City of London Police

Community Satisfaction Survey

Final summary report

Opinion Research Services
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by Opinion Research Services

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1. Project Overview

Introduction

1.1   Opinion Research Services (ORS) was commissioned by City of London Police (CoLP) to undertake two activities:

Firstly, a community satisfaction survey using a face-to-face methodology, and;

Additionally, an online questionnaire based on the same questions as the face-to-face survey.

1.2   The purpose of these two activities was to obtain the views of individuals with a connection to the City of London (whether resident in the City, working in the City, or simply visiting) around local issues, community safety and policing.

Methodology and response

1.3   The face-to-face survey consisted of 511 interviews, conducted at various on-street locations within the City of London using a Computer Assisted Personal Interviewing (CAPI) methodology between 5th and 18th November 2018.

1.4   Quotas were placed on age group and on the respondent's connection to the area (i.e. whether resident in, working in, or visiting the City) to ensure a broad spread of individuals. Although interviewers were permitted to interview a proportion of tourists as part of the 'visitor' quota, the majority of these interviews were conducted with more regular or longstanding visitors to the City of London.

1.5   The online questionnaire was setup and hosted by ORS and promoted by the Communications team at City of London Police. It received a total of 482 responses between 6th and 30th November 2018.

1.6   Although the questions asked in the face-to-face survey and the online questionnaire were more or less identical, the two methodologies used were very different. For example, the face-to-face survey was led by an ORS interviewer, whereas the online questionnaire was designed for self-completion by the respondent. Moreover, while loose controls (based on the respondent's age and their connection to the City) were applied to the face-to-face survey, no such controls were applied to the online questionnaire, which was intentionally made widely available for any interested party to complete.

1.7   Because of these key methodological differences, it would be inappropriate to simply amalgamate or merge the results from the two activities. They are therefore reported separately in the main body of this report; however, some broad comparisons between the two sets of results have been made in the short executive summary.

1.8   The tables that appear on the following two pages show the profile of the response to the two activities. Please note that the figures may not always sum to 100% due to rounding.

1.9   It can be seen that, compared with the online activity, proportionally more visitors, and fewer workers, took part in the face-to-face activity. The face-to-face also achieved a somewhat younger age profile, with proportionally more respondents aged 16 to 34 (41%, compared with 18% of online respondents).

1.10   The gender profile was similar for both activities, with more males than females taking part.

Face-to-face respondents

Table 1: Connection with the City of London - All Face-to-Face Respondents

Gender	Count	Valid %
Resident	99	19%
Work in the City	242	47%
Visitor	169	33%
Total valid responses	**510**	**100**
Not known	*1*	*-*

Table 2: Age - All Face-to-Face Respondents

Gender	Count	Valid %
16-34	212	41%
35-54	201	39%
55+	98	19%
Total responses	**511**	**100**

Table 3: Gender - All Face-to-Face Respondents

Gender	Count	Valid %
Male	289	57%
Female	222	43%
Total responses	**511**	**100**

Online respondents

Table 4: Connection with the City of London - All Online Respondents

Gender	Count	Valid %
Resident	69	16%
Work in the City	338	77%
Visitor	29	7%
Other	5	1%
Total valid responses	**431**	**100**
Not known	*41*	*-*

Table 5: Age - All Online Respondents

Gender	Count	Valid %
16-34	79	18%
35-54	242	55%
55+	122	28%
Total valid responses	**443**	**100**
Not known	*39*	*-*

Table 6: Gender - All Online Respondents

Gender	Count	Valid %
Male	256	59%
Female	180	41%
Total valid responses	**436**	**100**
Not known	*46*	**-**

Interpretation of the Data

1.11 Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers.

1.12 Graphics are used extensively in this report to make it as user friendly as possible. The pie charts and other graphics show the proportions (percentages) of respondents making relevant responses. Where possible, the colours of the charts have been standardised with a 'traffic light' system in which:

- Green shades represent positive responses

- Beige and purple/blue shades represent neither positive nor negative responses

- Red shades represent negative responses

- The bolder shades are used to highlight responses at the 'extremes', for example, very satisfied or very dissatisfied.

Acknowledgements

1.13 ORS would like to thank Paul Adams and Teresa La Thangue at CoLP for their help and assistance in developing the project. We would also like to thank the 511 face-to-face and 482 online respondents who took part, without whose valuable input the research would not have been possible.

