

Public Opinion Survey

During the summer of 2016 our public opinion survey provider (Information by Design) completed surveys of 2112 Wiltshire and Swindon residents.

The aim of this survey is to seek public views on a variety of measures and to assess the confidence that the people of Wiltshire and Swindon have in their local police force.

This report seeks to give an overview of the current picture of public opinion, drawing comparison to our most similar forces (MSF) and national data where this is available through the Crime Survey for England and Wales (CSEW).

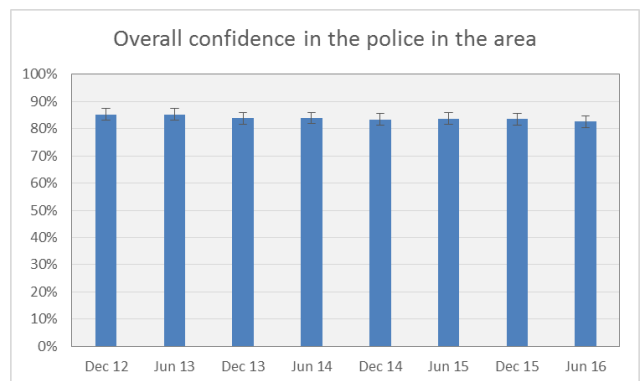
It will also make an assessment of the trend in public opinion over time, by making comparisons to results over the last four years when the survey was changed to its current format.

Confidence

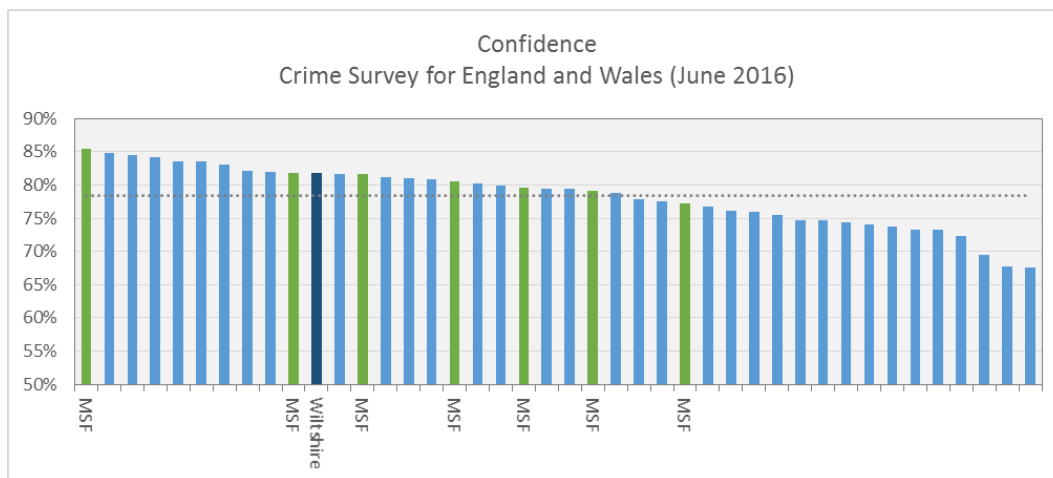
Across Wiltshire and Swindon 83% ($\pm 2\%$) of respondents stated that they were confident in the police in their local area.

There has been no significant change in the levels of confidence reported by the public since autumn/winter 2012.

The reported confidence level is in line with confidence levels reported by the CSEW which at 81.8% ($\pm 2.6\%$) remains relatively stable.



Wiltshire remains in line with other forces in the MSF and above the national average of 78.4%.



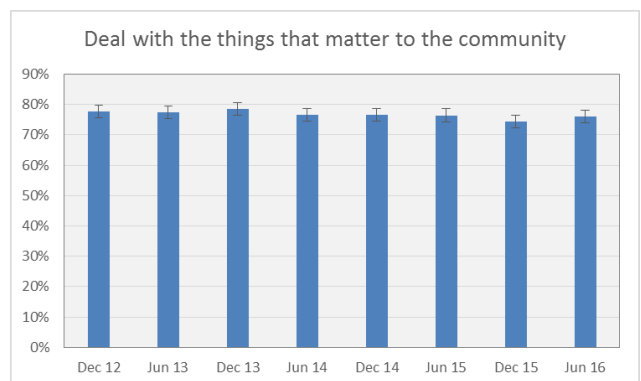
Dealing with the things that matter to the community

