

USE YOUR VOICE



Your chance to shape the future of
Wiltshire Police and make Wiltshire safer

SURVEY ANALYSIS



Wiltshire and Swindon

pcc

CONTENTS

3 ABOUT THE SURVEY

4 QUESTION 5

Thinking about crime and anti-social behaviour in your local neighbourhood, do you think things are better or worse than they used to be

4 QUESTION 6

I feel safe in my community during the day/night/in my own home

5 QUESTION 8

In general, how good do you think Wiltshire Police are at dealing with crime and antisocial behaviour in your area?

5 QUESTION 11

Are there any specific crime or anti-social behaviour issues that you are concerned about in your area and police should do more to tackle?

6 QUESTION 12

Are there any specific crime or anti-social behaviour issues that you are concerned about in your area and police should do more to tackle?

7 QUESTION 13

In the past 2 years, have you personally been a victim of any of the following crimes types or anti-social behaviour?

8 QUESTION 14

Which of the following agencies, if any, did you report this crime to?

8 QUESTION 15

If not reported, what was the main reason why?

9 QUESTION 16

In relation to policing in your local area, how confident are you in the following?

10 QUESTION 17

In relation to policing in your community, how would you rate your trust in Wiltshire Police to keep you safe?

10 QUESTION 18

Do you feel that the police keep you updated on crime and public safety issues in your area?

11 QUESTION 19

How do you prefer to be kept updated on crime and safety updates in your area?

12 QUESTION 21

If the PCC is permitted by Government to increase the policing precept of the council tax again in 2022/2023, would you support an increase to support the delivery of local policing?

12 QUESTION 22

If yes, how much of an increase would you be willing to support?

13 RECOMMENDATIONS & SUMMARY

ABOUT THE SURVEY

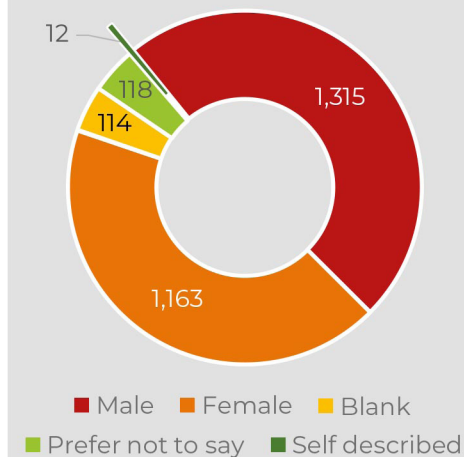
The 'Use Your Voice' survey was circulated to the public of Wiltshire during November 2021. It was created by the OPCC to offer residents the chance to shape policing priorities to help make Wiltshire and Swindon safer. This was part of the OPCC consultation to inform the Commissioner's new police and crime plan.

The Business Intelligence Team have analysed responses and this document acts as an overview of all 27 questions. It is anticipated that this report will evoke further hypothesis and questions, therefore further insight can be commissioned to areas of particular interest or concern.

The purpose of this document is to provide an analytical overview of the survey circulated to the public of Wiltshire in November 2021.

estimate to fall between, should you run your experiment again or re-sample the population in the same way.

RESPONDENTS BY GENDER



ANALYSIS/INSIGHT

Statistical significance and demographics

- Within the analysis of surveys, we need to introduce the terms of confidence intervals and confidence levels.
- The **confidence interval** is the range of values that you expect your

- The **confidence level** is the percentage of times you expect to reproduce an estimate between the confidence intervals.
- This survey returned a total of 2,722 responses. The projected 2021 population of Wiltshire 696,000 (including all under 18's) giving a +/- 1.87 confidence interval at a 95% confidence level.

- This means that a survey result of 50% means that the true result sits somewhere between 48.13% and 51.87%, 95% of the time.

- When broken down into gender. There were 1,315 responses from those that identified as Male, giving a +/- 2.7 confidence interval at a 95% confidence level. There were 1,163 responses from those that identify as Female giving a +/- 2.87 confidence interval at a 95% confidence level. 118 responses stated, 'prefer not to say', 114 were blank and 12 responses stated 'self-described'.

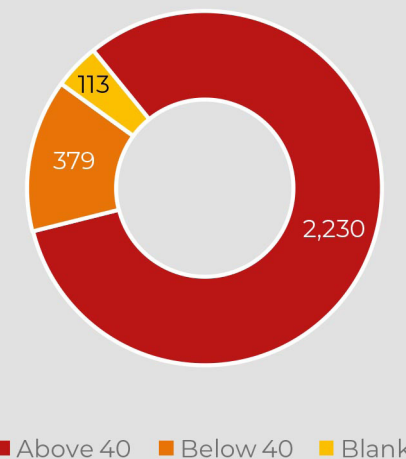
- Over 1,000 responses were cleansed from the initial dataset as they were blank. Corporate Communications investigated the issue with Survey Monkey and identified it was due to respondents aborting the survey prior to completing. Therefore, although these counted as a response there was no data that could be included in this data set.

- 81.9% of respondents were aged 40+ meaning those under 40 are significantly underrepresented in this survey.

- 379 of the total respondents gave their age below 40, giving a +/- 5.07 confidence interval at a 95% confidence level.

- 2,230 of the total respondents gave their age at 40 or above, giving a +/- 2.07 confidence interval at a 95% confidence level. 113 respondents left the age field blank.
- 85.8% of respondents identified White British as their ethnic group and 6.7% did not state their ethnic group, indicating that ethnic minorities are underrepresented within this survey.

