Research Report

Public Perceptions of Fire and Rescue Services in England 2018

Prepared for: Her Majesty's Inspectorate of Constabulary and Fire and Rescue Services

Prepared by: BMG Research

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1.1   Overall satisfaction with FRS and other public services

- Perceived satisfaction with Fire and Rescue Services in England is high, with seven in ten respondents saying that they are either very or fairly satisfied (70%).
- Satisfaction with the local area (within 15 minutes walking distance of respondents homes) links to satisfaction with the local FRS. Where respondents are satisfied with their local area, they are more likely to be satisfied with their local FRS (76% of those who are satisfied with their local area are satisfied with their FRS, compared to 50% of those who are dissatisfied with their local area).
- Most respondents perceive that there has been no change in the performance of their local FRS in the past 12 months (59%). A minority perceive that performance has got better (9%), and a smaller minority perceive that it has got worse (4%). However, a quarter of respondents do not know how the performance of their FRS has changed over the past year.
- Most respondents perceive that their local FRS has a good reputation all or most of the time (85%). Only 1% of respondents perceive that their FRS has a good reputation hardly ever or never.
- Over three-quarters of respondents would speak highly of their FRS (77%). 15% have no views, while 4% don't know. Only 2% of respondents would be critical of their FRS.
- More than four in five say that their FRS has their support (83%) and their respect (83%). However, nearly half of respondents don't know if the FRS apologises when they get things wrong (45%).
- Over two thirds (70%) of respondents consider that their FRS provides good value for money. Only 5% of respondents disagree that their FRS provides good value for money.

1.2   Perceptions, image and reputation of local Fire and Rescue services

- Most respondents are confident that their local FRS provides an effective service (86%). Reasons given for this confidence include perceptions that the FRS does a good job, even if they have not had any experience of their FRS, perceptions that response times are quick and having a trust in the FRS. For the small proportion of respondents who are not confident that their FRS provides an effective service (4%), the most common reasons given are on the themes of not having any experience or contact with the FRS, perceptions of lack of coverage or resources and perceptions of slow speed of response.
- The majority of respondents consider their FRS to be effective at extinguishing fires (68%), while 40% consider them to be effective at responding to terror attacks. Relatively high proportions (ranging from 28% to 55%) don't know whether their FRS is effective at activities rather than considering that they are ineffective.

1.3   Representativeness of local Fire and Rescue Services

- Most respondents do not know if their FRS is representative in terms of sexual orientation (55%), disability (53%), ethnicity (50%) or gender (48%). However, four in ten respondents agree that their FRS is representative of the population in terms of ethnicity (40%) and gender (40%). The proportions who agree that they are representative in terms of sexual orientation (34%) and disability (33%) are slightly lower. This is not surprising if we take into account that most have had no contact with their local FRS in the last 12 months (80%) and that these characteristics are not outwardly obvious.

1.4   Interest and engagement

- Most respondents are interested in knowing what the local Fire and Rescue Service are doing in their area (77%). However, over half of respondents do not feel informed about what their local Fire and Rescue Service are doing (52%).
- Respondents are most interested in knowing about the range of services their FRS provides (36%), followed by how their local FRS has performed (29%) and safety of respondents property (25%).
- Despite being interested, the majority of respondents have done nothing to find out about their local FRS (73%).
- Where respondents have taken action to find out about or give their views to their local FRS Facebook is the most popular channel (46%), followed by other websites (30%) and in person (20%). Respondents that have contacted their FRS via social media, telephone and in writing are more likely to say that they feel informed about their local FRS.
- Over a third of respondents agree that their local FRS listens to the views of the public when setting priorities (37%). A third of respondents do not know if their local FRS listens to the views of the public when setting priorities (33%), but only 3% disagree.

1.5   Accessing Fire and Rescue Services

- Most respondents are confident that they can access their FRS in a fire emergency (89%). Respondents are not as confident that they could access the FRS in the event of a non-emergency (71%).
- Respondents most associate fire and water rescue emergencies with Fire and Rescue Services, and the majority would dial 999 and ask for the FRS in the event of those. Respondents are more likely to associate road accidents and terror attacks with the police.
- For less time critical enquiries or non-emergencies, such as installing fire safety equipment, online is the contact channel most would use to contact their FRS.

