

# MINISTRY OF DEFENCE



**CONTRACT HOCS1b/00018**

## **THE PROVISION OF AN INTEGRATED DEFENCE PUBLIC ATTITUDES RESEARCH PROGRAMME FOR MOD, ARMED FORCES AND RESERVES**

*Defence, Commercial, Commands & Centre Head Office & Corporate Services  
Level 2 Kentigern House, 65 Brown Street, Glasgow G2 8EX*

## AGREEMENT

**MOD Contract No: HOCS1b/00018**

This Contract is made on 4 April 2018,

BETWEEN

(1) **Her Britannic Majesty's Secretary Of State For Defence**, acting by DEF Comrcl CC HOCS 1, Rm 2.1.0.2, Kentigern House, 65 Brown Street, Glasgow G2 8EX ("the Authority"),

AND

(2) **YouGov Plc, 50 Featherstone Street, London, EC1Y 8RT** ("The Contractor").

WHEREAS the Authority wishes the Contractor to provide the services detailed within Schedule 2 and has agreed with the Contractor the terms and conditions upon which those services will be provided by the Contractor. Now it is hereby agreed as follows:

1. The Contractor shall provide the services described in the Statement of Requirement (Schedule 2) in accordance with the Conditions of Contract for CCS Framework RM1086 MR130001 LOT 5 Market Research, and the conditions specified at Schedule 3 and firm prices detailed at Schedule 1.
2. The duration of this Contract is from 6 April 2018 to 5 April 2020, with an option for the Authority to extend for a further 1 year under the extant terms and conditions and the firm prices for Option Year 3 at Schedule 1.
3. The work shall be performed at mutually agreed (between MoD and the Contractor) premises as instructed by the Designated Officer.
4. Except where there is prior written approval from the Contracts Branch, payment will not be made for work performed which is deemed to be outside the scope or period of the Contract.
5. Maximum Contract Value is £390,000 (Three Hundred & Ninety Thousand Pounds) excluding VAT, and this includes the Option Year 3 being taken up.
6. The following Schedules will form part of the Contract:

<u>Schedule</u>	<u>Title</u>
	Agreement
1	Pricing
2	Statement of Requirement
3	Terms And Conditions
DEFFORM 111	Addresses and Other Information

**INTEGRATED DEFENCE PUBLIC ATTITUDES RESEARCH PROGRAMME FOR MOD, ARMED FORCES AND RESERVES**

**1. Issue**

1.1 Delivery of an integrated research programme that tracks the attitude of the general public towards the MOD, the Armed Forces (Royal Navy/Royal Marines, Army and RAF) and Reserves.

**2. Aims and objectives**

2.1 To examine the attitudes of the British public towards the MOD, the Reserves (Royal Navy/Royal Marine Reserves, Army Reserves, and RAF Reserves) and Armed Forces (Royal Navy/Royal Marines, Army and RAF) and to track these attitudes over time. Minimum requirements of the research shall include an investigation into:

- Overall awareness and favourability towards the collective Armed Forces, the MOD, the Reserves and each specific single Service
- Attitudes towards the collective Armed Forces, the MOD including civil servants, the Reserves and each single Service in a number of contexts, including their role and current operations with a specific focus on, but not restricted to:
  - The ability of the UK Armed Forces to protect the UK people from harm
  - The UK Armed Forces' contribution to global safety through NATO and external partnerships
  - The UK Armed Forces' contribution to the economy
  - The UK Armed Forces' reputation as a fair employer
  - The UK Armed Forces' technological innovation and whether they're 'up to date'
  - Perceptions of veterans and their contribution to society
  - The 'soft' vs 'hard' power of the UK Armed Forces in the variety of their work (e.g. defence, humanitarian aid, etc)

**3. Background**

3.1 The MOD has polled regularly on its reputation since 1999. Up until 2011, polling was undertaken on a face-to-face basis, but since then it has been delivered via a telephone methodology on a bi-annual basis. Key results are published on the MOD web site.

3.2 Survey results help to inform the MOD's communication strategies and the identification of target audiences. The results are presented to Ministers, placed in the House of Commons Library and are used as performance indicators in MOD's annual report. There has been significant interest in poll results over the years, including PQs and FOI requests so the survey must be able to stand up to scrutiny. As required by the Government Communication Service (GCS) evaluation of communication activities is mandatory and the external polling provides key performance measures by which the Directorate of Defence Communications (DDC) can assess effectiveness.

3.3 In the past 12 months, there has been a fundamental change in the polling requirements that support defence communication activities that continual contract amendments no longer support. It has been recognised that the new contract should allow a flexible approach to undertake research activities in order to meet current and emerging business polling requirements. The MOD would like a new methodology that reflects the ability to test some stimulus, and is future proofed, and has taken this opportunity to update the questionnaire to best reflect current communications objectives.

