



Thames Valley Police

Trust & Confidence Snapshot Survey

maru/

The experience & insights platform

Contents

- ❖ Background and Methodology
- ❖ Resident Profile
- ❖ Overall Snapshot
- ❖ Implicit Response Time Tests
- ❖ Attitudes towards Thames Valley Police
- ❖ Visibility and connection with Thames Valley Police
- ❖ Perceptions of Crime and Safety
- ❖ Key Ratings by Demographics

Background & Methodology

Background

- Thames Valley Police (TVP) is the largest non-metropolitan force in the UK and in conjunction with the Office of the Police and Crime Commissioner commissioned Maru to conduct a **snapshot survey to gauge the level of Trust & Confidence of policing across the communities of the Thames Valley**.
- Five domains of policing that influence the public's perceptions of police trustworthiness were identified and measured:
 - **Police effectiveness** (how well the police deal with specific types of crime);
 - **Police fairness** (the extent to which the police treat the public with fairness, dignity and respect);
 - **Levels of community engagement** (how to police interact and listen to the community, whether the public feel they have a voice and are listened to);
 - **Levels of disorder** (perceptions of the level of disorder and anti-social behaviour in an individual's local area).
 - **Personal levels of trust in the police and feeling safe**

What did we do?

- Designed and implemented an online survey to collect feedback from members of the public living within the Thames Valley Policing areas and undertook a National benchmarking study; this is referred to where applicable.
- Applying Maru/Blue nationally representative sample of people living across the 11 Local Policing Authorities collected 1608 completed surveys.
- Responses collected 18th December to 2nd January 2024. The following slides detail the overall findings of this research. All rating data reported throughout this document refers to top 2 box scores except where specified.

Resident profile

Who did we speak to?

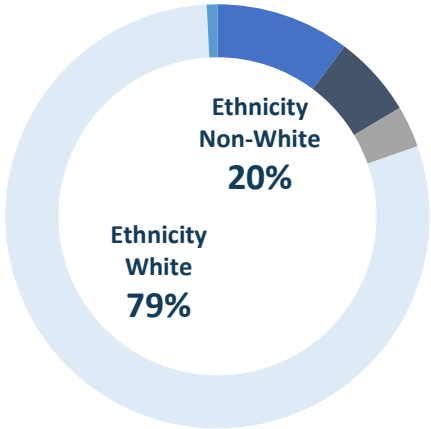
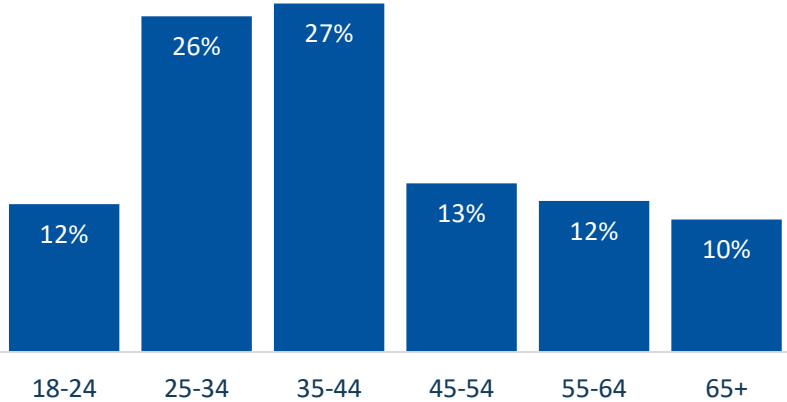
Gender, Age and Ethnicity