1.6   Contact with local Fire and Rescue Services

- Four in five respondents have had no contact with their local Fire and Rescue Service (80%) in the last 12 months. The most common interactions for respondents in the past 12 months are through community events (5%) and reporting fire incidents

(4%). Where respondents have had contact with their FRS, the majority have only had one interaction in the past 12 months.

- Most respondents who have had contact with their FRS are satisfied with that contact (83%). Most are also satisfied with the outcome of their last interaction (80%).

- Over seven in ten respondents who have had contact with the Fire and Rescue Service say that they felt safer after their last contact (72%). Only a minority say that they felt less safe after their last contact with the FRS (6%). Witnesses to both fire (9%) and non-fire (20%) incidents are more likely to feel less safe after contacting their local FRS. It should be noted, however, that this feeling is not necessarily as a consequence of the actions of the FRS.

1.7 FRS responsibilities and priorities

- Respondents are most likely to think that extinguishing fires (87%) and promoting fire safety (82%) should be the responsibility of their local Fire and Rescue Service. Respondents perceive preventative and outreach activities to be a lower priority, but a majority of respondents still feel that their FRS should be responsible for them.

- 70% of respondents feel that extinguishing fires (and protecting life and property when fires do occur) is an important activity for the FRS to prioritise. 65% think that this should be the most important priority for the FRS. Other activities that respondents agree should be in the top 3 priorities are responding to other life-threatening emergencies (40% of respondents selected it within the top 3) and responding to road traffic collisions and other transport incidents (29% of respondents selected it within the top 3).

2   Introduction

2.1   Background and methodology

In July 2017 Her Majesty's Inspectorate of Constabulary and Fire and Rescue Services took on inspections for England's Fire and Rescue Services. To assist these inspections, HMICFRS commissioned BMG Research to undertake a study of the general public's perceptions of their local Fire and Rescue Service across England. The study covers the public's views and experiences of local Fire and Rescue activities.

The survey was undertaken in June and July 2018 and consisted of 17,976 completed surveys across 44 local Fire and Rescue Service areas[1]. The majority of the surveys were conducted online with members of online research panels. However, a minority of the surveys (757) were conducted face-to-face with trained interviewers in respondents' homes. These face-to-face surveys were specifically targeted to groups of the population that are traditionally under-represented on online panels, and so ensure that the resulting respondents for the survey are as representative of the total adult population of England as possible. A small number of respondents were also surveyed online via postal invites to the survey.

2.2   Notes on this report

The following points should be noted when reading this report:

- As the survey was mostly conducted with members of large online panels, supplemented by some individuals who were engaged with face-to-face or via post the findings refer to 'respondents', rather than residents or the general public. However, findings can be considered to be indicative of the wider public's views.

- Data have been weighted at a national level, based on the criteria of age, gender, GOR (Government Office Region), IMD quartile (Indices of Multiple Deprivation) and ethnicity.

- Unless stated otherwise, all differences noted in this report are statistically significant at a 95% confidence level. This means that there is only a 5% probability that the difference has occurred by chance (a commonly accepted level of probability), rather than being a 'real' difference. Only differences of 5 percentage points or greater have been reported.

- Results are based on all respondents unless otherwise specified. Where results for sub-groups have been used in charts their relevant base sizes are shown in parentheses after the description of the sub-group, e.g Aged 16-24 (1,254).

- In the tables and charts contained in this report, a * symbol denotes a proportion that is less than 0.5%, but greater than zero.

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[1] Due to the small size of the population of the Isles of Scilly (less than 2,000 people), a specific analysis of the Isles of Scilly FRS was not possible.

- Where results do not sum to 100%, this is either due to rounding or due to multiple responses being allowed for the question.

- The following acronyms are used in this report:

  - IMD – Indices of Multiple Deprivation. This official statistic measures relative deprivation in small areas called lower-layer super output areas. For the analysis all areas were divided into 4 quartiles based on their IMD score. References to the 'most deprived' areas in this report pertain to the 25% with the lowest IMD score, while references to the 'least deprived' areas pertain to the 25% with the highest IMD score.