#### 4. Requirement

The Contractor shall conduct quantitative and qualitative research activities as per each request by the Authority's Authorised Demander, which will be specified at the start of the contract. Presentations of the research results will be made to MOD representatives in MOD, Main Building, Whitehall, London (approximately 8 per annum). The required research activities are categorised into an online continuous tracker, additional ad-hoc polling, and alternative research activities. These research activities shall adhere to the following details:

##### 4.1 Sample size

- a) Online continuous tracker. The MOD requires an online continuous tracker on approximately N=2000 a quarter (approximately N=670 a month or approximately N=150 a week). The MOD is open to some flexibility on exact sample size per day to meet this requirement. The sample (18+) shall be representative of the whole country by gender, age, parental status, region, social grade, working status, urban/rural background, tenure and ethnicity (BAME).
- b) Additional ad-hoc polling shall be conducted online via omnibus service or amongst a representative sample of approximately 2000 adults aged 16+ across the UK population. The sample shall be representative of the whole country by age, gender, parental status, region, social grade, working status, urban/rural background, tenure and ethnicity, BAME included.
- c) Alternative research activities: (e.g. focus groups, experiments, interviews, observations, case studies, etc.) that explore specific target audiences; e.g. females, BAME, etc., shall be conducted as and when required by the Authority with reasonable advance warning. The sample sizes shall consist of a small number of participants, usually around six to twelve, from within the target market, or as appropriate according to the relevant methodology. The Contractor will ensure that the MOD is allowed to observe during these research activities.

##### 4.2 Length

- a) Online continuous tracker. The Contractor shall ensure that the online continuous tracker is around 20 minutes in length. The Authority will require a certain degree of flexibility around the length, so would like to see options for 15 minutes, 20 minutes and 25 minutes, with relevant implications (including cost implications) for each approach. The questionnaire will be based on a core set of questions (example old questionnaire at **Annex A**). The Authority will specify at the start of the contract, the core set of questions to be used, which will be subject to change on an annual basis throughout the course of the contract. A set of additional campaign specific questions will change each quarter. The additional questions will change quarterly (not monthly) and the Authority will require some degree of flexibility around that. The Authority will require the Contractor to show examples of stimulus and activity within the additional campaign specific questions. The additional questions will sit within the questionnaire length. While core questions will be predominantly fixed, once a year up to 15% of the core questions may be subject to further amendment and adjustment by the Authority.
- b) Additional ad-hoc polling. The Contractor shall ensure that each ad-hoc survey consists of approximately 5-10 questions, with approximately 4 ad-hoc surveys a year depending on the Authority's requirement. The questionnaire will be based on emerging business requirements. The Contractor shall ensure a swift turnaround of results (e.g. 48 hours, two days) when required by the Authority.
- c) Alternative research activities: (e.g. focus groups, experiments, interviews, observations, case studies, etc.). The Contractor shall ensure that the length of any alternative research methods is appropriate according to the relevant methodology. The Contractor shall provide estimates for the typical number of hours it would take for each proposed research method.

### 4.3 Methodology

- a) Online continuous tracker. The Contractor shall use a continuous online survey so that the Authority can monitor fluctuations by week, month, and quarter. The tracker will include some open-ended questions that will need to be coded. The Contractor shall clarify how many open-ended questions would be coded within the scope of the given price frame. The Contractor shall clarify whether we will have limits on true open-ended questions (sentences) or whether this would just be valid for single word questions.

The Contractor shall clarify their survey exclusion period; ideally to be no less than six months, and whether this timing can be met.

As MOD's strategy changes, some questions might need to change over the next 2-3 years. The Contractor is required to clarify whether the questionnaire will be flexible enough to allow The Authority to change some of the tracking questions (15%) of the core set of questions every twelve months.

The survey must be tablet, desktop, and mobile enabled.

On award of the contract, The Contractor shall undertake a test with one telephone survey for a week on a comparative nat rep telephone sample so that The Authority can compare the results of a telephone methodology vs. an online one. The Contractor shall outline cost and feasibility of this element.

- b) Additional ad-hoc polling. The Contractor shall use an online methodology as appropriate.
- c) Focus Groups. The Contractor shall follow the principles of the relevant research methodology
- d) Alternative research methods: (e.g. experiments, interviews, observations, desk-top research, case studies, etc.). The Contractor shall propose a range of alternative research method options that are innovative. The appropriate alternative research method options will be agreed between the Authority and the Contractor at the time of the business requirement. The Contractor shall outline the possibility of mixing up the types of research activities (estimating 4 per year) that we run, picking and choosing from the qualitative and alternative research methods.

### 4.4 Quotas and Weighting

The final data shall be weighted to represent the current UK population profile. The Contractor shall ensure that the data is weighted by gender, age, social grade, region, working status and ethnicity (BAME included) to correct for any sampling bias. The Contractor shall ensure it includes quotas and specific weighting limits to avoid undue manipulation of the data. The Contractor shall clarify in the bid which weighting source will be used and whether there will be any flexibility in choosing the source. The Contractor shall clarify whether it uses any caps or restrictions on individual weights per respondent, or overall weighting efficiencies across tables.

