 1%	47 1%	227 1% g	335 1% g	904 1%	46 1% h	100 1% i	69 *% j	6 1% k	5 *% l	36 1%	103 1% n	139 1% o	542 1%
Not stated	888 1%	521 1%	168 1%	177 *% bd	23 *% cd	109 *% g	162 *% g	616 1%	12 *% h	35 *% i	121 1% j	0 0% k	7 1% l	16 *% m	11 *% n	82 *% o	428 1% p
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	174815	100296	27672	39561	7287	28838	42542	103435	5696	8358	13618	793	1323	5171	13938	22544	63814

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q30A (continuation)

Q30 How would you rate the following aspects of your current role? : Job satisfaction

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	2.74	2.74	2.70	2.76	2.77	2.86	2.84	2.67	2.81	2.79	2.59	2.96	2.87	2.72	2.88	2.87	2.67
Standard deviation	.80	.81	.80	.79	.74	.73	.78	.82	.75	.78	.82	.72	.76	.73	.72	.78	.83
Standard error	.01	.02	.02	.01	.02	.01	.01	.02	.02	.03	.04	.04	.04	.04	.02	.02	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q30A (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job satisfaction  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very good (4.0)	23224 13%	1324 15%	1546 15%	2636 12%	804 9%	8737 12%	2910 19% deg	3694 11%	7024 14% deg	4957 14% j	5248 10%	4090 13% j	2643 14% j	6246 17% jkl	4220 11%	4171 11%	12893 14% no	1621 16% no	259 59%
Good (3.0)	99288 56%	5018 59% c	6052 58%	11418 54%	5610 65% efgh	37584 53%	8669 57% e	18488 56%	28543 58% e	20155 57%	29456 54%	17205 56%	10556 56%	21359 58% j	20941 57%	20307 53%	52128 57% o	5321 54%	167 38%
Bad (2.0)	36124 20%	1640 19%	1988 19%	4645 22%	1494 17%	16360 23% dfgh	2582 17%	5933 18%	9628 19% f	6374 18%	13100 24% ikm	5977 19%	4027 22% m	6542 18%	7194 19%	9205 24% np	17582 19%	2024 20%	11 2%
Very bad (1.0)	16179 9%	429 5%	731 7%	2134 10% ab	667 8%	6675 9% fh	905 6%	4052 12% defh	3761 8% f	3082 9% m	6009 11% lm	3300 11% lm	1333 7%	2428 7%	3919 11% p	4016 11% p	7284 8%	869 9%	0 0%
ALL GOOD -----	122512 69%	6342 74% c	7598 73% c	14054 66%	6413 75% eg	46321 66%	11579 76% egh	22181 68%	35568 72% eg	25112 71% j	34704 64%	21295 69% j	13199 70% j	27605 75% jkl	25161 68% o	24478 64%	65020 71% no	6942 70% o	427 98%
ALL BAD -----	52303 30%	2069 24%	2719 26%	6779 32% ab	2161 25%	23035 33% dfh	3487 23%	9985 30% f	13389 27% f	9456 27%	19110 35% iklm	9276 30% m	5360 29% m	8970 24%	11114 30%	13222 35% npq	24866 27%	2893 29%	11 2%
Don't Know	1465 1%	71 1%	91 1%	257 1%	11 *%	553 1%	83 1%	397 1%	406 1%	383 1%	458 1%	184 1%	151 1%	274 1%	469 1% p	360 1%	557 1%	70 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q30A (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job satisfaction  
 Base: All respondents

	RAF Rank			Age					Length of Service					Personal Status					
	Total	Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	888 1%	87 1%	38 *%	52 *%	0 0%	365 1%	59 *%	256 1%	169 *%	249 1%	340 1%	152 *%	12 *%	134 *%	253 1%	130 *%	505 1%	0 0%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	174815	8411	10317	20833	8575	69356	15066	32166	48957	34568	53814	30571	18559	36575	36275	37699	89886	9835	437
Mean score	2.74	2.86	2.82	2.70	2.76	2.70	2.90	2.68	2.79	2.78	2.63	2.72	2.78	2.86	2.70	2.65	2.79	2.78	3.57
Standard deviation	.80	.73	.77	.82	.72	.81	.77	.84	.78	.80	.81	.83	.77	.77	.81	.81	.79	.82	.54
Standard error	.01	.02	.02	.03	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.13

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q30A (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job satisfaction  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very good (4.0)	23224 13%	9287 11%	4873 13%	4719 16% ab	2149 14% a	554 17% ab	878 24% abcde	10345 13%	12466 13%	408 15%	2423 12%	19940 13%	2890 12%	20295 13%	18827 13%	4397 12%
Good (3.0)	99288 56%	45506 55%	20732 55%	17382 57%	9019 61% ab	1856 57%	2144 58%	43726 57%	52368 55%	854 31%	10009 50% i	85390 57% ij	13967 58%	84987 56%	80132 57% o	19156 54%
Bad (2.0)	36124 20%	17978 22% cdf	8283 22% cdf	5380 18% f	2402 16% f	586 18% f	452 12%	15430 20%	19654 21%	995 36% jk	4972 25% k	29336 20%	4835 20%	31004 20%	27697 20%	8428 24% n
Very bad (1.0)	16179 9%	8268 10% cdf	3702 10% cdf	2323 8%	1087 7%	245 8%	198 5%	6732 9%	8722 9%	473 17% jk	2263 11% k	13121 9%	2246 9%	13902 9%	12810 9%	3369 9%
ALL GOOD -----	122512 69%	54793 67%	25605 68%	22100 73% ab	11168 75% ab	2410 74% ab	3022 82% abcde	54071 70%	64834 69%	1263 46%	12431 62% i	105330 70% ij	16857 70%	105282 69%	98958 70% o	23553 66%
ALL BAD -----	52303 30%	26246 32% cdef	11985 32% cdef	7703 25% f	3490 24% f	831 26% f	651 18%	22162 29%	28376 30%	1468 53% jk	7234 36% k	42457 28%	7081 29%	44906 29%	40507 29%	11796 33% n
Don't Know	1465 1%	906 1% b	146 *% b	203 1%	119 1%	10 *% b	25 1%	483 1%	889 1%	17 1%	347 2% k	1101 1%	62 *% k	1394 1%	1232 1%	233 1%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q30A (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job satisfaction  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	888 1%	398 *%	116 *%	284 1% b	61 *%	0 0%	0 0%	552 1% h	310 *%	0 0%	80 *%	577 *%	15 *%	873 1%	888 1% o	0 0%
Median	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3
Base for stats	174815	81039	37590	29803	14658	3240	3672	76232	93210	2730	19666	147788	23938	150188	139465	35350
Mean score	2.74	2.69	2.71	2.82	2.83	2.84	3.01	2.76	2.74	2.44	2.64	2.76	2.73	2.74	2.75	2.70
Standard deviation	.80	.80	.81	.79	.76	.79	.76	.80	.81	.94	.84	.79	.79	.80	.80	.81
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.07	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q30B  
Q30 How would you rate the following aspects of your current role? : Pay  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very good (4.0)	19373 11%	10306 10% d	3003 11% d	5500 14% abd	565 8%	3845 13% g	7041 16% eg	8486 8%	623 11%	1030 12%	1350 10%	56 7%	155 12% km	353 7%	1864 13% p	4358 19% np	4084 6%
Good (3.0)	112130 63%	63741 63% d	18353 65% ad	26202 65% d	3835 52%	20026 69% g	28890 67% g	63214 60%	4048 70% j	5821 69% j	8484 61%	565 71% m	849 64% m	2421 46%	9353 67% p	14974 66%	39413 61%
Bad (2.0)	36147 20%	21492 21% c	5407 19%	7140 18%	2108 29% abc	4494 15%	5989 14%	25664 24% ef	946 16%	1307 15%	3154 23% hi	161 20%	251 19%	1696 32% kl	2371 17% o	2968 13%	16153 25% no
Very bad (1.0)	7416 4%	4805 5% bc	813 3%	990 2%	808 11% abc	430 1%	862 2%	6124 6% ef	66 1%	188 2%	559 4% hi	10 1%	77 6% k	721 14% kl	289 2%	437 2%	4079 6% no
ALL GOOD -----	131502 74%	74047 73% d	21355 76% ad	31701 79% abd	4399 60%	23872 82% g	35931 83% g	71700 68%	4671 81% j	6851 81% j	9834 71%	621 78% m	1004 75% m	2774 53%	11217 80% p	19333 85% np	43497 67%
ALL BAD -----	43563 25%	26297 26% bc	6220 22%	8130 20%	2916 40% abc	4924 17%	6851 16%	31787 30% ef	1012 18%	1495 18%	3713 27% hi	171 21%	328 25%	2417 46% kl	2660 19% o	3405 15%	20232 31% no
Don't Know	1018 1%	510 1%	326 1% acd	160 *% *%	22 *% *%	217 1%	172 *% *%	628 1%	59 1%	111 1%	156 1%	6 1%	0 0%	16 *% *%	97 1% o	0 0% o	413 1% o
Not stated	1085 1%	747 1%	153 1%	166 *% *%	19 *% *%	161 1% f	85 *% *%	840 1% f	12 *% *%	37 *% *%	104 1%	0 0% 0%	3 *% *%	16 *% *%	78 1% 1%	27 *% *%	642 1% o
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p  
Conducted by: Lord Ashcroft

Table Q30B (continuation)  
 Q30 How would you rate the following aspects of your current role? : Pay  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	175065	100343	27575	39831	7316	28796	42782	103487	5683	8345	13547	793	1332	5191	13877	22738	63729
Mean score	2.82	2.79	2.85	2.91	2.57	2.95	2.98	2.72	2.92	2.92	2.78	2.84	2.81	2.46	2.92	3.02	2.68
Standard deviation	.67	.68	.63	.64	.79	.59	.62	.70	.56	.60	.67	.55	.71	.81	.62	.63	.69
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.03	.04	.05	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q30B (continuation)  
 Q30 How would you rate the following aspects of your current role? : Pay  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very good (4.0)	19373 11%	1302 15%	1499 14%	2699 13%	865 10%	5921 8%	2635 17% degh	2447 7%	7471 15% deg	2763 8%	4470 8%	3351 11% ij	2287 12% ij	6439 17% ijkl	3724 10%	4089 11%	10592 12%	933 9%	18 4%
Good (3.0)	112130 63%	6060 71% c	7245 69% c	12896 61%	5197 61%	44248 63%	10092 66% eg	20106 61%	32118 65%	20293 58%	34454 63% i	20472 66% i	12424 66% i	24023 65% i	23056 62%	22866 60%	58511 64% o	6798 69% no	409 94%
Bad (2.0)	36147 20%	1017 12%	1463 14%	4660 22% ab	2310 27% fh	15635 22% fh	2202 14%	7718 24% fh	8182 17%	9426 27% jklm	11805 22% klm	5794 19% m	3451 18% m	5619 15%	8625 23% pq	8571 22% pq	17137 19%	1663 17%	11 2%
Very bad (1.0)	7416 4%	64 1%	161 2%	765 4% ab	209 2%	3799 5% dfh	162 1%	1811 6% dfh	1223 2% f	2170 6% klm	2970 5% klm	1122 4% m	455 2% m	551 1%	1251 3%	1820 5%	3876 4%	432 4%	0 0%
ALL GOOD -----	131502 74%	7362 86% c	8744 84% c	15595 74%	6062 71%	50169 71%	12727 84% degh	22554 69%	39589 80% deg	23055 65%	38924 71% i	23823 77% ij	14711 79% ij	30462 82% ijkl	26780 72%	26955 71%	69103 76% no	7731 78% no	427 98%
ALL BAD -----	43563 25%	1080 13%	1624 16%	5426 26% ab	2519 29% fh	19434 28% fh	2364 16%	9529 29% fh	9405 19% f	11596 33% jklm	14774 27% klm	6916 22% m	3906 21% m	6170 17%	9876 27% pq	10391 27% pq	21014 23%	2095 21%	11 2%
Don't Know	1018 1%	55 1%	61 1%	43 *% e	6 *% e	270 *% e	71 *% e	267 1% e	404 1% e	53 *% il	524 1% il	135 *% il	53 *% il	238 1% il	41 *% np	516 1% np	392 *% np	58 1% np	0 0% np

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q30B (continuation)  
 Q30 How would you rate the following aspects of your current role? : Pay  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	1085 1%	71 1% b	17 *% c	78 *% c	0 0%	401 1%	46 *% efh	470 1%	133 *% deg	496 1% klm	390 1% km	34 *% ij	53 *% ij	112 *% ijkl	300 1%	327 1%	439 *% no	20 *% no	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	175065	8443	10368	21021	8580	69603	15091	32083	48995	34651	53698	30739	18617	36632	36656	37347	90117	9826	437
Mean score	2.82	3.02	2.97	2.83	2.78	2.75	3.01	2.72	2.94	2.68	2.75	2.85	2.89	2.99	2.80	2.78	2.84	2.84	3.02
Standard deviation	.67	.55	.59	.68	.65	.68	.60	.68	.64	.71	.68	.65	.63	.62	.66	.70	.67	.64	.25
Standard error	.01	.02	.02	.02	.04	.01	.01	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.03	.06

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table Q30B (continuation)  
 Q30 How would you rate the following aspects of your current role? : Pay  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very good (4.0)	19373 11%	9330 11% b	2942 8%	3634 12% b	2041 14% ab	508 16% ab	652 18% abc	10599 14% h	8315 9%	544 20% jk	1392 7%	16875 11% j	2803 12%	16523 11%	15378 11%	3995 11%
Good (3.0)	112130 63%	50404 61%	25061 66% ac	18871 62% ac	9847 66% ac	2213 68% ac	2568 69% ac	51262 66% h	57548 61%	1390 51%	13375 67% i	94629 63% i	16503 69% m	95240 62%	88340 62%	23790 67% n
Bad (2.0)	36147 20%	18476 22% cdef	7818 21% def	5515 18% ef	2469 17%	431 13%	475 13%	12966 17%	21943 23% g	588 21%	3793 19%	30505 20%	3708 15%	32182 21% l	29625 21% o	6522 18%
Very bad (1.0)	7416 4%	2925 4% df	1800 5% adf	1876 6% adef	290 2% f	87 3% f	2 *% f	1532 2%	5481 6% g	200 7% k	1447 7% k	5690 4%	933 4%	6483 4%	6309 4% o	1107 3%
ALL GOOD -----	131502 74%	59734 73%	28003 74%	22506 74% abc	11888 80% abc	2721 84% abc	3220 87% abcd	61861 80% h	65863 70%	1934 70%	14768 73%	111504 75%	19306 80% m	111763 73%	103717 73%	27785 78% n
ALL BAD -----	43563 25%	21401 26% def	9618 25% def	7392 24% def	2760 19% f	518 16%	477 13%	14498 19%	27424 29% g	788 29%	5241 26%	36195 24%	4640 19%	38665 25% l	35933 25% o	7629 21%
Don't Know	1018 1%	500 1%	185 *% *	137 *% *	140 1%	12 *% *	0 0%	398 1%	599 1%	26 1%	32 *% *	959 1%	54 *% *	964 1%	849 1%	168 *% *

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q30B (continuation)  
 Q30 How would you rate the following aspects of your current role? : Pay  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	1085	709	45	256	50	0	0	510	522	0	53	807	15	1063	1085	0
	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
		b		b										1	o	
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	175065	81135	37621	29897	14648	3238	3697	76359	93287	2721	20008	147699	23946	150427	139650	35415
Mean score	2.82	2.82	2.77	2.81	2.93	2.97	3.05	2.93	2.74	2.84	2.74	2.83	2.88	2.81	2.81	2.87
		b		abc	abc	abcd		h				j	m		n	
Standard deviation	.67	.67	.65	.72	.62	.63	.55	.62	.70	.83	.69	.67	.64	.68	.68	.64
Standard error	.01	.01	.02	.02	.02	.03	.03	.01	.01	.06	.02	.01	.02	.01	.01	.01

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q30C  
 Q30 How would you rate the following aspects of your current role? : Other benefits of the job  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very good (4.0)	17235 10%	8611 8%	2785 10% d	5290 13% abd	550 7%	2459 8%	5043 12% eg	9733 9%	416 7%	790 9%	1579 11% h	57 7%	149 11% m	344 7%	1219 9%	3002 13% np	4390 7%
Good (3.0)	107286 61%	62669 62% c	17180 61% c	22637 56% abc	4800 65%	17542 60%	25058 58%	64686 62% f	3702 64% i	5032 59%	8446 61%	533 67% l	770 58%	3497 67% l	8334 59%	13495 59%	40840 63%
Bad (2.0)	39704 22%	23107 23%	5844 21%	9169 23%	1583 22%	7060 24% g	9858 23%	22787 22%	1209 21%	1936 23%	2699 20%	163 20%	292 22%	1128 22%	3648 26% o	4873 21%	14586 23%
Very bad (1.0)	7628 4%	4216 4%	1405 5%	1695 4%	312 4%	1207 4%	1802 4%	4619 4%	259 4%	407 5%	739 5%	27 3%	83 6%	202 4%	501 4%	854 4%	2861 4%
ALL GOOD -----	124522 70%	71281 70%	19965 71%	27927 70%	5349 73%	20001 69%	30101 70%	74419 71%	4117 72%	5822 69%	10026 73%	590 74%	918 69%	3841 74%	9553 68%	16497 72% n	45231 70%
ALL BAD -----	47332 27%	27324 27%	7249 26%	10865 27%	1895 26%	8267 28%	11660 27%	27405 26%	1468 26%	2343 28%	3438 25%	190 24%	375 28%	1330 25%	4149 30% o	5728 25%	17447 27%
Don't Know	4341 2%	2437 2% d	668 2%	1137 3% d	99 1%	670 2%	1152 3%	2519 2%	145 3%	301 4% j	223 2%	17 2%	30 2%	52 1%	254 2%	490 2%	1693 3%
Not stated	973 1%	559 1%	172 1%	228 1%	14 *% f	235 1%	126 *%	612 1%	24 *%	28 *%	121 1%	2 *%	12 1%	0 0%	96 1%	50 *%	413 1%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	171854	98604	27214	38792	7244	28268	41761	101825	5586	8165	13464	780	1293	5171	13702	22224	62677

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q30C (continuation)

Q30 How would you rate the following aspects of your current role? : Other benefits of the job

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Mean score	2.78	2.77	2.78	2.81 <sup>a</sup>	2.77	2.75	2.80 <sup>e</sup>	2.78	2.77	2.76	2.81	2.79	2.76	2.77	2.75	2.84 <sup>np</sup>	2.75
Standard deviation	.68	.66	.69	.72	.64	.67	.70	.67	.65	.69	.71	.62	.73	.62	.66	.69	.65
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.04	.04	.04	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q30C (continuation)  
 Q30 How would you rate the following aspects of your current role? : Other benefits of the job  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very good (4.0)	17235 10%	768 9%	1103 11%	3419 16% ab	789 9%	6077 9%	1550 10%	3452 11%	5326 11% e	3715 11% j	4264 8%	2934 9%	2024 11% j	4270 12% jk	4105 11%	3480 9%	8826 10%	818 8%	0 0%
Good (3.0)	107286 61%	4973 58%	5761 55%	11903 56%	6289 73% efgh	42905 61% fh	8729 57%	20129 61%	28959 58%	23394 66% jklm	33028 60% lm	18644 60% m	10657 57%	21062 57%	23679 64% op	22529 59%	53663 59%	6415 65% op	408 93%
Bad (2.0)	39704 22%	2039 24%	2756 26% c	4374 21%	1254 15%	15866 23% d	3639 24% d	7711 23% d	10958 22% d	7273 21%	12672 23% k	6238 20%	4504 24% k	8840 24% k	6499 18%	9004 24% nq	22243 24% nq	1904 19%	23 5%
Very bad (1.0)	7628 4%	420 5%	458 4%	817 4%	197 2%	3225 5% g	718 5% g	887 3%	2514 5% g	629 2%	2706 5% i	1690 5% im	1038 6% im	1551 4% i	1456 4%	1994 5% p	3564 4%	560 6%	0 0%
ALL GOOD -----	124522 70%	5741 67%	6864 66%	15322 72% ab	7078 82% efgh	48982 70%	10279 68%	23581 72% f	34285 69%	27109 77% jklm	37291 68%	21578 70%	12681 68%	25332 68%	27785 75% op	26010 68%	62489 69%	7233 73% op	408 93%
ALL BAD -----	47332 27%	2460 29% c	3215 31% c	5191 25%	1451 17%	19090 27% d	4358 29% d	8597 26% d	13472 27% d	7902 22%	15378 28% i	7927 26%	5542 30% ik	10390 28% i	7955 22%	10998 29% n	25808 28% n	2464 25%	23 5%
Don't Know	4341 2%	255 3%	331 3%	551 3%	56 1%	1629 2%	496 3% d	598 2%	1538 3% d	137 *% i	1478 3% i	1184 4% il	463 2% i	1059 3% i	955 3%	1072 3%	2111 2%	187 2%	7 2%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table Q30C (continuation)  
 Q30 How would you rate the following aspects of your current role? : Other benefits of the job  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi- shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	973 1%	114 1%	36 *%	78 *%	0 0%	572 1%	75 *%	43 *%	236 *%	52 *%	465 1%	219 1%	37 *%	201 1%	302 1%	110 *%	541 1%	21 *%	0 0%
		bc				g					il								
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	171854	8201	10079	20513	8530	68073	14637	32179	47757	35011	52670	29505	18223	35723	35740	37007	88297	9697	430
Mean score	2.78	2.74	2.74	2.87	2.90	2.76	2.76	2.81	2.78	2.86	2.74	2.77	2.75	2.79	2.85	2.74	2.77	2.77	2.95
				ab	efh					ijklm				j	opq				
Standard deviation	.68	.69	.71	.72	.57	.67	.70	.65	.71	.61	.68	.70	.72	.70	.66	.70	.68	.68	.22
Standard error	.01	.02	.02	.02	.04	.01	.02	.02	.01	.02	.02	.02	.02	.01	.02	.02	.01	.03	.06

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q30C (continuation)  
 Q30 How would you rate the following aspects of your current role? : Other benefits of the job  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very good	(4.0) 17235 10%	7731 9%	3669 10%	3089 10%	1323 9%	312 10%	460 12% d	7540 10%	9350 10%	377 14% j	1628 8%	14818 10%	1457 6%	15736 10% l	13690 10%	3545 10%
Good	(3.0) 107286 61%	50139 61% d	23740 63% cde	17972 59%	8495 57%	1828 56%	2278 62%	45479 59%	58602 62% g	1387 50%	11626 58%	91134 61% i	16701 70% m	90073 59%	85424 60%	21862 61%
Bad	(2.0) 39704 22%	18712 23% f	7710 20%	7323 24% bf	3450 23% f	941 29% abdf	643 17%	17172 22%	21167 22%	715 26%	4810 24%	33477 22%	4030 17%	35545 23% l	31473 22%	8232 23%
Very bad	(1.0) 7628 4%	3254 4%	1779 5%	1097 4%	881 6% ace	92 3%	155 4%	3851 5% h	3410 4%	194 7% k	1395 7% k	5832 4%	1318 5%	6303 4%	6295 4%	1333 4%
ALL GOOD -----	124522 70%	57871 70% d	27409 72% de	21061 70% d	9818 66%	2140 66%	2738 74% de	53019 69%	67952 72% g	1764 64%	13254 66%	105952 71% j	18158 76% m	105810 69%	99115 70%	25407 71%
ALL BAD -----	47332 27%	21966 27% f	9488 25%	8419 28% f	4331 29% bf	1032 32% abf	798 22%	21024 27%	24577 26%	908 33% k	6205 31% k	39309 26%	5348 22%	41849 27% l	37768 27%	9564 27%
Don't Know	4341 2%	2259 3% bc	676 2%	497 2%	646 4% abc	78 2%	124 3% c	2663 3% h	1547 2%	75 3%	458 2%	3639 2%	461 2%	3871 3%	3729 3% o	612 2%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q30C (continuation)  
 Q30 How would you rate the following aspects of your current role? : Other benefits of the job  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	973 1%	248 *% a	278 1% ad	313 1% ad	42 *% ad	0 0% ad	38 1% ad	562 1% h	332 *% h	0 0% h	177 1% k	567 *% k	49 *% l	925 1% m	973 1% n	0 0% o
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	171854	79837	36897	29480	14149	3172	3535	74043	92529	2672	19459	145260	23506	147659	136882	34971
Mean score	2.78	2.78	2.79	2.78	2.73	2.74	2.86	2.77	2.80	2.73	2.69	2.79	2.78	2.78	2.78	2.79
Standard deviation	.68	.67	.68	.67	.71	.67	.68	.70	.66	.79	.72	.67	.64	.69	.68	.67
Standard error	.01	.01	.02	.02	.02	.04	.04	.01	.01	.06	.02	.01	.02	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o



