USER SATISFACTION
SURVEY GUIDANCE 2001/12 (DRAFT)

Explanatory notes:

- The <mark>highlighted text</mark> contains the main proposed changes to last year's guidance
- The **bolded text** requires checking
- Proposed deleted text have been highlighted with tracked changes
- Minor drafting and formatting changes have not highlighted

Additional proposal

- Consider changing 'user satisfaction' to 'victim satisfaction' due to the removal of RTC 'users'?

Association of Chief Police Officers
Association of Police Authorities
Home Office
National Policing Improvement Agency

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CONTENTS

INTRODUCTION

It is a requirement of the Home Office (HO) for police forces to conduct user satisfaction surveys with specified user groups and to return data on a quarterly basis. The purpose of this guidance is to set out the requirements for conducting user satisfaction surveys in order to promote consistent practice across the police service. This guidance document is jointly owned by Association of Chief Police Officers (ACPO), Association of Police Authorities (APA), HO and National Policing Improvement Agency (NPIA), and replaces the 2009/10 guidance. The guidance is accompanied by supporting documents for further information.

User satisfaction surveys will:

- Take account of the experience of users not just at the initial stage of police action, but in the subsequent activity
- Provide information about user experience which can be actioned by forces and authorities to improve service delivery
- Standardise the ways in which user feedback is gathered and reported

User satisfaction surveys are structured around a number of core questions, exploring satisfaction responses across four stages of interaction: initial contact, actions, follow up, treatment, plus the whole experience. Four groups of service users are considered: domestic burglary, violent crime, vehicle crime and racist incidents.

The purpose of returning data from force satisfaction surveys to the HO is to enable the calculation of user satisfaction measures for dissemination iQuanta, including:

- **Measure 1** – The percentage of users satisfied with an aspect of service provided by the police aggregated for victims of domestic burglary, vehicle crime, violent crime, and road traffic collisions

- **Measure 2** – The percentage of racist incident victims satisfied with the overall service provided by the police

- **Measure 3** – The satisfaction gap between white and Black and Minority Ethnic (BME) users when comparing user satisfaction with the whole experience aggregated for victims of domestic burglary, vehicle crime, violent crime, road traffic collisions and racist incidents.

Key changes to the 2011/12 guidance

Previously, road traffic collisions were included in the user satisfaction sample. Following consultation with survey practitioners, the HO has decided to remove the need for forces to return user satisfaction data for road traffic collisions. From April 2011, the sample for user satisfaction surveys will include data for the following groups: victims of domestic burglary, vehicle crime, violent crime, and racist incidents.

Despite this change, data returned at the BCU level data is still required to be accurate within a +/-4% confidence interval. It should therefore be assumed that sample sizes necessary to achieve the required +/-4% accuracy at BCU level will remain similar to previous sample sizes, with the shortfall from the removal of road traffic collisions spread proportionately across each of the three user groups and each BCU. In order to make the calculation of required sample sizes as straightforward as possible a new sample size calculator will be provided by Alan Tattersall (Lancashire Constabulary).

SECTION 1 – SAMPLING

User groups to be surveyed

1.1   For 2011/12 there are four groups of service users whose views are to be sought:

- Domestic burglary
- Violent crime
- Vehicle crime
- Racist incidents

1.2   The sample for each user group must be drawn as described below[1].

- In each crime case the person surveyed should be the aggrieved person (i.e. the primary victim).
- Only one person should be surveyed for each crime.
- Do not exclude victims who are members of the police service and members of the police authority[2]
- In all cases exclude victims under the age of 16
- The violent crime sample should exclude:

  o   victims of domestic violence
  o   victims of sexual offences
  o   police officers assaulted in the course of their duty

Rules for exclusion

1.3   It is recommended that where possible the sample should exclude victims:

- Where the offender was another family member e.g. sibling/parent/child

- Who have indicated that they are unwilling to be surveyed (where this is recorded) or where there is a note on the record that the case is unsuitable for research (where this is recorded). Some forces may choose to use "opposed publicity" as a proxy for cases unsuitable for survey contact

- The offender was a member of the police service or police authority

- Forces and authorities retain the discretion to exclude other victims where a survey is likely to cause distress. Candidates for exclusion can usually be gained from crime desks, crime reports and call logs.