### 4.5 Deliverables

Full details of the output required is detailed in **Annex B** and shall include:

- Summary results tables
- Reporting link of the incoming results for checking and data download
- Quarterly data tables in Excel
- Raw data in csv/Excel
- Option for some monthly tables (when requested)
- Quarterly slideshow presentation in power point of top line results and wave on wave trend data highlighted

- to us in PPT, with clarification on whether the reports are question-led, story-led or a mixture of both
- A top-line summary of the research findings for publication in Word
- Any media or transcripts from qualitative work
- Audience Segmentation report
- Any relevant reports following from the alternative research methods

## **5. Segmentation**

5.1 Segmentation allows the MOD to build up an understanding of their audience against key issues, to enable them to make decisions about how to prioritise and deliver their communications effort and make decisions about where to focus resources, it could inform which groups of people (age, location, background etc.) they need to target, their behaviours and which communications channels to use.

5.2 A 2017 exercise created a segmentation model using respondent views on the following but not limited to:

- Overall favourability to the Armed Forces
- Overall favourability to MOD
- Understanding of the role of Armed Forces in the world
- Attitudes towards the MOD contribution to innovation and prosperity
- Valuing our People e.g. pay and benefits; accommodation; AF Covenant; engagement with AF Day

The Contractor shall provide an example cost for a new segmentation based on the new online survey questions or a revamp of the old one. It won't be the case of exactly recreating the old segmentation given the fact that some questions will have changed, but old segmentation work could be used to inform the approach.

The Authority will provide copies of the latest segmentation model at contract award for reference.

## **6. Timings**

The Contractor shall undertake the first online polling within 4 weeks of contract award– with data output on an ongoing basis thereafter.

## **7. Staff and Customer Service**

7.1 The Authority requires the Contractor to provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

7.2 The Contractor's staff shall have the relevant qualifications and experience to deliver the Contract.

7.3 The Contractor shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service and reasonable flexibility to the Authority throughout the duration of the Contract.

## **8. Project Management**

The Contractor shall provide a dedicated account/project manager of sufficient seniority and with sufficient time allocated to the project to manage the work effectively. The Authority will have a nominated project manager to oversee the contract and to act as a liaison point. Regular contact by phone and email and attendance at regular meetings is expected.

## **9. Travel and Subsistence**

9.1 The Contractor shall be responsible for all travel and subsistence costs incurred in the undertaking of the contract requirement including presentations at MOD Main Building, Whitehall, London.

9.2 The Authority confirms that there will be no requirement for the Contractor to travel overseas in relation to this Contract.

## **10. Service Levels and Performance**

10.1 The Authority will measure the quality of the Contractor's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1.	Service Delivery	Delivery of the fieldwork and reporting to time and within budget	On-going
2.	Service Delivery	Delivery of subsequent projects within timeframes to be agreed between the Contractor and the Authority prior to commencement	On-going
3.	Service Delivery	Delivery of reporting within timeframes to be agreed between the Contractor and the Authority prior to commencement	On-going
4.	Service Delivery	Quality of research, analysis and reporting	On-going
5.	Account Management	Quality of Account Management	On-going

## **11. Data Protection**

11.1 All personal data storage is to be held in the UK.

Annex A: Current questionnaire MOD/AF Reputation; UK Reserves (The questionnaire will change and is subject to being updated as objectives shift)

Annex B: Output Requirements

**MOD, Armed Forces and Reserve Reputational Polling 2017/18**

**INTRO:**

Good morning/afternoon/evening, my name is ..... I am from ....., an independent research company. We are conducting a survey on behalf of a government department which wishes to understand the opinions of the public on a number of issues. We would like to include your views – everything you say will remain confidential to the research company and your individual answers will NOT be revealed to anyone else, including the government department that the research is for.

**S1. Would you be prepared to spend 15 minutes answering a few questions?**

Yes – CONTINUE

No – THANK AND CLOSE

**Q1. I would like to start by asking your opinion about some organisations. For each one I would like you to tell me if you know the organisation very well, know a fair amount about it, know just a little about it, have heard of it but know almost nothing about it, or if you've never heard of it. In making your choice, take into account any of the ways you have learned or heard about it.**

INTERVIEWER READ OUT ORGANISATIONS. PROMPT WITH PRECODES AS NECESSARY  
ROTATE ORDER, SINGLE CODE FOR EACH

Know very well

Know a fair amount

Know just a little

Heard of, know almost nothing about

Never heard of

Don't know

- The Foreign and Commonwealth Office
- The Department of Health
- The Department for International Development (DfID)
- NATO
- The Ministry of Defence
- UK Reserves e.g. the Army Reserves formerly Territorial Army and their Naval and Air Force equivalent
- UK Armed Forces
- Royal Navy and Royal Marines
- Army
- Royal Air Force
- MOD civil servants
- Police
- The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents
- The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)

**Q2. Now I am going to read out the organisations again, and this time I would like you to tell me how favourable or unfavourable your overall opinion or impression of each is. Take into account any of the things which you think are important. Remember that it is your overall opinion or impression that we are interested in.**

INTERVIEWER READ OUT ORGANISATIONS.