Table Q30D  
Q30 How would you rate the following aspects of your current role? : Job security  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very good (4.0)	30921 17%	20181 20% bc	3275 12%	5734 14% b	1731 24% abc	2865 10%	6877 16% e	21179 20% ef	540 9%	1016 12%	1719 12%	128 16%	269 20% k	1334 26%	1477 11%	4425 19% n	14279 22% n
Good (3.0)	90457 51%	52180 51% c	14164 50%	19422 48%	4692 64% abc	14230 49%	21454 50%	54773 52% e	3088 54%	4315 51%	6760 49%	521 65%	802 60% m	3369 64%	6357 45%	11495 50% n	34328 53% n
Bad (2.0)	33767 19%	17309 17% d	6613 24% ad	9248 23% ad	597 8%	7671 26% fg	9281 22% g	16814 16%	1472 26%	1954 23%	3187 23%	105 13% m	158 12% m	334 6%	3882 28% op	4233 19% p	9194 14%
Very bad (1.0)	12357 7%	7062 7% d	2040 7% d	3124 8% d	131 2%	2438 8% g	3269 8%	6651 6%	302 5%	667 8% h	1070 8%	15 2%	48 4% l	68 1%	1450 10% op	1714 8%	3898 6%
ALL GOOD -----	121378 69%	72361 71% bc	17439 62%	25155 63%	6422 87% abc	17095 59%	28331 66% e	75951 72% ef	3629 63%	5331 63%	8479 61%	648 81%	1071 80% k	4703 90% kl	7834 56%	15920 70% n	48607 75% no
ALL BAD -----	46124 26%	24371 24% d	8653 31% ad	12372 31% ad	728 10%	10109 35% fg	12550 29% g	23465 22%	1774 31%	2621 31%	4257 31%	119 15% m	207 15% m	402 8%	5332 38% op	5947 26% p	13092 20%
Don't Know	8694 5%	4289 4% d	1848 7% ad	2383 6% ad	175 2%	1751 6% fg	2059 5%	4885 5%	341 6%	522 6%	985 7%	25 3%	52 4% l	97 2%	778 6%	854 4% m	2656 4%
Not stated	972 1%	580 1%	115 *% n	246 1%	31 *% o	219 1% f	99 *% g	655 1% h	11 *% i	18 *% j	85 1%	6 1% k	5 *% l	20 *% m	107 1% n	44 *% o	428 1% p
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q30D (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job security  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
.		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	167502	96732	26092	37527	7151	27204	40882	99416	5402	7953	12737	768	1278	5105	13166	21866	61699
Mean score	2.84	2.88	2.72	2.74	3.12	2.64	2.78	2.91	2.72	2.71	2.72	2.99	3.01	3.17	2.60	2.85	2.96
Standard deviation	.81	.82	.78	.82	.62	.79	.82	.80	.72	.79	.80	.62	.70	.59	.83	.83	.79
Standard error	.01	.02	.02	.02	.02	.01	.01	.02	.02	.03	.04	.04	.04	.04	.03	.03	.04

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q30D (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job security  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very good (4.0)	30921 17%	720 8%	1167 11% a	3846 18% ab	2531 29% efgh	12195 17% fh	1718 11%	7486 23% efh	6979 14% f	9386 27% jklm	9525 17% klm	4180 14%	2670 14%	5160 14%	8334 23% opq	7087 19% p	13414 15%	1762 18%	290 66%
Good (3.0)	90457 51%	4264 50%	4842 46%	10316 49%	4812 56% fh	36593 52% fh	7318 48%	17688 54% fh	23644 48%	19925 57% klm	29006 53% klm	14631 47%	8754 47%	17637 48%	20229 55% pq	20048 52% p	45002 49%	4712 48%	113 26%
Bad (2.0)	33767 19%	2213 26% c	2937 28% c	4099 19%	626 7%	12942 18% dg	3934 26% deg	4222 13% d	11925 24% deg	3490 10%	9474 17% i	6819 22% ij	4575 24% ij	9265 25% ijk	4526 12%	7002 18% n	20026 22% no	2150 22% n	34 8%
Very bad (1.0)	12357 7%	671 8%	839 8%	1614 8%	364 4%	4572 7% g	1476 10% deg	1400 4%	4368 9% deg	1052 3%	3128 6% i	3316 11% ijm	1662 9% ij	3179 9% ij	2192 6%	2025 5% no	7149 8% no	884 9% no	0 0%
ALL GOOD -----	121378 69%	4984 58%	6009 58%	14162 67% ab	7343 86% efgh	48788 69% fh	9035 59%	25174 77% efh	30623 62%	29311 83% jklm	38530 71% klm	18811 61%	11424 61%	22797 62%	28563 77% opq	27135 71% pq	58416 64%	6474 65%	403 92%
ALL BAD -----	46124 26%	2884 34% c	3776 36% c	5713 27%	989 12%	17513 25% dg	5410 36% deg	5622 17% d	16293 33% deg	4542 13%	12602 23% i	10135 33% ij	6237 33% ij	12444 34% ij	6718 18%	9027 24% n	27175 30% no	3034 31% no	34 8%
Don't Know	8694 5%	607 7%	630 6%	1146 5%	254 3%	3533 5%	703 5%	1726 5%	2448 5%	1109 3%	3091 6% im	1807 6% im	1025 5% i	1590 4%	1374 4%	1867 5%	4887 5% n	396 4%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q30D (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job security  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	972 1%	94 1%	31 *%	121 1%	0 0%	440 1%	60 *%	297 1%	167 *%	238 1%	388 1%	156 1%	37 *%	152 *%	342 1%	160 *%	470 1%	0 0%	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
Base for stats	167502	7868	9785	19875	8332	66302	14445	30796	46916	33852	51133	28945	17661	35242	35280	36162	85591	9509	437
Mean score	2.84	2.64	2.65	2.82	3.14	2.85	2.64	3.02	2.71	3.11	2.88	2.68	2.70	2.70	2.98	2.89	2.76	2.77	3.58
Standard deviation	.81	.76	.80	.83	.73	.80	.82	.75	.83	.70	.78	.86	.84	.83	.78	.78	.82	.86	.63
Standard error	.01	.03	.03	.03	.05	.02	.02	.03	.01	.03	.02	.02	.02	.01	.02	.02	.01	.04	.15

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q30D (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job security  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very good (4.0)	30921 17%	15777 19% cdef	6454 17% df	4879 16% d	1767 12%	464 14%	458 12%	11737 15%	18269 19% g	295 11% j	953 5%	28410 19% ij	5393 22% m	25253 17%	25379 18% o	5542 16%
Good (3.0)	90457 51% bcde	44508 54% bcde	19178 51% ce	13964 46% ce	7107 48%	1379 42%	1984 54% ce	38331 50%	49854 53% g	662 24%	6064 30%	81437 54% ij	11859 49%	78402 51%	72350 51%	18107 51%
Bad (2.0)	33767 19%	13631 17%	7003 19%	6813 22% ab	4023 27% abcf	849 26% ab	813 22% a	16657 22% h	15833 17%	759 28% k	6603 33% k	25738 17%	4035 17%	29656 19%	26108 18%	7659 22% n
Very bad (1.0)	12357 7%	4572 6% a	2696 7% a	3010 10% abf	1175 8% a	333 10% abf	226 6%	5610 7%	6244 7%	983 36% jk	4615 23% k	6539 4%	1748 7%	10598 7%	9553 7%	2804 8%
ALL GOOD -----	121378 69%	60285 73% bcdef	25632 68% cde	18843 62%	8874 60%	1843 57%	2442 66% de	50068 65%	68123 72% g	957 35%	7017 35%	109847 73% ij	17253 72% m	103655 68%	97728 69% o	23649 66%
ALL BAD -----	46124 26%	18203 22% a	9699 26% a	9824 32% ab	5198 35% abf	1182 36% abf	1039 28% a	22267 29% h	22077 23%	1742 63% k	11218 56% k	32277 22%	5783 24%	40254 26%	35661 25%	10463 29% n
Don't Know	8694 5%	3405 4% ac	2339 6% ac	1309 4%	758 5%	225 7% ac	208 6%	4393 6% h	3801 4%	23 1%	1774 9% ik	6693 4% i	902 4%	7652 5%	7224 5%	1470 4%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q30D (continuation)  
 Q30 How would you rate the following aspects of your current role? : Job security  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	972 1%	450 1%	181 *% d	315 1% ad	8 *% d	0 0% d	8 *% d	539 1% d	408 *% g	25 1% d	84 *% g	648 *% ij	78 *% m	894 1% m	972 1% o	0 0% o
Median	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3
Base for stats	167502	78489	35331	28667	14071	3025	3481	72335	90200	2699	18235	142124	23035	143909	133389	34113
Mean score	2.84	2.91	2.83	2.72	2.67	2.65	2.77	2.78	2.89	2.10	2.18	2.93	2.91	2.82	2.85	2.77
Standard deviation	.81	.77	.81	.87	.80	.87	.76	.81	.80	1.02	.87	.75	.84	.80	.81	.82
Standard error	.01	.01	.02	.02	.02	.05	.04	.01	.01	.08	.03	.01	.03	.01	.01	.02

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q30E  
 Q30 How would you rate the following aspects of your current role? : The overall package  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very good (4.0)	14264 8%	8247 8%	2031 7%	3415 9%	571 8%	1763 6%	4533 11% eg	7969 8% e	302 5%	591 7%	1139 8% h	58 7%	127 10%	385 7%	888 6%	2970 13% np	4388 7%
Good (3.0)	118681 67%	68757 68% b	18074 64%	26895 67% b	4954 67%	20228 69% g	29076 68%	69376 66%	4101 71% ij	5576 66%	8396 61%	582 73%	922 69%	3450 66%	9544 68%	15510 68%	43704 67%
Bad (2.0)	33398 19%	18423 18%	6028 21% ac	7488 19%	1459 20%	5424 19% f	7203 17%	20771 20% f	1004 17%	1702 20%	3322 24% h	125 16%	197 15%	1136 22% l	2776 20% o	3399 15%	12248 19% o
Very bad (1.0)	3928 2%	2464 2% c	719 3% cd	640 2%	105 1%	394 1%	857 2% e	2677 3% e	81 1%	205 2%	433 3% h	4 1%	28 2%	73 1%	239 2%	419 2%	1807 3%
ALL GOOD -----	132945 75%	77004 76% b	20105 72%	30310 75% b	5525 75% b	21991 75%	33609 78% eg	77345 74%	4403 77% j	6167 73%	9535 69%	640 80%	1050 79%	3835 73%	10432 74%	18480 81% np	48092 74%
ALL BAD -----	37327 21%	20888 21%	6747 24% ac	8128 20%	1564 21%	5818 20%	8060 19%	23448 22% ef	1084 19%	1907 22%	3755 27% hi	130 16%	225 17%	1209 23% kl	3015 21% o	3818 17%	14055 22% o
Don't Know	5476 3%	3112 3%	905 3%	1290 3%	168 2%	784 3%	1127 3%	3565 3%	165 3%	361 4%	379 3%	25 3%	46 3%	97 2%	322 2%	368 2%	2422 4% o
Not stated	1421 1%	597 1%	297 1%	428 1%	100 1% a	581 2% fg	243 1%	597 1%	101 2% i	58 1%	137 1%	4 1%	14 1%	81 2%	284 2% op	99 *% op	214 *% op
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table Q30E (continuation)  
 Q30 How would you rate the following aspects of your current role? : The overall package  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Base for stats	170271	97892	26852	38439	7089	27809	41669	100793	5487	8074	13291	770	1275	5044	13447	22297	62147
Mean score	2.84	2.85	2.80	2.86	2.85	2.84	2.89	2.82	2.84	2.81	2.77	2.90	2.90	2.82	2.82	2.94	2.82
Standard deviation	.59	.59	.61	.58	.57	.54	.59	.60	.52	.59	.64	.50	.58	.57	.56	.60	.59
Standard error	.01	.01	.01	.01	.02	.01	.01	.01	.02	.02	.03	.03	.03	.03	.02	.02	.03

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table Q30E (continuation)  
 Q30 How would you rate the following aspects of your current role? : The overall package  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed / relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very good (4.0)	14264 8%	514 6%	845 8%	2056 10% a	1042 12% efgh	5304 8%	1398 9% e	2493 8%	4000 8%	3809 11% jk	3451 6%	1908 6%	1664 9% jk	3414 9% jk	3751 10% op	2525 7%	6780 7%	1208 12% op	0 0%
Good (3.0)	118681 67%	6001 70% c	7068 68%	13826 65%	6298 73% eh	46597 66%	10225 67%	22474 68%	32723 66%	24500 70% l	36405 67%	20527 66%	12074 64%	24677 67%	24737 67%	25742 67%	60855 67%	6293 64%	437 100%
Bad (2.0)	33398 19%	1519 18%	1905 18%	4065 19%	1023 12%	13448 19% d	2847 19% d	6120 19% d	9689 20% d	4904 14%	10781 20% i	6707 22% im	3923 21% i	6936 19% i	6443 17%	7415 19%	17864 20%	1658 17%	0 0%
Very bad (1.0)	3928 2%	71 1%	206 2% a	364 2%	112 1%	1746 2% f	177 1%	437 1%	1398 3% fg	466 1%	1597 3% im	609 2%	641 3% ikm	594 2%	514 1%	945 2% n	1933 2%	500 5% nop	0 0%
ALL GOOD -----	132945 75%	6516 76%	7913 76%	15882 75%	7340 85% efgh	51901 74%	11623 76%	24967 76%	36723 74%	28310 80% jklm	39856 73%	22435 73%	13737 73%	28091 76% jk	28487 77%	28267 74%	67636 74%	7501 76%	437 100%
ALL BAD -----	37327 21%	1589 19%	2110 20%	4429 21%	1134 13%	15194 22% d	3024 20% d	6556 20% d	11087 22% df	5370 15%	12377 23% i	7316 24% im	4564 24% im	7529 20% i	6957 19%	8360 22% n	19798 22% n	2158 22%	0 0%
Don't Know	5476 3%	272 3%	351 3%	667 3%	84 1%	2477 4% df	338 2%	1200 4% df	1359 3%	1380 4% lm	1895 3% l	891 3% l	310 2%	945 3%	1184 3%	1216 3%	2844 3%	223 2%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q30E (continuation)  
 Q30 How would you rate the following aspects of your current role? : The overall package  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establihed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Not stated	1421 1%	192 2%	72 1%	165 1%	28 *	703 1%	223 1%	96 *	362 1%	140 *	484 1%	265 1%	112 1%	417 1%	369 1%	347 1%	670 1%	23 *	0 0%
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	170271	8105	10023	20311	8474	67095	14647	31524	47810	33680	52233	29751	18301	35621	35444	36627	87434	9659	437
Mean score	2.84	2.86	2.85	2.87	2.98	2.83	2.88	2.86	2.82	2.94	2.80	2.80	2.81	2.87	2.90	2.81	2.83	2.85	3.00
Standard deviation	.59	.52	.58	.60	.54	.59	.57	.56	.61	.56	.60	.57	.64	.58	.58	.58	.58	.69	.00
Standard error	.01	.02	.02	.02	.04	.01	.01	.02	.01	.02	.01	.01	.02	.01	.02	.02	.01	.03	.00

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q30E (continuation)  
 Q30 How would you rate the following aspects of your current role? : The overall package  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very good (4.0)	14264 8%	6775 8% b	2322 6% b	2689 9% b	1136 8%	243 7%	424 11% abd	5859 8%	8054 9%	135 5%	1333 7%	12556 8%	2161 9%	12078 8%	11442 8%	2822 8%
Good (3.0)	118681 67%	55689 68% c	26439 70% cd	18823 62% c	9781 66% c	2294 71% c	2569 69% c	51955 67%	63133 67%	1286 47%	11251 56% i	102627 69% ij	16705 70%	101346 66%	94768 67%	23912 67%
Bad (2.0)	33398 19%	15425 19%	6520 17% abdf	6656 22% abdf	2813 19%	579 18%	559 15%	14550 19%	17675 19%	1007 37% jk	5396 27% k	26252 18%	3869 16%	29502 19% l	25863 18%	7535 21% n
Very bad (1.0)	3928 2%	1259 2% a	1090 3% a	916 3% a	372 3% a	50 2%	75 2%	1672 2%	2112 2%	222 8% k	947 5% k	2683 2%	484 2%	3444 2%	3411 2% o	517 1%
ALL GOOD -----	132945 75%	62464 76% c	28761 76% c	21512 71%	10917 74%	2537 78% c	2993 81% abcd	57815 75%	71187 75%	1420 52%	12583 63% i	115183 77% ij	18866 79% m	113424 74%	106210 75%	26734 75%
ALL BAD -----	37327 21%	16683 20%	7609 20% abdef	7571 25% abdef	3186 21%	628 19%	634 17%	16222 21%	19787 21%	1229 45% jk	6343 32% k	28935 19%	4353 18%	32946 22% l	29274 21%	8053 23%
Don't Know	5476 3%	2674 3%	1278 3% f	803 3%	495 3%	50 2%	53 1%	2288 3%	2982 3%	81 3%	1015 5% k	4358 3%	684 3%	4783 3%	4680 3% o	796 2%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table Q30E (continuation)  
 Q30 How would you rate the following aspects of your current role? : The overall package  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	1421	522	203	403	240	36	17	943	451	17	152	990	113	1302	1421	0
	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%
				ab	ab			h							o	
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Base for stats	170271	79148	36370	29084	14103	3165	3627	74037	90975	2649	18926	144117	23219	146370	135484	34787
Mean score	2.84	2.86	2.82	2.80	2.83	2.86	2.92	2.84	2.85	2.50	2.69	2.87	2.88	2.83	2.84	2.83
		bc					abcd				i	ij	m			
Standard deviation	.59	.57	.58	.64	.60	.55	.59	.58	.59	.72	.68	.57	.57	.59	.59	.57
Standard error	.01	.01	.01	.02	.02	.03	.03	.01	.01	.06	.02	.01	.02	.01	.01	.01

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q30SUM  
 Q30 How would you rate the following aspects of your current role? SUMMARY  
 Base: All respondents

	Q30 Statements				
	Job satisf action	Pay	Other benefits of the job	Job se curity	The overall package
	a	b	c	d	e
Unweighted Base	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168
Very good	23224 13% bce	19373 11% ce	17235 10% e	30921 17% abce	14264 8%
Good	99288 56% d	112130 63% acd	107286 61% ad	90457 51%	118681 67% abcd
Bad	36124 20% de	36147 20% de	39704 22% abde	33767 19%	33398 19%
Very bad	16179 9% bcde	7416 4% e	7628 4% e	12357 7% bce	3928 2%
ALL GOOD -----	122512 69%	131502 74% acd	124522 70% d	121378 69%	132945 75% acd
ALL BAD -----	52303 30% bcde	43563 25% e	47332 27% be	46124 26% be	37327 21%
Don't Know	1465 1% b	1018 1%	4341 2% ab	8694 5% abce	5476 3% abc

Columns Tested: a,b,c,d,e

Conducted by: Lord Ashcroft

Table Q30SUM (continuation)  
 Q30 How would you rate the following aspects of your current role? SUMMARY  
 Base: All respondents

	Q30 Statements				
	Job satisf action	Pay	Other be nefits of the job	Job se curity	The overall package
	a	b	c	d	e
Unweighted Base	9106	9106	9106	9106	9106
Base	177168	177168	177168	177168	177168
Not stated	888 1%	1085 1%	973 1%	972 1%	1421 1%
Mean score	acd				
Columns Tested: a,b,c,d,e	***	***	***	***	***

Table Q31

Q31 How would you rate the balance between the sacrifices you make (e.g. personal risk, time away from family) and what you get in return (pay, time off, sports and AT opportunities)?

Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Very good	7957 4%	4002 4%	1251 4%	2401 6% abd	303 4%	1127 4%	2012 5%	4819 5%	170 3%	365 4%	715 5% h	17 2%	51 4%	235 5%	568 4%	1117 5%	2317 4%
An even balance	73470 41%	39927 39%	11247 40%	19416 48% abd	2880 39%	13319 46% g	19636 46% g	40514 39%	2688 47% j	3664 43% j	4894 35%	366 46%	538 40%	1975 38%	6047 43% p	10139 45% p	23742 37%
Not very good	94427 53%	56573 56% c	15442 55% c	18266 45%	4145 56% c	14644 50%	21260 49%	58523 56% ef	2880 50%	4433 52%	8129 59% hi	412 52%	741 56%	2992 57%	7392 53%	11442 50%	37739 58% no
Not stated	1314 1%	1097 1% bc	115 *% c	74 *% c	29 *% c	84 *% c	131 *% c	1099 1% ef	16 *% c	30 *% c	69 *% c	4 1% c	5 *% c	20 *% c	45 *% c	67 *% c	984 2% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q31 (continuation)

Q31 How would you rate the balance between the sacrifices you make (e.g. personal risk, time away from family) and what you get in return (pay, time off, sports and AT opportunities)?

Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Very good	7957 4%	372 4%	479 5%	1551 7% ab	555 6%	3098 4%	850 6% h	1308 4%	2146 4%	2173 6% jk	2233 4%	963 3%	808 4%	1774 5% k	3020 8% op	1293 3%	2999 3%	576 6% op	8 2%
An even balance	73470 41%	4218 49%	5295 51%	9903 47%	3917 46% e	26202 37%	8054 53% degh	13598 41% e	21451 43% e	16128 46% jkl	19451 36%	12032 39% j	7351 39% j	18050 49% jkl	15786 43% q	15332 40% q	38009 42% q	3662 37%	171 39%
Not very good	94427 53%	3960 46%	4643 44%	9663 46%	4114 48% f	40111 57% dfh	6242 41% f	17663 54% f	25798 52% f	16623 47% im	32088 59% im	17859 58% im	10559 56% im	17026 46%	17656 48%	21293 56% n	49658 55% n	5442 55% n	258 59%
Not stated	1314 1%	19 *%	29 *%	26 *%	0 0%	863 1% fh	63 *%	251 1% h	137 *%	275 1% kl	841 2% klm	54 *%	5 *%	133 *%	535 1% p	272 1% p	282 *%	225 2% op	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table Q31 (continuation)

Q31 How would you rate the balance between the sacrifices you make (e.g. personal risk, time away from family) and what you get in return (pay, time off, sports and AT opportunities)?

Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Very good	7957 4%	4394 5% bd	1254 3%	1284 4%	496 3%	164 5%	164 4%	2916 4%	4458 5% g	142 5%	940 5%	6754 5%	1235 5%	6682 4%	6286 4%	1671 5%
An even balance	73470 41%	35163 43% bc	14066 37%	11851 39%	6928 47% abc	1839 57% abcd	2059 56% abcd	33229 43% h	38013 40%	926 34%	7386 37%	62949 42% ij	11105 46% m	62166 41%	59002 42%	14468 41%
Not very good	94427 53%	42413 52% ef	21933 58% adef	16885 56% adef	7360 50% ef	1248 38%	1460 39%	40510 52%	51254 54%	1662 61% k	11604 58% k	78843 53%	11663 49%	82304 54% l	74983 53%	19444 55%
Not stated	1314 1%	373 *% ade	599 2%	270 1%	53 *% ade	0 0%	14 *% ade	613 1%	684 1%	17 1%	163 1%	919 1%	12 *% l	1302 1% l	1314 1% o	0 0% o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q32  
Q32 And in recent years, has that balance...  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Improved	14052 8%	8886 9%	2091 7%	2436 6%	639 9%	1528 5%	4841 11%	7684 7%	327 6%	777 9%	987 7%	46 6%	139 10%	453 9%	754 5%	3079 14%	5053 8%
		c	c		c		eg	e		h			k			np	
Stayed the same	72727 41%	44873 44%	10564 38%	13986 35%	3303 45%	7622 26%	12553 29%	52551 50%	1606 28%	2671 31%	6287 46%	266 33%	423 32%	2615 50%	3625 26%	6622 29%	34626 53%
		bc	c		bc		e	ef			hi			k1			no
Got worse	88840 50%	46693 46%	15223 54%	23554 59%	3370 46%	19896 68%	25437 59%	43508 41%	3801 66%	4994 59%	6429 47%	481 60%	766 57%	2123 41%	9617 68%	12956 57%	24120 37%
			ad	abd		fg	g		ij	j		m	m		op	p	
Not stated	1549 1%	1147 1%	176 1%	180 *%	45 1%	128 *%	208 *%	1213 1%	21 *%	51 1%	104 1%	6 1%	7 1%	32 1%	56 *%	107 *%	984 2%
		c						ef									no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q32 (continuation)  
Q32 And in recent years, has that balance...  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Improved	14052 8%	402 5%	845 8%	1189 6%	276 3%	5188 7%	1429 9%	2066 6%	5072 10%	2064 6%	3870 7%	2462 8%	1909 10%	3710 10%	2908 8%	2374 6%	7953 9%	697 7%	84 19%
			ac			d	deg		deg				ijk	ijk			o		
Stayed the same	72727 41%	2126 25%	2837 27%	9024 43%	5209 61%	29457 42%	4462 29%	18743 57%	14707 30%	22396 64%	24266 44%	10268 33%	5018 27%	10664 29%	19004 51%	17432 46%	31460 35%	4093 41%	315 72%
			ab	efh	fh		efh			jklm	klm	lm			opq	p		p	
Got worse	88840 50%	5997 70%	6721 64%	10836 51%	3101 36%	34700 49%	9219 61%	11719 36%	29524 60%	10385 30%	25608 47%	18151 59%	11737 63%	22373 60%	14543 39%	18018 47%	51111 56%	4896 49%	39 9%
			bc	c		dg	deg	deg			i	ij	ijk	ij		n	noq	n	
Not stated	1549 1%	45 1%	43 *%	92 *%	0 0%	930 1%	98 1%	293 1%	228 *%	354 1%	869 2%	27 *%	59 *%	236 1%	541 1%	365 1%	424 *%	219 2%	0 0%
						fh				kl	klm			k	p	p		op	

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q32 (continuation)  
 Q32 And in recent years, has that balance...  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Improved	14052 8%	6486 8%	3092 8%	2181 7%	1262 9%	332 10%	473 13%	6188 8%	7299 8%	133 5%	1750 9%	11818 8%	3210 13%	10697 7%	11204 8%	2848 8%
Stayed the same	72727 41%	39092 47%	14928 39%	9798 32%	4364 29%	917 28%	1274 34%	25248 33%	45613 48%	830 30%	6741 34%	62731 42%	9857 41%	62715 41%	59308 42%	13419 38%
Got worse	88840 50%	36336 44%	19223 51%	17976 59%	9118 61%	1947 60%	1946 53%	45150 58%	40645 43%	1785 65%	11409 57%	73775 49%	10936 46%	77505 51%	69524 49%	19316 54%
Not stated	1549 1%	430 1%	609 2%	335 1%	94 1%	55 2%	4 *	681 1%	851 1%	0 0%	193 1%	1142 1%	12 *	1537 1%	1549 1%	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table Q33  
 Q33 Which Service are you a member of?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Army	101600 57%	101600 100% bcd	0 0%	0 0%	0 0%	14052 48%	22765 53% e	64783 62% ef	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	14052 100%	22765 100%	64783 100%
Royal Navy	28054 16%	0 0%	28054 100% acd	0 0%	0 0%	5754 20% g	8493 20% g	13807 13%	5754 100%	8493 100%	13807 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
RAF	40157 23%	0 0%	0 0%	40157 100% abd	0 0%	8569 29% fg	10446 24% g	21142 20%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Royal Marines	7357 4%	0 0%	0 0%	0 0%	7357 100% abc	799 3%	1335 3%	5223 5% ef	0 0%	0 0%	0 0%	799 100%	1335 100%	5223 100%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table Q33 (continuation)  
 Q33 Which Service are you a member of?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Army	101600 57%	0 0%	0 0%	0 0%	5574 65% fh	42575 61% fh	5323 35%	20306 62% fh	27615 56% f	21324 61% km	34175 63% km	16867 55% m	12107 65% km	16628 45%	21906 59% o	20648 54%	51853 57% o	6400 65% nop	335 77%
Royal Navy	28054 16%	0 0%	0 0%	0 0%	1064 12%	9530 14%	3528 23% degh	5014 15%	8679 18% de	4998 14%	8032 15%	4874 16% l	2451 13%	7588 21% ijkl	5953 16%	7054 18% pq	13550 15%	1302 13%	58 13%
RAF	40157 23%	8569 100%	10446 100%	21142 100%	1494 17%	15123 22% g	5787 38% degh	5801 18%	11657 24% dg	6998 20%	9942 18%	8115 26% ijl	3620 19%	11379 31% ijkl	7674 21%	7977 21%	22474 25% noq	1897 19%	42 10%
Royal Marines	7357 4%	0 0%	0 0%	0 0%	453 5%	3047 4% h	570 4%	1699 5% h	1581 3% h	1880 5% klm	2462 5% l	1051 3%	545 3%	1389 4%	1464 4%	2511 7% npq	3071 3%	305 3%	2 *%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table Q33 (continuation)  
 Q33 Which Service are you a member of?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Army	101600 57%	46518 56% def	23342 62% adef	18347 61% adef	7574 51% ef	1272 39%	1516 41%	36914 48%	61412 65% g	1012 37%	14196 71% ik	83266 56% i	19723 82% m	81413 53%	81298 57%	20302 57%
Royal Navy	28054 16%	13441 16% b	5186 14%	4452 15% abc	3014 20% abc	598 18% b	719 19% bc	16109 21% h	10829 11%	1022 37% jk	2376 12%	24106 16% j	1531 6% l	26355 17% l	20839 15%	7215 20% n
RAF	40157 23%	18341 22%	8049 21%	6459 21% abc	3769 25% abc	1243 38% abcd	1323 36% abcd	20479 27% h	18701 20%	706 26% j	3358 17%	35191 24% j	2614 11%	37476 25% l	33467 24% o	6690 19%
Royal Marines	7357 4%	4043 5% bcd	1275 3%	1033 3%	481 3%	138 4%	139 4%	3766 5% h	3467 4%	7 *% h	163 1%	6902 5% ij	147 1%	7210 5% l	5982 4%	1375 4%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 1  
Q34 Overall rank  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9068	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
R/Adm / Maj Gen / AVM or above	137 *%	57 *%	35 *%	38 *%	7 *%	137 *% fg	0 0%	0 0%	35 1% i	0 0%	0 0%	7 1%	0 0%	0 0%	57 *% o	0 0%	0 0%
Cdr to Cdre / Lt Col to Brig / Lt Col to Brig / Wg Cdr to Air Cdre	5648 3%	2537 2%	1339 5% ad	1604 4% ad	168 2%	5648 19% fg	0 0%	0 0%	1339 23% ij	0 0%	0 0%	168 21% lm	0 0%	0 0%	2537 18% op	0 0%	0 0%
Lt Cdr / Maj / Sqn Ldr	9493 5%	4747 5%	1975 7% ad	2519 6% ad	252 3%	9493 33% fg	0 0%	0 0%	1975 34% ij	0 0%	0 0%	252 32% lm	0 0%	0 0%	4747 34% op	0 0%	0 0%
Lt or below / Capt or below / Flt Lt or below	13896 8%	6711 7%	2405 9% ad	4408 11% abd	372 5%	13896 48% fg	0 0%	0 0%	2405 42% ij	0 0%	0 0%	372 47% lm	0 0%	0 0%	6711 48% op	0 0%	0 0%
Warrant Officer	8929 5%	6266 6% bcd	1208 4% c	1131 3%	324 4% c	0 0%	8929 21% eg	0 0%	0 0%	1208 14% hj	0 0%	0 0%	324 24% km	0 0%	0 0%	6266 28% np	0 0%
CPO / Colour Sgt / Staff Sgt / FS / Chf Tech	13031 7%	6097 6%	3373 12% acd	3142 8% ad	419 6%	0 0%	13031 30% eg	0 0%	0 0%	3373 40% hj	0 0%	0 0%	419 31% km	0 0%	0 0%	6097 27% np	0 0%
PO / Sgt	21079 12%	10402 10% d	3912 14% ad	6173 15% ad	592 8%	0 0%	21079 49% eg	0 0%	0 0%	3912 46% hj	0 0%	0 0%	592 44% km	0 0%	0 0%	10402 46% np	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table 1 (continuation)  
Q34 Overall rank  
Base: All respondents

	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank			
	Total	Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9068	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Leading Rate / Cpl	31059 18%	15971 16%	4856 17%	8347 21% ab	1885 26% abc	0 0%	0 0%	31059 30% ef	0 0%	0 0%	4856 35% hi	0 0%	0 0%	1885 36% kl	0 0%	0 0%	15971 25% no
L Cpl	16735 9%	16735 16% bcd	0 0%	0 0%	0 0%	0 0%	0 0%	16735 16% ef	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	16735 26% no
Able Rating / Marine / Private / SAC/LAC/AC	57161 32%	32077 32%	8951 32%	12795 32%	3338 45% abc	0 0%	0 0%	57161 54% ef	0 0%	0 0%	8951 65% hi	0 0%	0 0%	3338 64% kl	0 0%	0 0%	32077 50% no
Higher	29174 16%	14052 14% d	5754 21% ad	8569 21% ad	799 11%	29174 100% fg	0 0%	0 0%	5754 100% ij	0 0%	0 0%	799 100% lm	0 0%	0 0%	14052 100% op	0 0%	0 0%
Middle	43039 24%	22765 22% d	8493 30% acd	10446 26% ad	1335 18%	0 0%	43039 100% eg	0 0%	0 0%	8493 100% hj	0 0%	0 0%	1335 100% km	0 0%	0 0%	22765 100% np	0 0%
Lower	104955 59%	64783 64% bc	13807 49% bc	21142 53% b	5223 71% abc	0 0%	0 0%	104955 100% ef	0 0%	0 0%	13807 100% hi	0 0%	0 0%	5223 100% kl	0 0%	0 0%	64783 100% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 1 (continuation)  
Q34 Overall rank  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi- shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9068	942	995	1071	246	2718	1771	709	3572	761	1797	1666	1244	3568	1184	1538	5799	506	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
R/Adm / Maj Gen / AVM or above	137 *%	38 *% bc	0 0%	0 0%	0 0%	0 0%	137 1% egh	0 0%	0 0%	0 0%	0 0%	0 0%	6 *% jk	131 *%	19 *%	0 0%	112 *%	6 *%	0 0%
Cdr to Cdre / Lt Col to Brig / Lt Col to Brig / Wg Cdr to Air Cdre	5648 3%	1604 19% bc	0 0%	0 0%	77 1% eg	15 *% degh	3455 23% degh	11 *% deg	2047 4%	28 *% deg	32 *% deg	203 1% j	903 5% ijk	4470 12% ijkl	163 *% noq	231 1% noq	4945 5% noq	280 3% no	16 4%
Lt Cdr / Maj / Sqn Ldr	9493 5%	2519 29% bc	0 0%	0 0%	185 2% g	1742 2% g	3022 20% degh	50 *% deg	4432 9%	50 *% deg	1029 2% i	2577 8% ij	1755 9% ij	4037 11% ijk	630 2% noq	789 2% noq	7673 8% noq	338 3% n	35 8%
Lt or below / Capt or below / Flt Lt or below	13896 8%	4408 51% bc	0 0%	0 0%	265 3% g	7078 10% dfg	1235 8% dg	730 2% dg	4545 9% dg	1637 5% ikl	5869 11% ikl	1683 5% l	645 3% ikl	4040 11% ikl	2390 6% nq	2946 8% nq	7989 9% nq	533 5% no	0 0%
Warrant Officer	8929 5%	0 0%	1131 11% ac	0 0%	189 2% eg	145 *% degh	2607 17% degh	17 *% deg	5935 12% deg	0 0%	0 0%	207 1% ij	1918 10% ijk	6744 18% ijkl	414 1% no	874 2% n	6806 7% no	798 8% no	24 6%
CPO / Colour Sgt / Staff Sgt / FS / Chf Tech	13031 7%	0 0%	3142 30% ac	0 0%	335 4% g	2303 3% g	2746 18% degh	46 *% deg	7520 15% deg	0 0%	227 *% ij	2214 7% ij	3352 18% ijk	7202 19% ijkl	839 2% no	1557 4% n	9538 10% no	1045 11% no	43 10%
PO / Sgt	21079 12%	0 0%	6173 59% ac	0 0%	252 3% g	6904 10% dg	1455 10% dg	259 1% defg	12130 24% defg	72 *% i	1871 3% i	6461 21% ij	5324 28% ijk	7335 20% ij	2225 6% no	2867 8% no	14316 16% no	1626 16% no	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table 1 (continuation)  
Q34 Overall rank  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9068	942	995	1071	246	2718	1771	709	3572	761	1797	1666	1244	3568	1184	1538	5799	506	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Leading Rate / Cpl	31059 18%	0 0%	0 0%	8347 39% ab	419 5% f	17949 26% dfgh	340 2% deg	3277 10% df	9016 18% dfg	758 2% jklm	12658 23% ilm	11436 37% ijlm	3726 20% im	2366 6% i	4884 13% opq	6869 18% n	16865 19% n	2300 23% nop	70 16%
L Cpl	16735 9%	0 0%	0 0%	0 0%	644 7% fh	9526 14% dfh	129 1% deg	5021 15% dfh	1287 3% f	1931 5% lm	10942 20% iklm	2832 9% ilm	386 2% m	515 1% m	3347 9% opq	4377 11% npq	8239 9% pqr	644 6% pqr	0 0%
Able Rating / Marine / Private / SAC/LAC/AC	57161 32%	0 0%	0 0%	12795 61% ab	6219 72% efh	24612 35% fh	82 1% deg	23409 71% efh	2619 5% f	30725 87% jklm	21985 40% klm	3295 11% lm	708 4% m	143 *% m	22085 60% opq	17681 46% pq	14465 16% pqr	2334 24% pqr	249 57%
Higher	29174 16%	8569 100% bc	0 0%	0 0%	527 6% g	8835 13% dg	7849 52% degh	791 2% deg	11024 22% deg	1715 5% jklm	6930 13% i	4463 14% i	3309 18% ijk	12679 34% ijkl	3202 9% opq	3966 10% pqr	20720 23% noq	1157 12% pqr	51 12%
Middle	43039 24%	0 0%	10446 100% ac	0 0%	777 9% g	9353 13% g	6808 45% deg	322 1% deg	25585 52% defg	72 *% jklm	2098 4% i	8883 29% ij	10593 57% ijk	21280 58% ijk	3478 9% opq	5297 14% n	30659 34% no	3470 35% nop	67 15%
Lower	104955 59%	0 0%	0 0%	21142 100% ab	7282 85% efh	52087 74% fh	551 4% deg	31706 97% defh	12922 26% f	33414 95% jklm	45585 83% klm	17563 57% lm	4820 26% m	3024 8% m	30316 82% opq	28926 76% pq	39569 44% pqr	5278 53% pqr	320 73%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 1 (continuation)  
Q34 Overall rank  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9068	3271	1754	1864	1279	341	369	5778	3037	167	927	7766	802	8239	7073	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
R/Adm / Maj Gen / AVM or above	137 *%	19 *%	0 0%	0 0%	45 *% abc	38 1% abcd	24 1% abc	87 *%	44 *%	0 0%	0 0%	131 *%	49 *%	88 *%	86 *%	51 *%
Cdr to Cdre / Lt Col to Brig / Lt Col to Brig / Wg Cdr to Air Cdre	5648 3%	823 1%	645 2% a	1618 5% ab	1707 12% abcf	546 17% abcdf	246 7% ab	4788 6% h	777 1%	159 6% k	807 4%	4545 3%	695 3%	4953 3%	4536 3%	1112 3%
Lt Cdr / Maj / Sqn Ldr	9493 5%	2534 3%	2331 6% a	2005 7% a	1368 9% abc	636 20% abcd	542 15% abcd	7515 10% h	1734 2%	248 9% k	1547 8% k	7423 5%	901 4%	8540 6% l	7386 5%	2107 6%
Lt or below / Capt or below / Flt Lt or below	13896 8%	7432 9% bce	2291 6%	1944 6%	1501 10% bce	185 6%	258 7%	8793 11% h	4830 5%	152 6%	1626 8%	11983 8%	1718 7%	12126 8%	10905 8%	2991 8%
Warrant Officer	8929 5%	1463 2%	1140 3% a	2423 8% ab	2318 16% abc	581 18% abc	885 24% abcde	6838 9% h	1886 2%	117 4%	861 4%	7752 5%	1143 5%	7786 5%	6727 5%	2202 6% n
CPO / Colour Sgt / Staff Sgt / FS / Chf Tech	13031 7%	2704 3%	2548 7% a	3563 12% ab	2518 17% abc	580 18% abc	852 23% abcd	9167 12% h	3446 4%	281 10%	1500 7%	11044 7%	1124 5%	11898 8% l	9469 7%	3562 10% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 1 (continuation)  
Q34 Overall rank  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9068	3271	1754	1864	1279	341	369	5778	3037	167	927	7766	802	8239	7073	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
PO / Sgt	21079 12%	6269 8%	4575 12%	6022 20%	2738 18%	474 15%	535 14%	12249 16%	7925 8%	262 10%	2720 14%	17760 12%	2415 10%	18632 12%	15720 11%	5359 15%
			a	abef	ab	a	a	h								n
Leading Rate / Cpl	31059 18%	13021 16%	9462 25%	5970 20%	1393 9%	190 6%	334 9%	14596 19%	16069 17%	504 18%	2948 15%	26654 18%	3387 14%	27524 18%	24288 17%	6771 19%
		def	acdef	edef	e			h				j		l		
L Cpl	16735 9%	8496 10%	4506 12%	2317 8%	644 4%	0 0%	0 0%	3862 5%	11457 12%	129 5%	3604 18%	12616 8%	3476 14%	13131 9%	12744 9%	3991 11%
		cdef	cdef	def	ef			g			ik		m			n
Able Rating / Marine / Private / SAC/LAC/AC	57161 32%	39582 48%	10353 27%	4427 15%	607 4%	20 1%	20 1%	9373 12%	46241 49%	896 33%	4480 22%	49559 33%	9109 38%	47777 31%	49723 35%	7438 21%
		bcdef	cdef	def	ef				g	j		j	m		o	
Higher	29174 16%	10809 13%	5267 14%	5568 18%	4621 31%	1405 43%	1071 29%	21182 27%	7385 8%	559 20%	3979 20%	24082 16%	3363 14%	25707 17%	22913 16%	6261 18%
				ab	abc	abcdf	abc	h			k			l		
Middle	43039 24%	10436 13%	8263 22%	12009 40%	7573 51%	1635 50%	2272 61%	28255 37%	13256 14%	660 24%	5082 25%	36556 24%	4681 19%	38316 25%	31916 23%	11123 31%
			a	ab	abc	abc	abcde	h						l		n
Lower	104955 59%	61099 74%	24321 64%	12714 42%	2643 18%	211 6%	355 10%	27831 36%	73767 78%	1529 56%	11032 55%	88828 59%	15971 67%	88431 58%	86756 61%	18199 51%
		bcdef	cdef	def	ef				g			j	m		o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 2  
Q34 What is your rank?  
Base: Royal Navy

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		*a	b	*c	*d	e	f	g	h	i	j	*k	*l	*m	*n	*o	*p
Unweighted Base	2447	0	2447	0	0	960	942	545	960	942	545	0	0	0	0	0	0
Base	28054	0	28054	0	0	5754	8493	13807	5754	8493	13807	0	0	0	0	0	0
Officer - R/Adm or above	35 *%	0 0%	35 *%	0 0%	0 0%	35 1% f	0 0%	0 0%	35 1% i	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Cdr to Cdre	1339 5%	0 0%	1339 5%	0 0%	0 0%	1339 23% fg	0 0%	0 0%	1339 23% ij	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Lt Cdr	1975 7%	0 0%	1975 7%	0 0%	0 0%	1975 34% fg	0 0%	0 0%	1975 34% ij	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Lt or below	2405 9%	0 0%	2405 9%	0 0%	0 0%	2405 42% fg	0 0%	0 0%	2405 42% ij	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
WO	1208 4%	0 0%	1208 4%	0 0%	0 0%	0 0%	1208 14% eg	0 0%	1208 14% hj	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
SNCO - CPO	3373 12%	0 0%	3373 12%	0 0%	0 0%	0 0%	3373 40% eg	0 0%	3373 40% hj	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
SNCO - PO	3912 14%	0 0%	3912 14%	0 0%	0 0%	0 0%	3912 46% eg	0 0%	3912 46% hj	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
JNCO - Leading Rate	4856 17%	0 0%	4856 17%	0 0%	0 0%	0 0%	0 0%	4856 35% ef	0 0%	0 0%	4856 35% hi	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Other Rate - Able Rating	8951 32%	0 0%	8951 32%	0 0%	0 0%	0 0%	0 0%	8951 65% ef	0 0%	0 0%	8951 65% hi	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table 2 (continuation)  
Q34 What is your rank?  
Base: Royal Navy