  - BAME – black, Asian and minority ethnic groups.

  - FRS – Fire and Rescue Service.

- Throughout this report references have been made to sub-groups where their results differ from the total by a statistically significant amount (see Appendix B: Demographic profile of participants). A number of variables have been previously taken into account when analysing sub-groups:

  - Age

  - Gender

  - Ethnicity

  - Urban / Rural

  - IMD

  - Sexuality

  - Disability

  - Satisfaction with the local area (within 15 minutes distance from respondents home)

  - Satisfaction with local FRS

  - Perceptions of change in service offered by local FRS

  - Perceptions of local FRS providing value for money

  - Perceptions of local FRS providing an effective service

  - Whether respondents feel informed about their local FRS

  - Whether respondents have been asked for their views on their local FRS

  - Perceptions of whether FRS listen to the public when setting priorities

  - Whether respondents have had any formal contact with their FRS in the past 12 months

  - Reason for last contact with the FRS

3   Perceived satisfaction with FRS and other public sector services

This section looks into respondents' overall satisfaction with their local area, Fire and Rescue Services and perceptions of Fire and Rescue Service's performance over the past 12 months. Local area was defined as the area within about 15 minutes walking distance of respondents' homes.

Overall perceived satisfaction with local FRS is high and is positively correlated to satisfaction with the local area, feeling informed about the local FRS and perceptions that the level of service provided by the local FRS has improved over the past year.

In general, respondents support and respect the Fire and Rescue Service, and would speak highly of them if asked.

The majority of respondents feel satisfied with their local Fire and Rescue Service (70%), while just 3% are dissatisfied (see Figure 1). There is also a sizeable proportion who have either neutral views (14%) or don't know (13%), reflecting the general lack of knowledge about Fire and Rescue Services.

Figure 1: Perceived satisfaction with local Fire and Rescue Service
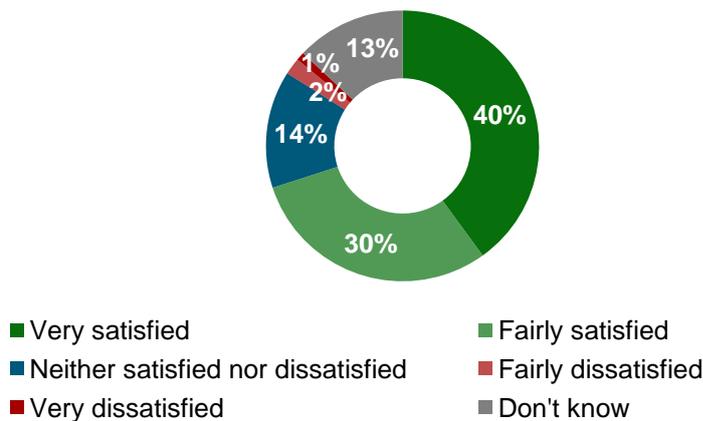
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

Q2. How satisfied or dissatisfied are you with the Fire and Rescue Service in your local area?
Base: All respondents (17,976)

Feeling satisfied with the local FRS is also positively correlated to feeling well informed about the service (see Figure 2). As shown in the figure below, those who feel well informed are more likely to say they are satisfied (88%) than those who don't feel well informed (58%). Respondents who don't feel well informed are not more likely to be dissatisfied, but are more likely to be neutral: those who feel not well informed are more likely to say that they are neither satisfied nor dissatisfied (19%).