ROTATE ORDER, SINGLE CODE FOR EACH

Is your opinion...

Very favourable

Mainly favourable

Neither favourable nor unfavourable

Mainly unfavourable

Very unfavourable

Don't know

- The Department of Health
- The Department for International Development (DfID)
- The Foreign and Commonwealth Office
- NATO
- The Ministry of Defence
- UK Reserve Forces e.g. the Army Reserves formerly Territorial Army and their Naval and Air Force equivalents
- UK Armed Forces
- Royal Navy and Royal Marines
- Army
- Royal Air Force
- MOD civil servants
- Police
- The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents
- The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)

**Q3a Now I'd like you to think about the role that the Armed Forces play in Britain and the rest of the world today. By the Armed Forces, I mean the Royal Navy, Royal Marines, Army and the Royal Air Force.**

**What do you actually think the Armed Forces do?**

DO NOT READ OUT. MULTICODE. *Interviewer probe: "Anything else?" until the respondent can't think of anything else.*

- Ceremonies/ processions/ Royal family/ Commemoration/ Remembrance
- Conflict prevention/deterrence
- Counter-terrorism
- Defending/Securing the Seas and Skies
- Education role/mentoring/teaching
- Fighting enemies
- Fighting ISIS
- Humanitarian/Disaster and incident relief
- Intelligence gathering
- Medical help/medical evacuation
- Military aid to civil emergencies/Flood relief/Supporting Police
- Military operations/fighting in conflicts
- Peacekeeping
- Protecting/defending the UK and economy
- Providing the nuclear deterrent
- Role models/represent Britain overseas
- Search and Rescue
- Securing our shipping routes/trade
- Training & mentoring foreign military
- Training & mentoring in the UK
- Other (specify)
- Don't know

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

DO NOT READ OUT. MULTI-CODE. WHERE INSTRUCTED, INTERVIEWER PROBE: WHAT ARE THEY DOING THERE?

IF RESPONDENT MENTIONS CONTINENT/REGION (E.G. AFRICA) PROBE FOR A COUNTRY. CODE ANYTHING DIFFERENT TO PRE-CODES IN 'OTHER PLEASE SPECIFY'.

- **Afghanistan** (PROBE: WHAT ARE THEY DOING THERE?)
  - Training
  - Combat/fighting
  - Other

- **Baltic Region / Lithuania / Estonia / Poland / Latvia** (PROBE: WHAT ARE THEY DOING THERE?)
  - Air policing
  - Protection
  - Other
- **Cyprus**
- **Falkland Islands and South Atlantic**
- **Iraq** (PROBE: WHAT ARE THEY DOING THERE?)
  - Combat/fighting
  - Humanitarian aid
  - Fighting ISIS/IS/Daesh
  - Training Iraqi Security Forces/Kurdish Peshmerga
  - Other
- **Kenya**
- **Libya**
- **Mediterranean / Italy / Greece / Turkey** (PROBE: WHAT ARE THEY DOING THERE?)
  - Migrants / boats of migrants
  - Other
- **Middle East / Gulf region** (PROBE: WHAT ARE THEY DOING THERE?)
  - Protecting trade
  - Counter-piracy / counter-narcotics/ counter-terrorism / fighting ISIS
  - Other
- **Nepal**
- **Nigeria** (PROBE: WHAT ARE THEY DOING THERE?)
- **North Atlantic**
  - Disaster relief
  - Counter-narcotics
- **Sierra Leone** (PROBE: WHAT ARE THEY DOING THERE?)
  - Humanitarian aid
  - Search and rescue
- **Somalia**
- **Syria**
  - Combat/fighting ISIS/IS/Daesh
- **Sudan**
- **UK**
- **Ukraine / Russia**
  - Combat/fighting
  - Protection
  - Training
  - Other
- Other (please specify)
- Don't know

**Q4. Thinking now about the UK Armed Forces (Royal Navy, Royal Marines, Army and the Royal Air Force), could you please tell me to what extent you agree or disagree with the following statements.**

SINGLE CODE, ROTATE LIST

Do you ...  
Strongly agree  
Tend to agree  
Neither agree nor disagree  
Tend to disagree  
Strongly disagree  
Don't know

- The UK needs strong Armed Forces
- The UK Armed Forces keep Britain safe by providing security at home and abroad.
- The Armed Forces contribute towards protecting our economy.
- The UK Armed Forces are well equipped.
- The UK Armed Forces have appropriate levels of pay, allowances and other benefits.
- The UK Armed Forces have the standard of living accommodation they deserve.
- The UK Armed Forces make a positive contribution to the UK through activities at home, e.g., ceremonial duties, running the cadet forces, fishery protection, support during strikes.
- The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation.
- The UK Armed Forces demonstrate high moral standards and values, such as: honesty, loyalty, moral courage and respect for others.
- The UK Armed Forces are helping to defeat ISIS/IS/Daesh.
- People who have left the Armed Forces have skills and experiences that help them succeed in many different civilian careers.
- People who have left the Armed Forces make a valuable contribution to society.
- The UK Armed Forces give the taxpayer value for money.
- The Armed Forces and MOD are improving the infrastructure that the Armed Forces use to live, work and train
- The Armed Forces and MOD should make more efficient use of the military estate, even if it means the closure of some military sites.

