



Army Families Survey

Final report
March 2010



Ipsos MORI



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Executive summary

Executive summary (1 of 3)

- The majority of Military families are satisfied with their local area as a place to live (75%) and with their home (66%)
- **Shopping facilities and affordable decent housing have emerged as key priorities**
- Over a third (36%) feel they belong strongly to their immediate neighbourhood, **whereas more (46%) feel they belong strongly to the local Military community**
- Over half (55%) believe that they live in a cohesive community; **however, one in five (21%) definitely disagrees**
- A quarter (25%) volunteer at least once a month
- Three in five (59%) say they feel safe after dark; nine in ten (90%) feel safe during the day

Executive summary (2 of 3)

- Satisfaction with waste and litter services is relatively high (over half of Military families are satisfied with the four aspects they were asked about)
 - However, just a quarter are satisfied with local transport information (27%) and local bus services (25%)
 - Although military families in Hampshire appear to be very infrequent users of local bus services as a means of getting around
- **Many parents have experienced problems when changing their child's school**
 - This is mostly due to differences in standards, a lack of information on schools prior to postings, changing syllabus content and finding places
- Three in five (59%) are satisfied with healthcare in Hampshire overall, ranging from 28% who are satisfied with NHS dentists to 76% who are satisfied with local GPs

Executive summary (3 of 3)

- The majority (87%) of Military families are registered with a GP
 - **But a third (34%) of Military families are not registered with a dentist**
- **The majority (70%) believe that Military families should be given some form of priority access to local services**, such as schools and GPs
- A significant proportion of Military personnel's partners believe that Military life has had a negative impact on their career; this includes 69% who say they have had to make sacrifices to support their partner's career and 67% who say the Military limits their career choices
- **Military families are significantly less positive about a number of issues when compared to Hampshire residents overall**; for example, they are less satisfied with their local area and less likely to believe they live in a cohesive community

Notable subgroup differences (1 of 2)

Status: The partners of Military personnel are significantly more dissatisfied with their home.

Gender: Men are most likely to be satisfied with their local area and home. Women are most inclined to feel they strongly belong to the local Military community.

Age: Military personnel and partners aged 18-34 are significantly less likely to say their family is registered with a dentist when compared to those aged 35+.

Time in Hampshire: The longer that Military families have lived in Hampshire for, the more likely they are to be satisfied with their home, and feel that they strongly belong to their local neighbourhood. Those that have been residents of Hampshire for over 3 years are most likely to be regular volunteers and registered with a dentist; they are also most likely to be satisfied with healthcare services in Hampshire overall.

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Notable subgroup differences (2 of 2)

Rank: Officer families are significantly more satisfied than other ranks with their local area and home, have a stronger sense of belonging to the local community and are more inclined to volunteer regularly. On the other hand, Officer families are least likely to have a strong sense of belonging to the local Military community (NCO families have the strongest sense of belonging) and NCO and other rank families are least inclined to be registered with a dentist.

Children: Military families with children aged 0-9 are most likely to say they strongly belong to their neighbourhood, but least likely to say they strongly belong to the local Military community. Parents of children are more likely to regularly volunteer than those without. Military families without children are most likely to be satisfied with their local area and home, least inclined to be registered with a dentist and least likely to believe that Military families should get priority access to local services.

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Introduction

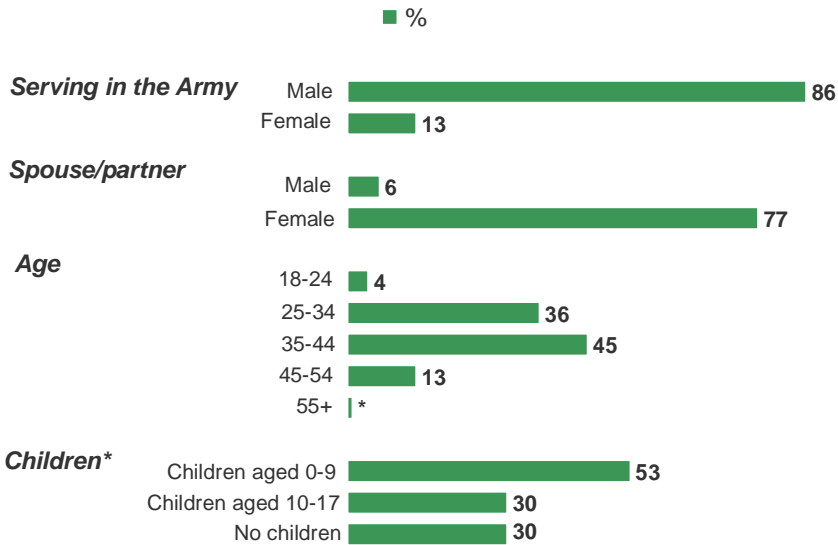
Methodology

- 4,254 questionnaires were sent to Military families using addresses provided by the MoD. No reminder questionnaires were sent.
- 754 responses were received, which represents a response rate of 18%.
- A postal self-completion methodology was used.
- Fieldwork took place between 20 November and 31 December 2009.
- The questionnaire included a number of questions that were asked in the 2008 Hampshire County Council Place Survey; comparisons are made to this data in the report (referred to as Hampshire PBS).

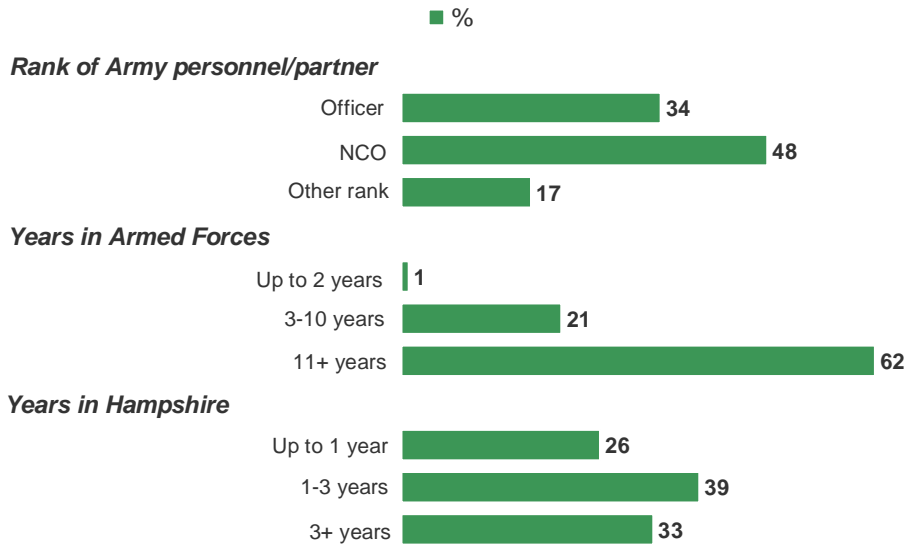
Interpretation of the data

- When interpreting the postal survey (quantitative) findings, it is important to remember that the results are based on a sample of the population, not the entire population, of Army families in Hampshire.
- Where percentages do not sum to 100, this is due to computer rounding, multiple responses or the exclusion of 'don't know' / 'not stated' / 'not applicable' categories.
- An asterisk (*) indicates a percentage greater than 0 but less than 1.
- Throughout the report there are references to 'net' figures expressed in plus (+) or minus (-) percentages. This refers to the difference between the most favourable ratings minus the least favourable ratings. For example, if 67% are satisfied and 22% are dissatisfied, the 'net satisfaction' score would be +45%.

Profile of respondents (1 of 3)



Profile of respondents (2 of 3)

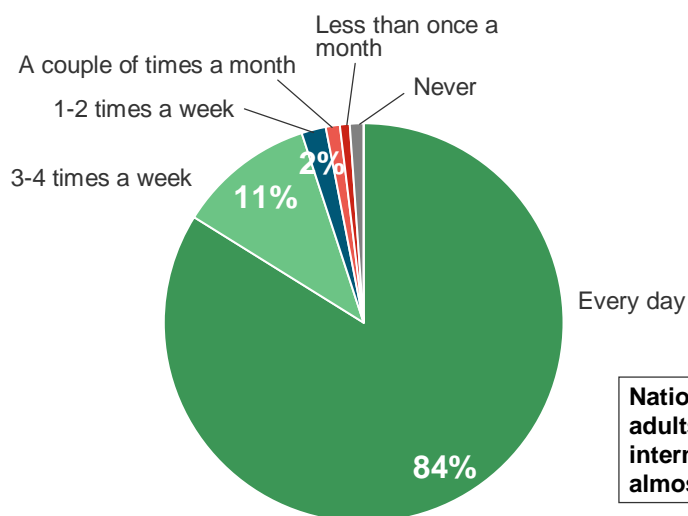


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Profile of respondents (3 of 3) – internet usage

Q How often do you use the internet, if at all?