Figure 2: Perceived satisfaction with local Fire and Rescue Service and how well informed people feel about their local FRS
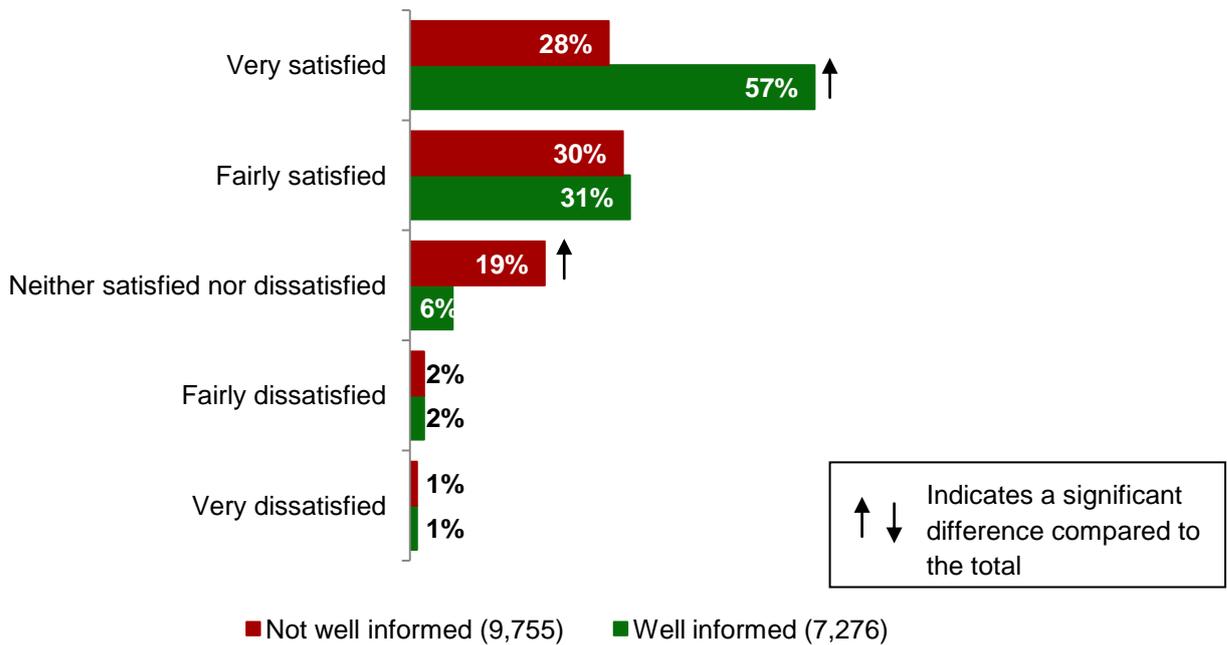
■ Not well informed (9,755)   ■ Well informed (7,276)

Q2. How satisfied or dissatisfied are you with the Fire and Rescue Service in your local area?
Q11. Overall, how well informed do you feel about what the Fire and Rescue Service in your local area are doing?
Base: Well informed (7,276), Not well informed (9,755)

Respondents' perceptions of the reputation of local Fire and Rescue Services are positive (see Figure 3). 85% of respondents say that they believe their local FRS has a good reputation all or most of the time. Only 1% believe that their local FRS has a good reputation hardly ever or never.

Figure 3: Perceived reputation of Fire and Rescue Service

■ All of the time   ■ Most of the time   ■ Some of the time
■ Hardly ever   ■ Never   ■ Don't know
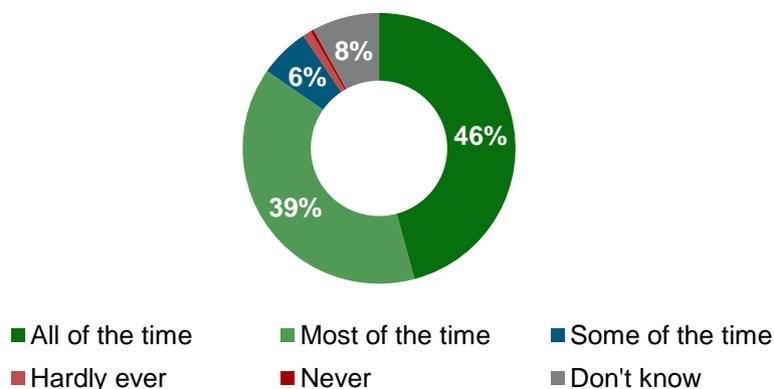
Q4NEW. Thinking about your local Fire and Rescue Service, do you think they have a good reputation?
Value labels below 2% are not shown.
Base: All respondents (17,976)

Over three-quarters of respondents would speak highly of their Fire and Rescue Service (77%), with over a quarter willing to do so without being asked (29%, see Figure 4).

Only 2% of respondents would be critical of their local FRS, while a sizeable proportion either have no views (15%) or don't know (4%). These neutral attitudes are likely to reflect the lack of contact that most respondents have with their FRS.