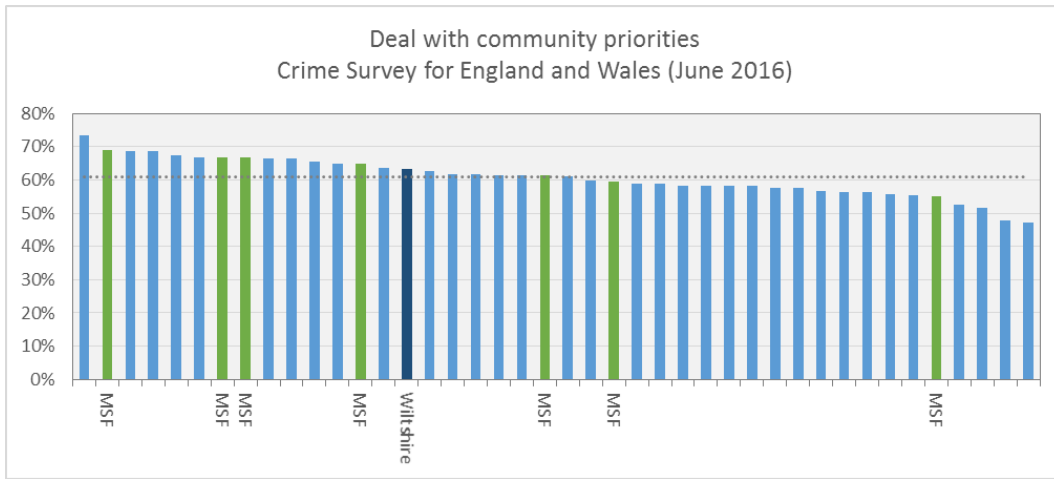
Three quarters (76% $\pm 2\%$) of residents surveyed across Wiltshire and Swindon state that they feel that Wiltshire Police deal with the things that matter to the community.

There has been no significant change in this measure over the last four years.

A similar question is asked in the CSEW. When asked if Wiltshire Police deal with community priorities, 63.3% ($\pm 4.5\%$) gave a positive response in June 2016.

This result is in line with the MSF group and sits above the national average of 60.9%



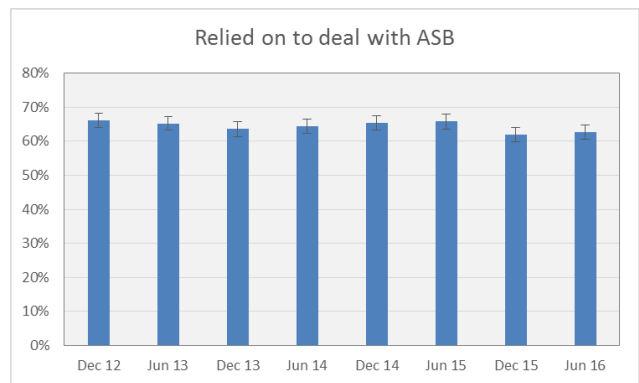
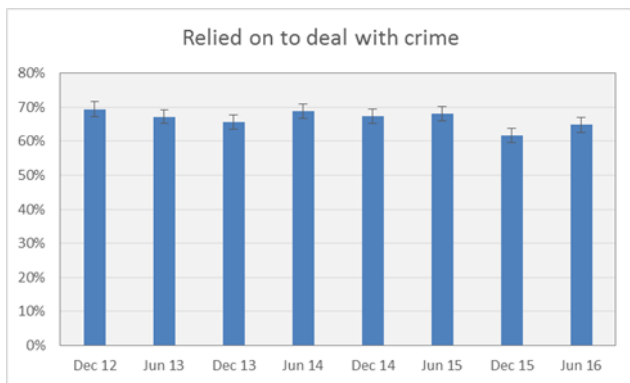


Wiltshire Police Deal with Crime and ASB

The public opinion survey asks respondents to state whether they feel that Wiltshire Police can be relied on to deal with crime and whether they can be relied on to deal with anti-social behaviour (ASB).

Results across the two questions are similar, with no significant change in either result over the last four years.