2. Executive Summary

2.1   Respondents were asked to select their three biggest concerns from a list of issues that might affect the City. For both activities (i.e. face-to-face and online), terrorism was the most widely identified concern. The face-to-face respondents' next biggest concerns were anti-social behaviour, rubbish and litter and drug misuse/dealing; however online respondents were more likely to identify road safety and personal theft among their biggest concerns.

2.2   Respondents generally feel safe in the City; however, 16% of online respondents indicated that they felt either very unsafe or fairly unsafe after dark.

2.3   Significant minorities of respondents (41% face-to-face and 28% online) said that they worry about being a victim of crime at least some of the time.

2.4   In general, and across both activities, respondents have a positive view of the Police, and large majorities of respondents (81% face-to-face and 83% online) feel the Police are doing a good or excellent job.

2.5   Across both activities, substantial majorities agreed that, if they were to have contact with the Police, the Police would treat them with respect, would be friendly and approachable, would treat them fairly, and would act with integrity. However, slightly lower majorities of respondents agreed that the Police understand their local concerns (and again, this was the case for both of the activities).

2.6   Large majorities of respondents feel confident that they would receive a good level of service if they were to report a crime to CoLP, although fewer online respondents indicated that they would feel 'very confident' (32%, compared with 48% of face-to-face respondents).

2.7   The most common reasons for lacking confidence in the level of service were: a previous negative experience of the service, believing that the Police lack the resources needed to respond appropriately, and scepticism that the Police care about or respond to minor crimes.

2.8   Respondents were asked how they would prefer to receive information from CoLP. The CoLP website, regular emails and Twitter were among the more frequently provided answers for both sets of respondents.

3. Face-to-face results

Out of the following categories please can you tell me which three concern you the most in the City? And can you rank them in order where 1 is the issue that concerns you most?

3.1   Respondents were provided with a list of issues that might affect the City of London, before being asked to identify their first, second and third biggest concerns from that list. The chart below summarises the choices made.

3.2   It can be seen that terrorism was most commonly selected as a top three issue, as well as the being the most widely identified highest concern (i.e. ranked first) – by 130 respondents. Anti-social behaviour was also a prominent concern, along with drug dealing and misuse, rubbish and litter, road safety and traffic congestion.

Figure 1: Number of respondents selecting each issue as a first, second or third greatest concern (from a list provided)
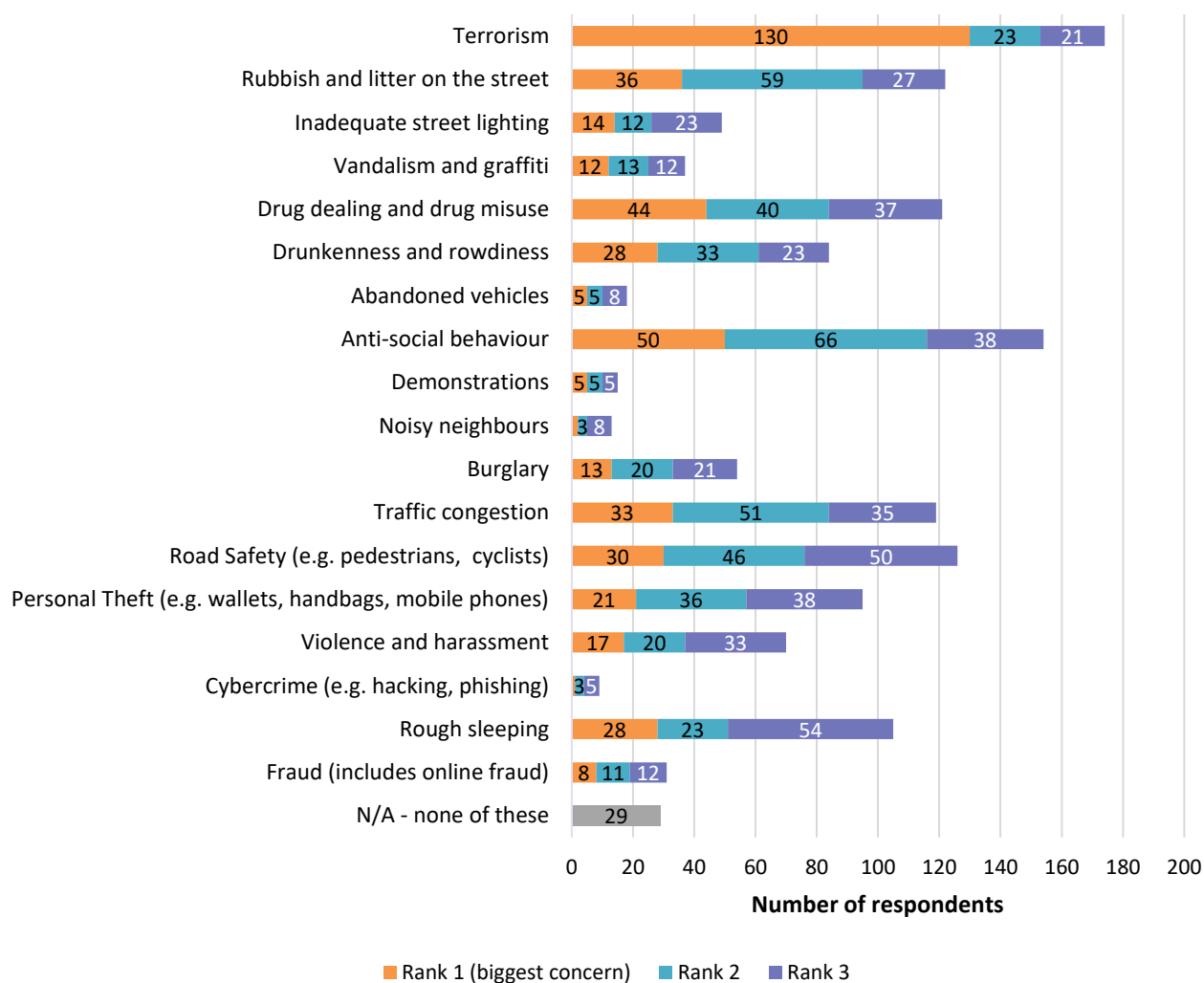
3.3   ORS also conducted a rank analysis which confirmed terrorism as respondents' biggest concern, ahead of anti-social behaviour, rubbish and litter and drug dealing.