Figure 4: How respondents would speak about their local FRS to other people
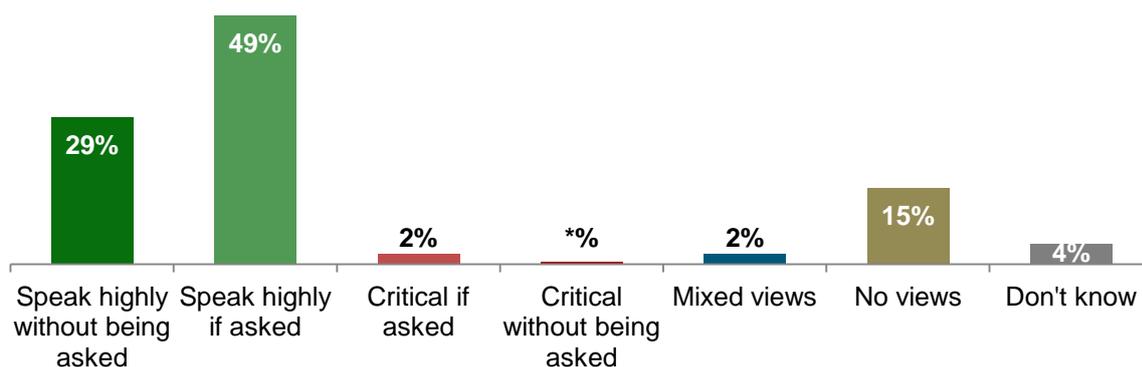
Q4. Thinking now about the Fire and Rescue Service in your local area, which of these phrases best describes the way you would speak about them to other people?
Base: All respondents (17,976)

Opinions of local Fire and Rescue Services in England are mostly positive (see Figure 5). FRS are generally seen by respondents to have people's support and respect (83% of respondents say they do all or most of the time), but less respondents have faith that they take people's concerns seriously (69% of respondents say they do all or most of the time). However, it should be noted that a sizeable proportion of respondents replied don't know when asked their opinions of their Fire and Rescue Service, particularly regarding the FRS apologising when they get things wrong (45% of respondents said don't know), using appropriate behaviour (20%) and taking people's concerns seriously (19%). This reflects the fact that only a minority of respondents have had any contact with their FRS in the past 12 months.

Respondents are least confident that the FRS would apologise when they get things wrong (44%), but this is largely a result of 45% of respondents answering don't know rather than a larger proportion answering hardly ever or never. Despite this, respondents' overall perceptions of the FRS are positive, with high overall ratings indicating that the service is supported and respected by respondents along with a feeling that the service behave appropriately and care about the locality.

Figure 5: Opinions of Fire and Rescue Services

						All/most of the time
...have your support	60%	23%	5%	10%		83%
...have your respect	61%	22%	5%	10%		83%
...have a good reputation amongst local people	49%	29%	5%	16%		77%
…. care about the local community	48%	26%	7%	18%		74%
...use appropriate behaviour	48%	24%	5%	20%		73%
...take people's concerns seriously	47%	26%	6%	19%		69%
...apologise when they get things wrong	24%	20%	8%	45%		44%

■All of the time   ■Most of the time   ■Some of the time   ■Hardly ever   ■Never   ■Don't know

Q25. Thinking about the Fire and Rescue Service in the area where you live, how often would you say that they...
Base: All respondents (17,976)

The majority of respondents agree that their local FRS provides good value for money (70%), while only 5% disagree (see Figure 6). Agreement that local FRS provide good value for money ranges from 63% to 79% across the different individual FRS areas.

