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# Public Views and Perceptions of Policing in West Mercia

## Q2 2018/19 Survey Results Presentation





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# Section One

## Introduction, Methodology & Respondent Breakdown



# Introduction & Methodology

- West Mercia Police (WMP) & the Police and Crime Commissioner, John Campion, seek to obtain the views of residents, including their confidence in WMP, to inform the PCC's plan priorities and support decision making around the Safer West Mercia agenda
- WMP & the OPCC commissioned SMSR, a third party research agency, to conduct surveys over the phone and face to face with West Mercia residents and victims of crime
- The questionnaire includes key questions taken from the Crime Survey for England and Wales (CSEW)\* and the Ipsos Mori Report on Public Views of Policing in England and Wales
- Over a 12 month period (Apr 18 – Mar 19) SMSR will interview a representative sample of 3000 residents – 600 across each of the 5 Local Policing Areas (LPA): Hereford; Shropshire; Telford & Wrekin and North & South Worcestershire
- Results have been weighted to accurately represent the population size of each LPA
- This second set of results (Q2 Jul-Sep 17) encompasses 750 interviews – 150 in each LPA
- Future reports will track changes in public perception levels and identify high performing areas and those with need for improvement.

\*Comparisons made with MSGs: Devon & Cornwall, Gloucestershire, Norfolk, North Yorkshire, Suffolk, Warwickshire and Wiltshire

# Summary – Overall Views

- The majority of residents (85%) agreed that they had confidence in West Mercia Police.
- Nearly two-thirds (65%) felt that West Mercia Police were doing a good or excellent job and nearly 9 out of every 10 (85%) were confident that they would receive a good service from the force.

## Visibility

- Around a quarter (26%) of residents report that they see an officer or PCSO at least once a week with around half (49%) satisfied with the levels of policing in their local area.
- Around two-thirds (66%) said that there had been no change in the level of policing; a fifth believed there had been a decrease. Just under a quarter (23%) said that they had spoken to an officer or PCSO from their local policing team.

# Interaction / Access

- More than 8 out of every 10 (82%) were confident that they could access the police in an emergency with two-thirds (68%) confident they could do so in a non-emergency.
- Four-fifths said that they would prefer to contact West Mercia Police by telephone for a non-emergency issue.
- Around half (57%) said that they find out about crime and policing issues from the media, with two-fifths finding out through social media. Around three-fifths (64%) said they do not feel informed about what West Mercia Police is doing.

# Effectiveness

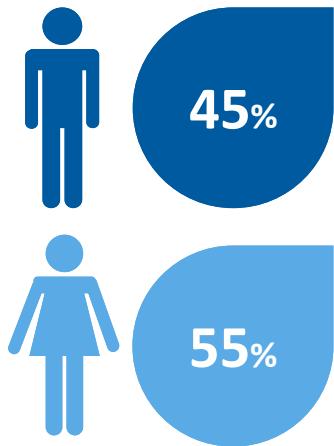
- Around three-fifths of residents (63%) felt that West Mercia Police understands the issues in their community and over a quarter (29%) reported that they thought that crime was a problem in their area.
- Around two-thirds (69%) thought that crime and ASB had remained the same compared to 12 months ago with a fifth reporting an increase. Further to this, seven-tenths agreed that West Mercia Police are dealing with crime and ASB.

# Trust / integrity

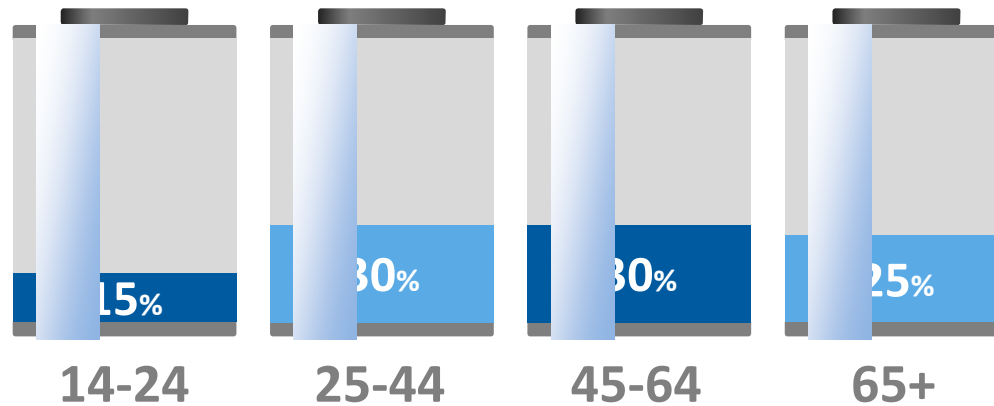
- The vast majority (95%) said that West Mercia Police have their support. Over 8 in 10 said they trust WMP; believe they act with integrity; use their powers appropriately and treat everyone fairly.
- Nearly two-thirds (65%) are confident West Mercia Police use their stop and search power fairly and respectfully.

# Respondent Breakdown

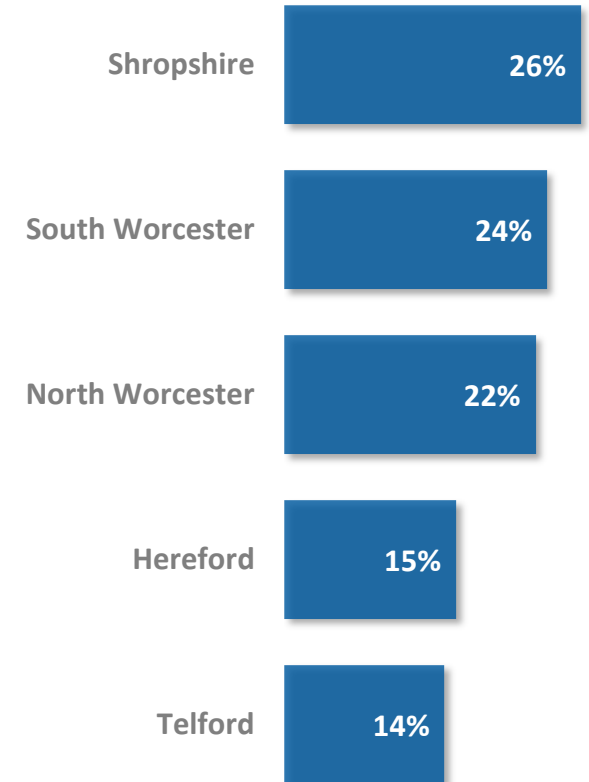
## Gender



## Age



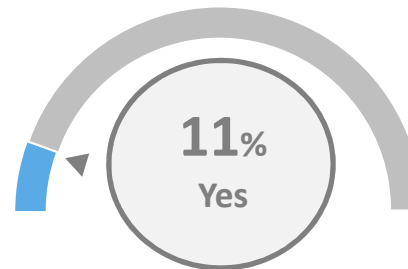
## LPA



## Ethnic Group



## Disability



Results have been weighted to accurately represent the population size of each LPA



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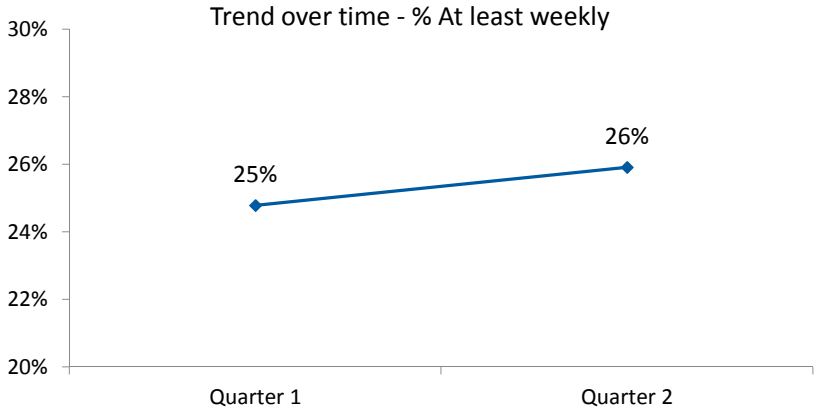
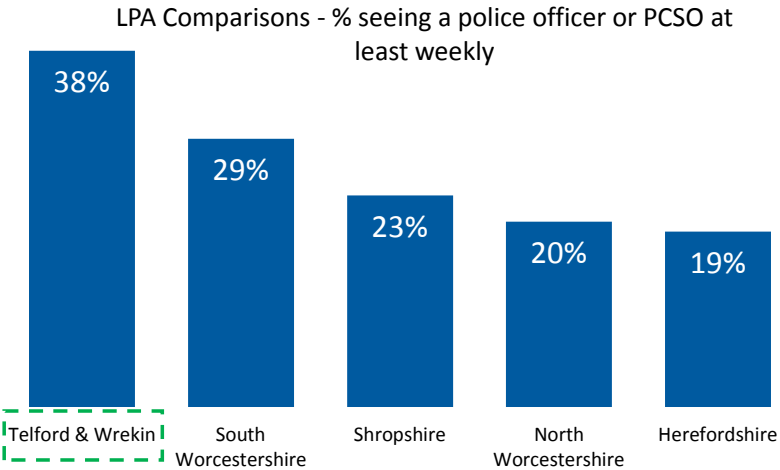
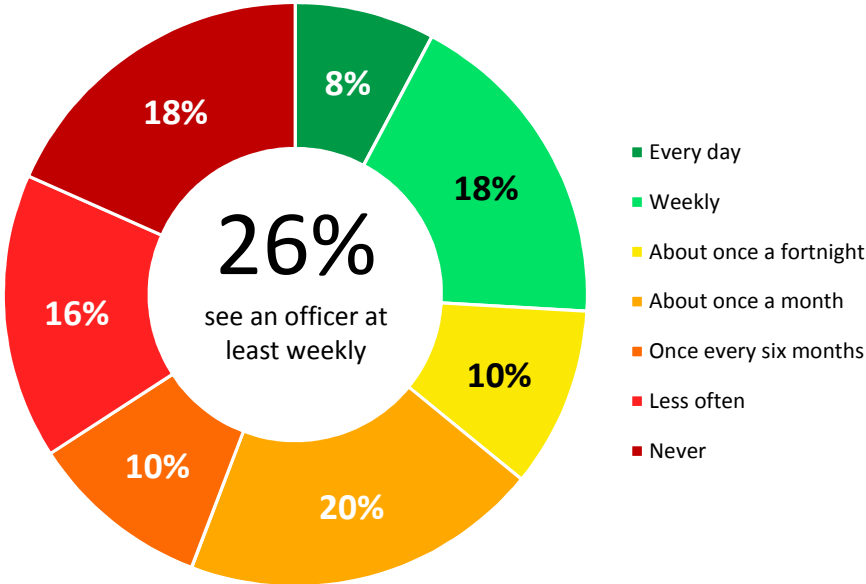
# Section Two

## Visibility / Presence





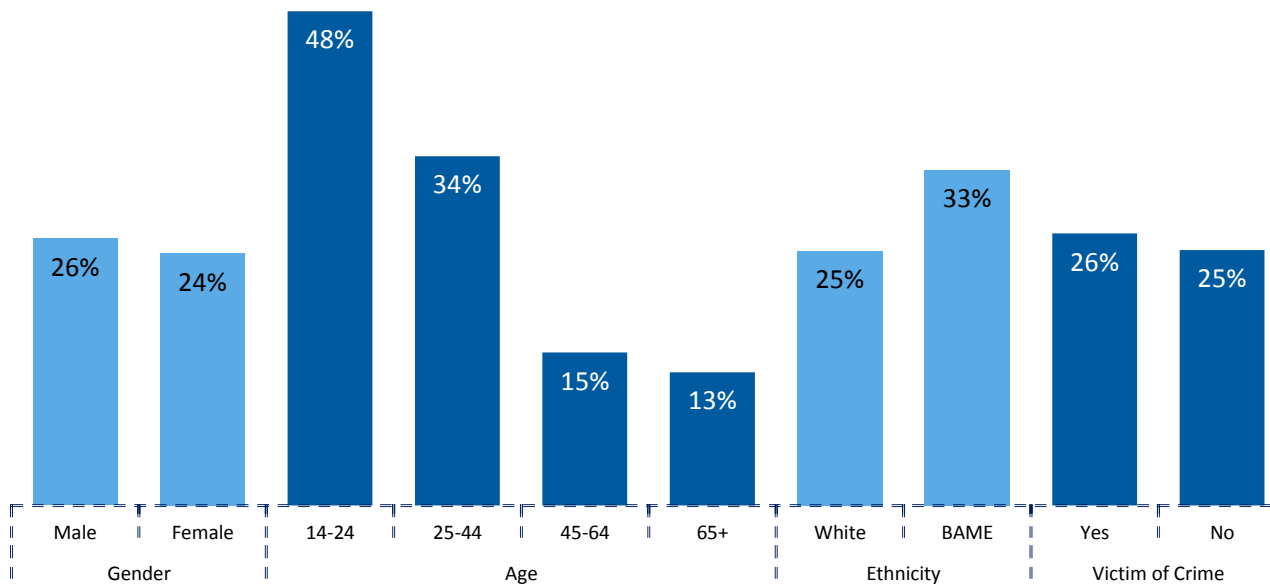
# A quarter see an officer or PCSO at least once a week



Q1 Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)?

# A quarter see an officer or PCSO at least once a week

Demographic Comparisons - % seeing a police officer or PCSO at least weekly



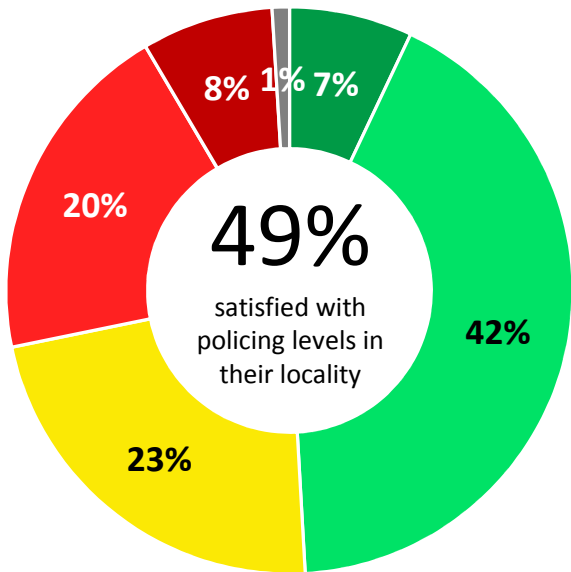
## Key Insights

Residents of Telford & Wrekin significantly more likely to see an officer or PCSO at least weekly

Strong correlation between age and how often they see an officer with younger respondents much more likely to see an officer compared to older respondents

BAME respondents more likely to see an officer or PCSO at least weekly than white respondents

# Half are satisfied with the levels of policing in their local area

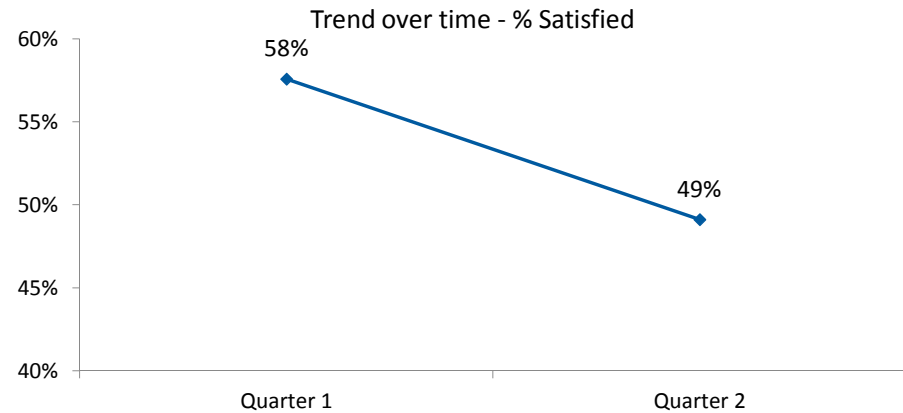
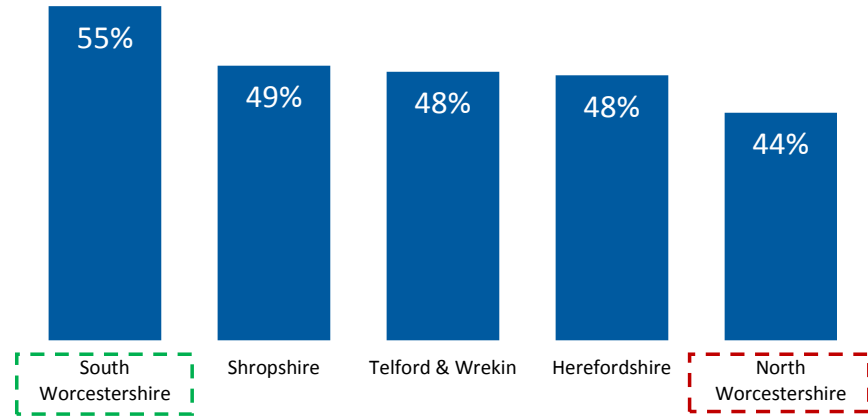


**24%**  
MORI – Net Satisfied

↑ 25%

- Very satisfied
- Satisfied
- Neither
- Dissatisfied
- Very dissatisfied
- Don't know

LPA Comparisons - % very satisfied / satisfied

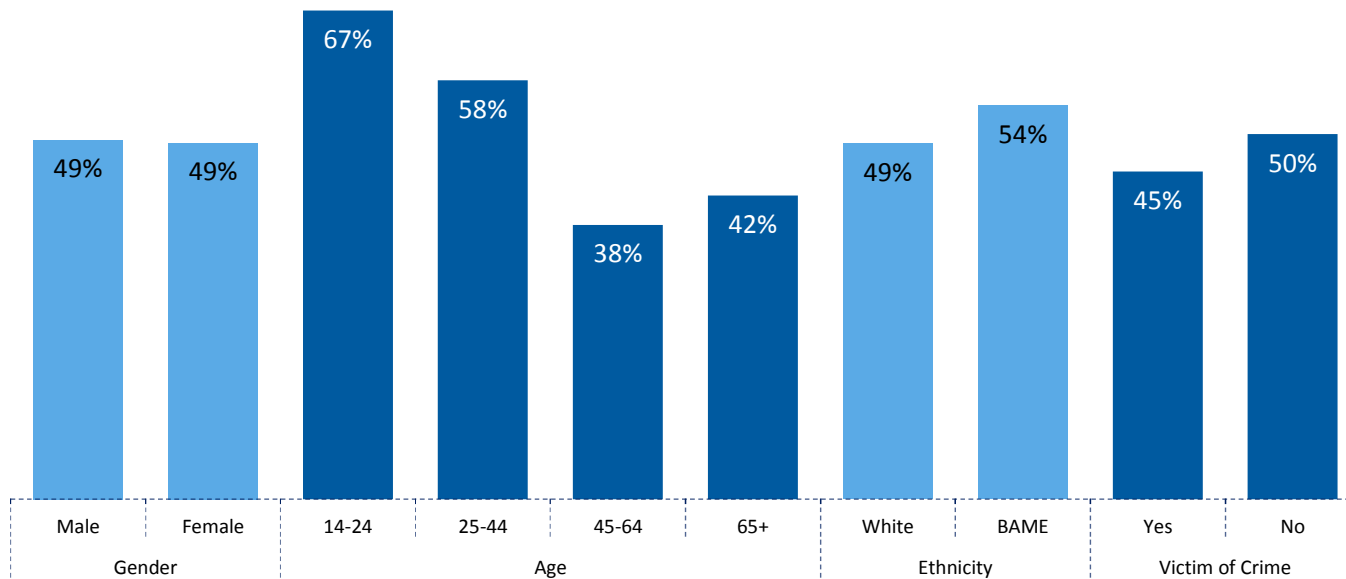


Q2 How satisfied are you with the level of policing in your local area?