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		*a	*b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	2447	0	0	0	56	689	534	192	958	176	509	440	278	1037	324	460	1520	131	5
Base	28054	0	0	0	1064	9530	3528	5014	8679	4998	8032	4874	2451	7588	5953	7054	13550	1302	58
Officer - R/Adm or above	35 %	0 0%	0 0%	0 0%	0 0%	0 0%	35 1% eh	0 0%	0 0%	0 0%	0 0%	0 0%	6 % *	29 % *	0 0%	0 0%	29 % *	6 % *	0 0%
Officer - Cdr to Cdre	1339 5%	0 0%	0 0%	0 0%	10 1% e	0 0%	911 26% degh	0 0%	408 5% eg	5 % *	10 % *	65 1% j	119 5% ijk	1135 15% ijkl	50 1%	50 1%	1165 9% no	65 5% no	5 9%
Officer - Lt Cdr	1975 7%	0 0%	0 0%	0 0%	59 6% g	236 2% g	525 15% eg	24 % *	1108 13% eg	12 % *	124 2% ij	525 11% ij	430 18% ijk	867 11% ij	124 2%	177 3%	1545 11% no	112 9% no	18 30%
Officer - Lt or below	2405 9%	0 0%	0 0%	0 0%	27 3%	1443 15% dfgh	137 4% g	110 2%	673 8% fg	234 5%	1086 14% ilm	488 10% ilm	137 6%	460 6%	392 7%	570 8%	1354 10%	89 7%	0 0%
WO	1208 4%	0 0%	0 0%	0 0%	12 1% e	0 0%	631 18% degh	0 0%	553 6% eg	0 0%	0 0%	0 0%	36 1% jk	1172 15% ijkl	30 1%	138 2%	956 7% no	78 6% no	0 0%
SNCO - CPO	3373 12%	0 0%	0 0%	0 0%	83 8% g	554 6% g	887 25% degh	46 1%	1774 20% deg	0 0%	194 2% i	453 9% ij	518 21% ijk	2209 29% ijkl	222 4%	508 7% n	2412 18% no	222 17% no	0 0%
SNCO - PO	3912 14%	0 0%	0 0%	0 0%	42 4%	1259 13% dfg	333 9% g	62 1%	2206 25% defg	0 0%	614 8% i	1092 22% ij	707 29% ijm	1498 20% ij	416 7%	749 11%	2435 18% no	302 23% no	0 0%
JNCO - Leading Rate	4856 17%	0 0%	0 0%	0 0%	50 5% f	2735 29% dfgh	33 1%	829 17% df	1210 14% df	166 3%	2453 31% ilm	1541 32% ilm	497 20% im	182 2%	1061 18%	1558 22% p	2022 15%	215 17%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table 2 (continuation)  
Q34 What is your rank?  
Base: Royal Navy

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		*a	*b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	2447	0	0	0	56	689	534	192	958	176	509	440	278	1037	324	460	1520	131	5
Base	28054	0	0	0	1064	9530	3528	5014	8679	4998	8032	4874	2451	7588	5953	7054	13550	1302	58
Other Rate - Able Rating	8951	0	0	0	781	3303	36	3943	746	4582	3552	710	0	36	3659	3303	1634	213	36
	32%	0%	0%	0%	73%	35%	1%	79%	9%	92%	44%	15%	0%	1%	61%	47%	12%	16%	61%
					efh	fh		efh	f	jklm	klm	lm		*	opq	pq			

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table 2 (continuation)  
Q34 What is your rank?  
Base: Royal Navy

	Total	Age of Youngest Child					Home ownership		Redundancy			Currently Posted		Survey type		
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	2447	901	436	488	391	87	97	1782	587	66	207	2122	148	2284	1820	627
Base	28054	13441	5186	4452	3014	598	719	16109	10829	1022	2376	24106	1531	26355	20839	7215
Officer - R/Adm or above	35 *%	0 0%	0 0%	0 0%	6 *%	6 1%	12 2%	29 *%	0 0%	0 0%	0 0%	29 *%	18 1%	18 *%	35 *%	0 0%
						abc	abc						m			
Officer - Cdr to Cdre	1339 5%	209 2%	105 2%	348 8%	478 16%	114 19%	60 8%	1210 8%	105 1%	35 3%	139 6%	1120 5%	90 6%	1249 5%	1005 5%	334 5%
				ab	abc	abcf	ab	h								
Officer - Lt Cdr	1975 7%	542 4%	407 8%	525 12%	318 11%	88 15%	77 11%	1721 11%	212 2%	47 5%	159 7%	1698 7%	141 9%	1816 7%	1497 7%	478 7%
			a	ab	a	ab	a	h								
Officer - Lt or below	2405 9%	1436 11%	467 9%	282 6%	151 5%	21 3%	21 3%	1814 11%	515 5%	34 3%	261 11%	2068 9%	186 12%	2185 8%	1897 9%	508 7%
		cdef	df					h								
WO	1208 4%	156 1%	66 1%	325 7%	355 12%	108 18%	186 26%	1070 7%	114 1%	6 1%	48 2%	1148 5%	66 4%	1142 4%	853 4%	355 5%
				ab	abc	abc	abcd	h								
SNCO - CPO	3373 12%	675 5%	527 10%	878 20%	822 27%	166 28%	231 32%	2883 18%	425 4%	111 11%	286 12%	2911 12%	157 10%	3207 12%	2393 11%	980 14%
			a	ab	abc	ab	abc	h								
SNCO - PO	3912 14%	1259 9%	988 19%	832 19%	562 19%	94 16%	83 12%	2788 17%	926 9%	135 13%	364 15%	3371 14%	187 12%	3704 14%	2788 13%	1124 16%
			a	a	a			h								
JNCO - Leading Rate	4856 17%	2486 18%	1276 25%	729 16%	215 7%	0 0%	50 7%	2817 17%	1889 17%	50 5%	265 11%	4409 18%	331 22%	4475 17%	3762 18%	1094 15%
		def	acdef	def	e		e					ij				

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 2 (continuation)  
Q34 What is your rank?  
Base: Royal Navy

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	2447	901	436	488	391	87	97	1782	587	66	207	2122	148	2284	1820	627
Base	28054	13441	5186	4452	3014	598	719	16109	10829	1022	2376	24106	1531	26355	20839	7215
Other Rate - Able Rating	8951 32%	6678 50%	1350 26%	533 12%	107 4%	0 0%	0 0%	1776 11%	6642 61%	604 59%	852 36%	7353 31%	355 23%	8560 32%	6607 32%	2344 32%
		bcdef	cdef	def					g	jk				l		

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 3  
Q34 What is your rank?  
Base: Royal Marines

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		*a	*b	*c	d	e	f	g	*h	*i	*j	k	l	m	*n	*o	*p
Unweighted Base	975	0	0	0	975	290	403	282	0	0	0	290	403	282	0	0	0
Base	7357	0	0	0	7357	799	1335	5223	0	0	0	799	1335	5223	0	0	0
Officer - Maj Gen or above	7 *%	0 0%	0 0%	0 0%	7 *%	7 1%	0 0%	0 0%	0 0%	0 0%	0 0%	7 1%	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Lt Col to Brig	168 2%	0 0%	0 0%	0 0%	168 2%	168 21% fg	0 0%	0 0%	0 0%	0 0%	0 0%	168 21% lm	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Maj	252 3%	0 0%	0 0%	0 0%	252 3%	252 32% fg	0 0%	0 0%	0 0%	0 0%	0 0%	252 32% lm	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Capt or below	372 5%	0 0%	0 0%	0 0%	372 5%	372 47% fg	0 0%	0 0%	0 0%	0 0%	0 0%	372 47% lm	0 0%	0 0%	0 0%	0 0%	0 0%
WO	324 4%	0 0%	0 0%	0 0%	324 4%	0 0%	324 24% eg	0 0%	0 0%	0 0%	0 0%	324 24% km	0 0%	0 0%	0 0%	0 0%	0 0%
SNCO - Colour Sgt	419 6%	0 0%	0 0%	0 0%	419 6%	0 0%	419 31% eg	0 0%	0 0%	0 0%	0 0%	419 31% km	0 0%	0 0%	0 0%	0 0%	0 0%
SNCO - Sgt	592 8%	0 0%	0 0%	0 0%	592 8%	0 0%	592 44% eg	0 0%	0 0%	0 0%	0 0%	592 44% km	0 0%	0 0%	0 0%	0 0%	0 0%
JNCO - Cpl	1885 26%	0 0%	0 0%	0 0%	1885 26%	0 0%	0 0%	1885 36% ef	0 0%	0 0%	0 0%	0 0%	0 0%	1885 36% kl	0 0%	0 0%	0 0%
Other Rank - Marine	3338 45%	0 0%	0 0%	0 0%	3338 45%	0 0%	0 0%	3338 64% ef	0 0%	0 0%	0 0%	0 0%	0 0%	3338 64% kl	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table 3 (continuation)  
Q34 What is your rank?  
Base: Royal Marines

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		*a	*b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	975	0	0	0	39	262	196	96	380	103	178	138	139	413	105	208	608	52	1
Base	7357	0	0	0	453	3047	570	1699	1581	1880	2462	1051	545	1389	1464	2511	3071	305	2
Officer - Maj Gen or above	7 *%	0 0%	0 0%	0 0%	0 0%	0 0%	7 1% h	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	7 1%	0 0%	0 0%	7 *%	0 0%	0 0%
Officer - Lt Col to Brig	168 2%	0 0%	0 0%	0 0%	4 1%	0 0%	83 15% degh	0 0%	81 5% eg	0 0%	0 0%	4 *% ijk	37 7% ijk	127 9% ijk	2 *%	8 *%	145 5% no	12 4% o	0 0%
Officer - Maj	252 3%	0 0%	0 0%	0 0%	4 1%	51 2%	81 14% degh	0 0%	115 7% eg	0 0%	26 1%	64 6% ij	45 8% ij	117 8% ij	15 1%	21 1%	201 7% no	13 4%	2 100%
Officer - Capt or below	372 5%	0 0%	0 0%	0 0%	29 6%	141 5%	62 11% egh	54 3%	87 5%	50 3%	132 5%	25 2%	29 5%	136 10% ik	50 3%	112 4%	186 6%	21 7%	0 0%
WO	324 4%	0 0%	0 0%	0 0%	7 1%	9 *%	149 26% degh	0 0%	158 10% eg	0 0%	0 0%	2 *% ijk	31 6% ijkl	289 21% ijkl	11 1%	28 1%	267 9% no	18 6% o	0 0%
SNCO - Colour Sgt	419 6%	0 0%	0 0%	0 0%	13 3%	13 *%	70 12% eg	0 0%	323 20% defg	0 0%	0 0%	22 2% ijk	125 23% ijk	269 19% ijk	13 1%	45 2%	345 11% no	16 5%	0 0%
SNCO - Sgt	592 8%	0 0%	0 0%	0 0%	10 2%	248 8% g	33 6% g	0 0%	296 19% defg	0 0%	48 2%	243 23% ijm	158 29% ijm	138 10% ij	38 3%	115 5%	382 12% no	57 19% no	0 0%
JNCO - Cpl	1885 26%	0 0%	0 0%	0 0%	0 0%	1262 41% dfgh	64 11% d	160 9% d	399 25% dfg	80 4%	974 40% ilm	527 50% ilm	80 15% i	224 16% i	176 12%	655 26% n	927 30% n	128 42% no	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table 3 (continuation)  
Q34 What is your rank?  
Base: Royal Marines

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		*a	*b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	975	0	0	0	39	262	196	96	380	103	178	138	139	413	105	208	608	52	1
Base	7357	0	0	0	453	3047	570	1699	1581	1880	2462	1051	545	1389	1464	2511	3071	305	2
Other Rank - Marine	3338	0	0	0	387	1323	20	1486	122	1750	1282	163	41	81	1160	1527	611	41	0
	45%	0%	0%	0%	85%	43%	4%	87%	8%	93%	52%	15%	7%	6%	79%	61%	20%	13%	0%
					efh	fh		efh		jklm	klm	lm			opq	pq			

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 3 (continuation)  
Q34 What is your rank?  
Base: Royal Marines

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o
Unweighted Base	975	341	184	212	141	31	42	678	278	3	31	911	31	944	735	240
Base	7357	4043	1275	1033	481	138	139	3766	3467	7	163	6902	147	7210	5982	1375
Officer - Maj Gen or above	7 *%	0 0%	0 0%	0 0%	7 1% a	0 0%	0 0%	7 *%	0 0%	0 0%	0 0%	7 *%	0 0%	7 *%	0 0%	7 1%
Officer - Lt Col to Brig	168 2%	12 *%	23 2%	54 5% a	58 12% abc	6 4% a	10 7% ab	147 4% h	21 1%	2 28%	27 17% k	137 2%	21 14% m	147 2%	141 2%	27 2%
Officer - Maj	252 3%	64 2%	77 6% a	41 4% a	51 11% ac	6 5%	9 6%	218 6% h	26 1%	2 29%	11 7%	233 3%	11 7%	241 3%	169 3%	83 6% n
Officer - Capt or below	372 5%	203 5%	58 5%	50 5%	21 4%	12 9%	29 21% abcd	273 7% h	99 3%	0 0%	8 5%	360 5%	25 17% m	347 5%	285 5%	87 6%
WO	324 4%	35 1%	28 2%	85 8% ab	85 18% abc	31 22% abc	50 36% abcd	274 7% h	42 1%	0 0%	2 1%	311 5%	11 7%	313 4%	236 4%	88 6%
SNCO - Colour Sgt	419 6%	77 2%	90 7% a	150 15% abf	93 19% abf	10 7%	0 0%	333 9% h	80 2%	3 43%	3 2%	400 6%	3 2%	416 6%	272 5%	147 11% n
SNCO - Sgt	592 8%	153 4%	162 13% a	210 20% abdef	33 7%	5 3%	5 3%	430 11% h	138 4%	0 0%	19 12%	549 8%	0 0%	592 8%	420 7%	172 13% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 3 (continuation)  
Q34 What is your rank?  
Base: Royal Marines

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o
Unweighted Base	975	341	184	212	141	31	42	678	278	3	31	911	31	944	735	240
Base	7357	4043	1275	1033	481	138	139	3766	3467	7	163	6902	147	7210	5982	1375
JNCO - Cpl	1885	895	511	240	112	48	16	1230	639	0	32	1853	16	1869	1406	479
	26%	22%	40%	23%	23%	35%	11%	33%	18%	0%	20%	27%	11%	26%	23%	35%
		acdf				f		h								n
Other Rank - Marine	3338	2605	326	204	20	20	20	855	2422	0	61	3053	61	3277	3053	285
	45%	64%	26%	20%	4%	15%	15%	23%	70%	0%	37%	44%	41%	45%	51%	21%
		bcdef		d	d	d	d		g							o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 4  
Q34 What is your rank?  
Base: Army

	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank			
	Total	Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	*b	*c	*d	e	f	g	*h	*i	*j	*k	*l	*m	n	o	p
Unweighted Base	2566	2566	0	0	0	1045	1014	507	0	0	0	0	0	0	1045	1014	507
Base	101600	101600	0	0	0	14052	22765	64783	0	0	0	0	0	0	14052	22765	64783
Officer - Maj Gen or above	57 *%	57 *%	0 0%	0 0%	0 0%	57 *% f	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	57 *% o	0 0%	0 0%
Officer - Lt Col to Brig	2537 2%	2537 2%	0 0%	0 0%	0 0%	2537 18% fg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2537 18% op	0 0%	0 0%
Officer - Maj	4747 5%	4747 5%	0 0%	0 0%	0 0%	4747 34% fg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4747 34% op	0 0%	0 0%
Officer - Capt or below	6711 7%	6711 7%	0 0%	0 0%	0 0%	6711 48% fg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	6711 48% op	0 0%	0 0%
WO	6266 6%	6266 6%	0 0%	0 0%	0 0%	0 0%	6266 28% eg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	6266 28% np	0 0%
SNCO - Staff Sgt	6097 6%	6097 6%	0 0%	0 0%	0 0%	0 0%	6097 27% eg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	6097 27% np	0 0%
SNCO - Sgt	10402 10%	10402 10%	0 0%	0 0%	0 0%	0 0%	10402 46% eg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	10402 46% np	0 0%
JNCO - Cpl	15971 16%	15971 16%	0 0%	0 0%	0 0%	0 0%	0 0%	15971 25% ef	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	15971 25% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table 4 (continuation)  
Q34 What is your rank?  
Base: Army

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	*b	*c	*d	e	f	g	*h	*i	*j	*k	*l	*m	n	o	p
Unweighted Base	2566	2566	0	0	0	1045	1014	507	0	0	0	0	0	0	1045	1014	507
Base	101600	101600	0	0	0	14052	22765	64783	0	0	0	0	0	0	14052	22765	64783
JNCO - L Cpl	16735 16%	16735 16%	0 0%	0 0%	0 0%	0 0%	0 0%	16735 26% ef	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	16735 26% no
Other Rank - Private	32077 32%	32077 32%	0 0%	0 0%	0 0%	0 0%	0 0%	32077 50% ef	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	32077 50% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 4 (continuation)  
Q34 What is your rank?  
Base: Army

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		*a	*b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	2566	0	0	0	65	777	392	156	1171	159	492	475	497	935	315	359	1721	160	5
Base	101600	0	0	0	5574	42575	5323	20306	27615	21324	34175	16867	12107	16628	21906	20648	51853	6400	335
Officer - Maj Gen or above	57 *%	0 0%	0 0%	0 0%	0 0%	0 0%	57 1% eh	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	57 *%	19 *%	0 0%	38 *%	0 0%	0 0%
Officer - Lt Col to Brig	2537 2%	0 0%	0 0%	0 0%	32 1% e	0 0%	1576 30% degh	11 *%	907 3% eg	0 0%	22 *%	43 *%	497 4% ijk	1976 12% ijkl	43 *%	97 *%	2289 4% no	97 2%	11 3%
Officer - Maj	4747 5%	0 0%	0 0%	0 0%	91 2%	1025 2%	1571 30% degh	11 *%	2049 7% eg	23 *%	603 2%	1366 8% ij	865 7% ij	1878 11% ijl	307 1%	376 2%	3916 8% noq	137 2%	0 0%
Officer - Capt or below	6711 7%	0 0%	0 0%	0 0%	120 2%	3252 8% g	516 10% dg	379 2%	2426 9% g	912 4% l	2839 8% kl	275 2%	103 1%	2581 16% ijkl	1308 6%	1480 7%	3665 7%	224 3%	0 0%
WO	6266 6%	0 0%	0 0%	0 0%	171 3% eg	137 *%	888 17% deg	17 *%	5054 18% deg	0 0%	0 0%	205 1% j	1844 15% ijk	4166 25% ijkl	359 2%	615 3%	4644 9% no	632 10% no	17 5%
SNCO - Staff Sgt	6097 6%	0 0%	0 0%	0 0%	160 3% g	1667 4% g	297 6% g	0 0%	3950 14% defg	0 0%	23 *%	1690 10% ij	2512 21% ijkm	1850 11% ij	457 2%	776 4%	4202 8% no	639 10% no	23 7%
SNCO - Sgt	10402 10%	0 0%	0 0%	0 0%	82 1% dfg	4133 10% dfg	219 4% g	137 1%	5803 21% defg	0 0%	876 3% i	3969 24% ijm	3148 26% ijm	2409 14% ij	1341 6%	1204 6%	7090 14% no	766 12% no	0 0%
JNCO - Cpl	15971 16%	0 0%	0 0%	0 0%	211 4%	8935 21% dfg	70 1%	1900 9% f	4855 18% dfg	281 1%	6895 20% im	5417 32% ijlm	2111 17% im	1196 7% i	2322 11%	2955 14%	9217 18% n	1337 21% n	70 21%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table 4 (continuation)  
Q34 What is your rank?  
Base: Army

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		*a	*b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	2566	0	0	0	65	777	392	156	1171	159	492	475	497	935	315	359	1721	160	5
Base	101600	0	0	0	5574	42575	5323	20306	27615	21324	34175	16867	12107	16628	21906	20648	51853	6400	335
JNCO - L Cpl	16735 16%	0 0%	0 0%	0 0%	644 12% fh	9526 22% dfh	129 2% f	5021 25% dfh	1287 5% h	1931 9% lm	10942 32% iklm	2832 17% ilm	386 3% l	515 3% m	3347 15% n	4377 21% npq	8239 16% p	644 10% q	0 0% *r
Other Rank - Private	32077 32%	0 0%	0 0%	0 0%	4063 73% efh	13900 33% fh	0 0% f	12831 63% efh	1283 5% f	18177 85% jklm	11975 35% klm	1069 6% m	642 5% m	0 0% m	12403 57% opq	8768 42% pq	8554 16% p	1925 30% p	214 64% p

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 4 (continuation)  
Q34 What is your rank?  
Base: Army

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	2566	839	535	609	363	85	87	1482	1011	31	405	2074	421	2138	1946	620
Base	101600	46518	23342	18347	7574	1272	1516	36914	61412	1012	14196	83266	19723	81413	81298	20302
Officer - Maj Gen or above	57 *%	19 *%	0 0%	0 0%	19 *%	19 1% abc	0 0%	38 *%	19 *%	0 0%	0 0%	57 *%	19 *%	38 *%	38 *%	19 *%
Officer - Lt Col to Brig	2537 2%	291 1%	313 1%	853 5% ab	702 9% abc	259 20% abcdf	108 7% ab	2062 6% h	432 1%	54 5%	497 3%	1911 2%	410 2%	2127 3%	2073 3%	464 2%
Officer - Maj	4747 5%	1252 3%	1218 5% a	956 5% a	615 8% a	342 27% abcd	342 23% abcd	3563 10% h	1059 2%	91 9%	1093 8% k	3449 4%	603 3%	4110 5%	3631 4%	1116 5%
Officer - Capt or below	6711 7%	3562 8% b	706 3%	1050 6% b	998 13% abc	86 7%	120 8% b	3734 10% h	2856 5%	52 5%	981 7%	5644 7%	1187 6%	5506 7%	5111 6%	1600 8%
WO	6266 6%	1144 2%	1024 4% a	1878 10% ab	1537 20% abc	222 17% abc	393 26% abc	4627 13% h	1502 2%	68 7%	683 5%	5361 6%	973 5%	5293 7%	4712 6%	1554 8%
SNCO - Staff Sgt	6097 6%	1439 3%	1576 7% a	1804 10% a	822 11% ab	137 11% a	206 14% ab	3768 10% h	2101 3%	69 7%	845 6%	5115 6%	845 4%	5252 6%	4156 5%	1941 10% n
SNCO - Sgt	10402 10%	3093 7%	2518 11% a	3121 17% ab	1177 16% ab	137 11%	137 9%	5146 14% h	4763 8%	55 5%	1670 12%	8513 10%	1834 9%	8568 11%	7364 9%	3038 15% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 4 (continuation)  
Q34 What is your rank?  
Base: Army

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	2566	839	535	609	363	85	87	1482	1011	31	405	2074	421	2138	1946	620
Base	101600	46518	23342	18347	7574	1272	1516	36914	61412	1012	14196	83266	19723	81413	81298	20302
JNCO - Cpl	15971 16%	6051 13% de	5066 22% ade	3588 20% ade	633 8%	70 6%	211 14%	6051 16%	9850 16%	281 28% j	1829 13%	13227 16%	2462 12%	13438 17% l	12172 15%	3799 19% n
JNCO - L Cpl	16735 16%	8496 18% cdef	4506 19% cdef	2317 13% def	644 8% ef	0 0%	0 0%	3862 10%	11457 19% g	129 13%	3604 25% k	12616 15%	3476 18%	13131 16%	12744 16%	3991 20% n
Other Rank - Private	32077 32%	21171 46% bcdef	6415 27% cdef	2780 15% def	428 6% ef	0 0%	0 0%	4063 11%	27372 45% g	214 21%	2994 21%	27372 33% j	7912 40% m	23951 29%	29297 36% o	2780 14%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 5  
Q34 What is your rank?  
Base: RAF