Sample:
1608

Men
48%



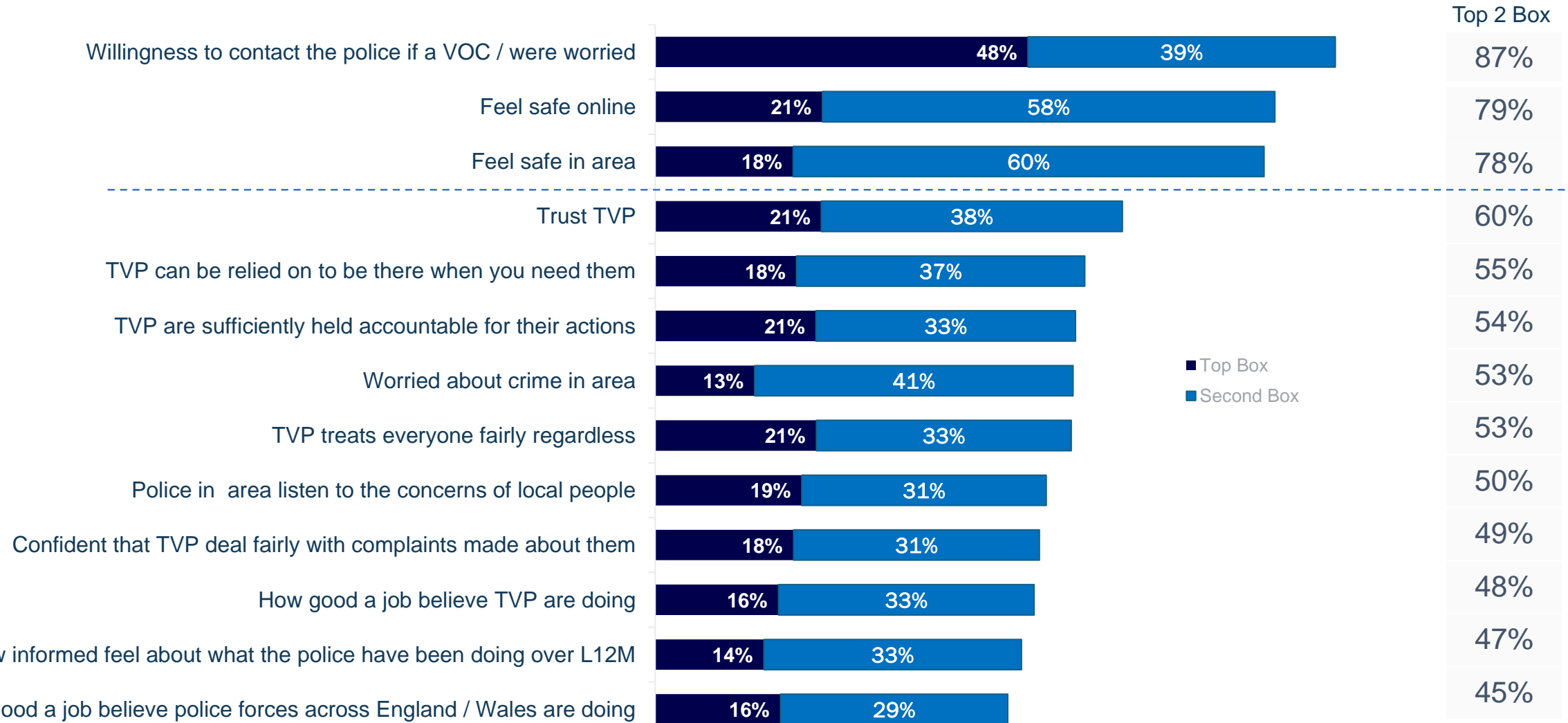
Women
51%



- Asian or Asian British
- Black, Black British, Caribbean or African
- Mixed or multiple ethnic groups
- Other ethnic group (Including Arab, Any other ethnic group)

Over three quarters are willing to contact TVP and feel safe both in their area and online however less than half believe TVP are doing a good job or feel informed about actions over the last 12 months.