Nationally, 73% of UK adults access the internet every day or almost every day*

Base: All respondents (754)

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* Office for National Statistics (2009) Internet access: households and individuals [Online] Available: <http://www.statistics.gov.uk/pdfdir/rahi0809.pdf>



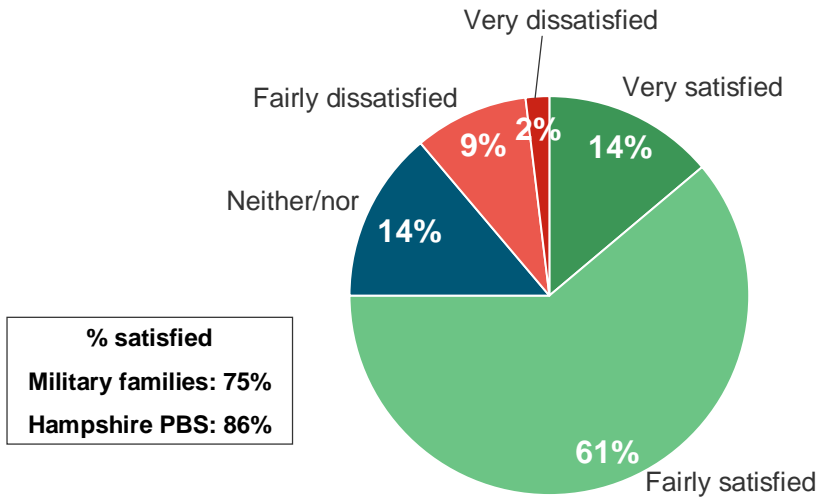
Main findings 1: The local area and community safety

Summary: The local area and community safety

- Three quarters (75%) are satisfied with their local area as a place to live, while two thirds (66%) are satisfied with their home
- **Shopping facilities and affordable decent housing have emerged as key priorities for Military families**
- Over a third (36%) feel they belong strongly to their immediate neighbourhood and over half (55%) say they live in a cohesive community
- One in four (25%) volunteer at least once a month
- Three in five (59%) feel safe after dark; this rises to nine in ten (90%) during the day

Three quarters are satisfied with their local area

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?

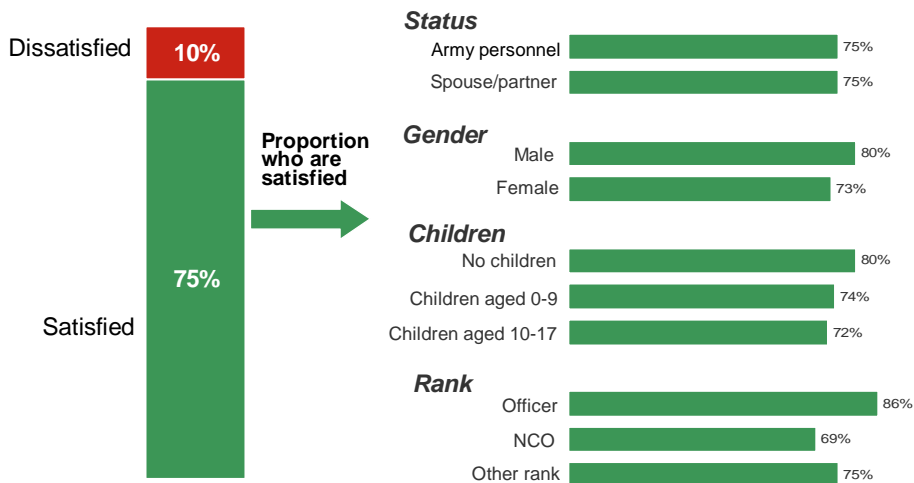


Ipsos MORI Base: All respondents (754)



Satisfaction with local area: Subgroup analysis

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?

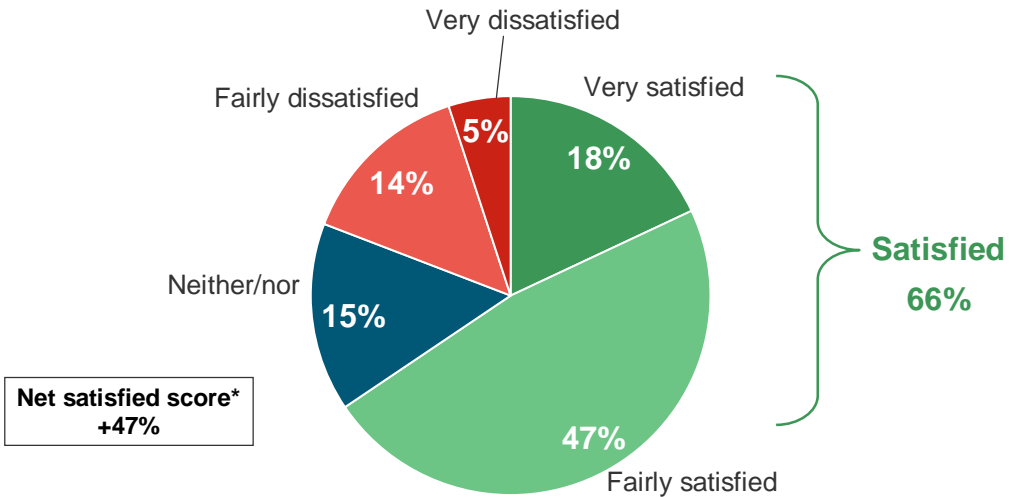


Ipsos MORI Base: All respondents who are satisfied with the local area (569)



nr5 **Two thirds are satisfied with their home as a place to live**

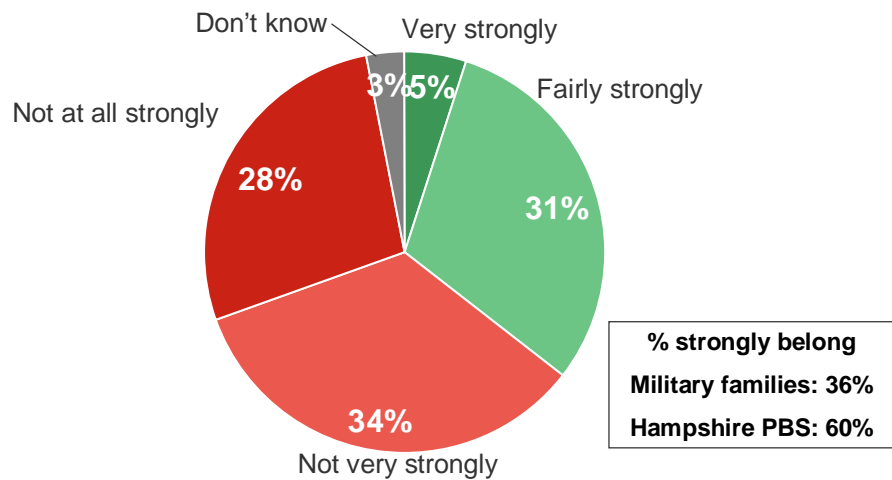
Q Overall, how satisfied or dissatisfied are you with your home as a place to live?



Ipsos MORI Base: All respondents (754)
 * The 'net satisfied' score represents the % satisfied minus the % dissatisfied

Just over a third of Military families feel they strongly belong to their neighbourhood

Q How strongly do you feel you belong to your immediate neighbourhood?