RESPONDENTS BY AGE

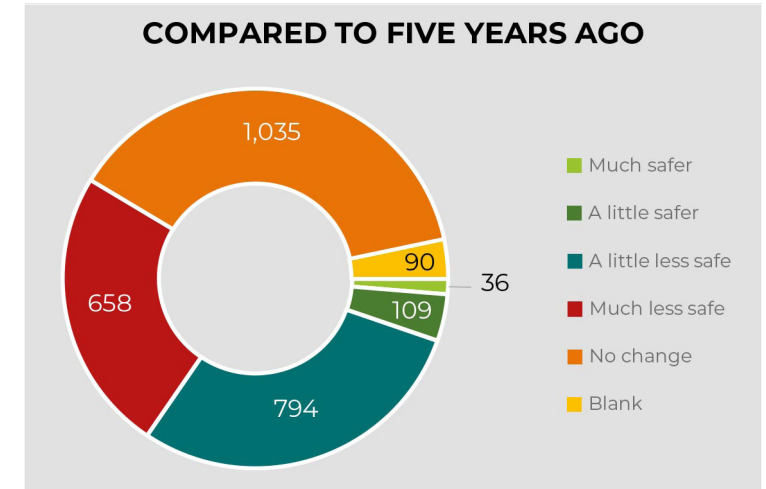
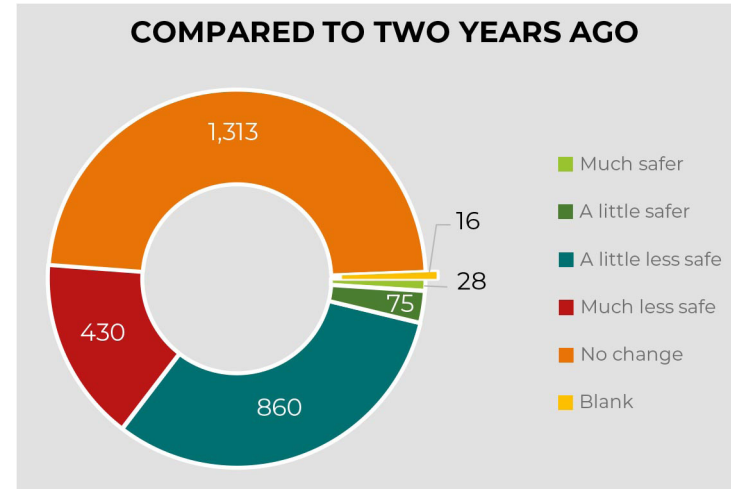


QUESTION 5

Thinking about crime and anti-social behaviour in your local neighbourhood, do you think things are better or worse than they used to be.

Responses were consistent across males and females when considering the change over five years however, when examining two years previous, females are more likely to report feeling less safe than males.

18-21 year olds are most likely to report feeling a little or much less safe than two/five years ago, however we only have 15 responses from this age group so it is not statistically representative of the whole age group.



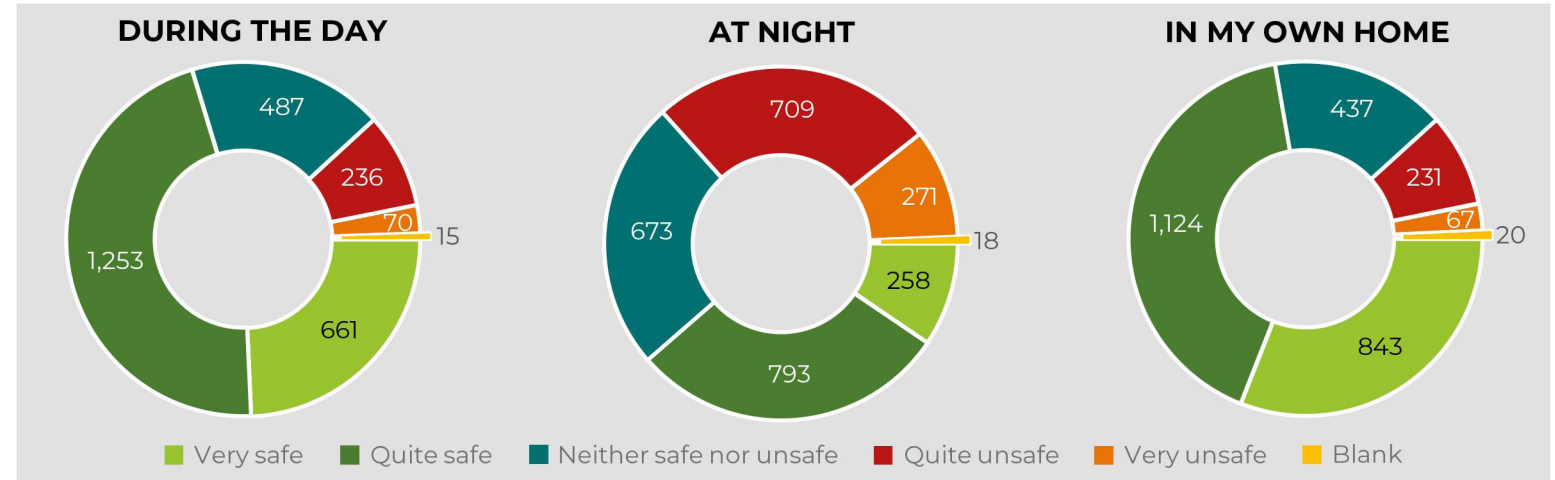
QUESTION 6

I feel safe in my community during the day / night / in my own home.

Females are 1.4 times more likely to report feeling quite or very unsafe at night than males.

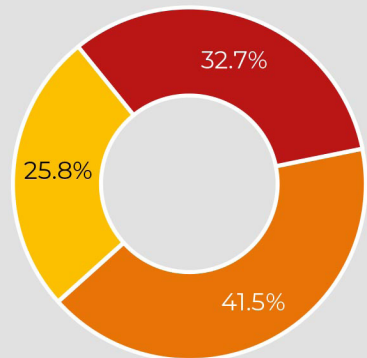
Responses were consistent across males and females for safety during the day / in my own home.

RECOMMENDATION:
Additional question to examine feeling of safety in public spaces.



QUESTION 8

In general, how good do you think Wiltshire Police are at dealing with crime and anti-social behaviour in your area?

