

July 2016

Public views of policing in England and Wales

Research report for Her Majesty's Inspectorate of Constabulary (HMIC)

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1 Summary

Ipsos MORI was commissioned by Her Majesty's Inspectorate of Constabulary (HMIC) to undertake a large scale survey of the public, covering views and experiences of local policing. The findings from the survey have informed HMIC's PEEL 2015/16 Assessments. PEEL is an annual assessment of each of the 43 police forces in England and Wales that considers the Effectiveness, Efficiency and Legitimacy of policy, practice and performance. The survey was conducted with a sample of 26,057 people aged 16+ across England and Wales, between 15th July and 6th August 2015. All interviews were conducted online through Ipsos MORI's online panel. Final numbers of responses per force area ranged from 353 to 1,278.

Safety and security in the local area

- Around three quarters of all respondents are satisfied with their area, feel safe after dark and do not feel crime/anti-social behaviour (ASB) is a big problem where they live.
- Those living in more deprived neighbourhoods are significantly more likely to feel unsafe and feel crime/anti-social behaviour is a big problem locally. Demographic groups more likely to live in these areas (e.g. BAME respondents, younger people) are also disproportionately more likely to feel unsafe and cite crime/ASB as a big problem.
- Police communications and reassurance strategies can play a key role; those who feel more informed about their local police and are confident they can get hold of police when needed feel safer.

Image and reputation of local policing

- Three times more people are satisfied than dissatisfied with local policing (52% vs 17%), though ratings of policing trail most other local public services.
- The large majority do not feel levels of service provided by local police have changed over the past year (65%), though amongst the minority who do cite a change the balance of opinion is negative (18% feel it has got worse vs 6% who say better).
- People are twice as likely to speak positively about their local police as to express negative views (32% vs 16%), though significantly the majority have no opinion or have mixed views.
- The extent to which someone interacts with local police officers/PCSOs is a powerful predictor of how they speak about the police; the more frequent the contact the more positive people are.
- Respondents draw heavily on personal experience when commenting on the police; just over half agree they treat people fairly and with respect (54%), a view most positively expressed by those who have had contact as a victim or witness (62%).
- Responses highlight how individuals can hold varying views of policing - (both positive and negative) across different measures. However, at an overall level, disadvantage tends to correlate with dissatisfaction.

Attitudes towards different aspects of local policing

- Most people do not hold strong views (either way) around the value for money that their local police provide, which will likely reflect lack of familiarity, mixed views of service and/or lack of tangibility of the concept of 'value for money'.
- Half do not know enough to say whether their local force's budget increased or decreased over the past year, illustrating how many will be unaware of relevant context and challenges when setting their expectations and rating the performance of local policing.
- Those who say they have been consulted about local crime and ASB issues are significantly more likely to feel the police understand relevant local issues and are dealing with them, again illustrating positives around effective engagement.

- Police visibility is explicitly stated as being important to people and this research also demonstrates how negative perceptions of change in levels of police presence can drive wider negative opinions of policing.
- Overall, more people are dissatisfied than satisfied with levels of uniformed policing in their areas, and are over four times more likely to say they have seen a decline than an increase over the past year.
- Satisfaction with local police presence correlates with greater confidence in being able to access the police, which is critical in driving positive feelings more broadly towards local policing. Those who feel better informed about local policing are far more likely to feel confident, again underlining the importance of tailored local communications.

Engagement with local policing

- There are varying levels of interest in local policing, though the majority have some interest (76% very/fairly interested).
- Four in ten overall (40%) have done something in the past year to find out about local policing – from more passive measures (7% have accessed information via a police newsletter) through to more proactive steps (3% have attended a local meeting).
- Over twice as many people do not feel well informed about local policing than do feel informed (64% vs 31%). The balance remains overwhelmingly negative amongst those who are interested in knowing about local policing (61% vs 36%).
- Given the relationship between increased levels of perceived information provision and more positive views towards local policing across the survey, it is key for forces to continue to engage with local people to understand their information requirements and how best to meet them. Findings in the research identify a significant information gap currently.

Contact with the police

- Three in ten (31%) respondents say they have had contact with their local force in the past year, including 17% overall as a victim or witness and 3% who say they have been arrested and/or stopped and searched.
- Likelihood of contact with the police is notably higher amongst particular groups – those living in more deprived areas, people from BAME backgrounds, younger respondents – though still the majority within these groups have not had any contact within the past year.
- The majority (62%) are satisfied overall with the services received from police during their contact(s), and this is consistent across different types of contact.
- The setting and management of expectations are important; those more satisfied are more likely to have been told what to expect and to feel that this was then what happened.

Awareness and attitudes towards Serious and Organised Crime

- There are very similar patterns of response regarding drug trafficking and people trafficking and exploitation; the large majority are aware of but know little about the issues, most are unaware of any local police efforts and typically do not cite any change in the level of threat over the past year.
- Very small proportions (less than 0.5% in both cases) note that they have been a victim or witness to either of these crime types; amongst these victims just over half reported the incident(s) to the police.
- These are similar levels of awareness/knowledge of cyber-crime and local police efforts to tackle it. Higher numbers do perceive this type of serious and organised crime to have become more of a threat (29%) but they are still the minority.
- Cyber-crime is more likely to have been experienced than the other two serious and organised crimes covered, but comparatively less likely to be reported to the police.

2 Background and Methodology

Background

Ipsos MORI was commissioned by Her Majesty's Inspectorate of Constabulary (HMIC) to undertake a large scale survey of the public, covering views and experiences of local policing. The findings from the survey have informed HMIC's PEEL 2015/16 Assessments. PEEL is an annual assessment of each of the 43 police forces in England and Wales that considers the Effectiveness, Efficiency and Legitimacy of policy, practice and performance.

The survey of 26,057 members of the public was conducted online through Ipsos MORI's online panel between 15th July and 6th August 2015. The large sample size has enabled HMIC to use force level data.

The PEEL assessment has been published in stages between October 2015 and February 2016 as follows:

- October 2015 - assessment of Efficiency
- February 2016 - assessment of Effectiveness
- February 2016 - assessment of Legitimacy
- February 2016 - PEEL assessment

Relevant survey findings are available alongside the published assessments.

This report covers findings from across the survey and presents the overall findings as well as focussing on how views and experiences vary by socio-demographic background, local geography and other factors of interest to decision makers within policing.

Data collection details

The survey was conducted with a sample of 26,057 people aged 16+ across England and Wales, between 15th July and 6th August 2015. All interviews were conducted online through Ipsos MORI's online panel. An additional 401 interviews were conducted with residents in Northern Ireland but these responses are not included in this report.

The Ipsos online panel consists of a pre-recruited group of individuals or multiple individuals within households who have agreed to take part in online market and social research surveys. The panel is continually refreshed using a variety of sources and methods.

Sample design and weighting

Respondents to this survey were recruited using an email invitation including a link to the online questionnaire. The survey invites were managed to achieve robust numbers of interviews in each force area. Final numbers of responses per force area ranged from 353 to 1,278. The number of interviews in forces with larger populations was capped at 1,000 with the exception of the Met, where 1,278 interviews were achieved. The number of responses by police force area is included in Appendix A.

Findings throughout this report are based on all participants completing the relevant survey question. Results are weighted within force area to the local age, gender and work status profile of the area. At the overall survey level, an additional weight has been applied to the total to reflect the population breakdown by force area.¹

¹ The profile of respondents within each police force area has been weighted to the known population profile as defined using ONS Census Mid-Year Estimates.

Indicative confidence intervals

Because a sample, rather than the entire population, was interviewed for this survey, the percentage results are subject to sampling tolerances which vary with the size of the sample and the percentage figure concerned. For example, for a question where 50% of the people in a sample of c.26,000 give a particular answer, the chances are 99 in 100 that this result would not vary more than 0.8 percentage points, plus or minus, from the result that would be obtained from a census of the entire population (done with the same method). An indication of approximate sampling tolerances on a perfect random sample is shown below.

Approximate sampling tolerances applicable to percentages at or near these levels (at the 99% confidence level)			
Size of sample on which survey result is based	10% or 90% ±	30% or 70% ±	50% ±
26,057 (The number interviewed in survey)	0.5	0.7	0.8

It should be noted that the tolerances shown here apply only to perfect random samples. The survey samples here cannot be claimed to be purely random and so the statistical significance testing - although set at a high confidence level - provides **indicative analysis** rather than conclusive evidence of genuine differences.

Incentives

For all studies using the Ipsos online panel, panellists are rewarded with points for every survey they complete. The points allocated depend on the questionnaire length and what the research requires of them. Accumulated points can be redeemed on the dedicated panellists' website for a variety of vouchers.

Interpretation of the data

- Results are based on all respondents unless otherwise specified.
- An asterisk (*) indicates a figure smaller than 0.5% but greater than 0.

Where percentages do not sum to 100, this is due to computer rounding or multiple responses.

Acknowledgements

Ipsos MORI would like to thank Vicki Harrington, Peter Langmead-Jones and colleagues at HMIC for their help and support on this study. We are grateful to all 26,057 members of the public across England and Wales who took part in the survey.

Report structure

The report is structured around key themes covered within the survey. Below is an outline of the chapters which follow.

Chapter 3. Safety and security in the local area

People's perceptions of safety and security in their local area, building a picture of how safe people feel, how much of a problem crime is perceived to be locally, and perceptions of change over the past 12 months.

Chapter 4. Image and reputation of local policing

Perceptions of local police and the reputation of policing in the local area. It acknowledges the context in which police are working and how they compare to other services, before covering satisfaction, advocacy, and emotional

	<i>responses to local policing.</i>
Chapter 5. Attitudes towards different aspects of local policing	<i>Attitudes towards key aspects of local policing that have been shown to impact on overall views of the police; perceived effectiveness, local visibility, accessibility and value for money.</i>
Chapter 6. Engagement with local policing	<i>Interest and interaction with their local police, including the extent to which people are interested in the police and talk about them, and whether or not they seek out engagement opportunities and interaction with local neighbourhood teams.</i>
Chapter 7. Contact with the police	<i>Contacts with the police in the past 12 months, looking in detail at levels of contact, expectations and ratings of experiences.</i>
Chapter 8. Awareness, attitudes and experiences of Serious and Organised Crime	<i>The survey included questions around three broad types of serious and organised crime; cyber-crime, people trafficking and exploitation, and drug trafficking. This section provides an overview of public awareness, experiences and perceived safety regarding each of these types of crime.</i>

Presentation of data and sub-groups

Throughout the report reference is made to sub-groups where findings are “significantly” different to the overall total (see above note on confidence intervals). Throughout, the following variables have been used to determine the sub-groups. Most of these have been obtained from survey responses, with the local area characteristics (IMD and rurality) derived from respondents' postcodes and matched to ONS data sets.

Demographics	Local area characteristics	Survey questions	
Age	Index of multiple deprivation – a relative measure of affluence/ deprivation of a respondent's local area (divided into quintiles against the profile of England and Wales – so can look at views of those living in the most deprived 20% of areas nationally against those of people living in the most affluent 20% nationally)	Level of interest in policing	
Gender		Satisfaction with and advocacy towards local policing	
Ethnicity		Contact and interaction with policing	
Household income		Confidence in accessing local policing	
Tenure		Perceptions of change in levels of policing	
Children in household (yes/no)		Rurality (urban / suburban / rural)	Perceptions of local uniformed presence
Work status			
Qualifications			
Disability			
Sexual orientation			

3 Safety and security in the local area

This section covers people's perceptions of safety and security in their local area, building a picture of how safe people feel, how much of a problem crime is in the area they live, and perceptions of change over the past 12 months.

Key findings: Safety and security in the local area

- Around three quarters of all respondents are satisfied with their area, feel safe after dark and do not feel crime/anti-social behaviour (ASB) is a big problem where they live.
- Those living in more deprived neighbourhoods are significantly more likely to feel unsafe and feel crime/anti-social behaviour is a big problem locally. Demographic groups more likely to live in these areas (e.g. BAME respondents, younger people) are also disproportionately more likely to feel unsafe and cite crime/ASB as a big problem.
- Police communications and reassurance strategies can play a key role; those who feel more informed about their local police and are confident they can get hold of police when needed feel safer.

3.1 Perceptions of the local area

Nationally, over three quarters (77%) are satisfied with their local area as a place to live (defined as the area within about 15 minutes walking distance of their home). One in ten (10%) are dissatisfied.

Those living in the most affluent areas are more likely to be satisfied with their local area, whilst those living in the most deprived are more likely to be dissatisfied. There are also variations by age with older people more likely to be satisfied with their local area than are younger respondents (younger respondents are more likely to live in the most deprived areas of England and Wales).

3.2 Local perceptions of safety

Nationally, three quarters (74%) feel safe walking alone after dark in their local area, though a quarter (26%) feel either 'a bit unsafe' or 'very unsafe'.

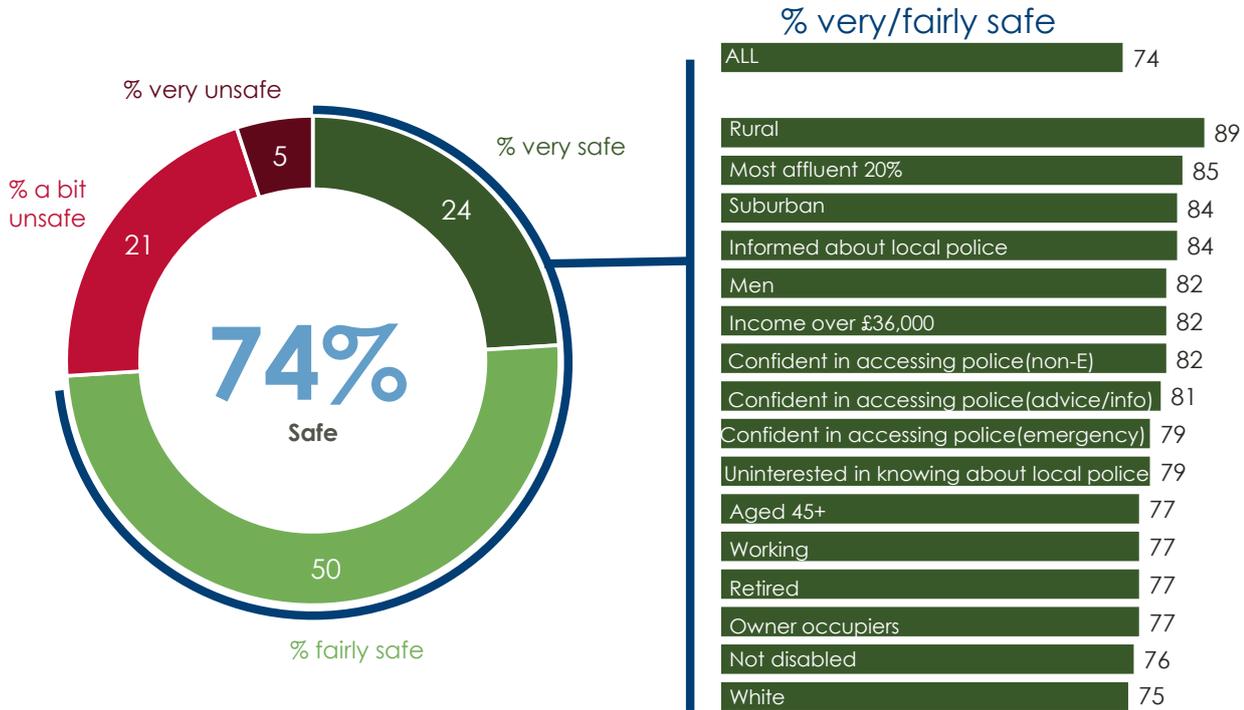
Those living in more affluent areas feel most safe, which will, in part, be reflected in the differences by rurality with people living in rural and suburban areas generally feeling more safe than urban dwellers.

These differences correspond with variations at an individual level; those earning over £36,000, people who own their own home and those who are employed are all more likely to feel safe. Men are more likely to feel safe than women.

The research highlights the critical role of police communications and local reassurance strategies as those who feel informed about their local police and are confident that they can access police if required feel significantly safer.

Figure 3.1 – Safety: those who feel safe

Q4. How safe do you feel walking alone in your area after dark? Note: if you never go out alone at night, how safe would you feel?



Ipsos MORI

Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

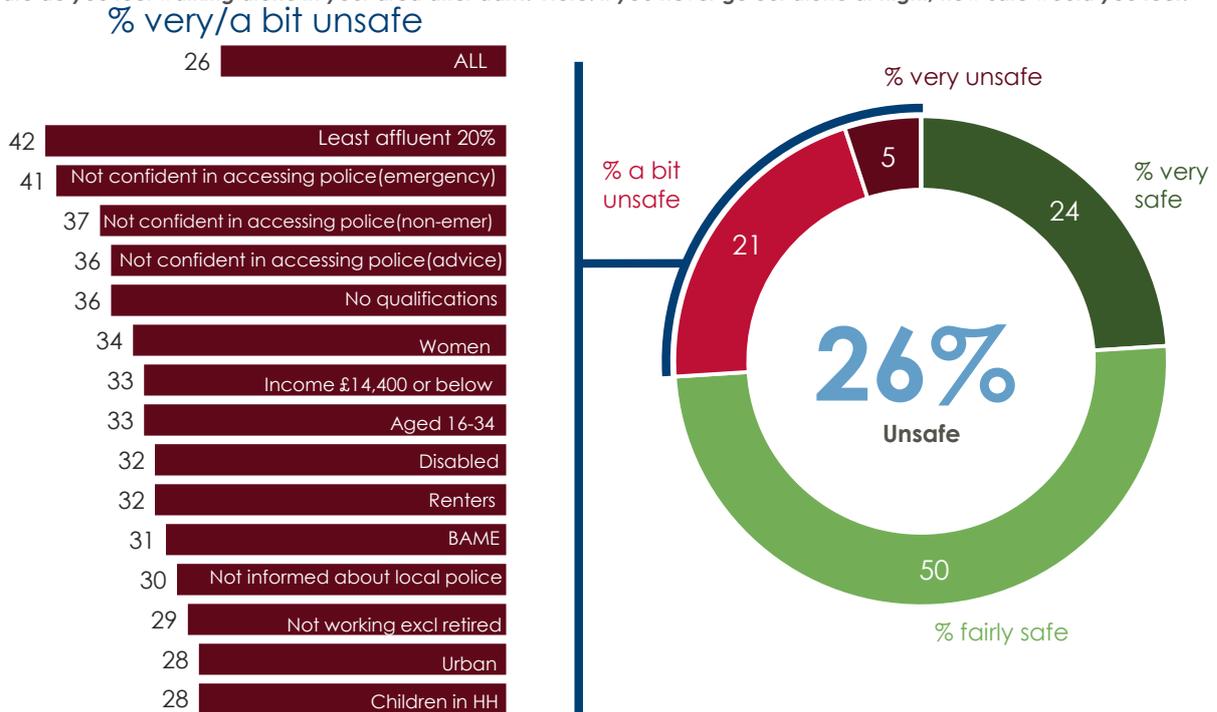
Those living in more deprived neighbourhoods feel significantly less safe; 42% of those living in the most deprived areas feel unsafe compared to the national average of 26%, and only 15% of those living in the most affluent areas.

Age has an impact on feelings of safety; 33% of 16-24 year olds feel unsafe, compared to 21% of 65+ year olds. People of a black or minority background (BAME) are more likely to feel unsafe (31% compared to 26% overall), though this will reflect the areas in which people are likely to live, and other demographic factors; BAME respondents are more likely than white respondents to live in the 20% most deprived areas (26% vs 15%), and also are more likely to be younger.

Perceived accessibility of local police services play a role in shaping perceptions of safety; those who do not feel confident that they could access police if required (particularly in an emergency) typically feel less safe. Perhaps tellingly, those living in more deprived areas are less likely to feel confident that they could access local police if required (covered later in section 5).

Figure 3.2 – Safety: those who feel unsafe

Q4. How safe do you feel walking alone in your area after dark? Note: if you never go out alone at night, how safe would you feel?



Ipsos MORI

Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

3.3 Local perceptions of crime and anti-social behaviour

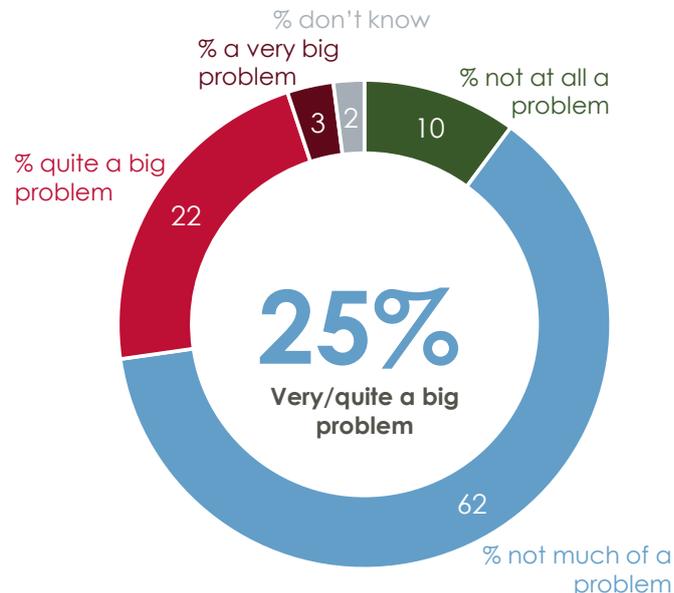
Nationally, the majority feel that crime and anti-social behaviour is not much of a problem (62%), whilst a further one in ten do not consider it a problem at all (10%). A quarter of respondents believe that crime and anti-social behaviour is a big problem in their local area (25%).

The latest publically available figures from the Crime Survey for England and Wales (CSEW) - a survey which uses a face-to-face random probability sampling approach - show a very similar pattern; 4% felt that crime in their local area was a very big problem, 24% quite a big problem. The same proportions felt it is not much of a problem (62%) or did not consider it a problem at all (10%).²

² Office for National Statistics. (2015). Crime Survey for England and Wales, 2013-2014. [Data collection]. 2nd Edition. UK Data Service. SN: 7619, <http://dx.doi.org/10.5255/UKDA-SN-7619-2>.

Figure 3.3 – Crime and anti-social behaviour as a problem in local areas

Q5. How much of a problem, if at all, do you think crime and anti-social behaviour are in your local area?



Ipsos MORI

Social Research Institute

Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Those more likely to feel it is a big problem where they live include the following groups. When interpreting these sub-group differences it is important to note that there will be significant overlap across some of these groups. For example across the groups below, BAME respondents are disproportionately more likely to live in the most deprived areas, (which are also more likely to be urban), to be younger and to earn under £14,400:

- People who live in the 20% most deprived areas of England and Wales (49%)
- Dissatisfied with their local policing (48%)
- BAME (38%)
- Earn under £14,400 (34%)
- Younger people (16-24 year olds 33% and 25-34 year olds 32%)
- Have children in household (31%)
- Urban (28%)

The strong correlation between levels of local deprivation and perceptions of crime being a problem is consistent with previous Ipsos MORI/HMIC research³ and again highlights the **importance of focussing** appropriate **attention** and strategies on the **most deprived neighbourhoods**.

With regards to **perceived change in levels of crime and anti-social behaviour**, the majority (71%) have not noticed any variation in the past year. Of the minority who do note a change twice as many feel it is now more of a problem than feel it has improved (15% vs 7% respectively).

Those who feel that crime and anti-social behaviour is a problem in their local area are more likely to feel that it is now more of a problem than overall (39% vs 15%). Around half 48% of those who feel that crime and anti-social behaviour is a problem in their local area have not noticed any variation in the past year.

³ HMIC - Her Majesty's Inspectorate of Constabulary, A Step In The Right Direction. 2012. Web. 15 Feb. 2016. The Policing Of Anti-Social Behaviour.

Table 3.1 – Crime and anti-social behaviour over the past 12 months vs satisfaction with the service provided by local police

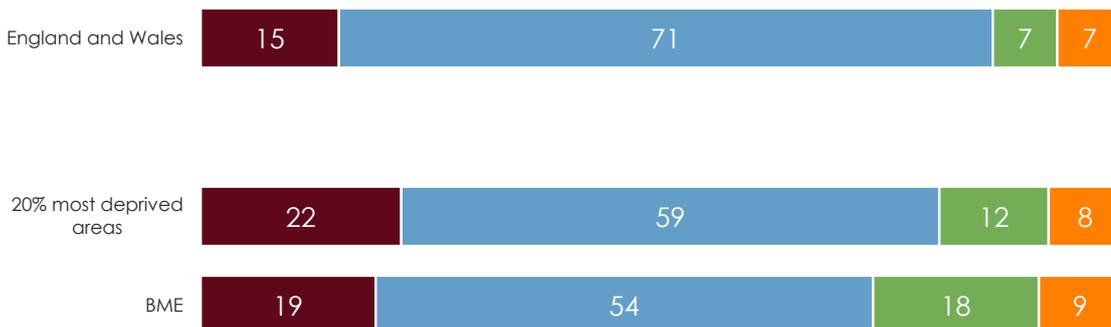
Overall satisfaction with local police	Views of change in local policing				Lived in area less than a year
	Got better	Stayed about the same	Got worse	Don't know	
Base	1260	4868	17097	2261	571
Satisfied	91%	61%	21%	27%	45%
Dissatisfied	2%	10%	55%	6%	21%

Figure 3.4 shows how some views vary. It is notable that in both cases – those living in the most deprived neighbourhoods and those from BAME backgrounds – respondents are disproportionately more likely to both cite improvements and deteriorations. These groups are more likely to have contact and engagement with the police, which will likely explain this variation (at least in part) - this is explored more fully in Chapter 7.