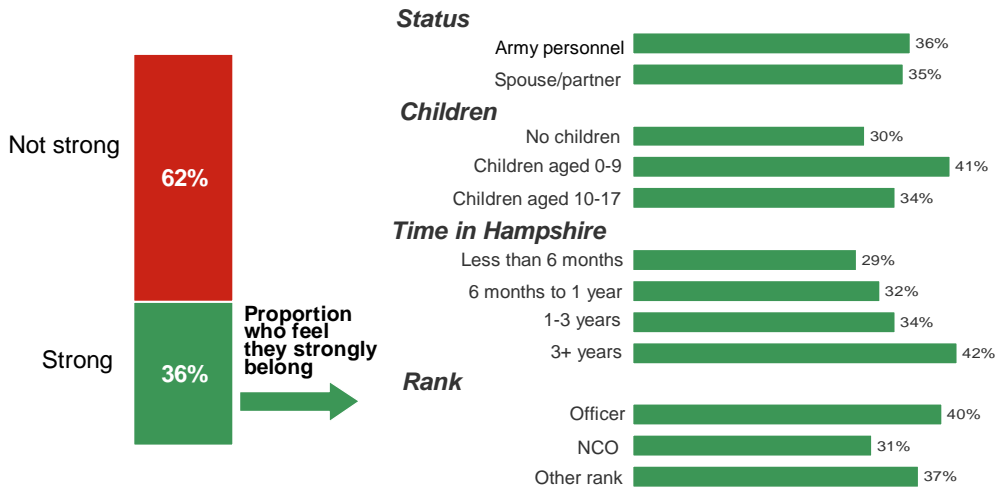
Ipsos MORI Base: All respondents (754)

Slide 19

hr5 PBS data to be added
haroberts, 05/03/2010

Belonging to neighbourhood: Subgroup analysis (strongly belong)

Q How strongly do you feel you belong to your immediate neighbourhood?

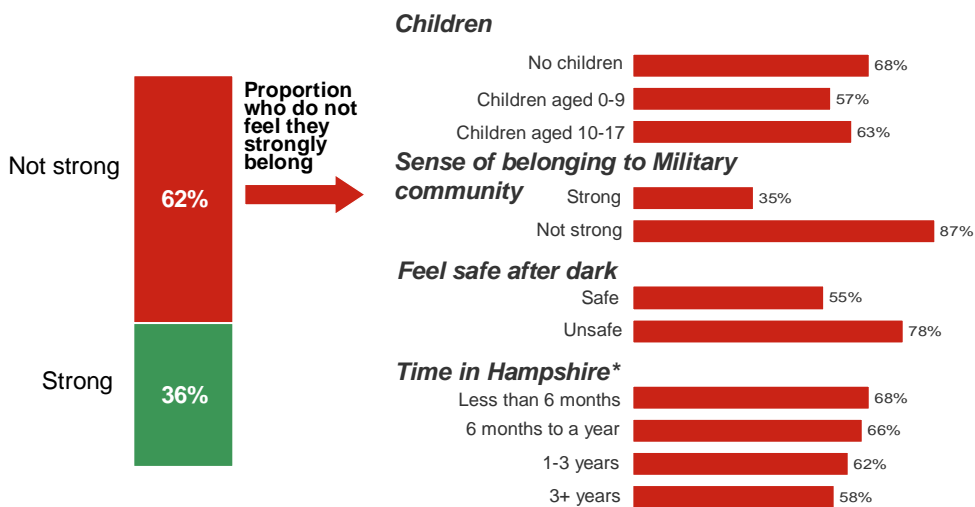


Ipsos MORI Base: All respondents who feel they strongly belong to their neighbourhood (268)



Belonging to neighbourhood: Subgroup analysis (do not strongly belong)

Q How strongly do you feel you belong to your immediate neighbourhood?



Ipsos MORI Base: All respondents who do not feel they strongly belong to their neighbourhood (466)

* Please note that these differences are not significant



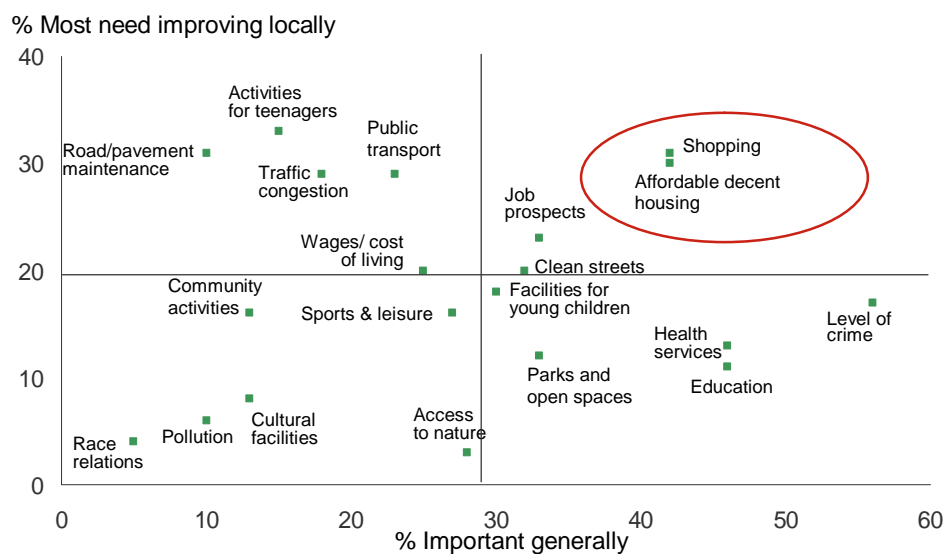
Priorities for local areas

The following scatter chart looks to establish real priorities for local areas. It does so by plotting the extent to which people think aspects of life in their area need to be improved (on the vertical axis), against the extent to which they think the same things are important generally. The further to the top and right of the chart an aspect is, the more it is seen to be in need of improvement and important generally. If something is found at the top of the chart, but over to the left, then it is seen as in need of improvement locally, but not that important generally.

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Shopping facilities and affordable decent housing are the main priorities



Ipsos MORI Base: All respondents (754)

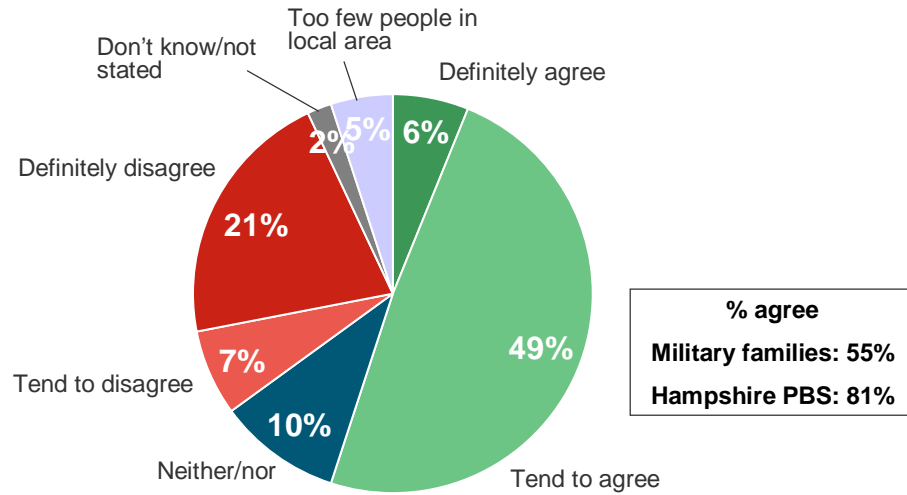


Slide 24

hr6 PBS data to be added
haroberts, 05/03/2010

Army families feel their local area is less cohesive than Hampshire residents overall

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

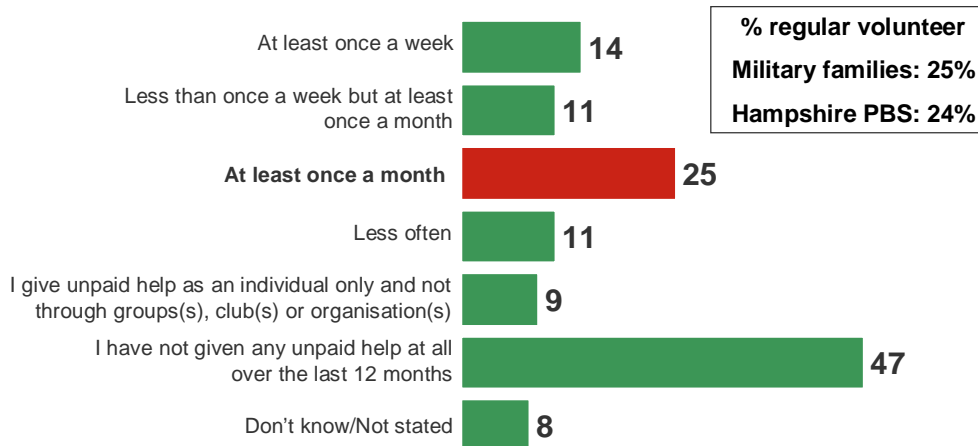


Ipsos MORI Base: All respondents (754)



A quarter volunteer at least once a month; half have not given any unpaid help within the last 12 months

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?