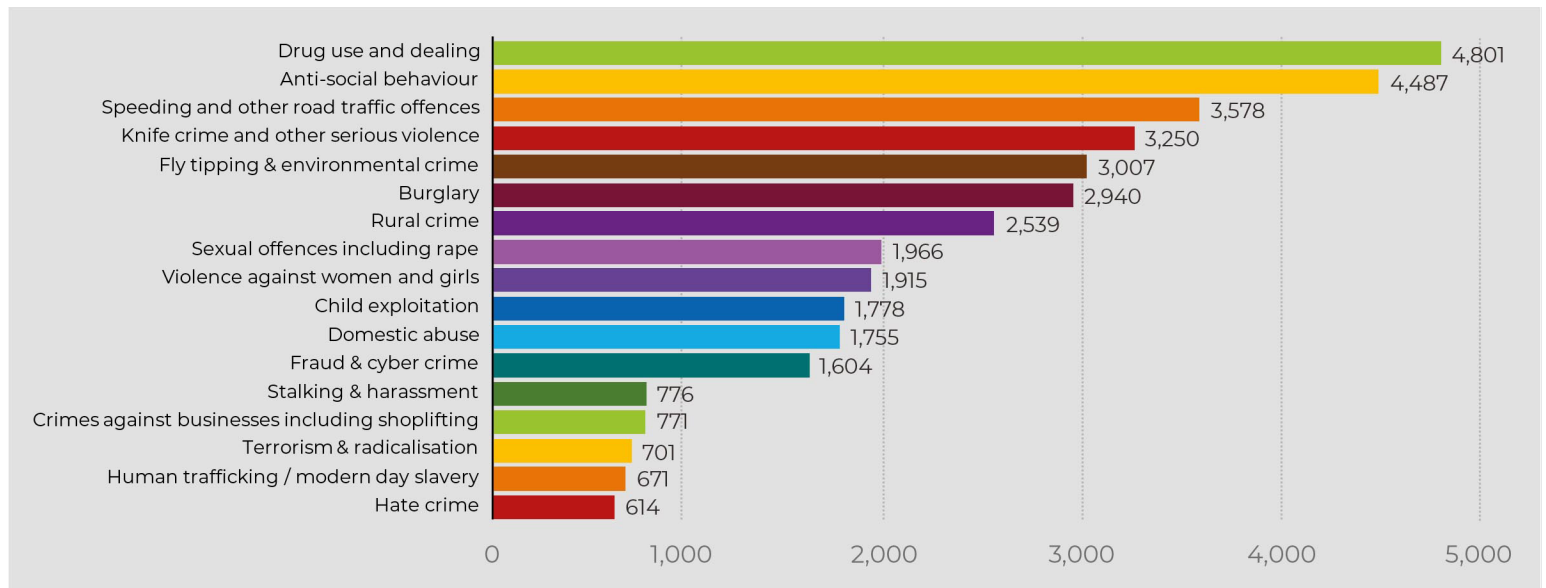


■ Very poor/poor ■ Neutral
■ Good/excellent

The neutral option (option3) was selected by 1,131 respondents. However, 889 respondents selected options indicating 'poor' or 'very poor'.

QUESTION 11

Are there any specific crime or anti-social behaviour issues that you are concerned about in your area and police should do more to tackle? Select up to 5 top priorities, ranked.



When broken into different demographics, all respondents prioritised drug use and dealing and anti-social behaviour as the top two priorities, however there were some variances after these depending on gender and age.

MALE RESPONDENTS	FEMALE RESPONDENTS	RESPONDENTS UNDER 40
1 Drug use and dealing	1 Drug use and dealing	1 Drug use and dealing
2 Anti-social behaviour	2 Anti-social behaviour	2 Anti-social behaviour
3 Speeding and other road traffic offences	3 Speeding and other road traffic offences	3 Knife crime and other serious violence
4 Burglary	4 Knife crime and other serious violence	4 Sexual offences including rape
5 Knife crime and other serious violence	5 Fly tipping and environmental crime	5 Burglary

QUESTION 12

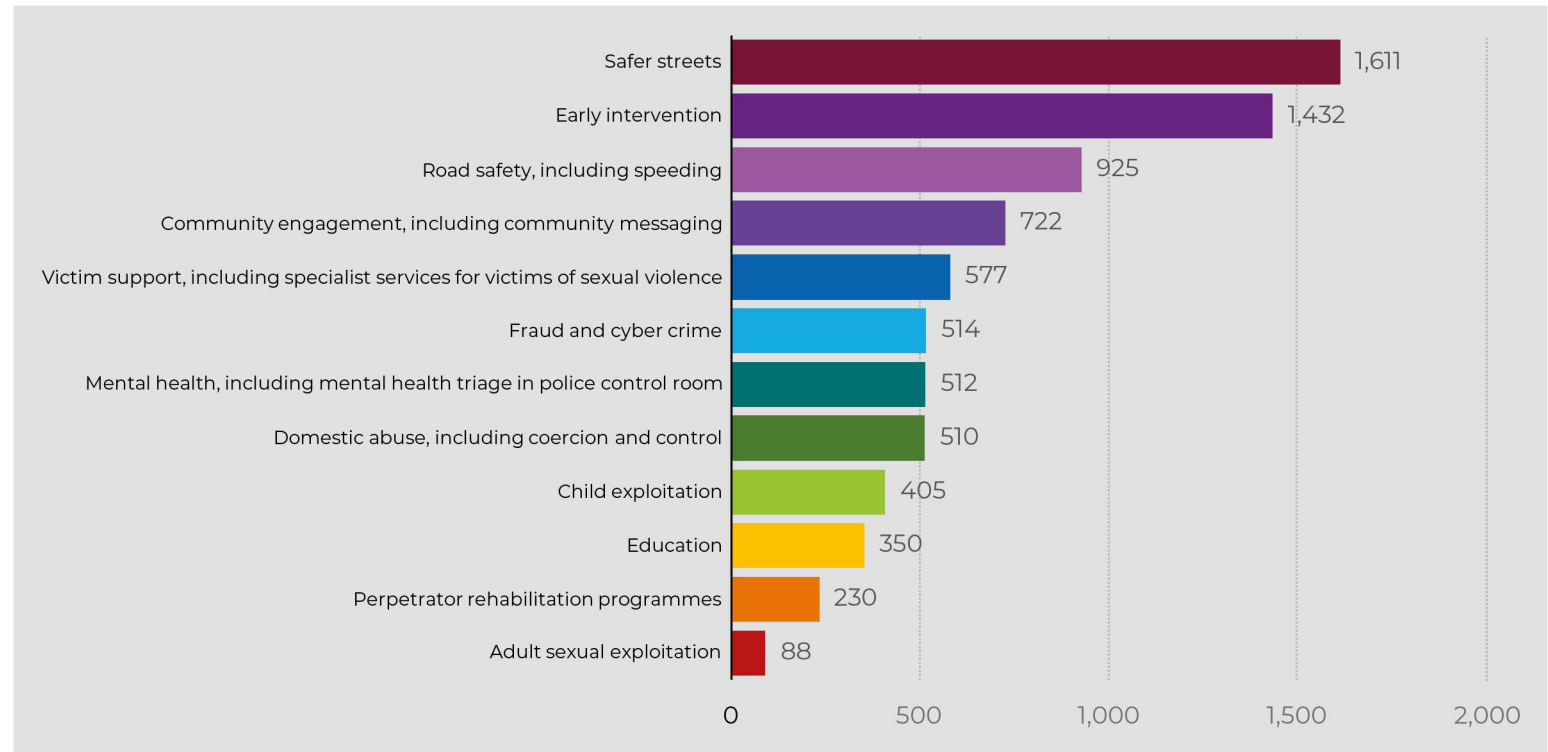
Considering the priorities you have ranked in question 11, where do you think the PCC should be directing the most funding? Please select three options.