Figure 3.4 – Change in crime and anti-social behaviour in local areas in the past 12 months

Q6. Compared with 12 months ago, do you think crime and anti social behaviour have become more of a problem in your area, less of a problem or has it not changed?

■ % now more of a problem ■ % not changed ■ % now less of a problem ■ % lived in area less than a year/don't know



Ipsos MORI

Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

4 Image and reputation of local policing

This section covers people's perceptions of their local police and the reputation of policing in the local area. It acknowledges the context in which police are working and how they compare to other services, before covering satisfaction, advocacy, and emotional responses to local policing.

Key findings: Image and reputation of local policing

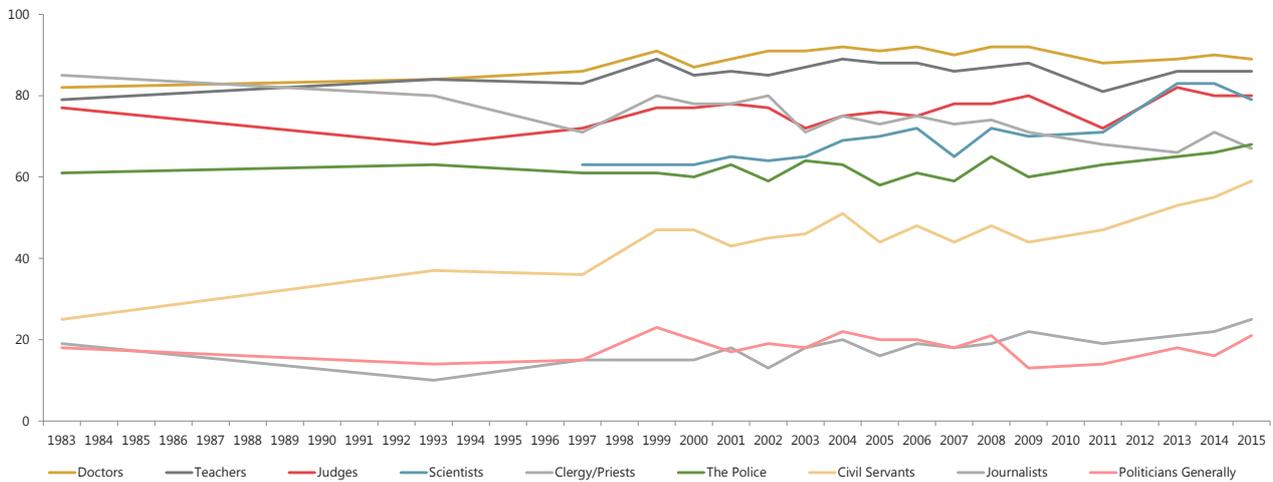
- Three times more people are satisfied than dissatisfied with local policing (52% vs 17%), though ratings of policing trail most other local public services.
- The large majority do not feel levels of service provided by local police have changed over the past year (65%), though amongst the minority who do cite a change the balance of opinion is negative (18% feel it has got worse vs 6% who say better).
- People are twice as likely to speak positively about their local police as to express negative views (32% vs 16%), though significantly the majority have no opinion or have mixed views.
- The extent to which someone interacts with local police officers/PCSOs is a powerful predictor of how they speak about the police; the more frequent the contact the more positive people are.
- Respondents draw heavily on personal experience when commenting on the police; just over half agree they treat people fairly and with respect (54%), a view most positively expressed by those who have had contact as a victim or witness (62%).
- Responses highlight how individuals can hold varying views of policing - (both positive and negative) across different measures. However, at an overall level, disadvantage tends to correlate with dissatisfaction.

4.1 Policing in context

It is important that public views of policing are analysed and interpreted within the appropriate wider context. The policing landscape is fast-changing, and like all public services the police are contending with the balance they must strike between fiscal responsibilities and the expectations of the public.

The longer term trends in Ipsos MORI's veracity index shows that levels of trust in police officers has remained broadly stable for decades, averaging around 60% (see figure 4.1).

Figure 4.1 – Ipsos MORI Veracity index 1983-2015: Trust in policing

Q. "... would you tell me if you generally trust them to tell the truth, or not?"

Ipsos MORI
Social Research Institute Base: c. 1,000 British adults aged 15+ per year

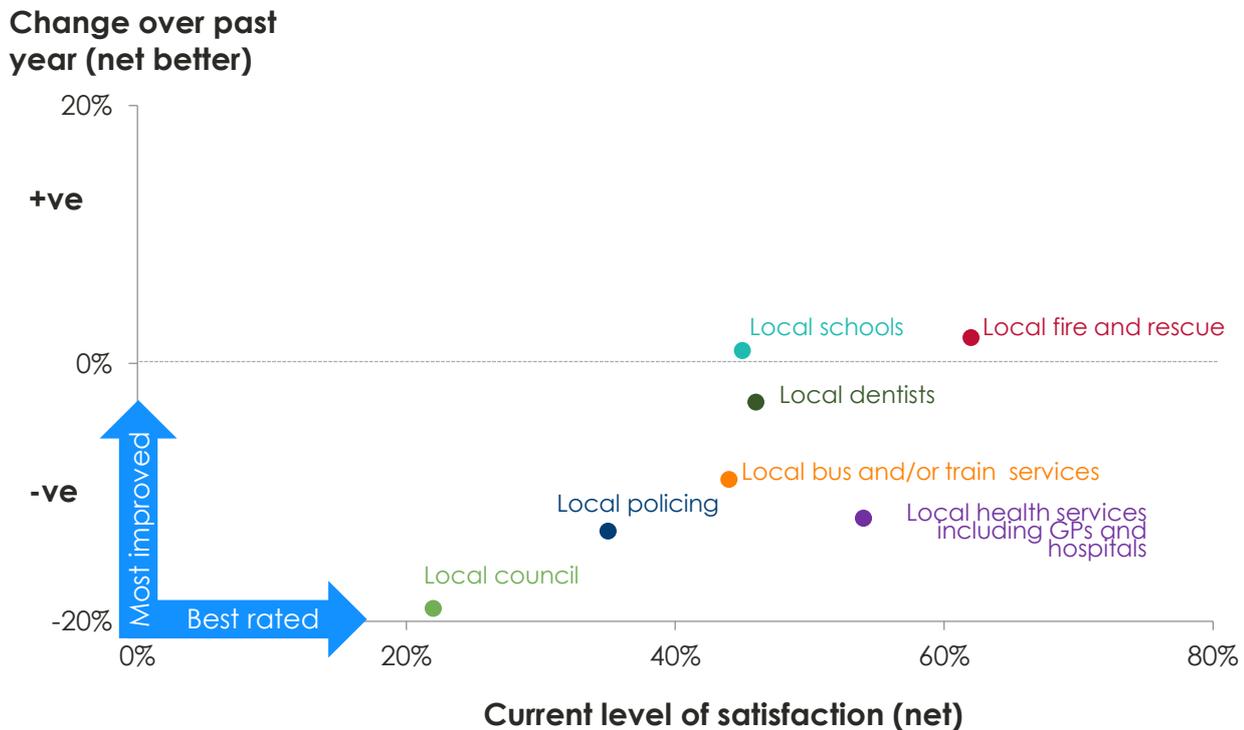
We know, therefore, that public views around policing tend not to shift markedly, but it is important to understand the underlying drivers of these views and how attitudes vary across different groups. This survey aims to identify how public perceptions of policing fit with wider attitudes towards public services and where positive, negative (and neutral) views of policing are more pronounced in terms of both demographic and geographic factors.

Figure 4.2 shows levels of satisfaction with policing and other local public services against direction of travel – i.e. whether people feel those same services are getting better or worse. The further to the right of the chart then the better rated the service and the further to the top, the more likely the service is felt to be improving.

Just over half (52%) are satisfied with local policing, three times as many who are dissatisfied (17%), resulting in a net satisfaction rating of +35. This is higher than ratings of the local council but lower than all other services covered in the survey.

Like most other services (the exceptions being local schools and fire and rescue) the direction of travel is negative, more people think local policing services have got worse (18%) rather than better (6%) over the past year. However, it is important to note that the majority perceive no change and feel local policing has stayed the same (65%).

Figure 4.2 – Satisfaction and change over the past 12 months by local public services



Ipsos MORI
Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

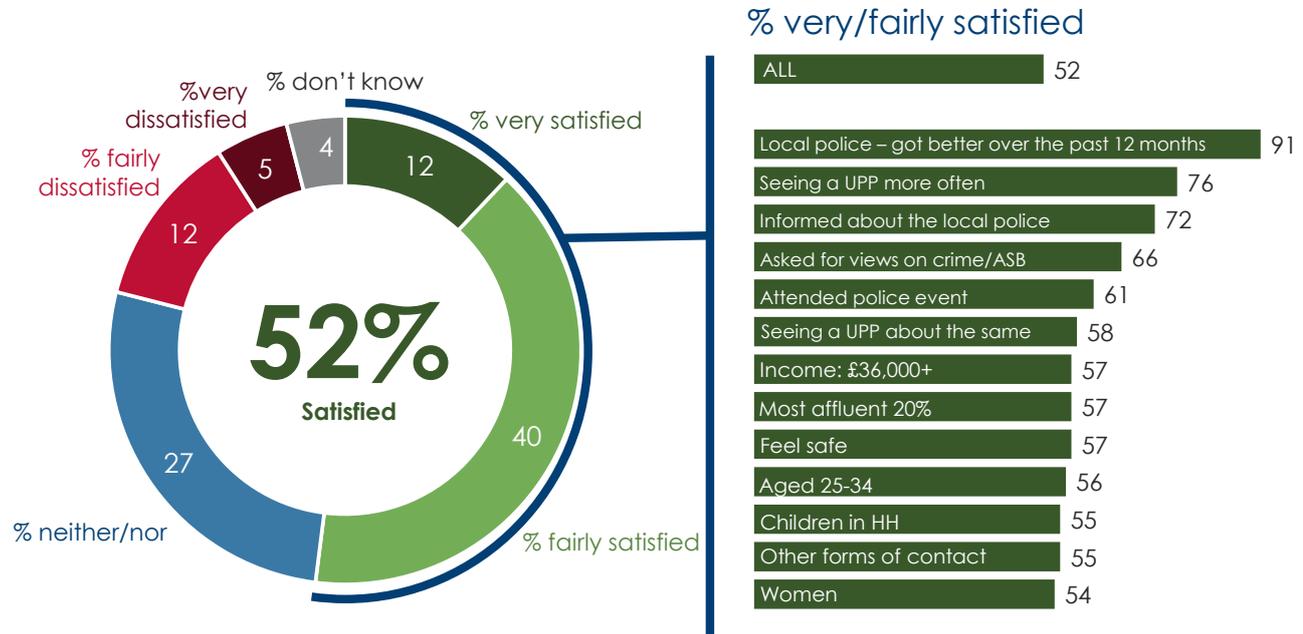
4.2 Satisfaction with local police

Those who cite an increase in the uniformed police presence over the past 12 months and those who feel informed about their local police are more likely overall to express satisfaction with local policing (76% and 72% respectively, compared to 52% average). Similarly, satisfaction is higher amongst people who have been asked for their views on crime issues or who have attended police events, factors which correlate with feeling better informed about the police and positive perceptions around uniformed police presence.

Those living in the most affluent neighbourhoods, women, people with children in their household, and those with incomes of at least £36,000 are more likely than average to express satisfaction with policing. However, it should be noted that these differences are not policing specific; the same groups are also more likely to be positive towards most of the local public services covered in the survey.

Figure 4.3 – Satisfaction with local policing: those satisfied

Q2a. How satisfied or dissatisfied are you with the following in your local area? Local policing



Ipsos MORI

Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Over a quarter are 'neither satisfied nor dissatisfied' with their local policing. Those with neutral views are often overlooked in analysis but given the size of this group and potential antipathy towards police services, it is important to try to understand them in more detail.

Those who could be considered least engaged with their local policing were slightly more likely to say they are neither satisfied nor dissatisfied with the service (see groups below). However, these groups are only marginally more likely to fall into the neutral categories and so this does not provide a full picture.

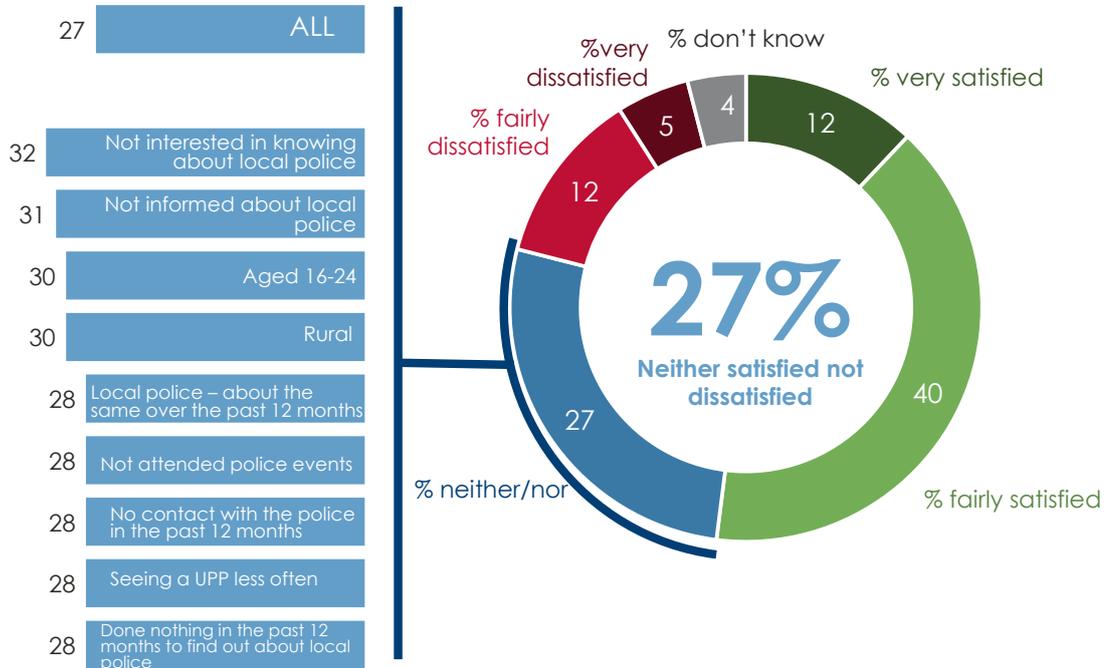
- Not informed about what their local police are doing
- Not interested about what their local police are doing
- Have had no contact with the police in the past 12 months
- Have done nothing to find out more about their local police in the past 12 months

Similarly, whilst there are slight differences by age and area, there appears to be no significant demographic or geographic drivers underpinning this neutrality towards the police. This highlights there are a range of reasons underpinning this neutrality; notable proportions of those who are engaged, have contact and who have strong views on other policing issues all express neutral views about local policing overall.

Figure 4.4 – Satisfaction with local policing: those neither satisfied nor dissatisfied

Q2a. How satisfied or dissatisfied are you with the following in your local area? Local policing

% neither satisfied nor dissatisfied



Ipsos MORI

Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

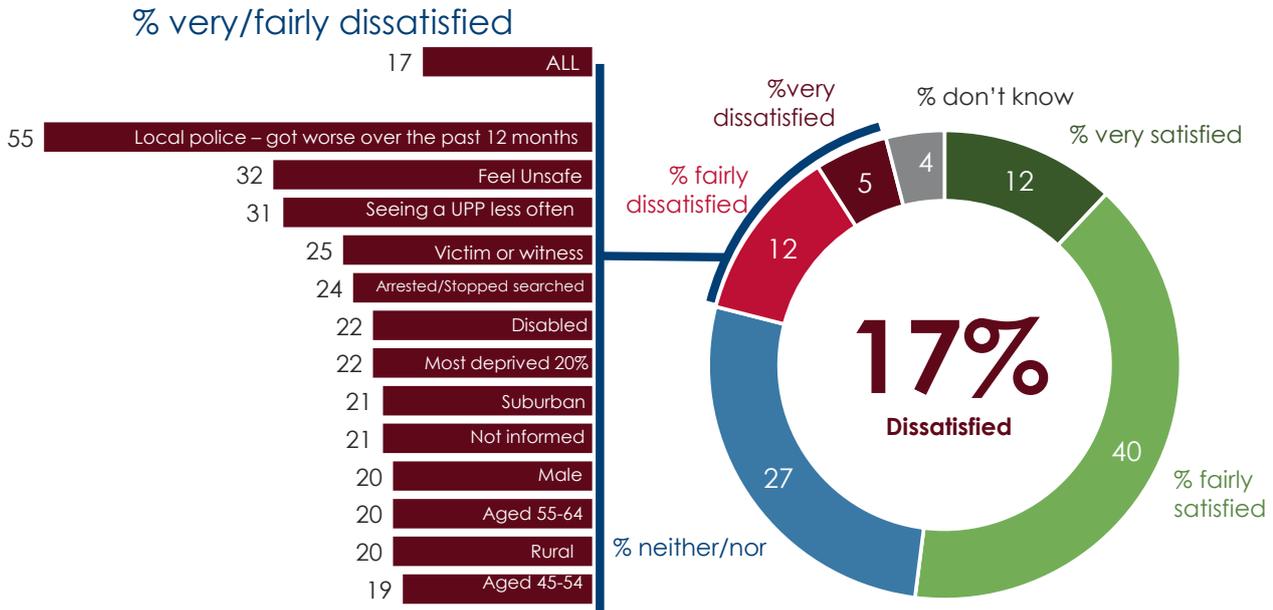
With regards to those with more negative views, people who feel they are seeing less of a uniformed police presence than 12 months previously, and those who feel unsafe after dark in the local area are more likely to report dissatisfaction with their local policing, highlighting, links between feelings of safety and the perceived role of local policing.

Those who have had contact with the police through being a victim or witness, or having been stopped and searched, are more likely to express dissatisfaction. In contrast, those who have had contact for other reasons were more likely than average to be satisfied overall. These variations are explored further in Chapter 7 but do highlight that contact per se cannot be generalised as a positive or negative driver of perceptions, the impact of wider perceptions depends on circumstances and factors within the contact itself.

As per other findings throughout this report, there is a correlation between negative views and relative disadvantage. Those living in the most deprived local neighbourhoods are disproportionately more likely to express dissatisfaction with their local police, as are victims and witnesses and those with a disability – groups who are more likely to be living in deprived areas.

Figure 4.5 – Satisfaction with local policing: those dissatisfied

Q2a. How satisfied or dissatisfied are you with the following in your local area? Local policing



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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

4.3 Perceived changes to local policing

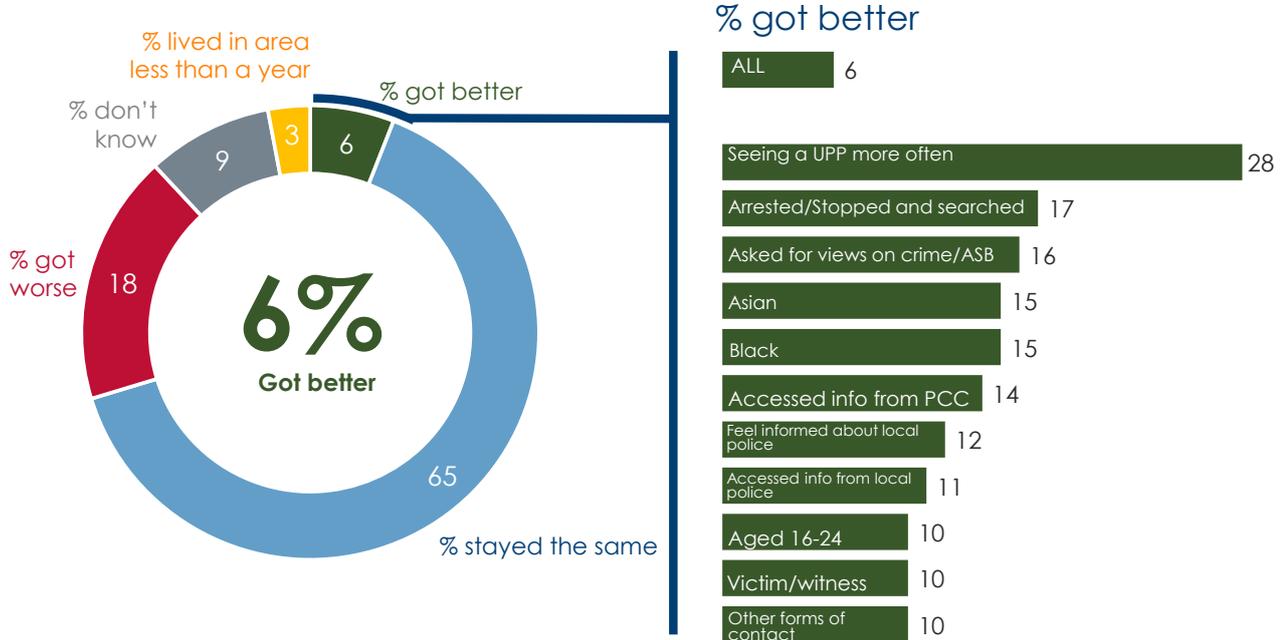
Those who feel they have seen an increase in the level of uniformed local police presence over the past year are far more likely to feel that their local policing service has improved over the same period (28% of this group, compared to 6% overall). However, the majority of this group still cite local policing overall as having 'stayed the same' (52%), suggesting again that overall perceptions and responses to local policing are multi layered and not simply driven by one aspect, however prominent that aspect.

The more engaged members of the public who have sought out information about policing tend to have stronger views about changes to service delivery; those who had sought out information from their local police, their local Police and Crime commissioner, other formal channels, and/or from speaking to family and friends are more likely than average to feel either that their local policing service had got better or had got worse over the past 12 months. Those who had not sought out information in the past 12 months were more likely to feel their local policing service had stayed the same or to not know.

Those respondents from Asian or Black backgrounds were more likely than average to cite that their local policing service had got better in the past year.

Figure 4.6 – Change in local policing: those who feel that local policing has got better

Q3a. Over the past 12 months do you think the service provided by each of the following in your local area has got better or worse or stayed about the same? Local policing

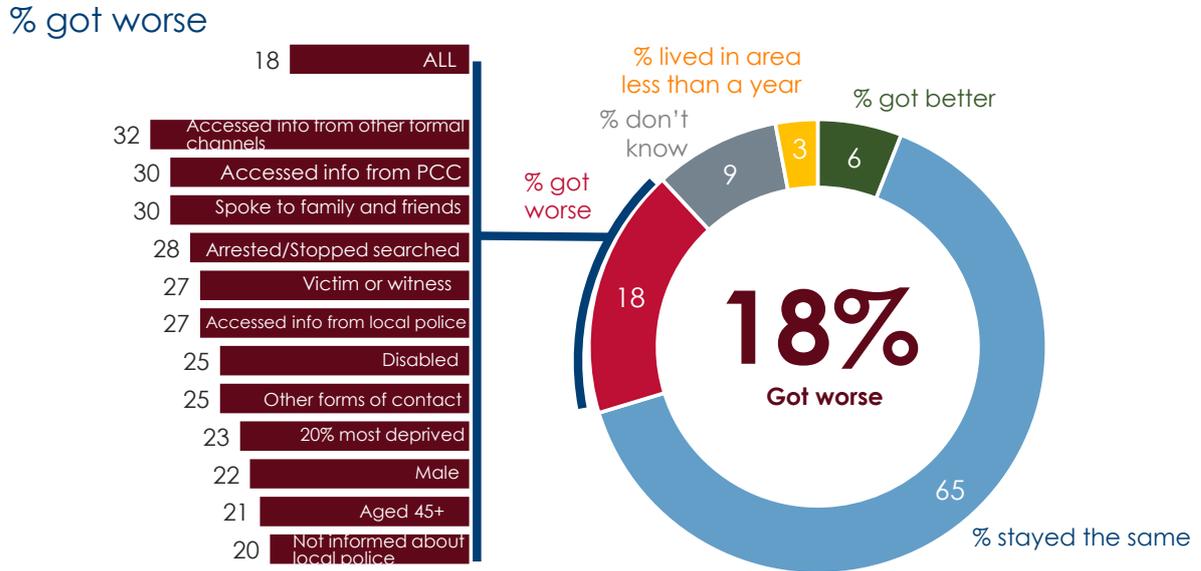


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Those who have had contact with the police in the past 12 months are more likely to express a view either way, with higher proportions than those who have not had contact noting their local policing had either got better or had got worse. They are less likely to say it had stayed the same or that they did not know. This illustrates the impact of personal experience on broader perceptions of local policing.