MORI Question: How satisfied or dissatisfied are you with the level of the uniformed police presence in the area where you live?

# Half are satisfied with the levels of policing in their local area

Demographic Comparisons - % very satisfied / satisfied



## Key Insights

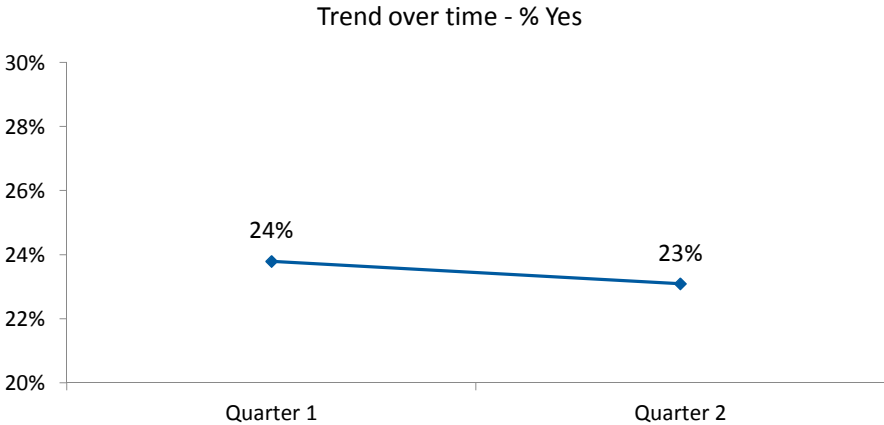
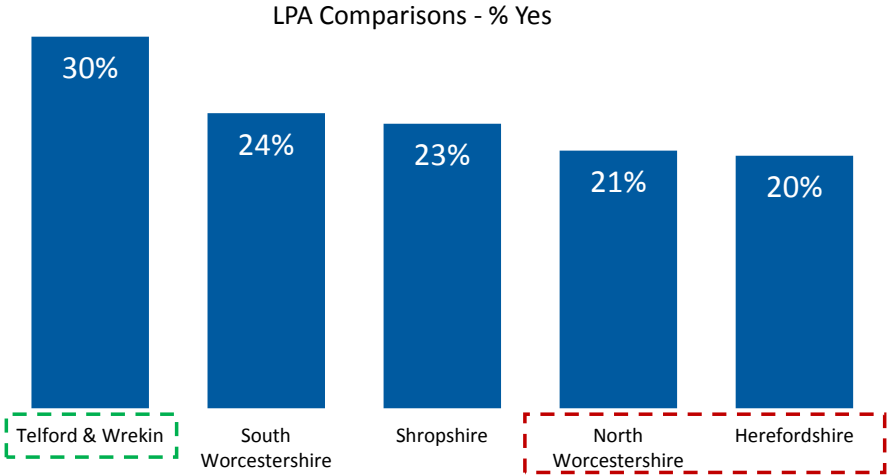
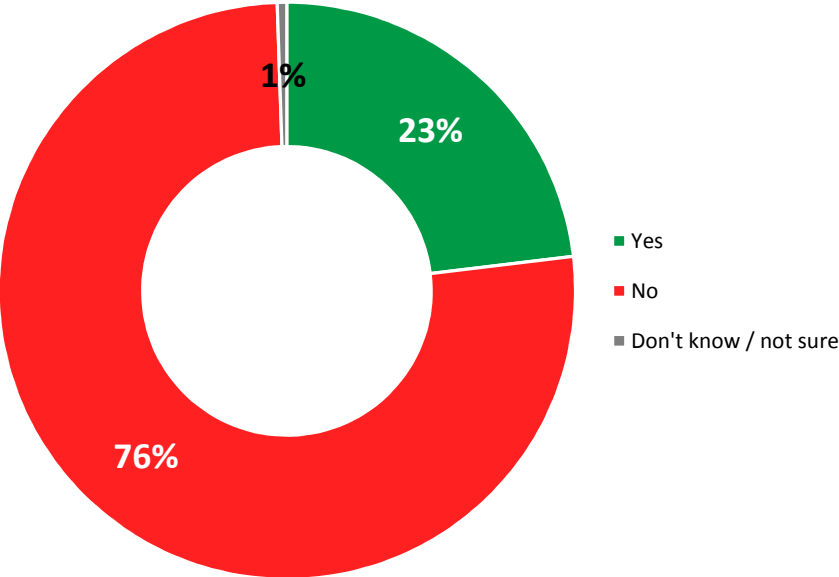
9% drop in satisfaction with policing levels from quarter 1

Under 44's and BAME respondents more likely to be satisfied with policing levels in their local area

Victims of crime less likely to be satisfied with policing levels

Residents of North Worcestershire least likely to be satisfied with policing levels – residents of South Worcestershire most likely to be satisfied

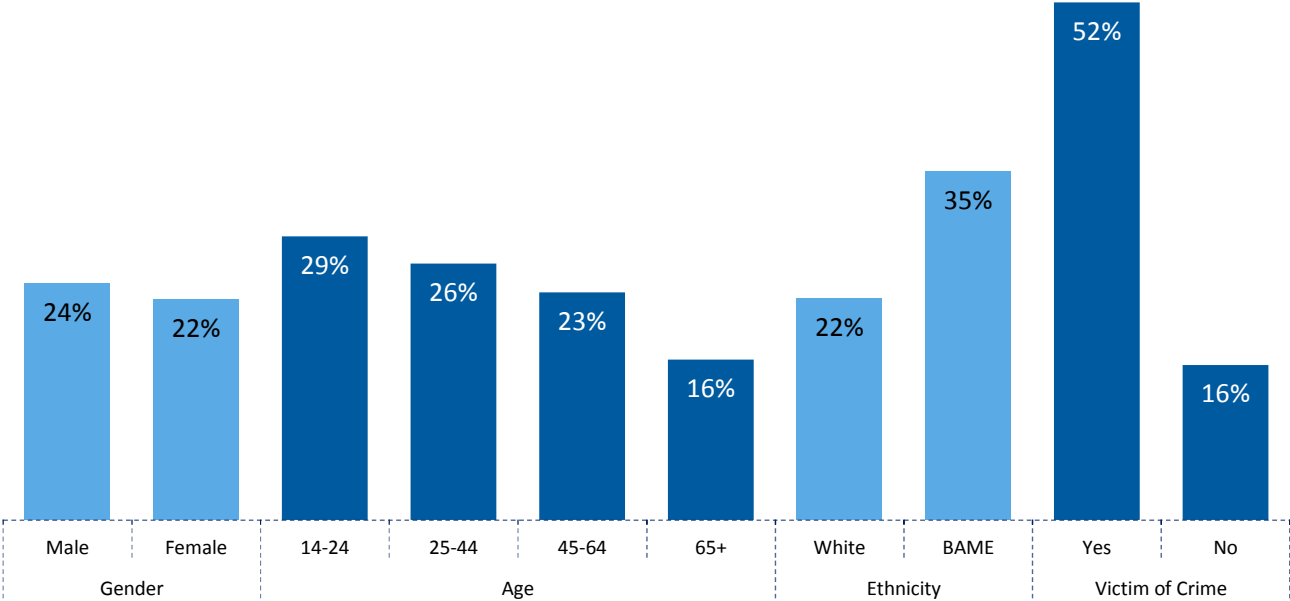
# A quarter have spoken to an officer or PCSO from their local policing team



Q3 In the past 12 months, have you spoken to one or more of the police officers or PCSO's who form the local policing team in your area?

# A quarter have spoken to an officer or PCSO from their local policing team

Demographics comparisons - % Yes



### Key Insights

Victims of crime significantly more likely to have spoken to a member of their local policing team

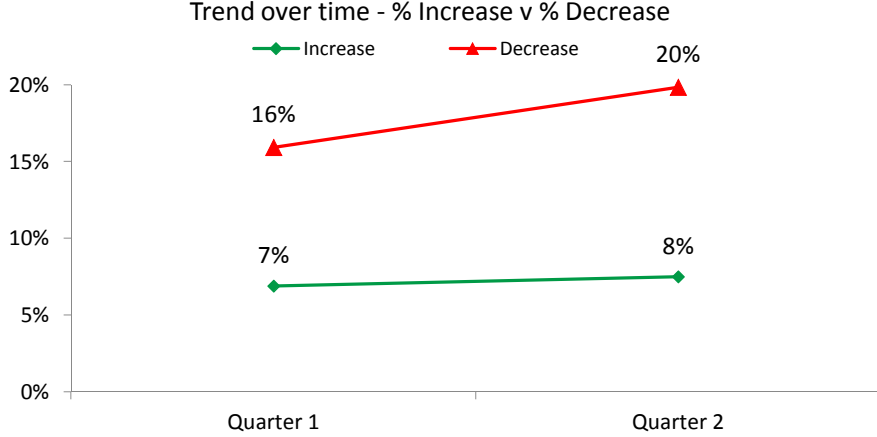
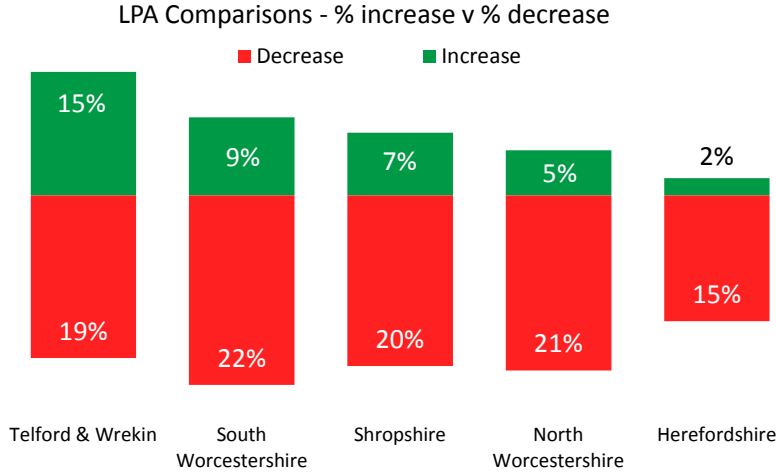
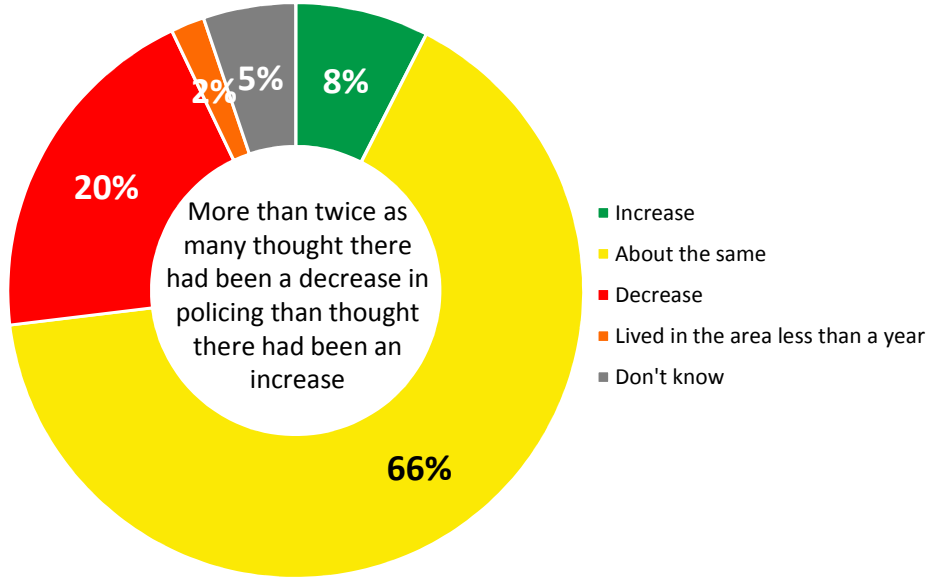
Younger respondents (under 44) were more likely to have spoken to an officer or PCSO than older respondents

BAME respondents more than a tenth more likely to have spoken to an officer or PCSO than white respondents

Residents of Herefordshire and North Worcestershire least likely to speak with a member of their policing team – residents of Telford & Wrekin most likely to have spoken with them

Q3 In the past 12 months, have you spoken to one or more of the police officers or PCSO’s who form the local policing team in your area?

# Two-thirds felt there had been no change in the level of policing



Q4 Compared to the last 12 months do you feel there has been a change in the level of policing in this area?

# Two-thirds felt there had been no change in the level of policing



### Key Insights

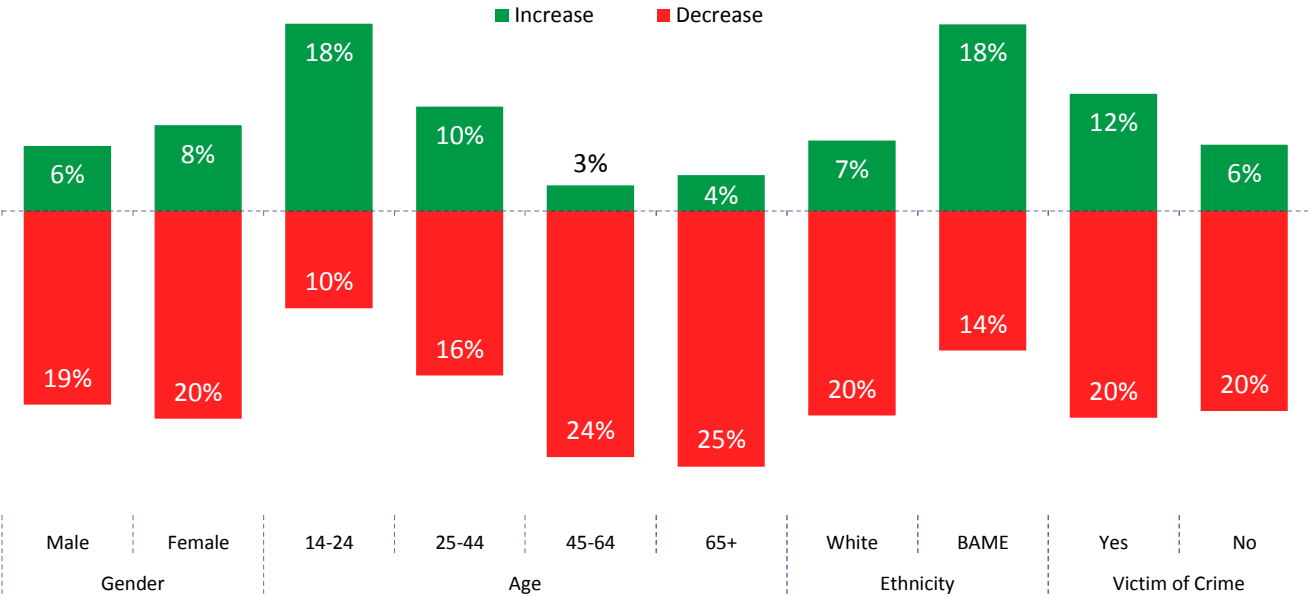
6% rise in those noticing a decrease in policing when compared to Quarter 1

Under 24's and BAME respondents were significantly more likely to notice an increase in levels of policing

Those aged 45 and over most likely to notice a decrease in levels of policing

Residents of Herefordshire least likely to notice an increase in policing but also least likely to see a decrease in policing in their area

Demographic Comparisons - % increase v % decrease



Q4 Compared to the last 12 months do you feel there has been a change in the level of policing in this area?