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		*a	*b	c	*d	e	f	g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted Base	3008	0	0	3008	0	942	995	1071	0	0	0	0	0	0	0	0	0
Base	40157	0	0	40157	0	8569	10446	21142	0	0	0	0	0	0	0	0	0
Officer - AVM or above	38 *%	0 0%	0 0%	38 *%	0 0%	38 *% fg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Wg Cdr to Air Cdre	1604 4%	0 0%	0 0%	1604 4%	0 0%	1604 19% fg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Sqn Ldr	2519 6%	0 0%	0 0%	2519 6%	0 0%	2519 29% fg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Officer - Flt Lt or below	4408 11%	0 0%	0 0%	4408 11%	0 0%	4408 51% fg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
WO	1131 3%	0 0%	0 0%	1131 3%	0 0%	0 0%	1131 11% eg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
SNCO - FS/Chf Tech	3142 8%	0 0%	0 0%	3142 8%	0 0%	0 0%	3142 30% eg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
SNCO - Sgt	6173 15%	0 0%	0 0%	6173 15%	0 0%	0 0%	6173 59% eg	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
JNCO - Cpl	8347 21%	0 0%	0 0%	8347 21%	0 0%	0 0%	0 0%	8347 39% ef	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table 5 (continuation)  
Q34 What is your rank?  
Base: RAF

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		*a	*b	c	*d	e	f	g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted Base	3008	0	0	3008	0	942	995	1071	0	0	0	0	0	0	0	0	0
Base	40157	0	0	40157	0	8569	10446	21142	0	0	0	0	0	0	0	0	0
Other Rank - SAC/LAC/AC	12795 32%	0 0%	0 0%	12795 32%	0 0%	0 0%	0 0%	12795 61% ef	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 5 (continuation)  
Q34 What is your rank?  
Base: RAF

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	3008	942	995	1071	83	956	646	249	1049	306	590	602	325	1175	423	487	1925	160	5
Base	40157	8569	10446	21142	1494	15123	5787	5801	11657	6998	9942	8115	3620	11379	7674	7977	22474	1897	42
Officer - AVM or above	38 *%	38 *% bc	0 0%	0 0%	0 0%	0 0%	38 1% eh	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	38 *%	0 0%	0 0%	38 *%	0 0%	0 0%
Officer - Wg Cdr to Air Cdre	1604 4%	1604 19% bc	0 0%	0 0%	30 2% eg	15 *% eg	885 15% degh	0 0%	651 6% eg	23 *%	0 0%	91 1% j	250 7% ijk	1233 11% ijkl	68 1%	76 1%	1347 6% no	106 6% no	0 0%
Officer - Sqn Ldr	2519 6%	2519 29% bc	0 0%	0 0%	31 2%	430 3% g	845 15% degh	15 *%	1160 10% deg	15 *%	276 3% i	622 8% ij	415 11% ij	1175 10% ij	184 2%	215 3%	2012 9% noq	77 4%	15 36%
Officer - Flt Lt or below	4408 11%	4408 51% bc	0 0%	0 0%	88 6%	2243 15% dfgh	519 9% g	188 3%	1359 12% g	442 6%	1812 18% iklm	895 11% im	376 10%	862 8%	641 8%	784 10%	2784 12% n	199 10%	0 0%
WO	1131 3%	0 0%	1131 11% ac	0 0%	0 0%	0 0%	939 16% degh	0 0%	171 1% e	0 0%	0 0%	0 0%	7 *% ijkl	1117 10% ijkl	14 *%	92 1%	939 4% no	71 4% no	7 17%
SNCO - FS/Chf Tech	3142 8%	0 0%	3142 30% ac	0 0%	79 5% eg	69 *% eg	1492 26% degh	0 0%	1472 13% deg	0 0%	10 *% i	49 1% ij	198 5% ijk	2875 25% ijkl	148 2%	227 3%	2579 11% no	168 9% no	20 47%
SNCO - Sgt	6173 15%	0 0%	6173 59% ac	0 0%	119 8% g	1263 8% g	870 15% eg	60 1%	3825 33% defg	72 1%	334 3% i	1156 14% ij	1311 36% ijk	3289 29% ijk	429 6%	798 10% n	4409 20% no	501 26% nop	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table 5 (continuation)  
Q34 What is your rank?  
Base: RAF

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	3008	942	995	1071	83	956	646	249	1049	306	590	602	325	1175	423	487	1925	160	5
Base	40157	8569	10446	21142	1494	15123	5787	5801	11657	6998	9942	8115	3620	11379	7674	7977	22474	1897	42
JNCO - Cpl	8347 21%	0 0%	0 0%	8347 39% ab	159 11% f	5017 33% dfgh	173 3% f	389 7% f	2552 22% dfg	231 3%	2335 23% im	3950 49% ijlm	1038 29% im	764 7% i	1326 17%	1701 21%	4700 21%	620 33% nop	0 0%
Other Rank - SAC/LAC/AC	12795 32%	0 0%	0 0%	12795 61% ab	988 66% efh	6085 40% fh	26 *% f	5149 89% defh	468 4% f	6215 89% jklm	5175 52% klm	1352 17% lm	26 1% f	26 *% f	4863 63% opq	4083 51% pq	3667 16% q	156 8% q	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 5 (continuation)  
Q34 What is your rank?  
Base: RAF

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	3008	1149	588	544	383	138	141	1797	1137	66	280	2598	200	2804	2500	508
Base	40157	18341	8049	6459	3769	1243	1323	20479	18701	706	3358	35191	2614	37476	33467	6690
Officer - AVM or above	38 *%	0 0%	0 0%	0 0%	13 *% a	13 1% abc	13 1% abc	13 *%	25 *%	0 0%	0 0%	38 *%	13 *%	25 *%	13 *%	25 *% n
Officer - Wg Cdr to Air Cdre	1604 4%	310 2%	204 3%	363 6% ab	469 12% abcf	166 13% abcf	68 5% a	1369 7% h	219 1%	68 10% k	144 4%	1377 4%	174 7% m	1430 4%	1316 4%	288 4%
Officer - Sqn Ldr	2519 6%	676 4%	630 8% a	484 7% a	384 10% a	200 16% abc	115 9% a	2012 10% h	438 2%	108 15% k	284 8%	2043 6%	146 6%	2373 6%	2089 6%	430 6%
Officer - Flt Lt or below	4408 11%	2232 12% ce	1061 13% cdef	563 9%	331 9%	66 5%	88 7%	2972 15% h	1359 7%	66 9%	376 11%	3911 11%	320 12%	4088 11%	3613 11%	795 12%
WO	1131 3%	128 1%	21 *% ab	135 2% ab	341 9% abc	221 18% abcd	256 19% abcd	868 4% h	228 1%	43 6%	128 4%	932 3%	92 4%	1039 3%	925 3%	206 3%
SNCO - FS/Chf Tech	3142 8%	514 3%	356 4%	731 11% ab	781 21% abc	267 21% abc	415 31% abcd	2184 11% h	840 4%	99 14% k	366 11% k	2618 7%	119 5%	3023 8%	2648 8%	494 7%
SNCO - Sgt	6173 15%	1764 10%	906 11%	1859 29% abe	965 26% ab	238 19% ab	310 23% ab	3885 19% h	2097 11%	72 10%	667 20% k	5327 15%	393 15%	5768 15%	5148 15%	1025 15%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 5 (continuation)  
Q34 What is your rank?  
Base: RAF

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	3008	1149	588	544	383	138	141	1797	1137	66	280	2598	200	2804	2500	508
Base	40157	18341	8049	6459	3769	1243	1323	20479	18701	706	3358	35191	2614	37476	33467	6690
JNCO - Cpl	8347 21%	3590 20% def	2609 32% acdef	1413 22% def	432 11% f	72 6%	58 4%	4498 22%	3691 20%	173 25%	822 24%	7165 20%	577 22%	7742 21%	6949 21%	1398 21%
Other Rank - SAC/LAC/AC	12795 32%	9128 50% bcdef	2263 28% cdef	910 14% def	52 1%	0 0%	0 0%	2679 13%	9804 52% g	78 11%	572 17%	11781 33% ij	780 30%	11989 32%	10767 32%	2028 30%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 6  
Q35 Where are you currently posted?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Overseas	24015 14%	19723 19%	1531 5%	2614 7%	147 2%	3363 12%	4681 11%	15971 15%	434 8%	410 5%	687 5%	56 7%	14 1%	77 1%	2220 16%	3652 16%	13851 21%
		bcd	d	d				ef	i			lm					no
UK-based	152454 86%	81413 80%	26355 94%	37476 93%	7210 98%	25707 88%	38316 89%	88431 84%	5268 92%	8052 95%	13035 94%	743 93%	1321 99%	5146 99%	11781 84%	19113 84%	50520 78%
			a	a	abc	g	g			h	h		k	k	p	p	
Not stated	698 *%	464 *%	167 1%	67 *%	0 0%	103 *%	42 *%	553 1%	52 1%	30 *%	85 1%	0 0%	0 0%	0 0%	51 *%	0 0%	413 1%
		cd	cd			f		f									o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 6 (continuation)  
 Q35 Where are you currently posted?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Overseas	24015 14%	653 8%	604 6%	1357 6%	2047 24% efgh	10169 14% fh	1668 11%	4606 14% fh	5501 11%	6648 19% jklm	7851 14% km	3371 11%	2327 12% m	3776 10%	7105 19% opq	2992 8%	13014 14% oq	650 7%	36 8%
UK-based	152454 86%	7916 92%	9830 94%	19730 93%	6539 76%	59755 85% d	13514 89% deg	28050 85% d	43874 89% deg	28333 80%	46496 85% i	27478 89% ij	16315 87% i	33133 90% ijl	29811 81%	35158 92% np	77383 85% n	9254 93% np	402 92%
Not stated	698 *%	0 0%	12 *%	55 *%	0 0%	351 *%	27 *%	164 1%	157 *%	218 1% m	265 *%	60 *%	81 *%	74 *%	81 *%	40 *%	552 1% o	0 0%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 6 (continuation)  
 Q35 Where are you currently posted?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Overseas	24015 14%	12023 15%	5717 15%	3513 12%	1626 11%	154 5%	356 10%	7316 9%	15591 17%	179 7%	3029 15%	20684 14%	24015 100%	0 0%	19687 14%	4329 12%
		cdef	cdef	e	e		e		g		i	i	m		o	
UK-based	152454 86%	70211 85%	31657 84%	26721 88%	13201 89%	3097 95%	3341 90%	69798 90%	78298 83%	2552 93%	17047 85%	128331 86%	0 0%	152454 100%	121200 86%	31254 88%
			ab	ab	abcdef	ab	h			jk			l		n	
Not stated	698 *%	110 *%	478 1%	56 *%	11 *%	0 0%	0 0%	153 *%	519 1%	17 1%	17 *%	451 *%	0 0%	0 0%	698 *%	0 0%
			acdef					g							o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 7  
Q36 How old are you?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
16-20	8586 5%	5574 5%	1064 4%	1494 4%	453 6%	527 2%	777 2%	7282 7%	96 2%	137 2%	831 6%	37 5%	29 2%	387 7%	244 2%	413 2%	4918 8%
		bc			bc			ef			hi			l			no
21-25	70274 40%	42575 42%	9530 34%	15123 38%	3047 41%	8835 30%	9353 22%	52087 50%	1679 29%	1813 21%	6038 44%	192 24%	270 20%	2585 49%	4277 30%	5937 26%	32361 50%
		bc		b	bc	f		ef	i		hi			k1	o		no
26-34	15208 9%	5323 5%	3528 13%	5787 14%	570 8%	7849 27%	6808 16%	551 1%	1608 28%	1851 22%	69 *	233 29%	253 19%	84 2%	3720 26%	1404 6%	199 *
			ad	abd	a	fg	g		ij	j		lm	m		op	p	
35-44	32820 19%	20306 20%	5014 18%	5801 14%	1699 23%	791 3%	322 1%	31706 30%	134 2%	109 1%	4771 35%	54 7%	0 0%	1646 32%	401 3%	154 1%	19751 30%
		c	c		abc	f		ef			hi	l		k1	o		no
45+	49532 28%	27615 27%	8679 31%	11657 29%	1581 21%	11024 38%	25585 59%	12922 12%	2190 38%	4533 53%	1956 14%	283 35%	777 58%	521 10%	5382 38%	14807 65%	7425 11%
		d	ad	d		g	eg		j	hj		m	km		p	np	
Prefer not to say	607 *	78 *	240 1%	283 1%	7 *	147 1%	182 *	278 *	47 1%	50 1%	142 1%	0 0%	7 1%	0 0%	28 *	50 *	0 0%
			ad	ad													
Not stated	141 *	129 *	0 0%	12 *	0 0%	0 0%	12 *	129 *	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	129 *
			0	*	0	0	*	*	0	0	0	0	0	0	0	0	*
								e									

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 7 (continuation)  
Q36 How old are you?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Esta- blished relat- ionship	Married / in civil part- nership	Sep- arated or di- vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
16-20	8586 5%	149 2%	198 2%	1147 5% ab	8586 100% efgh	0 0%	0 0%	0 0%	0 0%	6517 19% jklm	170 *% j	596 2% j	666 4% jkm	638 2% j	4039 11% opq	2266 6% pq	1915 2%	152 2%	214 49%
21-25	70274 40%	2688 31% b	1332 13% ab	11102 53% ab	0 0%	70274 100% dfgh	0 0%	0 0%	0 0%	10156 29% lm	36591 67% ilm	20428 66% ilm	2905 16% m	66 *%	15030 41% p	17513 46% npq	33731 37%	3660 37%	93 21%
26-34	15208 9%	2287 27% c	3301 32% ac	199 1%	0 0%	0 0%	15208 100% degh	0 0%	0 0%	58 *% jklm	325 1% klm	360 1% m	511 3% ijk	13888 38% ijkl	605 2% opq	1078 3% pq	12475 14% noq	961 10% no	59 14%
35-44	32820 19%	203 2% b	60 1% ab	5538 26% ab	0 0%	0 0%	0 0%	32820 100% defh	0 0%	17867 51% jklm	14702 27% klm	159 1% m	49 *% m	23 *% ijk	13520 37% opq	11765 31% pq	7027 8% q	223 2%	36 8%
45+	49532 28%	3169 37% c	5468 52% ac	3020 14%	0 0%	0 0%	0 0%	0 0%	49532 100% defg	567 2% i	2727 5% ij	9189 30% ij	14534 78% ijkm	22195 60% ijk	3708 10% n	5532 14% no	35318 39% no	4869 49% nop	36 8%
Prefer not to say	607 *%	72 1%	75 1%	136 1%	0 0%	0 0%	0 0%	0 0%	0 0%	36 *% jklm	99 *% klm	177 1% m	58 *% ijk	162 *% ijkl	94 *% opq	35 *% pq	354 *% noq	39 *% no	0 0%
Not stated	141 *%	0 0%	12 *% ac	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	12 *% ijk	0 0%	0 0%	129 *% noq	0 0%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r



Table 7 (continuation)  
Q36 How old are you?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
16-20	8586 5%	6226 8%	1159 3%	519 2%	248 2%	27 1%	49 1%	1322 2%	7154 8%	73 3%	374 2%	7525 5%	2047 9%	6539 4%	7499 5%	1087 3%
		bcd	ef						g			j	m		o	
21-25	70274 40%	35242 43%	21722 57%	10047 33%	780 5%	68 2%	80 2%	26401 34%	41956 44%	1033 38%	8231 41%	59378 40%	10169 42%	59755 39%	57309 40%	12966 36%
		cdef	acdef	def	ef				g						o	
26-34	15208 9%	2301 3%	668 2%	2441 8%	4858 33%	2222 68%	2516 68%	12293 16%	2612 3%	571 21%	1941 10%	12366 8%	1668 7%	13514 9%	11805 8%	3403 10%
		b		ab	abc	abcd	abcd	h		jk						
35-44	32820 19%	26590 32%	3875 10%	1080 4%	162 1%	0 0%	20 1%	5803 8%	25937 27%	284 10%	2226 11%	29458 20%	4606 19%	28050 18%	28156 20%	4664 13%
		bcd	cdef	def					g			ij			o	
45+	49532 28%	11832 14%	10346 27%	15998 53%	8700 59%	905 28%	1003 27%	31166 40%	16616 18%	737 27%	7245 36%	40159 27%	5501 23%	43874 29%	36343 26%	13189 37%
			a	abef	abcef	a	a	h			ik			l		n
Prefer not to say	607 *%	153 *%	81 *%	65 *%	90 1%	29 1%	29 1%	281 *%	121 *%	50 2%	77 *%	439 *%	25 *%	583 *%	333 *%	275 1%
					a	abc	a	h		jk						n
Not stated	141 *%	0 0%	0 0%	141 *%	0 0%	0 0%	0 0%	0 0%	12 *%	0 0%	0 0%	141 *%	0 0%	141 *%	141 *%	0 0%
				abd								*		*	*	0

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 8  
Q37 How long have you been serving?  
Base: All respondents

	-----																
	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
-----	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Under 5 years	35200 20%	21324 21% bc	4998 18%	6998 17%	1880 26% abc	1715 6% f	72 *% %	33414 32% ef	250 4% i	0 0% %	4748 34% hi	50 6% l	0 0% %	1830 35% kl	935 7% o	0 0% %	20389 31% no
5-10 years	54613 31%	34175 34% bc	8032 29% c	9942 25%	2462 33% bc	6930 24% f	2098 5%	45585 43% ef	1219 21% i	808 10%	6005 43% hi	158 20% l	48 4% %	2257 43% kl	3464 25% o	899 4% %	29812 46% no
11-15 years	30908 17%	16867 17%	4874 17% d	8115 20% abd	1051 14%	4463 15%	8883 21% eg	17563 17%	1077 19%	1545 18%	2252 16%	93 12%	268 20% km	690 13%	1685 12%	5864 26% np	9319 14%
16-20 years	18723 11%	12107 12% bcd	2451 9%	3620 9%	545 7%	3309 11% g	10593 25% eg	4820 5%	693 12% j	1261 15% j	497 4%	111 14% m	313 23% km	121 2%	1465 10% p	7504 33% np	3138 5%
More than 20 years	36983 21%	16628 16%	7588 27% ad	11379 28% ad	1389 19%	12679 43% g	21280 49% eg	3024 3%	2491 43% j	4879 57% hj	218 2%	387 48% m	696 52% m	305 6%	6492 46% op	8424 37% p	1711 3%
Not stated	742 *%	498 *%	110 *%	103 *%	31 *%	79 *%	113 *%	550 1%	23 *%	0 0% %	88 1% i	0 0% %	10 1% %	20 *%	11 *%	74 *%	413 1% n

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 8 (continuation)  
Q37 How long have you been serving?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Under 5 years	35200 20%	480 6% b	72 1% c	6446 30% ab	6517 76% efgh	10156 14% fh	58 *% g	17867 54% efh	567 1% f	35200 100% ijklm	0 0% j	0 0% k	0 0% l	0 0% m	16064 43% opq	10737 28% pq	6951 8% r	922 9% s	249 57% t
5-10 years	54613 31%	2088 24% b	344 3% c	7511 36% ab	170 2% d	36591 52% efgh	325 2% f	14702 45% dfh	2727 6% df	0 0% i	54613 100% iklm	0 0% k	0 0% l	0 0% m	13989 38% npq	16544 43% npq	22300 25% q	1604 16% r	0 0% s
11-15 years	30908 17%	1608 19% b	1205 12% c	5302 25% ab	596 7% d	20428 29% efgh	360 2% f	159 *% g	9189 19% dfg	0 0% i	0 0% j	30908 100% ijklm	0 0% k	0 0% l	4016 11% n	5801 15% no	18348 20% no	2675 27% nop	23 5% o
16-20 years	18723 11%	1040 12% c	1516 15% c	1064 5% c	666 8% efg	2905 4% g	511 3% g	49 *% g	14534 29% defg	0 0% i	0 0% j	0 0% k	18723 100% ijklm	0 0% l	1197 3% n	2062 5% n	13749 15% no	1625 16% no	78 18% o
More than 20 years	36983 21%	3308 39% c	7281 70% ac	790 4% c	638 7% eg	66 *% g	13888 91% degh	23 *% g	22195 45% deg	0 0% i	0 0% j	0 0% k	0 0% l	36983 100% ijkl	1710 5% n	3019 8% n	29226 32% no	2843 29% no	87 20% o
Not stated	742 *%	45 1% c	29 *% c	29 *% c	0 0% d	129 *% e	67 *% f	20 *% g	321 1% h	0 0% i	0 0% j	0 0% k	0 0% l	0 0% m	20 *% n	26 *% o	374 *% p	236 2% q	0 0% r

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 8 (continuation)  
 Q37 How long have you been serving?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Under 5 years	35200 20%	28237 34%	4208 11%	1285 4%	128 1%	20 1%	20 1%	2827 4%	31534 33%	36 1%	1732 9%	31823 21%	6648 28%	28333 19%	32074 23%	3126 9%
		bcdef	cdef	def					g		i	ij	m		o	
5-10 years	54613 31%	32864 40%	14323 38%	4728 16%	547 4%	21 1%	46 1%	19241 25%	33637 36%	1158 42%	5533 28%	46786 31%	7851 33%	46496 30%	44842 32%	9771 27%
		cdef	cdef	def	ef				g	jk		j			o	
11-15 years	30908 17%	10735 13%	11009 29%	7283 24%	1089 7%	119 4%	140 4%	16833 22%	13107 14%	384 14%	5058 25%	24469 16%	3371 14%	27478 18%	23207 16%	7701 22%
		def	acdef	adef	ef			h			ik			l		n
16-20 years	18723 11%	4204 5%	4770 13%	6837 23%	1958 13%	294 9%	298 8%	11203 14%	6933 7%	251 9%	2955 15%	15123 10%	2327 10%	16315 11%	13939 10%	4784 13%
			af	abdef	aef	a	a	h			k					n
More than 20 years	36983 21%	6166 7%	3482 9%	9987 33%	10864 73%	2779 85%	3164 86%	26917 35%	8893 9%	919 33%	4571 23%	30788 21%	3776 16%	33133 22%	26914 19%	10069 28%
			a	ab	abc	abcd	abcd	h		jk				l		n
Not stated	742 *%	138 *%	60 *%	170 1%	252 2%	17 1%	28 1%	248 *%	305 *%	0 0%	244 1%	477 *%	43 *%	699 *%	610 *%	132 *%
				ab	abc		ab				k					

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 9  
Q38 How much longer do you hope to serve?  
Base: All respondents