- It is recommended that the following are considered for exclusion:

  o   Elderly victims who may be considered vulnerable
  o   Victims who have made a formal complaint against police regarding this incident or crime
  o   Victims who are considered vulnerable, which could be for any logical and explainable reason i.e. victims with mental health problems, someone who has

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[1] Forces/authorities may choose to restrict the number of times a victim can be contacted in any 12 month period or to specify a minimum time period between contacts. Where exclusions are made forces must maintain a record for audit purposes for 12 months after year end.
[2] With the exception of police officers and staff assaulted in the course of their duty

recently been a victim of domestic violence (not included in the existing sensitive exclusions)

- o Victims who have requested no further police action
- o Victims who will not co-operate with the police investigation
- o Victims already contacted several times in 12 months
- o When the incident is part of an ongoing neighbour dispute
- o When the crime involved very serious injury
- o When the burglary was of an unoccupied local authority property
- o When the victim of a vehicle crime was a business rather than an individual

A record should be kept of the reason for excluding a victim from the sample and include the crime reference (or victim name). This should be kept for 12 months after the year end.

Sample bases and offence codes

1.4   **Domestic Burglary** – Include victims of any burglary of a dwelling (classified as offence codes 28a, b, c and d, and 29), including aggravated and attempted burglary.

1.5   **Violent Crime** – Include victims of wounding, assault and personal robbery (classified as offence codes 8F[3], 8G, 8K, 34B & 105A)[4].

1.6   **Vehicle crime** – Include victims of any theft of or from a motor vehicle, including aggravated and attempted vehicle taking (classified as offence codes 37.2, 45 and 48).

1.7   **Racist incidents** – Include all victims of racist incidents, including incidents which have subsequently been recorded as crimes, whether or not they are for those crimes which can be classified as racially aggravated offences. It is recognised that some forces may experience difficulty in obtaining a sufficiently large sample due to small numbers of reported incidents.

1.8   Forces should avoid the same victim appearing in more than one survey sample for the same incident and maximise the available sample base for racist incidents by allocating victims to this sample base in preference to the domestic burglary, violent crime and vehicle crime. If a racist incident is subsequently recorded as a violent crime, the victim should be included in the racist incident sample base and the survey results reported as such.

Offence codes

28a-d	Burglary in a dwelling
29	Aggravated burglary in a dwelling
8F	Inflicting Grievous Bodily Harm
8G	Inflicting Actual Bodily Harm and Other Injury
8K	Poisoning or Inflicting Female Genital Mutilation
34B	Robbery of personal property
37.2	Aggravated vehicle taking
45	Theft from a motor vehicle
48	Theft or unauthorised taking of a motor vehicle
105A	Common assault

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[3] Forces should exclude sub codes 008/53 (female genital mutilation)
[4] Forces/authorities may wish to exclude victims who have had their drink "spiked" as they may be seen as a sensitive group.

Ensuring a representative sample

1.6   Forces and authorities should obtain responses from a sample of individuals whose views can be taken to be representative of each of the user populations.

1.9   In order to deal with systematic bias in the user satisfaction surveys, it is a mandatory requirement that probability sampling is used to select members from the population frame. Probability sampling involves each member of the population (although in practice, this will usually be the sampling frame) having equal chance (probability) of selection for the sample.

1.10   Forces have discretion as to which type of probability sampling they utilise: either simple random sampling or systematic (also know as 'interval') sampling. In both cases it is important to bear in mind that although the scale of the planned survey can be estimated using historical data, the population cannot be identified at the outset as many have not yet become victims, because of the nature of the user Satisfaction survey process. Because of this, sampling needs to be kept flexible with monitoring through the course of the year.

1.11   It is important to obtain views from a sufficiently large number of people to be representative at the force level for each of the three groups of users every 12 months, with 95% confidence of +/- 4%.

1.12   The sample needs to be representative when considered across 12 months of the year. Forces/authorities are encouraged to carry out a consistent number of surveys throughout the year. Ideally respondents will be drawn from each month of the year. The mix of crimes in the sample for each user group should also reflect the number of crimes of each type which occurred.

1.13   As well as getting a sufficient number of responses, it is important to ensure that the profile of the respondents reflects the profile of the victim group in age, gender and ethnicity. Forces/authorities will be expected to demonstrate that their respondent profile is representative of their sample base.

1.14   If for example, the victim population (after exclusions) is 50% male and 50% female, then the proportions of respondents should be fairly evenly split between men and women. Likewise if 20% of victims are aged between 16 and 24, then about a fifth of the respondents should be in this age group. Percentages cannot be expected to be an exact match – the difference for each demographic category between the proportion in the sample and the proportion of these victims in the population of interest should not differ by more than 10 percentage points (e.g. if the population is 50% male and 50% female, the respondent profile could be 40% male and 60% female within this 10% margin or visa versa).