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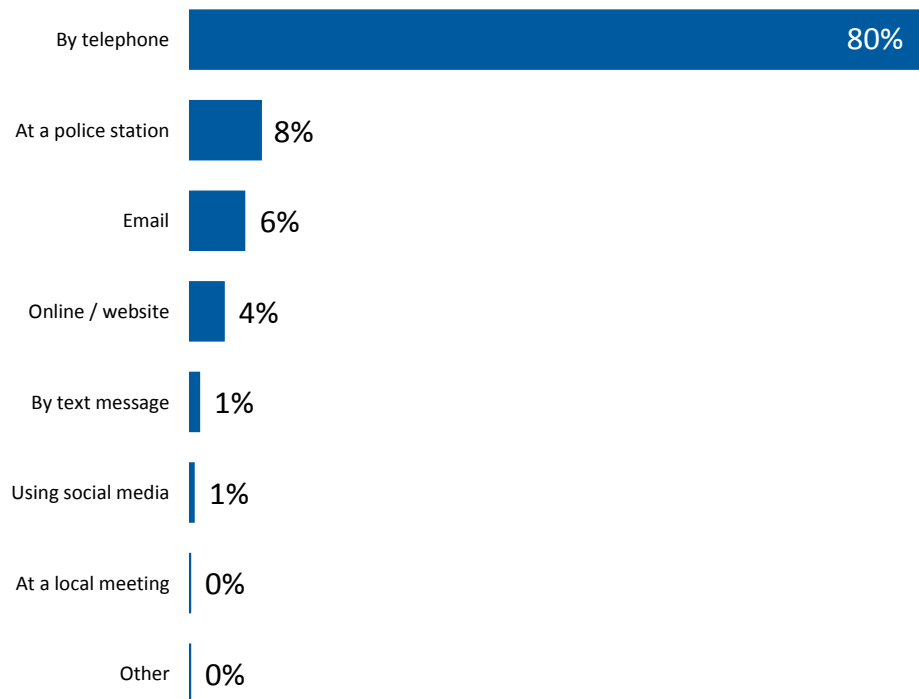


# Section Three

## Interaction / Access



# Four-fifths said they would prefer to contact the police via telephone for a non-emergency

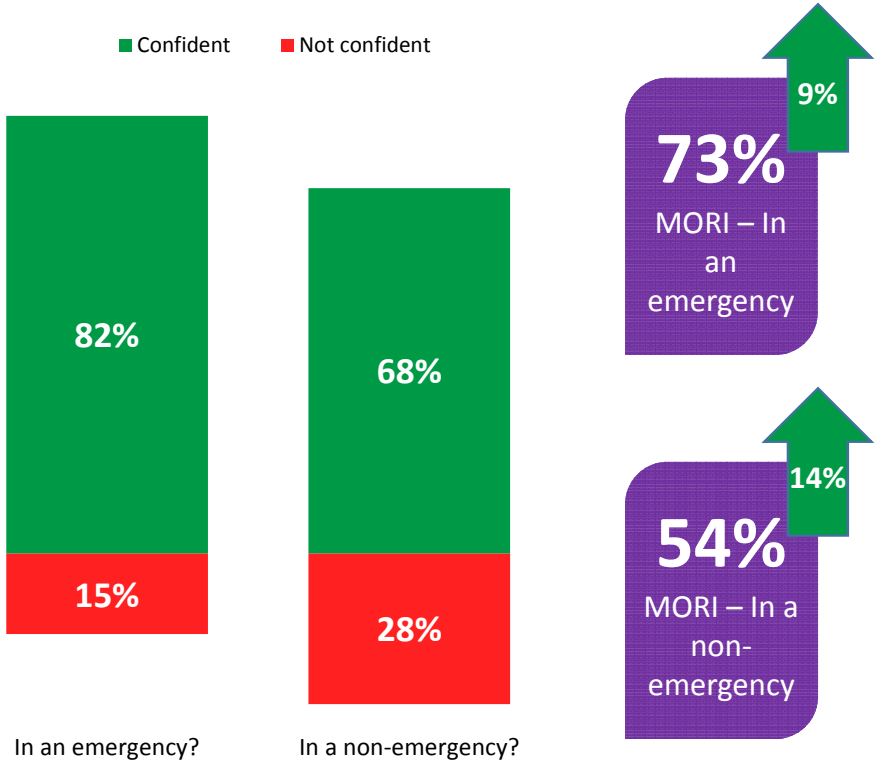


## Key Insights

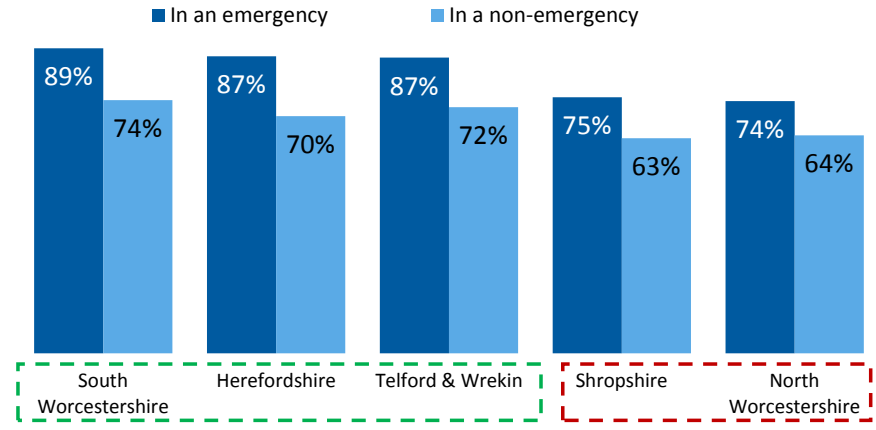
The older the respondent the more likely they were to prefer using telephone to contact the police

BAME respondents less likely to prefer using telephone to contact the police for a non-emergency

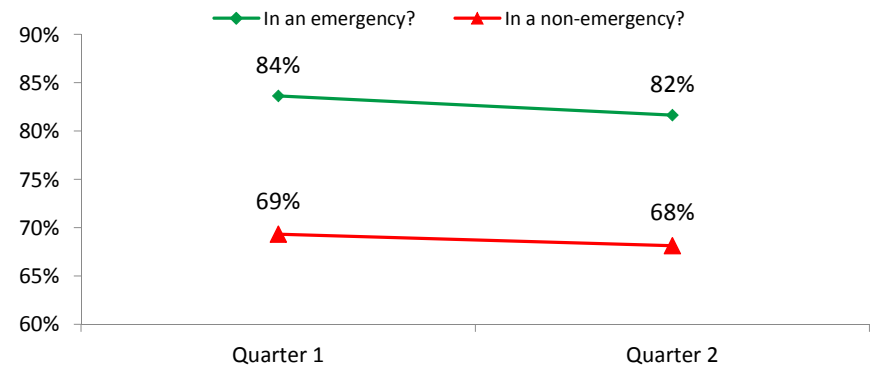
# More than 8 in every 10 confident they could access the police in an emergency



LPA Comparisons - % confident they could easily speak to or access police services in your local area...



Trend over time - % Confidence in accessing police services

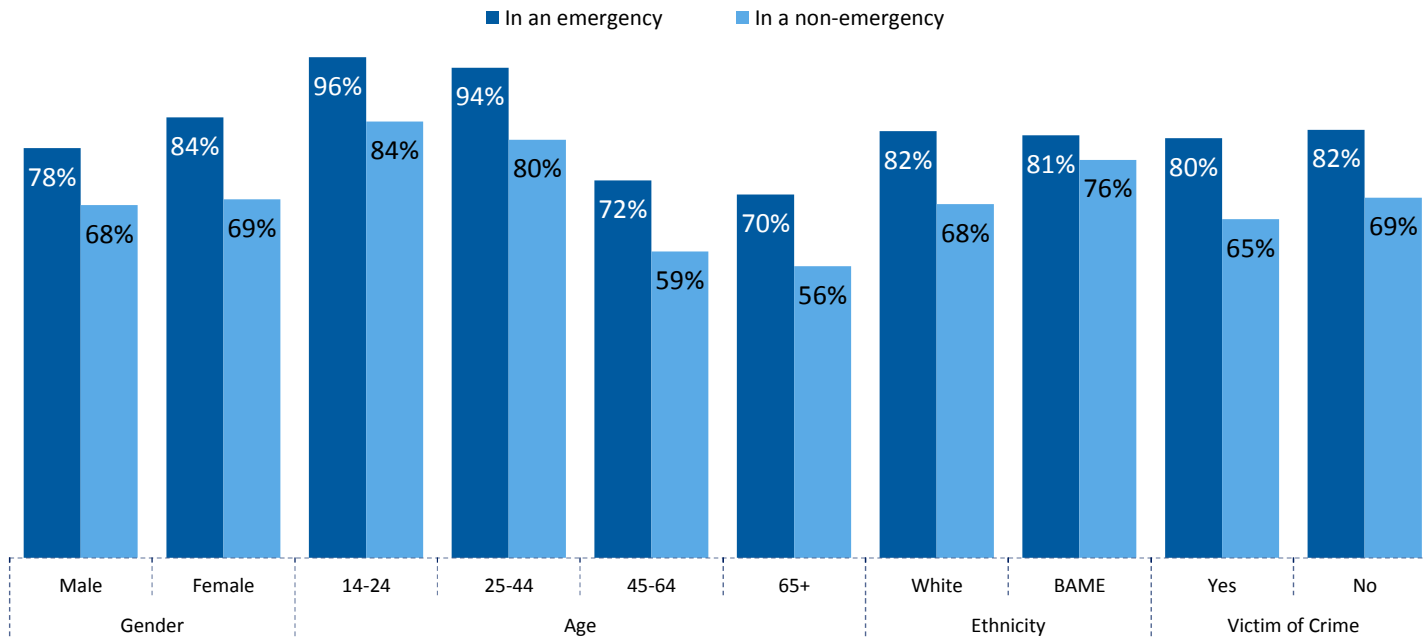


Q6 How confident are you, if at all, that you could easily speak to or access police services in your local area if you (or someone else) needed help in an emergency / non-emergency?

MORI Question: How confident are you, if at all, that you could easily speak to or access police services in your local area in the following situations?

# More than 8 in every 10 confident they could access the police in an emergency

Demographic Comparisons - % confident they could easily speak to or access police services in your local area...



## Key Insights

Residents in South Worcestershire, Herefordshire and Telford & Wrekin more confident they can access WMP in an emergency and non-emergency

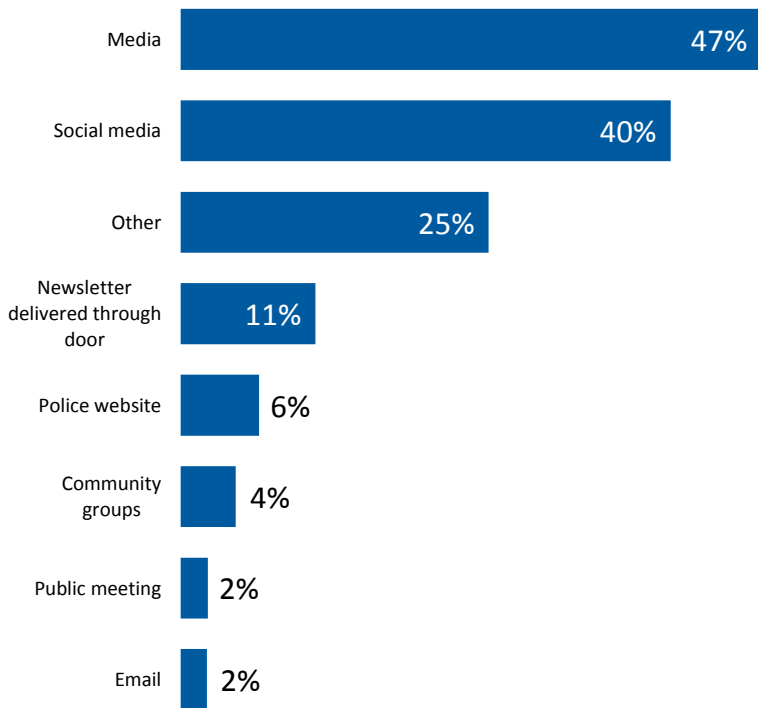
Residents in Shropshire and North Worcestershire least confident

Those under 45 most likely to have confidence they can access WMP in an emergency & non-emergency; those aged 45 and over least likely

Females more confident they can access the police in an emergency than males

Q6 How confident are you, if at all, that you could easily speak to or access police services in your local area if you (or someone else) needed help in an emergency / non-emergency?

# Half said they found out about crime and policing from the media – slightly less from social media



## Key Insights

Males were more likely to find out through the media when compared to females

Just under two-thirds of 14-24 year olds found out through social media – this declined the older the respondent got

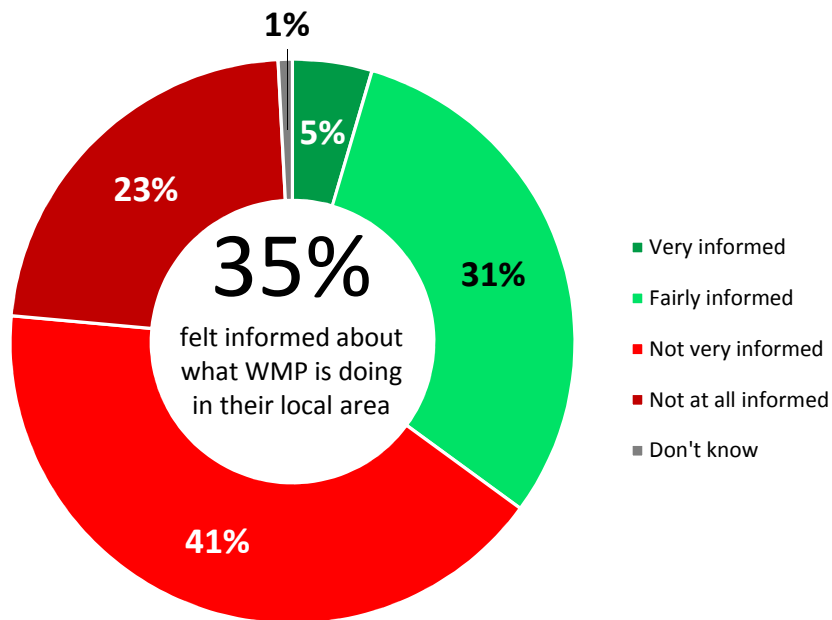
The older the respondent the more likely they were to find out about crime and policing from the media

Residents of Herefordshire were most likely to find out through the media - those in Telford & Wrekin least likely

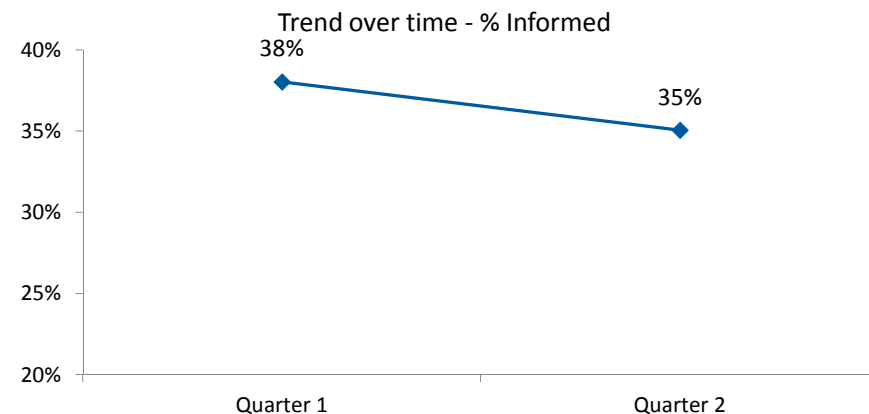
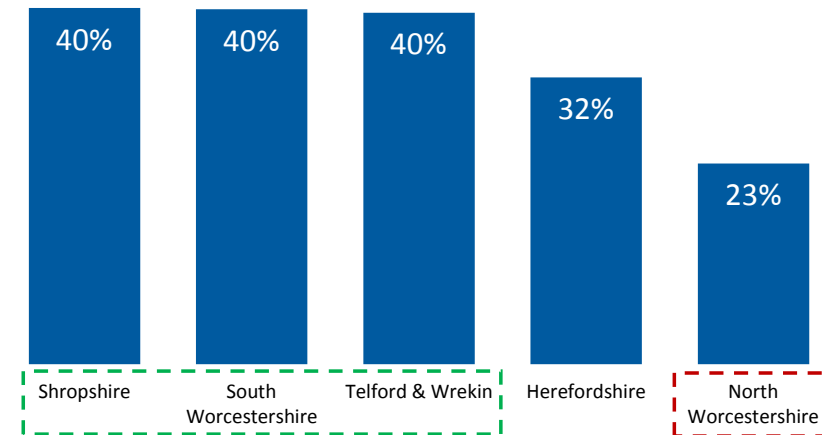
Over half of residents in Telford and Wrekin found out about crime and policing through social media – in Shropshire and Herefordshire it was around a third

Those with a disability were more likely to find out through the media and less likely to find out through social media

# Nearly two-thirds do not feel informed about what WMP are doing



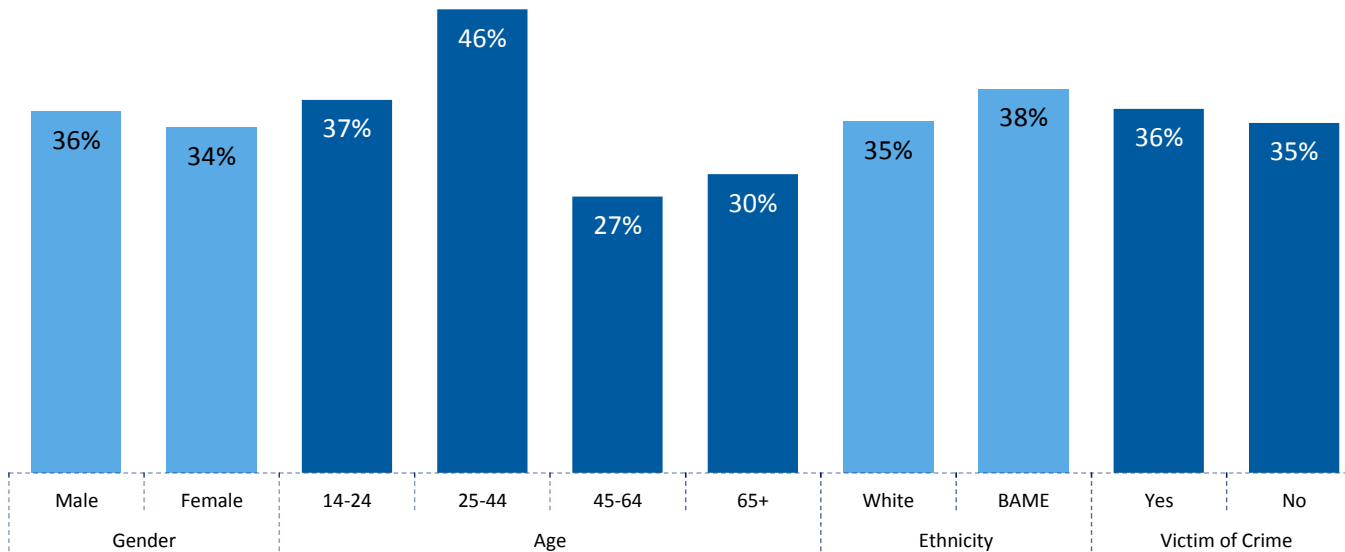
LPA Comparisons - % very / fairly informed



Q8 Overall, how well informed do you feel about what West Mercia Police is doing in your local area?