	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank			
	Total	Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Under 5 years	49030 28%	29194 29%	8237 29%	9278 23%	2321 32%	7804 27%	15886 37%	25341 24%	1512 26%	3410 40%	3315 24%	250 31%	637 48%	1434 27%	3828 27%	8736 38%	16630 26%
		c	c		c	g	eg			hj			km			np	
5-10 years	55337 31%	30482 30%	8760 31%	13968 35%	2126 29%	11581 40%	17259 40%	26496 25%	2334 41%	3342 39%	3085 22%	323 40%	426 32%	1376 26%	5752 41%	9052 40%	15678 24%
				abd		g	g		j	j		lm			p	p	
11-15 years	28084 16%	15492 15%	4193 15%	7371 18%	1027 14%	4480 15%	4967 12%	18637 18%	901 16%	920 11%	2373 17%	117 15%	121 9%	789 15%	1864 13%	2542 11%	11086 17%
				abd		f		ef	i		i	l		l			no
16-20 years	17056 10%	9101 9%	3047 11%	4268 11%	640 9%	1957 7%	1344 3%	13755 13%	426 7%	178 2%	2444 18%	40 5%	16 1%	584 11%	779 6%	587 3%	7735 12%
			a	a		f		ef	i		hi	l		kl	o		no
More than 20 years	10149 6%	6219 6%	1106 4%	2557 6%	267 4%	1194 4%	1334 3%	7621 7%	194 3%	162 2%	751 5%	31 4%	45 3%	190 4%	640 5%	794 3%	4786 7%
		bd		bd		f		ef	i		i						no
Not stated	17512 10%	11112 11%	2710 10%	2714 7%	976 13%	2158 7%	2249 5%	13105 12%	388 7%	482 6%	1840 13%	38 5%	90 7%	849 16%	1190 8%	1053 5%	8869 14%
		c	c		bc	f		ef			hi			kl	o		no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 9 (continuation)  
 Q38 How much longer do you hope to serve?  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Under 5 years	49030 28%	2214 26% c	3103 30% c	3961 19%	1702 20%	14475 21%	7275 48% degh	7864 24%	17538 35% deg	7353 21% k	13856 25% ik	4312 14%	6035 32% ijk	17415 47% ijkl	9630 26%	9950 26%	25865 28%	3540 36% nop	39 9%
5-10 years	55337 31%	3173 37% c	4439 42% ac	6357 30%	3146 37% eg	20712 29% g	6459 42% egh	6978 21%	17859 36% eg	9621 27% j	10473 19%	13402 43% ijm	8892 47% ijkm	12893 35% ij	10351 28%	10207 27%	30811 34% no	3744 38% no	131 30%
11-15 years	28084 16%	1598 19% b	1384 13% b	4390 21%	927 11% f	16342 23% dfgh	348 2%	3444 10% f	6997 14% fg	2848 8%	12532 23% ilm	8054 26% ijlm	1614 9%	3037 8%	4641 13%	5312 14%	16411 18% noq	1433 14%	36 8%
16-20 years	17056 10%	712 8% b	563 5% ab	2992 14%	857 10% fh	6505 9% fh	19 *% %	7438 23% defh	2194 4% f	6908 20% jklm	7484 14% klm	1506 5% m	779 4% m	380 1% m	4796 13% pq	4885 13% pq	7002 8% q	372 4% q	0 0%
More than 20 years	10149 6%	329 4%	334 3%	1894 9% ab	1096 13% efgh	4992 7% fh	124 1% %	2353 7% fh	1514 3% f	3783 11% jklm	3637 7% klm	1371 4% m	611 3% m	711 2%	2836 8% pq	2291 6% q	4623 5% q	185 2% q	214 49%
Not stated	17512 10%	543 6%	624 6%	1548 7%	858 10% f	7248 10% fh	984 6%	4742 14% efh	3430 7%	4688 13% klm	6631 12% klm	2263 7% l	792 4%	2546 7% l	4743 13% pq	5544 15% pq	6235 7%	631 6%	18 4%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 9 (continuation)  
 Q38 How much longer do you hope to serve?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Under 5 years	49030 28%	20380 25%	9153 24%	8924 29% ab	5991 40% abc	1579 49% abcd	1986 54% abcd	25867 33% h	21953 23%	1106 40% jk	4047 20%	42817 29% j	5193 22%	43697 29% l	39244 28%	9786 28%
5-10 years	55337 31%	23326 28%	12001 32% a	10836 36% ab	5532 37% ab	1166 36% a	1359 37% a	27111 35% h	26692 28%	333 12%	9252 46% ik	43933 29% i	7778 32%	47471 31%	43642 31%	11694 33%
11-15 years	28084 16%	12489 15% def	7649 20% adef	5678 19% adef	1397 9% ef	106 3%	107 3%	11044 14%	15830 17% g	96 4%	2632 13% i	24529 16% ij	4580 19% m	23258 15%	20762 15%	7322 21% n
16-20 years	17056 10%	10532 13% bcdef	3642 10% cdef	1553 5% def	251 2%	28 1%	37 1%	4325 6%	12587 13% g	129 5%	1901 9% i	14928 10% i	2049 9%	14853 10%	13727 10%	3329 9%
More than 20 years	10149 6%	5967 7% cdef	2485 7% cdef	898 3% f	393 3% f	90 3% f	19 1% f	2660 3%	6926 7% g	11 *% *	735 4% i	9291 6% ij	2070 9% m	8047 5%	6697 5%	3452 10% n
Not stated	17512 10%	9649 12% bcd	2922 8% cd	2400 8% cd	1274 9% f	281 9% f	189 5% f	6261 8% g	10421 11% g	1072 39% jk	1526 8% jk	13968 9% jk	2346 10% o	15128 10% o	17512 12% o	0 0% o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 10  
Q39 What is your personal status?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Single	36997 21%	21906 22%	5953 21%	7674 19%	1464 20%	3202 11%	3478 8%	30316 29%	565 10%	668 8%	4719 34%	67 8%	62 5%	1336 26%	1677 12%	2157 9%	18072 28%
		c				f		ef			hi	l		kl			no
Established relationship	38189 22%	20648 20%	7054 25%	7977 20%	2511 34%	3966 14%	5297 12%	28926 28%	797 14%	1396 16%	4861 35%	141 18%	188 14%	2181 42%	1953 14%	2595 11%	16100 25%
			ac		abc			ef			hi			kl			no
Married/in civil partnership	90948 51%	51853 51%	13550 48%	22474 56%	3071 42%	20720 71%	30659 71%	39569 38%	4092 71%	5802 68%	3656 26%	539 67%	994 74%	1537 29%	9908 71%	15935 70%	26009 40%
		d	d	abd		g	g	38%	j	j	26%	m	km	29%	p	p	40%
Separated or divorced	9905 6%	6400 6%	1302 5%	1897 5%	305 4%	1157 4%	3470 8%	5278 5%	272 5%	602 7%	429 3%	46 6%	91 7%	169 3%	457 3%	2038 9%	3905 6%
		bcd					eg			hj			m			np	n
Widowed	437 *%	335 *%	58 *%	42 *%	2 *%	51 *%	67 *%	320 *%	23 *%	0 0%	36 *%	2 *%	0 0%	0 0%	11 *%	40 *%	284 *%
Not stated	692 *%	459 *%	137 *%	92 *%	4 *%	78 *%	69 *%	545 1%	5 *%	26 *%	107 1%	4 1%	0 0%	0 0%	46 *%	0 0%	413 1%
								f			h						o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p



Table 10 (continuation)  
Q39 What is your personal status?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Single	36997 21%	893 10% b	591 6% c	6189 29% ab	4039 47% efh	15030 21% fh	605 4% g	13520 41% efh	3708 7% f	16064 46% ijklm	13989 26% klm	4016 13% lm	1197 6% m	1710 5%	36997 100% opq	0 0%	0 0%	0 0%	0 0%
Established relationship	38189 22%	1075 13%	1118 11%	5784 27% ab	2266 26% fh	17513 25% fh	1078 7%	11765 36% defh	5532 11% f	10737 31% klm	16544 30% klm	5801 19% lm	2062 11% m	3019 8%	0 0%	38189 100% npq	0 0%	0 0%	0 0%
Married/in civil partnership	90948 51%	6181 72% c	7927 76% c	8367 40%	1915 22%	33731 48% dg	12475 82% degh	7027 21% deg	35318 71% deg	6951 20%	22300 41% i	18348 59% ij	13749 73% ijk	29226 79% ijkl	0 0%	0 0%	90948 100% noq	0 0%	0 0%
Separated or divorced	9905 6%	382 4%	740 7% ac	776 4%	152 2%	3660 5% dg	961 6% dg	223 1% defg	4869 10% defg	922 3%	1604 3%	2675 9% ij	1625 9% ij	2843 8% ij	0 0%	0 0%	0 0%	9905 100% nop	0 0%
Widowed	437 *%	15 *%	27 *%	0 0%	214 2% efgh	93 *%	59 *% h	36 *%	36 *%	249 1% jkm	0 0%	23 *%	78 *% j	87 *% j	0 0%	0 0%	0 0%	0 0%	437 100%
Not stated	692 *%	23 *%	43 *%	26 *%	0 0%	247 *%	30 *%	249 1% fh	68 *%	275 1% klm	176 *%	46 *%	12 *%	98 *%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 10 (continuation)  
Q39 What is your personal status?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Single	36997 21%	33833 41% bcdef	1419 4% de	951 3% d	295 2%	44 1%	89 2%	10079 13%	25411 27% g	324 12%	3087 15%	32296 22% ij	7105 30% m	29811 20%	31602 22% o	5394 15%
Established relationship	38189 22%	26681 32% bcdef	5402 14% cdef	2794 9%	1391 9%	260 8%	250 7%	15017 19%	22230 24% g	918 33% jk	2571 13%	33772 23% j	2992 12%	35158 23% l	32279 23% o	5911 17%
Married/in civil partnership	90948 51%	19258 23% a	28504 75% a	23098 76% a	11770 79% abc	2615 80% ab	3089 84% abc	48130 62% h	40472 43% ik	1389 51%	12767 64% ik	74319 50%	13014 54%	77383 51%	69466 49%	21482 60% n
Separated or divorced	9905 6%	1970 2% a	2456 6% a	3384 11% abf	1347 9% ab	315 10% ab	263 7% a	3923 5%	5640 6%	73 3%	1604 8% ik	8092 5%	650 3%	9254 6% l	7462 5%	2443 7% n
Widowed	437 *%	282 *%	70 *%	36 *%	27 *%	17 1%	6 *%	78 *%	360 *% g	8 *%	11 *%	419 *%	36 *%	402 *%	84 *%	353 1% n
Not stated	692 *%	320 *% b	0 0% b	28 *% b	8 *% b	0 0% b	0 0% b	41 *% b	296 *% g	36 1% b	54 *% b	567 *% b	219 1% m	447 *% m	692 *% o	0 0% o

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 11  
Q40 Do you have children?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Yes	92022 52%	53641 53%	14131 50%	21075 52%	3175 43%	17979 62%	32036 74%	42007 40%	3516 61%	6270 74%	4345 31%	516 65%	1050 79%	1610 31%	8716 62%	16873 74%	28052 43%
		d	d	d		g	eg		j	hj		m	km		p	np	
No	82344 46%	46518 46%	13441 48%	18341 46%	4043 55%	10809 37%	10436 24%	61099 58%	2188 38%	2090 25%	9164 66%	279 35%	265 20%	3500 67%	5125 36%	5676 25%	35718 55%
				abc		f		ef	i		hi	l		kl	o		no
Prefer not to say	1989 1%	897 1%	380 1%	597 1%	116 2%	312 1%	467 1%	1210 1%	45 1%	107 1%	227 2%	4 1%	14 1%	97 2%	166 1%	189 1%	542 1%
				a													
Not stated	814 *%	544 1%	102 *%	145 *%	23 *%	74 *%	101 *%	639 1%	5 *%	26 *%	71 1%	0 0%	7 1%	16 *%	46 *%	27 *%	471 1%
								ef									o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 11 (continuation)  
Q40 Do you have children?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Yes	92022 52%	5232 61% c	7843 75% ac	8000 38%	2084 24% g	33786 48% dg	12738 84% degh	5717 17%	37264 75% deg	6222 18%	20686 38% i	19834 64% ij	14359 77% ijk	30393 82% ijkl	2828 8%	10473 27% n	70664 78% no	7866 79% no	155 36%
No	82344 46%	3218 38% b	2406 23% ab	12718 60%	6226 73% efh	35242 50% fh	2301 15%	26590 81% defh	11832 24% f	28237 80% jklm	32864 60% klm	10735 35% lm	4204 22% m	6166 17%	33833 91% opq	26681 70% pq	19258 21%	1970 20%	282 64%
Prefer not to say	1989 1%	97 1%	156 1%	344 2%	62 1%	870 1% h	138 1%	451 1%	357 1%	475 1%	716 1%	265 1%	158 1%	332 1%	320 1%	652 2% p	939 1%	69 1%	0 0%
Not stated	814 *%	23 *%	41 *%	81 *%	214 2% efgh	377 1% h	32 *%	62 *%	79 *%	266 1% lm	347 1% lm	73 *%	2 *%	92 *%	16 *%	383 1% npq	87 *%	0 0%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 11 (continuation)  
 Q40 Do you have children?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made re dundant	May be made re dundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Yes	92022 52%	0 0%	37851 100% a	30290 100% a	14838 100% a	3250 100% a	3697 100% a	47006 61% h	42483 45%	1478 54%	13424 67% ik	74265 50%	11651 49%	79825 52% l	70441 50%	21581 61% n
No	82344 46%	82344 100% bcdef	0 0%	0 0%	0 0%	0 0%	0 0%	29445 38%	50847 54% g	1234 45% j	6317 31%	72833 49% j	12023 50% m	70211 46%	68893 49% o	13451 38%
Prefer not to say	1989 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	580 1%	826 1%	0 0%	299 1%	1659 1%	336 1%	1636 1%	1437 1%	552 2% n
Not stated	814 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	237 *%	252 *%	36 1%	54 *%	710 *%	5 *%	783 1%	814 1% o	0 0%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 12  
Q41 If you have children, what level of education are they currently at?  
Base: All who have children

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	5686	1701	1519	1818	627	2096	2553	990	608	708	197	203	325	92	687	762	249
Base	92022	53641	14131	21075	3175	17979	32036	42007	3516	6270	4345	516	1050	1610	8716	16873	28052
Pre-school	37851 41%	23342 44% bc	5186 37%	8049 38%	1275 40%	5267 29% f	8263 26%	24321 58% ef	979 28%	1581 25%	2626 60% hi	158 31%	280 27%	837 52% kl	2237 26%	5118 30% n	15987 57% no
Junior school	41325 45%	25608 48% bcd	5777 41%	8627 41%	1313 41%	7105 40%	15346 48% e	18874 45% e	1455 41%	2585 41%	1738 40%	192 37%	561 53% km	559 35%	3484 40%	8889 53% n	13235 47% n
Senior school	27300 30%	15192 28% acd	4839 34%	6424 30%	845 27%	7365 41% g	13633 43% g	6302 15%	1522 43% j	2758 44% j	559 13%	210 41% m	402 38% m	232 14%	3741 43% p	7040 42% p	4412 16%
University	6672 7%	2895 5%	1393 10% a	2101 10% a	283 9% a	3044 17% fg	3106 10% g	521 1%	596 17% ij	747 12% j	50 1%	69 13%	98 9%	116 7%	1606 18% op	1078 6% p	211 1%
Employed	7792 8%	3427 6%	1531 11% a	2566 12% ad	269 8%	2595 14% g	4394 14% g	802 2%	462 13% j	1003 16% j	66 2%	73 14% m	127 12% m	68 4%	1362 16% op	1584 9% p	481 2%
Not stated	2095 2%	1590 3% bc	163 1%	232 1%	109 3% bc	47 *% e	285 1% e	1763 4% ef	31 1%	46 1%	85 2%	4 1%	12 1%	93 6% kl	11 *% n	185 1% n	1394 5% no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 12 (continuation)  
 Q41 If you have children, what level of education are they currently at?  
 Base: All who have children

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	5686	598	758	452	101	1167	1516	111	2742	107	581	1015	943	3007	91	484	4716	379	12
Base	92022	5232	7843	8000	2084	33786	12738	5717	37264	6222	20686	19834	14359	30393	2828	10473	70664	7866	155
Pre-school	37851 41%	1895 36%	1283 16%	4872 61%	1159 56%	21722 64%	668 5%	3875 68%	10346 28%	4208 68%	14323 69%	11009 56%	4770 33%	3482 11%	1419 50%	5402 52%	28504 40%	2456 31%	70 45%
Junior school	41325 45%	1974 38%	3312 42%	3341 42%	727 35%	15914 47%	2674 21%	1171 20%	20593 55%	1580 25%	7872 38%	11292 57%	8874 62%	11537 38%	975 34%	4400 42%	31582 45%	4233 54%	106 68%
Senior school	27300 30%	1891 36%	3433 44%	1099 14%	384 18%	3147 9%	6326 50%	295 5%	17002 46%	463 7%	1546 7%	3419 17%	5018 35%	16574 55%	412 15%	2307 22%	21910 31%	2555 32%	97 62%
University	6672 7%	774 15%	1183 15%	144 2%	78 4%	126 *	3919 31%	6 *	2477 7%	28 *	63 *	264 1%	521 4%	5763 19%	56 2%	476 5%	5514 8%	609 8%	17 11%
Employed	7792 8%	699 13%	1680 21%	187 2%	78 4%	151 *	4736 37%	26 *	2717 7%	31 1%	61 *	388 2%	747 5%	6526 21%	109 4%	486 5%	6650 9%	527 7%	13 8%
Not stated	2095 2%	0 0%	42 1%	191 2%	82 4%	1088 3%	32 *	580 10%	312 1%	562 9%	1020 5%	194 1%	202 1%	117 *	29 1%	376 4%	1587 2%	102 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 12 (continuation)  
 Q41 If you have children, what level of education are they currently at?  
 Base: All who have children

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	5686	0	1762	1871	1281	343	371	3923	1618	115	647	4788	504	5152	4330	1356
Base	92022	0	37851	30290	14838	3250	3697	47006	42483	1478	13424	74265	11651	79825	70441	21581
Pre-school	37851 41%	0 0%	37851 100%	0 0%	0 0%	0 0%	0 0%	16068 34%	21064 50%	400 27%	5626 42%	30792 41%	5717 49%	31657 40%	29878 42%	7974 37%
Junior school	41325 45%	0 0%	11034 29%	30290 100%	0 0%	0 0%	0 0%	19935 42%	19786 47%	667 45%	6426 48%	32826 44%	5241 45%	36027 45%	30740 44%	10585 49%
Senior school	27300 30%	0 0%	3446 9%	9016 30%	14838 100%	0 0%	0 0%	15953 34%	10684 25%	547 37%	3938 29%	21991 30%	2839 24%	24368 31%	20174 29%	7125 33%
University	6672 7%	0 0%	124 *%	633 2%	2664 18%	3250 100%	0 0%	4844 10%	1674 4%	248 17%	831 6%	5474 7%	583 5%	6089 8%	5114 7%	1557 7%
Employed	7792 8%	0 0%	336 1%	502 2%	1869 13%	1388 43%	3697 100%	5547 12%	2095 5%	255 17%	889 7%	6525 9%	548 5%	7244 9%	5899 8%	1893 9%
Not stated	2095 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	471 1%	1603 4%	0 0%	324 2%	1557 2%	286 2%	1809 2%	1483 2%	612 3%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o



Table 13  
Q41 Educational level of youngest child  
Base: All who have children

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	5686	1701	1519	1818	627	2096	2553	990	608	708	197	203	325	92	687	762	249
Base	92022	53641	14131	21075	3175	17979	32036	42007	3516	6270	4345	516	1050	1610	8716	16873	28052
Pre-school	37851 41%	23342 44%	5186 37%	8049 38%	1275 40%	5267 29%	8263 26%	24321 58%	979 28%	1581 25%	2626 60%	158 31%	280 27%	837 52%	2237 26%	5118 30%	15987 57%
		bc				f		ef			hi			kl		n	no
Junior school	30290 33%	18347 34%	4452 32%	6459 31%	1033 33%	5568 31%	12009 37%	12714 30%	1155 33%	2035 32%	1262 29%	144 28%	446 42%	443 28%	2859 33%	6803 40%	8685 31%
		c					eg						km			np	
Senior school	14838 16%	7574 14%	3014 21%	3769 18%	481 15%	4621 26%	7573 24%	2643 6%	953 27%	1739 28%	322 7%	137 27%	212 20%	132 8%	2333 27%	3536 21%	1705 6%
			acd	a		g	g		j	j		m	m		op	p	
University	3250 4%	1272 2%	598 4%	1243 6%	138 4%	1405 8%	1635 5%	211 1%	229 7%	368 6%	0 0%	25 5%	45 4%	68 4%	706 8%	496 3%	70 *
			a	ab	a	fg	g		j	j					op	p	
Employed	3697 4%	1516 3%	719 5%	1323 6%	139 4%	1071 6%	2272 7%	355 1%	169 5%	501 8%	50 1%	48 9%	55 5%	36 2%	570 7%	735 4%	211 1%
			a	a		g	g		j	hj		m			p	p	
Not stated	2095 2%	1590 3%	163 1%	232 1%	109 3%	47 *	285 1%	1763 4%	31 1%	46 1%	85 2%	4 1%	12 1%	93 6%	11 *	185 1%	1394 5%
		bc			bc		e	ef						kl		n	no

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 13 (continuation)  
 Q41 Educational level of youngest child  
 Base: All who have children

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	5686	598	758	452	101	1167	1516	111	2742	107	581	1015	943	3007	91	484	4716	379	12
Base	92022	5232	7843	8000	2084	33786	12738	5717	37264	6222	20686	19834	14359	30393	2828	10473	70664	7866	155
Pre-school	37851 41%	1895 36%	1283 16%	4872 61%	1159 56%	21722 64%	668 5%	3875 68%	10346 28%	4208 68%	14323 69%	11009 56%	4770 33%	3482 11%	1419 50%	5402 52%	28504 40%	2456 31%	70 45%
Junior school	30290 33%	1410 27%	2725 35%	2323 29%	519 25%	10047 30%	2441 19%	1080 19%	15998 43%	1285 21%	4728 23%	7283 37%	6837 48%	9987 33%	951 34%	2794 27%	23098 33%	3384 43%	36 23%
Senior school	14838 16%	1197 23%	2087 27%	484 6%	248 12%	780 2%	4858 38%	162 3%	8700 23%	128 2%	547 3%	1089 5%	1958 14%	10864 36%	295 10%	1391 13%	11770 17%	1347 17%	27 17%
University	3250 4%	445 9%	726 9%	72 1%	27 1%	68 *	2222 17%	0 0%	905 2%	20 *	21 *	119 1%	294 2%	2779 9%	44 2%	260 2%	2615 4%	315 4%	17 11%
Employed	3697 4%	284 5%	981 13%	58 1%	49 2%	80 *	2516 20%	20 *	1003 3%	20 *	46 *	140 1%	298 2%	3164 10%	89 3%	250 2%	3089 4%	263 3%	6 4%
Not stated	2095 2%	0 0%	42 1%	191 2%	82 4%	1088 3%	32 *	580 10%	312 1%	562 9%	1020 5%	194 1%	202 1%	117 *	29 1%	376 4%	1587 2%	102 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 13 (continuation)  
Q41 Educational level of youngest child  
Base: All who have children

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	5686	0	1762	1871	1281	343	371	3923	1618	115	647	4788	504	5152	4330	1356
Base	92022	0	37851	30290	14838	3250	3697	47006	42483	1478	13424	74265	11651	79825	70441	21581
Pre-school	37851 41%	0 0%	37851 100%	0 0%	0 0%	0 0%	0 0%	16068 34%	21064 50%	400 27%	5626 42%	30792 41%	5717 49%	31657 40%	29878 42%	7974 37%
			cdef						g		i	i	m		o	
Junior school	30290 33%	0 0%	0 0%	30290 100%	0 0%	0 0%	0 0%	15483 33%	13461 32%	555 38%	4760 35%	23941 32%	3513 30%	26721 33%	22545 32%	7745 36%
				bdef											n	
Senior school	14838 16%	0 0%	0 0%	0 0%	14838 100%	0 0%	0 0%	9554 20%	4967 12%	330 22%	1995 15%	12112 16%	1626 14%	13201 17%	11142 16%	3696 17%
					bcef			h		j						
University	3250 4%	0 0%	0 0%	0 0%	0 0%	3250 100%	0 0%	2597 6%	615 1%	104 7%	437 3%	2609 4%	154 1%	3097 4%	2522 4%	728 3%
						bcdf		h		k			l			
Employed	3697 4%	0 0%	0 0%	0 0%	0 0%	0 0%	3697 100%	2832 6%	774 2%	89 6%	282 2%	3253 4%	356 3%	3341 4%	2871 4%	826 4%
							bcde	h		j		j				
Not stated	2095 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	471 1%	1603 4%	0 0%	324 2%	1557 2%	286 2%	1809 2%	1483 2%	612 3%
									g							