Within all responses and broken down into different demographics the top two areas were identified as:

- Safer streets
- Early intervention: proactive work to discourage future criminal behaviour.

However, when broken down by age group, under 40's prioritised victim support services over road safety.

RECOMMENDATION: Being mindful that the under 40's are underrepresented within this survey, this may be an area that would benefit from further analysis and insight drawn from focus groups.



	ALL RESPONSES	MALE RESPONDENTS	FEMALE RESPONDENTS	RESPONDENTS UNDER 40
1	Safer streets	Safer streets	Safer streets	Safer streets
2	Early intervention: proactive work to discourage future criminal behaviour	Early intervention: proactive work to discourage future criminal behaviour	Early intervention: proactive work to discourage future criminal behaviour	Early intervention: proactive work to discourage future criminal behaviour
3	Road safety including speeding	Road safety including speeding	Road safety including speeding	Victim support including specialist services for victims of sexual violence

QUESTION 13

In the past two years have you personally been a victim of any of the following crime types or anti-social behaviour? If you have been a victim of multiple offences, answer this question with the incident in mind that had the biggest impact on you.

CONSIDERATIONS: This question asks the public to respond based on their personal interpretation of what constitutes as a crime or ASB. This may not necessarily be considered a crime by Home Office counting rules.

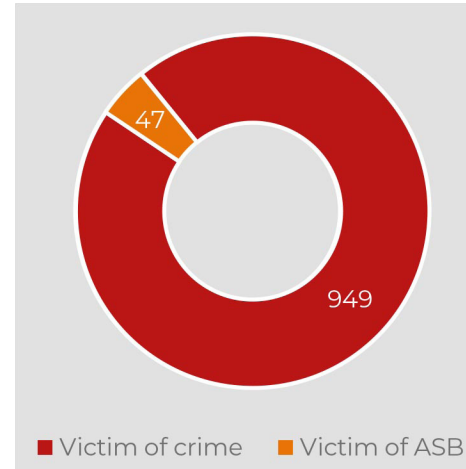
Nine hundred and ninety six respondents reported personally being a victim of crime or anti-social behaviour in the past two years.

iQuanta (a home office tool which collates and publishes data from all forces nationally) demonstrates 1 in 20 residents of Wiltshire have reported a crime to Wiltshire Police.

One hundred and thirty six respondents selected the option 'Other, please specify'. When reviewed 18 of them would not constitute as crime or ASB. For example "None of the above, but the last two years have been unusual in that lockdown has meant virtual 'house arrest'..."

1 in 3

RESPONDENTS
REPORTED PERSONALLY
BEING A VICTIM OF
CRIME OR ANTI-SOCIAL
BEHAVIOUR IN THE PAST
TWO YEARS

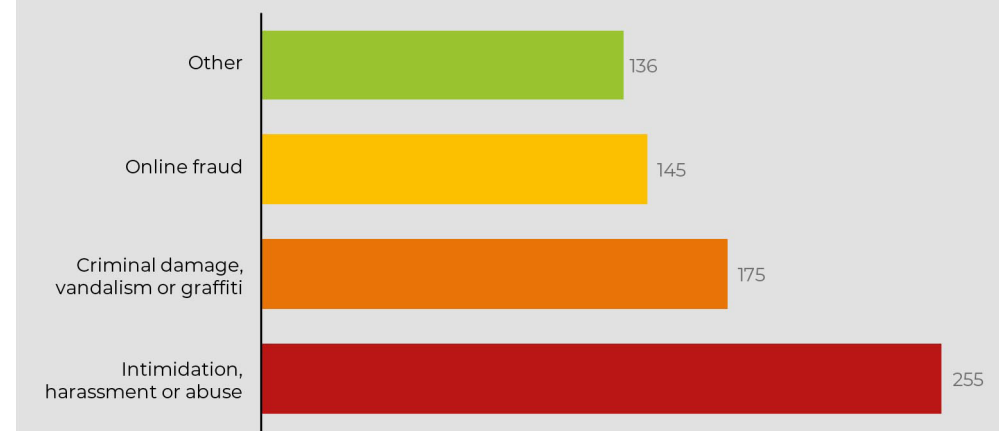


RECOMMENDATIONS:

Through focus groups and verbatim responses in this survey, further insight should be commissioned to understand reluctance to report offences to Wiltshire Police. This could be due to previous performance of Wiltshire Police, a general response to Policing as a profession, or could be unawareness of the reporting mechanisms available.

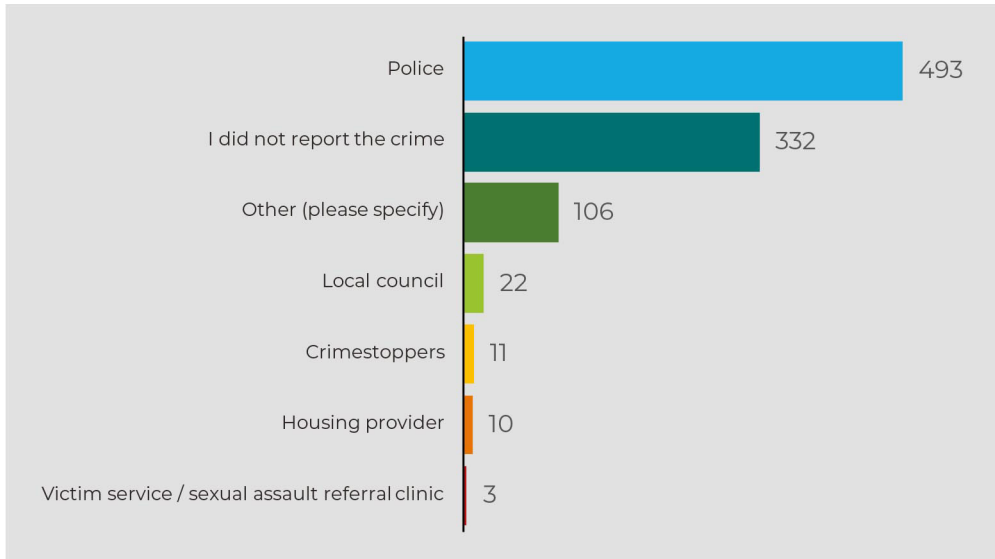
Secondly, it would be beneficial to explore how much do the public understand of cyber crime specifically and when to report it to Wiltshire Police. This would be an opportunity to influence their expectations of the Force and what we can do with reports of cyber crime.