1.15   In order that the responses can be taken as representative of the total population, forces should ensure that response rates are sufficiently high. If response rates are low, and the required number of responses is obtained only by targeting an increasingly large proportion of the population, the views of those who have responded cannot necessarily be taken to be representative since those who have selected themselves out of the sample may have different views from those who have chosen to respond.

Calculating the minimum number of responses per user group

1.16 Identify the number of crimes/incidents in the last 12 months

1.17 Subtract the number of crimes where the victims would be excluded on the grounds identified above.

1.18 Determine the likely spread of responses (the variability). Sample sizes should be calculated based on the responses to the "whole experience" question, which should be common to all respondents, regardless of their type of incident, or the service they received. If previous surveys had been carried out it would be possible to say how variable the data is. The most cautious assumption in calculating sample sizes would be for maximum variability (i.e. split 50% satisfied, 50% dissatisfied)5.

1.19 Pick the sample size from the table below

1.20 Scale the sample size up to reflect the expected response rate. This then gives the number of contact telephone numbers that need to be provided.

For example:

- 5000 domestic burglaries recorded in the last 12 months.
- An estimate of 20% of victims excluded for a variety of reasons, gives 1000 exclusions.
- 4000 eligible population
- Taking a cautious estimate, and expecting maximum variability (50:50)
- Domestic burglary sample size = 522 over 12 months. This is the target number of responses which need to be obtained.
- If we expect to be able to contact 70% of those whose telephone numbers we have obtained, and then expect 95% of those to agree to be surveyed, the contact list should include 885 names and numbers (i.e. 522*(1/0.7)*(1/0.95)).

1.21 Sample sizes can be calculated using sample size formulas as given in all market research books. For ease of reference, below is a table of required sample sizes, using a 4% standard error and a 95% confidence level, for 50:50, 60:40 and 70:30 variability and different population sizes.

1.22 The table below can be used to identify the required sample size for each of the 4 separate groups of users:

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[5] It should be possible to use the survey results for 2011/12 to determine whether a 50:50 split is appropriate, or whether a less cautious approach can be adopted in 2011/12. The key requirement is to generate survey results with confidence intervals no wider than +/- 4%.

Population size	Required sample size at 50:50 variability and 95% confidence	Required sample size at 60:40 variability and 95% confidence	Required sample size at 70:30 variability and 95% confidence
500	273	268	251
600	300	294	274
700	323	316	293
800	343	335	309
900	360	351	323
1000	375	366	335
1500	429	416	377
2000	462	447	403
3000	500	483	432
4000	522	504	448
5000	536	517	458
6000	546	526	465
8000	558	538	474
10000	566	545	480
12000+	572	550	484

BCU level sampling

1.23 There is an additional requirement to obtain a sample for each BCU in the force. This should be representative of the total number of crimes/incidents from the composite of the domestic burglary, vehicle crime and violent crime user groups. The required level of accuracy is +/- 4% at 95% confidence. It does not require a BCU representative sample for each of the three separate groups. See Annex C in the Further Information document for further details.

1.24 The number of crimes/incidents for each BCU should be based on the geographic location of the crime or incident.

1.25 There is no restriction on sampling a larger number of victims than the number generating results accurate to +/- 4%.

1.26 It is recommended that the sample size calculator that accompanies this Guidance is used to calculate the sample sizes for the user satisfaction surveys.

Increasing response from the racist incidents sample

1.27 Obtaining a representative sample of racist incident victims may prove problematic for forces with low numbers of reported incidents. This difficulty, and the fact that some forces will never obtain a statistically representative sample, is acknowledged. Forces/authorities will be expected to show that they have taken steps to try to obtain the required sample size for racist incident victims.

1.28 Racist incidents tend to feature a high number of repeat victims and repeat locations. The cases are frequently sensitive and there can be a relatively high number of victims under 16 years old. All of these factors add to the sampling difficulties.

1.29 To maximise the achieved sample, the following should be considered:

- Where there is more than one victim shown for the incident, attempt to contact all named victims. (This is an exception to the rule set out above).

- Consider sending an introductory letter notifying people of the survey process, and reassuring them that the contact is legitimate.
- Do not make direct reference to this as a survey of racist incident victims. Instead, use general language (e.g. you reported a crime/incident to the police…) or specific details (e.g. you reported an assault…). The victim may not be aware that the incident has been recorded as racist.
- Make arrangements for telephone interviewers to be able to respond in other languages.
- Where possible offer to call back to carry out the interview at a time of the day which accommodates work/education/family commitments of the respondent.
- Ask officers dealing with racist incidents to notify the victims at the time of the incident that they may be contacted for their feedback.
- Follow up all potential racist incident respondents and attempt to make contact with the respondent up to 10 times.