# Nearly two-thirds do not feel informed about what WMP are doing

Demographic Comparisons - % very / fairly informed



## Key Insights

3% drop in those that felt informed compared to Quarter 1

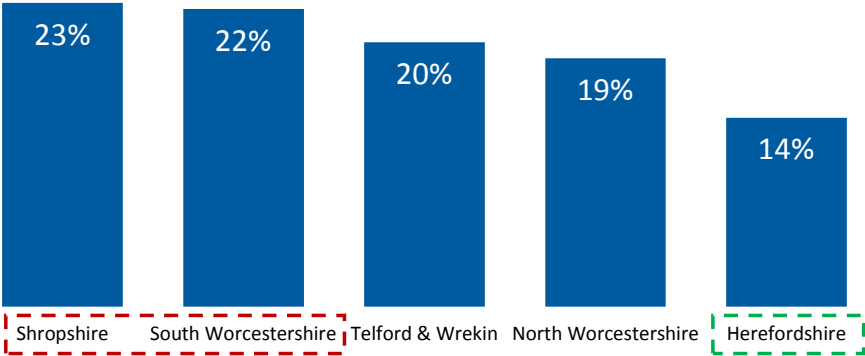
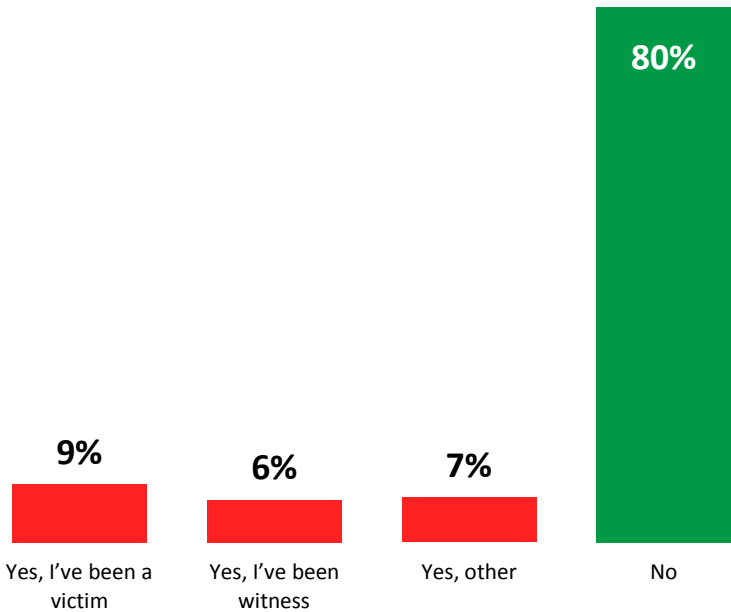
Those aged over 45 and over less likely to feel informed about what WMP is doing – those aged 24 to 44 most likely to be informed

Two-fifths of residents of Shropshire, South Worcestershire and Telford & Wrekin said they did feel informed about what the police are doing in their local area

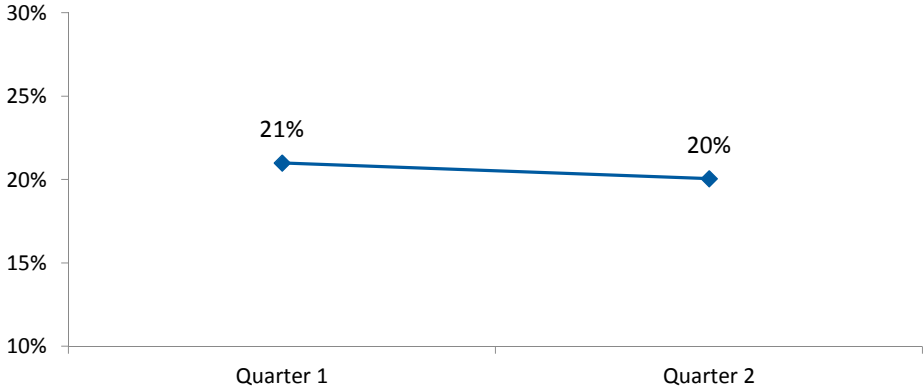
Residents of North Worcestershire were the least likely to be informed about what WMP is doing in their local area

# A fifth have been a victim of, or witness to, a crime

LPA Comparisons - % that had been either a victim of a crime, witness to a crime or other



Trend over time - % Yes

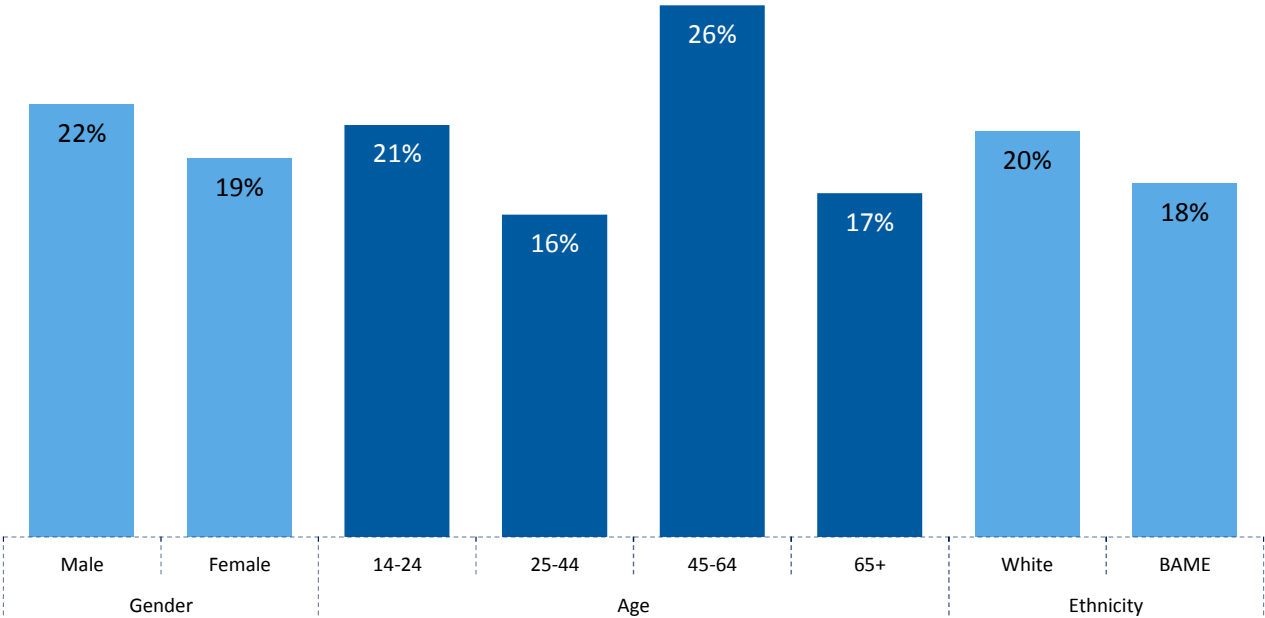


Q10 And can I ask whether you have been a victim of, or witness to, crime in the past 12 months, or you've had to contact West Mercia Police for any other issues?



# A fifth have been a victim of, or witness to, a crime

Demographic Comparisons - % that had been either a victim of a crime, witness to a crime or other



### Key Insights

Those aged 25-44 and over 65 were less likely to have been a victim of crime

Those aged 45-64 most likely to have been a victim of crime

Residents in Shropshire and South Worcestershire were most likely to have been a victim of crime, with those in Herefordshire least likely

Over eight-tenths of those that had been a victim of crime said they reported this to the police



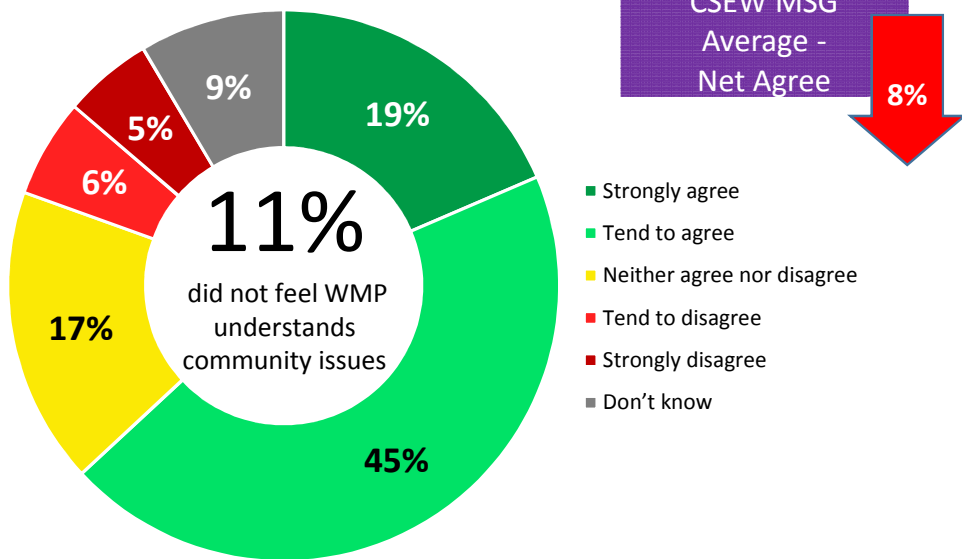
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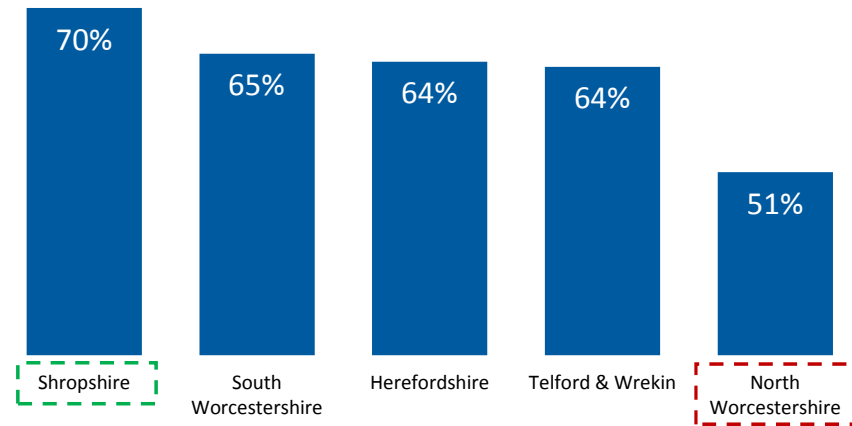
# Section Four Effectiveness



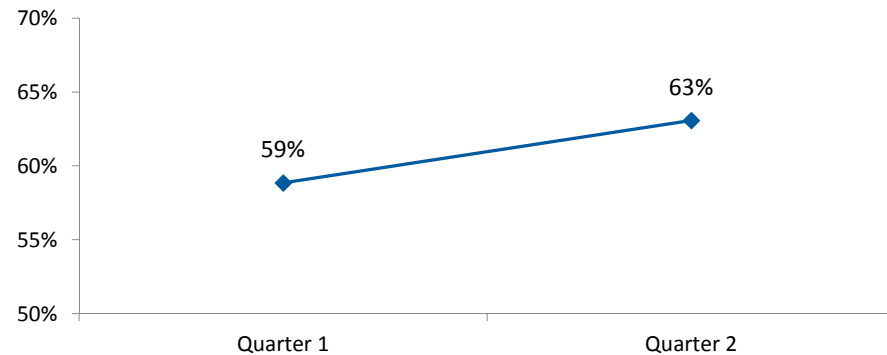
# Over three out of every five felt WMP understands issues in their community



LPA Comparisons - % strongly / tend to agree



Trend over time - % Agree



Q13 How much would you agree or disagree that West Mercia Police understand the issues that affect your community?

CSEW Question: They (the police in this area) understand the issues that affect this community

# Over three out of every five felt WMP understands issues in their community



## Key Insights

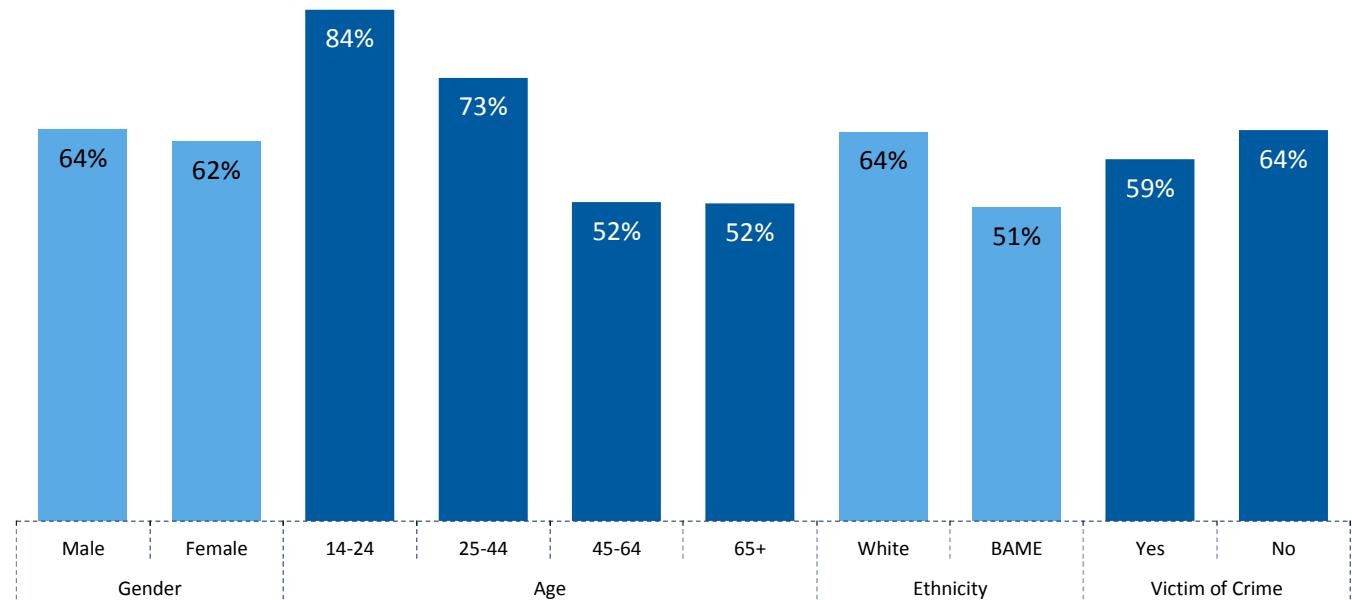
4% increase from Quarter 1 in those that felt WMP understands the issues in their community

Those aged 14 to 24 and 25 to 44 were most likely to agree

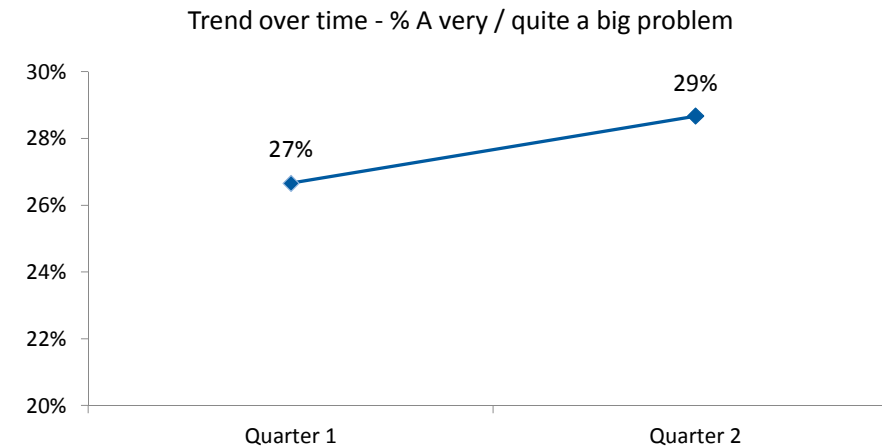
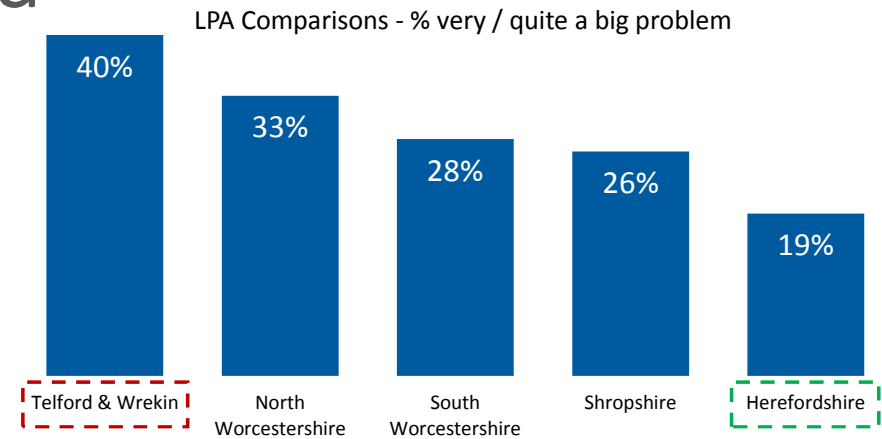
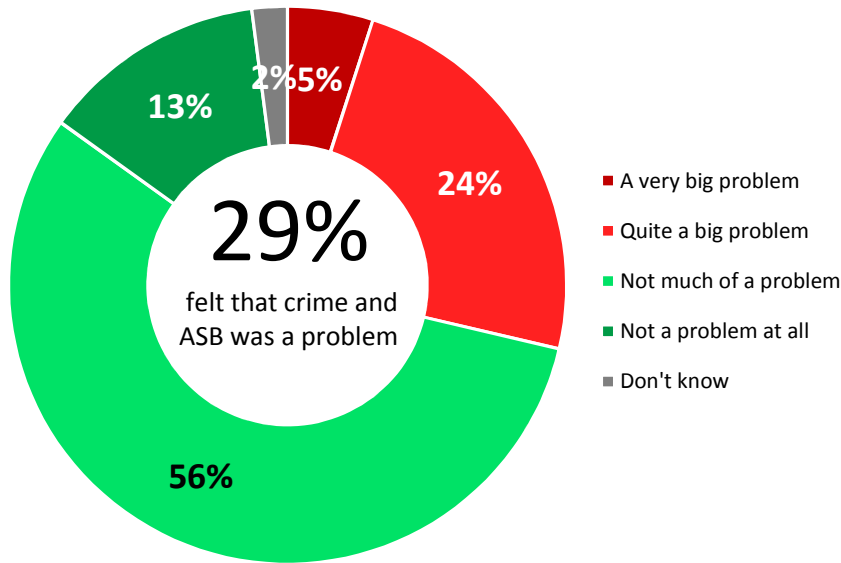
Those aged 45 to 64, 65 and over and BAME respondents were least likely to agree that WMP understands the issues in their community

Residents in North Worcestershire the least likely to agree the police understands community issues, whereas residents in Shropshire were most likely to agree

Demographic Comparisons - % strongly / tend to agree



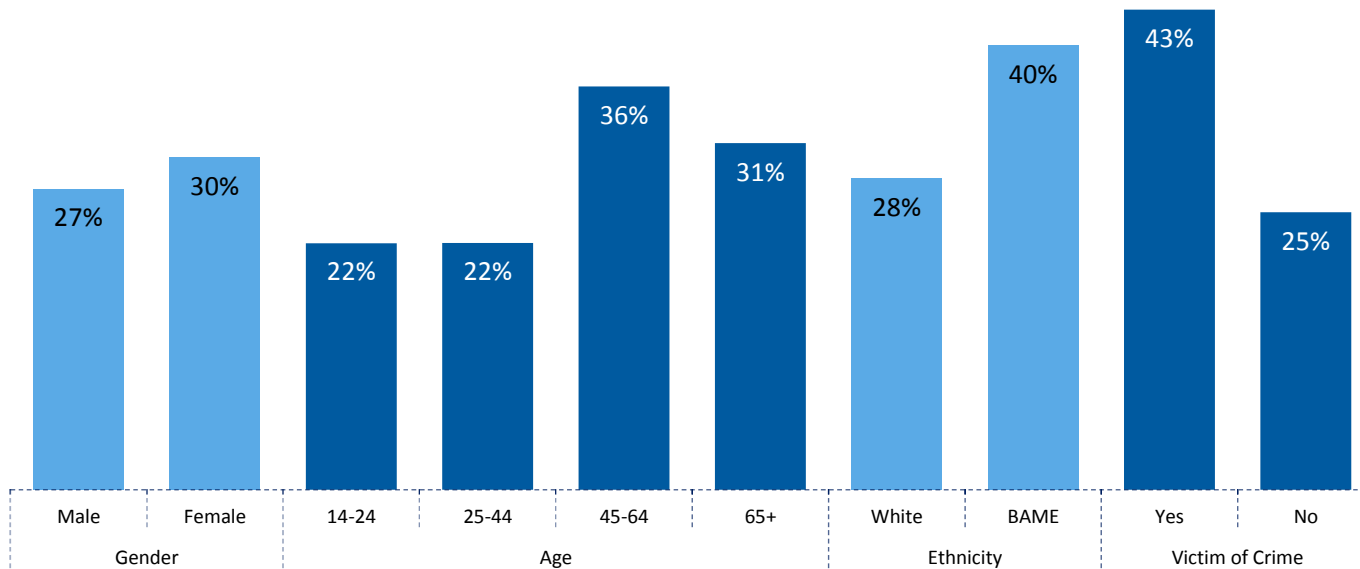
# Seven-tenths did not think crime and ASB was a problem in their local area



Q14 How much of a problem, if at all, do you think crime and anti-social behaviour are in your local area?