TYPE OF CRIME



QUESTION 14

Which of the following agencies, if any, did you report this crime to?



1 in 3 RESPONDENTS DID NOT REPORT THE CRIME TO ANY AGENCY

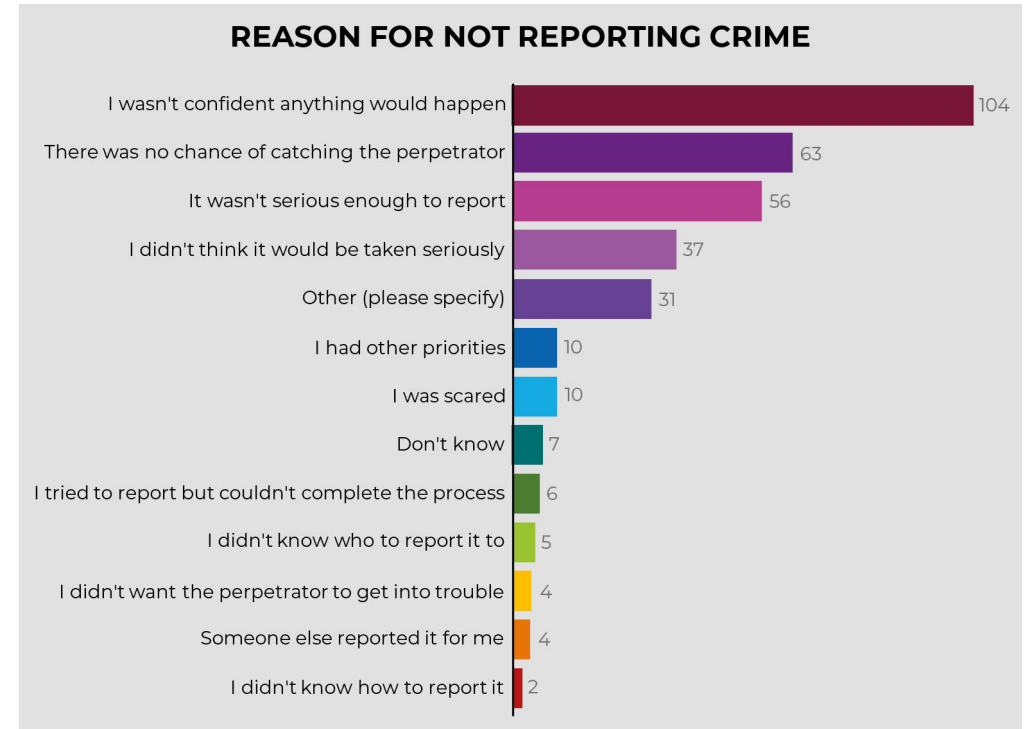
Of the 996 respondents that stated they had been a victim of crime or anti-social behaviour in the last two years, 493 reported their crime/incident to the police.

332 respondents stated they did not report the crime to any agency.

Gender did not affect the outcome of results.

QUESTION 15

If not reported, what was the main reason why?



Of the 332 respondents that stated they had been a victim of crime or anti-social behaviour but **did not report the crime to any agency**, 30.7% stated their reason for not reporting was because they weren't confident anything would happen.

RECOMMENDATION: Further analysis and insight through focus groups into the under reporting of crime highlighted in questions 13, 14 and 15.

QUESTION 16

In relation to policing in your local area, how confident are you in the following?

