

Feeling the Difference Survey: A step-by-step guide

About the Feeling the Difference Survey

The FTDS is designed to measure and track public confidence and satisfaction on a range of issues using statistically valid techniques, including quality of life, reassurance and fear of crime. The key aims are to measure the effectiveness of the Authority's policing strategies; perceptions on key performance indicators; and public perceptions of the Authority and how it polices communities.

Methodology

Approximately 5,600 interviews are completed in each Wave, during each quarter of the year, consisting of:

- ◆ 250 door-to-door interviews in each of the 20 OCUs across the region, plus 250 interviews with residents in the City Centre F1 OCU
- ◆ 250 interviews conducted on street with non-residents in the City Centre (F1 OCU), and 100 interviews completed by telephone with businesses in the City Centre.

Three questionnaires are used for the FTDS: a resident questionnaire; non-resident questionnaire; and employer's questionnaire. The questionnaires include validated questions from other national surveys (such as the British Crime Survey).

Fieldwork

A team of around 20 M-E-L interviewers carry out each Wave of the FTDS, all vetted by West Midlands Police. Door-to-door interviewers use showcards for key questions, for ease and speed of completion. Respondents are given two authorisation letters, one from West Midlands Police, and one from M-E-L, along with a West Midlands Police information leaflet.



Sampling

To ensure a representative sample of households is achieved in the 21 OCUs, a sampling frame is used based on Acorn (A Classification of Residential Neighbourhoods) and Census Output Areas (COAs). As well as Acorn profiles, the latest available age and ethnicity profiles are also used to set quotas. Address lists and postcodes are generated via the CACI InSite Package. The non-resident sample is drawn from a variety of City Centre on-street locations. The employer's survey focuses on a different industry type in each wave, including retail, services, entertainment and corporate businesses within the City Centre.

Quality assurance

- ◆ M-E-L carries out a telephone callback to a minimum of 10% of respondents per OCU, verifying that the interview was carried out in a professional manner and accurately
- ◆ 10% of all data entered is checked. We also carry out double data entry checks, and data entry key stroke error checks
- ◆ Interviewer reliability checks provide a verification of any differences in results obtained by different interviewers, which can highlight training issues
- ◆ Regular progress reports are produced for West Midlands Police, updating on progress.

Data analysis and Reporting

Twenty six reports are produced at the end of each Wave, most containing data reported as a 12-month quarterly rolling average from pooled annual data. The reports produced include a Topline Report (containing Force-wide data); Local Authority Report (data presented for each Local Authority area); and 21 OCU Reports.

For further information on this specialist service, please contact Anne Forshaw @ anne.forshaw@m-e-l.co.uk or call 0121 604 4664