Figure 4.7 – Change in local policing: those who feel that local policing has got worse

Q3a. Over the past 12 months do you think the service provided by each of the following in your local area has got better or worse or stayed about the same? Local policing



Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

When people are asked how different aspects of local policing had changed in the past year, the majority again either cite no change or 'don't know' for each aspect. The balance of opinion amongst those expressing a view either way is negative on all factors, with more people citing things as having got worse than better.

Visibility of uniformed police presence and response times to non-emergencies are factors where the balance of opinion is most negative regarding change. In both cases, four times as many people say they have got worse than better.

There are correlations between overall satisfaction with local policing and ratings of specific aspects; those dissatisfied overall are more likely to feel aspects have got worse whilst those satisfied are more likely to have either perceived an improvement, or (more likely) to have not noticed any change.

Figure 4.8 – Perceptions of change within local policing and attributes of local policing over the past 12 months

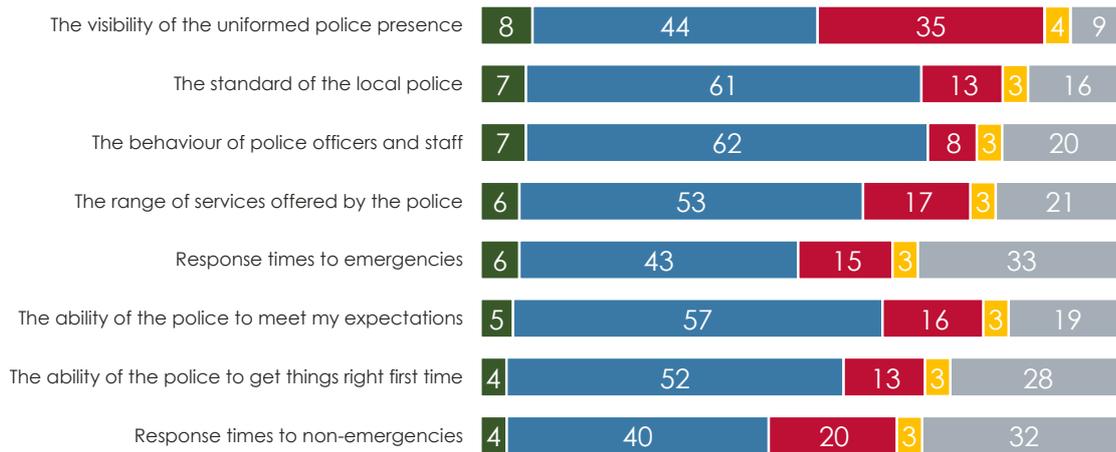
Q3a. Over the past 12 months do you think the service provided by each of the following in your local area has got better or worse or stayed about the same? Local policing

■ % got better ■ % stayed the same ■ % got worse ■ % lived in area less than a year ■ % don't know



Q11: Over the past 12 months do you think each of the following aspects of policing in your local area has improved, got worse or stayed about the same?

■ % improved ■ % stayed the same ■ % got worse ■ % lived in area less than a year ■ % don't know



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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Seven in ten people overall (69%) have not had contact with the police in the past 12 months and they are more likely than those who have had contact to respond “don't know” when asked about all aspects of local policing. This is particularly the case for factors such as response times to emergencies and non-emergencies – factors where personal experiences are likely to be more pertinent in forming views.

Table 4.1 – Perceptions of change within local policing attributes over the past 12 months by those who have had contact and no contact

		% improved	% stayed the same	% got worse	% don't know
The visibility of the uniformed police presence	Contact	14	40	39	4
	No contact	6	46	34	10
The standard of the local police	Contact	11	58	19	9
	No contact	4	62	11	20
The behaviour of police officers and staff	Contact	13	59	13	12
	No contact	5	63	5	24
The range of services offered by the police	Contact	11	50	23	13
	No contact	3	55	14	25
Response times to emergencies	Contact	10	41	21	25
	No contact	3	43	12	38
The ability of the police	Contact	10	54	23	10

to meet my expectations	No contact	3	59	12	23
The ability of the police to get things right first time	Contact	8	51	19	19
	No contact	3	52	10	33
Response times to non-emergencies	Contact	8	39	28	22
	No contact	2	40	16	38

4.4 Advocacy towards local policing

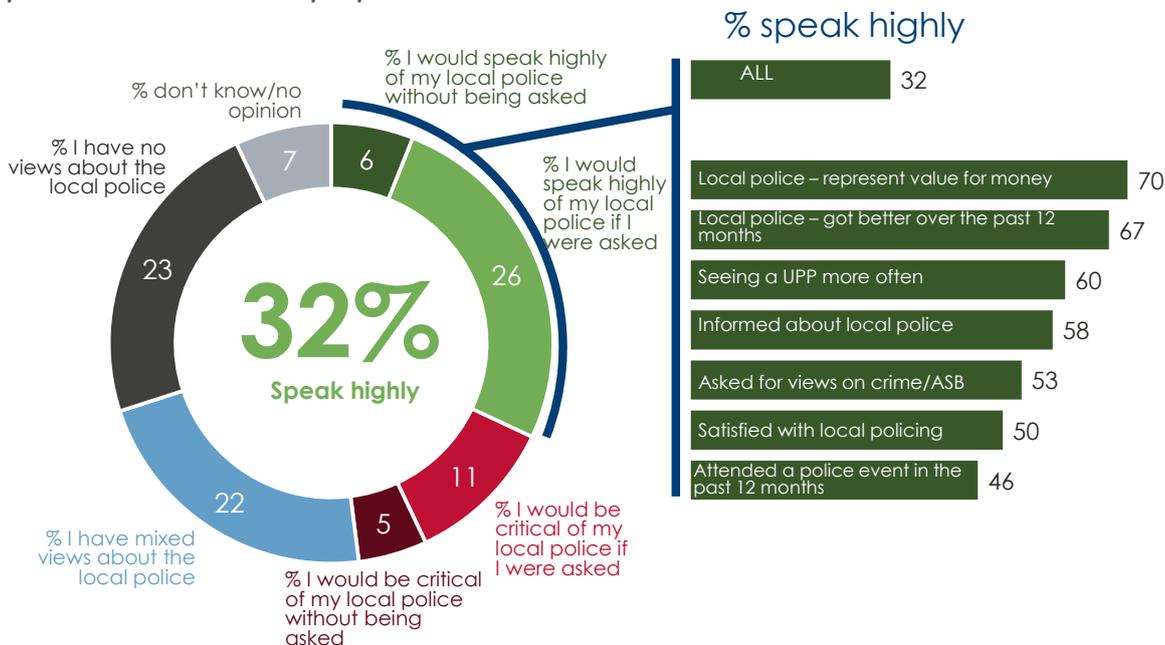
Overall, one in three people would speak highly of the police in their local area to others, twice as many as would be critical (16%). Notably, 30% have either no views or no opinion, whilst a further fifth (22%) had mixed views about their local police.

Those who feel the police provide good value for money, who feel the police have improved over the past year, and/or who perceive an increase in uniformed police presence are more likely to speak highly of their local police in general.

These perceptions will be driven in part by some higher levels of engagement with the local police; respondents who had attended events or been asked for their views on crime and ASB are also more likely to speak highly.

Figure 4.9 – Advocacy towards the police in local area – those who speak highly

Q7. Thinking now about the police in your local area, which of these phrases best describes the way you would speak about them to other people?



Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

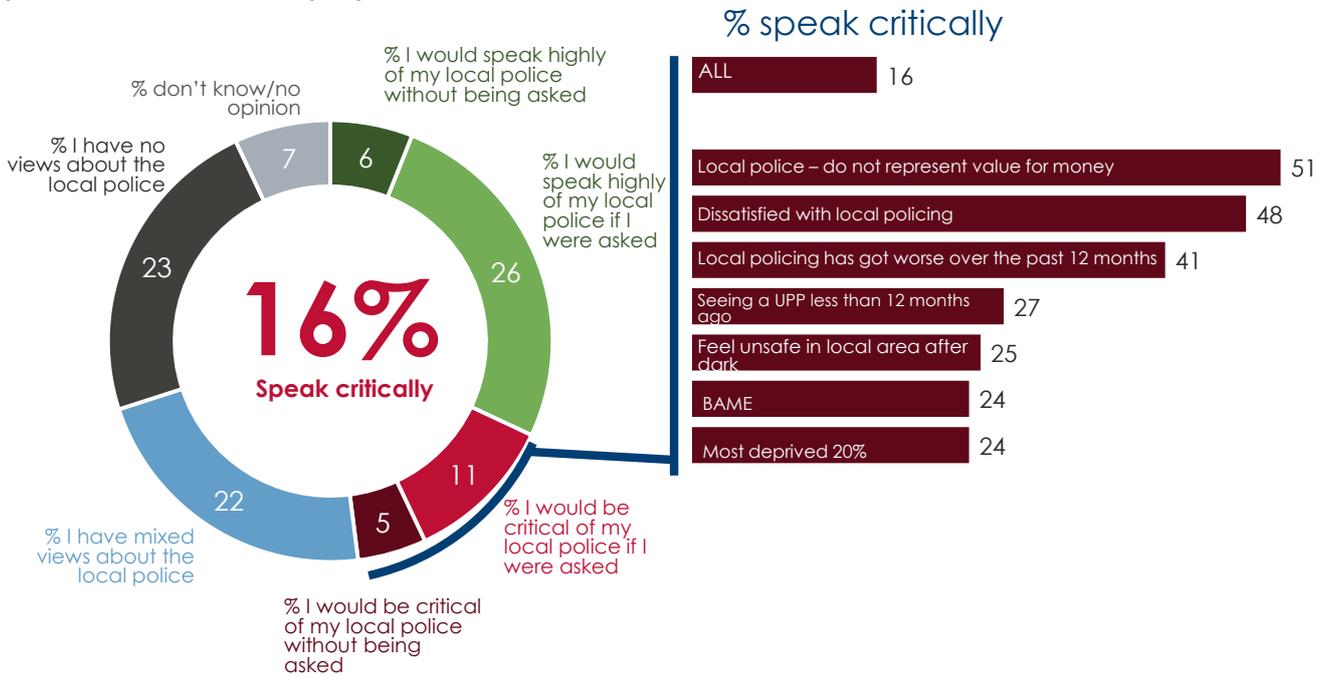


Those who feel unsafe, are dissatisfied with their local police, or who perceive a decline in police performance are more likely to speak critically of the police in their local area. Again those living in the most deprived local areas are disproportionately more likely to hold negative views.

Although those from BAME backgrounds were previously found to be more likely to say local policing has got better over the past 12 months; they are, however, still more likely to speak critically overall, again highlighting the multiple views that people can have about local policing across different measures.

Figure 4.10 – Advocacy towards the police in local area – those who speak critically

Q7. Thinking now about the police in your local area, which of these phrases best describes the way you would speak about them to other people?



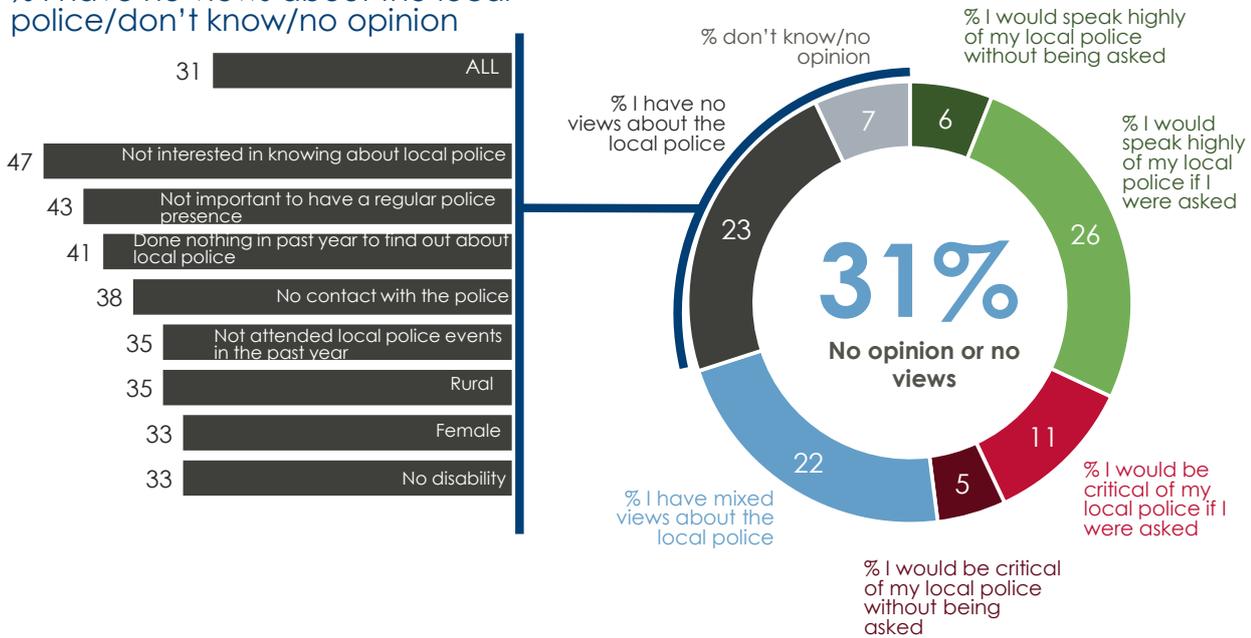
Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Not surprisingly, people who express no interest in their local police are more likely not to have a view about the police in their local area; this is true for those who have not had contact with the police nor attended events in the past 12 months (who themselves are more likely to express no interest in local policing).

Figure 4.11 – Advocacy towards the police in local area – those who have no views or no opinion

Q7. Thinking now about the police in your local area, which of these phrases best describes the way you would speak about them to other people?

% I have no views about the local police/don't know/no opinion



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Contact and the frequency of that contact correlates strongly with advocacy towards the police. Those who interact more frequently with local police officers and/or PCSOs are more likely to speak highly and have lower levels of apathy. Indeed, the variation is stark and significant; those who have weekly contact are three times more likely to speak highly of their local police than those who have had no interaction in the past year (78% vs 26%). The pattern of contact and advocacy is shown in Figure 4.12 and shows an increase in positivity at each level of contact.

Figure 4.12 – Advocacy towards the police in local area – frequency of interaction with the police

Q7. Thinking now about the police in your local area, which of these phrases best describes the way you would speak about them to other people?

- % I would speak highly of my local police without being asked
- % I would be critical of my local police if I were asked
- % I have mixed views about the local police
- % don't know
- % I would speak highly of my local police if I were asked
- % I would be critical of my local police without being asked
- % I have no views about the local police

**Frequency of interaction with Police Officers or PCSOs in local area over the past 12 months...**

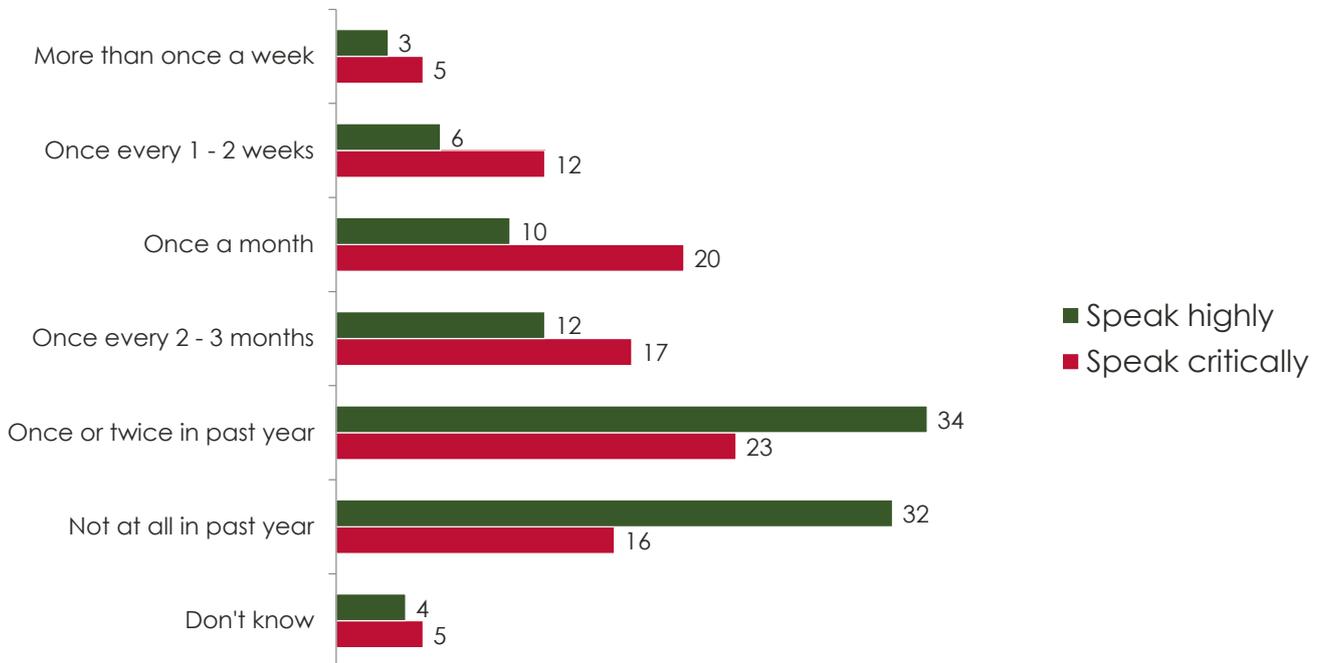
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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Those who would speak critically of their local police tend to discuss policing issues more frequently with their friends and family than those who would speak highly. Twice as many of those who would speak critically are discussing policing at least once a month than those who would speak highly (38% vs 19%).

Figure 4.13 – Advocacy towards the police in local area – frequency of speaking with friends and family about issues relating to local police

Q13. In the last 12 months on average how often, if at all, have you spoken with your family or friends about issues relating to the local police?



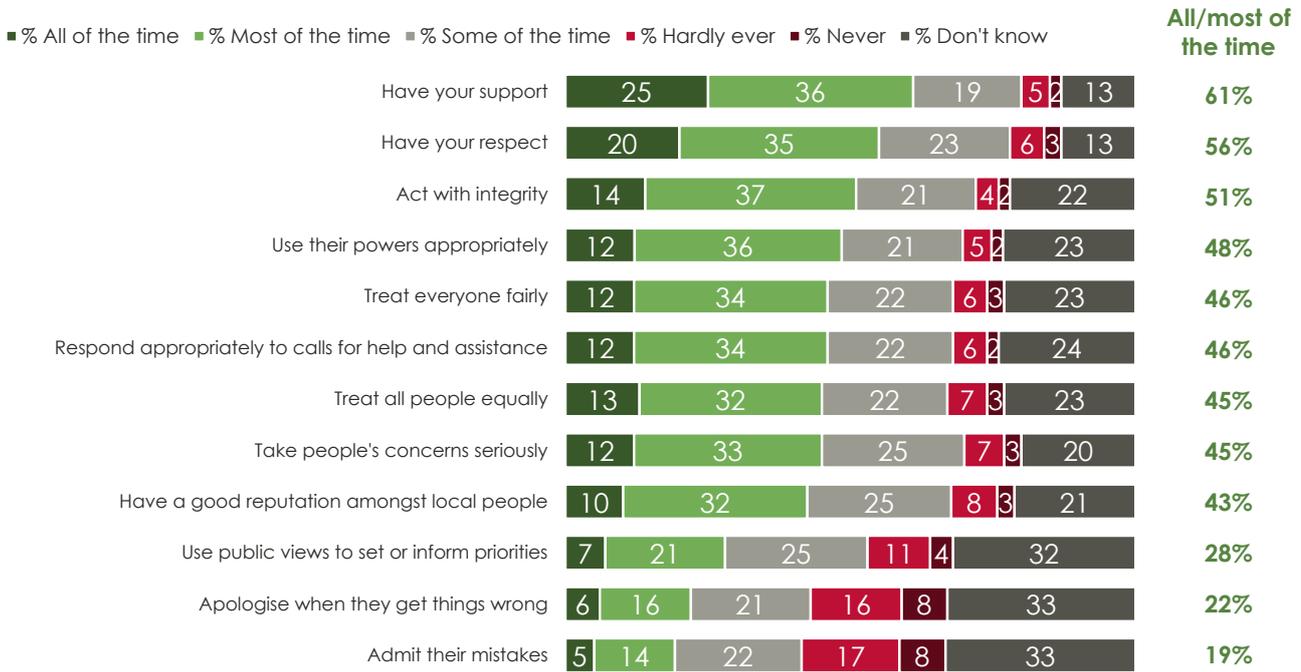
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Base: All respondents who would speak highly or critically of their local police force (12,300) ; fieldwork 15 July – 6 August 2015

4.5 Image of local policing

Respondents were asked to what extent police in their local area display or have a number of different attributes. The majority of people say that police have their support (61%), have their respect (56%), and act with integrity (51%) *all or most of the time*. The police are associated with other factors less frequently, notably admitting their mistakes and apologising when they get things wrong – which only two in five feel they do *all/most of the time*. Again there are significant proportions who ‘don’t know’, particularly amongst those who have not had any contact in the past year, suggesting that, to a large extent, these respondents base their responses on experience rather than speculation.

Figure 4.14 – Image of local policing across factors

Q41. Thinking about the police in the area where you live, how often would you say that they . . . ?

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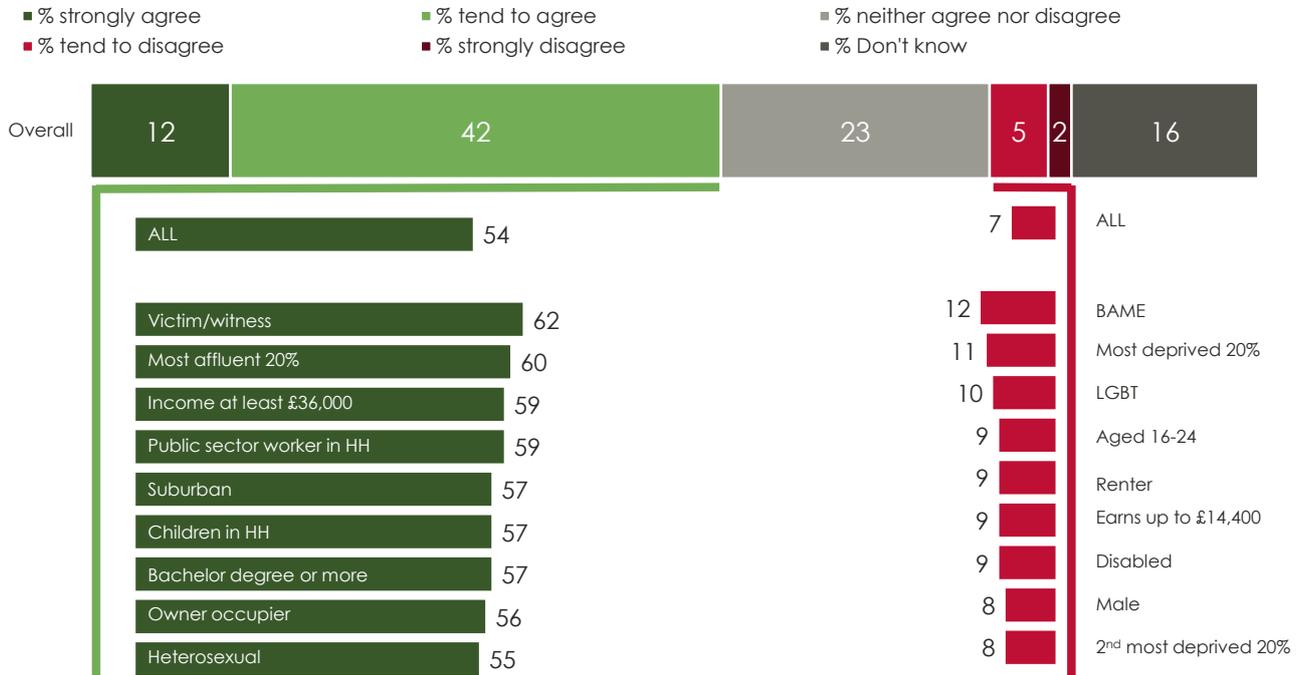
Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015



At a separate question in the survey, over half (54%) agree that police in their local area treat people fairly and with respect, whilst a relatively small minority 7% disagree. Those who have had contact with the police in the past year as a victim or witness are the most likely of all to agree, which reflects positively on police contact in these cases. Those living in more affluent areas are more likely to agree, whilst those who are living in the most disadvantaged areas of England and Wales, and/or from a BAME background are more likely to disagree. It should be noted that even amongst those more likely to disagree, still the balance of opinion is positive overall (e.g. 42% of those who are BAME agree that police in their local area treat people fairly and with respect compared to 12% who disagree).

Figure 4.15 – The extent to which local police treat people fairly and with respect

Q43. Do you agree or disagree that police in your local area treat people fairly and with respect?