> *In terms of personal security, how safe or unsafe do you feel in the City…?*

3.4 The vast majority (96%) of respondents feel safe in the City during the day. A substantial proportion (84%) feel safe after dark; however less than half (43%) feel very safe, and 1 in 20 (5%) feel unsafe.

3.5 Feelings of safety after dark are somewhat lower among residents (77% feel safe, compared with 84% overall).

Figure 2: In terms of personal security, how safe or unsafe do you feel in the City…?
Base: All Respondents (number of respondents shown in brackets)
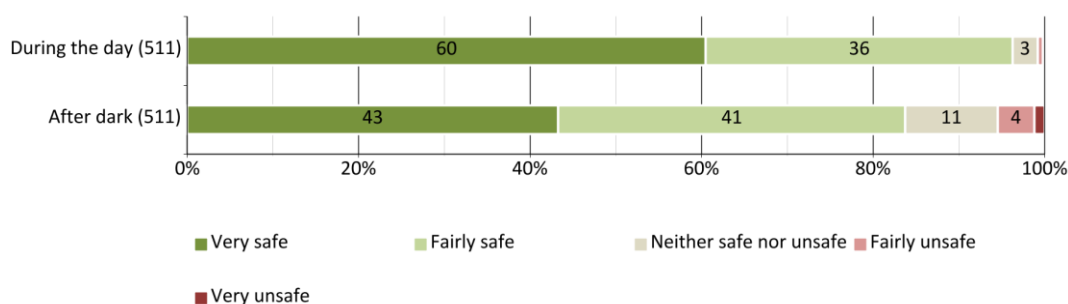
> *How often, if at all, do you worry about becoming a victim of crime in the City?*

3.6 Respondents were fairly split in response to the question about how often they worry about becoming a victim of crime in the City. Just over two fifths worry either most (16%) or some (26%) of the time, while just under two fifths worry either hardly any of the time (23%) or not at all (14%). The remaining fifth or so (21%) of respondents worry a little/occasionally.