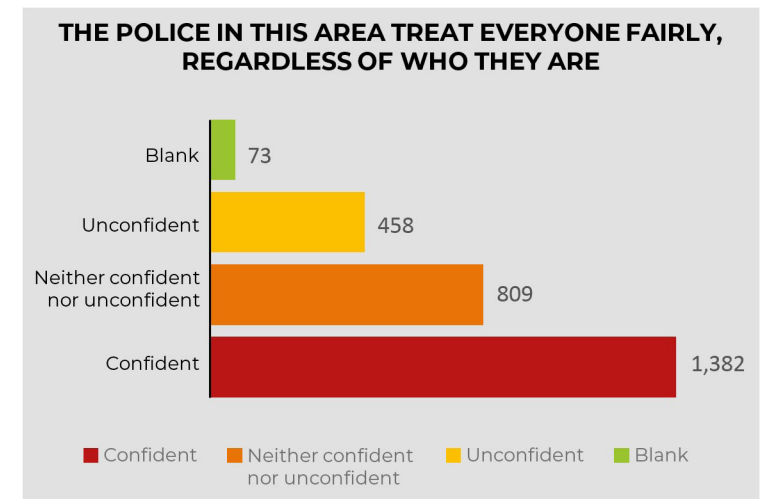
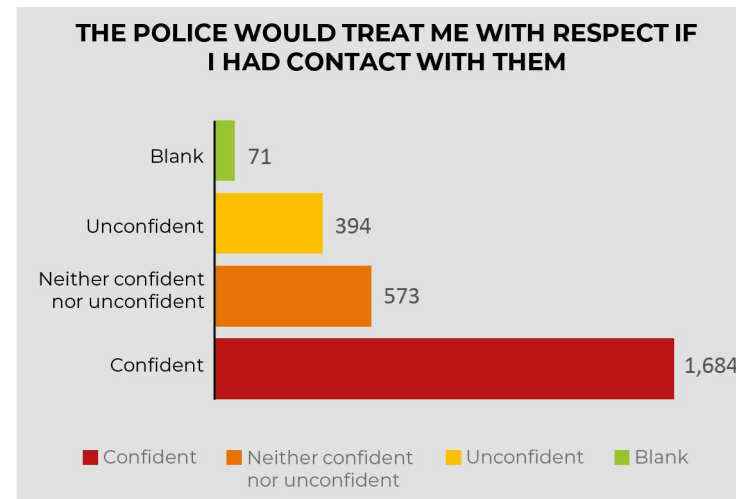
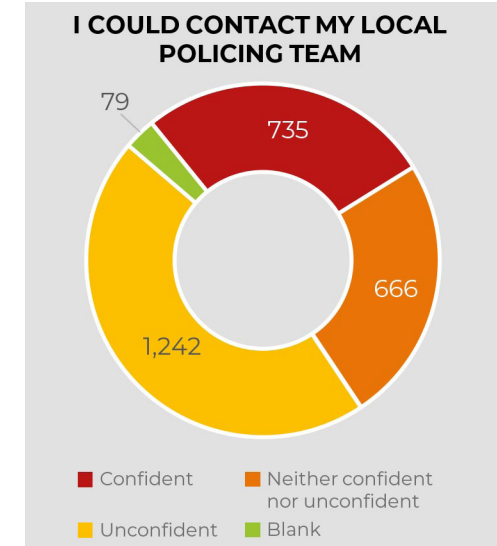
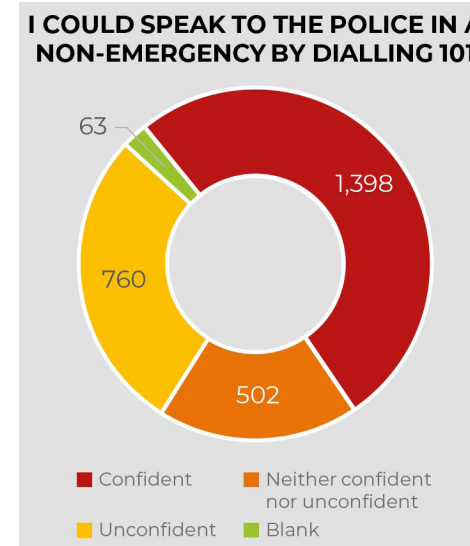
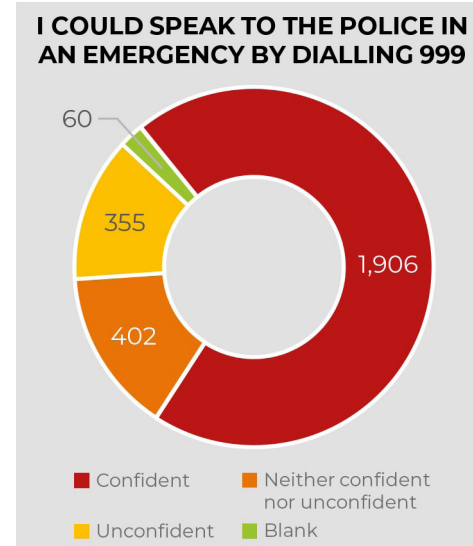
70% of respondents stated they were very confident or somewhat confident that they could speak to the police in an emergency by dialling 999. 27.9% said they were very or rather unconfident.

51.4% stated they were very confident or somewhat confident that they could speak to the police in a non-emergency by dialling 101, with 27.9% saying they were very or rather unconfident.

Only 27% of respondents stated they were very or somewhat confident they could contact their local policing team. This is a low proportion of respondents and it must be considered if the Force currently facilitate direct access to local policing teams. If so, how effectively is this advertised or communicated to the public?

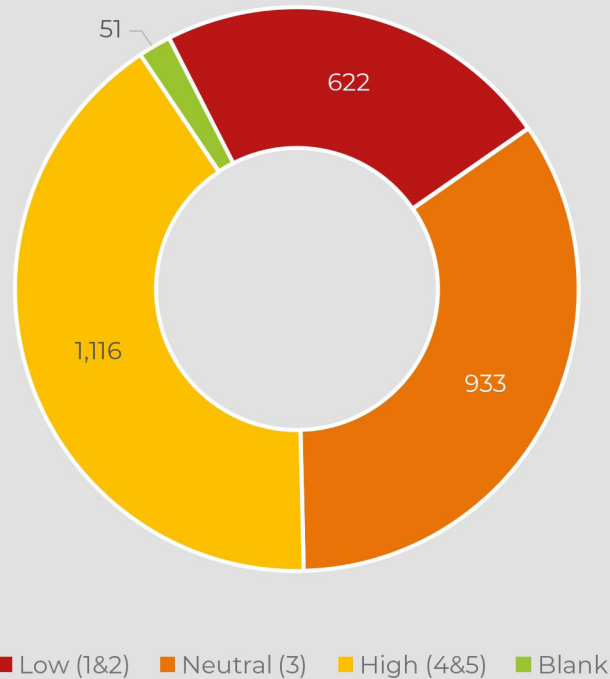
61.9% stated they were very or somewhat confident that the police would treat them with respect if they had contact with them.

50.8% felt very or somewhat confident the police in this area treat everyone fairly, regardless of who they are.



QUESTION 17

In relation to policing in your community, how would you rate your trust in Wiltshire Police to keep you safe? With 5 being the highest and 1 the lowest.