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 14  
Q42 Do you own your own home?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Yes	77268 44%	36914 36%	16109 57%	20479 51%	3766 51%	21182 73%	28255 66%	27831 27%	4774 83%	6741 79%	4593 33%	645 81%	1036 78%	2085 40%	9397 67%	13541 59%	13976 22%
			acd	a	a	fg	g		ij	j		m	m		op	p	
No	94408 53%	61412 60%	10829 39%	18701 47%	3467 47%	7385 25%	13256 31%	73767 70%	832 14%	1465 17%	8532 62%	146 18%	260 19%	3061 59%	4366 31%	8366 37%	48679 75%
		bcd		b	b		e	ef			hi			kl		n	no
Prefer not to say	4833 3%	2797 3%	1024 4%	888 2%	125 2%	529 2%	1386 3%	2918 3%	143 2%	270 3%	611 4%	9 1%	39 3%	77 1%	232 2%	780 3%	1785 3%
			cd				e	e			h				n		
Not stated	659 *%	477 *%	92 *%	89 *%	0 0%	78 *%	142 *%	440 *%	5 *%	16 *%	71 1%	0 0%	0 0%	0 0%	57 *%	78 *%	343 1%
		d															

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 14 (continuation)  
Q42 Do you own your own home?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Yes	77268 44%	6366 74% bc	6936 66% c	7176 34%	1322 15%	26401 38% dg	12293 81% degh	5803 18%	31166 63% deg	2827 8%	19241 35% i	16833 54% ij	11203 60% ijk	26917 73% ijkl	10079 27%	15017 39% n	48130 53% noq	3923 40% n	78 18%
No	94408 53%	2041 24%	3165 30% a	13495 64% ab	7154 83% efh	41956 60% fh	2612 17%	25937 79% efh	16616 34% f	31534 90% jklm	33637 62% klm	13107 42% lm	6933 37% m	8893 24%	25411 69% opq	22230 58% p	40472 44%	5640 57% p	360 82%
Prefer not to say	4833 3%	146 2%	297 3%	445 2%	87 1%	1729 2%	283 2%	830 3%	1613 3% df	599 2%	1559 3%	887 3%	504 3%	1102 3%	1285 3%	943 2%	2279 3%	291 3%	0 0%
Not stated	659 *%	15 *%	48 *%	26 *%	23 *%	188 *%	20 *%	249 1% fh	136 *%	240 1% m	176 *%	81 *%	84 *%	72 *%	222 1% op	0 0%	68 *%	50 1% op	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 14 (continuation)  
 Q42 Do you own your own home?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Yes	77268 44%	29445 36%	16068 42%	15483 51%	9554 64%	2597 80%	2832 77%	77268 100%	0 0%	1274 46%	8964 45%	64887 43%	7316 30%	69798 46%	61214 43%	16054 45%
			a	ab	abc	abcd	abcd	h						l		
No	94408 53%	50847 62%	21064 56%	13461 44%	4967 33%	615 19%	774 21%	0 0%	94408 100%	1392 51%	10434 52%	80170 54%	15591 65%	78298 51%	76974 54%	17434 49%
		bcdef	cdef	def	ef			g					m		o	
Prefer not to say	4833 3%	1803 2%	675 2%	1307 4%	310 2%	38 1%	91 2%	0 0%	0 0%	47 2%	653 3%	4041 3%	1103 5%	3730 2%	2738 2%	2095 6%
				abde									m		n	
Not stated	659 *%	249 *%	45 *%	39 *%	7 *%	0 0%	0 0%	0 0%	0 0%	36 1%	42 *%	368 *%	5 *%	628 *%	659 *%	0 0%
										jk					o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 15  
Q43 In which UK county do you live?  
Base: All respondents

	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank			
	Total	Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Bedfordshire	1060 1%	379 *% c	82 *% abd	577 1% abd	22 *% d	252 1% g	419 1% g	389 *% g	18 *% h	29 *% i	36 *% j	2 *% k	0 0% l	20 *% m	79 1% n	229 1% o	70 *% p
Berkshire	1591 1%	1141 1% bd	132 *% c	295 1% abd	24 *% d	462 2% g	515 1% g	614 1% g	34 1% h	10 *% i	88 1% j	0 0% k	3 *% l	20 *% m	285 2% n	431 2% o	425 1% p
Buckinghamshire	2639 1%	297 *% c	71 *% abd	2233 6% abd	38 1% d	1052 4% fg	724 2% g	863 1% g	28 *% h	27 *% i	17 *% j	6 1% k	0 0% l	32 1% m	97 1% n	130 1% o	70 *% p
Ambridgeshire	3079 2%	1154 1% d	209 1% d	1705 4% abd	11 *% d	391 1% g	664 2% g	2024 2% g	27 *% h	59 1% i	123 1% j	6 1% k	5 *% l	0 0% m	85 1% n	214 1% o	855 1% p
Cheshire	2091 1%	1275 1% c	390 1% c	270 1% abd	157 2% c	196 1% g	379 1% g	1517 1% ef	39 1% h	38 *% i	313 2% hi	2 *% k	5 *% l	150 3% kl	120 1% n	285 1% o	869 1% p
Cornwall	3826 2%	184 *% c	3015 11% acd	349 1% a	278 4% ac	639 2% g	1155 3% g	2032 2% g	525 9% h	980 12% i	1511 11% j	21 3% k	38 3% l	220 4% m	57 *% n	57 *% o	70 *% p
Cumbria	719 *% c	349 *% c	214 1% ad	154 *% abd	3 *% d	87 *% g	158 *% g	474 *% g	26 *% h	46 1% i	142 1% j	0 0% k	3 *% l	0 0% m	46 *% n	89 *% o	214 *% p
Derbyshire	920 1%	474 *% c	195 1% c	220 1% abd	32 *% d	67 *% g	309 1% g	545 1% g	14 *% h	58 1% i	123 1% j	0 0% k	12 1% l	20 *% m	46 *% n	229 1% o	199 *% p
Devon	7541 4%	1630 2% c	3575 13% ac	392 1% ac	1945 26% abc	1308 4% g	2238 5% g	3994 4% g	738 13% h	1277 15% i	1560 11% j	274 34% m	502 38% m	1168 22% m	203 1% n	375 2% o	1052 2% p

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Dorset	2879 2%	1834 2%	648 2%	116 *	282 4%	661 2%	916 2%	1302 1%	249 4%	250 3%	149 1%	23 3%	86 6%	173 3%	381 3%	542 2%	911 1%
		c	c		abc	g	g		j	j			k				
Durham	1696 1%	1177 1%	312 1%	155 *	51 1%	94 *	504 1%	1097 1%	13 *	86 1%	213 2%	0 0%	15 1%	36 1%	55 *	369 2%	753 1%
		c	c				e	e		h	h					n	
Essex	3608 2%	3258 3%	175 1%	131 *	43 1%	323 1%	743 2%	2541 2%	25 *	30 *	121 1%	0 0%	2 *	41 1%	283 2%	699 3%	2276 4%
		bcd					e	e									
Gloucestershire	3398 2%	2409 2%	265 1%	672 2%	52 1%	724 2%	732 2%	1942 2%	127 2%	53 1%	85 1%	6 1%	5 *	41 1%	265 2%	495 2%	1649 3%
		bd		bd		f			ij								
Greater London	2994 2%	2093 2%	343 1%	453 1%	104 1%	938 3%	401 1%	1654 2%	93 2%	21 *	230 2%	40 5%	8 1%	57 1%	620 4%	293 1%	1180 2%
		bc				fg		f	i	*	i	lm			op		
Hampshire	19218 11%	10591 10%	6154 22%	1562 4%	911 12%	3880 13%	4752 11%	10586 10%	1624 28%	1996 24%	2534 18%	105 13%	136 10%	670 13%	1828 13%	2267 10%	6496 10%
		c	acd		c	fg			ij	j					o		
Herefordshire	306 *	146 *	38 *	81 *	41 1%	131 *	77 *	98 *	12 *	9 *	17 *	0 0%	0 0%	41 1%	79 1%	67 *	0 0%
					ab	fg											
Hertfordshire	1003 1%	624 1%	152 1%	207 1%	20 *	290 1%	198 *	515 *	45 1%	20 *	88 1%	4 1%	0 0%	16 *	140 1%	141 1%	343 1%
						fg											
Huntingdonshire	34 *	27 *	0 0%	7 *	0 0%	0 0%	34 *	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	27 *	0 0%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft



Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Service					Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
	Total	Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Kent	4199 2%	3427 3% bcd	382 1%	344 1%	46 1%	483 2%	782 2%	2933 3% ef	40 1%	79 1%	263 2% h	4 1%	10 1%	32 1%	401 3%	625 3%	2402 4%
Lancashire	4348 2%	3198 3% bc	398 1%	469 1%	284 4% bc	244 1%	732 2% e	3372 3% ef	20 *% h	132 2% h	246 2% h	2 *% k	39 3% k	243 5% k	193 1%	459 2%	2545 4% no
Leicestershire	1365 1%	950 1%	133 *% 1%	233 1%	50 1%	151 1%	297 1%	917 1%	5 *% 1%	40 *% 1%	88 1%	4 1%	5 *% 1%	41 1%	108 1%	203 1%	639 1%
Lincolnshire	7841 4%	1014 1%	442 2%	6323 16% abd	62 1%	1798 6% g	2501 6% g	3541 3%	80 1%	225 3% hj	137 1%	0 0%	10 1%	52 1%	244 2% p	559 2% p	211 *% no
Norfolk	4683 3%	2112 2% bd	241 1%	2272 6% abd	57 1%	222 1%	765 2% e	3695 4% ef	7 *% 1%	9 *% 1%	225 2% hi	0 0%	5 *% 1%	52 1%	57 *% 1%	90 *% 1%	1965 3% no
Northamptonshire	780 *% 1%	396 *% 1%	112 *% 1%	252 1%	20 *% 1%	69 *% 1%	234 1% e	477 *% 1%	13 *% 1%	47 1%	52 *% 1%	0 0%	0 0%	20 *% 1%	22 *% 1%	116 1%	257 *% 1%
Northumberland/ Tyne & Wear	2546 1%	1353 1%	446 2%	632 2%	115 2%	290 1%	834 2% e	1423 1%	46 1%	137 2%	263 2%	6 1%	16 1%	93 2%	108 1%	493 2% n	753 1%
Nottinghamshire	1878 1%	1168 1% d	286 1% d	404 1% d	20 *% 1%	208 1%	500 1%	1170 1%	21 *% 1%	90 1%	175 1% h	0 0%	0 0%	20 *% 1%	109 1%	318 1%	741 1%
Oxfordshire	7031 4%	3223 3% bd	73 *% 1%	3701 9% abd	35 *% 1%	1038 4%	1641 4%	4352 4%	54 1% ij	18 *% 1%	0 0%	13 2% 1	2 *% 1%	20 *% 1%	289 2%	583 3%	2351 4%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Service																
	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
			Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Rutland	702 *%	202 *%	147 1%	332 1% a	20 *%	99 *%	185 *%	417 *%	7 *%	20 *%	121 1% h	0 0%	0 0%	20 *%	29 *%	44 *%	129 *%
Shropshire	2751 2%	1503 1% d	279 1%	931 2% abd	38 1%	302 1%	792 2% e	1657 2%	26 *%	61 1%	192 1% h	2 *%	0 0%	36 1%	147 1%	374 2%	981 2%
Somerset	4556 3%	1281 1%	2155 8% ac	327 1% abc	792 11% abc	1007 3% g	1272 3% g	2277 2%	467 8%	824 10% j	864 6%	109 14%	203 15% m	481 9%	273 2%	223 1%	784 1%
Staffordshire	1979 1%	1397 1% bd	194 1%	368 1% d	21 *%	106 *%	427 1% e	1446 1% e	25 *%	62 1%	107 1%	0 0%	5 *%	16 *%	34 *%	252 1% n	1110 2% n
Suffolk	3362 2%	2208 2% bd	148 1%	983 2% bd	23 *%	500 2%	1075 2% eg	1786 2%	7 *%	37 *%	104 1% h	0 0%	2 *%	20 *%	382 3%	716 3%	1110 2%
Surrey	2511 1%	2049 2% bcd	159 1%	226 1%	77 1%	803 3% fg	523 1%	1186 1%	91 2% ij	16 *%	52 *%	21 3% l	0 0%	57 1% l	609 4% op	444 2%	996 2%
Sussex	1205 1%	732 1% c	408 1% acd	26 *%	39 1% c	187 1%	335 1%	682 1%	99 2% i	27 *%	282 2% i	4 1%	3 *%	32 1%	85 1%	305 1%	343 1%
Warwickshire	1455 1%	1149 1% bc	169 1% c	104 *%	32 *%	89 *%	192 *%	1174 1% ef	11 *%	37 *%	121 1%	0 0%	0 0%	32 1%	63 *%	135 1%	952 1% n
Wiltshire	11673 7%	8860 9% bcd	299 1%	2438 6% bd	77 1%	2984 10% fg	3154 7% g	5536 5%	177 3% ij	51 1%	71 1%	10 1%	14 1%	52 1%	2130 15% op	2343 10% p	4388 7%

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Service					Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
	Total	Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Worcestershire	598 *%	414 *%	103 *%	64 *%	16 *%	46 *%	229 1% e	322 *%	24 *%	28 *%	52 *%	0 0%	0 0%	16 *%	23 *%	178 1% n	214 *%
Yorkshire	15774 9%	12367 12% bcd	1074 4%	2094 5% bd	239 3%	1834 6%	3142 7%	10799 10% ef	79 1%	231 3% h	765 6% hi	23 3%	42 3%	174 3%	1338 10%	2454 11%	8575 13% n
Scotland	10693 6%	4945 5%	1846 7% a	3295 8% ab	607 8% a	1716 6%	3047 7% eg	5929 6%	370 6%	716 8% j	760 6%	58 7%	88 7%	461 9%	698 5%	1236 5%	3011 5%
Wales	5205 3%	3253 3% b	559 2%	1214 3% b	179 2%	575 2%	1581 4% e	3049 3% e	104 2%	182 2%	272 2%	0 0%	25 2% k	154 3% k	278 2%	1069 5% n	1906 3%
Northern Ireland	2030 1%	1765 2% bcd	191 1% cd	74 *%	0 0%	309 1%	406 1%	1315 1%	11 *%	45 1%	135 1% h	0 0%	0 0%	0 0%	279 2%	349 2%	1137 2%
West Midlands	3013 2%	2156 2% bc	228 1%	543 1%	85 1%	222 1%	249 1%	2542 2% ef	38 1%	20 *%	170 1% i	8 1% l	0 0%	77 1% l	79 1%	153 1%	1925 3% no
Avon	651 *%	316 *%	146 1%	96 *%	93 1% abc	230 1% fg	50 *%	371 *%	85 1% ij	26 *%	36 *%	0 0%	0 0%	93 2% kl	85 1% o	17 *%	214 *%
Middlesex	1232 1%	592 1%	71 *%	506 1% ab	63 1% b	272 1% f	170 *%	791 1%	35 1% i	0 0%	36 *%	6 1%	0 0%	57 1% l	129 1% o	50 *%	413 1%
Cleveland	811 *%	586 1% c	135 *% c	66 *%	23 *%	4 *%	224 1% e	583 1% e	0 0%	47 1% h	88 1% h	4 1%	3 *%	16 *%	0 0%	173 1% n	413 1% n

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Conducted by: Lord Ashcroft

Table 15 (continuation)  
 Q43 In which UK county do you live?  
 Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Merseyside	1274 1%	823 1%	238 1%	169 *%	44 1%	18 *%	282 1%	974 1%	7 *%	56 1%	175 1%	0 0%	8 1%	36 1%	11 *%	200 1%	612 1%
			c				e	e			h				n	n	
Other	1388 1%	904 1%	166 1%	300 1%	18 *%	254 1%	591 1%	544 1%	34 1%	80 1%	52 *%	2 *%	0 0%	16 *%	147 1%	417 2%	340 1%
		d					g								p		
Not stated	11031 6%	8216 8%	855 3%	1795 4%	165 2%	1616 6%	1909 4%	7506 7%	140 2%	159 2%	556 4%	31 4%	36 3%	97 2%	1034 7%	1247 5%	5934 9%
		bcd		bd		f		ef			i						o

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Bedfordshire	1060 1%	153 2%	161 2%	263 1%	31 *%	310 *%	115 1%	62 *%	541 1% eg	148 *%	138 *%	276 1% j	148 1% j	349 1% j	159 *%	281 1%	562 1%	58 1%	0 0%
Berkshire	1591 1%	143 2% bc	70 1%	81 *%	37 *%	926 1% gh	201 1% gh	73 *%	353 1%	56 *%	648 1% i	349 1% i	197 1% i	340 1% i	391 1%	200 1%	946 1%	53 1%	0 0%
Buckinghamshire	2639 1%	921 11% bc	567 5% c	745 4%	36 *%	802 1% degh	508 3% degh	137 *%	1141 2% eg	253 1%	394 1%	538 2% ij	385 2% ij	1055 3% ijk	295 1%	358 1%	1841 2% no	144 1%	0 0%
Ambridgeshire	3079 2%	274 3%	386 4%	1045 5% a	28 *%	1217 2%	230 2%	961 3% defh	643 1%	1073 3% jklm	885 2%	337 1%	250 1%	534 1%	641 2%	678 2%	1613 2%	137 1%	10 2%
Cheshire	2091 1%	34 *%	51 *%	185 1%	151 2%	1008 1% fh	101 1%	498 2% fh	334 1%	422 1%	1071 2% klm	180 1%	138 1%	280 1%	830 2% pq	743 2% pq	460 1%	58 1%	0 0%
Cornwall	3826 2%	37 *%	80 1%	231 1%	153 2%	1448 2%	461 3% e	569 2%	1150 2%	865 2%	905 2%	614 2%	338 2%	1068 3% jl	819 2%	851 2%	1958 2%	193 2%	6 1%
Cumbria	719 *%	15 *%	20 *%	118 1%	72 1%	342 *%	32 *%	123 *%	151 *%	416 1% jkm	68 *%	66 *%	108 1% jm	61 *%	184 *% o	36 *%	258 *%	241 2% nop	0 0%
Derbyshire	920 1%	8 *%	10 *%	202 1% ab	36 *%	235 *%	76 *%	251 1%	288 1%	82 *%	326 1%	189 1%	135 1%	190 1%	177 *%	295 1% p	308 *%	141 1% np	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Devon	7541 4%	94 1%	84 1%	214 1%	169 2%	2333 3%	1015 7% degh	1425 4%	2566 5% de	1520 4%	1693 3%	1414 5% j	723 4%	2165 6% jl	1502 4%	1883 5%	3836 4%	320 3%	0 0%
Dorset	2879 2%	8 *% *	39 *% *	69 *% *	41 *% *	788 1%	266 2%	529 2%	1229 2% de	255 1%	707 1%	832 3% ij	320 2%	765 2% ij	681 2%	406 1%	1472 2%	321 3% op	0 0%
Durham	1696 1%	26 *% *	34 *% *	95 *% *	285 3% efgh	530 1%	95 1%	287 1%	499 1%	275 1%	506 1%	560 2% jlm	126 1%	228 1%	527 1% op	208 1%	717 1%	244 2% op	0 0%
Essex	3608 2%	15 *% *	12 *% *	104 *% *	49 1%	1530 2% f	129 1%	992 3% dfh	908 2% f	899 3% m	1304 2% m	720 2% m	408 2% m	278 1%	473 1%	1135 3% np	1810 2%	154 2%	36 8%
Gloucestershire	3398 2%	326 4% bc	179 2%	167 1%	321 4% gh	1341 2%	444 3% egh	401 1%	884 2%	339 1%	1203 2% i	512 2%	491 3% i	848 2% i	1088 3% op	577 2%	1544 2%	176 2%	14 3%
Greater London	2994 2%	186 2% bc	80 1%	188 1%	48 1%	1842 3% dfgh	185 1%	387 1%	527 1%	692 2% m	1301 2% klm	409 1%	251 1%	342 1%	1062 3% p	796 2% p	969 1%	166 2%	0 0%
Hampshire	19218 11%	323 4%	353 3%	886 4%	268 3%	8696 12% dfg	1547 10% d	2885 9% d	5734 12% dg	2404 7%	6922 13% i	3306 11% i	2244 12% i	4300 12% i	1803 5%	4497 12% n	11951 13% nq	890 9% n	77 18%
Herefordshire	306 *% *	41 *% b	0 0% *	40 *% *	37 *% *	38 *% *	67 *% e	37 *% *	126 *% *	89 *% *	7 *% *	28 *% *	54 *% j	128 *% j	31 *% *	81 *% *	193 *% *	0 0% *	0 0% *

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	RAF Rank			Age					Length of Service					Personal Status					
	Total	Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Estab-lished relat-ionship	Married / in civil part-nership	Sep-arated or di-vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Hertfordshire	1003 1%	101 1% bc	37 *% bc	69 *% bc	41 *% d	384 1% e	151 1% f	218 1% g	186 *% h	97 *% i	507 1% jk	59 *% k	109 1% l	231 1% m	259 1% n	289 1% o	427 *% p	27 *% q	0 0% *r
Huntingdonshire	34 *% k	0 0% k	7 *% k	0 0% k	0 0% k	0 0% k	7 *% k	0 0% k	27 *% k	0 0% k	0 0% k	0 0% k	27 *% k	7 *% k	0 0% k	0 0% k	34 *% k	0 0% k	0 0% k
Kent	4199 2%	37 *% m	69 1% m	237 1% m	340 4% fh	1871 3% fh	196 1% fh	892 3% f	882 2% f	687 2% k	1586 3% m	857 3% m	376 2% m	692 2% m	1082 3% q	912 2% q	2088 2% q	117 1% q	0 0% q
Lancashire	4348 2%	30 *% p	101 1% p	338 2% a	85 1% p	1780 3% fh	244 2% p	1536 5% defh	702 1% p	1361 4% klm	1704 3% klm	350 1% p	349 2% p	584 2% p	1580 4% p	1370 4% p	1031 1% p	367 4% p	0 0% p
Leicestershire	1365 1%	34 *% np	49 *% np	150 1% np	0 0% np	688 1% np	90 1% np	171 1% np	416 1% np	551 2% jk	211 *% jk	118 *% jk	149 1% jk	337 1% jk	121 *% np	446 1% np	574 1% np	224 2% np	0 0% np
Lincolnshire	7841 4%	1475 17% de	1707 16% de	3141 15% de	172 2% de	2656 4% degh	1297 9% degh	1142 3% de	2528 5% de	887 3% ij	1766 3% ij	1654 5% ij	889 5% ij	2627 7% ijkl	1104 3% no	1510 4% no	4849 5% no	377 4% no	0 0% no
Norfolk	4683 3%	159 2% q	661 6% npq	1452 7% a	318 4% fh	1697 2% fh	270 2% fh	1543 5% efh	855 2% efh	1178 3% lm	2031 4% klm	658 2% lm	228 1% lm	588 2% lm	692 2% q	1421 4% npq	2297 3% q	58 1% q	0 0% q
Northamptonshire	780 *% eh	34 *% eh	70 1% eh	147 1% eh	129 1% eh	163 *% eh	89 1% eh	212 1% eh	170 *% eh	201 1% eh	277 1% eh	103 *% eh	43 *% eh	156 *% eh	208 1% eh	283 1% eh	251 *% eh	37 *% eh	0 0% eh