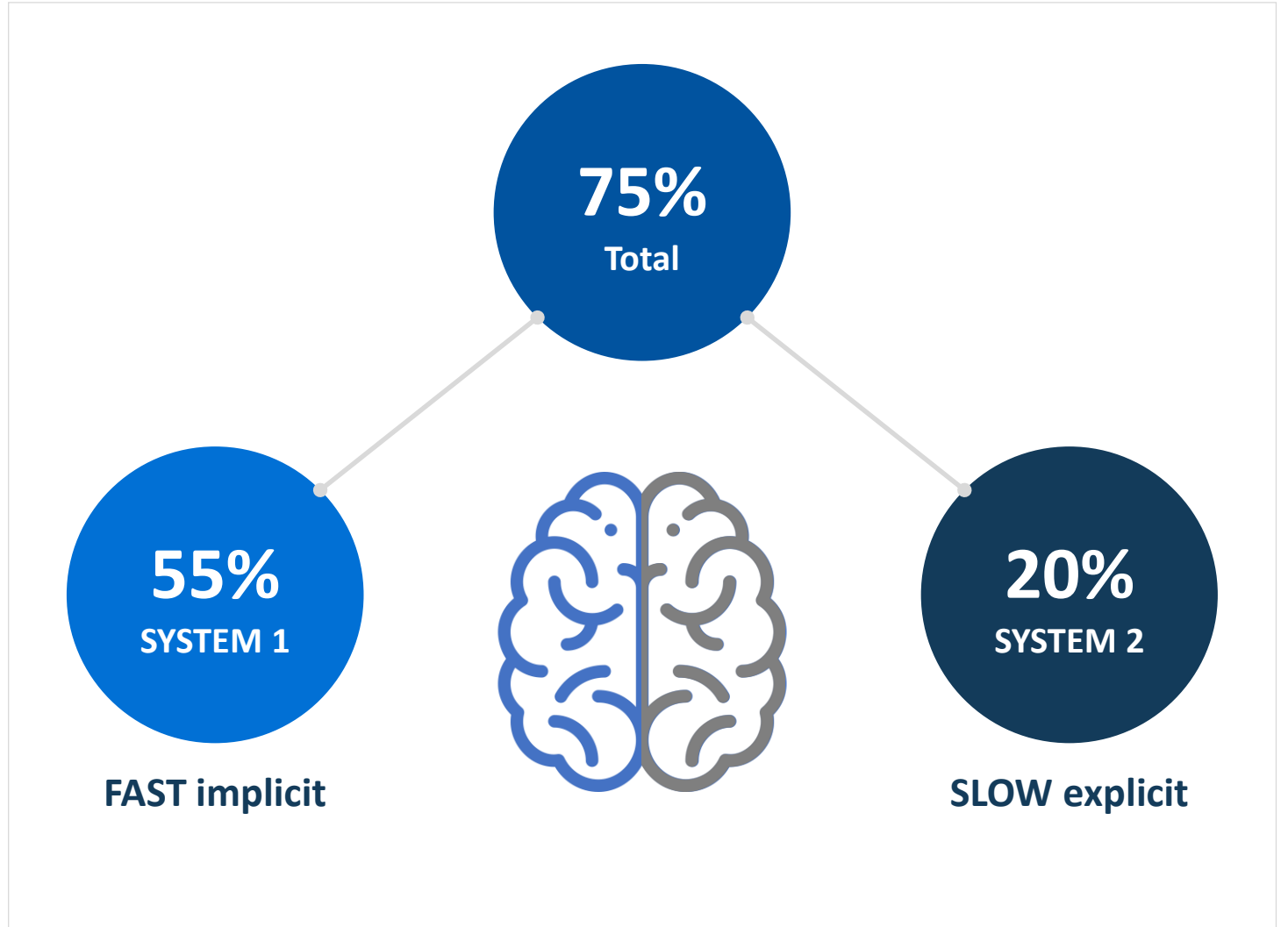
Rating Metrics - Ranked



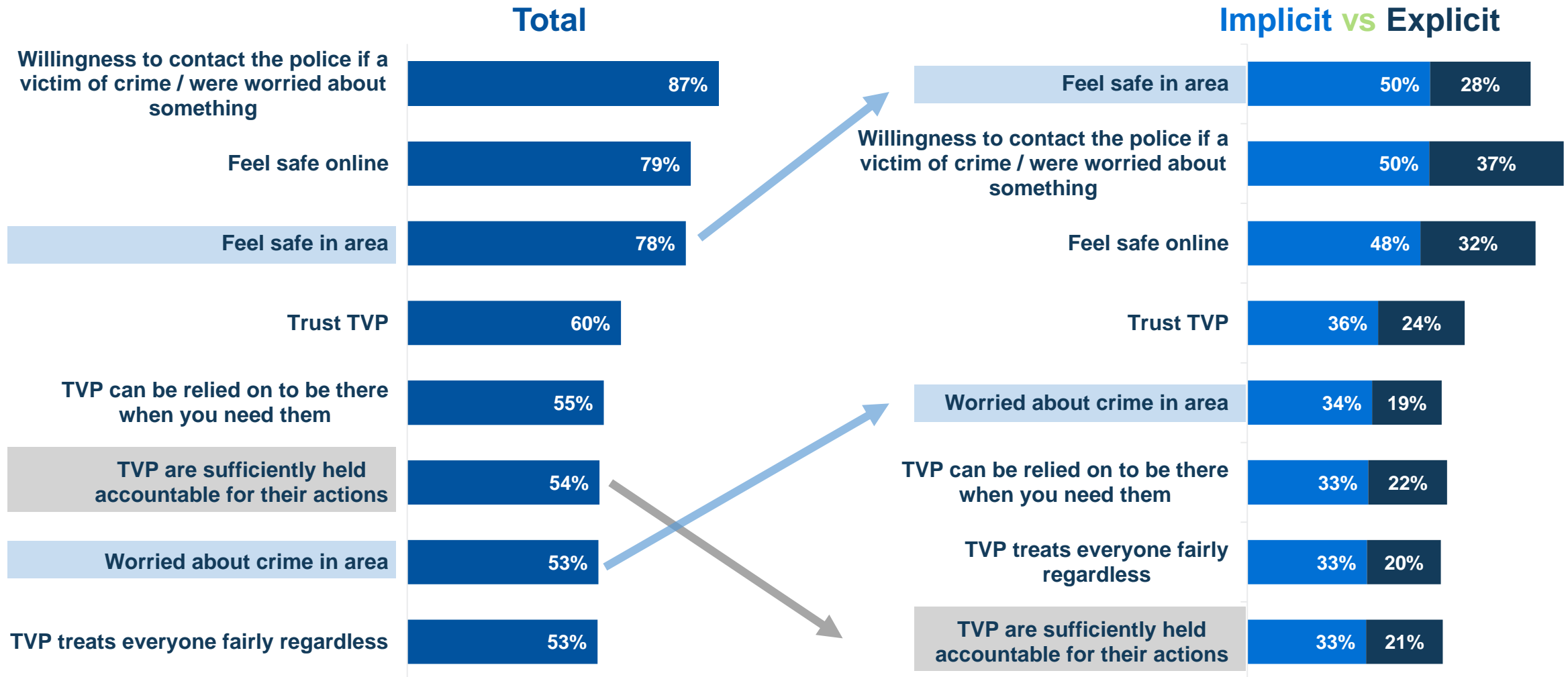
Implicit Response Time Tests

Implicit Response Time

We capture **three** pieces of insight instead of one



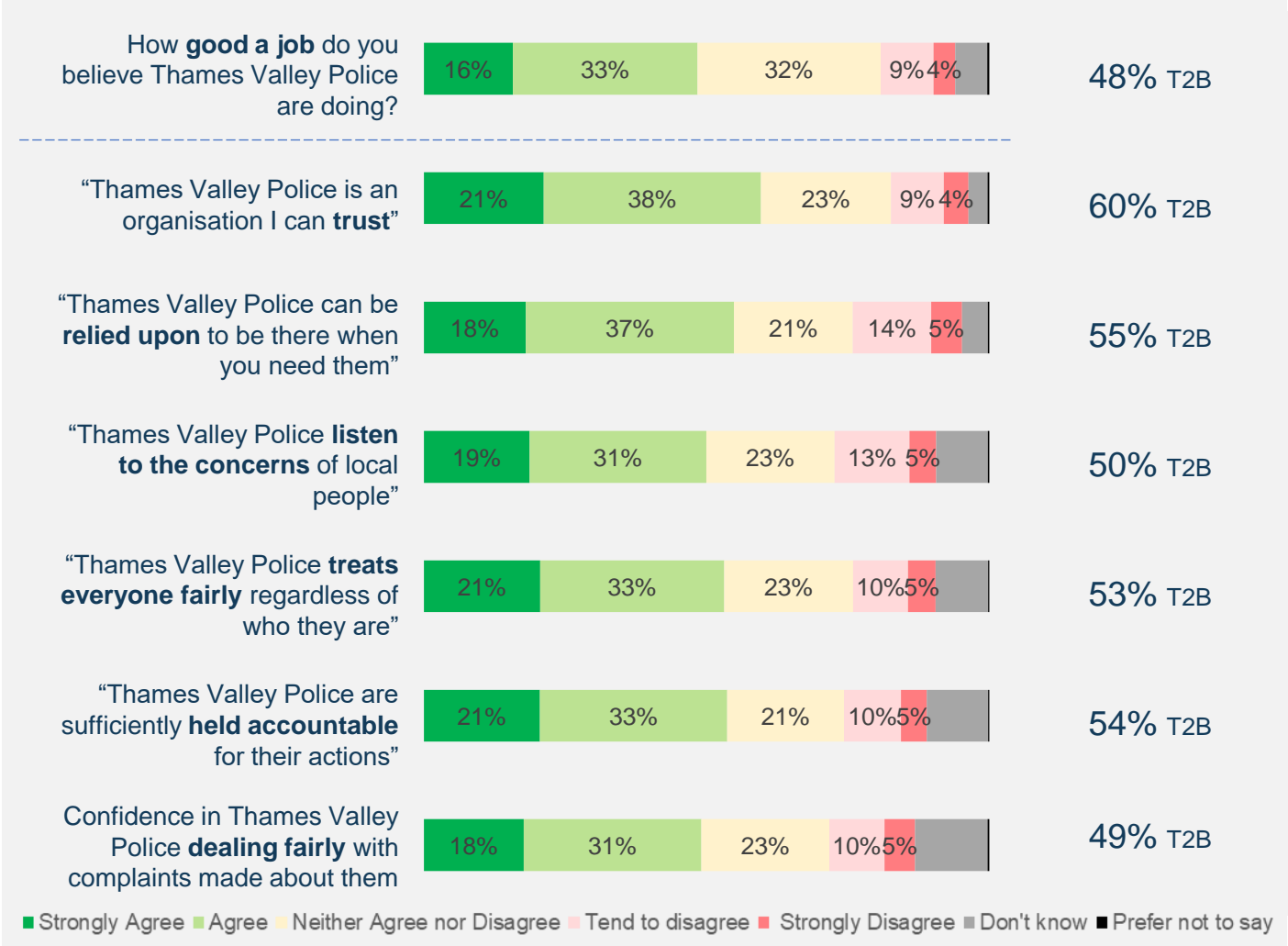
Feeling safe emotionally resonates with TVP residents and could be used in communication / messaging, and to support buy in to local strategies, as it creates a fast connection



Attitudes towards Thames Valley Police

Residents base their answers on a variety of sources however what is seen or heard in the media influences the majority.