SECTION 2 – SURVEY PROCESSES

Timing and reporting of surveys

2.1   Surveys must be conducted within 42 to 84 days (6-12 weeks) of the report of the incident. This gives time for follow-up action to have been taken, but also ensures the incident and subsequent service received is relatively fresh in the respondent's mind.

2.2   It is recommended that surveys for each of the four user groups, and for each BCU, should be conducted regularly throughout the year, aiming to achieve 25% of the required annual sample each quarter.

2.3   The survey results are published by the HO and updated quarterly thereafter on a rolling 12-month basis. Forces and authorities must submit quarterly returns during 2001/12. Each quarter, forces should complete **ADR 443** and return it to the HO Data Collection Group (see Section 4).

Survey methodology

2.4   The HO, ACPO, APA and NPIA are keen to ensure comparability and validity of results. Therefore all forces are required to use telephone surveys to obtain user feedback.

2.5   A national framework has been set up to assist forces to procure telephone surveys. This framework contains lists of services, suppliers and an agreed set of costs to provide common delivery standards from all suppliers. This will ensure the requirements of surveying are met whilst giving forces/authorities flexibility to access a range of services dependent on their own requirements.

2.6   ~~Forces/Authorities that have already contracted for out-sourced telephone survey services are not expected to curtail existing contracts. However, those forces/authorities will be expected to migrate to the national approach at the end of their current contractual period.~~

2.7   It should be noted that this coordinated approach carries significant benefits for the forces/authorities:

- Reducing procurement and tendering costs
- Affording the opportunity to work with the market to develop processes and standards
- Procuring under standard terms and conditions
- Benefitting from global quality standards and economies of scale

2.8   Separate guidance on how forces/authorities can use the national framework has been circulated to force user satisfaction and procurement leads.

2.9   Forces/authorities undertaking telephone surveys must undertake their surveys using trained field workers or a recognised market research company. As part of their training, all interviewers should have received coaching in the best ways to overcome reluctance and avoid refusal in a variety of telephone situations.

2.10 Interviewers should make at least 5 attempts to contact each user number, trying at different times of day, including in the evening, and on different days of the week. A

record should be kept of the calls made to the different numbers, successful and unsuccessful.

2.11 For contracted out telephone surveying it is recommended that interviewer performance should be monitored and contact initiated with any who are not returning the expected number of interviews, or appear to be having problems achieving a satisfactory response rate.

2.12 Advance letters could be sent out a few days before interviews start, so that respondents are aware of the possibility of being contacted and why.

2.13 Interviewers should:

- Not reveal the nature of their call, or the organisation from which they are calling, to anyone other than the named victim/user.
- Consider making use of any forwarding numbers (not originally supplied by the victim) to make contact. Discretion should be exercised to avoid being unnecessarily persistent.
- Offer respondents a contact name and direct phone number that they can call to verify the legitimacy of the call. In such circumstances a convenient time should be agreed to re-call the respondent. An email address should also be provided for respondents who might find this more convenient.

The sample survey scripts are available in a separate document.

Data protection

2.14 Further information about data protection can be found in the Further Information document that accompanies the guidance.

SECTION 3 – THE QUESTIONNAIRE

Questionnaire framework

3.1   User satisfaction surveys need to be structured on a standard framework in order to ensure that the results obtained are comparable between forces. This framework is based around a set of mandatory core satisfaction questions (shaded in grey), with standard wording and response options. The ordering of the core questions is fixed. There is a standard set of demographic questions that also needs to be included. There are also a number of recommended questions and responses (shaded in turquoise). The sample survey scripts are available in a separate document.

3.2   Copies of the survey formats being used should be retained for audit purposes for 12 months after year-end.

3.3   The mandatory questions will give forces information to take action to improve the services delivered. It is suggested that forces/authorities also use free text questions to explore the reasons for satisfaction and dissatisfaction. In addition, forces have the flexibility to supplement the required diagnostics with further questions.

3.4   Forces do have the option to ask further questions on unrelated areas, however this must be done after the user satisfaction survey has been completed and the respondent should first be asked if they are willing to answer further questions on other topics.

3.5   The 2009/10 guidance provided two separate scripts for user satisfaction surveying: one for burglary, violent, vehicle crime and racist incidents; and a separate one for road traffic collisions. The reason for providing these separately was due to the number of differences in the scripts due to the required routing and rewording of questions when asking about road traffic collisions. If the two scripts have been combined, forces will be expected to take responsibility for the removal of all questions and routing related specifically to road traffic collisions. This will be most easily achieved by referring to the original scripts provided with the 2009/10 guidance.