**Q5. Thinking now about the British Army, could you please tell me to what extent you agree or disagree with the following statements?**

SINGLE CODE, ROTATE LIST

Do you ...  
Strongly agree  
Tend to agree  
Neither agree nor disagree  
Tend to disagree  
Strongly disagree  
Don't know

- **The British Army is well equipped**
- **The British Army looks after its people**

**Q6. And thinking now about the Royal Navy and the Royal Marines, could you please tell me to what extent you agree or disagree with the following statements?**

SINGLE CODE, ROTATE LIST

Do you ...

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

- **The Royal Navy and Royal Marines are well equipped**
- **The Royal Navy and Royal Marines look after their people**

**Q7. Thinking now about the Royal Air Force, could you please tell me to what extent you agree or disagree with the following statements?**

SINGLE CODE, ROTATE LIST

Do you ...

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

- **The Royal Air Force is well equipped**
- **The Royal Air Force looks after its people**

**Q8. Thinking now about the UK Reserve Forces (Royal Navy, Royal Marines, Army and the Royal Air Force) could you please tell me to what extent you agree or disagree with the following statements?**

SINGLE CODE, ROTATE LIST

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

- **The UK Reserve Forces make a valuable contribution to military operations abroad (to help the Regular Forces - the Army, Navy and RAF)**
- **The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain**
- **The size of the UK Reserve Forces should increase as an integrated part of the Armed Forces**
- **Both Reservists and their employers benefit because Reservists gain a range of skills through their service that they can directly apply in their civilian workplace.**
- **Former members of the UK Armed Forces (both Reservists and Regulars) gain skills and experience from their military service which are valued by civilian employers.**
- **I am confident that the UK Reserve Forces will be able to play an effective role alongside the Regular Forces in protecting the UK's security in the future.**

**Q9. And thinking now about the Ministry of Defence, could you please tell me to what extent you agree or disagree with the following statements?**

SINGLE CODE

Strongly agree

Tend to agree  
Neither agree nor disagree  
Tend to disagree  
Strongly disagree  
Don't know

- The Ministry of Defence gives the taxpayer value for money
- The Ministry of Defence looks after its people
- The MOD is committed to providing decent accommodation for members of the Armed Forces
- The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces
- The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home
- The Ministry of Defence promote their best people, regardless of race, gender, religion or sexual orientation
- The Ministry of Defence needs to invest in state-of-the-art technology and equipment in order to protect national security.

**Q10. Do you support maintaining the UK's independent nuclear deterrent?**

SINGLE CODE

- Yes
- No
- Don't Know

**Q11a. The Armed Forces will soon take delivery of the UK's two new aircraft carriers and a fleet of F-35 aircraft. Which of these best sums up your awareness of this?**

- You're aware of both
- You're aware of the aircraft carriers, but not of the F-35 aircraft
- You're aware of the F-35 aircraft, but not of the aircraft carriers
- You're aware of neither

**Q11b. Thinking about the new aircraft carriers and the F-35 aircraft, can you tell me to what extent you agree or disagree with the following statements:**

Strongly agree  
Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

- The new aircraft carriers and F-35 aircraft will keep Britain safe by providing security at home and abroad
- The new aircraft carriers and F-35 aircraft are good for the UK economy and for jobs
- The new aircraft carriers and F-35 aircraft demonstrates the UK's international influence and commitment to working together with allies and partners

**Q12a. How much do you know, if anything, would you say you personally know about NATO?**

A great deal

A fair amount

Just a little

Heard of, but know nothing about it

Never heard of it until this survey

Don't know

**Q12b. Do you support or oppose Britain's membership of NATO?**

Strongly support

Tend to support

Neither support nor oppose

Tend to oppose

Strongly oppose

Don't know

**Q12c. Which of the following best reflects your views?**

NATO still has an important role to play in the defence of Western countries  
NATO no longer has a useful role to play in the defence of Western countries  
Neither  
Don't know

**Q12d. How safe or unsafe do you feel as a result of the UK's role within NATO?**

Very safe  
Fairly safe  
Neither safe nor unsafe  
Fairly unsafe  
Very unsafe  
Don't know

**Q13. Which of these best sums up your awareness of the Armed Forces Covenant?**

READ OUT. SINGLE CODE

- You've never heard of it
- You've heard of it but know nothing about it
- You've heard of it and know a little about it
- You've heard of it and know a lot about it

All saying they have heard of the Armed Forces Covenant (2,3,4 at Q13).