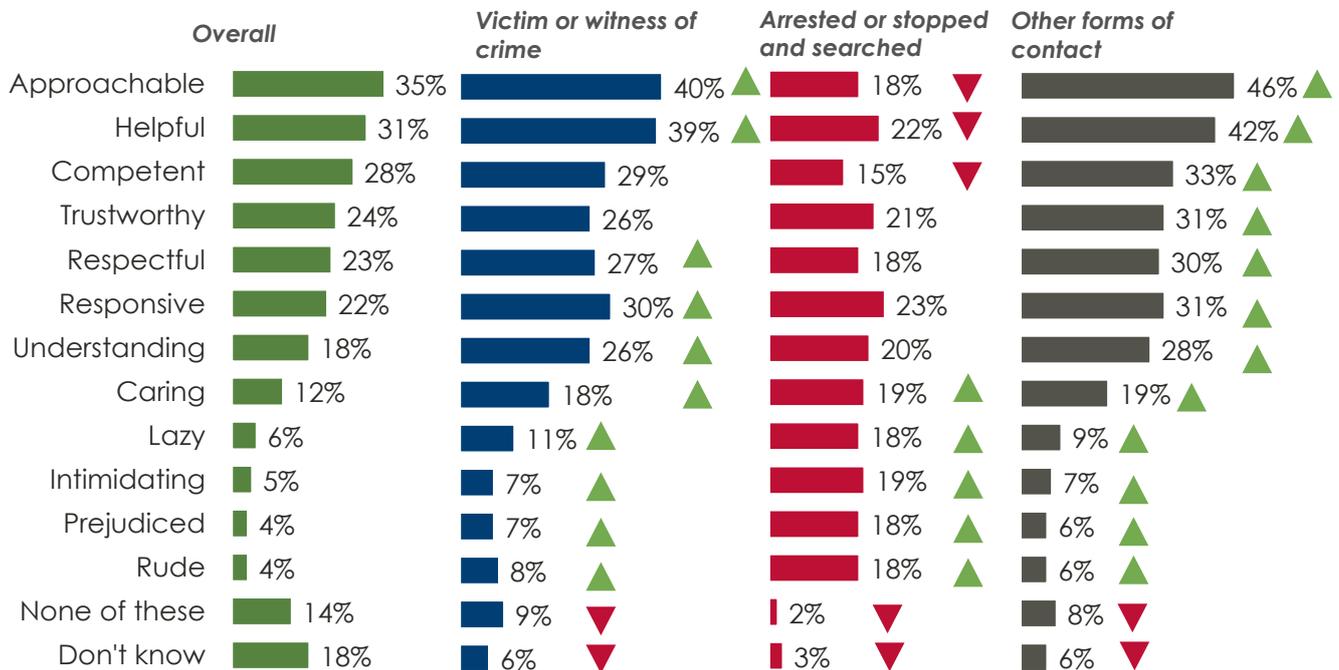


Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015



When presented with a list of words to describe their local police, the majority of people identify positive associations, with small minorities selecting negative words. The most frequently selected word from the list was “approachable”, followed by “helpful”. Those who have had contact with the police in the past 12 months are less likely to say “don't know” or “none of these” and are typically more likely to select all words – both positive and negative. Those who have been arrested or stopped and searched were less likely than average to describe the police as approachable, helpful or competent and more likely than average to describe them as intimidating, prejudiced, rude and lazy. The arrow in Figure 4.16 identify where figures are significantly above average or below average.

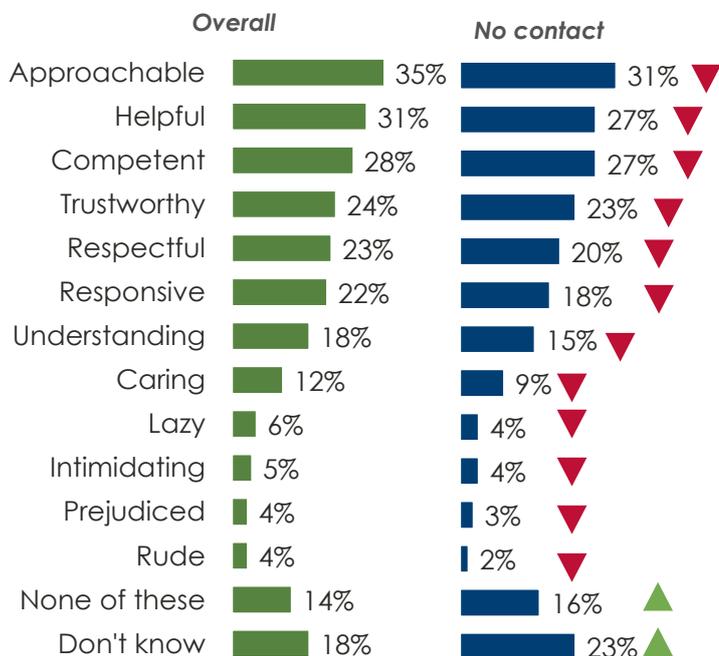
Figure 4.16 – Word associations with local police - overall and by types of contact

Q42. And which of these words would you use to describe how you view the police in this area?

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Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

**Q42. And which of these words would you use to describe how you view the police in this area?**

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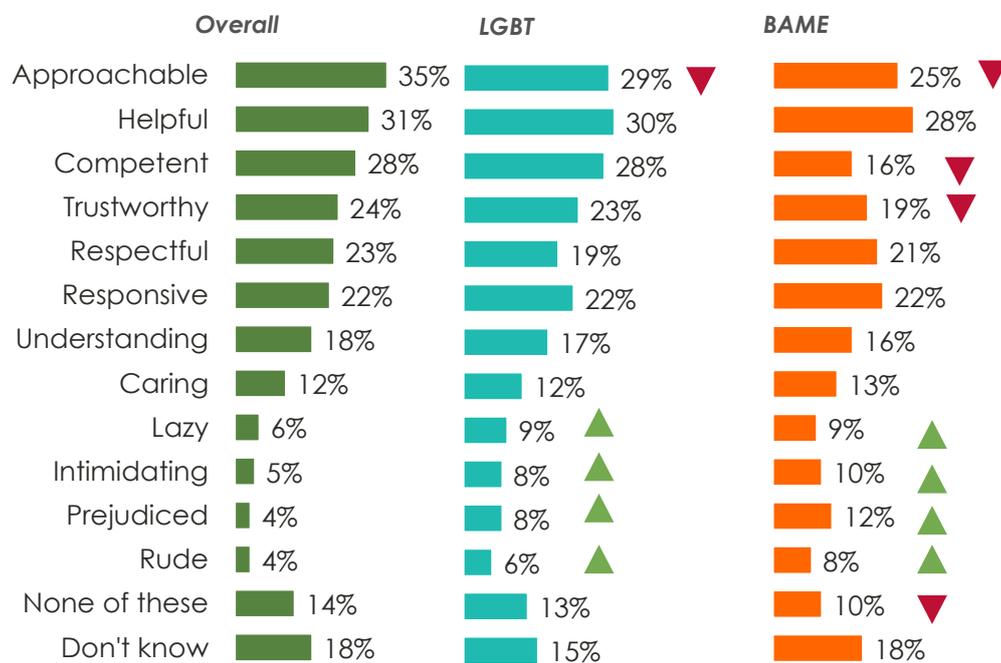
Social Research Institute

Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Those of a BAME background and those of LGBT sexual orientation were more likely than average to select the four negative words particularly 'prejudiced'. They were also less likely than average to select the word 'approachable', whilst BAME respondents were also less likely than average to select 'competent'.

Figure 4.17 – Word associations with local police – by sexual orientation and ethnicity

Q42. And which of these words would you use to describe how you view the police in this area?



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Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015



5 Attitudes towards different aspects of local policing

This section covers people's attitudes towards key aspects of local policing that have been shown to impact on overall views of the police; perceived effectiveness, local visibility, accessibility and value for money.

Key findings: Attitudes towards different aspects of local policing

- Most people do not hold strong views (either way) around the value for money that their local police provide, which will likely reflect lack of familiarity, mixed views of service and/or lack of tangibility of the concept of 'value for money'.
- Half do not know enough to say whether their local force's budget increased or decreased over the past year, illustrating how many will be unaware of relevant context and challenges when setting their expectations and rating the performance of local policing.
- Those who say they have been consulted about local crime and ASB issues are significantly more likely to feel the police understand relevant local issues and are dealing with them, again illustrating positives around effective engagement.
- Police visibility is explicitly stated as being important to people and this research also demonstrates how negative perceptions of change in levels of police presence can drive wider negative opinions of policing.
- Overall, more people are dissatisfied than satisfied with levels of uniformed policing in their areas, and are over four times more likely to say they have seen a decline than an increase over the past year.
- Satisfaction with local police presence correlates with greater confidence in being able to access the police, which is critical in driving positive feelings more broadly towards local policing. Those who feel better informed about local policing are far more likely to feel confident, again underlining the importance of tailored local communications.

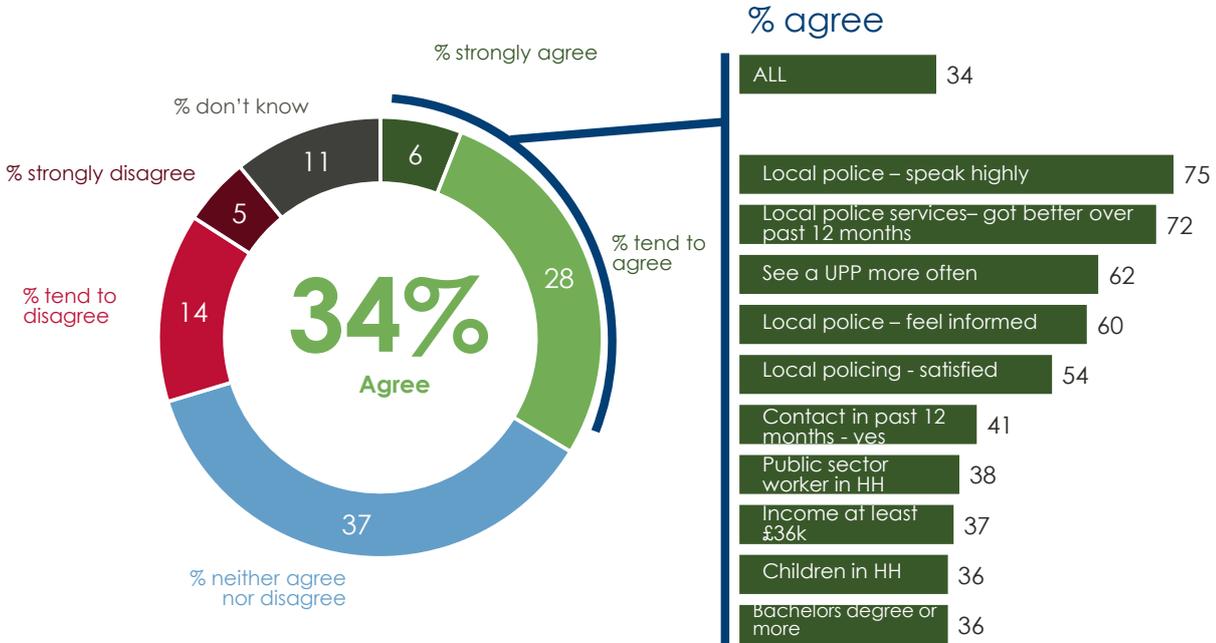
5.1 Perceived efficiency and effectiveness of local policing

One in three agree that the police in their local area provide good value for money (34%), compared to around a fifth who disagree (19%). Just under half (47%) neither agree nor disagree or 'don't know'. This demonstrates how large proportions of the public are either not familiar enough to state a view either way, or find the concept of value for money fairly nebulous (as has been shown in previous Ipsos MORI/HMIC research).

Those who cite improvements in local policing over the past year – including a greater visible presence – and those who feel informed about local policing are far more likely to be positive about value for money. Those who have had contact with the police, and those with higher incomes/higher educational backgrounds are also more likely to be positive.

Figure 5.1 Local police and value for money – those who agree

Q8. To what extent do you agree or disagree that the police in your local area provide good value for money?



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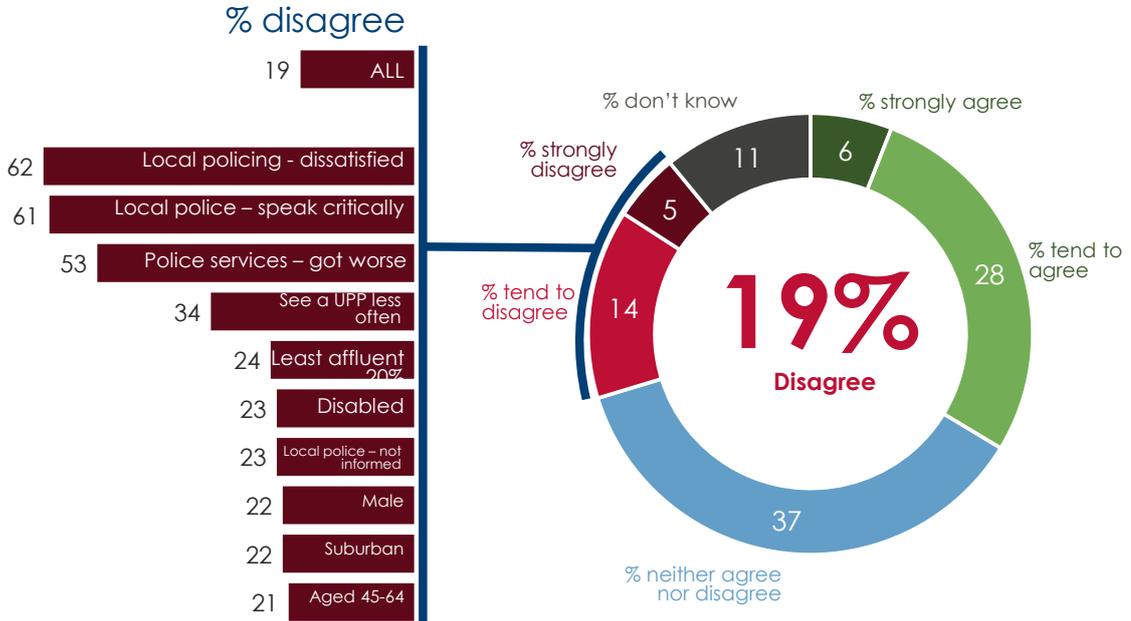
Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015



In contrast, those who feel they now see local uniformed presence less often are almost twice as likely than average to disagree that local policing represents good value for money. Those living in the most deprived neighbourhoods are also more likely than others to disagree.

Figure 5.2 – Local police and value for money – those who disagree

Q8. To what extent do you agree or disagree that the police in your local area provide good value for money?



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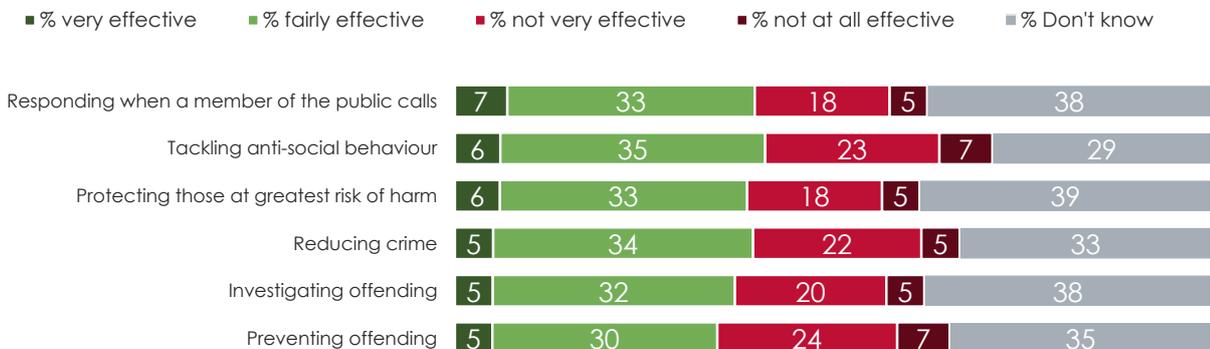
Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015



Almost half (47%) are either neutral about value for money, or do not know enough to express a view. The relatively large numbers of people who are unable/unwilling to express a view either way is not surprising given around a third also feel unable to rate local police effectiveness across a range of factors. As Figure 5.3 shows, overall more believe that the police are effective at tackling problems in their local area than not effective across all factors listed. Those without direct contact with the police in the past 12 months are more likely to respond “don’t know”.

Figure 5.3 – Police effectiveness across factors

Q12. In the past 12 months how effective, if at all, do you think the police in your local area have been at each of the following?



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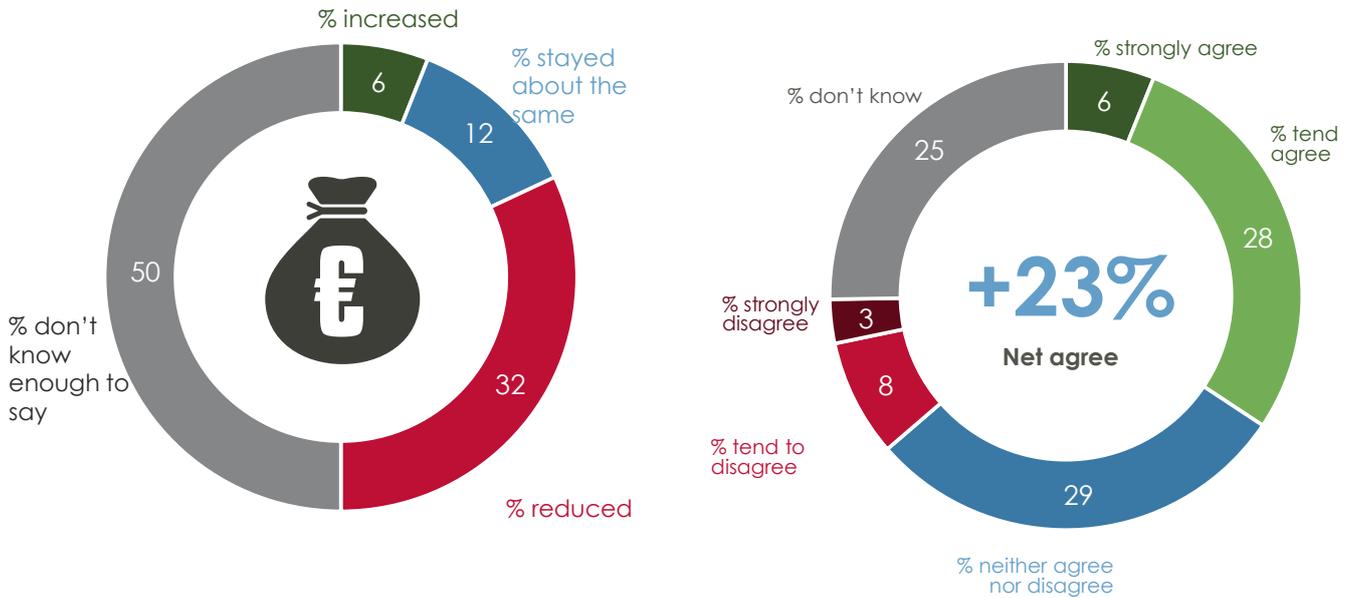


Perhaps more surprisingly given some of the coverage around wider reductions to police budgets in recent years, when asked if they felt the amount of money available to their local police force had changed over the past year, half of all those surveyed 'do not know enough to say'. One in three (32%) feel the amount has reduced, over five times as many who note an increase (6%). When asked whether the police are making the most of their resources, three times as many people are positive (35%) than negative (11%), though over half (54%) are either neutral or don't know.

Figure 5.4 – Public awareness of police resources and budget changes

Q50: As far as you know, has the amount of money your local police force has available to spend changed in the past 12 months?

Q49: In the past 12 months to what extent, if at all, do you agree or disagree that your local police force has made the most of the resources it has at its disposal?

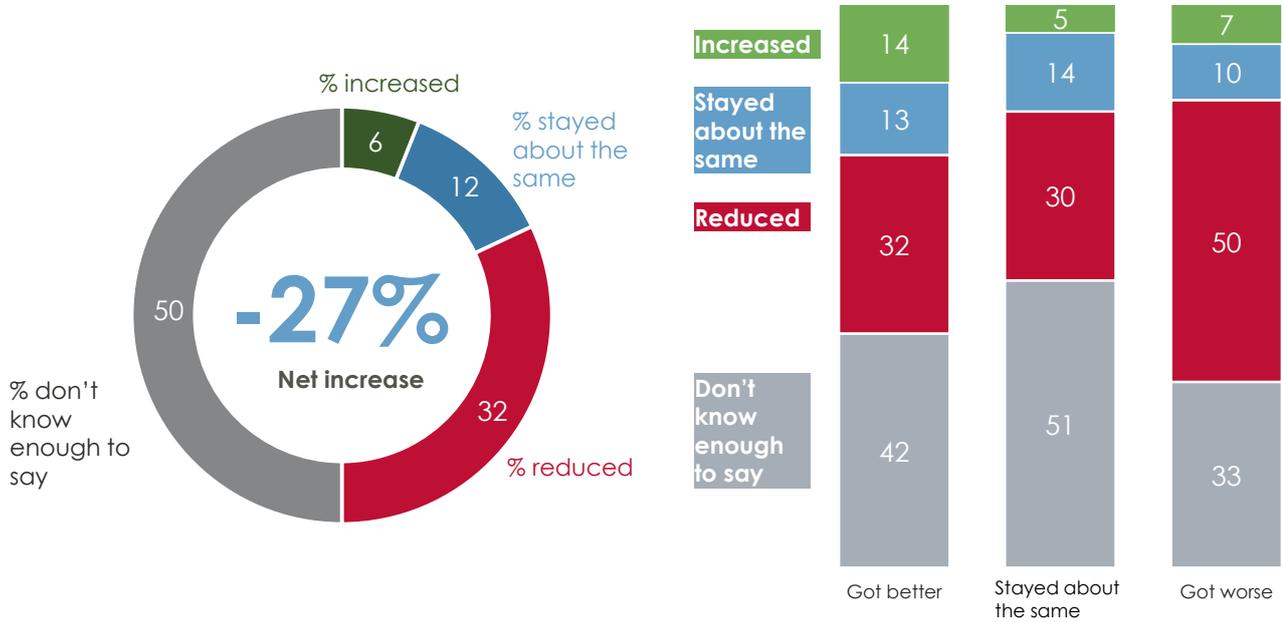


Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Those who feel that policing in their local area has improved in the past 12 months are more likely to feel that their force now has more money to spend, though still over twice as many of these people cite a decrease in budget (14% and 32% respectively). Half of those who feel that local policing has got worse in the past 12 months think that the amount of money available has reduced.

Figure 5.5 – Public awareness of budget changes and service change

Q50: As far as you know, has the amount of money your local police force has available to spend changed in the past 12 months?



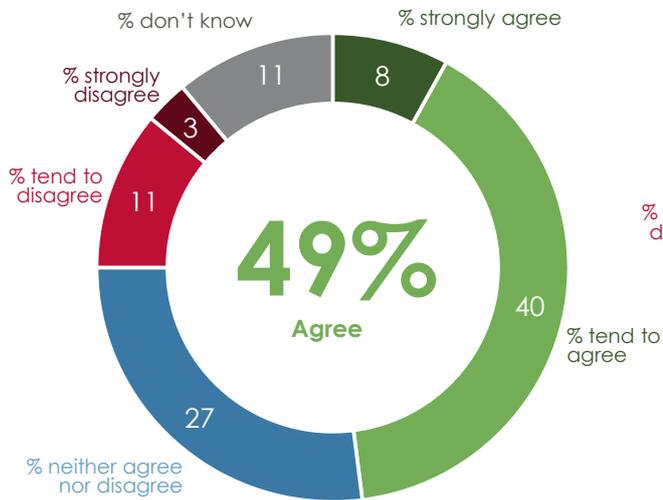
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5.2 Confidence in police understanding of local issues

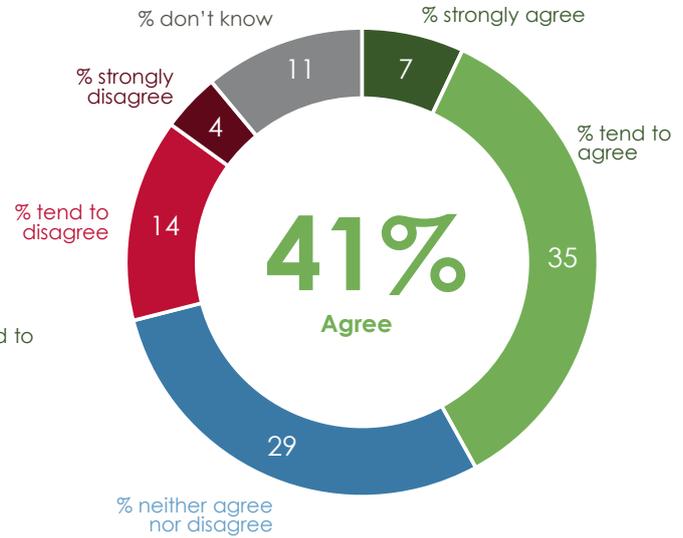
Overall, around half (49%) agree that local police **understand** the crime and anti-social behaviour issues in their local area and around four in ten (41%) feel they are **dealing with** the issues that matter.