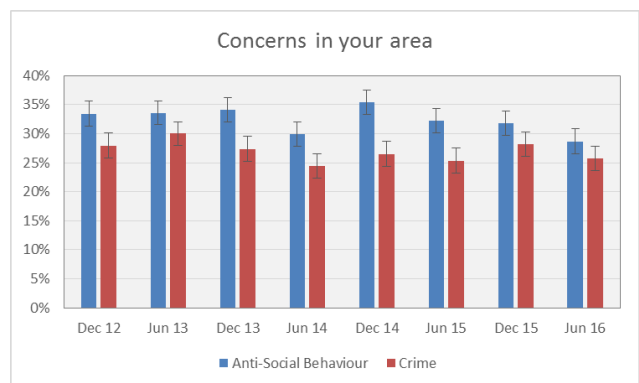
In the most recent survey 65% (±2%) of respondents stated that they felt that Wiltshire Police deal with crime and 63% (±2%) stated that they felt Wiltshire Police deal with ASB.



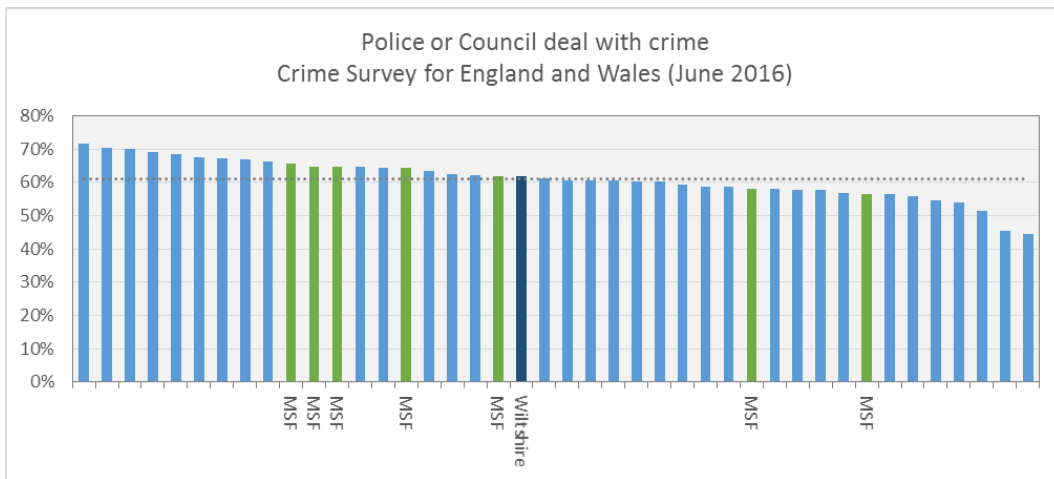
When asked specifically whether crime or ASB were an issue in the local area, less than a third of respondents (26% and 29% respectively) stated that this was a concern for them.

Respondents were in fact more likely to state that the lack of facilities for young people was a concern, with more than half (54%) of respondents highlighting this.

It is worth noting that 41% of respondents to the survey stated that there were no crime or ASB issues where they live. This was the most frequently given response to the question asking respondents to state the types of crime and ASB that cause an issue in their area



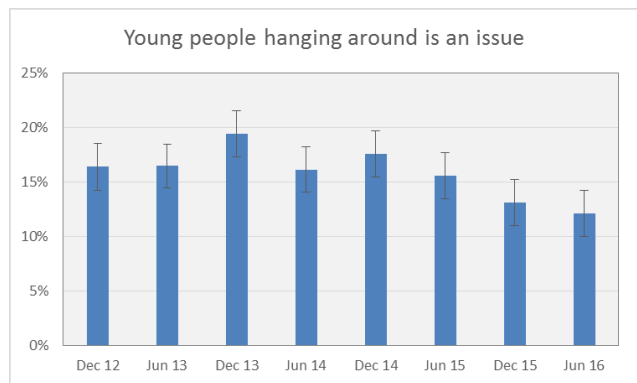
The CSEW asks respondents to state whether the Police and Council deal with crime. The result is similar to the Public Opinion survey results for dealing with crime and ASB, with 62% of respondents giving a positive answer. This result is stable and in line with both the peer group and in line with the national picture.