Standard wording for core questions

3.6   The following core questions, in the given order, should be asked of all users:

- **Initial contact**[6] – Are you satisfied, dissatisfied or neither with how easy it was to contact someone who could assist you?

- **Actions taken** – Are you satisfied, dissatisfied or neither with the actions taken by the police?

- **Follow-up** – Are you satisfied, dissatisfied or neither with how well you were kept informed of progress?

- **Treatment** – Are you satisfied, dissatisfied or neither with the way you were treated by the police officers and staff who dealt with you?

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[6] The reporting and analysis of the first core satisfaction question (ease of contact) should be based only on responses from those who had contacted the police themselves about this incident.

- **Whole experience** – Taking the whole experience into account, are you satisfied, dissatisfied, or neither with the service provided by the police in this case?

Scale of measurement

3.7   The core questions should have response options which use the 7 point scale (+ don't know) listed below:

- Completely satisfied
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Completely dissatisfied
- Very dissatisfied
- Fairly dissatisfied
- Don't know

The responses should be presented to respondents as follows: "Are you satisfied, dissatisfied or neither?"

For those who say satisfied, follow-up with: "And is that completely, very or fairly satisfied?"

For those who say dissatisfied, follow-up with: "And is that completely, very or fairly dissatisfied?"

3.8   The telephone script will not offer the "don't know" response, but any respondents not giving a response on the 7-point scale should be recorded as "don't know".

Additional questions – demographics

3.9   All surveys must ask for details of sex, age, ethnic origin and disability. These should be positioned after all questions relating to the service received.

3.10 When asking for details of a person's ethnic origin, the caller should read out the major ethnic groups and then ask for further clarification, for example:

"Would you describe your ethnicity as Asian or Asian British, Black or Black British, Chinese, of a Mixed background, White, or of another ethnic group?"

If the person answers "Black or Black British":

"Is that Black Caribbean, Black African or another Black background?"

3.11 Results should also report the number who did not respond to this question "Do not wish to say" should not be offered as a response option, but any respondents not giving a response should be recorded as "do not wish to say".

3.12 Respondents should be asked if they consider themselves to be disabled and if appropriate, should then be asked about the nature of the disability.

Additional questions – service improvement and recovery

3.13 When surveys are carried out by an external company, all respondents should be asked if they are willing for their responses to be passed back to the force/authority as this enables service standards to be improved. The following question has been added to the script:

- "xxxx takes all comments from members of the public very seriously. Do you consent to us passing back your response/details to the xxxx force so they may contact you to address the concerns you have raised?"

3.14 Unless permission is given, only anonymous data should be passed back to the force. See Data Protection information in the Further Information document that accompanies the guidance.

3.15 This question should be asked at the end of the survey to respondents refusing to proceed with the interview.

Additional questions – further research

3.16 Forces/authorities may also ask respondents if they would be willing to participate in further consultation e.g. focus groups. For example:

- "Would you be willing to take part in any future (name of force) police research, such as other phone surveys, postal surveys or focus groups and can we pass your details onto (name of force) police/ or police managers for this purpose only?"

Additional questions – diagnostics

3.17 Each stage of the user contact (first contact, actions, follow-up, treatment and the whole experience) should be explored with diagnostic and free-text questions. These explore the presence and absence of particular elements of service and help to identify new influences on satisfaction.

3.18 These diagnostic questions should be asked before the core satisfaction questions. All the diagnostic questions in the scripts are colour coded as 'recommended'. It is up to forces to decide which of the diagnostic questions that they wish to include, but there is an expectation that some will be included.

3.19 There are questions that incorporate elements of the Code of Practice for Victims of Crime: (*http://www.homeoffice.gov.uk/documents/victims-code-of-practice*).

3.20 Forces and authorities may want to tailor different sets of [non-recommended] diagnostic questions for each user group, to recognise that different issues will affect different groups.

3.21 Forces/authorities are asked to submit a copy of their interview scripts to the HO. This is part of a process which ensures there is consistency among forces and facilitates the sharing of effective practice. Please send scripts electronically to: *Maria.Sobers@homeoffice.gsi.gov.uk* or by post to:

> Police Reform Unit,
> 6th Floor Fry building,
> 2 Marsham Street,
> London, SW1P 4DF.