Figure 3: How often, if at all, do you worry about becoming a victim of crime in the City?
Base: All Respondents (510)
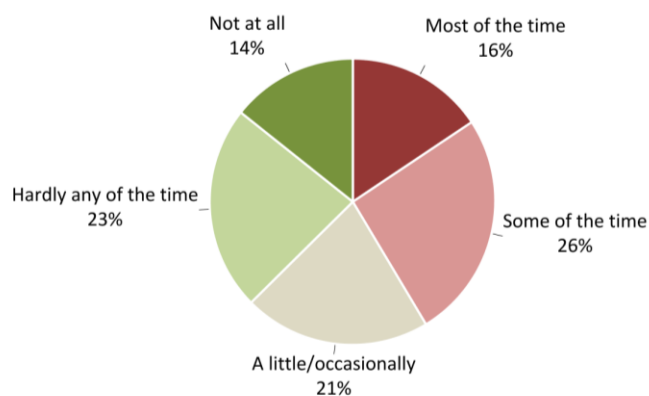
> *Thinking only about if you were to have contact with the City of London police, how much do you agree or disagree with the following? City of London Police…*

3.7 Respondents generally hold positive views about the City of London Police: more than 9 in 10 feel that, were they to have contact with the Police, the Police would treat them with respect (92%), would act with integrity (91%), would treat them fairly (91%), and that the Police are friendly and approachable (91%). Slightly fewer, but still a substantial majority (87%), feel the Police understand their local concerns.

Figure 4: Thinking only about if you were to have contact with the City of London police, how much do you agree or disagree with the following?
Base: All Respondents (number of respondents shown in brackets)
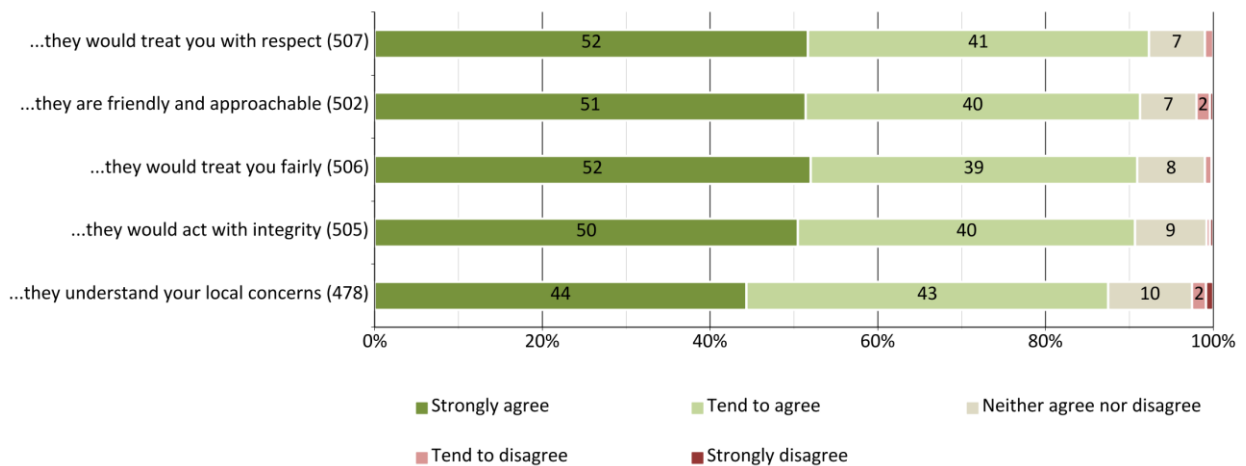
> *How good or poor a job do you think City of London Police are doing?*

3.8 Around four fifths of respondents (81%) feel that CoLP is doing either an excellent (13%) or a good (68%) job. While 16% feel that CoLP is only doing a fair job, just 3% feel it is doing a poor or very poor job.

Figure 5: How good or poor a job do you think City of London Police are doing?
Base: All Respondents (500)
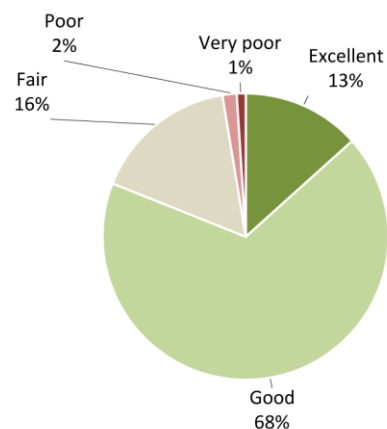
> *If you were to report a crime or incident in the future how confident are you that you would receive a good service from City of London Police?*

3.9 Respondents were generally confident that they would receive a good service from CoLP if they were to report a crime in the future. Just under half (48%) were very confident and a similar proportion were fairly confident (46%).

3.10 However, 6% of respondents were either not very or not at all confident. These respondents were asked to explain why they were not more confident about receiving a good service: the most common reasons included: a previous negative experience after reporting a crime or ASB, scepticism about whether the Police respond to minor crimes, and doubts about whether the Police are adequately resourced.