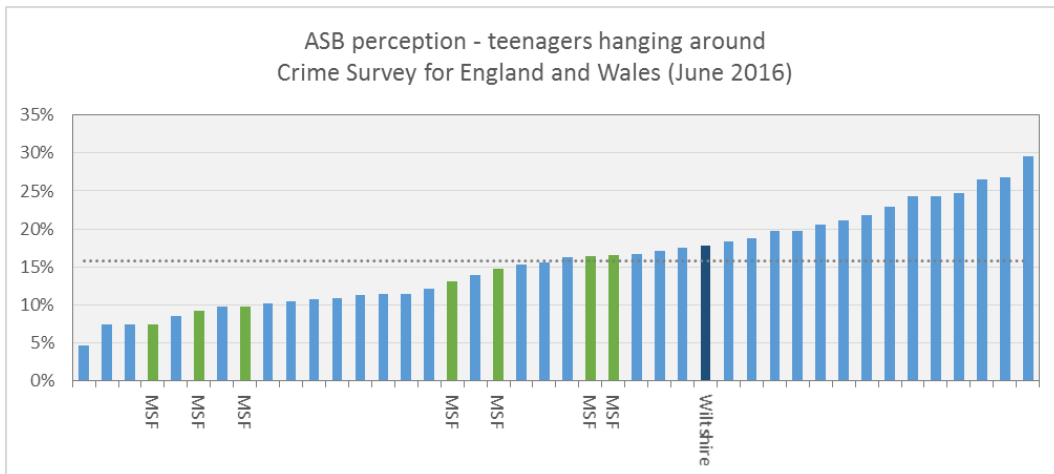
ASB perceptions - young people hanging around

When asked to state what the local crime and ASB issues were, just over 1 in 10 (12%) said that young people hanging around was a problem, this result is in line with results seen previously although there is some fluctuation wave on wave.

The CSEW also asks respondents whether teenagers hanging around is a concern. 18% (±7%) of respondents stated that this was an issue, however it is worth noting that with the actual result anywhere between 11% and 25% this is likely to be in line with the results recorded in our own public opinion survey.



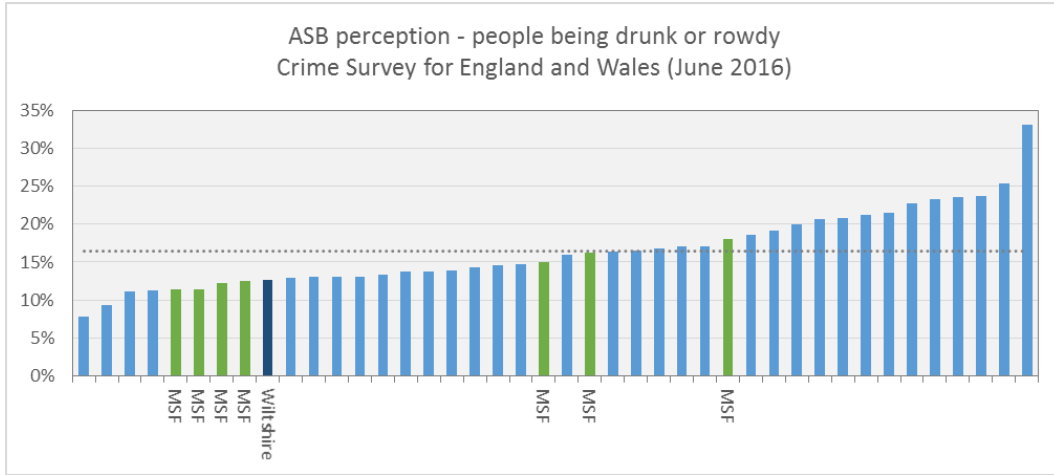
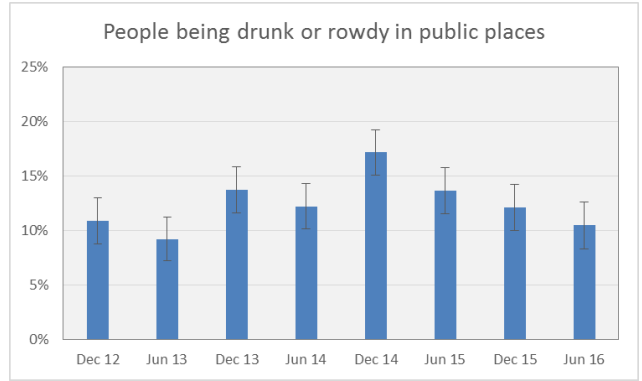
This result does place Wiltshire as an outlier in the MSF and just above the national average, albeit the result in the CSEW remains stable.