3.22   ~~Forces are also asked to resubmit interview scripts if they make any significant changes during the year.~~

SECTION 4 – USING THE DATA

How the measures are calculated

4.1   There will be two levels reported for each of the satisfaction questions, namely the percentages: fairly, very or completely satisfied; and very or completely satisfied.

4.2   Calculation:

(1)   Count the number of respondents who answered the core question. Subtract any surveys where the core question is blank, where the response is illegible or where more than one response option has been marked. Then subtract any surveys where the response to the core question is "Don't know". This is then the total number of respondents.

4.3   Percentage completely, very or fairly satisfied:

(2)   Count the number of respondents who answered "completely, very or fairly satisfied" to the core question. This is the level of satisfied respondents. Divide this number (2) by the total number of respondents obtained (1) to give the fraction.

(3)   Multiply this fraction by 100 to give percentage satisfied (3)

4.4   Percentage very & completely satisfied:

(4)   Count the number of respondents who answered "completely or very satisfied" to the core question. This is the number of completely/very satisfied respondents. Divide this number (4) by the total number of respondents obtained (1) to give the fraction.

(5)   Multiply this fraction by 100 to give the percentage completely/very satisfied (5).

Calculating the confidence interval for individual user group results

4.5   Confidence intervals are calculated as follows:

$$1.96 * \sqrt{[\ (PQ/N) * (M-N)/(M-1)\ ]}$$

Where:

P =   the percentage around which you want to calculate the confidence intervals
Q =   100-P
N =   the base of the percentage (i.e. the number of valid responses)
M =   the population available to be surveyed (after exclusions have been applied, i.e. the 'eligible population')

Calculating the Aggregated Result for Forces and BCUs

4.6   The aggregation of results from the user groups should be weighted to avoid the potential distorting effect of over or under sampling particular groups. However the HO does not prescribe how forces/authorities should analyse and present data which is used internally.

4.7 When calculating the percentage of users satisfied with an aspect of service provided by the police (Measure 1 above), the aggregation is across three user groups (burglary, violent crime, vehicle crime) giving each an equal weight (a contribution of 33%).

4.8 When calcularing the satisfaction gap between BME and white users, (Measure 3 above), the aggregation is across all four user groups (including racist incidents), giving each an equal weight (a contribution of 25%).

4.9 Calculation:

    i. Calculate the satisfaction score for each user group.
    ii. Multiply each individual score by the agreed weighting (0.33 for Satisfaction Measure 1 and 0.25 for Satisfaction Measure 3).
    iii. Add together to give an overall percentage satisfaction.
    iv. Report to the nearest whole number.

	Weighting	Achieved Sample	Number completely, very or fairly satisfied	Number very or completely satisfied
Burglary	0.33	507	407 (80%)	164 (32%)
Violent crime	0.33	443	312 (70%)	255 (58%)
Vehicle crime	0.33	597	436 (73%)	221 (37%)
TOTAL	1.00	1547	1155	640
			0.33*(80+70+73)	0.33* (32+58+37)
PERCENTAGES			73.6%	41.9%

For weighted sums, the confidence intervals are calculated as:

$$1.96 * \sqrt{ \{ W_1^2(P_1Q_1/N_1)*(M_1-N_1)/(M_1-1) + W_2^2 (P_2Q_2/N_2))* (M_2-N_2)/(M_2-1) + W_3^2 (P_3Q_3/N_3)* (M_3-N_3)/(M_3-1) \} }$$

where W_1, W_2, W_3 are the weights applied to the different groups, and where the sum of all the weights should equal 1.

The same calculation can be simplified as:
$1.96 * W * \sqrt{}$ (sum of variances for the 3 groups)
where variance for each group is $(PQ/N)*(1-N/M)$ for the group

Definition of BME respondents

4.10 Respondents are taken from the self defined demographic questions at the back of the survey. BME is the sum of all the Asian or Asian British, Black or Black British, Chinese, Mixed and Other respondents.

HO reporting format (ADR)

4.11 One form is required to be completed for each quarter, with discrete (not cumulative) results for the surveys carried out during that quarter.

4.12 The quarterly return should provide the results for surveys conducted during that quarter, thereby recording when the interview was conducted rather than when the user (victim) received the service.

4.13 The returns are due 30 working days after the end of each quarter. For 2011/12, returns should be submitted for each quarter on the following dates to the Data Collection Group (dcgedc2@homeoffice.gsi.gov.uk):

- **Quarter 1 – 11 August 2009**
- **Quarter 2 – 11 November 2009**
- **Quarter 3 – 12 February 2010**
- **Quarter 4 – 12 May 2010**

4.14 The Data Collection Group will update iQuanta with the ADR results immediately following receipt of the data from all Forces.