Figure 5.6 – Police understanding and tackling of crime and anti-social behaviour issues in local areas

Q9: Do you agree or disagree that the police understand the crime and anti-social behaviour issues in the area where you live?



Q10: Do you agree or disagree that the police are dealing with the crime and anti-social behaviour issues that matter to you in the area where you live?

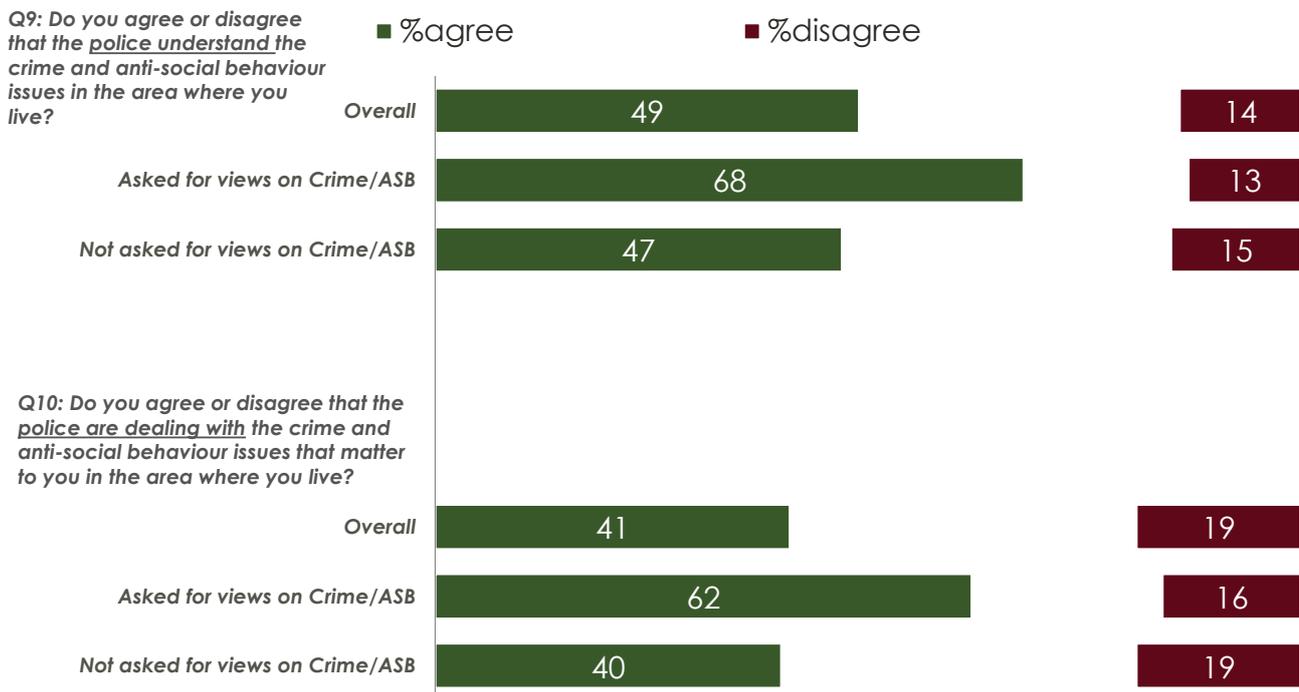


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Those who have been asked for their views on crime and anti-social behaviour issues within the past year are more likely to agree that the police both understand and are dealing with the issues that matter to them.

Figure 5.7 – Differences in views of policing between those asked for views and those not



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5.3 Police visibility

The situation where people have seen a uniformed police presence most frequently in the past year is in a vehicle in the area where they live (48% seeing at least monthly). Seeing a uniformed police presence on TV talking about the area where they live is the least frequently cited of those listed (6% seeing at least monthly).

There are marked differences in the levels of uniformed police presence cited on foot in respondents' local areas. Around a quarter note that they have seen a uniformed police presence at least monthly (26%) whilst just over a third say they have not seen any uniformed police presence on foot within their area in the past year.

Those living in the most deprived neighbourhoods are more likely to report having seen a uniformed police presence on foot at least monthly (36% vs 26% across all respondents) whereas those living in the most affluent neighbourhoods are more likely to say they have not seen any uniformed police presence on foot within the past year (44% vs 36%). This illustrates how increased presence does not necessarily equate with greater engagement, reassurance and positivity towards the police. Those living in more deprived areas are more likely to cite seeing the police on foot but are least likely to feel confident in being able to access the police; views will be driven by a range of factors and be heavily situation specific.

Figure 5.8 – Frequency of seeing a uniformed police presence

Q23: Over the past 12 months how often, if at all, have you seen a uniformed police presence in each of the following locations/situations?

■ % At least once a week ■ %At least once a month ■ %At least every 3 months ■ %Once or twice
 ■ %Not seen in past year ■ %Not applicable ■ %Don't know



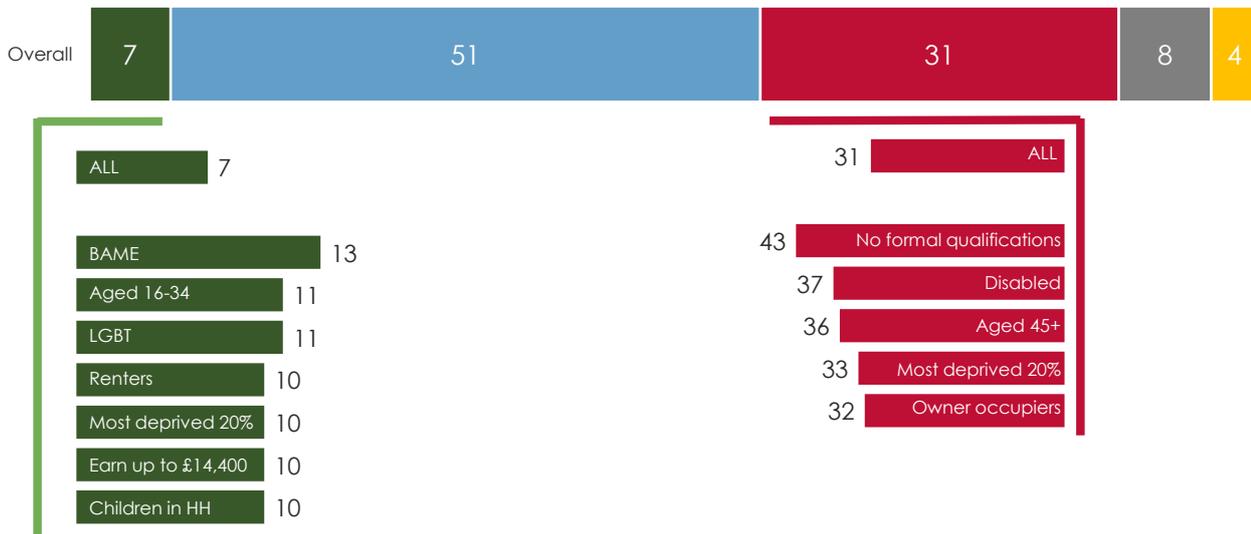
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Half of all respondents feel they see a uniformed police presence about as often as they did a year ago (51%). Around three in ten (31%) note a reduced presence, over four times as many who feel they now see a greater presence (7%). Those from BAME backgrounds are more likely than the average to cite an increased presence (13%), though overall they are still more likely to cite a reduction (30%).

Figure 5.9 – Change in uniformed police presence over the past 12 months

Q24: And compared with 12 months ago, would you say you now see a uniformed police presence in the area where you live more often, less often, or about as often?

■ % more often ■ % about as often ■ % less often ■ % Don't know/ can't remember ■ % Lived in area less than a year



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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

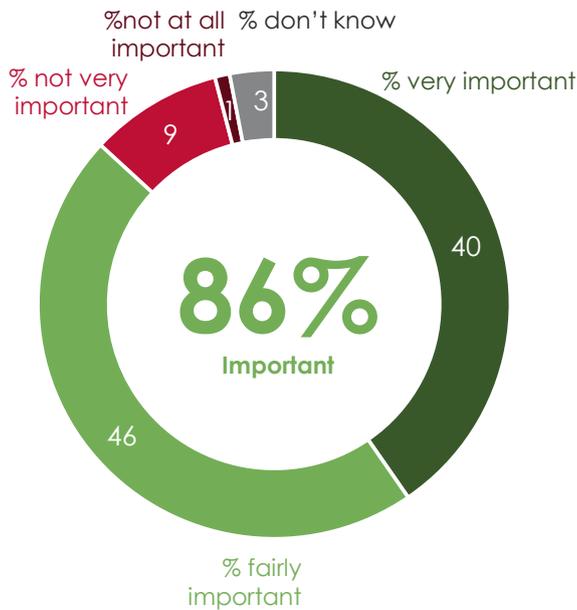
Table 5.1 – Frequency of seeing a uniformed police presence in the past 12 months on foot in the area where they live vs change in uniformed police presence over the past 12 months

On foot in the area where I live	Perceived changes in levels of uniformed police presence			
	Overall	Now more often	About as often	Now less often
At least once a week	10%	48%	4%	10%
At least once a month	16%	28%	12%	18%
At least once every 3 months	10%	8%	11%	10%
Once or twice	23%	8%	29%	24%
Not seen in past year	36%	6%	43%	35%
Not applicable	3%	2%	1%	2%
Don't know	1%	*	*	1%

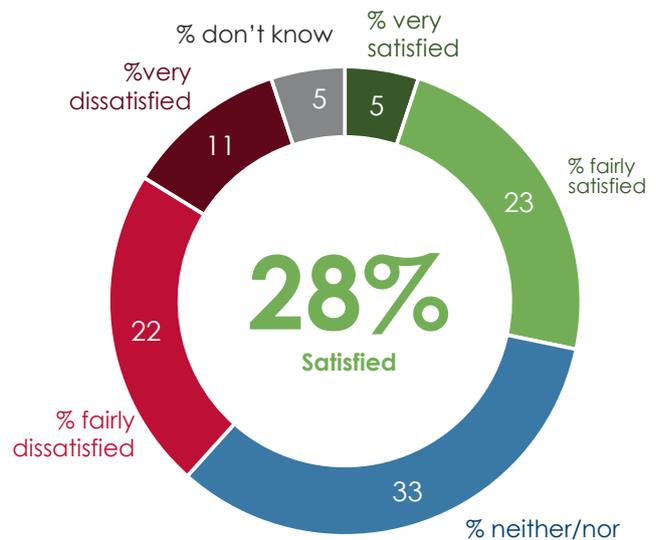
The large majority of respondents (86%) believe that having a regular uniformed police presence is important, with 40% thinking it is 'very' important. When it comes to satisfaction with current levels of uniformed police presence, the balance of opinion is negative, with more dissatisfied (33%) than satisfied (28%). That said, again there are significant numbers who are neutral (33%) or don't know (5%).

Figure 5.10 – Importance and satisfaction with uniformed police presence

Q28. How important, if at all, do you think it is to have a regular uniformed police presence in the area where you live?



Q22. How satisfied or dissatisfied are you with the level of the uniformed police presence in the area where you live?



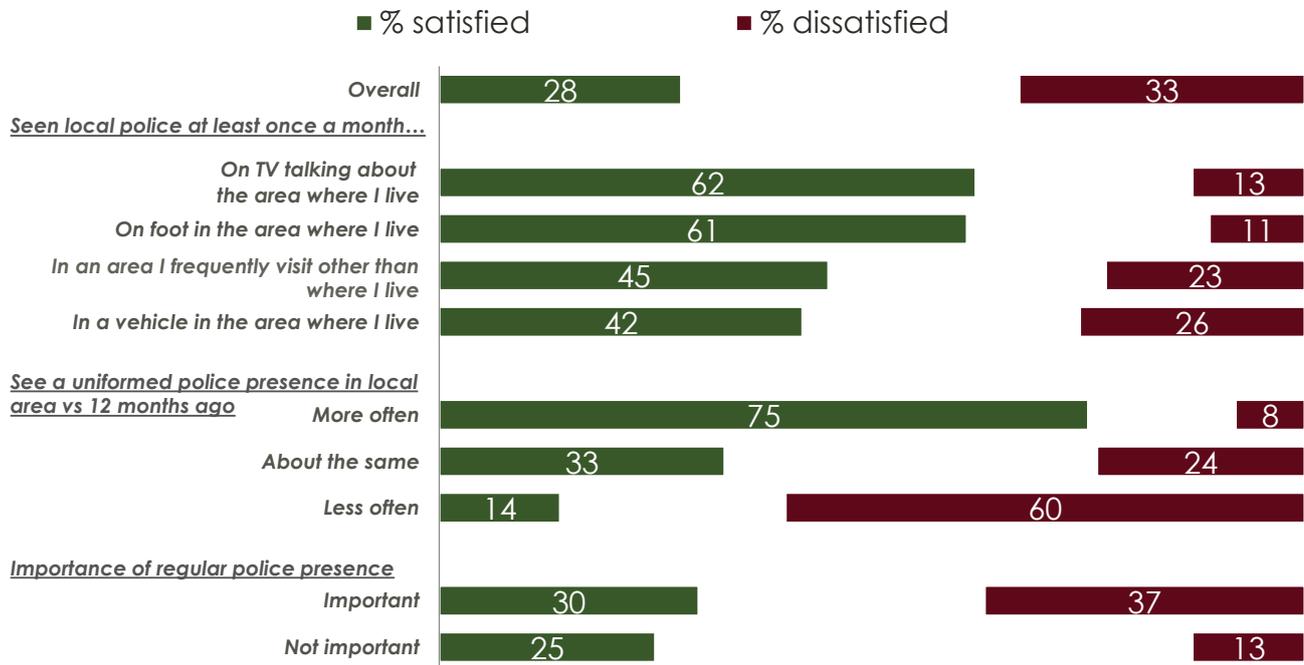
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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Levels of cited police presence and perceptions of change in these levels are strong predictors of overall satisfaction with police presence. Those who have seen local police once a month or more often in their local area are more likely to be satisfied and are less likely to be dissatisfied. Whilst there is only a small difference in satisfaction between those who cite having a regular uniformed police presence as important or not important (30% and 25% respectively); it is notable that those highlighting a police presence as important are almost three times more likely to currently feel dissatisfied with levels of local police presence (37% vs 13%).

Figure 5.11 – Predictors of satisfaction with uniformed police presence

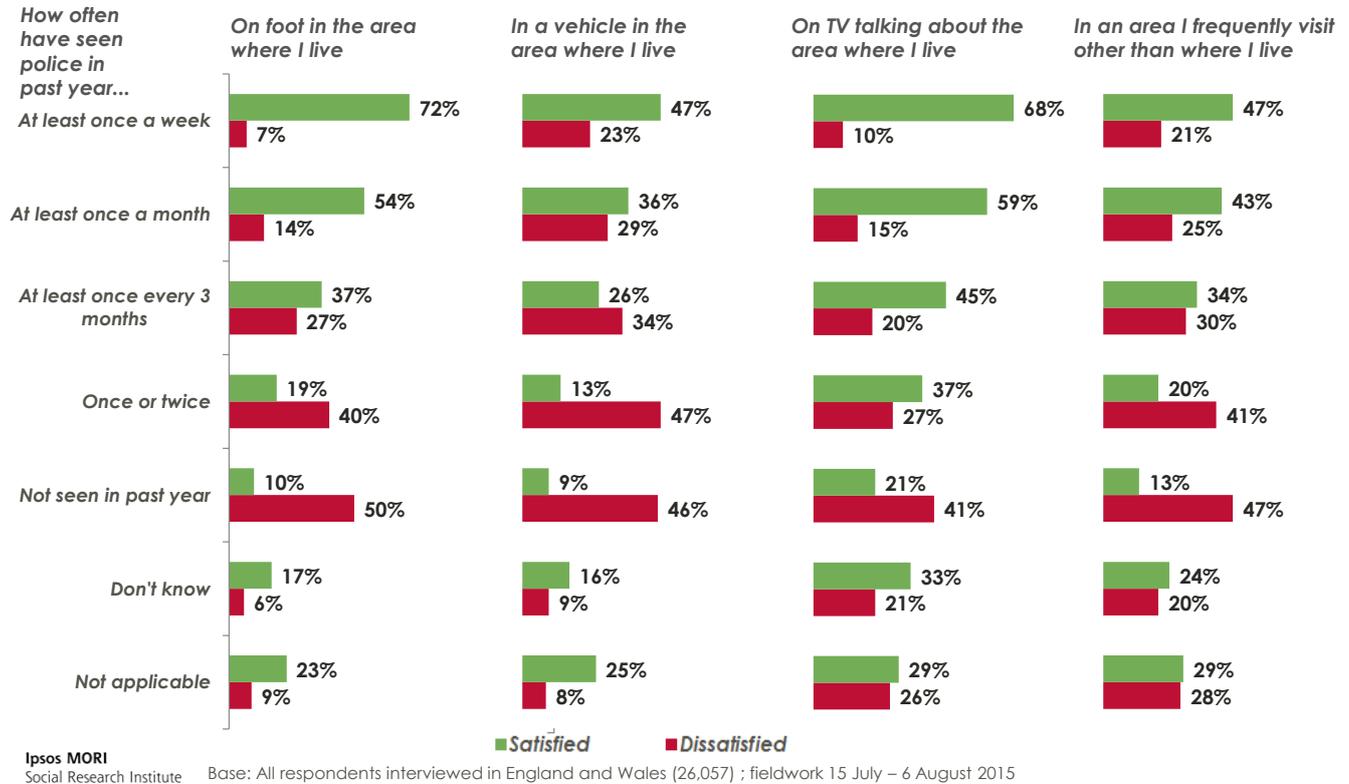
Q22. How satisfied or dissatisfied are you with the level of the uniformed police presence in the area where you live?



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Figure 5.12 shows how satisfaction decreases and dissatisfaction increases as the cited levels of police presence becomes less frequent. This pattern is most notable with regards to the presence of uniformed police on foot in the local area where satisfaction is far higher amongst those who see a presence at least once a month. Dissatisfaction increases significantly amongst those who have only seen the police once or twice in the past year, and more so if they have not seen them at all.

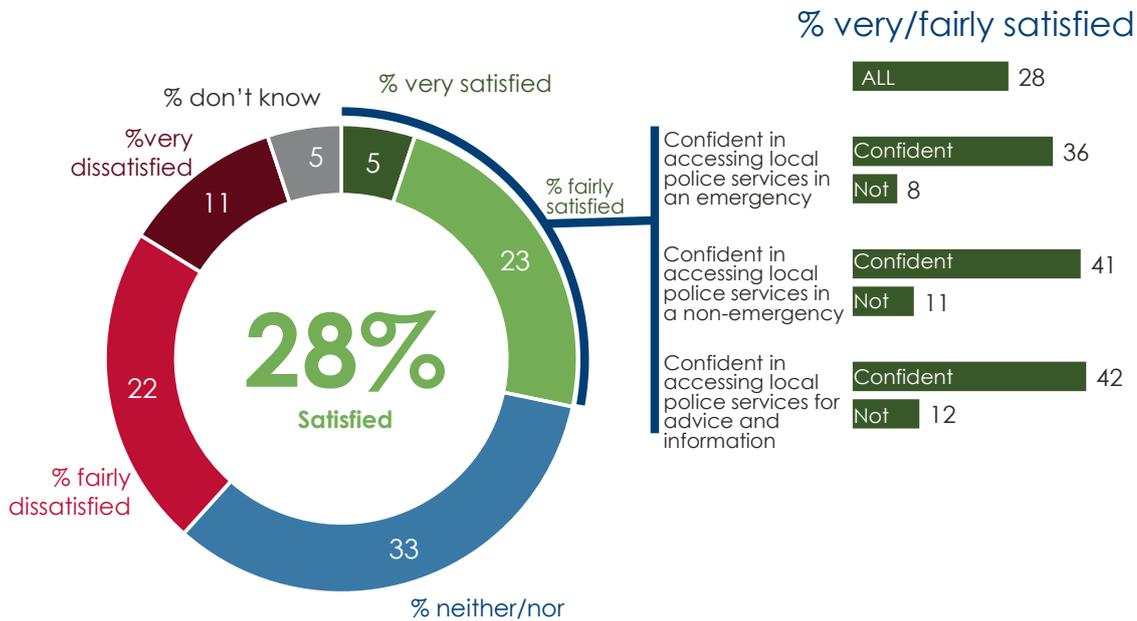
Figure 5.12 – Satisfaction with uniformed police presence vs levels of cited visibility



Those who are confident that they can access police services when needed are far more likely to be satisfied with their uniformed police presence.

Figure 5.13 – Satisfaction with uniformed police presence by confidence in accessibility to services

Q22. How satisfied or dissatisfied are you with the level of the uniformed police presence in the area where you live?



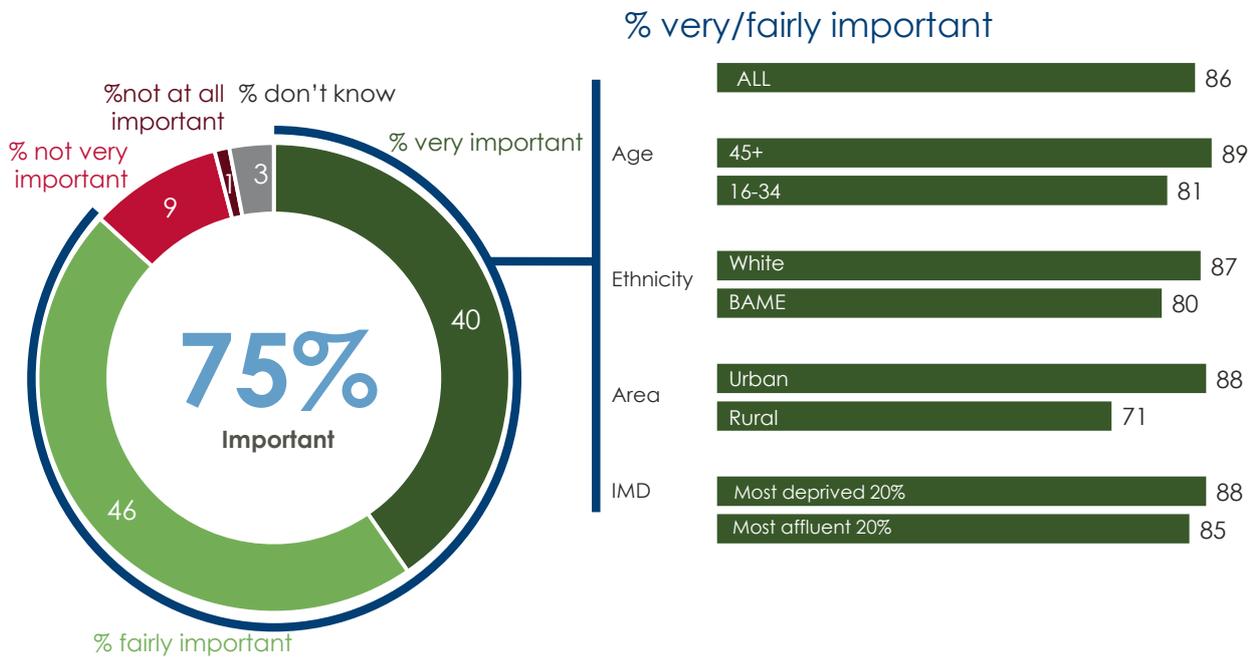
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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Certain groups are more likely to think having a regular police presence is important – notably older people, those in urban areas and those living in the most deprived neighbourhoods. That said, the majority of all audiences are likely to cite a regular police presence as important.

Figure 5.14 – Stated importance of uniformed police presence

Q28. How important, if at all, do you think it is to have a regular uniformed police presence in the area where you live?



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5.4 Perceived accessibility of local policing

Confidence in accessing the police tends to vary somewhat by situation; in an emergency situation almost three quarters (73%) are confident they could easily speak to or access police services. This falls to 58% for non-emergencies, and 55% for advice or information.

Figure 5.15 – Confidence in accessing police services in local areas

Q29: 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?