Performance Metrics: Attitudes towards TVP



% of residents' answer is based on the following information sources:

Personal experience	Experience of someone else	Seen/Heard on Media	Seen in local area
31%	34%	44%	40%
35%	37%	41%	31%
32%	42%	41%	31%
30%	42%	41%	32%
28%	38%	43%	32%
23%	37%	50%	30%
25%	38%	46%	31%



Highest % of residents, based answer on this information source

Visibility and connection with Thames Valley Police

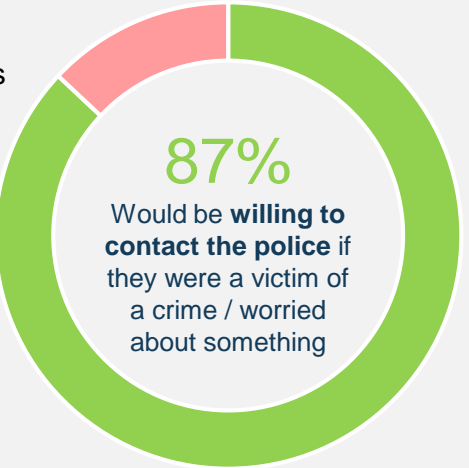
Residents 55+ would like significantly more engagement from TVP Vs overall and are significantly less likely to find the information on digital channels increasing confidence in the police.

Ability and willingness to contact the police:

Sig higher for residents aged 55+ (30%)

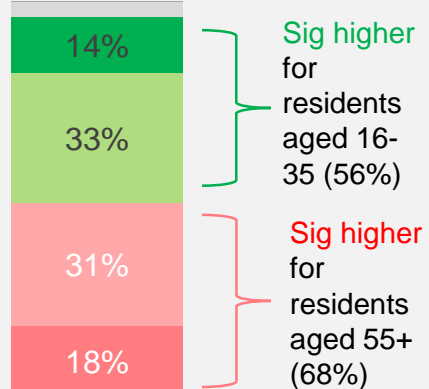


Sig lower for Ethnic Minority resident's vs White residents (81% vs 88%)



How well informed do you feel about what the police in your area have been doing over the last 12 months?

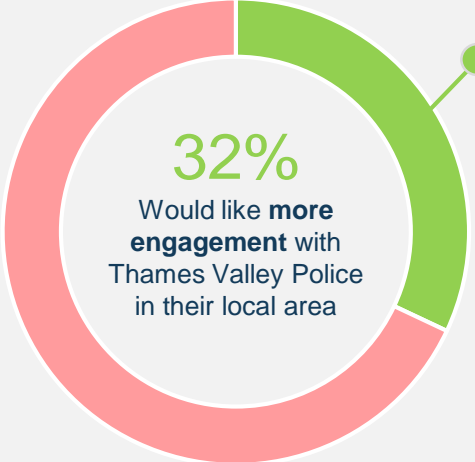
49% (Not at all / Not very well informed)



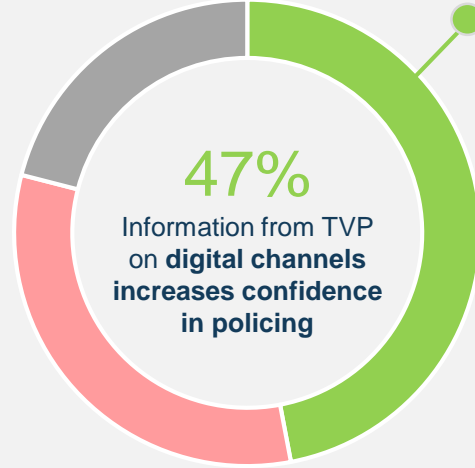
Overall (TVP Area)

- Prefer not to say
- Don't know
- Very well informed
- Fairly well informed
- Not very informed

Engagement with TVP:



Sig higher for residents aged 55+ (41%)



Sig higher for residents aged 16-34 (56%)
Sig lower for residents age 55+ (24%)

Channels that would increase confidence of local policing:



Facebook: 28% of residents, sig higher for 35-54y groups



Face to Face (29%) and **Local Media** (28%) consistent across demogs



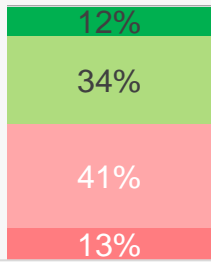
TVP Website (28%) and **alerts** (23%) consistent across age groups

Perceptions of Crime and Safety

The vast majority feel safe both in their area and online however 1 in 2 residents are still worried about local crime and a third perceive ASB to be increasing.