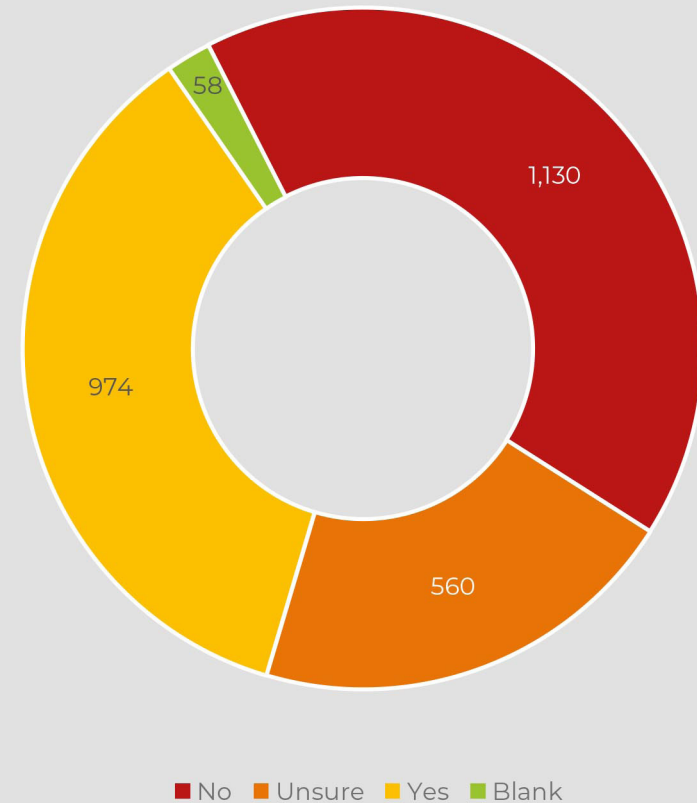


22.9% of respondents selected a rating of 1 (low) or 2, with the remainder selecting 3 (neutral) or above. Results were consistent across age groups and gender.

The average score was 3.2 and the average mode was 3, both denoting a neutral response.

QUESTION 18

Do you feel that the police keep you updated on crime and public safety issues in your area?



41.5% of respondents stated no they did not feel police kept them informed on crime and public safety issues in their area. While 35.8% stated they did feel they were kept informed.

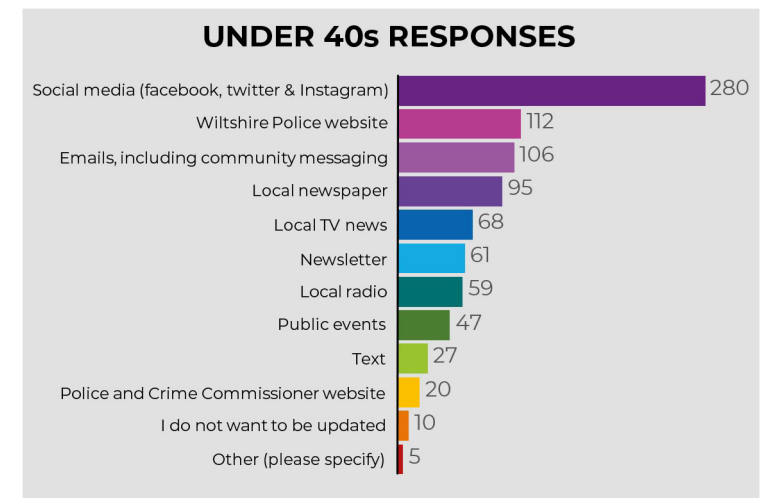
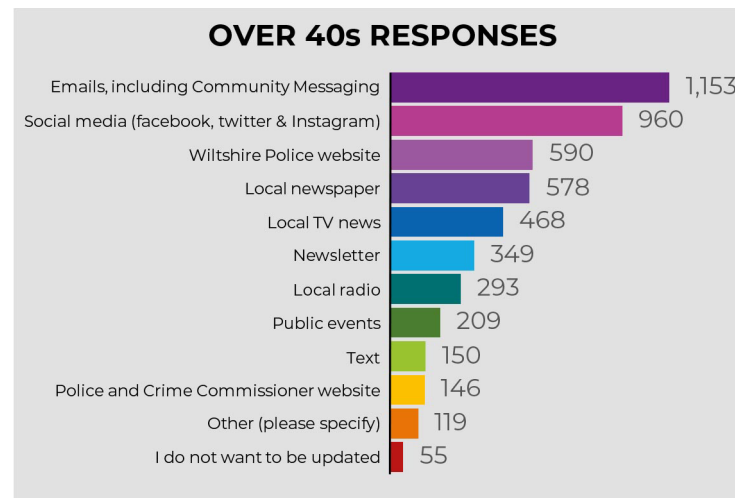
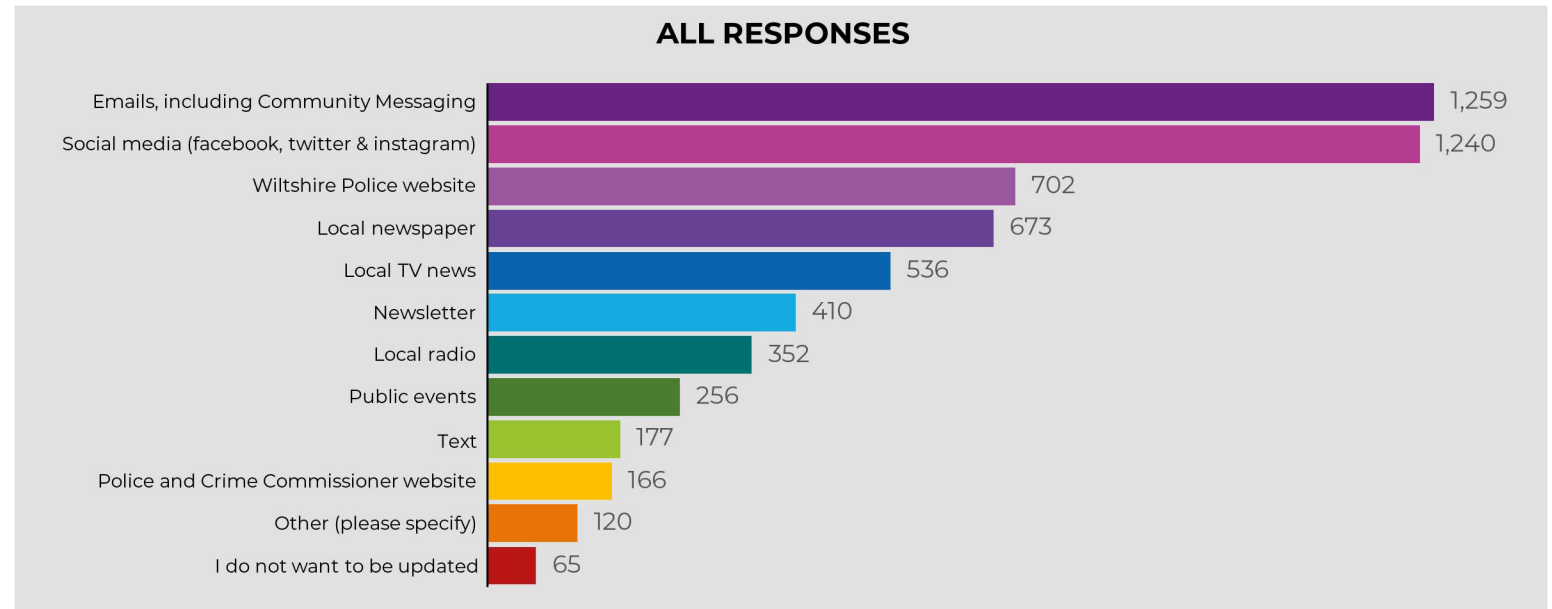
QUESTION 19

How do you prefer to be kept updated on crime and safety matters in your area?