■ % very confident ■ % fairly confident ■ % not very confident ■ % not at all confident ■ % Don't know



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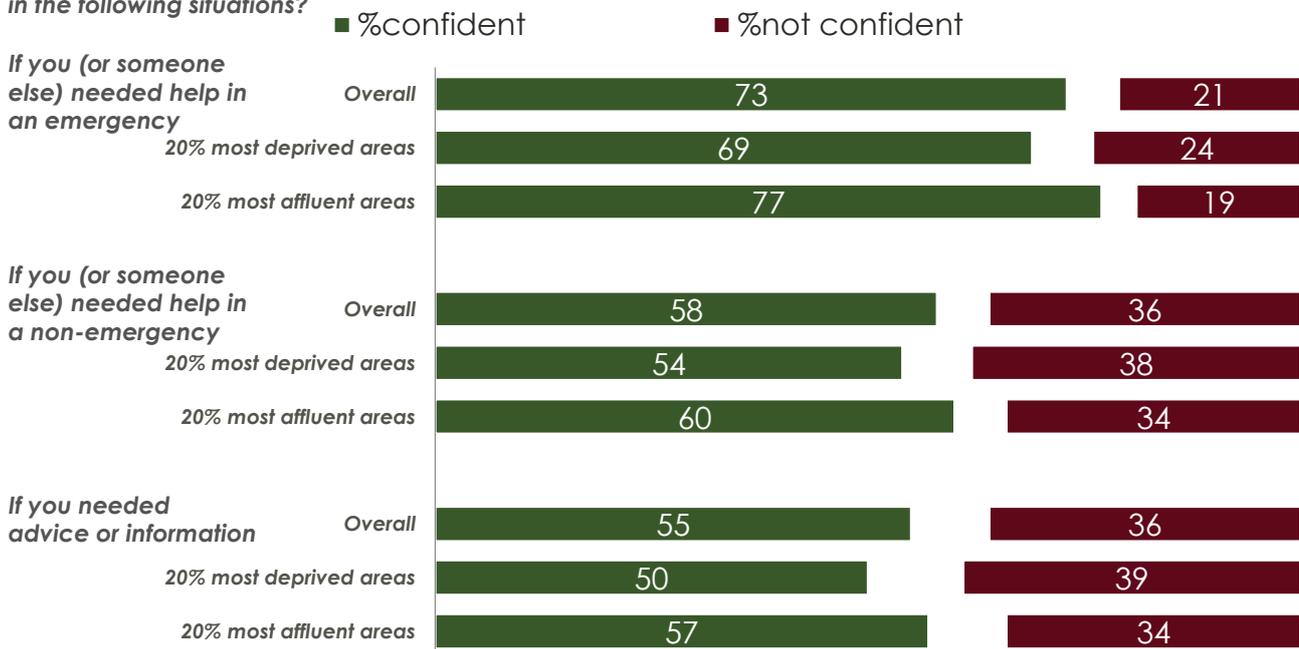
Those in the 20% most deprived areas of England and Wales are less likely to feel confident they could access police services in emergencies, non-emergencies or if they needed advice or guidance. Those in the 20% most affluent areas of England and Wales are amongst the most confident.

Those who have been in contact with the police as a victim or witness in the past 12 months were more likely to feel confident that they could easily speak to or access police services in their local area across all situations. BAME respondents were less likely to feel confident.

There are variations by age in levels of confidence in being able to access police services in their local area for emergency and non-emergency reasons. Those aged 16-34 were more likely to feel confident in these situations and those aged over 65 were less likely to feel confident.

Figure 5.156 – Confidence in accessing police services in the most and least deprived areas

Q29: 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?

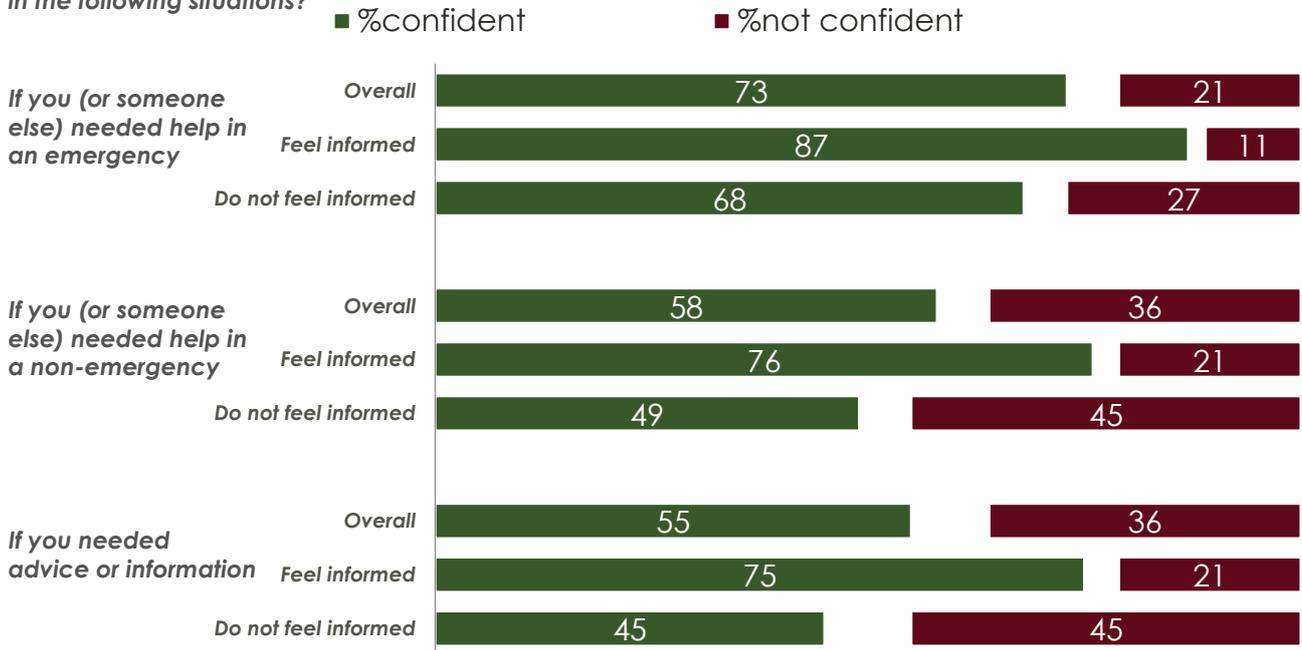


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Those who feel informed about what the local police are doing in their local area are significantly more confident that they could speak to or access police services if they needed to. Indeed, the marked differences suggest that the extent to which people feel informed is a stronger driver than geographic or demographic variables; though effectively tailoring communications to the range of different local audiences will be key.

Figure 5.167 – Confidence in accessing police services by feeling informed about local police

Q29: 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?



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6 Engagement with local policing

This section covers people's interest and interaction with their local police, including the extent to which people are interested in the police and talk about them, and whether or not they seek out engagement opportunities and interaction with local neighbourhood teams. This is a precursor to the next chapter which goes on to cover more structured contact with the police.

Key findings: Engagement with local policing

- There are varying levels of interest in local policing, though the majority have some interest (76% very/fairly interested).
- Four in ten overall (40%) have done something in the past year to find out about local policing – from more passive measures (7% have accessed information via a police newsletter) through to more proactive steps (3% have attended a local meeting).
- Over twice as many people do not feel well informed about local policing than do feel informed (64% vs 31%). The balance remains overwhelmingly negative amongst those who are interested in knowing about local policing (61% vs 36%).
- Given the relationship between increased levels of perceived information provision and more positive views towards local policing across the survey, it is key for forces to continue to engage with local people to understand their information requirements and how best to meet them. Findings in the research identify a significant information gap currently.

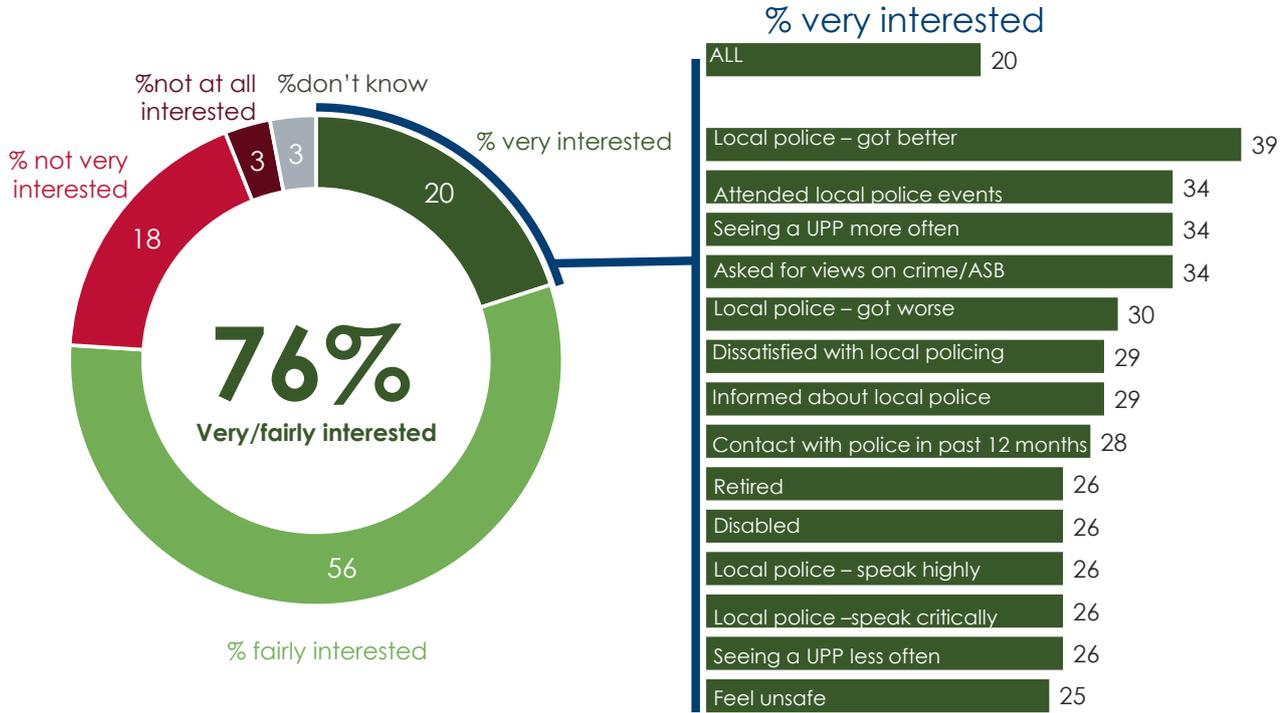
6.1 Levels of interest in local policing

Three quarters say they are interested in knowing about what the police are doing in their local area (76%), with one in five noting they are very interested.

A fifth of respondents highlight that they are not interested in knowing what local police are doing (21%). As one might expect, those with stronger views towards policing (both negative and positive) and those who perceive changes in services over the past year are more likely to be 'very interested' in knowing what police are doing.

Figure 6.1 – Interest in knowing what local police are doing – those ‘very’ interested

Q15: How interested, if at all, are you in knowing what the police are doing in your local area?

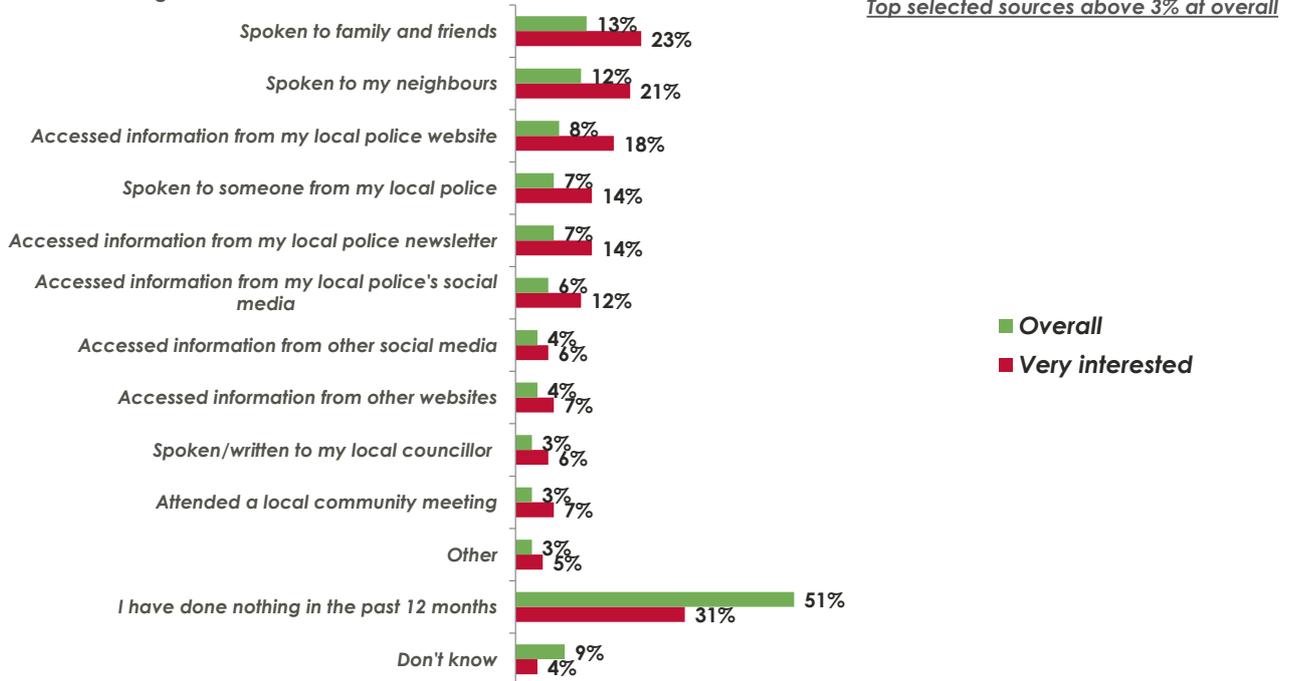


Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Those who are very interested in knowing about what the police are doing in their local area are more likely to find out about what the police in their local area are doing, and far less likely than others to have done nothing in the past 12 months (31% vs 51% average). That said, three in ten of this ‘most interested’ audience have not taken any of the steps listed – some of which are fairly passive in nature. It will be important for local police (as it is for other local police services) to continue to be aware of how different people across local populations might feel better informed about relevant services and opportunities to engage.

Figure 6.2 – Steps personally taken to find out about what the police in their local area are doing – those ‘very’ interested vs overall

Q20: In the past 12 months, which of the following steps, if any, have you personally taken to find out about what the police in your local area are doing?



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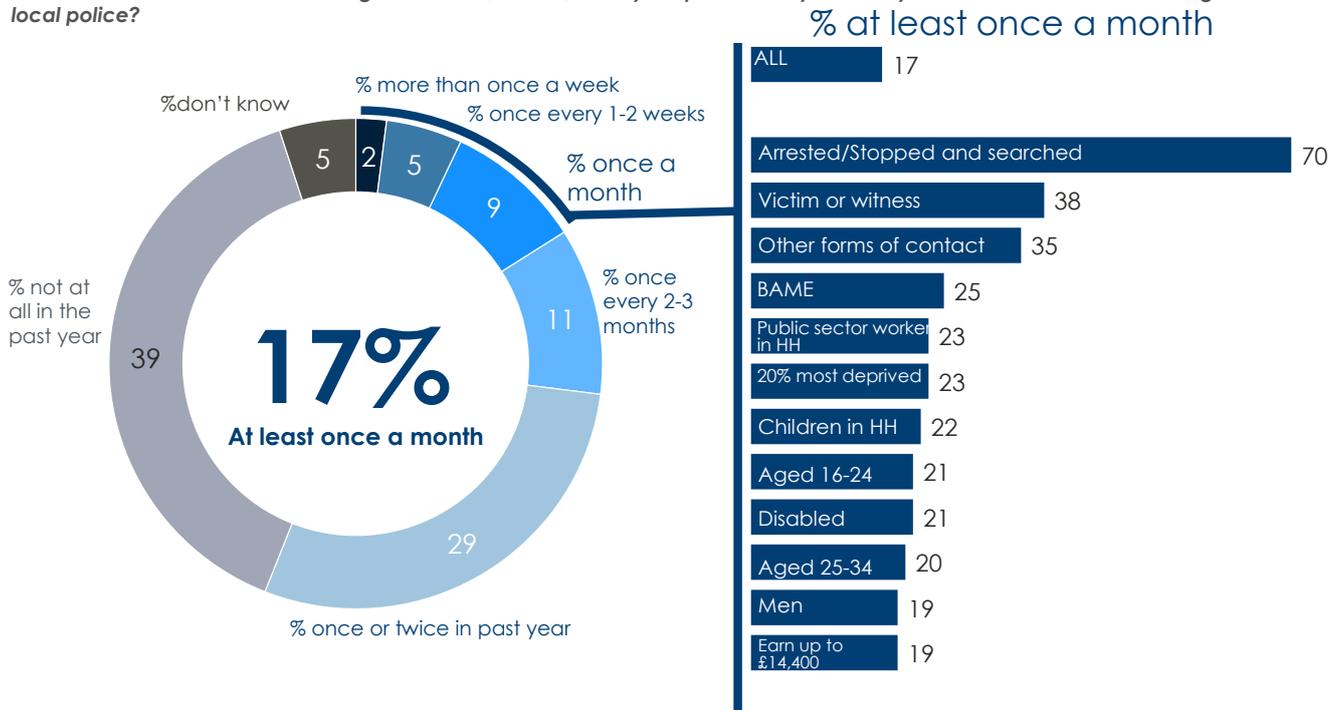
Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Around one in six (17%) say they speak to family and friends about issues relating to local police at least once a month. In contrast, four in ten report that they had not spoken about issues relating to local police in the past 12 months (39%).

Not surprisingly, contact with police appears to drive wider discussion. Seven in ten of those who had been arrested or stopped and searched say they spoke about issues relating to local police at least once a month, over four times the average across all respondents. Those who have had other forms of contact - including being a witness or victim - were also more likely to speak about policing issues at least once a month.

Figure 6.3 – Frequency of speaking with family and friends about issues relating to local police – % at least once a month

Q13. In the last 12 months on average how often, if at all, have you spoken with your family or friends about issues relating to the local police?



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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Just over half have done nothing in the past 12 months to find out about policing in their area (51%).

Those more likely to say they have done nothing in the past 12 months to find out about their local police include:

- Those not interested in knowing about their local police (67%)
- Had no contact with the police in the past 12 months (61%)
- Had no interaction with local police or PCSOs in the past 12 months (60%)
- Not attended police events or activities (59%)
- Do not think a regular uniformed police presence is important (58%)
- Live in the 20% most affluent neighbourhoods in England and Wales (54%)

Over a quarter (28%) of those who said they were either interested or very interested in knowing about their local police say they have done nothing in the past 12 months to find out about their local police.

Figure 6.4 shows the broad channels people have used to find out information about local policing in the past year. These are groupings of more specific channels/sources.

Figure 6.4 – Steps taken to find out information about police in the local area

Q20: In the past 12 months, which of the following steps, if any, have you personally taken to find out about what the police in your local area are doing?

Top selected sources (others<5%)

23% Accessed information from their local police force e.g. website, newsletter, social media, face to face

17% Spoke to family and friends/neighbours

14% Other channels e.g. spoke/wrote to local MP/councillor, Freedom of Information request, attended a meeting

5% Accessed information from their Police and Crime Commissioner e.g. website, social media, meeting

51% Have done nothing in the past 12 months to find out about their local police

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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Lack of awareness - as well as some lack of interest - is a barrier to increased engagement; over half say they are not aware of local police force engagement activities such as websites, meetings and/or social media.

Figure 6.5 – Awareness of local police force engagement activities

Q21a. In the past 12 months, were you aware of any of the following being run by your local police force?

(%)



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Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

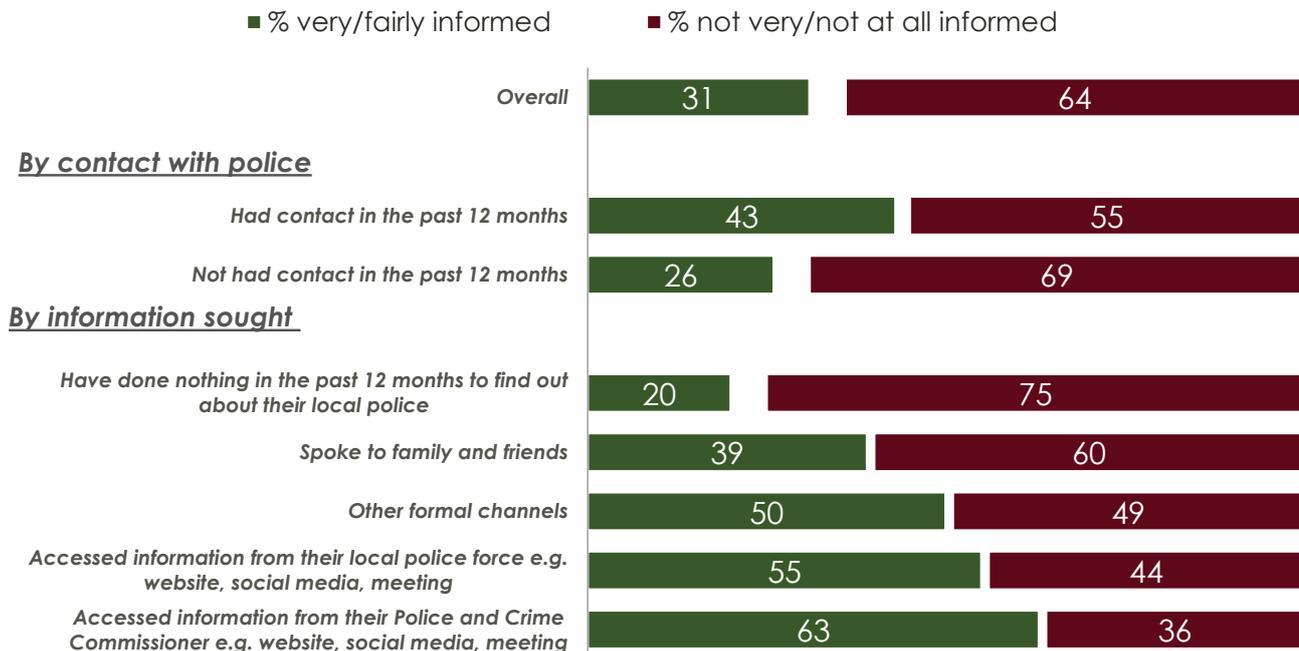
6.2 How well informed people feel about policing

Three in ten feel very or fairly well informed about what the police are doing in their local area (31%). Over twice as many feel that they are not very or not at all informed (64%).

Those who have been in contact with their local police in the past 12 months are more likely to feel informed, as are those who have sought out information in the past 12 months. Those who are interested in knowing about their local police force are more likely than average to say they feel informed (36% vs 31%), though still most of them do not feel well informed (61%), suggesting an unmet demand. As figure 6.6 shows those who have accessed information from the police are most likely to feel informed.

Figure 6.6 – How well informed people feel by contact and engagement

Q14: Overall, how well informed do you feel about what the police in your local area are doing?



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Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Overall, around one in six (17%) say they have been told about how the police are tackling crime and anti-social behaviour issues in the area where they live in the past year, most likely by the police themselves (cited by 40% of those who say they have been told something), followed by the local council or councillors (21%). One in ten had got their information from friends, family or neighbours.

6.3 Familiarity and interaction with local policing

The large majority (88%) say they have not been asked their views on the local crime and anti-social behaviour issues that matter to them in the past year. Around one in ten recalls being asked for their views (9%) and cites the police themselves as the most likely to have asked (cited by 38% of those who say they have been asked).

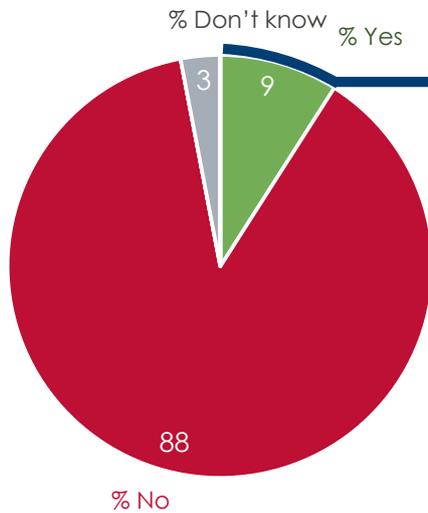
Those more likely to have been asked for their views on crime and anti-social behaviour issues include:

- Those who have been arrested or stopped and searched (46%)
- Those who have had contact with the police as a victim and/or witness (20%)
- BAME (13%)
- Those earning up to £14,400 a year (11%)
- Those who live in the 20% most deprived areas of England and Wales (10%)

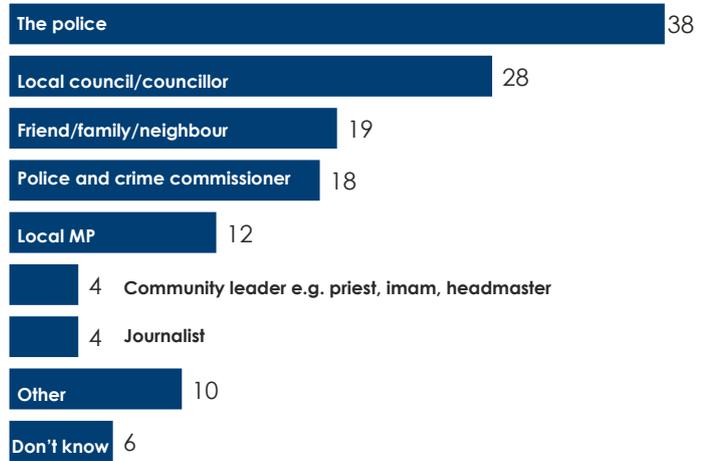
Both those who would speak highly and those who would speak critically of local policing were slightly more likely to have been asked their views (15% and 10% respectively vs 9% average).