**Q14. What do you think the Armed Forces Covenant does?**

DO NOT READ OUT. MULTICODE

- Gives advantages to serving personnel
- Looks after people:
  - Currently serving in the Armed Forces
  - Veterans
  - Family of people in the Armed Forces
  - Widows/widowers
- It's a charity/fund
- It's a government organisation
- Recognises nation's obligations to the Armed Forces
- Way of showing support for Armed Forces
- Other (specify)
- Don't know

**Q15. Armed Forces Day is held on the last Saturday of June each year. Which of these best sums up your awareness of Armed Forces Day?**

READ OUT, SINGLE CODE

- You've never heard of it
- You've heard of it but know nothing about it
- You've heard of it and know a little about it
- You've heard of it and know a lot about it

Ask all who have heard of Armed Forces Day at Q14 (codes 2,3,4)

**Q15a. Where have you heard about Armed Forces Day?**

- Armed Forces Day website
- Attended an event

- Colleagues
- Friends or family
- Other website
- Saw an event on TV
- Saw or heard a celebrity endorsing Armed Forces Day
- Seen or heard an advert for Armed Forces Day
- Seen something about it in the news (TV news or newspaper)
- Social media (e.g. Twitter or Facebook)
- Can't remember/just know about it
- In any other way (please specify)
- None of these

Ask all who have heard of Armed Forces Day at Q15 (codes 2,3,4)

**Q15b. Have you ever done anything to support Armed Forces day, for example going to an event, posting about it on social media or something else?**

**DO NOT READ OUT. MULTICODE (SELECT ALL THAT APPLY)**

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

**ASK ALL**

**Q16. Which, if any, of the following sources do you use to gain information about current affairs? READ OUT.**

**MULTICODE**

1. Daily Newspapers
2. Sunday Newspapers
3. Magazines/Other publications
4. Internet
  1. bbc.co.uk
  2. Channel4.com
  3. Dailymail.co.uk
  4. Google.co.uk
  5. Guardian.co.uk
  6. Independent.co.uk
  7. ltn.co.uk / itv.co.uk
  8. Metro.co.uk
  9. Skynews.com
  10. Telegraph.co.uk
  11. Thetimes.co.uk
  12. Huffington Post
  13. BuzzFeed
  14. Other
5. Social Media
  1. Twitter
  2. Facebook
  3. YouTube
  4. Instagram
  5. LinkedIn
  6. Snapchat
  7. Tumblr

- 8. Pinterest
- 9. Tumblr
- 10. Other
- 6. Radio
- 7. Television
  - 1. News and current affairs
  - 2. Magazine shows
  - 3. Chat Shows
  - 4. Factual Documentaries
- 8. Friends/family/colleagues
- 9. Other – DO NOT READ OUT
- 10. Nowhere – DO NOT READ OUT
- 11. None of these – DO NOT READ OUT
- 12. Don't know – DO NOT READ OUT

**ASK ALL**

**Q17. Have you, or any close friends or family members, served in the Armed Forces in the past 30 years?**

DO NOT READ OUT, MULTICODE.

- Myself
- Close friend
- Partner
- Parent
- Sibling
- Grandparent
- Other family member
- Other acquaintance (e.g. neighbour, colleague)
- No, none

**Q18 Which of these statements best describes your opinion on joining the Armed Forces? READ OUT, SINGLE CODE**

- a) I'm currently considering a career in the Armed Forces
- b) I've previously considered a career in the Armed Forces
- c) I've never considered a career in the Armed Forces
- d) DO NOT READ OUT: None of these

**Q19 To what extent do you agree or disagree with the following statement?**

SINGLE CODE, ROTATE LIST

Do you...

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

- I would encourage a friend or family member to consider a career in the Armed Forces

**DEMOGRAPHICS**

Thank you. I now just have a few classification questions I would like to ask you.....

**QA Respondent is:**

SINGLE CODE

- Male
- Female
- (Refused)

**QB What was your age last birthday**

WRITE IN

..... years old  
(Refused)

IF REFUSE AT QB. OTHERS GO TO QC.

**QB Please could you tell me which of the following bands contains your age on your last birthday?**

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**QC Are you a parent or guardian of any children under 18?**

- Yes
- No
- Refused

**QD Are you...**

**INTERVIEWER READ OUT AND CODE FIRST TO APPLY  
SINGLE CODE**

- Working full time as an employee (30hrs/wk+)
- Working part time as an employee (8-29 hrs/wk)
- Working full time as self-employed (30hrs/wk+)
- Working part time as self-employed (8-29 hrs/wk)
  
- Not working (i.e. under 8hrs/week) - housewife
- Not working (i.e. under 8hrs/week) - retired
- Not working (i.e. under 8hrs/week) - unemployed
- Not working (i.e. under 8hrs/week) - student
- Not working (i.e. under 8hrs/week) - other (incl disabled)
- Refused/don't know
- 