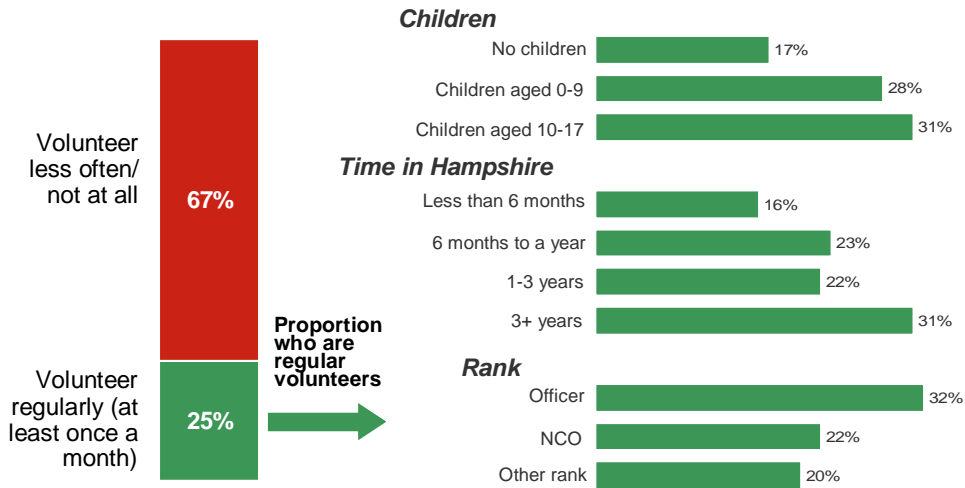


Ipsos MORI Base: All respondents (754)



Regular volunteers (at least once a month): Subgroup analysis (caution due to base size)

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



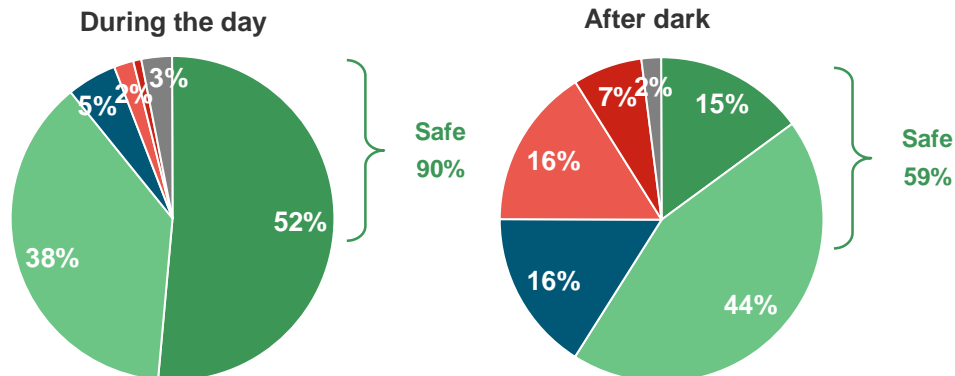
Ipsos MORI Base: All respondents who are regular volunteers (188)



hr4 Army families feel one and a half times safer during the day than after dark

Q How safe or unsafe do you feel when outside in your local area...

■ % Very safe ■ % Fairly safe ■ % Neither/nor
■ % Fairly unsafe ■ % Very unsafe ■ % Don't know/Not stated



Ipsos MORI Base: All respondents (754)



Slide 28

hr4 PBS data to be added
haroberts, 05/03/2010

Main findings 2: Local public services

Summary: Local public services (1 of 2)

- Over half of Military families are satisfied with all waste and litter services
 - 79% are satisfied with refuse collection while just 55% are satisfied that public land is kept clean of litter and refuse
- **Just a quarter are satisfied with local transport information and local bus services** (27% and 25% respectively)
 - And a sizeable minority do not use these services (14% and 21% respectively)
- **A significant proportion have experienced problems when changing schools**; in particular with differences in standards, information available on schools prior to postings, changing syllabus content and finding places
- Three in five (59%) are satisfied with healthcare in Hampshire overall; **just three in ten (28%) are satisfied with NHS dentists**

Summary: Local public services (2 of 2)

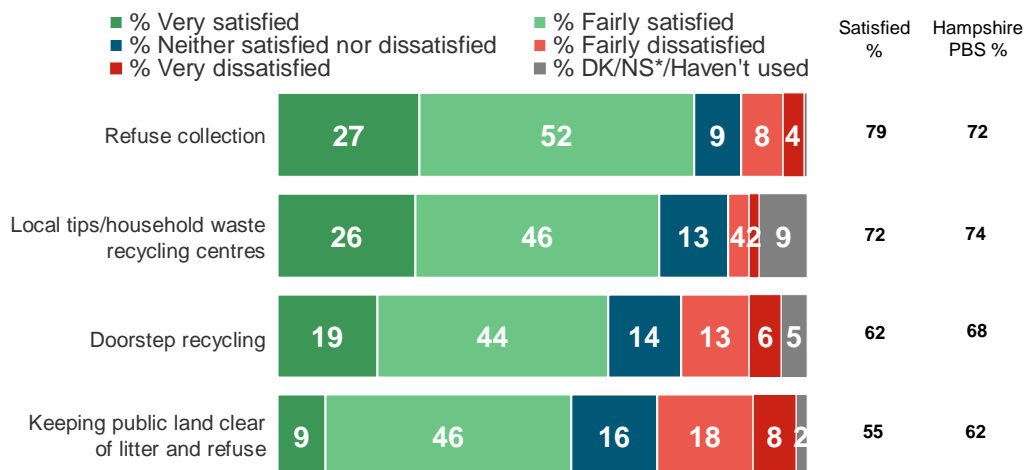
- **A third (34%) of Military families are not registered with a dentist**
- The most common reason for not being able to register with an NHS dentist is because the list was full
- 45% say they are aware of the NHS Dental Helpline; 52% are not
- The majority of Military families are registered with a GP (87%); just 1% say they are not but have tried to do so
- Of those that are not registered with a GP, this is most likely to be because they receive healthcare services from the Military
- Military families most frequently travel around by car, foot or bike; **only a very small proportion use the bus on a regular basis**

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The majority of residents are satisfied with waste and litter services...

Q How satisfied are you with each of the following services provided or supported by your local councils?



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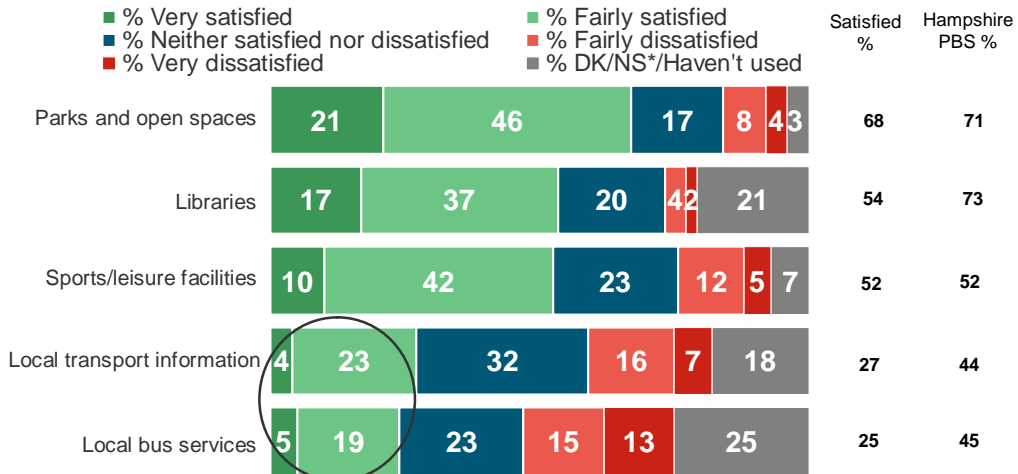
Base: All respondents (754)

* DK: 'don't know'; NS: 'not stated'



...but less than three in ten Army families are satisfied with local public transport services

Q How satisfied are you with each of the following services provided or supported by your local councils?