# Seven-tenths did not think crime and ASB was a problem in their local area

Demographic Comparisons - % very / quite a big problem



## Key Insights

2% increase in those that felt crime and ASB was a problem when compared to Quarter 1

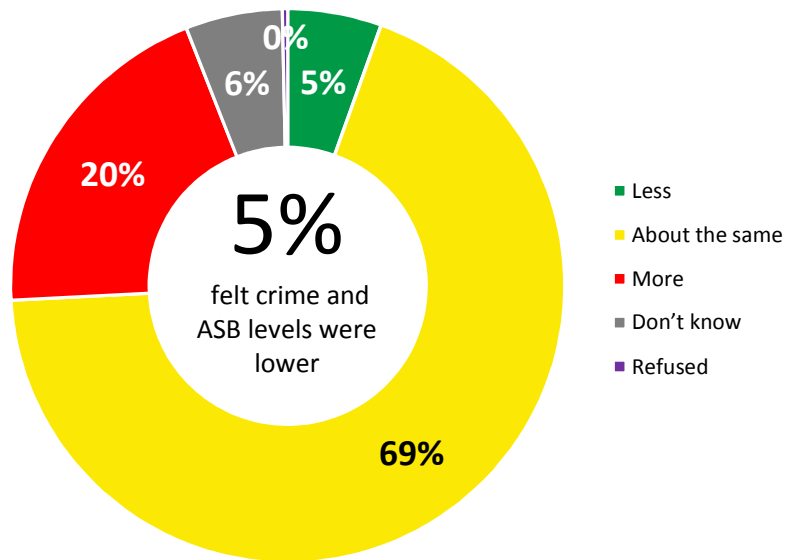
Victims of crime and BAME respondents were significantly more likely to have said crime and ASB was a problem

Those aged 14 to 24 and 25 to 44 least likely to say crime and ASB a problem

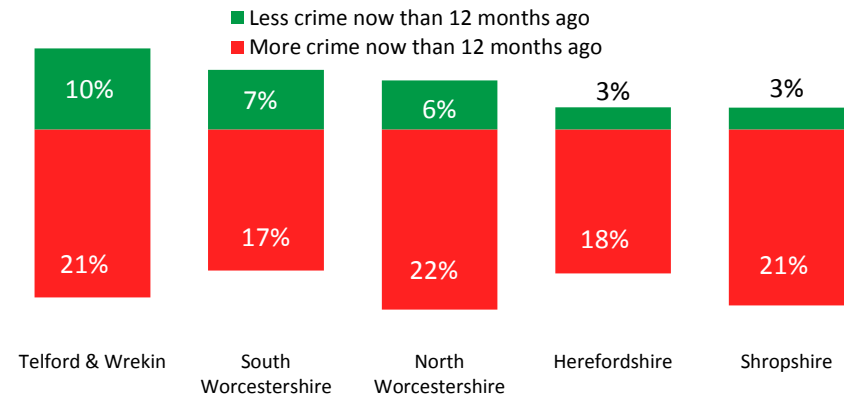
Residents in Herefordshire were significantly less likely to say crime and ASB was a problem

Residents from Telford & Wrekin were most likely to say there was a problem in their local area

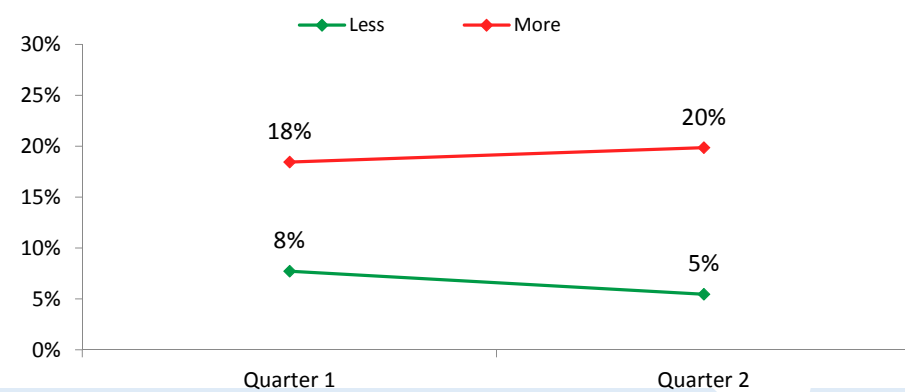
# Over two-thirds felt crime and ASB levels had remained the same – a fifth felt there was more



LPA Comparisons - % more crime v % less crime

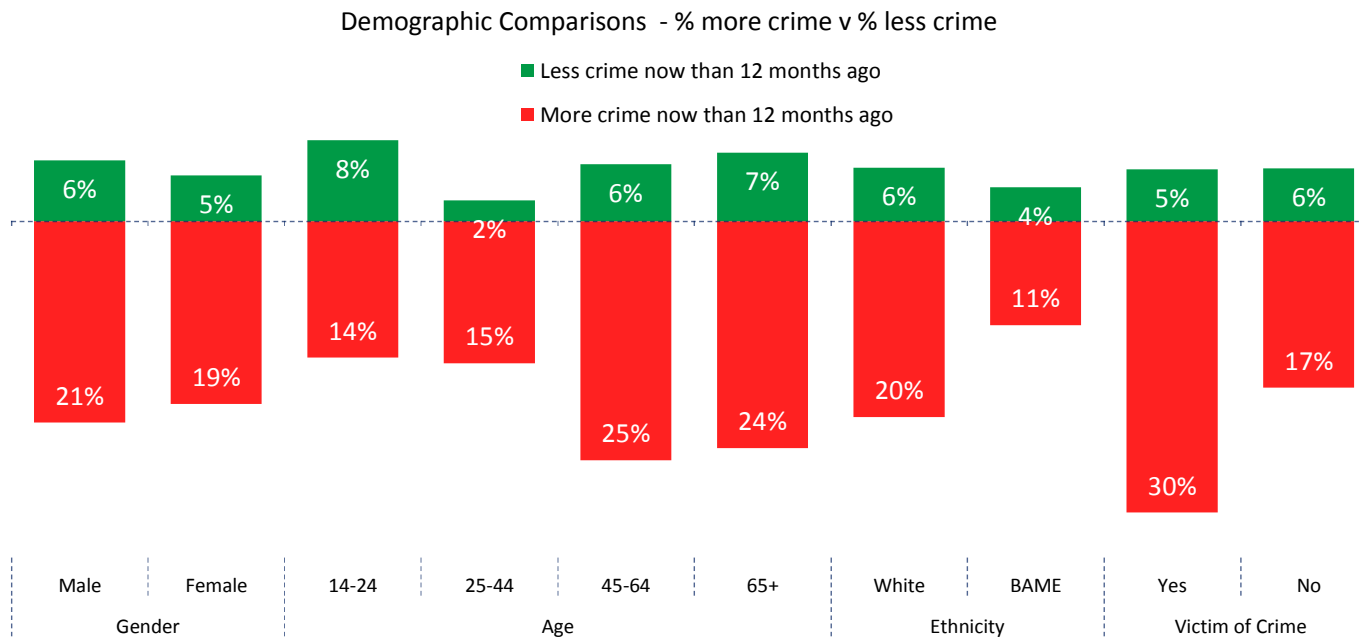


Trend over time - % More v % Less



Q15 Compared to 12 months ago, would you say there is now more crime and ASB in the area you live in, less crime and ASB or about the same?

# Over two-thirds felt crime and ASB levels had remained the same – a fifth felt there was more



## Key Insights

2% increase in those that thought crime and ASB was more of a problem, 3% decrease on those that thought it was less of a problem compared to Quarter 1

Victims of crime and those aged 45 to 64 and 65 and over were the most likely to have said that there is more crime compared to a year ago

Residents in Telford & Wrekin were more likely to say there is now less crime now

Q15 Compared to 12 months ago, would you say there is now more crime and ASB in the area you live in, less crime and ASB or about the same?



# Three-quarters agreed WMP respond effectively to emergencies



**Key Insights**

- Disagreement low towards all statements - only one statement (policing the roads) had more than a fifth disagreement
- Females more agreeable to all but one statement (policing the roads) compared to males
- Agreement towards all statements declined the older the respondent was
- BAME respondents less agreeable to all but one of the statements (policing the roads) compared to white respondents
- Victims of crime less agreeable to all statements
- Residents of North Worcestershire less frequently agreed with these statements, whereas residents of Herefordshire and South Worcestershire more frequently agreed



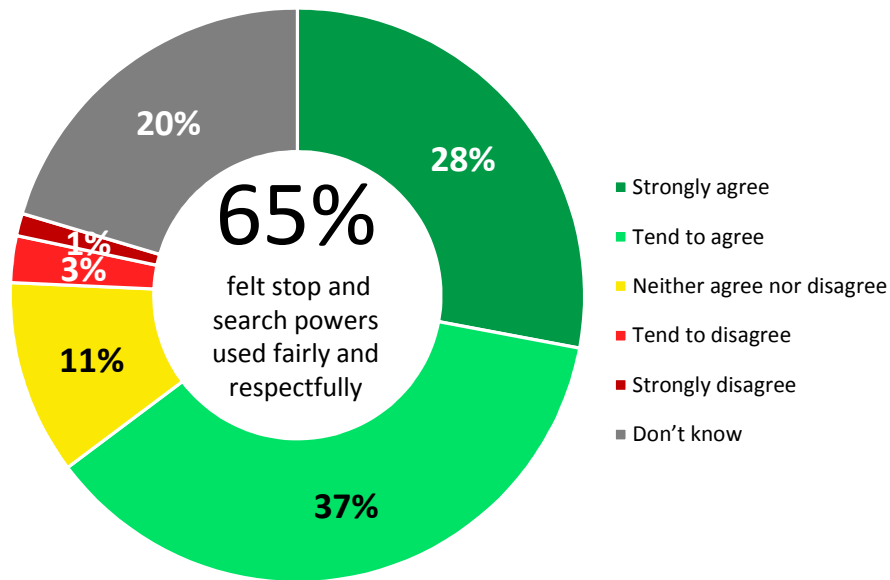
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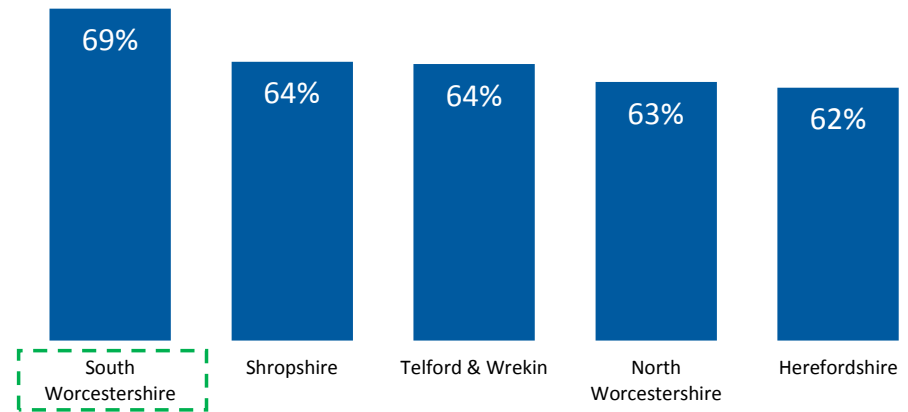
# Section Five Trust / Integrity



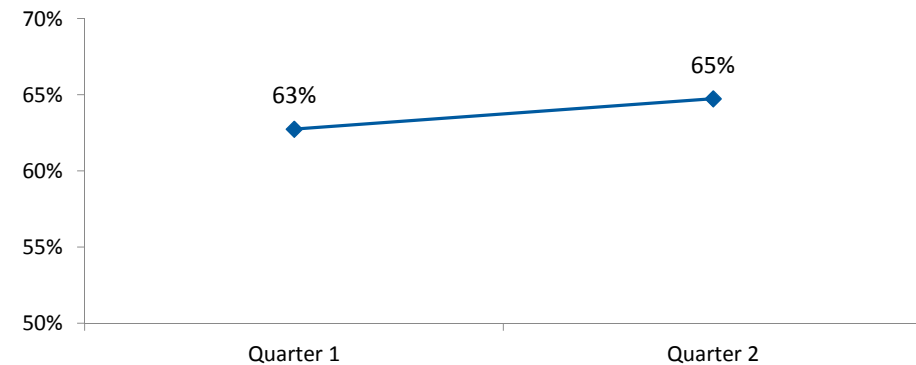
# Nearly two-thirds are confident WMP use their stop and search power fairly and respectfully



LPA Comparisons - % strongly / tend to agree



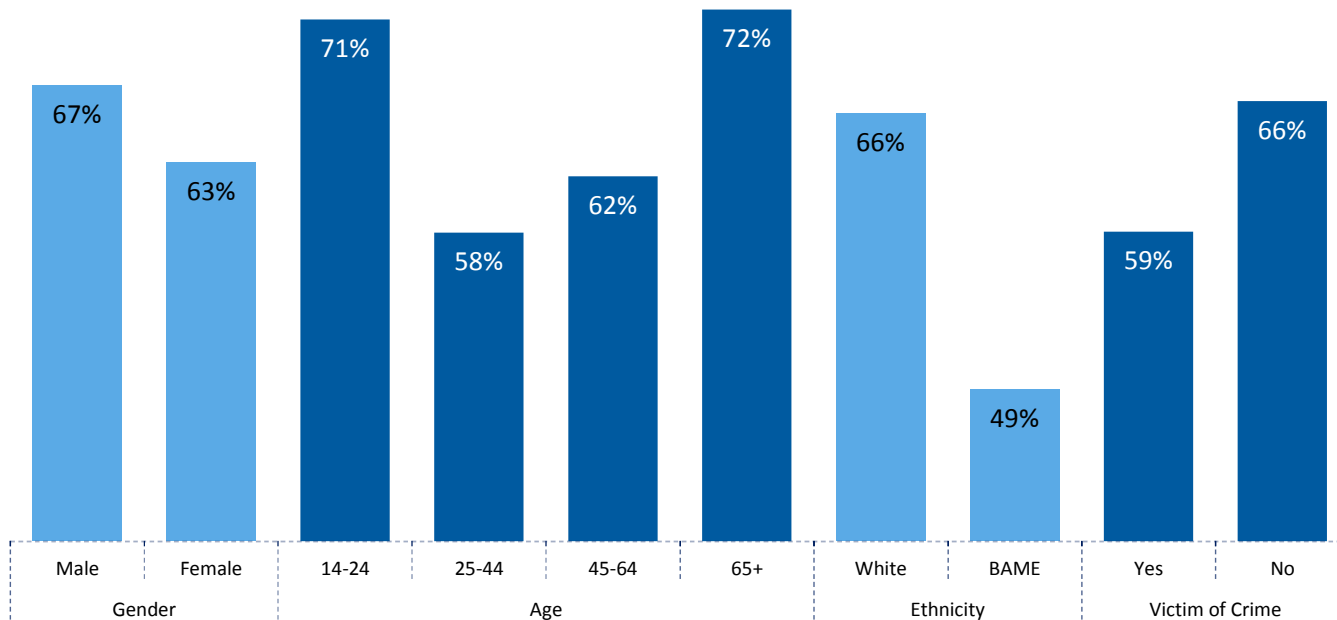
Trend over time - % Agree



Q17 Please say how much you agree or disagree with the following statement: I am confident that West Mercia Police use their stop and search powers fairly and respectfully?

# Nearly two-thirds are confident WMP use their stop and search power fairly and respectfully

Demographic Comparisons - % strongly / tend to agree



## Key Insights

Those aged 14-24 and 65+ are the most likely to feel confident the police use their stop and search power fairly and respectfully

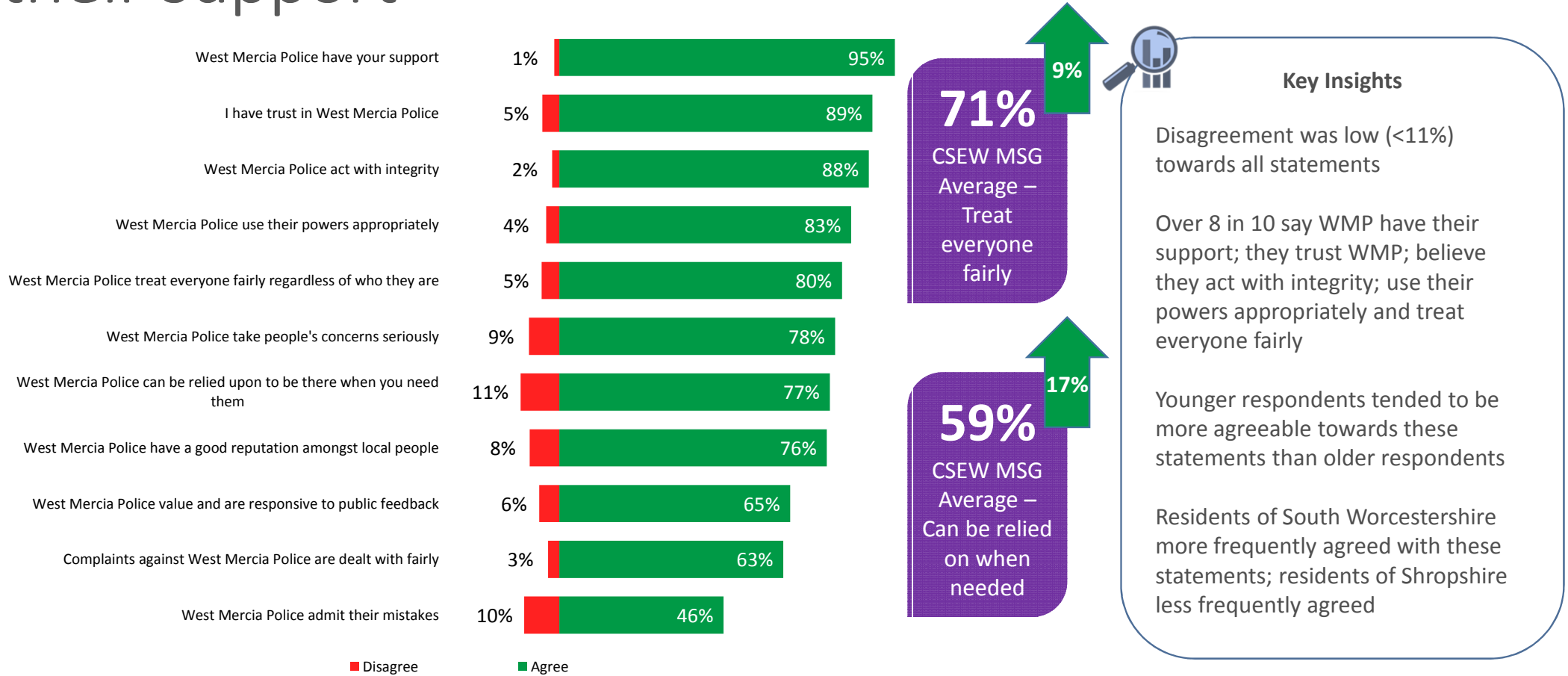
BAME respondents least likely to feel confident WMO use stop and search powers fairly and respectfully

Victims / witnesses of crime less likely to agree

Residents in South Worcestershire are the most likely to agree

Q17 Please say how much you agree or disagree with the following statement: I am confident that West Mercia Police use their stop and search powers fairly and respectfully?