Figure 6: Perceptions of Fire and Rescue Services as providing good value for money

■Strongly agree   ■Tend to agree
■Neither agree not disagree   ■Tend to disagree
■Strongly disagree   ■Don't know
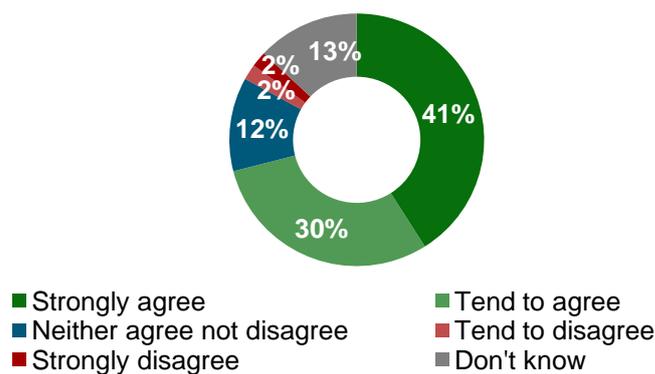
Q7. To what extent do you agree or disagree that the local Fire and Rescue Service in your local area provide good value for money?
Base: All respondents (17,976)

Most respondents perceive little change in the performance of their FRS over the past year (59%, see Figure 7) and a sizeable proportion (25%) don't know how their local FRS performance has changed. 9% perceive that the service provided by their local FRS has got better over the past 12 months.

Figure 7: Perceived change in performance of Fire and Rescue Service in the last 12 months

- ■ Got better
- ■ Got worse
- ■ Stayed about the same
- ■ Lived in area less than a year
- ■ Don't know
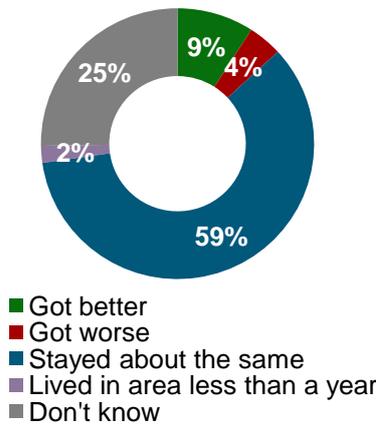
Q3. Over the past 12 months do you think the service provided by the Fire and Rescue Service in your local area has got better, worse, or stayed about the same?
Base: All respondents (17,976)

Most respondents feel that the behaviour and performance of their local FRS has remained the same over the past 12 months (see Figure 8). Only a very small minority (between 2% and 4%) think that these aspects have got worse.

The aspect where the highest proportion perceive improvement is the range of services provided by the FRS, closely followed by the behaviour of FRS staff, response times to fire emergencies and how well informed respondents feel about their safety and the safety of their property.

It is worth noting that there are relatively high scores for don't know, ranging from 20% for feeling informed about safety and 36% for response times to non-fire emergencies. This reflects the lack of knowledge some respondents have about their local FRS.

Figure 8: Image of Fire and Rescue Services over the past 12 months

- ■ Improved
- ■ Stayed about the same
- ■ Got worse
- ■ Lived in area less than a year
- ■ Don't know
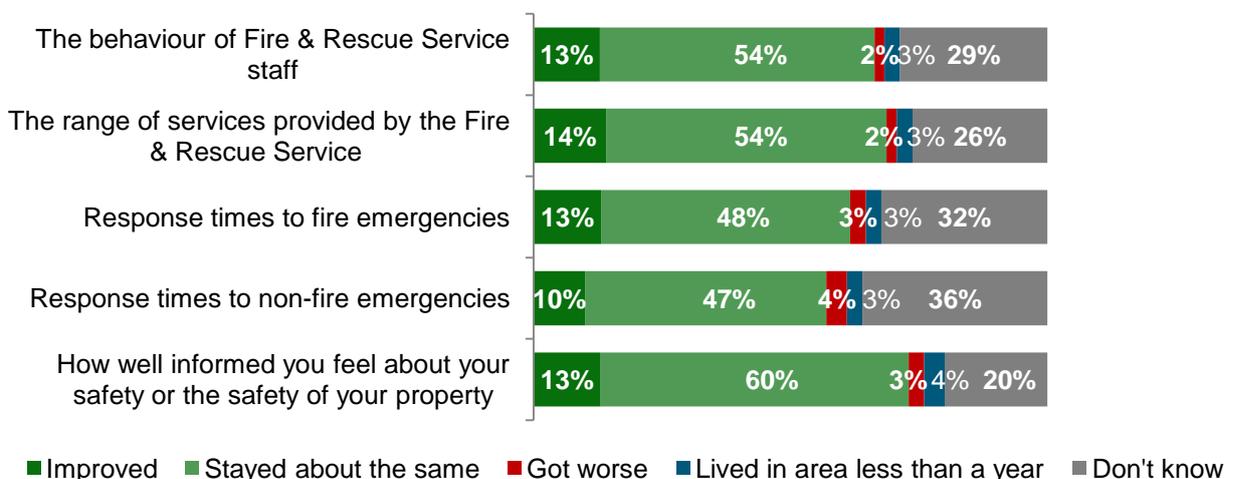
Q8. Over the past 12 months do you think each of the following aspects of Fire and Rescue in your local area has improved, got worse or stayed about the same?
Base: All respondents (17,976)