Figure 6: If you were to report a crime or incident in the future how confident are you that you would receive a good service from City of London Police?
Base: All Respondents (501)
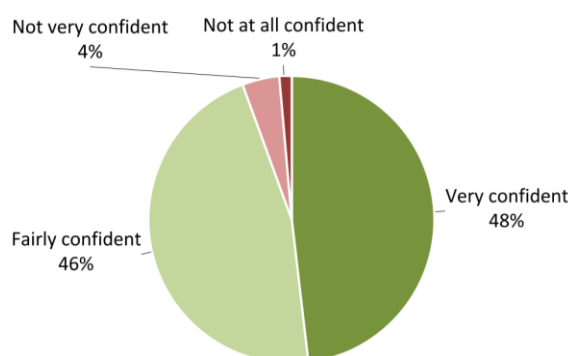
> *How would you prefer to receive information from the City of London Police? Choose up to 3 options.*

3.11 Respondents were asked to identify (from a list) the top three ways in which they would like to receive information from CoLP. The most popular of the listed information sources were the CoLP website (36%) posters and leaflets (29%), Twitter (21%) and regular emails (20%).

Figure 7: How would you prefer to receive information from the City of London Police? Choose up to 3.
Base: All Respondents (461. NB: the remaining 50 respondents indicated - without prompting - that they would not want to receive information)
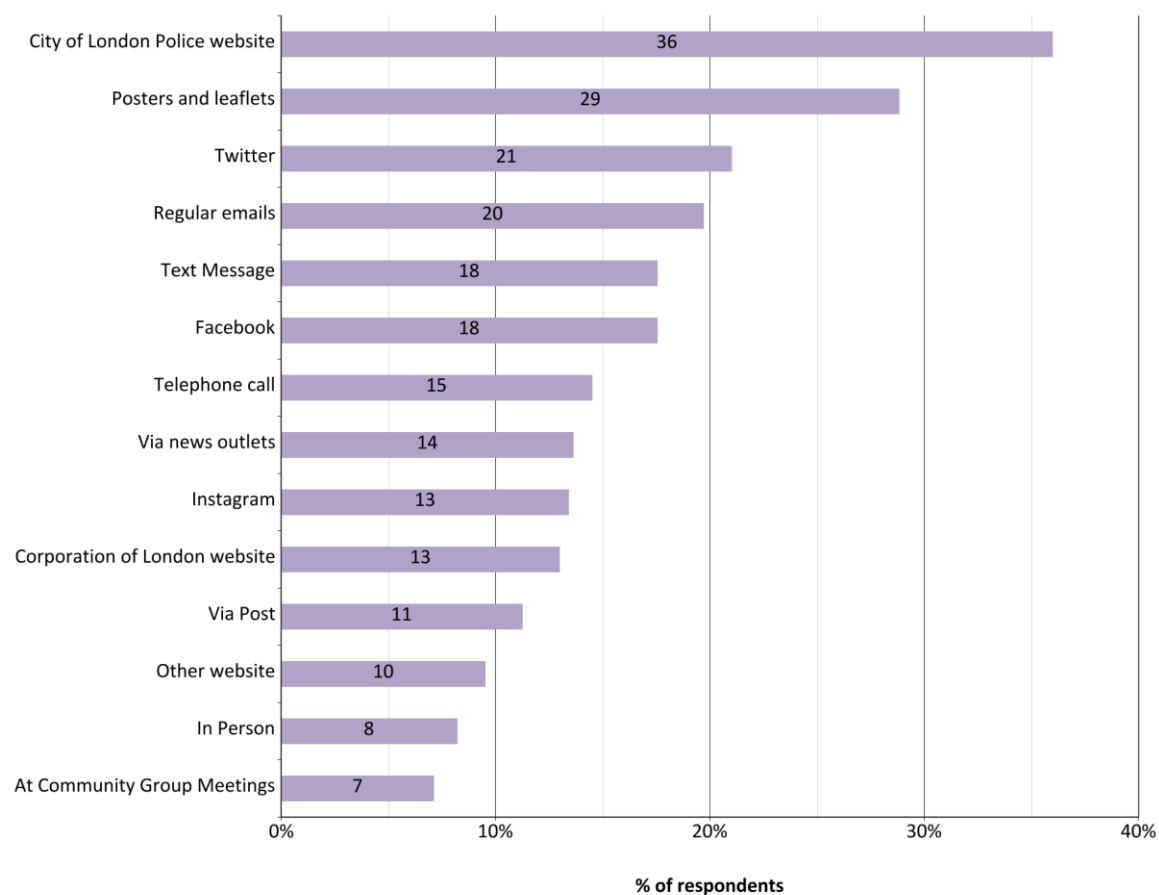
4. Online results

Out of the following categories please can you tell me which three concern you the most in the City? And can you rank them in order where 1 is the issue that concerns you most?