# The overwhelming majority say that WMP have their support



Q18 Thinking about West Mercia Police, to what extent do you agree or disagree that...?

CSEW Questions: They (the police in this area) can be relied on to be there when you need them / The police in this area treat everyone fairly regardless of who they are



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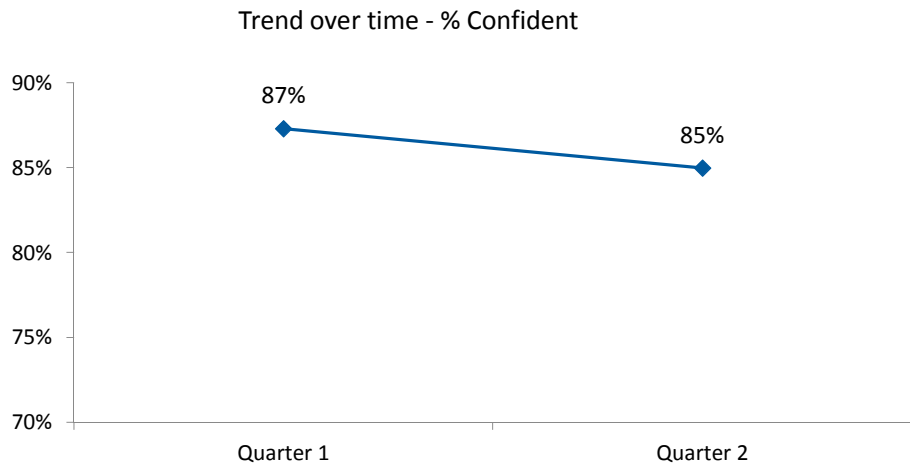
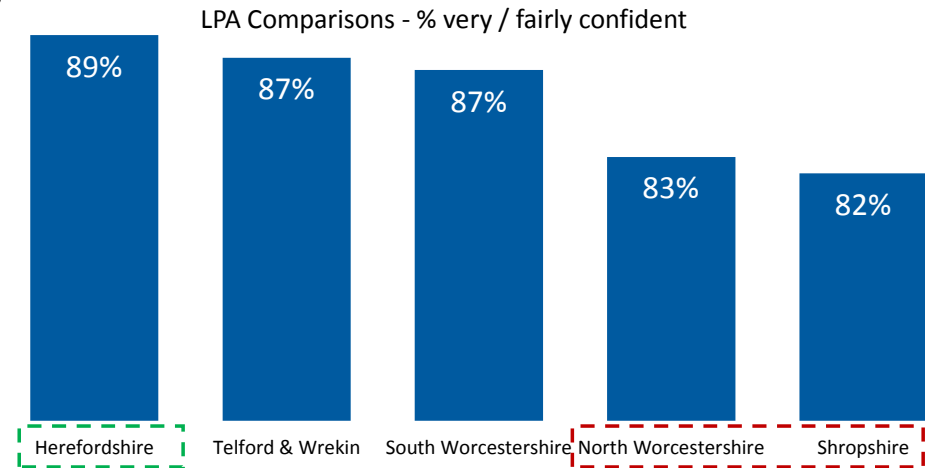
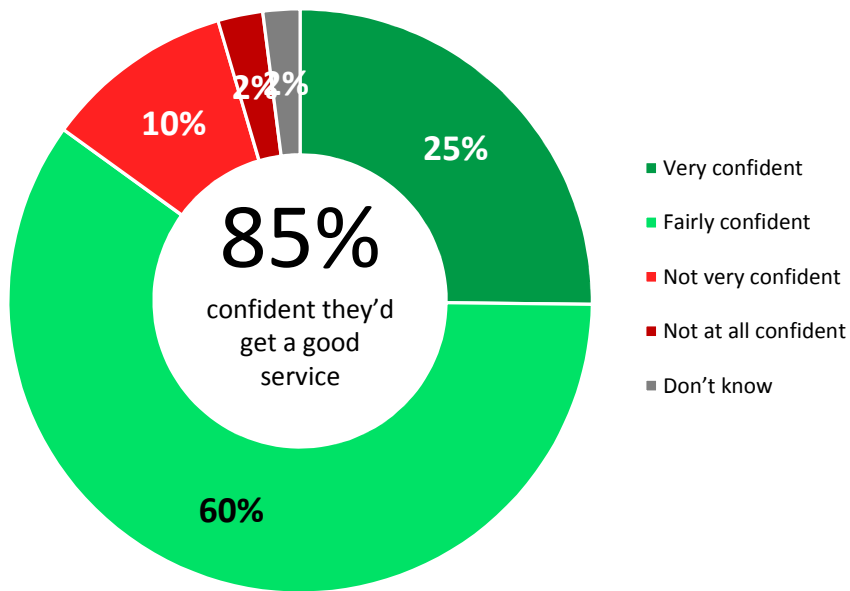


# Section Six

## Confidence in West Mercia Police



# Over eight out of ten were confident they'd receive a good service from WMP



Q19 If you were to report a crime or incident in the future, how confident are you that you would receive a good service from West Mercia Police?

# Over eight out of ten were confident they'd receive a good service from WMP



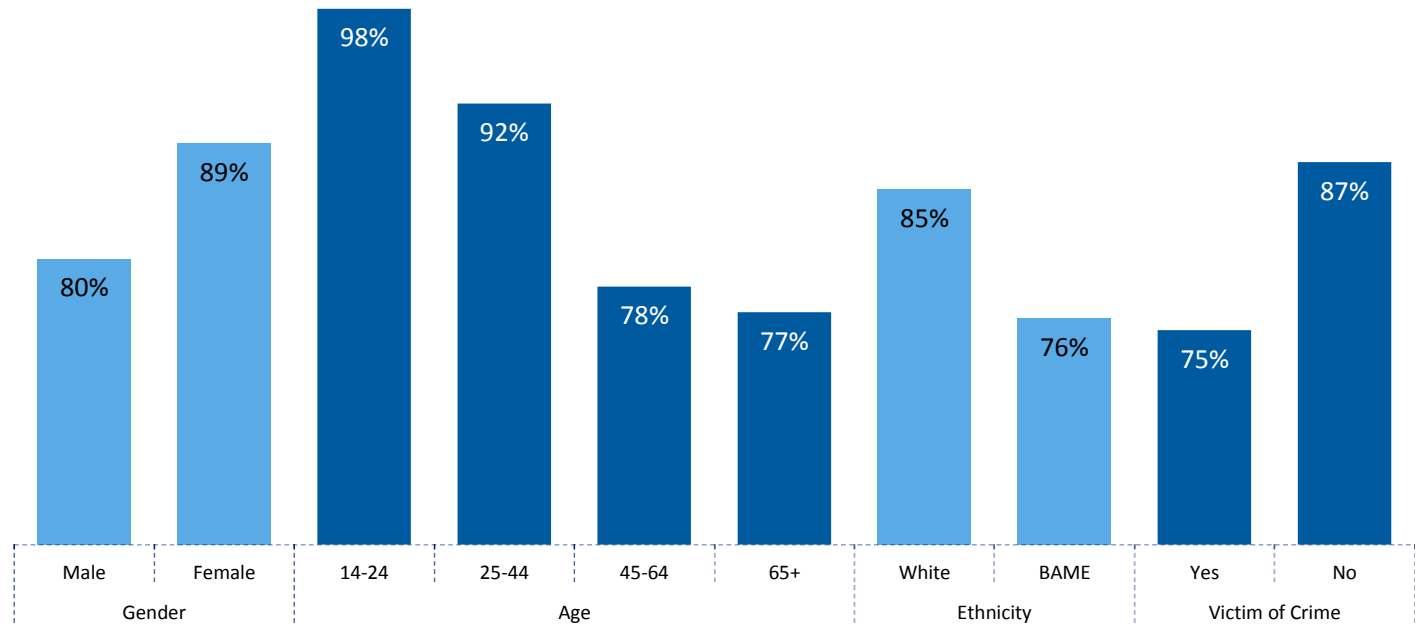
## Key Insights

Nearly all of those aged 14 to 24 were confident they'd receive a good service from WMP; this declined the older the respondent was

BAME respondents, males and victims of crime were less confident in receiving a good service

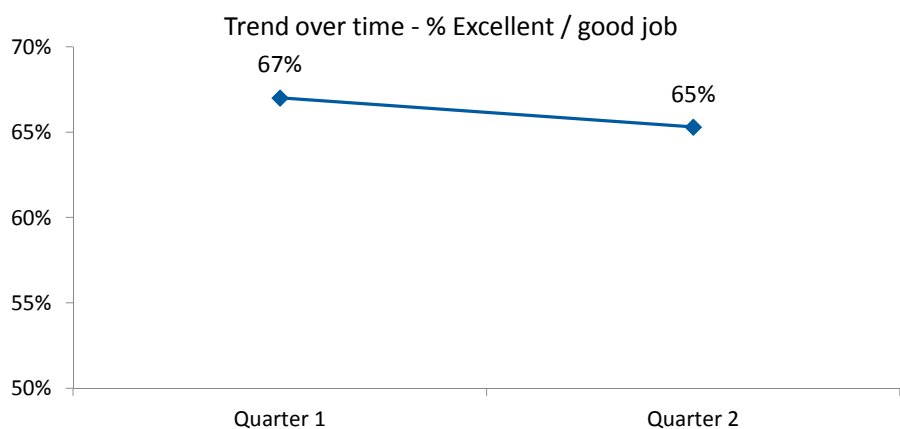
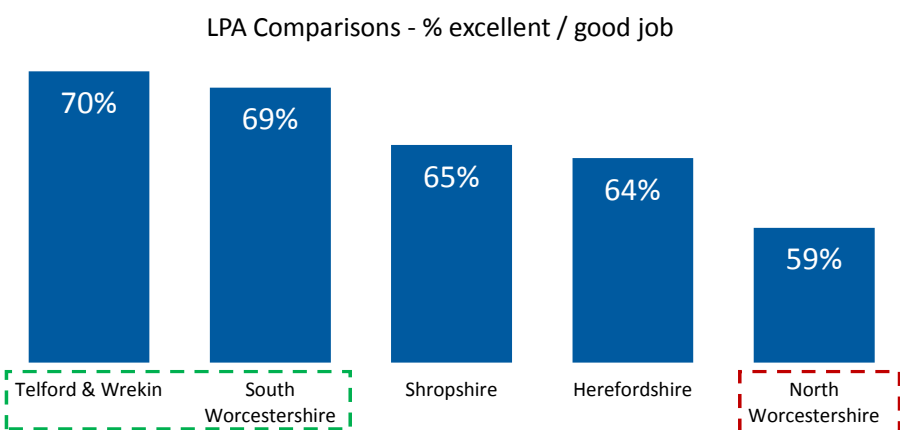
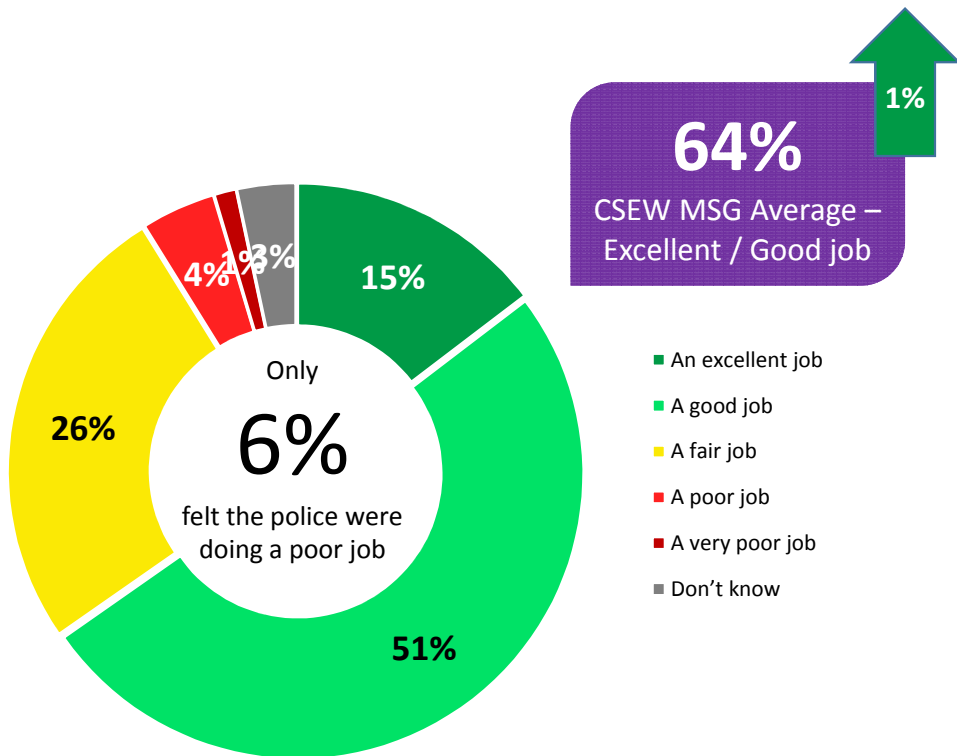
Residents in North Worcestershire and Shropshire were the least likely to be confident in receiving a good service, whereas residents in Herefordshire were most confident

Demographic Comparisons - % very / fairly confident





# Just under two-thirds felt the police were doing either an excellent or a good job

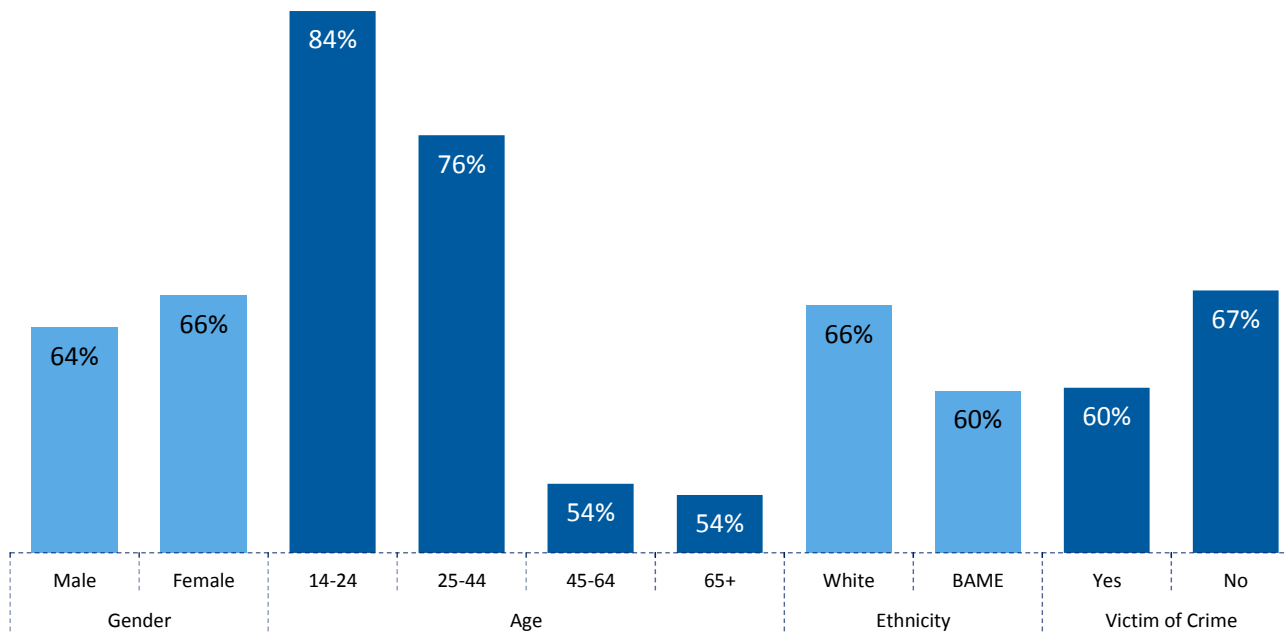


Q20 In general, how good a job do you think West Mercia Police are doing in your local area?

CSEW Question: Taking everything into account, how good a job do you think the police in this area are doing?