Ipsos MORI

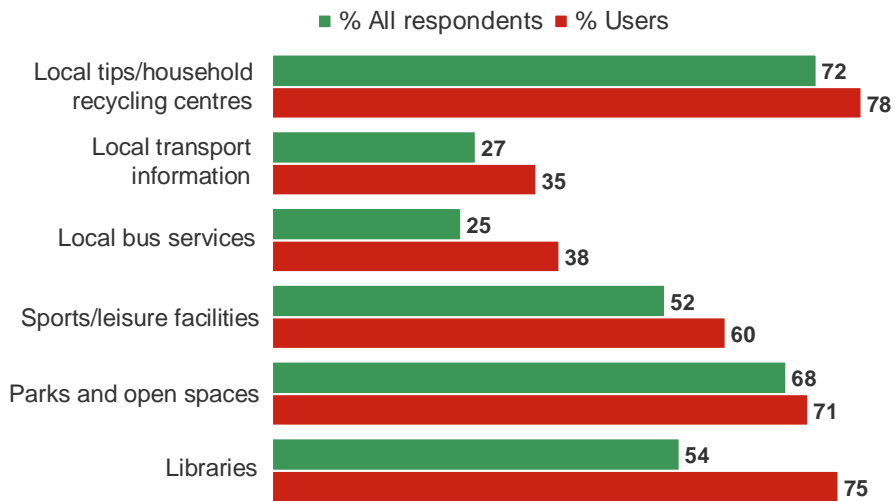
Base: All respondents (754)

* DK: 'don't know'; NS: 'not stated'



Users of services tend to always be more satisfied

Q How satisfied are you with each of the following services?



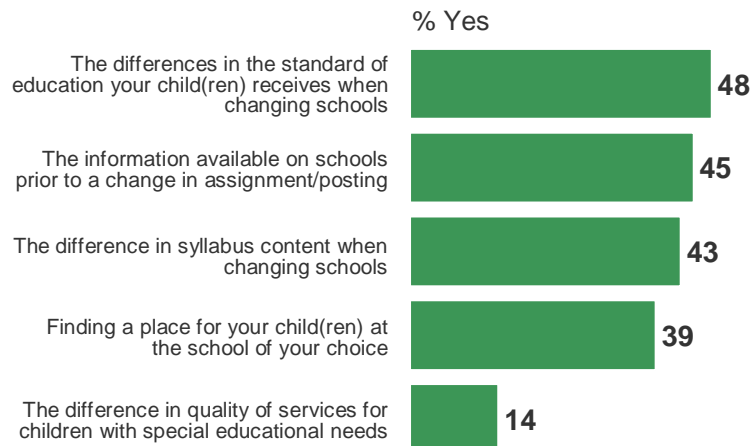
Ipsos MORI

Base: All respondents (754)



A significant proportion have experienced problems with changing schools

Q Have you ever experienced any problems or concerns with the following?

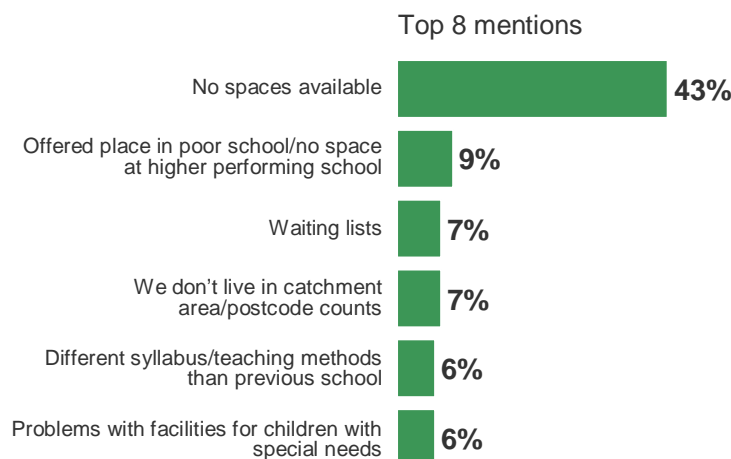


Ipsos MORI Base: All respondents with a child aged under 18 (584)



Lack of availability of school places is a clear problem for parents

Q What problems or concerns did you encounter when trying to place your child(ren) at the school of your choice?

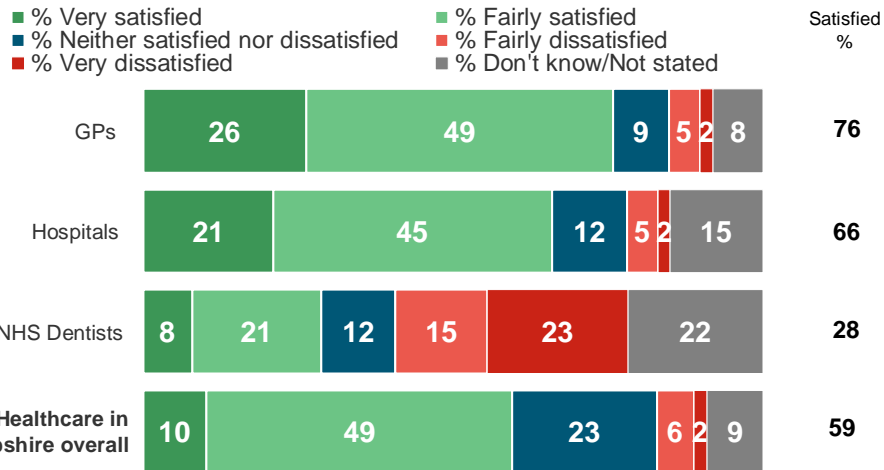


Ipsos MORI Base: All respondents who encountered problems or concerns when trying to place their child at a school of their choice (228)



Army families are most satisfied with GPs and least satisfied with dentists

Q How satisfied or dissatisfied are you with the following aspects of healthcare in Hampshire nowadays?

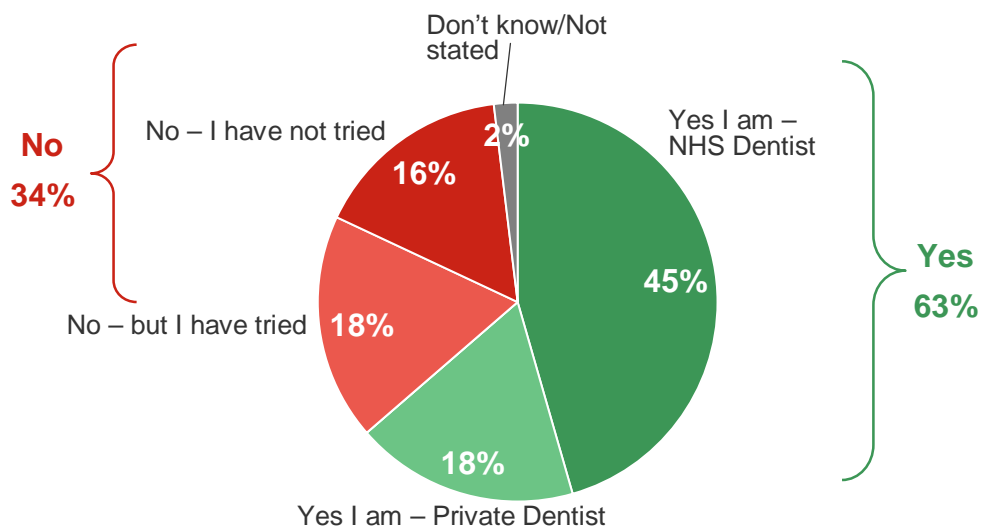


Ipsos MORI Base: All respondents (754)



A third of Army families are not registered with a dentist

Q Are you or your family registered with a dentist, or not?

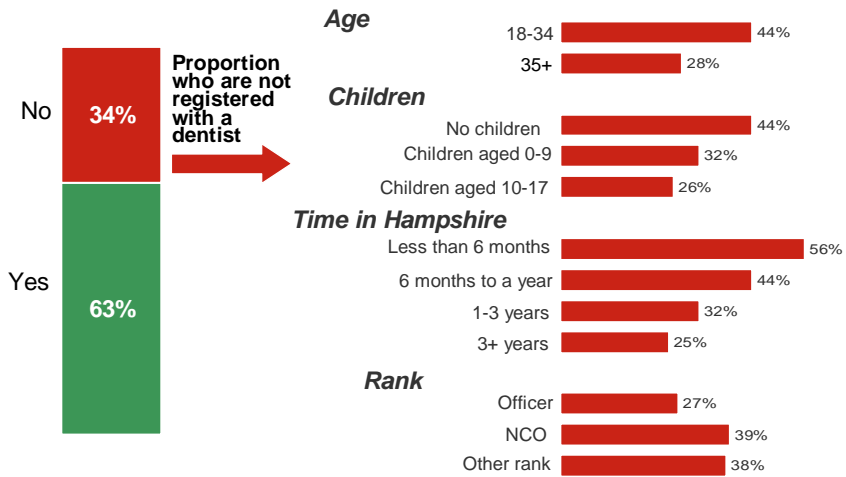


Ipsos MORI Base: All respondents (754)



Families that are not registered with a dentist: Subgroup analysis

Q Are you or your family registered with a dentist, or not?