4.1 Respondents were asked to identify their top three concerns from the same list of issues that was provided to the face-to-face respondents.

4.2 It can be seen that terrorism was, by a considerable margin, the most widely selected issue overall and the issue most likely to be rankest first (i.e. as the biggest concern). Road safety and personal theft were among respondents' next biggest concerns.

Figure 8: Number of respondents selecting each issue as a first, second or third greatest concern (from a list provided)
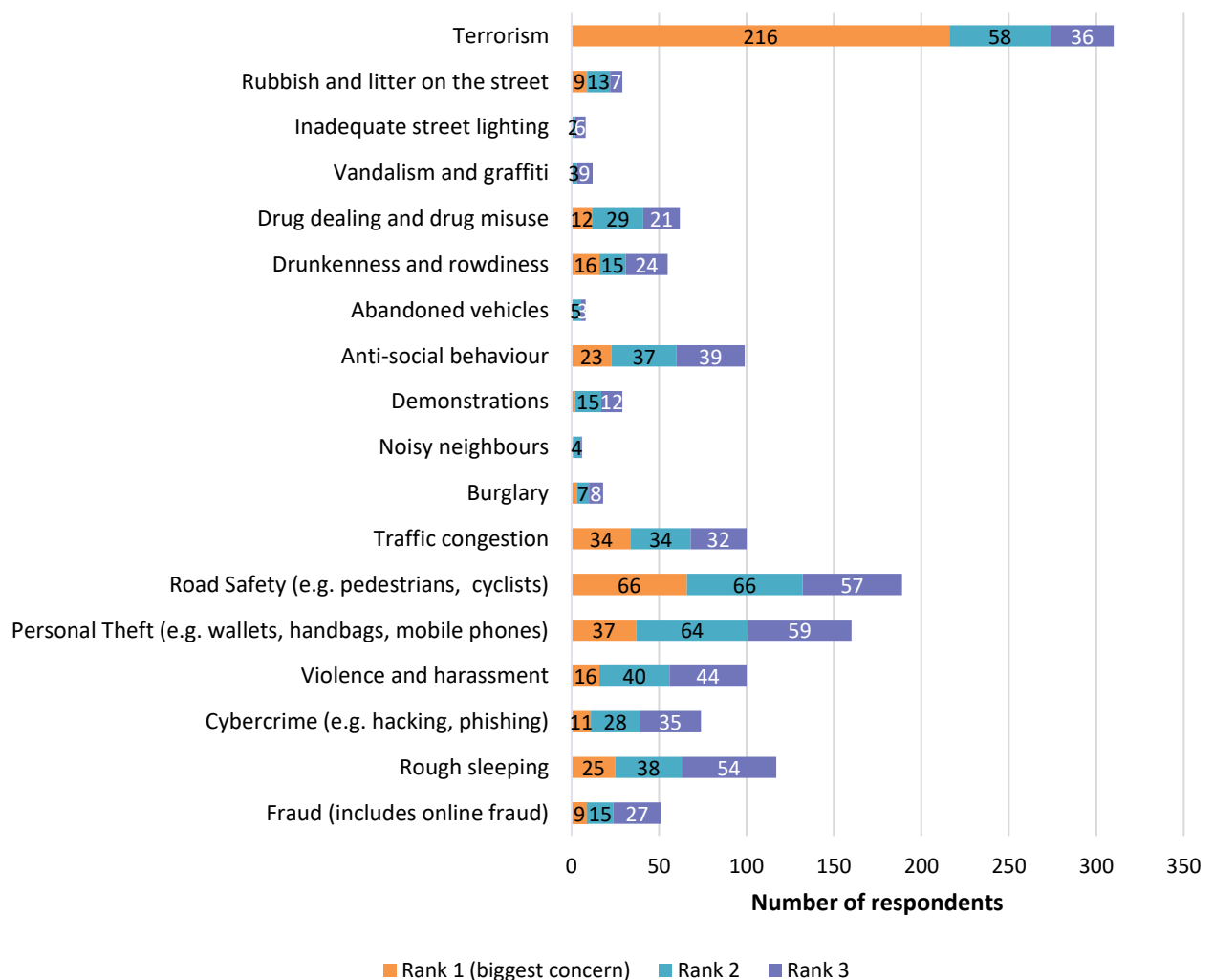
4.3 The results of a rank analysis confirmed terrorism as the biggest concern.