# Just under two-thirds felt the police were doing either an excellent or a good job

Demographic Comparisons - % excellent / good job



## Key Insights

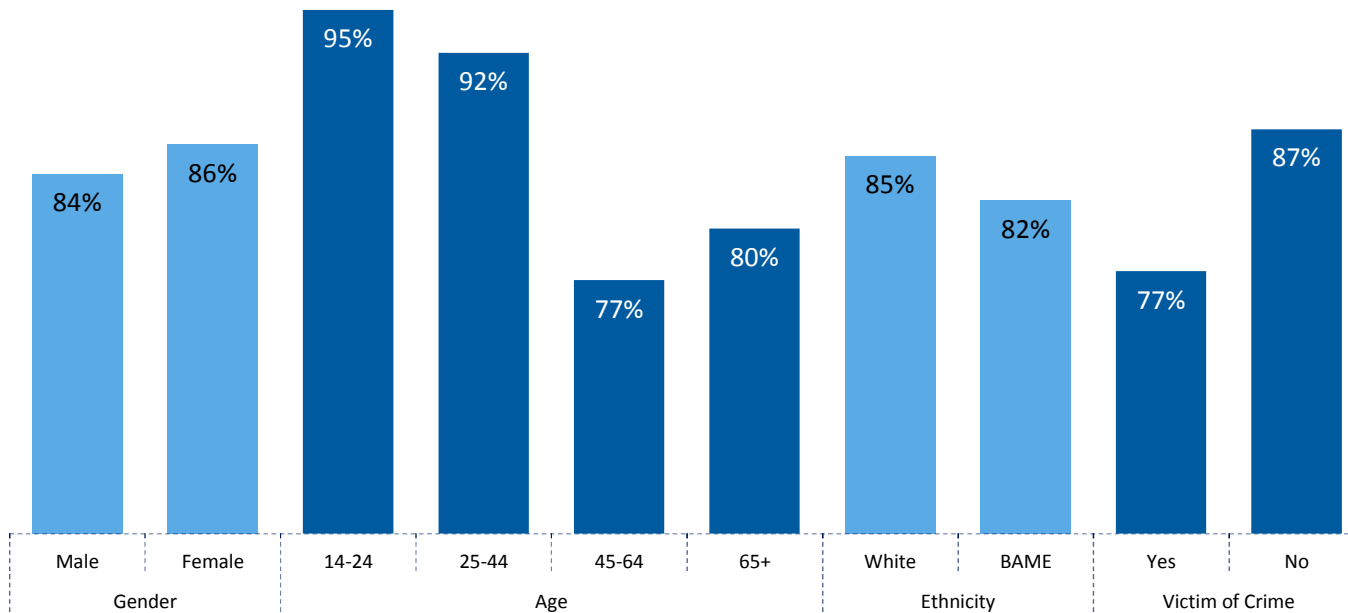
Younger respondents (16 to 24 and 25 to 44) significantly more likely to feel the police were doing an excellent or good job compared to older respondents (45 to 64 and 65 and over)

Victims of crime and BAME respondents were less likely to say the police are doing an excellent or good job in their local area

Residents in Telford & Wrekin and South Worcestershire were the most likely to say WMP were doing an excellent or good job, whereas residents in North Worcestershire were the least likely

# Over four-fifths agreed they had confidence in WMP

Demographic Comparisons - % strongly/ tend to agree



## Key Insights

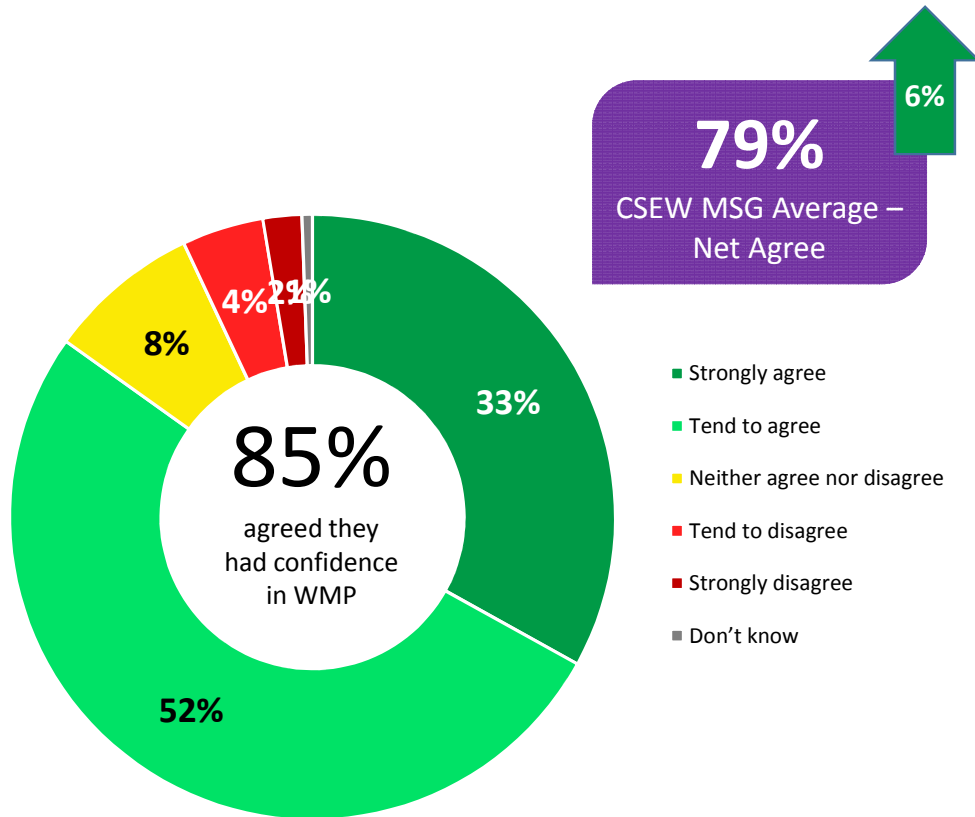
Victims of crime and those aged 45 to 64 displayed the lowest confidence in WMP

Younger respondents (14 to 24 and 25 to 44) were the most agreeable that they were confident in WMP

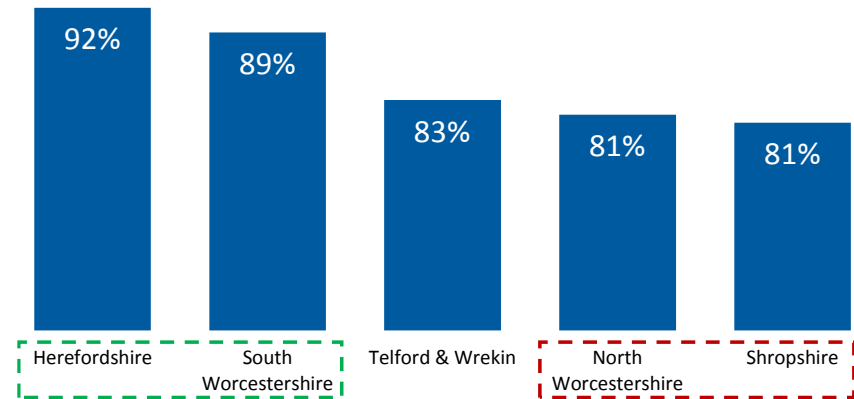
Residents in Herefordshire and South Worcestershire were the most likely to say they had confidence in the police, whereas residents in Shropshire and North Worcestershire were the least likely

Q21 Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?

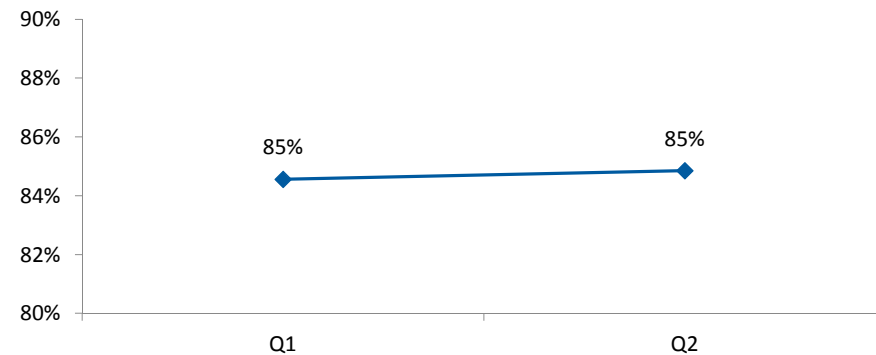
# Over four-fifths agreed they had confidence in WMP



LPA Comparisons - % strongly / tend to agree



Trend over time - % Agree

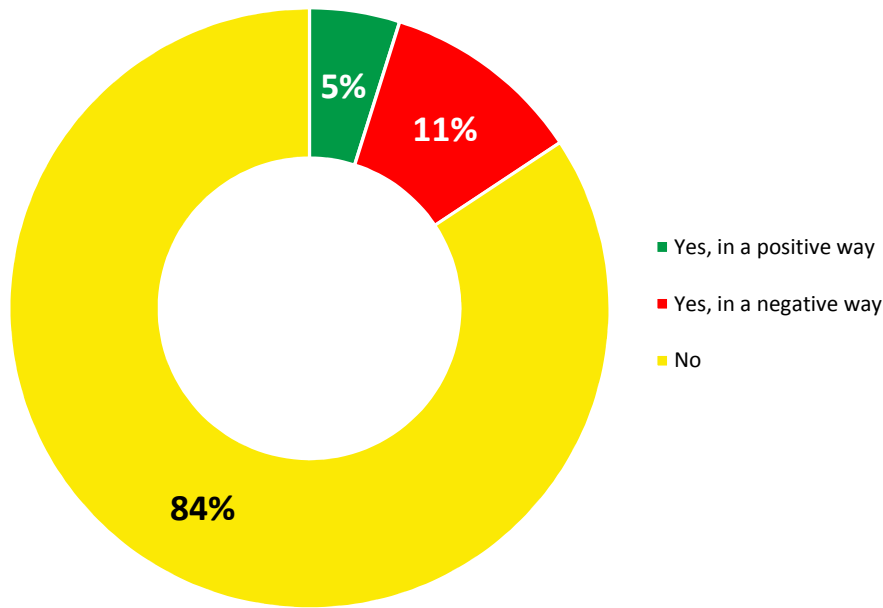


Q21 Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?

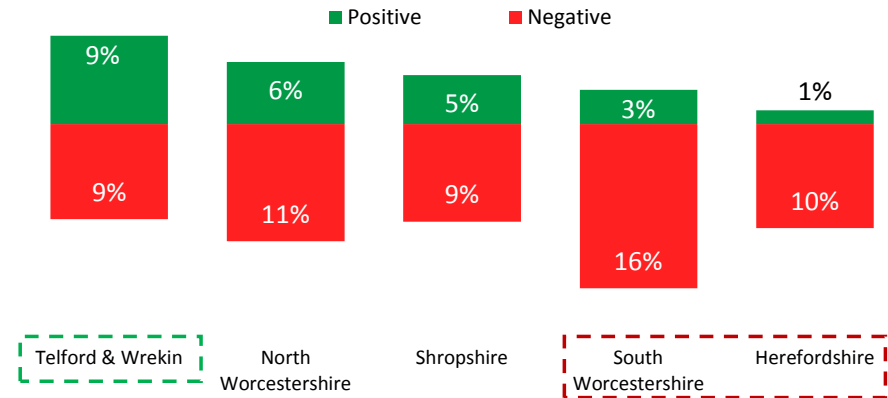
CSEW Question: Taking everything into account I have confidence in the police in this area



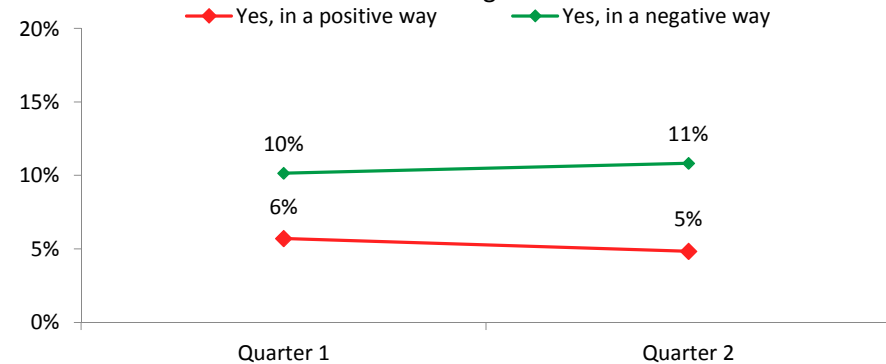
# Around a tenth had experienced an event that negatively affected their confidence in the police



LPA Comparisons - % positive event % negative event



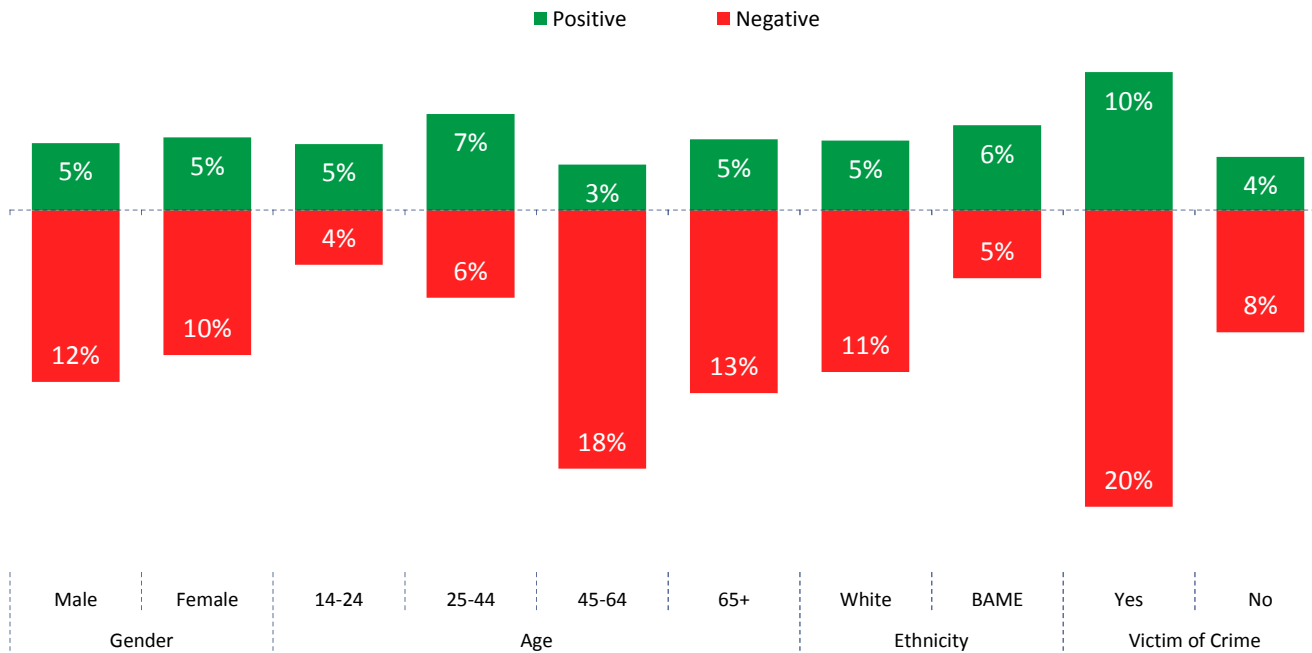
Trend over time - % Negative v % Positive



Q23 Has any particular event affected your confidence in the police in the last 12 months?

# Around a tenth had experienced an event that negatively affected their confidence in the police

Demographic Comparisons - % positive event v % negative event



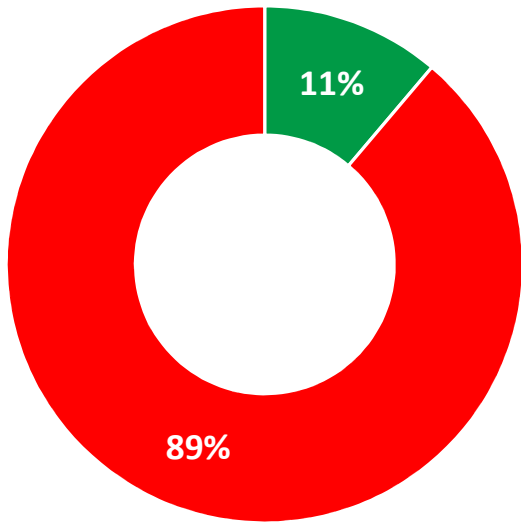
## Key Insights

Victims of crime were the most likely to experience an event that negatively affected their confidence – but were also the most likely to experience an event that positively affected their confidence

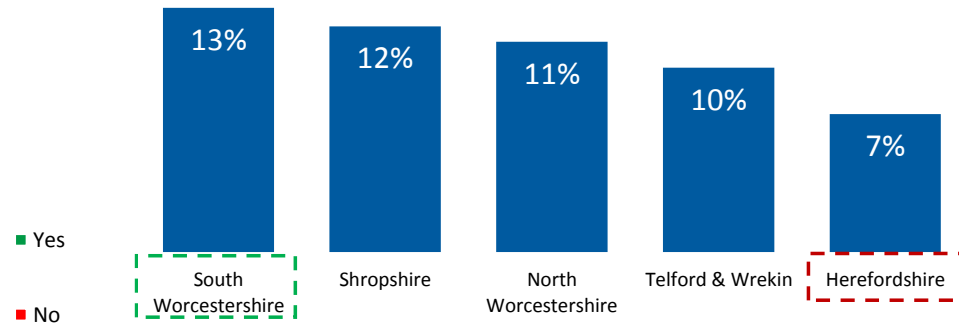
Those aged 45 to 64 least likely to experience a positive event and significantly more likely to experience a negative event

Residents in South Worcestershire and Herefordshire were the least likely to have experienced an event that positively affected their confidence in the police. Residents in Telford & Wrekin were the most likely

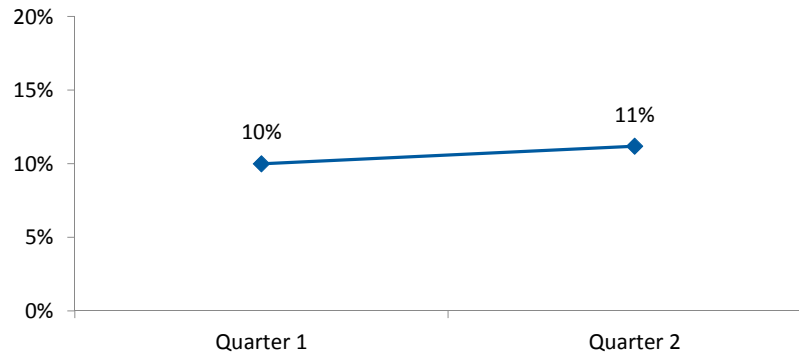
# A tenth of respondents said they are aware of the Police and Crime Commissioner



LPA Comparisons - % aware of PCC



Trend over time - % Yes



## Key Insights

More awareness shown in South Worcestershire, nearly twice as much as in Herefordshire

Males and those aged 65 and over more likely to be aware of Police and Crime Commissioner

Younger people, victims of crime and BAMEs less likely to be aware

Perceptions surveys typically record awareness of 8-15% based on previous research conducted by SMSR.