Emails, including community messaging and social media (Facebook, Twitter and Instagram) were selected most commonly by respondents of how they'd like to be kept updated on crime and safety matters in their area.

When broken down into age group, under 40's preferred updates through social media and the Wiltshire Police website, whereas over 40's preferred emails and community messaging.

RECOMMENDATION:
Examine communication methods to engage with underrepresented age groups.



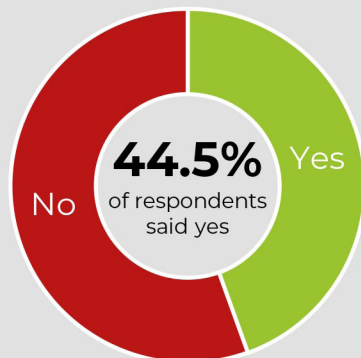
QUESTION 21

If the PCC is permitted by Government to increase the policing precept of the council tax again in 2022/2023, would you support an increase to support the delivery of local policing?

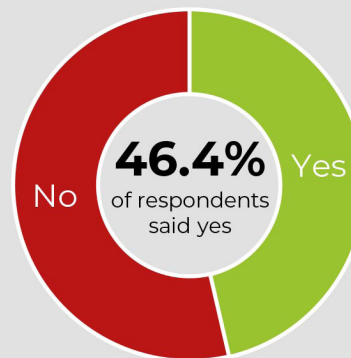
44.5% of respondents would support an increase to support delivery of local policing.

However, when broken down by age group, 53.3% of under 40's did not support an increase. 14.3% said they were unsure and 32.4% said they would support an increase.

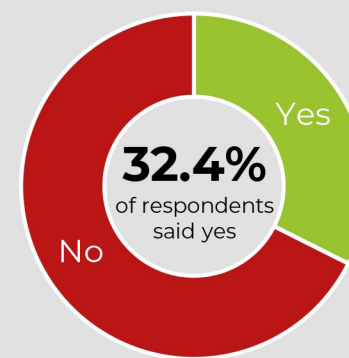
ALL RESPONDENTS



OVER 40s



UNDER 40s



QUESTION 22

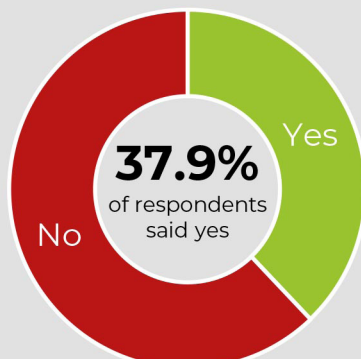
If yes, how much of an increase would you be willing to support?

1,210 respondents said yes, they would support an increase. 459 said they would support an increase of £1.25 per month, 451 said £3 and 300 said £5.

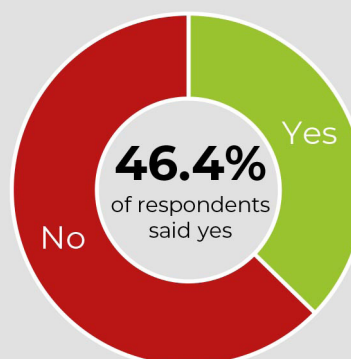
RECOMMENDATION:

Examine support across demographics through focus groups, including the ability to articulate the difference that £1.25 and £3 provides in finances and delivery.

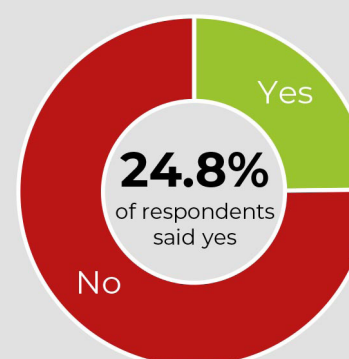
£1.25 PER MONTH INCREASE



£3 PER MONTH INCREASE



£5 PER MONTH INCREASE



RECOMMENDATIONS AND SUMMARY

RECOMMENDATIONS

- Increase cohort of opinions from underrepresented demographics - under 40s and ethnic minorities via focus groups as responses to many questions have been skewed in favour of over 40's opinions.
- Continue to run this survey on a quarterly or bi-annual basis to allow a broader data picture to build up and monitor the impact of any process changes.
- Include questions on feelings of safety in public places to provide a broader picture of the perceptions of safety.
- Further insight is required into potential under reporting of offences highlighted through questions 13 to 15 (under reporting of crime).

SUMMARY

- Across all demographics it was agreed that Police prioritise preventing drug use and dealing and anti-social behaviour.
- Respondents suggested the PCC should direct funding towards safer streets and early intervention: proactive work to discourage future criminal behaviour. However after this, over 40's would prioritise road safety including speeding, while under 40's felt the focus should be on victim support services.
- Just over 1 in 3 respondents reported personally being a victim of crime or anti-social behaviour in the past two years.
- Of those that stated they had been a victim in the last two years, 49.5% reported their crime/incident to the police.
- 1 in 3 stated they did not report the crime to any agency with an equal split between males and females.
- When asked why they did not report the crime/incident to any agency, 30.7% said it was because they weren't confident that anything would happen.
- With regards to confidence, 70% of respondents said they were very or somewhat confident they could speak to the police in an emergency by dialling 999. However, only 27% said they were very or somewhat confident they could contact their local policing team.
- When examining trust in Wiltshire Police to keep people safe, 22.9% of respondents selected a rating of 1 (low) or 2, the remainder selected 3 (neutral) or above.

- The preference for being kept informed by Wiltshire Police varied across age groups, with under 40s preferring social media and over 40s stating a preference towards emails, including community messaging.
- 44.5% of respondents would support an increase of the policing precept in 2022/2023, however outcome varied when broken down by age.