> *In terms of personal security, how safe or unsafe do you feel in the City…?*

4.4   Around 9 in 10 respondents feel safe in the City during the day; however, less than two thirds feel safe after dark, and 16% feel unsafe

Figure 9: In terms of personal security, how safe or unsafe do you feel in the City…?
Base: All Respondents (number of respondents shown in brackets)
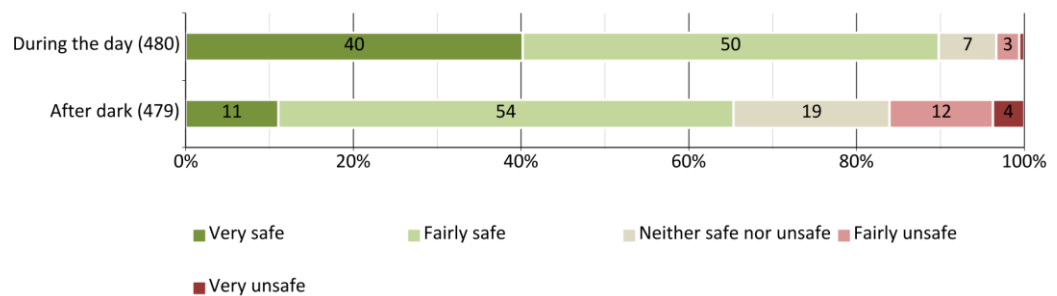
> *How often, if at all, do you worry about becoming a victim of crime in the City?*

4.5   Just over a quarter of respondents worry about becoming a victim of crime at least some of the time, while around a third do so a little/occasionally. The remaining respondents worry less often; however, it is worth noting that only around a tenth (9%) do not worry at all.

Figure 10: How often, if at all, do you worry about becoming a victim of crime in the City?
Base: All Respondents (481)
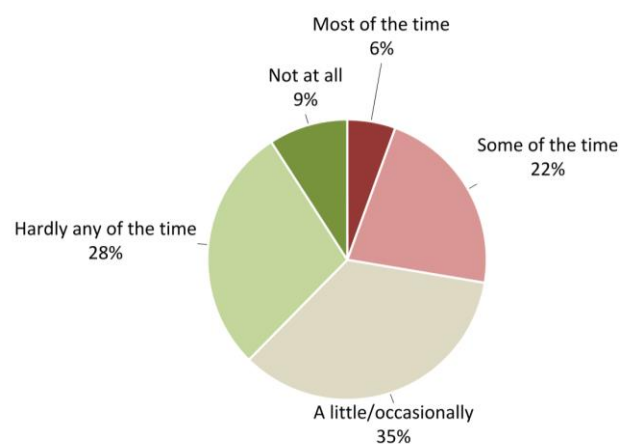
Thinking only about if you were to have contact with the City of London police, how much do you agree or disagree with the following? City of London Police…

4.6 Respondents generally hold positive views about the City of London Police: in particular close to 9 in 10 feel that, were they to have contact with the Police, the Police would treat them with respect (89%), would act with integrity (89%), would treat them fairly (89%), and that the Police are friendly and approachable (86%).