Figure 6.7 – Engagement with the police and others over crime and ASB issues that matter

Q16: In the past 12 months have you been asked about your views on the crime and anti-social behaviour issues that matter to you in the area where you live? This may have been in person or another method i.e. a questionnaire, on a website.



Q17: Who asked you about your views on the crime and anti-social behaviour issues that matter to you in the area where you live? (%)



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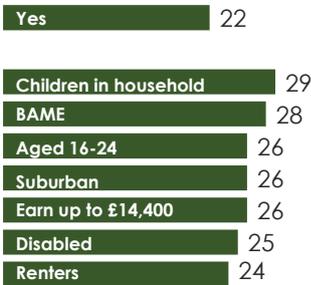
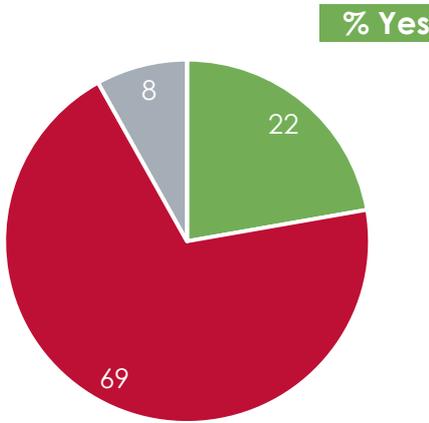
Base: All respondents interviewed in England and Wales (26,057) ; All those who say they have been asked (2,111)
fieldwork 15 July – 6 August 2015

The majority of the public would not recognise (69%), or know the name (85%) of a police officer or PCSO from their local policing team.

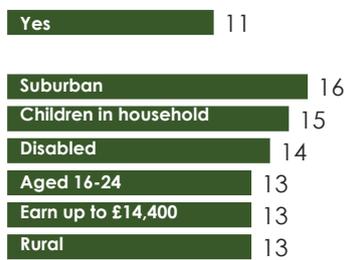
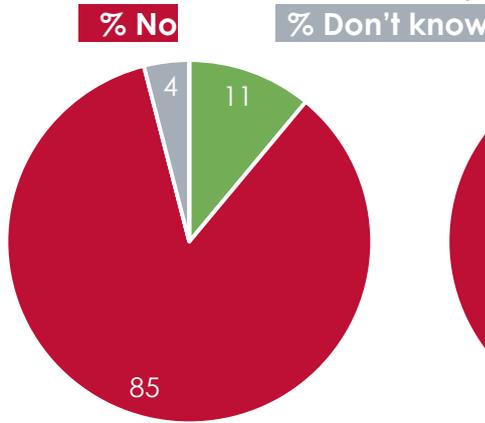
Those who are satisfied with local policing and would speak highly of their local police force are more likely to recognise (27% and 34% respectively vs 22% average) and/or know the name of a police officer or PCSO from their local policing team (14% and 18% respectively vs 11% average).

Figure 6.8 – Public recognition and interaction with local policing teams

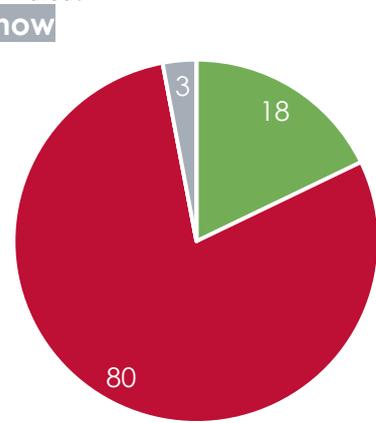
Q25: Would you recognise one or more of the police officers or PCSOs who form the local policing team in your area?



Q26: Do you know the name of one or more of the police officers or PCSOs who form the local policing team in your area?



Q27: In the past 12 months, have you spoken to one or more of the police officers or PCSOs who form the local policing team in your area?

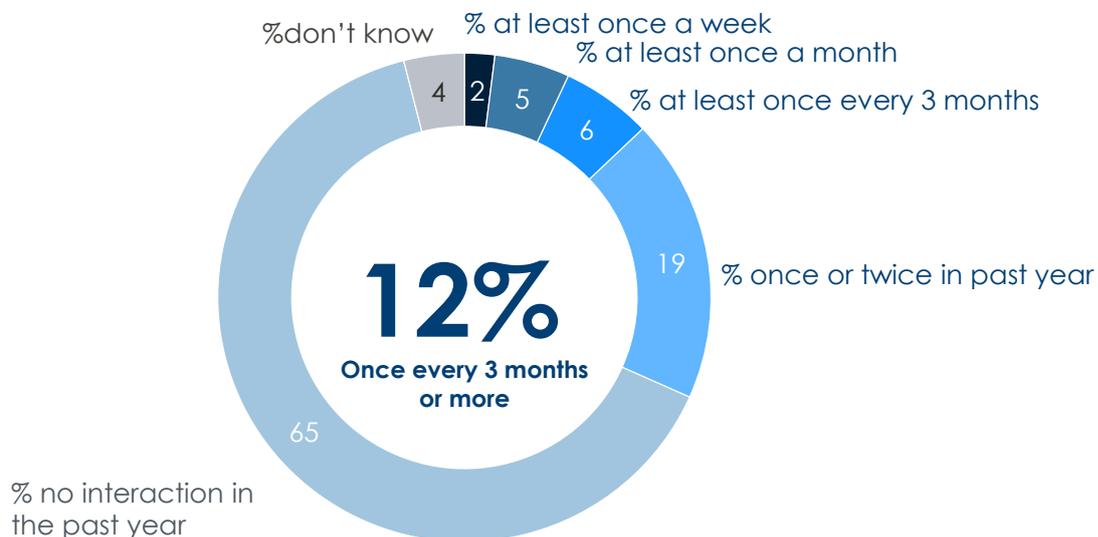


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Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Around one in eight have had an interaction, be it a conversation, a greeting or an acknowledgement, with a police officer or PCSO at least once every 3 months or more in the past year (12%). Two thirds have had no interaction in the past 12 months (65%). Those who are satisfied with their local policing are more likely to have had an interaction with a police officer or PCSO in their local area at least once every 3 months or more (16% vs 12% average). Again, both those who would speak highly and those who would speak critically are more likely to have had an interaction (21% and 16% respectively vs 12% average).

Figure 6.9 – Frequency of interaction with local policing teams

Q30: In the past 12 months, how often, if at all, have you had any interaction with Police Officers or PCSOs in your local area? This might have been a conversation, or just a greeting or acknowledgement in the street or something more formal.



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Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

7 Contact with the police

This section covers contacts with the police in the past 12 months, looking in detail at levels of contact, expectations and ratings of experiences.

Key findings: Contact with the police

- Three in ten (31%) respondents say they have had contact with their local force in the past year, including 17% overall as a victim or witness and 3% who say they have been arrested and/or stopped and searched.
- Likelihood of contact with the police is notably higher amongst particular groups – those living in more deprived areas, people from BAME backgrounds, younger respondents – though still the majority within these groups have not had any contact within the past year.
- The majority (62%) are satisfied overall with the services received from police during their contact(s), and this is consistent across different types of contact.
- The setting and management of expectations are important; those more satisfied are more likely to have been told what to expect and to feel that this was then what happened.

7.1 Levels and types of contact with the police

Three in ten respondents say they have had contact with their local police force in the past 12 months (31%).

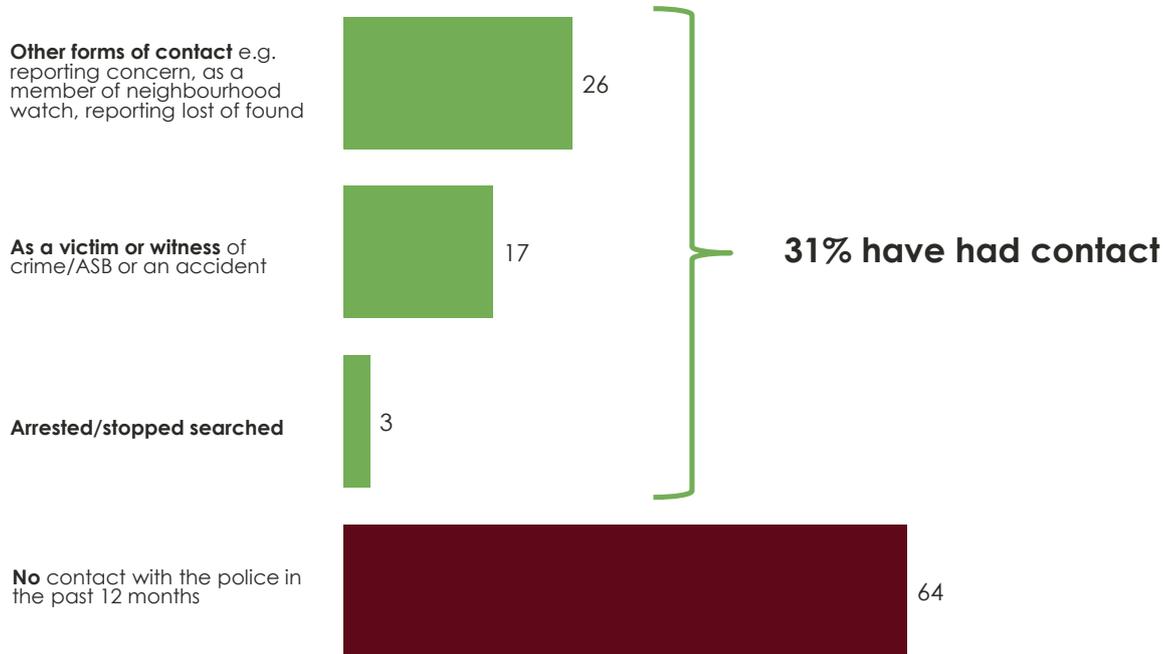
A quarter overall have had contact with the police for reasons such as reporting concern for their or someone else's safety, as a member of Neighbourhood Watch, or reporting lost and found. Seventeen percent have come into contact with the police as a victim or witness of crime or anti-social behaviour. A smaller minority had either been arrested or stopped and searched (3%).

There is significant overlap in the categories of contact; for instance, amongst those who have had contact as a victim or witness, 12% have also been arrested or stopped and searched, four times the average.

A small minority (5%) have moved into the local area within the past 12 months or cannot recall whether they have had contact and so are not included in figure 7.1.

Figure 7.1 – Contact with local police force in past 12 months

Q31, Q32, Q33. Have you had any contact or interaction with your local police force for any of the following reasons in the past 12 months?



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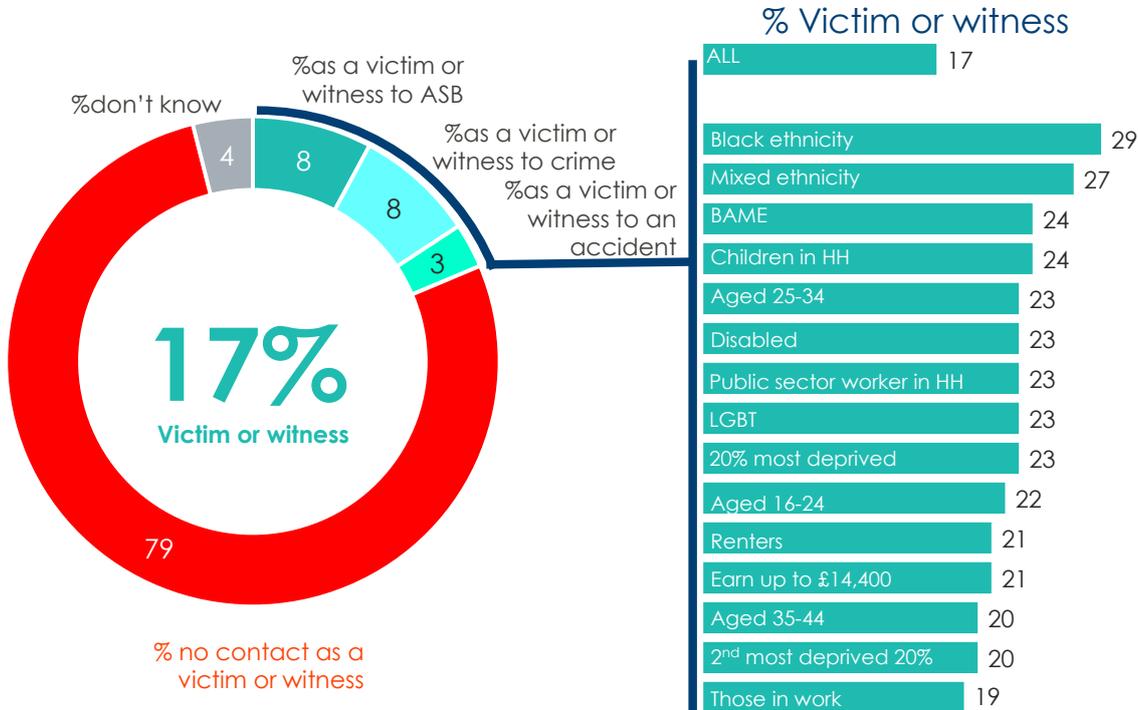
Of those who have had contact with the police in the past 12 months, just under half (47%) had contact on one occasion. Over a third of them (36%) had contact 2-5 times, and 9% had more than 5 contacts.

Certain types of people were more likely to have had contact with their local police force as a victim or witness in the past 12 months, including:

- Those from BAME backgrounds.
- Younger people aged 16-34.
- Those living in the 20% most deprived neighbourhoods
- Those with a disability
- LGBT respondents.

Figure 7.2 – Groups more likely to have contact as victim/witness

Q31: Have you had any contact or interaction with your local police force for any of the following reasons in the past 12 months?



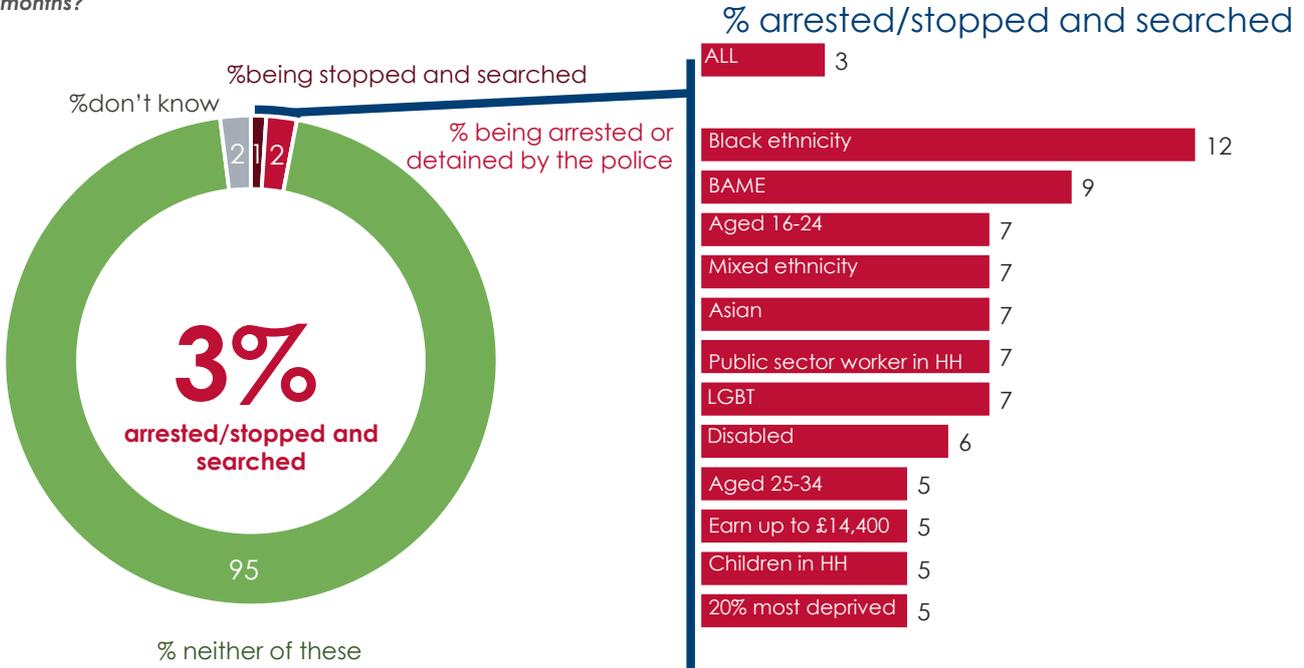
Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Amongst those who had contact as a victim and/or witness in the past 12 months, 57% had contact with the police just once, 30% 2-5 times, and 6% had more than 5 contacts.

Overall, 1% say they had been stopped and searched in the past 12 months and 2% had been arrested or detained by the police. Those from BAME backgrounds and younger people aged 16-24 were more likely to have interacted with the police in this way.

Figure 7.3 – Groups more likely to have been stopped and searched

Q32: And have you had any contact or interaction with your local police force for any of the following reasons in the past 12 months?

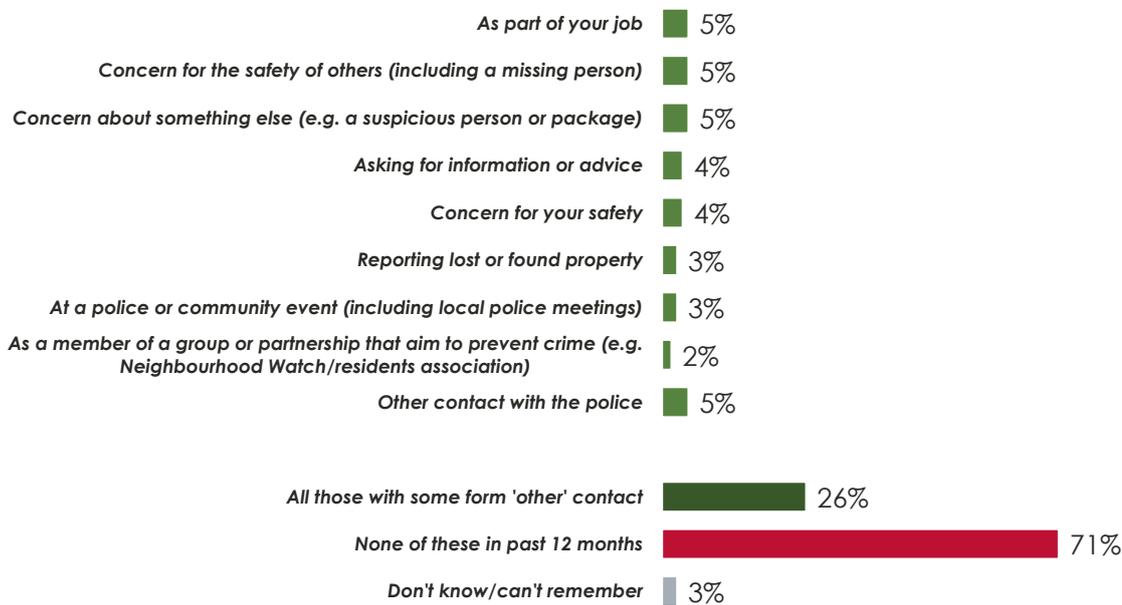


Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales (26,057) ; fieldwork 15 July – 6 August 2015

Around a quarter (26%) had contact with the police for reasons other than being a victim, witness, arrestee or someone who has been stopped and searched. The most common 'other' reasons for being in contact with the police included as part of their job, concern for the safety of others including a missing person, and/or concern about something else, for example a suspicious person or package (all at 5%).

Figure 7.4 – Interaction with police in the past 12 months for reasons other than being a victim, witness, arrestee or someone who has been stopped and searched

Q33: And have you had any contact or interaction with your local police force for any of the following reasons in the past 12 months?



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Those living in the 20% most deprived areas of England and Wales are more likely than average to come into contact with the police for all the broad reasons listed. Those in the 20% most affluent areas are less likely to come into contact in any capacity.

Contact with the police by index of multiple deprivation

Type of contact	Overall	IMD quintile 1 (20% most deprived)	IMD 2	IMD 3	IMD4	IMD quintile 5 (20% most affluent)
Victim or witness	17%	23%*	20%*	17%	15%	13%**
Been arrested/stopped and searched/detained	3%	5%*	4%*	3%	2%**	1%**
Other forms of contact	26%	31%*	29%*	26%	25%	22%**

* denotes figure is statistically higher than overall ** denotes figure is statistically lower than overall

7.2 Ratings of contacts

Overall, the majority of those who had contact were satisfied with the service they received from the police (62%). A fifth were dissatisfied with the service they received (18%).

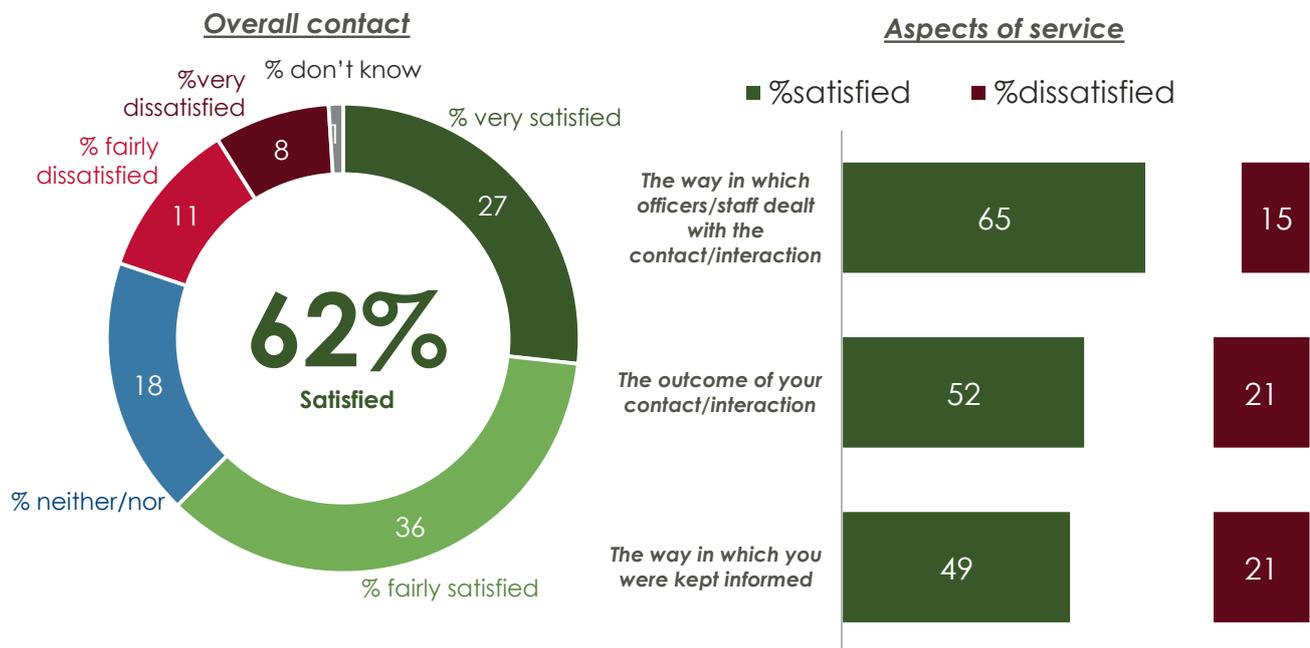
Two thirds were satisfied with the way in which officers/staff dealt with the contact/interaction (65%), and around half with the outcome of the interaction and the way in which they were kept informed (52% and 49% respectively).

Unsurprisingly, those satisfied with their contact overall were more likely to be satisfied with the individual aspects of their contact:

- The way in which officers/staff dealt with the contact/interaction (88% vs 65% average)
- The outcome of the interaction (76% vs 52%)
- The way in which they were kept informed (69% vs 49%)

Figure 7.5 – Satisfaction with police contact and key aspects of service

Q36: Thinking back to the occasion(s) over the past 12 months when you had contact with your local police, overall how satisfied or dissatisfied were you with the service or services you received from the police? Q37: And how satisfied were you with....?



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Base: All respondents interviewed in England and Wales who have had police contact in the past 12 months (8,089); fieldwork 15 July – 6 August 2015

7.3 Expectations of contact

Around a quarter of those who had contact with the police in the past 12 months say they were fully informed about what to expect in terms of actions and timings. Three in ten had been informed partly (29%), whilst around a fifth (22%) were not told what to expect. A quarter did not know or it wasn't applicable for their type of interaction (25%).

Around half of those who had contact felt their expectations were met (47%) and in one in seven cases expectations had been exceeded (12%). However, for a quarter the contact fell short of their expectations (26%).

For eight in ten who had been informed of what to expect, their expectations were met either fully or partly (79%).

Figure 7.6 – Setting and management of expectations

Q38: And thinking back to the most recent occasion in the past 12 months when you had first contact with your local police force, were you told what to expect in terms of likely actions, timings, etc?