4.15 The sample details, and records of completed surveys, should be retained for audit purposes for 12 months after the end of the financial.

4.16 There are five formats to be completed. The white cells in the workbooks require data to be input. The grey-shaded cells calculate automatically.

- The MAIN sheet
- The DEMOGRAPHICS sheet
- The FORCE sheet
- The ETHNICITY sheet
- The BCU sheets (one for each BCU)

4.17 The SUMMARY sheet is populated automatically from the others.

4.18 Demographics data are requested to help us understand the profile of respondents.

4.19 The workbooks have been set up to take data each quarter. They will also calculate confidence intervals, and highlight where the confidence interval is wider than +/- 4%. But note – the requirement for a confidence interval of +/- 4% applies over the whole year's data – so don't be unduly alarmed if the alerters are showing red in any individual quarter.

4.20 The MAIN sheet requires confirmation of the survey methods employed for each of the four user groups, and contact details for the person completing the form.

The DEMOGRAPHICS sheet

4.21 The Required Sample figures should show the required sample FOR THE QUARTER. (Unless you have some clear reason for profiling your sample differently, this figure should be 25% of the annual requirement.)

4.22 The annual Required Sample figure should be calculated at the beginning of the year, based on the previous 12 months crimes and racist incidents data. This figure will only need to be revised in-year if the number of crimes and racist incidents is substantially different this year from last. It is recommended that the annual Required Sample is determined using the Sample Size calculator (see separate file).

4.23 The profiles by age, gender and ethnicity for crime and racist incidents over the previous 12 months can be used in-year to help determine whether the Achieved Sample reflects the victim profile.

4.24 When determining the annual Required Sample, forces will need to have made some estimate of the proportion of the victim population which would be excluded from being surveyed on any grounds applied in the sampling stages, e.g. age, sensitivity, repeat victimisation, incomplete records. The figures to be entered in the 'Estimated Percentage Exclusions' cells in the top row of white cells should be the actual percentage exclusions as calculated on a quarter by quarter basis. The title of this cell will be changed accordingly in future releases of the ADR.

4.25 The Achieved Sample figures should show the total number of survey responses FOR THE QUARTER. A response is eligible to be included in the Achieved Sample total if there is a response to the question on satisfaction with the Whole Experience[7].

4.26 Although the achieved sample figure is taken from those who have completed the "whole experience satisfaction" question, the return does not automatically exclude those who answered other satisfaction questions. Their results should be included in the totals for the other satisfaction questions on the force and BCU sheets. The "achieved sample" figure will be used in comparison to the required sample figure - as a simple check of how far you have been able to meet the sampling target numbers. The actual number of respondents to each question will be used in calculating confidence intervals for each satisfaction measure.

4.27 The Total Numbers of Crimes and Racist Incidents (BCU rows) should be for the 3-month period from which the sample was drawn. If, for example, this return is for interviews in April-June 2009, drawn from victims who contacted the police in February, March and April, then the "number of crimes" figure should be for the period Feb-Apr.

- The burglary figure should be the total number of crimes classified as offence codes 28a-d and 29, all less exclusions.
- The violent crime figure should be the total number of crimes classified as offence codes 8F, 8G, 8K, 34B & 105A, all less exclusions.
- The vehicle crime figure should be the total number of crimes classified as offence codes 37.2, 45 and 48, all less exclusions.
- The racist incidents figure should be the total number of recorded racist incidents, less exclusions.

4.28 The figures shown for the total numbers of crimes and racist incidents should be the number that occurred – after the percentage exclusions have been applied (i.e. these figures should exclude crimes where the victim was under 16, or where the victim has been deemed inappropriate for surveying, or where, for example, the crime was also a racist incident).

Demographic profile of crimes and incidents

4.29 A row is included for forces to enter data for victims in the Under 16 age group. (Note – forces should not collect survey data from Under 16 age group).

4.30 Where information about the demographic make-up of victims is unavailable (e.g. if age or ethnicity is not recorded) make use of the "not known" rows.

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[7] The wording and positioning of the Whole Experience satisfaction question is mandated in the survey guidance 2009/10.

4.31 For crimes and racist incidents, demographic figures should be for numbers of offences/incidents, not numbers of victims. Where there is more than one victim, the demographic data should be given for the primary victim.

4.32 The FORCE sheet requires survey results at Force level for each of the user groups and each of the 5 satisfaction questions. The number of respondents giving each response should be entered in the white boxes.