4.7 Somewhat fewer, but still a substantial majority (78%), feel the Police understand their local concerns.

Figure 11: Thinking only about if you were to have contact with the City of London police, how much do you agree or disagree with the following?
Base: All Respondents (number of respondents shown in brackets)
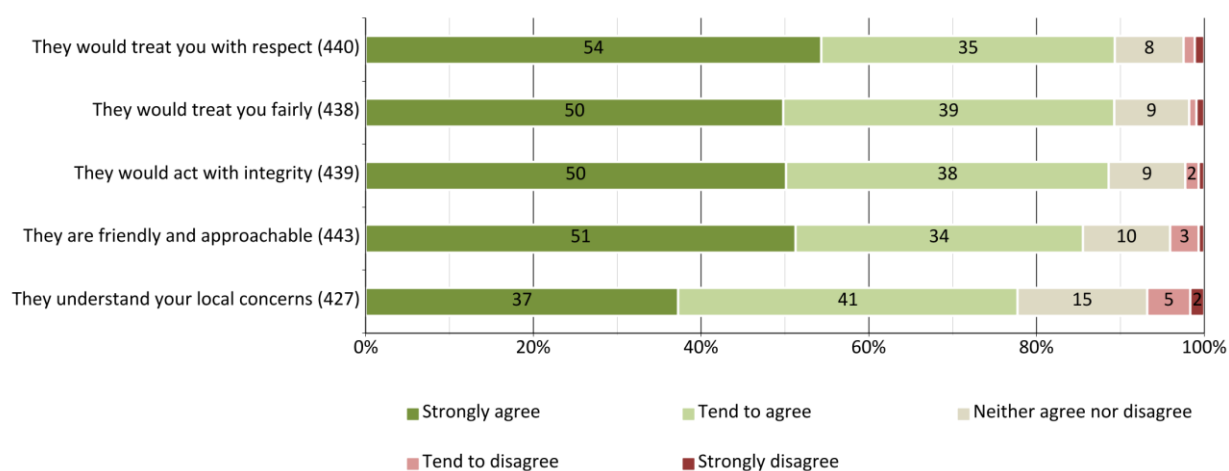
How good or poor a job do you think City of London Police are doing?

4.8 Around half (49%) feel CoLP is doing a good job, while a further third (34%) feel it is doing an excellent job. 14% feel it is doing a fair job, while only 3% feel it is doing poorly or very poorly.

Figure 12: How good or poor a job do you think City of London Police are doing?
Base: All Respondents (449)
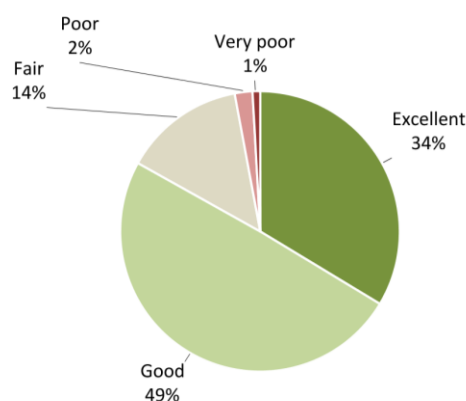
If you were to report a crime or incident in the future how confident are you that you would receive a good service from City of London Police?

4.9 Online respondents were generally confident that they would receive a good service from CoLP if they were to report a crime in the future. Around a third (32%) were very confident, while more than half (59%) were fairly confident.

4.10 However, around a tenth were either not very confident (7%) or not at all confident (3%). These respondents were asked to explain why they were not more confident about receiving a good service, and the most common reasons included: a previous negative experience received (e.g. a lack of response or poor follow-up after reporting a crime or ASB), doubts about whether the Police are adequately resourced (e.g. as a result of 'cuts' and station closures), negative media stories or coverage, and perceptions that only major crimes receive the Police's full attention.

Figure 13: If you were to report a crime or incident in the future how confident are you that you would receive a good service from City of London Police?
Base: All Respondents (440)
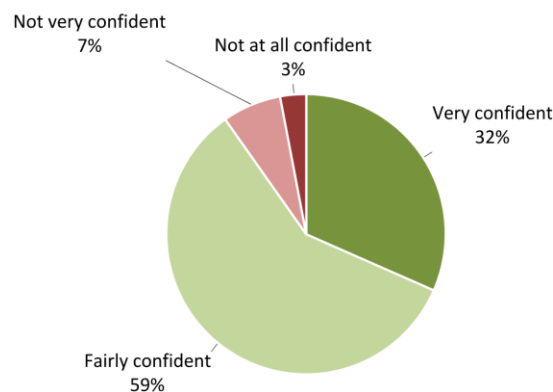
How would you prefer to receive information from the City of London Police? Choose up to 3 options.

4.11 Respondents were asked to identify (from a list) the top three ways in which they would like to receive information from CoLP. Around two thirds of respondents selected regular emails (67%) in their top three, while almost two fifths selected the CoLP website (38%), Twitter (38%) and text messages (37%).

Figure 14: How would you prefer to receive information from the City of London Police? Choose up to 3 options.
Base: All Respondents (432. NB: 25 respondents answered 'not applicable')

Category	%
Regular emails	67
City of London Police website	38
Twitter	38
Text message	37
Corporation of London website	15
Facebook	13
Posters and leaflets	10
At Community Group meetings	9
In person	5
Instagram	4
Via post	4
Via news outlets	3
Telephone call	2
Other website	1

% of respondents

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