To what extent are you **worried** about crime in your area?

53%
(Very/Fairly Worried)

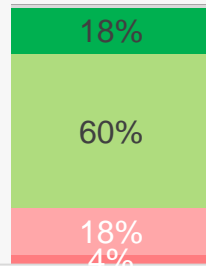


Overall (TVP Area)

- Very worried
- Fairly worried
- Not very worried
- Not at all worried
- Don't know
- Prefer not to say

How **safe** do you feel in your **area**?

78%
(Very/Fairly Safe)

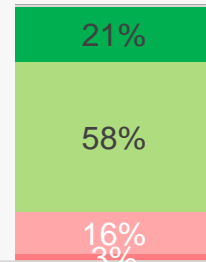


Overall (TVP Area)

- Not at all safe
- Not very safe
- Fairly safe
- Very safe
- Don't know
- Prefer not to say

How **safe** do you feel **online**?

79%
(Very/Fairly Safe)

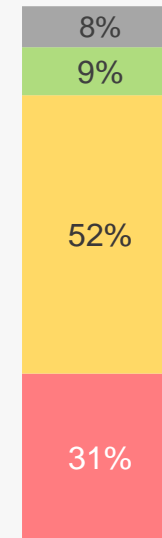


Overall (TVP Area)

- Not at all safe
- Not very safe
- Fairly safe
- Very safe
- Don't know
- Prefer not to say

Do you feel the following has changed in the past 6 months?

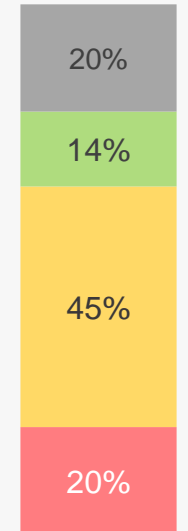
ASB



Overall (TVP Area)

- Increasing
- Decreasing

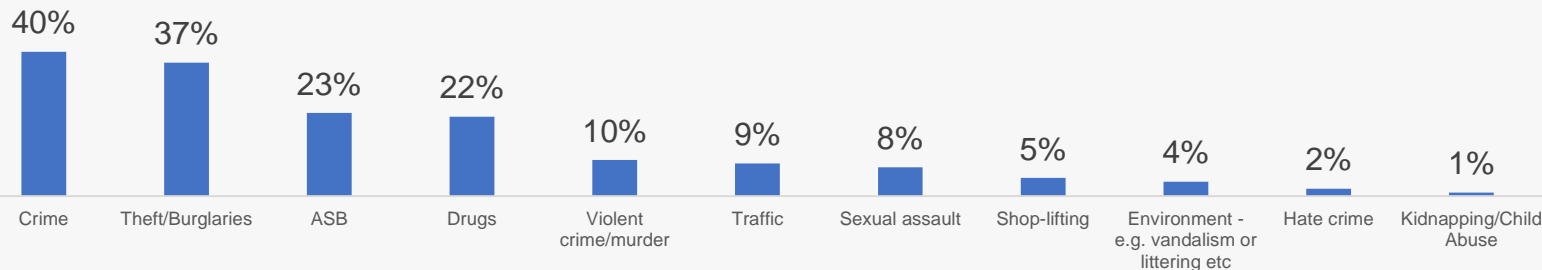
Violence against Women & Girls



Overall (TVP Area)

- Increasing
- About the same
- Decreasing
- Don't know/not sure

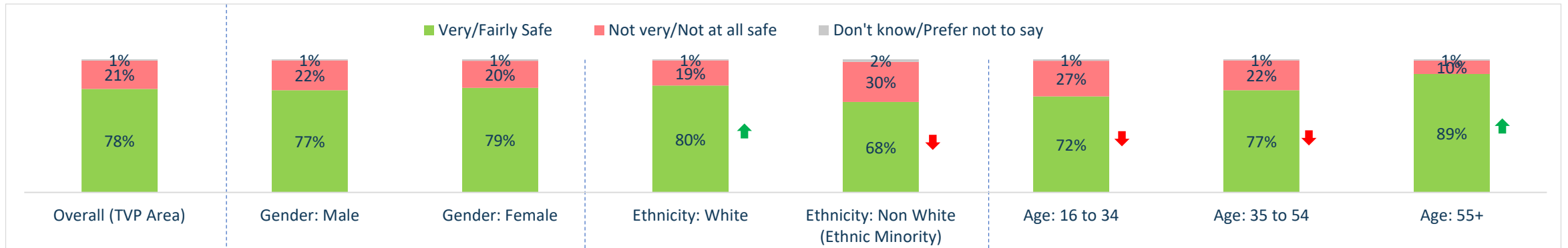
What would you say are the top three things that the police should be dealing with? Verbatim coded