ASB perceptions - people being drunk and rowdy in public places

1 in 10 (12%) said that people being drunk or rowdy in public was a problem, this result is in line with results seen previously, however there are fluctuations wave on wave.

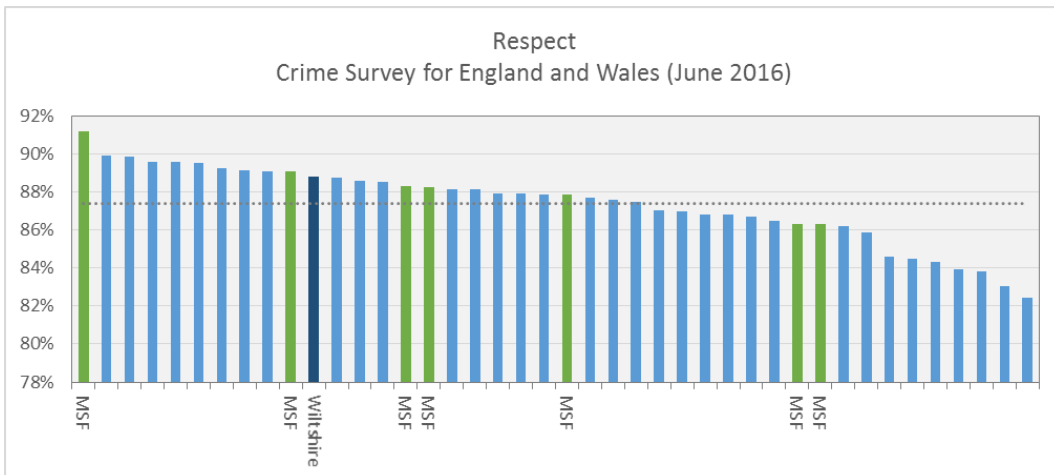
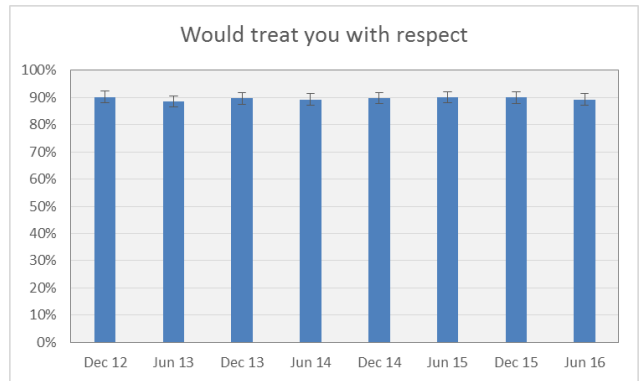
Results are similar to those seen in the CSEW, this places Wiltshire in line with the MSF and below the national average of 16%



Wiltshire Police would treat you with respect

Almost 9 out of 10 (89% ±2%) Wiltshire and Swindon residents surveyed in the summer of 2016 stated that they felt employees of Wiltshire Police would treat them with respect. This result has remained consistent over the last 4 years.

The CSEW also asks a question with regard to respect, with a similar proportion of respondents (88.8%) giving a positive response. This is in line with the opinions of those surveyed across the most similar force group and above the reported national average.



Wiltshire Police Priorities

When survey respondents were asked what Wiltshire Police priorities should be, the most frequently given response was more police out and about. Just less than a quarter of respondents (23%) stated that this should be a priority. This has been the most frequently given response over the last 4 years, where typically more than a quarter of respondents state that this should be the priority.

One in five respondents stated that they didn't know what Wiltshire Police priorities should be.

One in five stated that there were no priorities, as there wasn't a problem in the area in which they live.

More than one in 10 felt that the police already did as much as they could.