Respondents aged 65+ are more likely to be satisfied with their local area (87%, compared to 79% overall) and are more likely to be positive about their FRS on a number of factors. They are more likely to say that their FRS has a good reputation all or most of the time (90%, compared to 85% overall), speak highly of their FRS (82%, compared to 77% overall), and say that their FRS provides good value for money (77%, compared to 70% overall). This is reflected in the proportion of respondents aged 65+ who say that 'all of the time' their FRS has their support (75%, compared to 60% overall), has their respect (73%, compared to 61% overall), have a good reputation (59%, compared to 49% overall), use appropriate behaviour (57%, compared to 48% overall), care about the local community (57%, compared to 48% overall) and take people's concerns seriously (57%, compared to 47% overall).

Respondents aged 16-24 are a little less positive about their FRS. They are less likely to say that their FRS has a good reputation all or most of the time (77%, compared to 85% overall), speak highly of their FRS (71%, compared to 77% overall), agree that their FRS provides good value for money (63%, compared to 70% overall) and say 'all of the time' when asked about how often they are perceived well in a variety of ways. However, they are more likely to say that the service provided by the FRS has got better compared to 12 months ago (15% of respondents aged 16-24 say it has got better, compared to 9% overall).

A similar pattern can be seen with black, Asian and minority ethnic (BAME) respondents. They are less likely to agree that their FRS has a good reputation all or most of the time (73%, compared to 85% overall), less likely to speak highly of their FRS (68%, compared to 77% overall) and less likely to answer 'all of the time' when speaking about how often the FRS are perceived well in a variety of ways. However, as with respondents aged 16-24, they are more likely to see improvements in the service provided by their FRS (15% think that the service has got better, compared to 9% overall).

Respondents that are satisfied with their local area are most likely to also be satisfied with their local FRS: 76% of those who are satisfied with their local area are also satisfied with their FRS, compared to just 50% of those who are dissatisfied with their local area.

Perhaps unsurprisingly, where respondents rate their FRS highly on specific measures, they are more likely to be satisfied with them overall. Respondents who perceive that the service provided by their FRS has got better over the past 12 months are more likely to be satisfied (92%, compared to 70% overall), as are those who perceive that their FRS provides good value for money (83%) and respondents who are confident that their FRS provides an effective service (77%).

Contact with the FRS also has an impact upon perceptions. Respondents who have had contact with their FRS in the past 12 months are more likely to be speak highly of their FRS (88%, compared to 77% overall), be satisfied with their FRS (84%, compared to 70% overall) and think that the service provided has got better over the past 12 months (26%, compared to 9%). However, there are some differences by the reason for their last interaction and the number of times that respondents have had contact with their FRS in the past 12 months.

4 Perceptions, image and reputation of local Fire and Rescue Services

This section deals with perceptions of confidence in the local FRS and effectiveness of the service provided.

Most respondents are confident that their local FRS provides an effective service overall. Common reasons given for this confidence include perceptions that the FRS do a good job, even if they haven't had direct experience of their FRS.

The majority of respondents are confident that their local FRS provides an effective service (86%, see Figure 9).   However, 10% of respondents do not know if their FRS provides an effective service. Only 4% of respondents say they are not confident in their FRS providing an effective service.