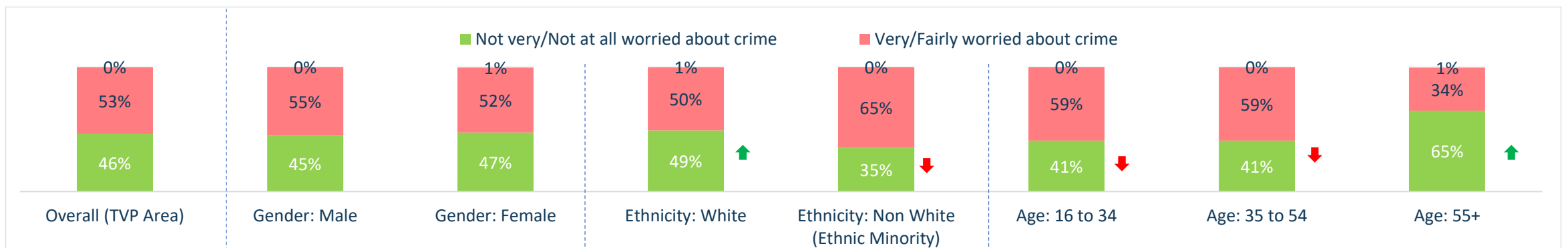
Key Ratings by Demographic's

Overall ethnic minority residents are significantly less likely to feel safe and more likely to be worried about crime locally. On the contrary, older residents aged 55+ feel safer and worry less about crime than their younger counterparts.

How safe do you feel in your area?

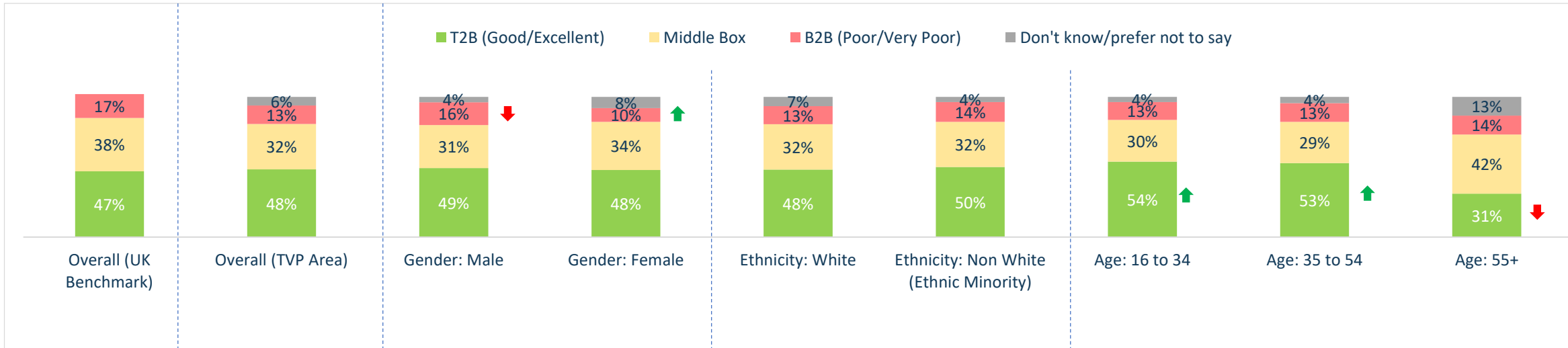


To what extent are you worried about crime in your area?



What residents have seen or heard in media plays a role for residents who perceive Thames Valley Police to be doing a good job. This is consistent across all demographic groups.

Overall, how good a job is Thames Valley Police doing?