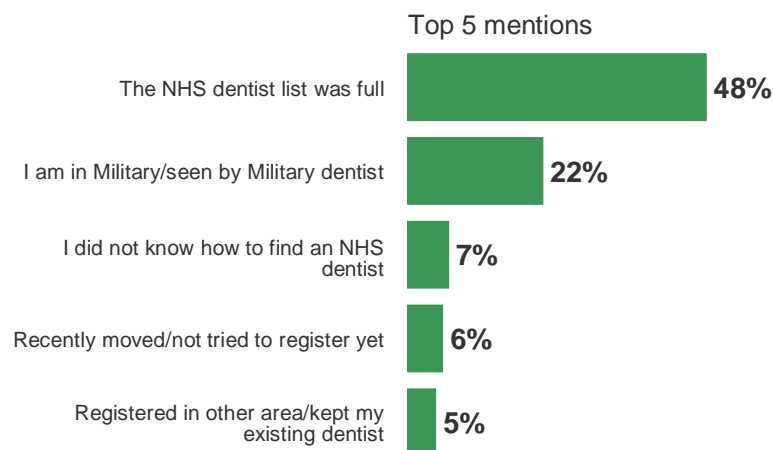


Ipsos MORI Base: All respondents who are not registered with an NHS dentist (258)



Of those that are not registered with a dentist, half say this was because they were full

Q Why are you not registered with an NHS Dentist?

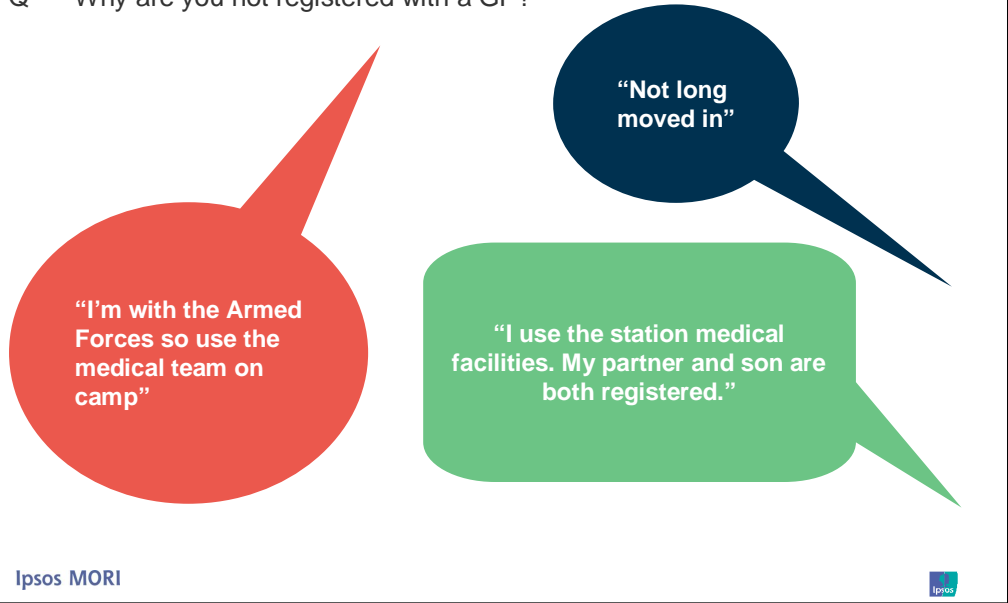


Ipsos MORI Base: All respondents who are not registered with an NHS dentist (258)



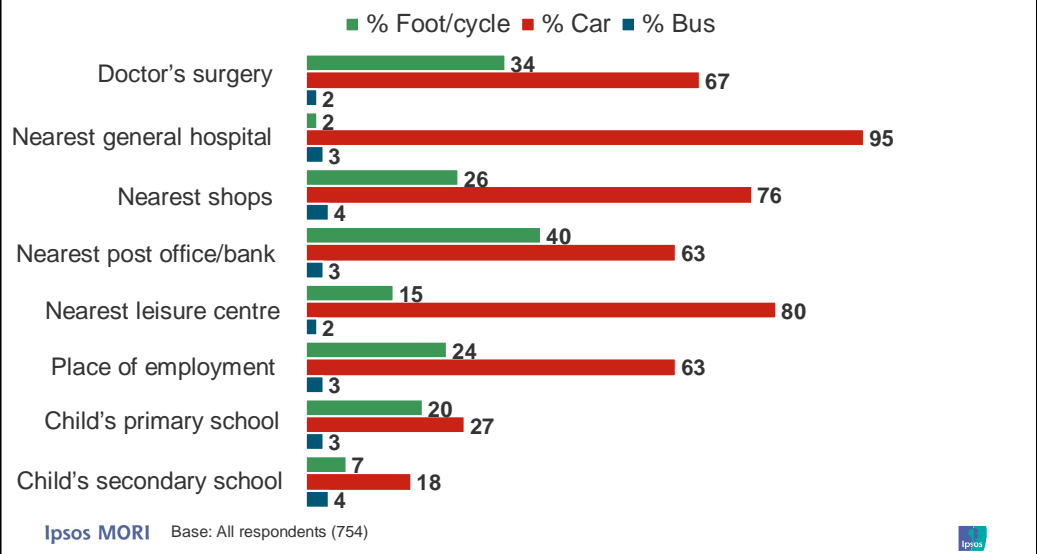
Military personnel are most likely to say that they are not registered with a GP as they use Military medical services

Q Why are you not registered with a GP?



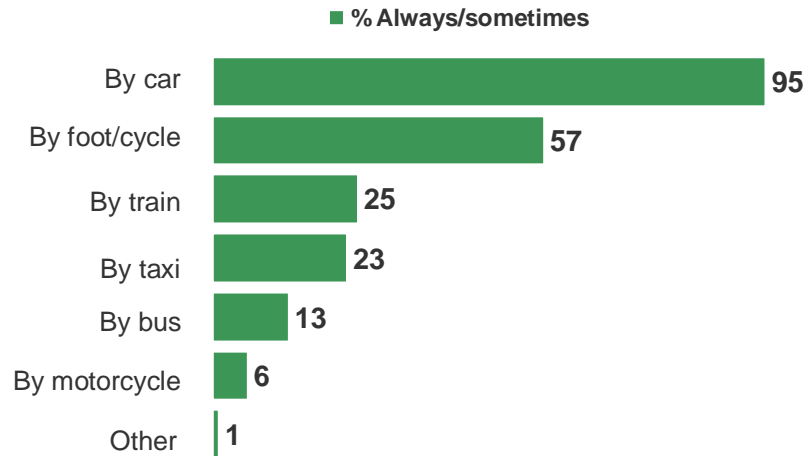
Army families are most likely to travel to local amenities by car

Q How would you normally travel to each of the following local amenities?



The majority get around after dark by car, foot or bike

Q How do you usually travel around in your local area after dark?



Ipsos MORI Base: All respondents (754)



Main findings 3: Being in a Military family

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Summary: Being in a Military family

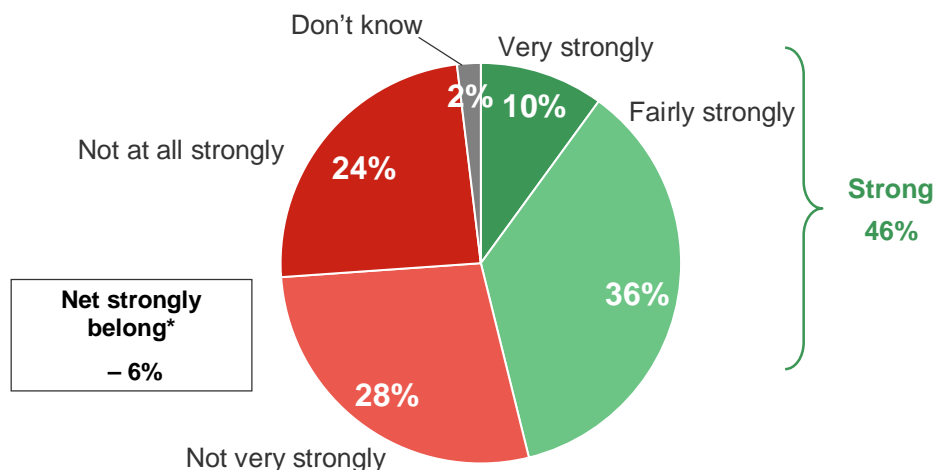
- Approaching half (46%) feel they strongly belong to the local Military community
- **The majority (70%) believe that Military families should be given some form of priority access to local services (although one in six say it depends on the circumstances)**
- Military families are relatively well informed about local GPs, welfare and community support and housing; **they are significantly less informed about issues including local NHS dentists and employment opportunities**
- Three in ten (30%) have experienced problems in obtaining financial products
- **Around seven in ten partners of Military personnel say they have had to make career sacrifices to support their partner's career (69%) and that the Military limits the career choices they can make (67%)**

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Approaching one half feel they strongly belong to the local Military community

Q How strongly do you feel you belong to the Military community where you live at the moment?