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Northumberland/ Tyne & Wear	2546 1%	129 2%	188 2%	315 1%	318 4% efgh	847 1%	120 1%	504 2%	757 2% f	531 2%	664 1%	516 2%	363 2%	472 1%	722 2% p	606 2%	1112 1%	106 1%	0 0%
Nottinghamshire	1878 1%	78 1%	92 1%	234 1%	177 2% e	528 1%	125 1%	491 1%	551 1%	463 1%	474 1%	389 1%	135 1%	417 1%	304 1%	719 2% np	756 1%	100 1%	0 0%
Oxfordshire	7031 4%	682 8%	1038 10%	1981 9%	296 3%	3287 5% g	546 4%	806 2%	2061 4% g	944 3%	2427 4% i	1399 5% i	885 5% i	1367 4%	1355 4% o	902 2%	4009 4% o	753 8% nop	0 0%
Rutland	702 *%	64 1%	121 1%	147 1%	0 0%	280 *%	81 1%	164 1%	177 *%	47 *%	308 1%	130 *%	53 *%	164 *%	63 *%	190 *%	399 *%	49 *%	0 0%
Shropshire	2751 2%	127 1%	357 3% a	447 2%	151 2%	1179 2%	274 2%	552 2%	593 1%	707 2%	796 1%	471 2%	202 1%	557 2%	585 2%	666 2%	1408 2%	92 1%	0 0%
Somerset	4556 3%	158 2% bc	22 *%	147 1%	39 *%	1936 3% d	595 4% deh	798 2%	1189 2% d	715 2%	1342 2%	798 3%	501 3%	1199 3%	1036 3%	718 2%	2654 3% oq	138 1%	0 0%
Staffordshire	1979 1%	46 1%	108 1%	214 1%	62 1%	944 1% f	95 1%	359 1%	520 1%	567 2%	539 1%	337 1%	135 1%	400 1%	599 2% oq	148 *%	1191 1% o	40 *%	0 0%
Suffolk	3362 2%	111 1%	320 3% a	551 3% a	47 1%	1394 2% f	141 1%	778 2% f	1003 2% f	977 3% jk	814 1%	463 1%	381 2%	728 2%	557 2%	885 2% q	1833 2%	87 1%	0 0%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft



Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	RAF Rank			Age					Length of Service					Personal Status					
	Total	Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Establi shed relat ionship	Married / in civil part nership	Sep arated or di vorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Surrey	2511 1%	82 1%	63 1%	81 *%	22 *%	885 1%	332 2% deg	320 1%	936 2% e	350 1%	694 1%	297 1%	613 3% ijklm	545 1%	186 1%	427 1%	1773 2% no	119 1%	6 1%
Sussex	1205 1%	0 0%	0 0%	26 *%	6 *%	379 1%	79 1%	520 2% efh	221 *%	326 1%	438 1%	174 1%	88 *%	178 *%	528 1% p	312 1% p	314 *%	50 1%	0 0%
Warwickshire	1455 1%	15 *%	20 *%	69 *%	214 2% fgh	772 1% fh	50 *%	207 1%	212 *%	273 1%	772 1% klm	155 1%	85 *%	169 *%	443 1% o	182 *%	759 1%	70 1%	0 0%
Wiltshire	11673 7%	667 8% c	745 7% c	1025 5%	805 9% g	4641 7% g	1340 9% eg	1016 3% g	3863 8% g	1451 4%	2648 5%	2952 10% ij	1489 8% ij	3100 8% ij	1891 5%	1575 4%	7497 8% no	678 7% o	24 6%
Worcestershire	598 *%	0 0%	24 *%	40 *%	0 0%	158 *%	46 *%	303 1% efh	91 *%	62 *%	327 1% k	54 *%	54 *%	102 *%	271 1% p	181 *% p	129 *%	17 *%	0 0%
Yorkshire	15774 9%	394 5%	415 4%	1285 6% b	954 11% f	6461 9% f	686 5%	3253 10% f	4372 9% f	3581 10% m	5418 10% m	2733 9% m	1739 9% m	2303 6%	3180 9%	4020 11% p	7001 8%	1324 13% np	214 49%
Scotland	10693 6%	589 7%	1008 10% a	1697 8%	1189 14% efgh	2901 4%	1128 7% eg	1543 5% eg	3903 8% eg	1989 6%	2296 4%	2208 7% j	1325 7% j	2837 8% j	1942 5%	2810 7% np	5155 6%	756 8%	31 7%
Wales	5205 3%	193 2%	305 3%	716 3%	271 3%	2017 3%	302 2%	1056 3%	1559 3% f	1035 3%	1611 3%	922 3%	626 3%	994 3%	1193 3%	1014 3%	2734 3%	253 3%	11 2%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Northern Ireland	2030 1%	19 *%	12 *%	43 *%	17 *%	933 1%	174 1%	428 1%	478 1%	711 2% jklm	510 1%	299 1%	179 1%	331 1%	1130 3% opq	68 *%	810 1% o	22 *%	0 0%
West Midlands	3013 2%	97 1%	77 1%	369 2% b	792 9% efgh	1144 2% fh	54 *%	725 2% fh	298 1%	1604 5% jklm	850 2% m	262 1% m	158 1% m	131 *%	1038 3% pq	790 2% pq	1132 1%	53 1%	0 0%
Avon	651 *%	60 1% bc	7 *%	29 *%	0 0%	261 *%	52 *%	214 1%	125 *%	31 *%	375 1% lm	114 *%	34 *%	96 *%	55 *%	430 1% np	145 *%	22 *%	0 0%
Middlesex	1232 1%	101 1%	119 1%	286 1%	44 1%	548 1%	105 1%	292 1%	244 *%	425 1% klm	433 1%	116 *%	69 *%	190 1%	429 1% o	155 *%	600 1%	48 *%	0 0%
Cleveland	811 *%	0 0%	0 0%	66 *%	26 *%	282 *%	18 *%	385 1% efh	100 *%	62 *%	420 1% m	188 1%	46 *%	96 *%	97 *%	300 1%	387 *%	23 *%	0 0%
Merseyside	1274 1%	0 0%	19 *%	150 1% a	0 0%	660 1%	162 1%	151 *%	302 1%	137 *%	590 1% l	283 1% l	41 *%	223 1%	319 1% p	616 2% p	236 *%	104 1% p	0 0%
Other	1388 1%	71 1%	93 1%	136 1%	0 0%	427 1%	142 1%	113 *%	701 1% eg	26 *%	322 1%	406 1% ij	139 1% i	496 1% ij	88 *%	163 *%	1103 1% no	35 *%	0 0%
Not stated	11031 6%	411 5%	466 4%	918 4%	310 4%	4787 7% fh	748 5%	2511 8% dfh	2435 5%	3433 10% jklm	3382 6% km	1115 4%	898 5%	1733 5%	3275 9% opq	1053 3%	5822 6% o	461 5% o	10 2%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Bedfordshire	1060 1%	445 1%	229 1%	162 1%	98 1%	26 1%	59 2% abc	559 1%	451 *%	0 0%	117 1%	918 1%	19 *%	1006 1% l	689 *%	371 1% n
Berkshire	1591 1%	743 1%	296 1%	331 1%	73 *%	66 2% abdf	13 *%	627 1%	964 1%	0 0%	183 1%	1408 1%	142 1%	1449 1%	1365 1%	226 1%
Buckinghamshire	2639 1%	999 1%	473 1%	623 2% a	416 3% ab	82 3% a	45 1%	1473 2% h	1113 1%	60 2%	234 1%	2326 2%	113 *%	2512 2% l	2276 2%	363 1%
Ambridgeshire	3079 2%	1651 2%	496 1%	535 2%	233 2%	47 1%	56 2%	888 1%	2174 2% g	34 1%	117 1%	2913 2% j	156 1%	2908 2% l	2555 2%	524 1%
Cheshire	2091 1%	1383 2% cd	463 1% cd	114 *%	61 *%	42 1% c	29 1%	961 1%	1130 1%	43 2%	312 2%	1689 1%	324 1%	1767 1%	1358 1%	733 2% n
Cornwall	3826 2%	1512 2%	827 2%	752 2%	424 3% a	89 3%	119 3%	1993 3% h	1749 2%	112 4%	425 2%	3205 2%	85 *%	3741 2% l	2663 2%	1163 3% n
Cumbria	719 *%	514 1% b	51 *%	103 *%	46 *%	0 0%	6 *%	170 *%	526 1% g	0 0%	0 0%	719 *% j	17 *%	702 *%	621 *%	98 *%
Derbyshire	920 1%	583 1% c	177 *%	61 *%	66 *%	23 1%	10 *%	575 1% h	328 *%	17 1%	53 *%	846 1%	289 1% m	632 *%	757 1%	163 *%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Devon	7541 4%	3816 5% b	1124 3%	1112 4%	930 6% abc	180 6% b	225 6% bc	4342 6% h	3049 3%	92 3%	483 2%	6850 5% j	777 3%	6757 4%	5762 4%	1778 5%
Dorset	2879 2%	1137 1%	626 2%	765 3% ad	222 1%	34 1%	39 1%	1849 2% h	972 1%	7 *%	331 2%	2455 2%	295 1%	2584 2%	2117 1%	762 2% n
Durham	1696 1%	716 1%	411 1%	326 1%	113 1%	39 1%	19 1%	980 1% h	715 1%	0 0%	224 1%	1471 1%	507 2% m	1189 1%	1044 1%	651 2% n
Essex	3608 2%	1396 2%	879 2% e	840 3% ade	207 1%	11 *%	79 2% e	1596 2%	2002 2%	0 0%	315 2%	3164 2%	176 1%	3425 2% l	3106 2% o	502 1%
Gloucestershire	3398 2%	1641 2%	696 2%	457 2%	375 3% c	106 3% c	99 3%	1827 2% h	1495 2%	49 2%	268 1%	2831 2%	175 1%	3223 2% l	2623 2%	775 2%
Greater London	2994 2%	1961 2% bcd	486 1%	278 1%	145 1%	41 1%	38 1%	845 1%	1974 2% g	58 2%	512 3% k	2410 2%	849 4% m	2145 1%	2007 1%	987 3% n
Hampshire	19218 11%	7708 9%	4886 13% a	3389 11% a	1997 13% a	452 14% a	420 11% a	8260 11%	10380 11%	380 14%	1961 10%	16496 11%	1136 5%	18042 12% l	15220 11%	3999 11%
Herefordshire	306 *%	179 *%	9 *%	78 *%	0 0%	16 *% bd	23 1% bd	168 *%	137 *%	11 *%	0 0%	295 *%	45 *%	260 *%	287 *%	19 *%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Hertfordshire	1003 1%	705 1% bc	87 *% bc	81 *% bc	81 1%	15 *% bc	34 1% b	364 *% bc	616 1% bc	10 *% bc	93 *% bc	889 1% bc	39 *% bc	964 1% bc	762 1% bc	241 1% bc
Huntingdonshire	34 *%	7 *% bc	0 0% bc	27 *% bc	0 0% bc	0 0% bc	0 0% bc	7 *% bc	27 *% bc	0 0% bc	0 0% bc	34 *% bc	7 *% bc	27 *% bc	27 *% bc	7 *% bc
Kent	4199 2%	1730 2% bc	540 1% bc	889 3% bc	320 2% bc	34 1% bc	118 3% bc	1434 2% bc	2583 3% bc	97 4% bc	387 2% bc	3602 2% bc	473 2% bc	3725 2% bc	3276 2% bc	922 3% bc
Lancashire	4348 2%	2919 4% bcdf	498 1% bcdf	558 2% bcdf	249 2% bcdf	56 2% bcdf	15 *% bcdf	1694 2% bcdf	2559 3% bcdf	53 2% bcdf	729 4% bcdf	3519 2% bcdf	1078 4% bcdf	3270 2% bcdf	3503 2% bcdf	845 2% bcdf
Leicestershire	1365 1%	536 1% ac	451 1% ac	170 1% ac	142 1% ac	10 *% ac	11 *% ac	621 1% ac	709 1% ac	48 2% ac	42 *% ac	1276 1% ac	124 1% ac	1241 1% ac	1203 1% ac	162 *% ac
Lincolnshire	7841 4%	3014 4% bc	1735 5% bc	1489 5% bc	884 6% bc	288 9% bc	262 7% bc	5147 7% bc	2531 3% bc	209 8% bc	756 4% bc	6632 4% bc	366 2% bc	7475 5% bc	6197 4% bc	1643 5% bc
Norfolk	4683 3%	2377 3% cd	1406 4% cd	488 2% cd	200 1% cd	66 2% cd	79 2% cd	1556 2% cd	3085 3% cd	19 1% cd	498 2% cd	3827 3% cd	554 2% cd	4129 3% cd	4061 3% cd	621 2% cd
Northamptonshire	780 *% 1%	452 1% 1%	106 *% 1%	78 *% 1%	82 1% 1%	27 1% 1%	24 1% 1%	350 *% 1%	275 *% 1%	0 0% 1%	45 *% 1%	735 *% 1%	195 1% 1%	585 *% 1%	535 *% 1%	245 1% 1%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Northumberland/ Tyne & Wear	2546 1%	1287 2%	413 1%	553 2% d	127 1%	116 4% abcd	51 1%	1447 2% h	1036 1%	61 2%	179 1%	2272 2%	468 2%	2078 1%	2302 2% o	244 1%
Nottinghamshire	1878 1%	1051 1% b	189 *% *	407 1% b	122 1%	44 1%	24 1%	887 1%	969 1%	18 1%	61 *% *	1671 1% j	203 1%	1675 1%	1460 1%	418 1%
Oxfordshire	7031 4%	2841 3%	2272 6% acd	1172 4% d	376 3%	166 5% d	156 4%	2147 3%	4793 5% g	19 1%	1101 5% ik	5822 4% i	70 *% *	6961 5% l	5296 4%	1735 5% n
Rutland	702 *% *	263 *% *	193 1%	146 *% *	41 *% *	0 0% ade	42 1%	290 *% *	412 *% *	17 1%	214 1% k	464 *% *	29 *% *	655 *% *	386 *% *	316 1% n
Shropshire	2751 2%	1466 2% c	560 1%	320 1%	298 2% c	59 2%	34 1%	1079 1%	1636 2%	22 1%	192 1%	2509 2%	152 1%	2599 2% l	2406 2% o	345 1%
Somerset	4556 3%	2322 3%	736 2%	833 3%	469 3% b	76 2%	89 2%	2306 3% h	2059 2%	193 7% k	800 4% k	3365 2%	251 1%	4273 3% l	3106 2%	1449 4% n
Staffordshire	1979 1%	942 1% c	465 1% c	108 *% *	168 1% c	30 1%	49 1% c	887 1%	941 1%	27 1%	910 5% ik	1042 1%	438 2% m	1541 1%	1837 1% o	142 *% *

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Suffolk	3362 2%	1606 2%	803 2%	591 2%	215 1%	63 2%	43 1%	1610 2%	1665 2%	0 0%	203 1%	3136 2%	307 1%	3055 2%	2841 2%	521 1%
Surrey	2511 1%	629 1%	767 2% a	489 2% a	196 1%	56 2%	132 4% acd	899 1%	1556 2%	6 *%	244 1%	2001 1%	261 1%	1959 1%	1868 1%	643 2%
Sussex	1205 1%	780 1% cd	252 1%	98 *%	40 *%	17 1%	17 *%	531 1%	407 *%	22 1%	161 1%	808 1%	269 1%	936 1%	983 1%	222 1%
Warwickshire	1455 1%	754 1%	160 *%	370 1% bd	59 *%	17 1%	8 *%	549 1%	888 1%	129 5% jk	88 *%	1222 1%	382 2% m	1072 1%	1114 1%	341 1%
Wiltshire	11673 7%	4306 5%	3063 8% a	2381 8% a	1267 9% a	242 7%	253 7%	5262 7%	6188 7%	105 4%	2322 12% ik	9063 6%	416 2%	11246 7% l	9300 7%	2373 7%
Worcestershire	598 *%	426 1% c	60 *%	43 *%	58 *%	0 0%	11 *%	489 1% h	110 *%	17 1%	73 *%	508 *%	17 *%	575 *%	552 *%	46 *%
Yorkshire	15774 9%	7155 9% e	3610 10% e	2733 9% e	1238 8% e	66 2%	262 7% e	5818 8%	9646 10% g	421 15% jk	1543 8%	13042 9%	1250 5%	14395 9% l	12636 9%	3138 9%
Scotland	10693 6%	4839 6%	2067 5%	1977 7%	1093 7% b	311 10% abc	318 9% ab	5486 7% h	4927 5%	177 6%	1063 5%	9030 6%	1254 5%	9415 6%	7855 6%	2838 8% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft

Table 15 (continuation)  
Q43 In which UK county do you live?  
Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Wales	5205 3%	2184 3%	1194 3%	919 3%	598 4% a	74 2%	99 3%	2785 4% h	2222 2%	29 1%	449 2%	4583 3%	893 4%	4305 3%	4127 3%	1078 3%
Northern Ireland	2030 1%	1296 2% b	221 1%	332 1%	124 1%	22 1%	34 1%	881 1%	918 1%	0 0%	167 1%	1851 1%	61 *% l	1969 1% l	1646 1%	383 1%
West Midlands	3013 2%	2101 3% cdef	654 2% cde	133 *% *	20 *% *	0 0%	26 1%	811 1%	2171 2% g	0 0%	543 3% ik	2444 2%	956 4% m	2045 1%	3013 2% o	0 0%
Avon	651 *% b	467 1% b	30 *% *	74 *% *	47 *% *	13 *% *	0 0%	286 *% *	360 *% *	48 2% jk	60 *% *	543 *% *	9 *% *	631 *% *	651 *% o	0 0%
Middlesex	1232 1%	489 1%	513 1% acd	106 *% *	70 *% *	11 *% *	42 1% c	270 *% *	930 1% g	0 0%	146 1%	1059 1%	214 1%	1018 1%	1232 1% o	0 0%
Cleveland	811 *% b	544 1% b	25 *% *	134 *% b	45 *% *	9 *% *	27 1% b	262 *% *	549 1%	0 0%	89 *% *	722 *% *	184 1%	627 *% *	811 1% o	0 0%
Merseyside	1274 1%	851 1% cd	216 1%	137 *% *	34 *% *	0 0%	10 *% *	449 1%	825 1%	36 1%	208 1%	946 1%	186 1%	1088 1%	1274 1% o	0 0%
Other	1388 1%	294 *% a	413 1% ade	543 2% ade	90 1%	9 *% *	28 1%	560 1%	688 1%	14 *% *	244 1%	1131 1%	821 3% m	567 *% *	0 0%	1388 4% n

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Conducted by: Lord Ashcroft



Table 15 (continuation)  
 Q43 In which UK county do you live?  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Not stated	11031	5328	2025	1985	676	97	122	2990	6967	89	951	9721	6981	4008	10872	158
	6%	6%	5%	7%	5%	3%	3%	4%	7%	3%	5%	7%	29%	3%	8%	*%
		def		def					g			j	m		o	

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o

Table 16  
Survey type  
Base: All respondents

	Total	Service				Rank			Royal Navy Rank			Royal Marines Rank			Army Rank		
		Army	Royal Navy	RAF	Royal Marines	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower	Higher	Middle	Lower
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Base	9106	2571	2467	3028	1002	3237	3354	2405	960	942	545	290	403	282	1045	1014	507
Base	177168	101600	28054	40157	7357	29174	43039	104955	5754	8493	13807	799	1335	5223	14052	22765	64783
Paper	141585	81298	20839	33467	5982	22913	31916	86756	4434	6035	10369	595	928	4459	10853	16232	54213
	80%	80%	74%	83%	81%	79%	74%	83%	77%	71%	75%	74%	70%	85%	77%	71%	84%
		b		ab	b	f		ef	i					kl	o		no
Online	35583	20302	7215	6690	1375	6261	11123	18199	1320	2458	3438	204	407	764	3199	6533	10570
	20%	20%	26%	17%	19%	21%	26%	17%	23%	29%	25%	26%	30%	15%	23%	29%	16%
		c	acd			g	eg		h			m	m		p	np	

Columns Tested: a,b,c,d - e,f,g - h,i,j - k,l,m - n,o,p

Table 16 (continuation)  
 Survey type  
 Base: All respondents

	Total	RAF Rank			Age					Length of Service					Personal Status				
		Higher	Middle	Lower	16-20	21-25	26-34	35-44	45+	Under 5 years	5-10 years	11-15 years	16-20 years	More than 20 years	Single	Established relationship	Married / in civil partnership	Separated or divorced	Widowed
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	*r
Unweighted Base	9106	942	995	1071	246	2721	1771	710	3575	762	1800	1666	1245	3570	1187	1550	5813	507	17
Base	177168	8569	10446	21142	8586	70274	15208	32820	49532	35200	54613	30908	18723	36983	36997	38189	90948	9905	437
Paper	141585 80%	7031 82%	8721 83%	17715 84%	7499 87% efh	57309 82% fh	11805 78% h	28156 86% efh	36343 73%	32074 91% jklm	44842 82% klm	23207 75%	13939 74%	26914 73%	31602 85% pq	32279 85% pq	69466 76%	7462 75%	84 19%
Online	35583 20%	1538 18%	1725 17%	3427 16%	1087 13%	12966 18% dg	3403 22% deg	4664 14%	13189 27% defg	3126 9%	9771 18% i	7701 25% ij	4784 26% ij	10069 27% ij	5394 15%	5911 15%	21482 24% no	2443 25% no	353 81%

Columns Tested: a,b,c - d,e,f,g,h - i,j,k,l,m - n,o,p,q,r

Table 16 (continuation)  
 Survey type  
 Base: All respondents

	Total	Age of Youngest Child						Home ownership		Redundancy			Currently Posted		Survey type	
		No children	Yes-pre-school	Yes-junior school	Yes-senior school	Yes-university	Yes-employed	Own their own home	Do not own their own home	Being made redundant	May be made redundant	Neither	Overseas	UK	Paper	Online
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted Base	9106	3280	1762	1871	1281	343	371	5797	3047	167	931	7798	803	8248	7111	1995
Base	177168	82344	37851	30290	14838	3250	3697	77268	94408	2748	20093	149465	24015	152454	141585	35583
Paper	141585 80%	68893 84%	29878 79%	22545 74%	11142 75%	2522 78%	2871 78%	61214 79%	76974 82%	2232 81%	15366 76%	119237 80%	19687 82%	121200 79%	141585 100%	0 0%
Online	35583 20%	13451 16%	7974 21%	7745 26%	3696 25%	728 22%	826 22%	16054 21%	17434 18%	516 19%	4727 24%	30229 20%	4329 18%	31254 21%	0 0%	35583 100%

Columns Tested: a,b,c,d,e,f - g,h - i,j,k - l,m - n,o