




Feeling the Difference – October 2013

West Midlands Police is committed to serving our communities and protecting them from harm. We rely on the views of residents across the force area to tell us how we are doing and how we can improve. Feedback from residents is collected in a survey called '**Feeling the Difference**'.

This survey has been conducted since April 2004 by an independent research company and collects feedback from 16,800 people each year.

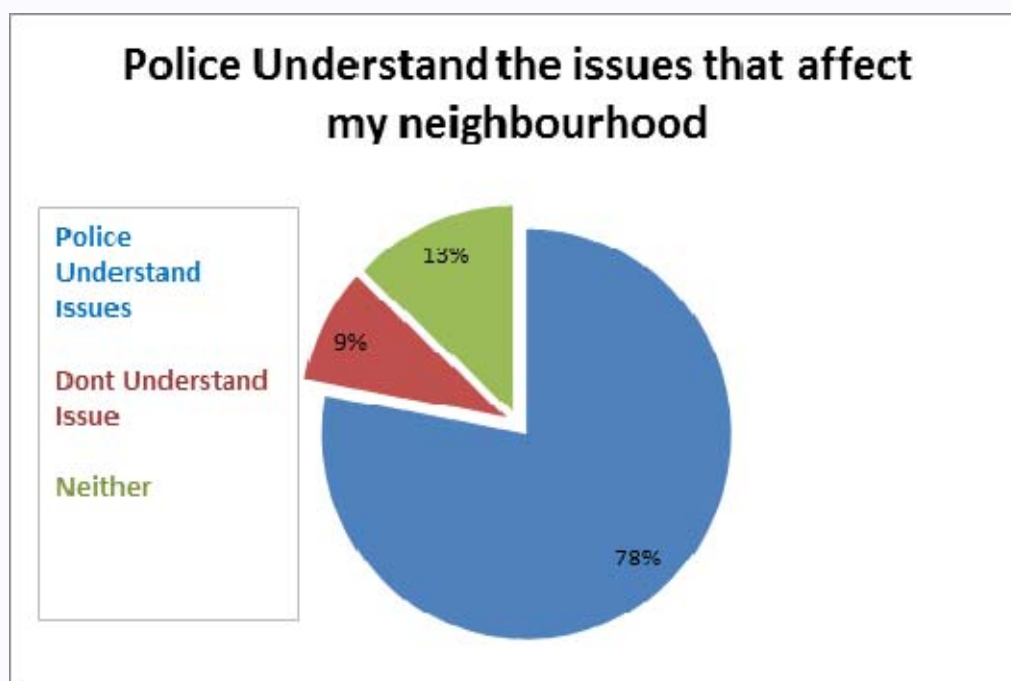
Since 2004 residents have told us about improvements in key areas.

People feel safer in their neighbourhoods during the day	People are more confident their local police are doing a good job	More people are satisfied with the level of foot patrol in their neighbourhood
		
Up from 92 per cent in 2004 to 96 per cent in 2013	Up from 65 per cent in 2004 to 76 per cent 2013	Up from 23 per cent in 2004 to 48 per cent 2013

If it matters to our communities, it matters to us

The Feeling the Difference survey asks residents to say what local crime or ASB issues are a problem in their neighborhoods. Force wide residents most frequently mention young people hanging about, litter and traffic offences, (including speeding and inconsiderate parking).

Overall 78% of West Midlands residents agree that their local police understand the issues that affect their community and 74% agree that the police are dealing with the things that matter.



Improving how we serve your neighborhood

Taking everything into account, over four in five (82%) residents have confidence in the police. This includes 60% that completely or largely agree they have confidence. Just 11% of residents indicate that they do not have confidence.