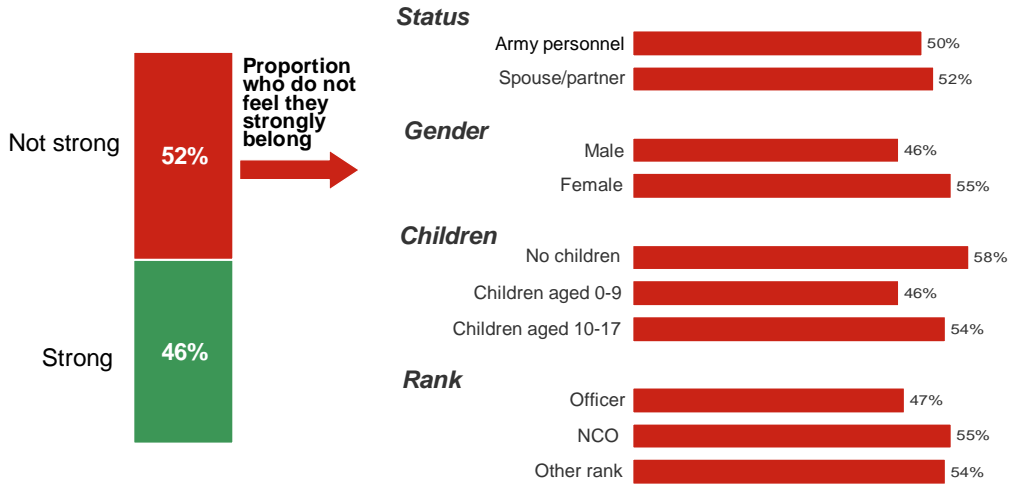
Base: All respondents (754)

Ipsos MORI* The 'net strongly belong' score represents the % very/fairly strongly belong minus the % not very/not at all strongly belong



Belonging to Military community: Subgroup analysis

Q How strongly do you feel you belong to the Military community where you live at the moment?

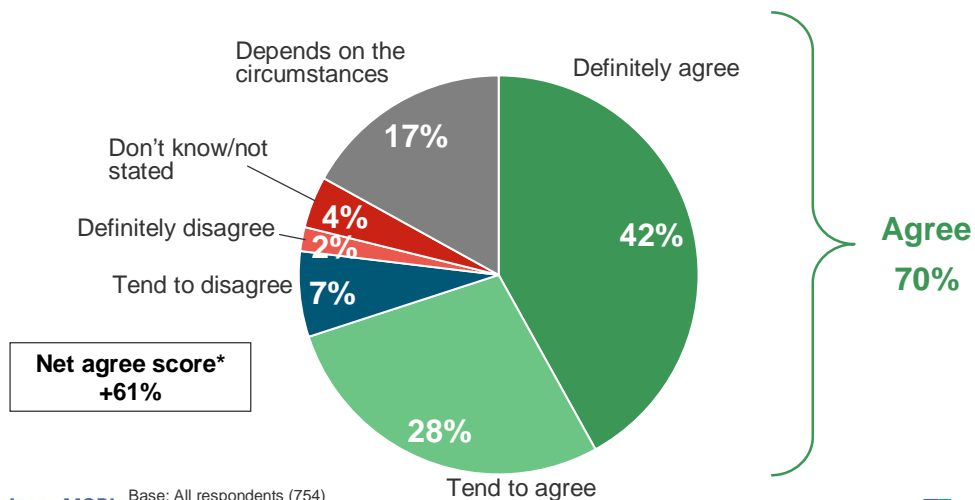


Ipsos MORI Base: All respondents who feel they do not strongly belong to the Military community (391)



Approaching three quarters believe Military families should be given priority in accessing local services

Q To what extent do you agree or disagree that Military families should be given priority access to local services (such as schools, GPs etc)?

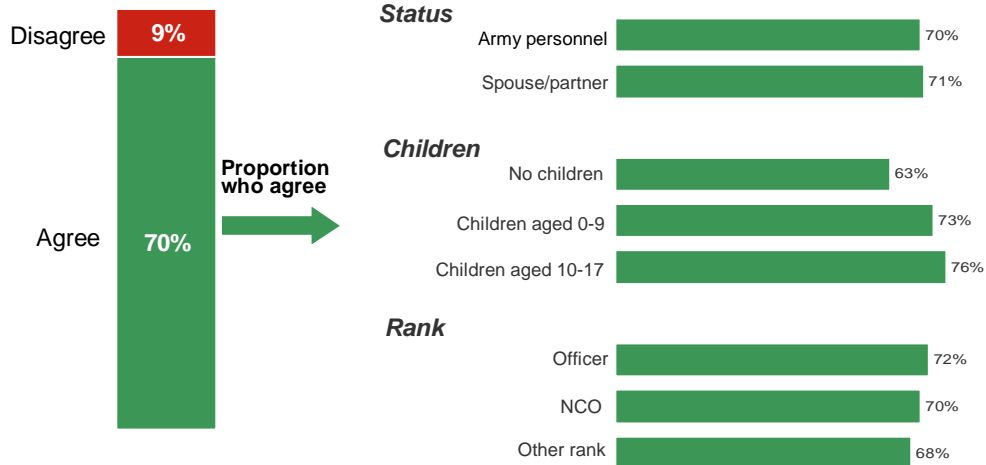


Ipsos MORI Base: All respondents (754)
* The 'net agree' score represents the % agree minus the % disagree



And those with children feel strongest about this: Subgroup analysis

Q To what extent do you agree or disagree that Military families should be given priority access to local services (such as schools, GPs etc)?



Ipsos MORI Base: All respondents who agree that Military families should be given priority access to local services (528)



Military families who do believe they should be given priority access:

Q Why do you say that Military families should be given priority access to local services?

“We are unable to choose location of our posting and often only informed at the last minute”

“Because of the transient nature of our lives”

“Military personnel work very hard. It’s not our fault we are posted. Why should we be placed at the bottom of waiting lists every time?”

“The pressures on families are exacerbated by the current level of operational commitment and anything that can be done to reduce this stress should be done.”

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Military families who do not believe they should be given priority access, or say it depends:

Q Why do you say that Military families should not be given priority access to local services/it depends on the circumstances?

“Treat everyone the same. No positive discrimination.”

“Military families should be taken into account but not necessarily to the detriment of the local community. I believe *additional* provision should be made so that no one is disadvantaged.”

“In the case of education places, it’s a difficult balance. In a way the MOD/government should provide for both the Military and civilian community. Giving priority to either could be divisive.”

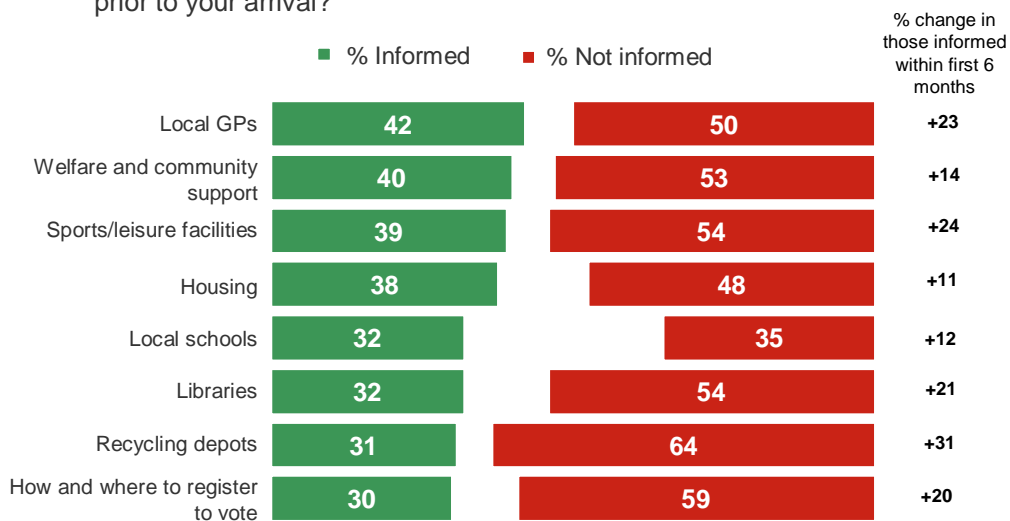
“Only if necessary. We don’t expect special treatment but the military lifestyle often leaves very few alternative options.”