% of residents' answer is based on the following information sources: (green = >50% of residents selecting source perceive TVP to be doing a good/excellent job):

Information Source	Overall (UK Benchmark)	Overall (TVP Area)	Gender: Male	Gender: Female	Ethnicity: White	Ethnicity: Non White (Ethnic Minority)	Age: 16 to 34	Age: 35 to 54	Age: 55+
Your personal experience	31%	30%	40%	34%	22%	30%	34%	31%	
The experience of someone you know	34%	23%	42%	38%	18%	32%	37%	46%	
What you have seen or heard in the media	44%	54%	38%	41%	52%	45%	46%	45%	
What you have seen in the area	40%	42%	33%	40%	44%	44%	36%	46%	

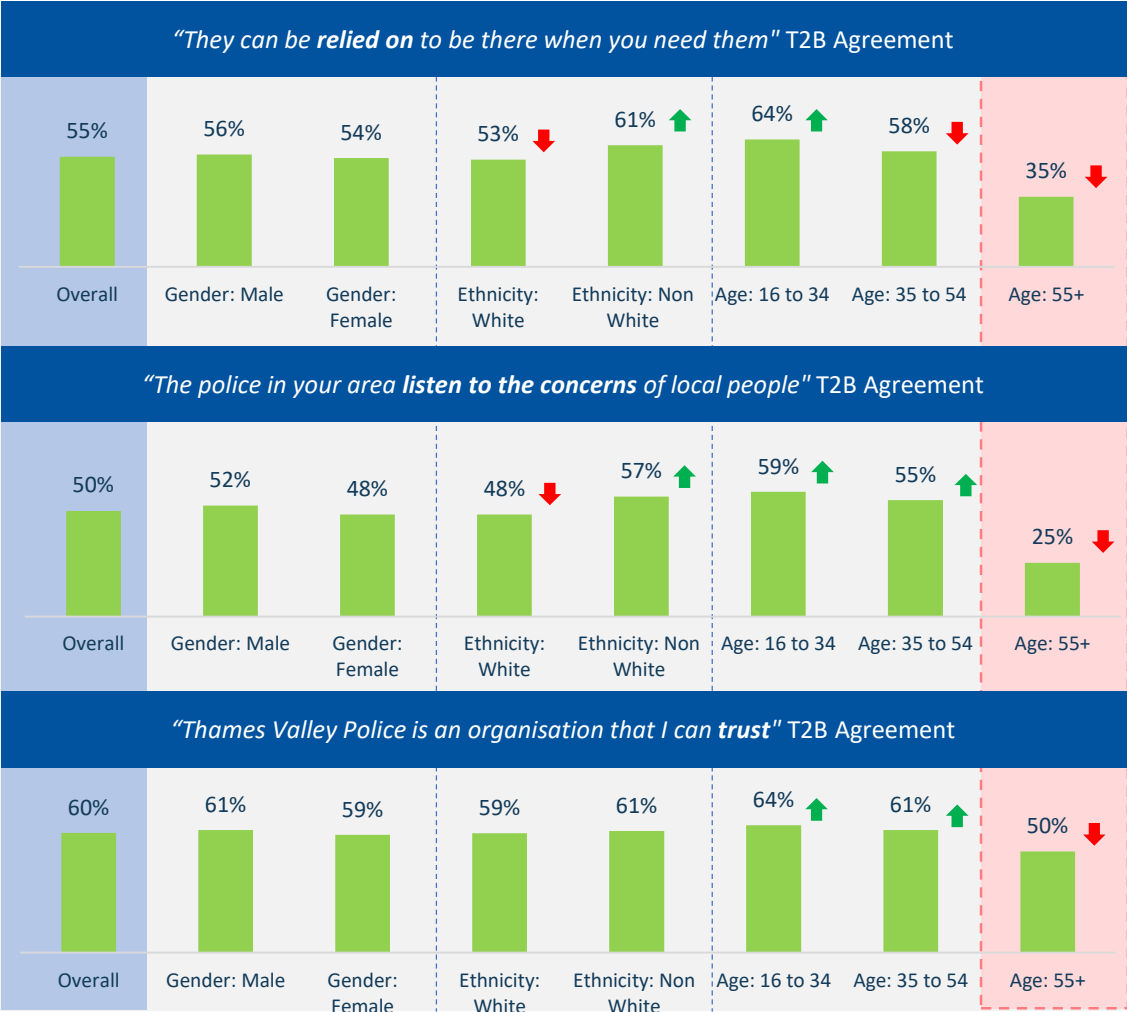
■ >50% of residents selecting information source agree / strongly agree with the statement (T2B)

■ >75% of residents selecting information source agree / strongly agree with the statement (T2B)

↑↓ Sig difference between LPA vs Overall (TVP)

Q21_a Overall, how good a job do you believe Thames Valley Police are doing? Q21_b Is your answer based on...? Please select all reasons that apply (showing results of those selecting T2B or B2B at Q21_a)

Overall around a half of residents agree with positive statements about TVP, with trust being the strongest metric (6 in 10).



Demog group with weak TVP perceptions – group TVP should focus on ↑↓ Sig difference between Men vs Women, White Ethnicity vs Non-White Ethnicity, sig difference between age groups. Green arrow figure sig higher than red arrow figure
 Q13_a to Q19_a To what extent do you agree with the following statement about Thames Valley Police? T2B