

## LOCAL CONFIDENCE SURVEY: ADDITIONAL INFORMATION

During August to October 2009, a total of 4014 local confidence surveys were carried out across each of the four Crime and Disorder Reduction Partnerships (CDRPs) in Cheshire.

The role of a CDRP is to bring key local agencies together to deliver solutions to local problems. The partners involved in a CDRP include:- the Local Authority, Police and Police Authority, Fire & Rescue Service, Primary Care Trust and the Probation Service.

CDRPs are linked to particular geographical areas that are usually defined by local / county authority structure. Cheshire has four CDRPs:-

- Cheshire East
- Cheshire West and Chester
- Halton
- Warrington

To find out more – click here <http://cheshirepa.creativelynx.co.uk/what-we-do/Partnerships>

Due to variations in the population size of each CDRP, a different number of surveys were conducted in each, to ensure that any results gained were representative of the whole population of Cheshire.

	Cheshire East	Cheshire West and Chester	Halton	Warrington	Force
Total Respondents *	1409	1280	606	719	<b>4014</b>

*\* Number of respondents differs in accordance with population size i.e. the larger the population, the more people need to be surveyed.*

Male	602	573	222	313	<b>1710</b>
Female	807	707	384	406	<b>2304</b>

16 to 34	307	286	156	190	<b>939</b>
35 to 54	516	437	212	263	<b>1428</b>
55 to 74	442	391	178	197	<b>1208</b>
75 plus	133	155	55	66	<b>409</b>
Not stated	11	11	5	3	<b>30</b>

White'	1353	1240	590	699	<b>3882</b>
Black Minority Ethnic' (BME) *	44	25	12	16	<b>97</b>
Not stated	12	15	4	4	<b>35</b>

*\* Black and Minority Ethnic refers to persons who described their ethnicity as: 'Asian' / 'Asian British', 'Black' / 'Black British', 'Chinese', 'Of mixed background' or 'other ethnic group'.*

Research was undertaken by a registered Market Research company that adheres to the Market Research Society (MRS) Code of Conduct and meets our stringent requirements for data collection.

The majority of respondents selected the 'tend to agree' option when asked whether they agree that "The police and local council are dealing with anti-social behaviour and crime issues that matter in this area."

	Cheshire East	Cheshire West and Chester	Halton	Warrington	Force
% of respondents who agree* that the police and local council are dealing with the anti-social behaviour and crime issues that matter in this area	61%	60%	63%	62%	61%

*The above figures represent the percentage of people who stated 'strongly agree' or 'tend to agree' as a proportion of total responses ('strongly agree', 'tend to agree', 'neither agree or disagree', 'tend to disagree', 'strongly disagree' and 'don't know')*

Breakdown by response type	Cheshire East	Cheshire West and Chester	Halton	Warrington	Force
Strongly Agree	14%	14%	18%	15%	15%
Tend to Agree	47%	46%	45%	47%	46%
Neither Agree nor Disagree	13%	13%	11%	12%	13%
Tend to Disagree	12%	12%	11%	13%	12%
Strongly Disagree	5%	6%	7%	5%	6%
Don't Know	9%	9%	9%	8%	9%

**Random Sample – Use of random sampling ensures that all residents of Cheshire have an equal chance of being contacted and surveyed by our survey company.**

Following consultation with other forces and advice from the Home Office, Cheshire Constabulary selected Random Digit Dialling (RDD) as the most appropriate method for random sample generation. RDD generates a representative and random set of residential telephone numbers by taking a core of known 'seed' telephone numbers that can be linked to postcodes across the full area covered by Cheshire Constabulary. Additional numbers are then generated by adding and subtracting a fixed series of numbers from each original seed number, thereby creating a sequence of new telephone numbers that are also likely to be within the same geographical area as the initial seed. Additionally, as per Home Office guidance, we also chose to purchase a number of mobile phone numbers to a) account for households without a landline and b) increase the likelihood of gaining the views of younger persons.

**Booster Quota Sample – A type of sampling method that gathers representative data from a specific group or population type, if they are found not to be fully represented in a particular data set.**

Cheshire Constabulary attempted to ensure that the results gained were representative of the demographic profile of each CDRP in terms of geography, gender, age and ethnicity of residents. Whilst the force achieved representation by geography, gender and ethnicity with ease, there was a need to proactively gather ('booster') responses from certain age groups using 'call screening'. This involved asking to speak to respondent's from a particular age band at the onset of a call.

**'Unknown source of statistical bias' – Phrase used when certain participants are not given an equal opportunity to be represented in data gained as a result of research.**

As the Constabulary had to proactively gather responses from certain age groups using booster quota sampling techniques, the force may have inadvertently introduced sampling / statistical bias. In theory, some members of the population may therefore have been less likely to be included than others, due to use of 'call screening'. However, what should be noted is that almost every sample in research is biased to some extent, as it is practically impossible to ensure your results are wholly representative of e.g. demographic population, unless all residents are surveyed.