■ % yes - fully ■ %yes - partly ■ % no ■ % don't know/can't remember/not applicable



Q39: And thinking about what you were told would happen, to what extent did it happen?

■ %fully ■ %partly ■ %not at all ■ % don't know/can't remember/not applicable



Q40: And thinking of the most recent occasion when you had contact with your local police force, would you say the service you received exceeded your expectations, was in line with expectations, or fell short of what you expected?

■ %exceeded expectations ■ %in line with what I expected
■ %fell short of my expectations ■ % don't know/can't remember/not applicable



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Base: All respondents interviewed in England and Wales who have had police contact in the past 12 months (8,089); All respondents who were told what to expect during their most recent contact with the police fieldwork 15 July – 6 August 2015



Those satisfied with their contact overall were more likely to:

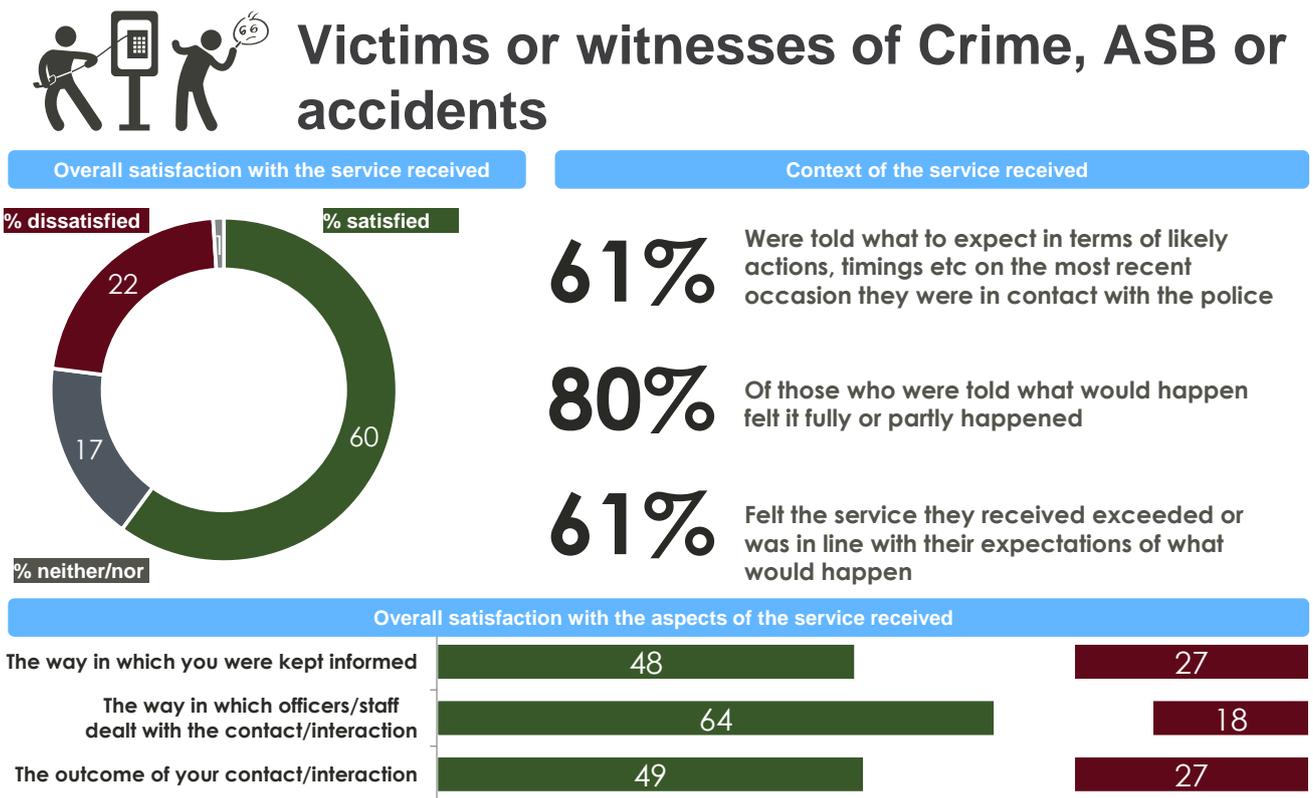
- Have been told what to expect (63% vs 52% average)
- Have what they were told to expect actually happen (86% vs 79%)
- Have their most recent contact meet or exceed their expectations (81% vs 59%)

Figure 7.7 shows that overall the majority of those who have been a victim or witness of crime, ASB or an accident were satisfied with the service or services they received from the police over the past 12 months (60%). However they are slightly more likely to be dissatisfied than the overall average amongst all those who have had contact with the police in the past 12 months (22% vs 18%). They were also more likely to be dissatisfied with the individual aspects of their experience (outcome, contact/interaction and the way they were kept informed) than overall.

Those who have been a victim or witness of crime, ASB or an accident were more likely to have been told on their most recent contact with police what to expect in terms of likely actions and timings (61% vs 52% amongst all those who have had contact).

It should be noted when interpreting findings across audiences who have had contact with the police, that some will have had multiple contacts across different types of contact. These respondents are included for all types of contact they have noted and have only been asked about ratings of the most recent.

Figure 7.7 – Experiences of victims/witnesses



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Social Research Institute Base: All respondents interviewed in England and Wales who had contact as a victim or witness (4,385). Fieldwork 15 July – 6 August 2015

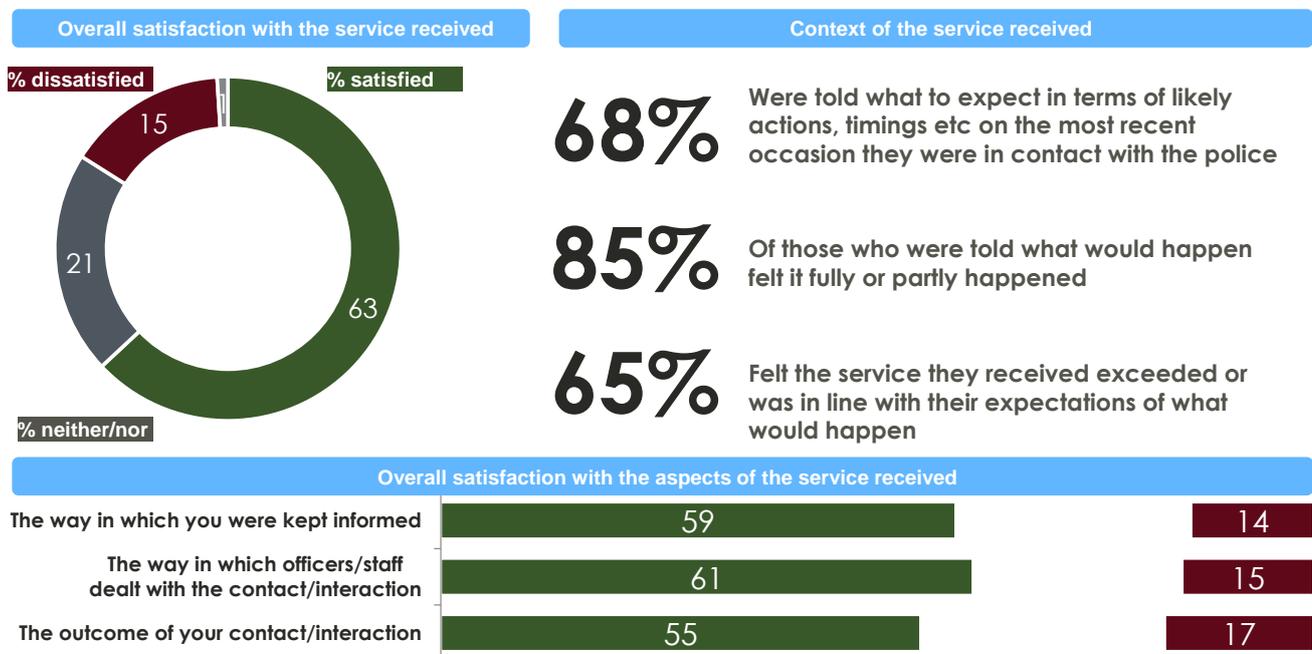
Figure 7.8 shows that the majority (63%) of those who have been arrested or stopped and searched are satisfied with the service or services they received from the police over the past 12 months (which may also relate to contact as a victim/witness or other contact in some cases).

Those who have been arrested or stopped and searched were more likely to have been told on their most recent contact with police what to expect in terms of likely actions and timings than the average findings across all those who have had contact with police in the past year (68% vs 52%).

Figure 7.8 – Experiences of those who have been arrested or stopped and searched



Arrested or stopped and searched



Ipsos MORI Social Research Institute 2015 Base: All respondents interviewed in England and Wales who were arrested or stopped and searched (555). Fieldwork 15 July – 6 August

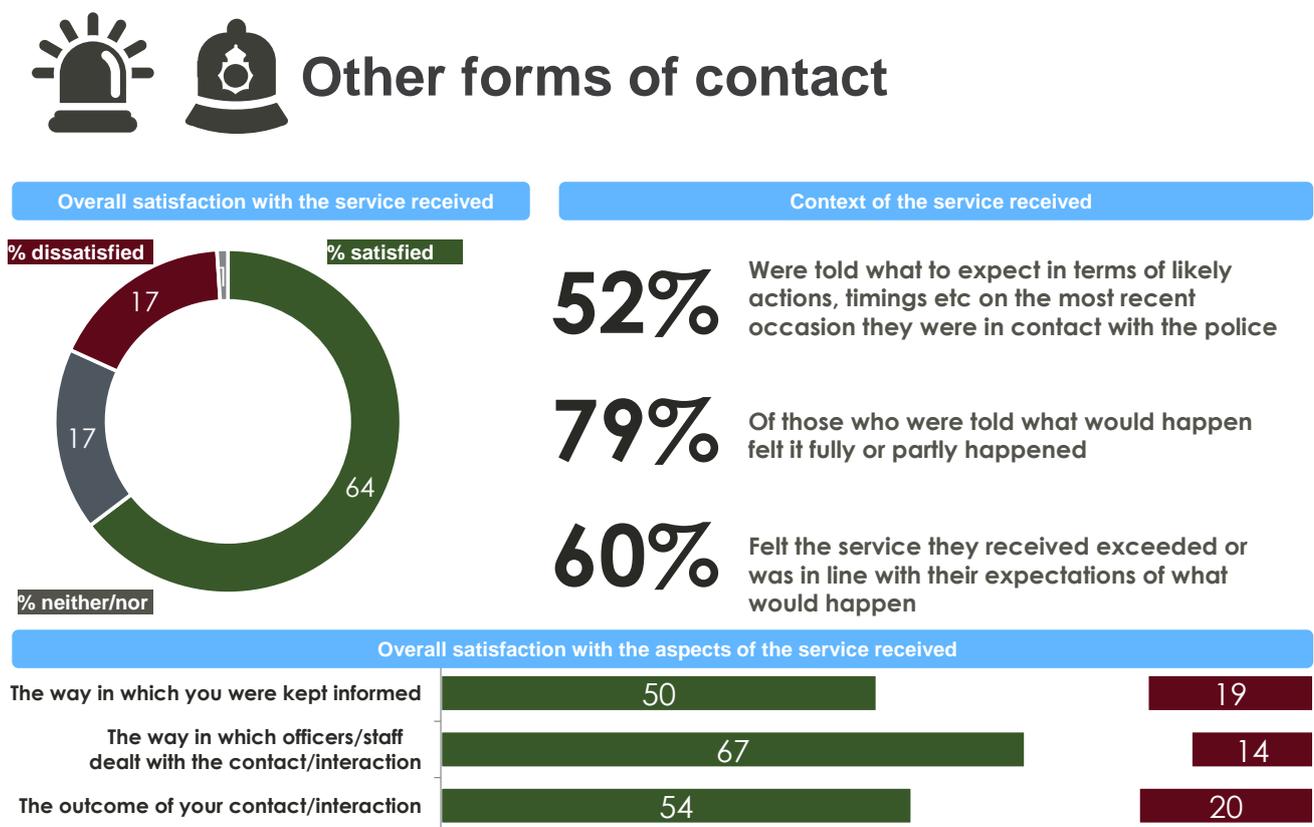
Other forms of contact in this survey were defined as contacting the police for reasons such as:

- “Concern for your safety”.
- “Concern for the safety of others (including a missing person)”.
- “Concern about something else (e.g. a suspicious person or package)”.
- “Reporting lost or found property”.
- “At a police or community event (including local police meetings)”.
- “As part of their job”.

- “Asking for information or advice”.
- “As a member of a group or partnership that aim to prevent crime (e.g. Neighbourhood Watch/residents association)”.

Figure 7.9 shows that in line with other contact types, the majority of those who had “other forms of contact” are satisfied with the service or services they received from the police over the past 12 months (64%). They were also more likely to be satisfied with the individual aspects of their experience (outcome, contact/interaction and the way they were kept informed) than those who had contact as a victim/witness.

Figure 7.9 – Experience of those who have had other forms of contact



Ipsos MORI Social Research Institute Base: All respondents interviewed in England and Wales who had another form of contact(6,692). Fieldwork 15 July – 6 August 2015

8 Awareness, attitudes and experience of Serious and Organised Crime

The survey included questions around three broad types of serious and organised crime; cyber-crime, people trafficking and exploitation, and drug trafficking. This section provides an overview of public awareness, experiences and perceived safety regarding each of these types of crime.

Key findings: Awareness and attitudes towards Serious and Organised Crime

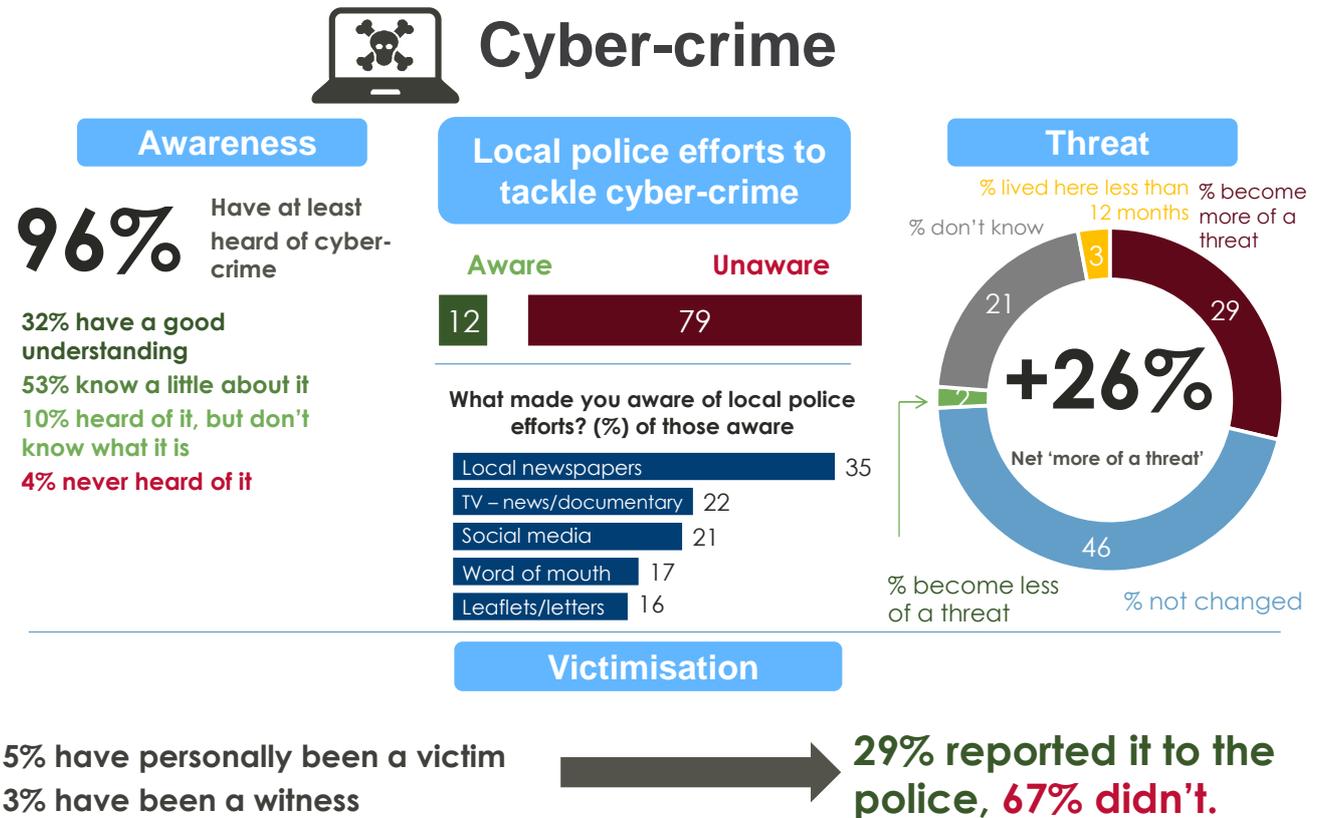
- There are very similar patterns of response regarding drug trafficking and people trafficking and exploitation; the large majority are aware of but know little about the issues, most are unaware of any local police efforts and typically do not cite any change in the level of threat over the past year.
- Very small proportions (less than 0.5% in both cases) note that they have been a victim or witness to either of these crime types; amongst these victims just over half reported the incident(s) to the police.
- These are similar levels of awareness/knowledge of cyber-crime and local police efforts to tackle it. Higher numbers do perceive this type of serious and organised crime to have become more of a threat (29%) but they are still the minority.
- Cyber-crime is more likely to have been experienced than the other two serious and organised crimes covered, but comparatively less likely to be reported to the police.

8.1 Cyber-crime

For the purposes of this research cyber-crime was defined as *crimes committed on-line, using the internet including fraud such as the sale of counterfeit goods, breaches of copyright and financial scams*.

Figure 8.1 shows that whilst the large majority of people are aware of cyber-crime (96%), only one in eight are aware of local police efforts to tackle it (12%). This potentially reflects a lack of awareness of local police efforts given it may be seen as a national issue. Three in ten feel it is becoming more of a threat to personal safety (29%). The fact that the majority either perceive no change in threat or do not know will likely be driven in part by lack of (perceived) direct experience only 5% note they have been a victim in the past year.

Figure 8.1 – Cyber crime



Base: All respondents interviewed in England and Wales (26,057) ; All those who have at least heard of cyber crime (25,147), All those who are aware of police efforts to deal with cyber crime in the local area (2,911), All those who have been a victim or witness of cyber-crime

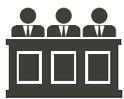
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 Social Research Institute (1,812) fieldwork 15 July – 6 August 2015

8.2 People trafficking and exploitation

For the purposes of this research people trafficking / exploitation was defined as *the illegal movement of people – sometimes against their will – usually between countries - it may also be linked with exploiting people sometimes called “modern-slavery”*.

Levels of awareness of people trafficking and local police efforts to deal with it are in line with those for cyber-crime, though fewer cite an increased level of threat (13%). A total of 111 people in the survey (less than 0.5%) noted they had been a victim, with most of them reporting it to the police.

Figure 8.2 – People trafficking and exploitation



People trafficking and exploitation



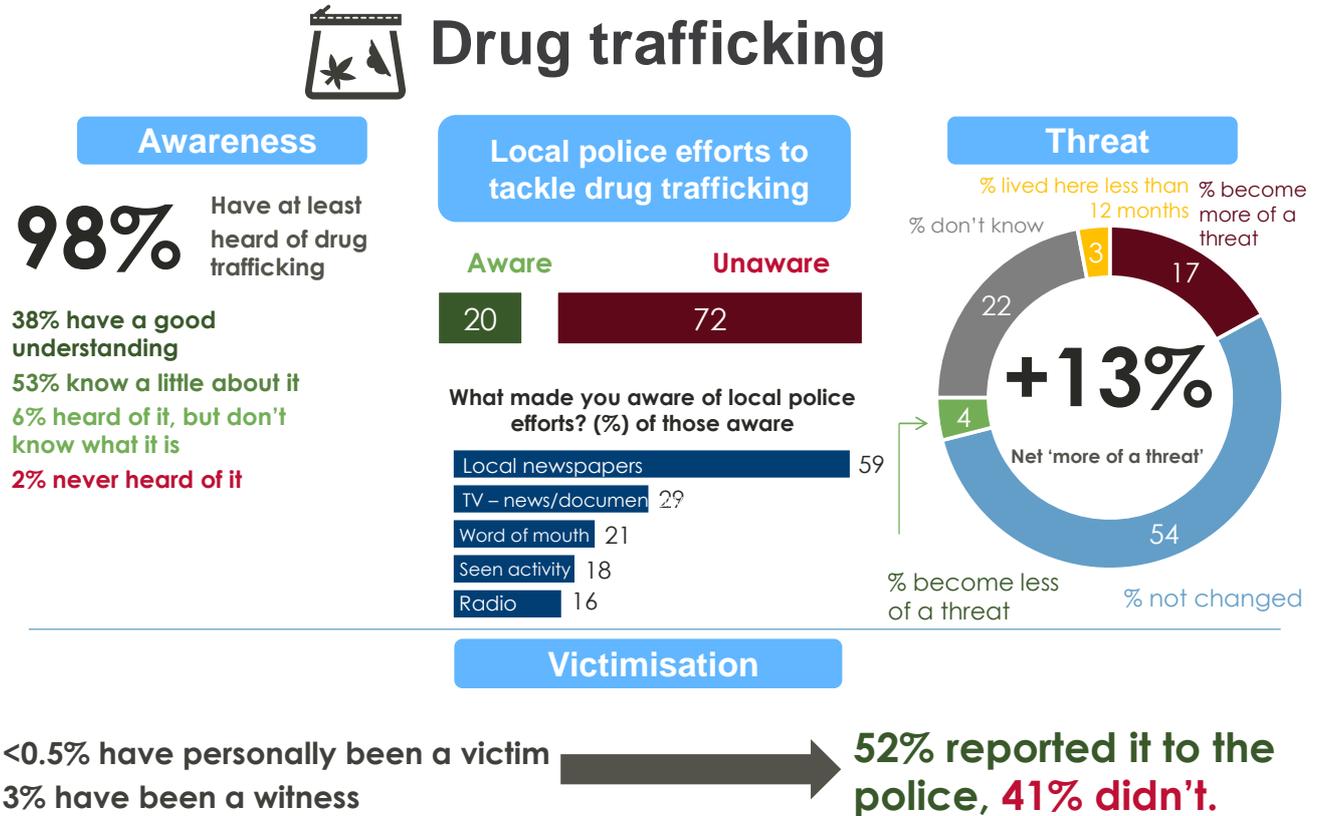
Base: All respondents interviewed in England and Wales (26,057) ; All those who have at least heard of people trafficking and exploitation (25,316), All those who are aware of police efforts to deal with people trafficking and exploitation in the local area (2,569), All those who have been a victim or witness of people trafficking and exploitation (334) fieldwork 15 July – 6 August 2015

8.3 Drug trafficking

For the purposes of this research drug trafficking was defined as *the illegal movement of drugs– both between countries and within countries. It may also include the large scale cultivation or manufacturing of drugs.*

As figure 8.3 shows, the proportions are very similar to those for people trafficking with regards awareness, perceived level of threat and extent of victimisation. There are, however, more people who say they are aware of local police efforts to tackle the issue (20%).

Figure 8.3 – Drug trafficking



Ipsos MORI Base: All respondents interviewed in England and Wales (26,057) ; All those who have at least heard of drug trafficking (25,552). All those who are aware of police efforts to deal with drug trafficking in the local area (5,022). All those who have been a victim or witness of drug trafficking (712) fieldwork 15 July – 6 August 2015

Appendix A

Achieved interviews by police force area

Force area	Achieved interviews		
Avon and Somerset Constabulary	884	Lincolnshire Police	406
Bedfordshire Police	406	Merseyside Police	650
Cambridgeshire Constabulary	503	Metropolitan Police Service	1278
Cheshire Constabulary	455	Norfolk Constabulary	511
Cleveland Police	353	North Wales Police	416
Cumbria Constabulary	400	North Yorkshire Police	459
Derbyshire Constabulary	512	Northamptonshire Police	403
Devon and Cornwall Police	841	Northumbria Police	704
Dorset Police	440	Nottinghamshire Police	613
Durham Constabulary	406	South Wales Police	589
Dyfed-Powys Police	382	South Yorkshire Police	641
Essex Police	994	Staffordshire Police	498
Gloucestershire Constabulary	435	Suffolk Constabulary	403
Greater Manchester Police	1034	Surrey Police	684
Gwent Police	402	Sussex Police	883
Hampshire Constabulary	1002	Thames Valley Police	1003
Hertfordshire Constabulary	627	Warwickshire Police	424
Humberside Police	416	West Mercia Police	525
Kent Police	878	West Midlands Police	1000
Lancashire Constabulary	731	West Yorkshire Police	1000
Leicestershire Constabulary	462	Wiltshire Police	404

Source: 26,057 online interviews with members of the general public in England and Wales 15 July - 6 August 2015

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