4.33 The totals for the percentage of respondents 'satisfied' and also those 'very and completely satisfied' (summing across burglary, vehicle crime, violent crime user groups) will be automatically presented as a weighted sum both for BCU and force data. These totals will also transfer to the summary sheet as a weighted sum.

4.34 In all instances (Force, Ethnicity and BCU results), figures provided for Question A – Ease of Contact – should only be from those respondents who contacted the police about the incident themselves.

4.35 The ETHNICITY sheet requires survey results, broken down by the ethnicity of the respondent. The results should be provided for each of the four user groups separately, for responses to the whole experience question. The figures will be aggregated across each of the user groups. The number of respondents giving each response should be entered in the white boxes. The mapping of the 16+1 ethnicity classification to the summary 5+1 (Asian/Asian British, Black/Black British, Chinese or Other, Mixed, White, or not stated) classifications is as follows:

Asian or Asian British	Indian Pakistani Bangladeshi Any other Asian background
Black or Black British	Caribbean African Any other Black background
Mixed	White and Black Caribbean White and Black African White and Asian Any other mixed background
Chinese or Other	Chinese Any other Ethnic background
White	British Irish Any other White background
Not stated	Not stated or Not known

4.36 The BCU sheets (one for each BCU) require survey results at BCU level for each of the user groups and each of the five satisfaction questions. The number of respondents giving each response should be entered in the white boxes.

Timing and late returns

4.37 The requirements are set out in Section 2. In practice the surveys carried out during July-Sept would be of people who were victims during May-August – there will be a lag between the time of reporting/first contact and the time the surveys were conducted.

4.38 Replies which are received beyond the 30 day cut-off could be submitted as part of the following quarter results (except where there has been a change in survey methodology from one quarter to the next).

GLOSSARY

Achieved sample   Members of the population from whom we collect usable data. It is a subset of the approached sample.

Approached Sample   Members of the population whom we approach for data collection. It is a subset of the population.

Confidence Interval   A margin of error around a given survey result within which we can be (usually) 95% confident that the views of the actual population lie.

Confidence Level   How certain you want to be that your answer obtained from the sample is within the confidence interval you are prepared to accept. The generally accepted standard is for 95% confidence in the estimated result.

~~Entity~~   ~~Basic unit of measurement. In a survey of victims' satisfaction, each respondent is an entity. (However, if you are comparing satisfaction rates over quarters, each quarter's result is an entity.~~

Over Sampling   Approaching more respondents than we need in order to achieve a desired sample 'n'. The extent over sampling will be determined by an informed judgement of likely response rate.

~~Parameter~~   ~~The statistical feature of a population we wish to know, and which we are using the sample to estimate. In surveys this is usually a percentage frequency; in the APACS User Satisfaction Surveys it is a satisfaction rate~~

Population   The group of people we are interested in finding out about in a survey, from which we select a sample. It is the entire set of individuals or entities about which a general statement is made in research, usually from evidence derived from a representative sample.

Probability Sampling   Sampling in which each member of the population (in practice, usually the sampling frame) has an equal chance (probability) of selection in the (approached) sample.

Respondents   The total number who answered the core question, excluding any who answered "don't know", provided illegible responses or marked more than one response category.

Response Rate   The number of successful responses as a percentage of the number of survey attempts.

Sample   A group of people who take part in a survey; they are selected to represent a population. In some cases certain groups will be over-represented in a survey, e.g. minority ethnic groups, in order to collect meaningful data for a small group.

Sample Base   The total population who could participate in the survey.

~~Sampling Error~~	~~The difference between a sample and the underlying population, which is due to the particular sample taken.~~
Sampling Frame	A list identifying the people from which the sample will be drawn.
Sample Size	The number of people who took part in the survey. This size can vary depending on the number of people who answered each particular question.
~~Satisfaction Levels~~	~~The percentage of the achieved sample surveyed who responded either "fairly satisfied", "very satisfied" or "completely satisfied" to the core question in the survey, excluding "don't knows".~~
~~Service Users~~	~~Those who have made a request for police services – and who have initiated that contact.~~
~~Standard Error~~	~~The standard deviation of the sampling distribution of the percentage of the population who exhibit the characteristic we are interested in (e.g. satisfaction with service delivery). It depends on the sample size and underlying variability of the characteristic, and is used in the calculation of the confidence interval and sample size.~~
Variability	The more variable the population is, the larger the sample size will be needed for the sample to be representative of the population. For example, in a satisfaction question, if 90% of the population is satisfied, the variability will be low with a 90:10 split in views. If there is an equal split between those satisfied and dissatisfied there is higher variability and a larger sample size will be needed for the same level of significance.