➤ **ASK ALL WORKING FULL OR PART TIME.**

**QI. What level of seniority are you within the organisation you work for? DO NOT READ OUT. SINGLE CODE**

- a) 1. Owner manager or proprietor
- b) 2. Managing director or managing partner
- c) 3. Board-level director or partner
- d) 4. Director – not board level
- e) 5. Senior management
- f) 6. Middle management
- g) 7. Management
- h) 8. Executive
- i) 9. Office worker, clerical or office junior
- j) 10. Unskilled manual worker
- k) 11. Skilled manual worker
- l) 12. Craftsman, tradesman, etc.
- m) 13. Support functions - e.g. cleaner, security guard, etc.
- n) 14. Other

**QE Is your home...**

**SINGLE CODE**

- Being bought on a mortgage
- Owned outright
- Rented from Local Authority
- Rented from Housing Association/Trust
- Rented from private landlord
- Other
- Refused/don't know

ASK OF MOBILE ONLY SAMPLE. LANDLINE SAMPLE GO TO QF.

**QD What is your highest level of Educational achievement?**

- GCSE
- A levels
- Undergraduate
- Post Graduate
- Doctoral
- Other (specify)

**QE What is your annual income?**

- Less than £15k
- £16-£25k
- £26-£35k
- £36-£50k
- £51-£70k
- Above £70k

**QF. In what region is your home located?**

PROBE TO PRECODES. SINGLE CODE.

- Scotland
- North East
- North West
- Yorkshire and Humberside
- Northern Ireland
- Wales
- West Midlands
- East Midlands
- Eastern
- London
- South East (excl. London)
- South West
- (Don't know)
- (Refused)

**QG Which of the following best describes your ethnic group?**

SINGLE CODE

**A. White**

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background, write in

**B. Mixed / multiple ethnic groups**

- White and Black Caribbean

- White and Black African
- White and Asian
- Any other Mixed / multiple ethnic background, write in

**C. Asian / Asian British**

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background, write in

**D. Black / African / Caribbean / Black British**

- African
- Caribbean
- Any other Black / African / Caribbean background, write in

**E. Other ethnic group**

- Arab
- Any other ethnic group (write in)

**QH What is your religion? SINGLE CODE. DO NOT READ OUT.**

- Buddhist
- Christian (*interviewer add if needed: including Church of England, Catholic, Protestant and all other Christian denominations*)
- Hindu
- Jewish
- Muslim
- Sikh
- No religion
- Other
- Refuse

**QI Please could you tell us what best describes your sexual identity? SINGLE CODE**

- Heterosexual/straight
- Gay/lesbian
- Bisexual
- Other (specify)
- Prefer not to say

**QJ. Finally, I would like to ask you about the member of your household who is the Chief Income Earner that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. Are they/you ...**

Are they/you .....

**READ OUT. SINGLE CODE**

Working (either full or part time)

Retired/Not working with private pension/means **ASK OCCUPATION**

Unemployed less than 6 months

Unemployed more than 6 months

**CODE AS "E"**

Retired with STATE BENEFIT/PENSION ONLY

Not working with STATE BENEFIT ONLY

Student

**CODE AS "C1"**

**QJ OCCUPATION OF CHIEF INCOME EARNER:**

PLEASE RECORD:

Job Title/Description/Industry/Number employed at location/Qualifications:

If Manager/Supervisor/Self-Employed: Number of People Responsible for.

**QSEG CODE SOCIAL GRADE:**

- AB
- C1
- C2
- D
- E
- Refused/don't know

*Thank and close*

**OUTPUT REQUIREMENTS – Integrated Defence Public Attitudes Research Programme**

**Outputs for online continuous survey**

1. Quarterly summary results tables – see MOD website for example
2. Reporting link of the incoming results for checking and data download during fieldwork
3. Quarterly data tables in Excel split across the different demographics
4. Quarterly raw data in csv/Excel format for further manipulation of the data
5. Option for some monthly tables (when requested)
6. Slideshow presentation in power point of top line results and wave on wave trend data – a full example can be supplied on contract award; with clarification on whether the reports are question-led, story-led or a mixture of both. These are to be delivered quarterly, annually and after ad-hoc polling. Also, these are to be delivered face to face and electronically.
7. Comprehensive report in Word of top-line results and trend data—a full example can be supplied. These are to be delivered quarterly, annually and after ad-hoc polling.
8. Any media or transcripts from qualitative work
9. Audience Segmentation report – the Authority will provide copies of the latest segmentation model at contract award for reference. Frequency to be confirmed, but likely to be annually

**Outputs for Ad-hoc Polling**

10. Data tables in Excel split across the different demographics
11. Any media or transcripts from qualitative work, if appropriate
12. Slideshow results presentation in power point

### **Outputs for Alternative Research Methods**

13. Any relevant reports following from the alternative research methods. We would not wish to be prescriptive as to the format of the output and would welcome alternative ways of delivering the information
  