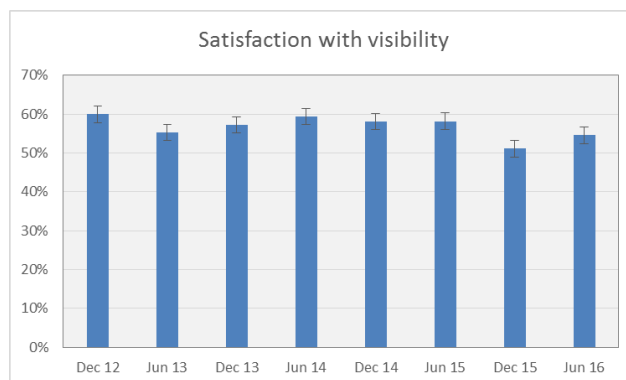
Proposed Priorities	Proportion of respondents Jun-16
More police out and about	23%
Don't know	20%
None - not a problem in my area	19%
None - police do as much as they can	12%
More police resources generally	7%
Speeding - more focus	6%
Tackling drugs	5%
Better communication with the public	5%
Traffic Offences - more focus	5%
Tackle minor crimes and ASB	4%
Communicate with young people	2%
Drunk and rowdy behaviour	2%
Improve access to local police stations	1%
Emergency police response times	1%
Improve non-emergency response times	1%
Safety cameras - more focus	1%
Traffic offences - less focus	1%
Other	11%

Satisfaction with Visibility

It is unsurprising that with the most frequently proposed priority that Wiltshire Police should focus on being getting 'more police out and about', that only just over a half of respondents to the most recent survey (55% ±2%) have stated that they are satisfied with police visibility.

The most recent survey result is in line with previous results following a dip in the previous wave of surveys.

Those that are dissatisfied with visibility frequently mention lack of foot patrol, only seeing officers in cars, and a lack of presence. The word cloud below is a representation of the words most frequently used by those that are dissatisfied.



The introduction of the Community Policing Model will require officers and staff to become knowledgeable about their beat area through targeted patrols, which are focused around priorities set by both the public and police.

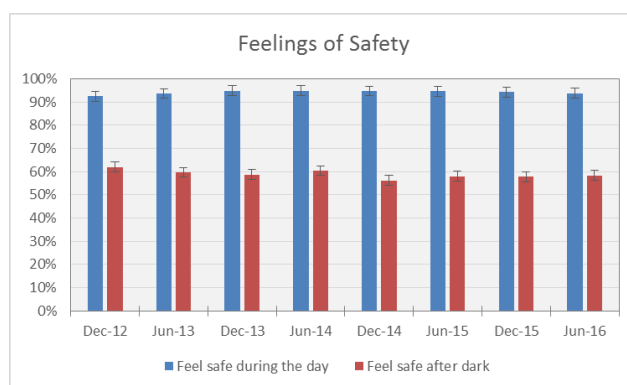
It is imperative that all officers maintain close relationships with the key stakeholders within their community and get to know members of the community, thereby giving officers the opportunity to obtain valuable information and intelligence about criminal activity. This will also enable officers to gain realistic assessments of the needs of the community members and their expectations of the police service.

Feelings of Safety

When asked how safe they feel both during the day and after dark, the proportion that say they feel safe has remained stable over the last 4 years with no significant change in responses.

During the day more than 9 out of 10 respondents (94%) state that they feel safe.

Less than 2% state that they feel unsafe or very unsafe during the day.



In the most recent survey, 58% of respondents stated that they felt safe after dark

A further 20% state that they don't go out or don't know.

Just over 1 in 10 (11%) stated that they felt unsafe at night with a further 2% stating that they felt very unsafe.

The words used by those that say they feel unsafe at night are shown in the word cloud to the left.



Summary

- Public opinion with regards to feelings of confidence in the police and feelings of safety in Wiltshire have remained stable, with no significant change seen in survey responses over the last four years.
- Where comparisons with the Crime Survey for England and Wales can be made, Wiltshire is not an outlier nationally or within the most similar force group. The only exception to this is the ASB perception measure of teenagers hanging around; it is however worth noting that our own opinion survey has greater statistical significance (as a result of a greater volume of surveys) and our own result places Wiltshire in line with the peer group.
- Those surveyed feel that Wiltshire Police's key priority should be getting more police out and about, this has been the most frequently cited priority over the last four years.
- The previous exception seen within satisfaction with visibility has not seen a continuation into the most recent survey, where results were as expected.