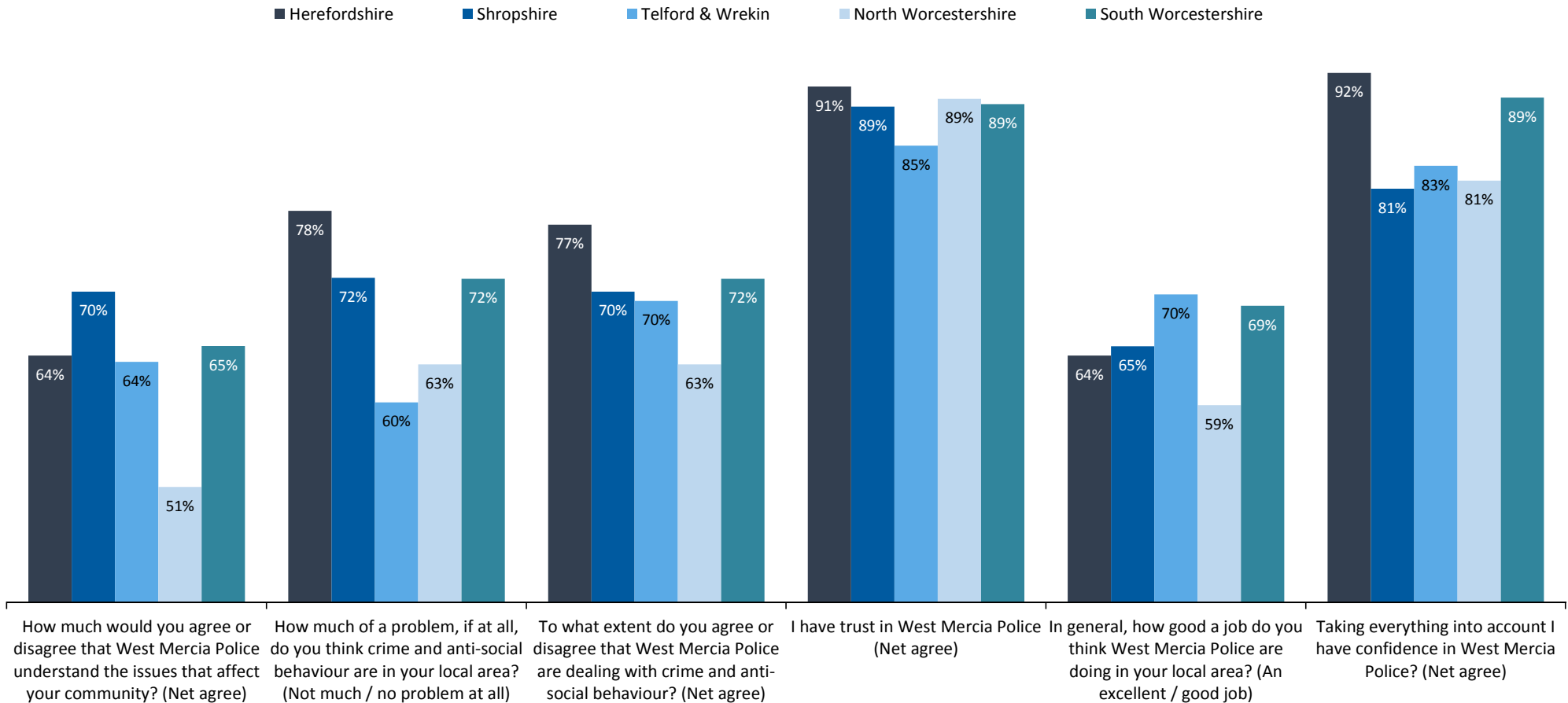
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# Section Seven LPA & Victim Comparisons

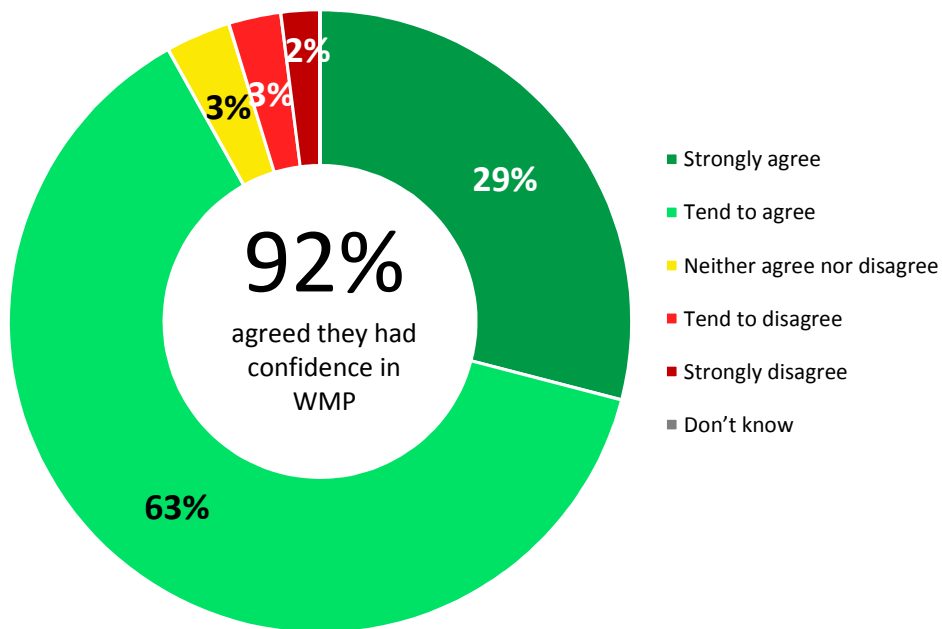


# LPA Key Question Overview



# LPA Key Findings - Herefordshire

Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

**Least** likely to see an officer or PCSO at least weekly (19%)

**Least** likely to have spoken to an officer or PCSO from their local policing team (20%)

**Least** likely to have said there had been an increase in policing in their area (2%); also least likely to say there had been a decrease (15%)

**Least** likely to have been a victim, or witness to, a crime (14%)

**Least** likely to have said crime and ASB was a problem in their area (19%)

**Least** likely to say stop and search powers used fairly and respectfully (62%)

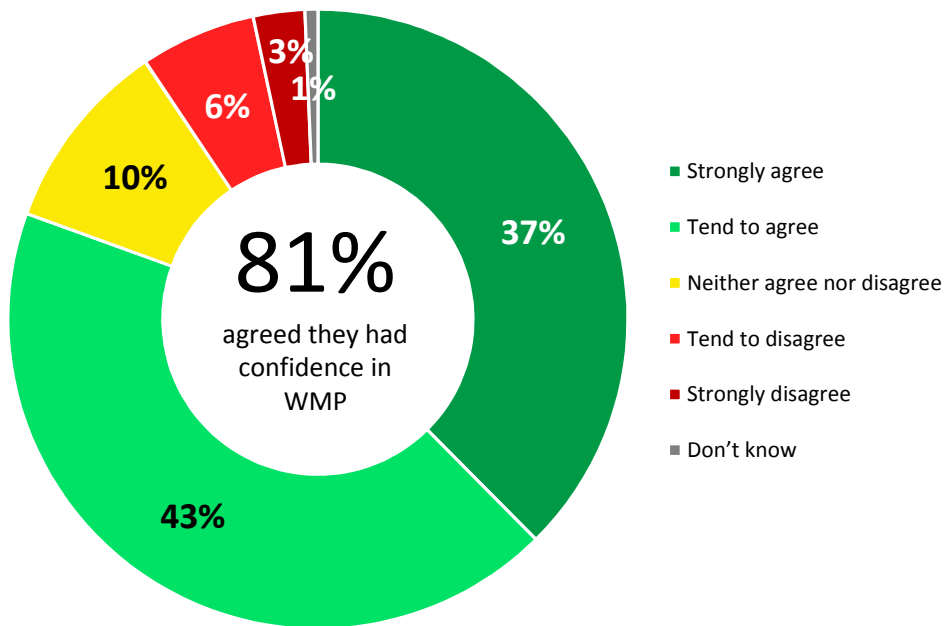
**Most** likely to say they'd receive a good service from WMP (89%)

**Most** confident in WMP (92%)

**Least** awareness of the PCC (7%)

# LPA Key Findings - Shropshire

Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

**Least** confident they could access the police services in a non-emergency (63%)

**Most** likely (alongside South Worcestershire and Telford & Wrekin) to feel informed about what WMP is doing in their area (40%)

**Most** likely to have been a victim of, or witness, to a crime (23%)

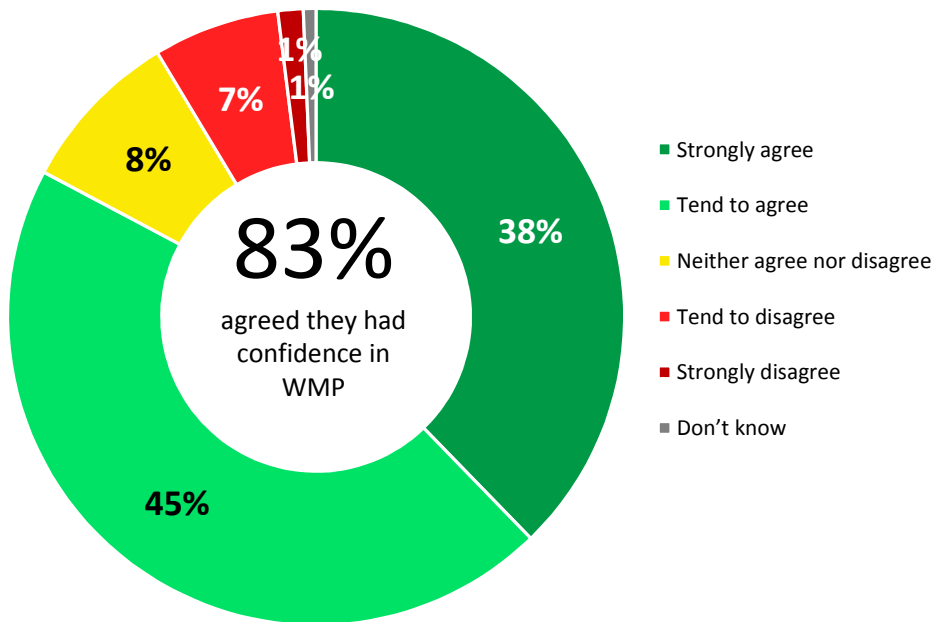
**Most** likely to feel WMP understands community issues (70%)

**Least** confident they'd receive a good service from WMP (82%)

**Least** confident in WMP (81%)

# LPA Key Findings - Telford & Wrekin

Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

**Most** likely to see a police officer at least weekly (38%)

**Most** likely to have spoken to an officer or PCSO (30%)

**Most** likely to see an increase in policing over the past year (15%)

**Most** likely (alongside South Worcestershire and Shropshire) to feel informed about what WMP is doing in their area (40%)

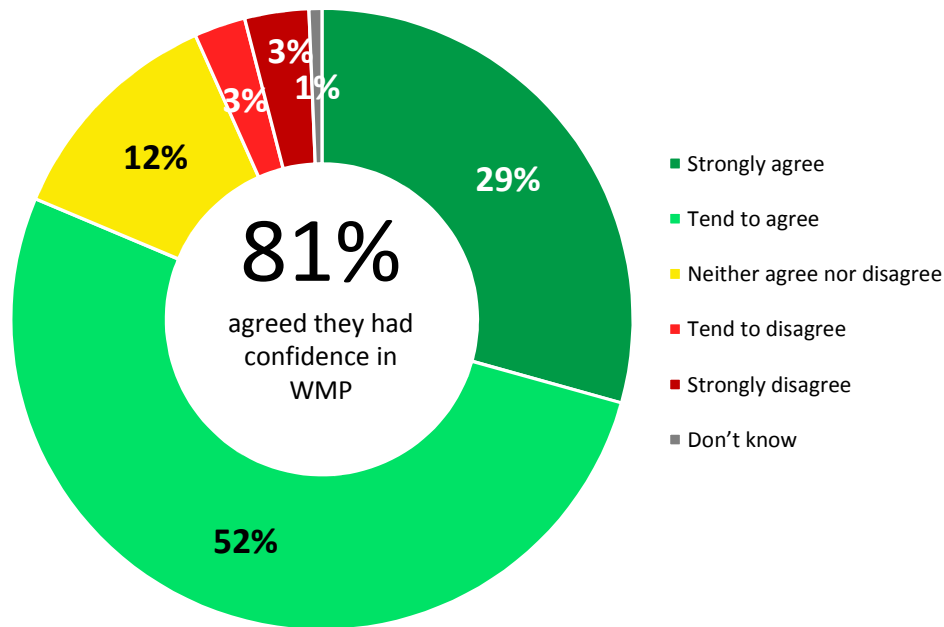
**Most** likely to have said crime and ASB was a problem in their area (40%)

**Most** likely to feel the police were doing a good job in the local area (70%)

**Most** likely to have experienced an event that positively affected their confidence in the police (9%)

# LPA Key Findings – North Worcestershire

Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

**Least** satisfied with levels of policing in area (48%)

**Least** confident they could access police services in an emergency (74%)

**Least** likely to feel informed about what WMP are doing in their local areas (23%)

**Least** likely to say WMP understands issues that affect the community (51%)

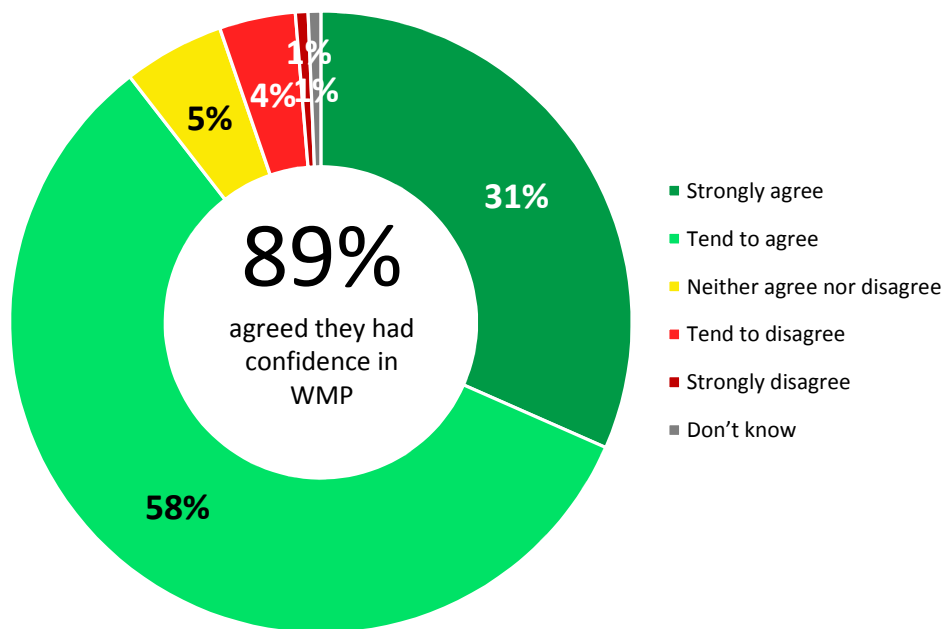
**Most** likely to feel there is more crime in their area compared to a year ago (22%)

**Least** likely to feel WMP are doing an excellent or good job in their area (59%)

**Least** confident (alongside Shropshire) in WMP (81%)

# LPA Key Findings – South Worcestershire

Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

**Most** satisfied with the levels of policing in their area (55%)

**Most** likely to feel policing levels have decreased in their area (22%)

**Most** confident they could access police services in an emergency (89%) and a non-emergency (74%)

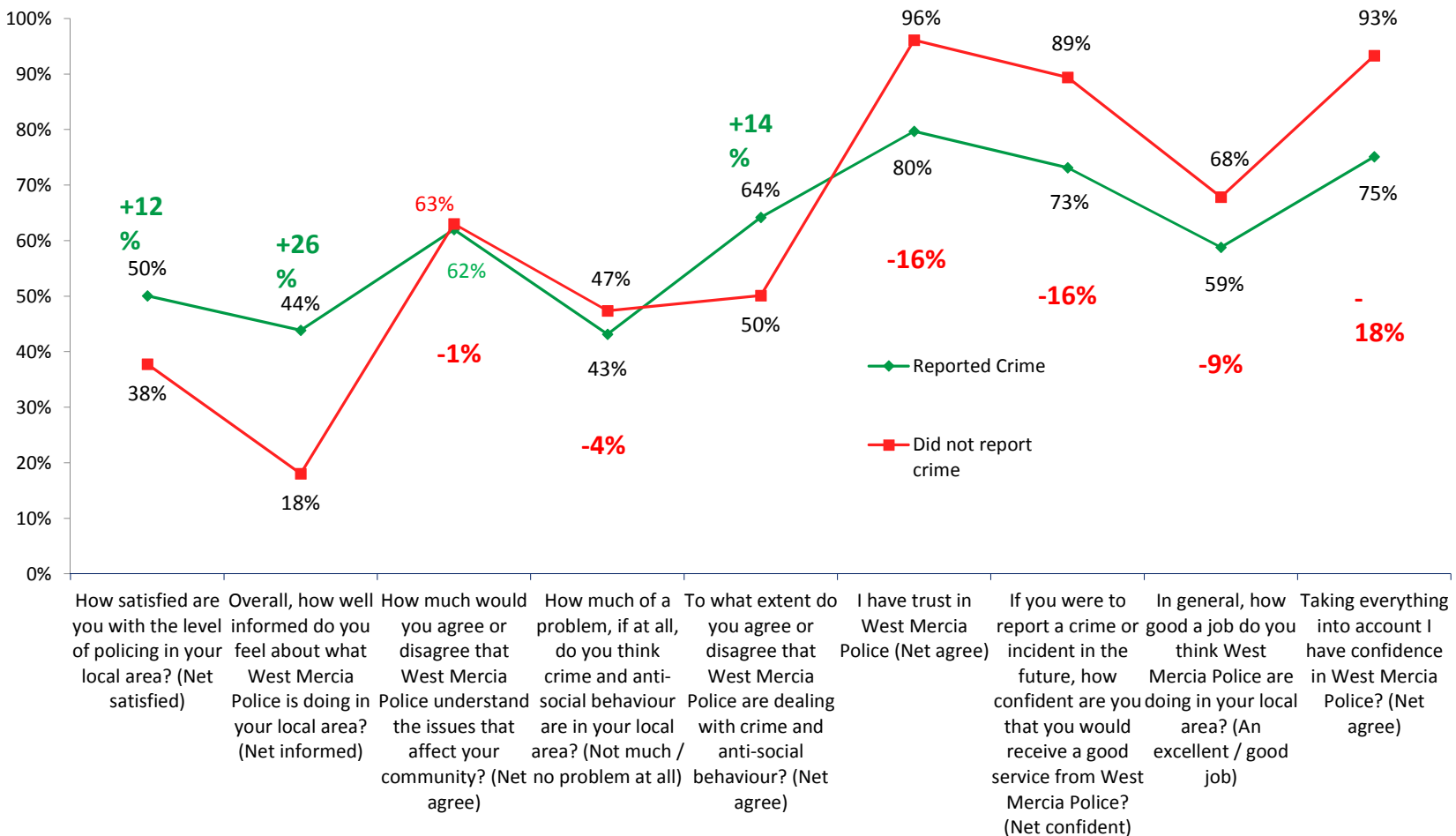
**Most** likely (alongside Telford & Wrekin and Shropshire) to feel informed about what WMP is doing in their area (40%)

**Most** confident WMP use their stop and search powers fairly and respectfully (69%)

**Most** likely to have experienced an event that negatively affected confidence in the police (16%)

**Most** aware of the PCC (13%)

# Victim of Crime Comparisons



## Key Insights

Those who had contact with the police when reporting a crime more likely to be satisfied with policing levels, be informed on what WMP is doing and feel WMP are dealing with crime and ASB

Those who did not report the crime over a tenth more likely to have trust in the police, be confident in receiving a good service and have confidence in WMP