14. Any media or transcripts from qualitative work

## Schedule 3 to HOCS1b/00018

The following MOD DEFCONs and DEFFORMs form part of this Call Off Contract:

### DEFCONs

DEFCON No	Version	Description
DEFCON 76	12/06	Contractor's Personnel at Government Establishments
DEFCON 522	11/17	Payment and Recovery of Sums Due
DEFCON 531	11/14	Disclosure of Information
DEFCON 532A	06/10	Protection of Personal Data (where Personal Data is not being processed on behalf of the Authority)
DEFCON 532B	02/17	Protection of Personal Data (where Personal Data is being processed on behalf of the Authority)
DEFCON 642	06/14	Progress Meetings
DEFCON 658	10/17	Cyber
DEFCON 670	02/17	Tax Compliance

### DEFFORMs (Ministry of Defence Forms)

DEFFORM No	Version	Description
DEFFORM 539A	08/13	Tenderer's Commercial Information Form



## Appendix - Addresses and Other Information

### 1. Commercial Officer

Name: Desmond McMenamín

Address: Rm 2.1.02, Level 2, HOCS 1b Commercial, Ministry of Defence, 65 Brown Street, Glasgow G2 8EX.

Email: defcomrclcc-hocs1b1a@mod.uk

☎ 01412242528

### 8. Public Accounting Authority

1. Returns under DEFCON 694 (or SC equivalent) should be sent to DBS Finance ADMT – Assets In Industry 1, Level 4 Piccadilly Gate, Store Street, Manchester, M1 2WD  
☎ 44 (0) 161 233 5397

2. For all other enquiries contact DES Fin FA-AMET Policy, Level 4 Piccadilly Gate, Store Street, Manchester, M1 2WD  
☎ 44 (0) 161 233 5394

### 2. Project Manager, Equipment Support Manager or PT Leader (from whom technical information is available)

Name: Blanca Grey, DDC-Strategy-Insight-EvalMgr

Address: DDC, Level G, Zone B, Desk 10, MOD Main Building, London, SW1A 2HB.

Email: blanca.grey@ddc-mod.org

☎ 0207-218-6763

### 9. Consignment Instructions

The items are to be consigned as follows:

### 3. Packaging Design Authority

Organisation & point of contact:

(Where no address is shown please contact the Project Team in Box 2)

☎

### 10. Transport. The appropriate Ministry of Defence Transport Offices are:

**A. DSCOM**, DE&S, DSCOM, MoD Abbey Wood, Cedar 3c, Mail Point 3351, BRISTOL BS34 8JH

**Air Freight Centre**

IMPORTS ☎ 030 679 81113 / 81114 Fax 0117 913 8943

EXPORTS ☎ 030 679 81113 / 81114 Fax 0117 913 8943

**Surface Freight Centre**

IMPORTS ☎ 030 679 81129 / 81133 / 81138 Fax 0117 913 8946

EXPORTS ☎ 030 679 81129 / 81133 / 81138 Fax 0117 913 8946

### B. JSCS

JSCS Helpdesk No. 01869 256052 (select option 2, then option 3)

JSCS Fax No. 01869 256837

[www.freightcollection.com](http://www.freightcollection.com)

### 4. (a) Supply / Support Management Branch or Order Manager:

Branch/Name: DDC Strategy

☎

(b) U.I.N. D2571H

### 11. The Invoice Paying Authority

Ministry of Defence ☎ 0151-242-2000

DBS Finance

Walker House, Exchange Flags Fax: 0151-242-2809

Liverpool, L2 3YL

**Website is:**

<https://www.gov.uk/government/organisations/ministry-of-defence/about/procurement#invoice-processing>

### 5. Drawings/Specifications are available from

### 6. Intentionally Blank

### 12. Forms and Documentation are available through \*:

Ministry of Defence, Forms and Pubs Commodity Management

PO Box 2, Building C16, C Site

Lower Arcott

Bicester, OX25 1LP (Tel. 01869 256197 Fax: 01869 256824)

**Applications via fax or email:** [DES\CSLS-](mailto:DES\CSLS-)

[OpsFormsandPubs@mod.uk](mailto:OpsFormsandPubs@mod.uk)

### 7. Quality Assurance Representative:

Commercial staff are reminded that all Quality Assurance requirements should be listed under the General Contract Conditions.

**AQAPS** and **DEF STANS** are available from UK Defence Standardization, for access to the documents and details of the helpdesk visit <http://dstan.uwh.diif.r.mil.uk/> [intranet] or <https://www.dstan.mod.uk/> [extranet, registration needed].

### \* NOTE

1. Many **DEFCONs** and **DEFFORMs** can be obtained from the MOD Internet Site:

<https://www.aof.mod.uk/aofcontent/tactical/toolkit/index.htm>

2. If the required forms or documentation are not available on the MOD Internet site requests should be submitted through the Commercial Officer named in Section 1.