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Army families feel most informed about local GPs and welfare/community support prior to arrival...

Q9 How well informed did you feel about each of the following in your local area prior to your arrival?

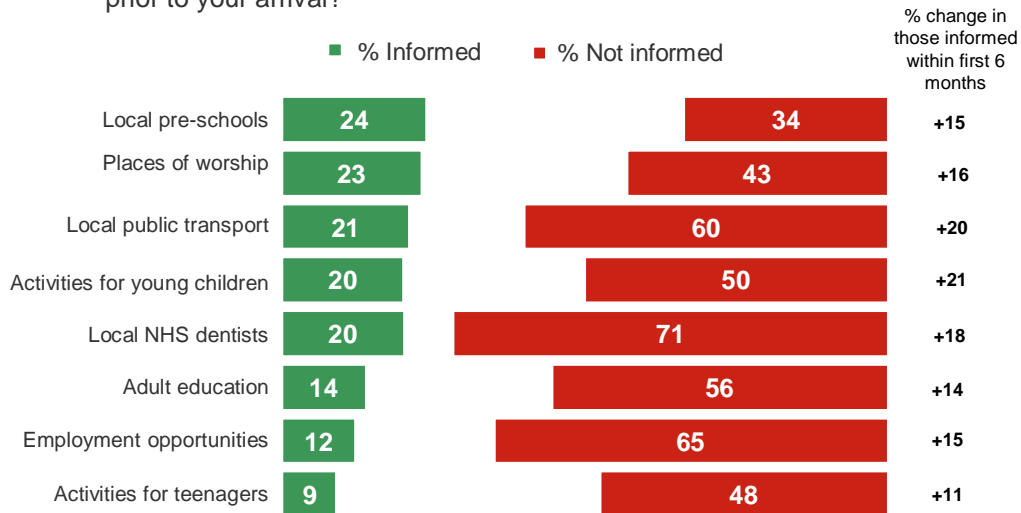


Ipsos MORI Base: All respondents (754)



...and least informed about employment opportunities and NHS dentists

Q9 How well informed did you feel about each of the following in your local area prior to your arrival?

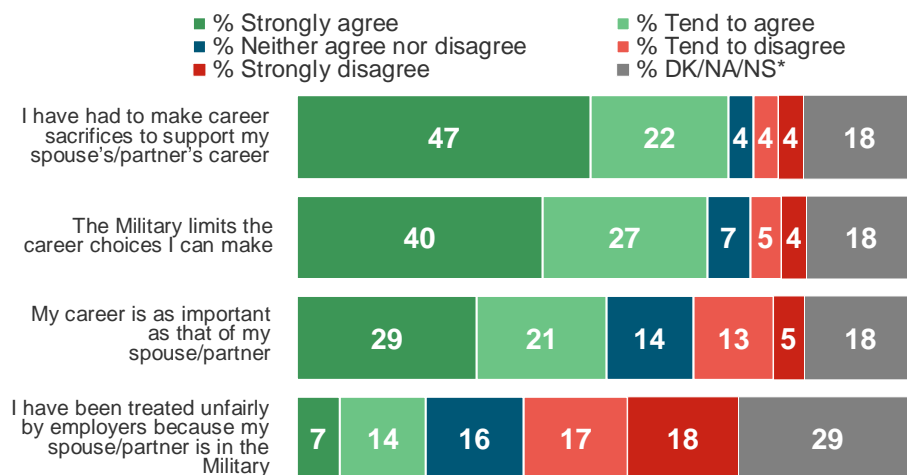


Ipsos MORI Base: All respondents (754)



Most partners of Army personnel say that the Military has had an impact on their career

Q To what extent do you agree or disagree with each of the following statements to do with service life?



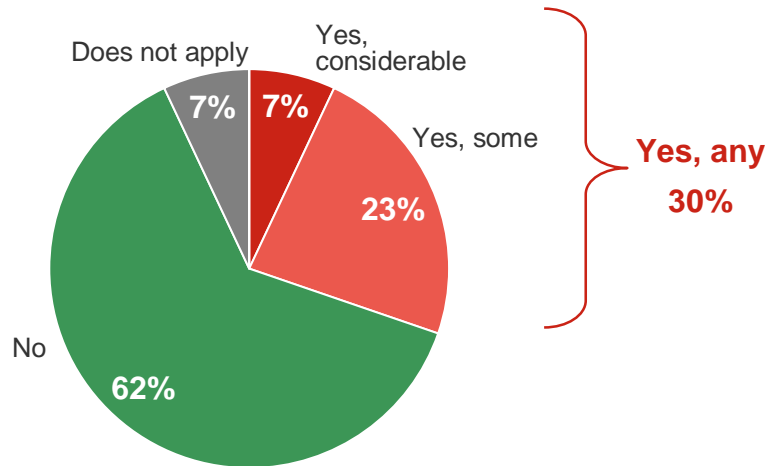
Ipsos MORI Base: All respondents (754)

* DK: 'don't know'; NA: 'not applicable'; NS: 'not stated'



And three in ten have faced problems obtaining financial products

Q Have you ever had any problems obtaining financial products (e.g. insurance, loans, credit cards, bank accounts, mortgages)?



Ipsos MORI Base: All respondents (754)



Conclusions

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Conclusions (1 of 2)

A number of key issues facing Military families have emerged in the findings:

- An emphasis on **affordable decent housing** is a key priority
- There are significant problems when **changing children's schools** (including a lack of available information prior to posting and difficulties in finding places at schools of choice)
- A third of families are **not registered with an NHS dentist**, with the most common reason for this being that they are full
- A relatively **low sense of belonging** to the neighbourhood and local Military community
- **Low levels of information about key issues** (prior to posting and within 6 months of moving) such as employment opportunities and NHS dentists

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Conclusions (2 of 2)

- The Military is thought to have a **significant impact on partners' career choices and opportunities**
- Military families are also **significantly less satisfied about a number of issues when compared to the Hampshire population overall***. For example, Military families are...
 - Less satisfied with their local area as a place to live
 - Less likely to feel they belong to their immediate community
 - Less likely to believe they live in a cohesive community
 - Less satisfied with local transport information and local bus services

Ipsos MORI * With reference to the 2008 Hampshire County Council Place Survey



Appendices: statistical reliability

Statistical reliability I

- Respondents represent only samples of total populations, so we cannot be certain that the figures obtained are exactly those we would have if everybody had taken part (“true values”).
- However, we can predict the variation between the sample results and the true values from knowledge of the size of the samples on which results are based and the number of times a particular answer is given.
- The confidence with which we make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the true value will fall within a specified range.

Statistical reliability II

The following table on the following slide illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”.

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
50	8	13	14
100	6	9	10
200	4	6	7
300	3	5	6
500	3	4	4
1,000	2	3	3

Statistical reliability III

- For example, with a sample size of 500 where 30% give a particular answer, the chances are 19 in 20 that the true value (which would have been obtained if the whole population had been interviewed) will fall within the range of +4 percentage points from the sample result (i.e., between 26% and 34%).
- When results are compared between separate groups within a sample, the difference may be “real” or it may occur by chance (because not everyone in the population has been interviewed).
- To test if the difference is a real one, that is, if it is “statistically significant”, we again have to know the size of the samples, the percentage of respondents giving a certain answer and the degree of confidence chosen.

Statistical reliability IV

If we assume a “95% confidence interval”, the differences between the results of two groups must be greater than the values given in the table below:

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 and 200	7	11	12
150 and 150	7	10	11
200 and 800	5	7	8
500 and 500	4	6	6