Figure 9: Confidence in local Fire and Rescue Service to provide an effective service

■ Very confident ■ Fairly confident ■ Not very confident ■ Not at all confident ■ Don't know
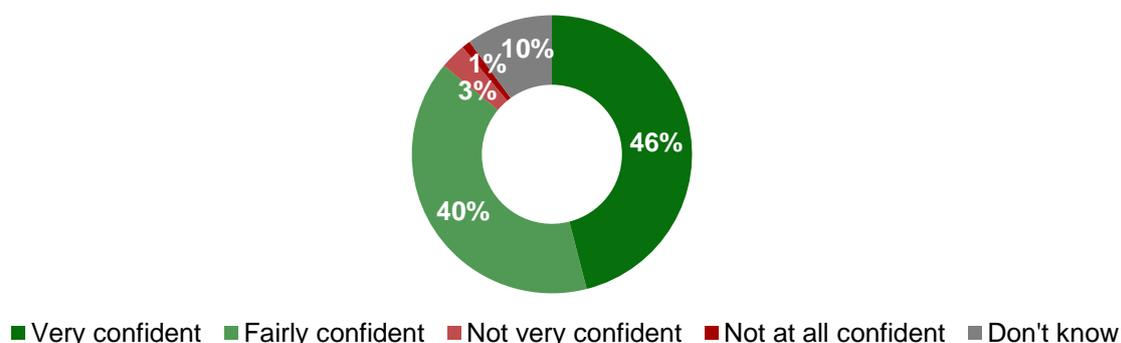
Q10. How confident are you, if at all, that the Fire and Rescue Service in your local area provides an effective service overall?
Base: All respondents (17,976)

Respondents were asked a follow-up question to explain why they are confident, or not confident, that the FRS in their local area provides an effective service. They were presented with a box in which they could write their responses. Text analytics was used to help understand these responses, intelligently grouping individual responses with similar answers. Sentiment was also taken into account during this grouping. A large proportion of respondents mentioned several points in their response and so were allocated to multiple groups to reflect their response.

Common reasons given for confidence in the FRS providing an effective service centred around perceptions that the FRS do a good job, even if respondents have no direct experience of the FRS. This included perceptions of speed of response, FRS staff being well trained and doing a hard job. Other commonly mentioned responses were on the themes of hearing good things about the FRS (or not hearing bad things), and not having experience of the FRS. Figure 10 details some examples of the responses given that have been grouped into these themes.

Only a small minority of respondents said that they were not confident that the FRS provides an effective service. Reasons given for lack of confidence included perceptions of lack of

coverage or resources, perceptions of slow response times and no experience or contact with the FRS. Other respondents mentioned perceptions that FRS staff are inefficient, fire station closures or perceptions of a poor reputation. Figure 11 details some examples given that have been grouped into these themes.

Figure 10: Top reasons why respondents are confident the FRS provide an effective service (from free text responses)

They do a good job

"They are always quick and effective."

"Very confident as they do a great job risking their lives too."

"They are always on call ready to help and risk their lives to save others."

"Because they are highly trained."

"They respond to all incidents and they put the safety of people first."

"Every time I have seen a local fire, the fire brigade are quick and efficient to put it out."

I hear good things/ do not hear bad things

"Never heard bad things about them."

"Local news are always publishing the good works they carry out."

"They have a good reputation and are highly respected."

"With social media coverage of most incidents in the area, mainly as an informative tool, it is easy to see that they are swift in response and effective in their dealing with a variety of incidents in and around the area."

No experience with FRS

"I, fortunately, have never had to use the fire service in an emergency, but I have seen them at fires and accident scenes and feel they provide an invaluable service."

"I've not really had much experience with them, but they seem very active and the people I've seen seem hard working."

I trust them / what I believe / just my opinion

"Just an impression, I have a positive outlook and no data either way."

"I have total faith in the fire service despite not having had first hand experience".

Q7a. Why do you say that you are confident?
Base: Where confident (15,397)

Figure 11: Top reasons why respondents are not confident the FRS provide an effective service (from free text responses)

Lack of coverage/ resources incl. reference to cutbacks to services

"The men and women working in the service are brilliant and deserve our utmost respect. But, the resources available to them to do their work have been cut to the point that they are under so much pressure the service must be at risk."

"They are drastically underfunded and overstretched so can never achieve their potential."

Speed of response

"Because I rang them before and it took them over 30 mins."

"Took 20 mins to arrive to fire when they are a 5 min walk away."

No experience/ contact with FRS

"I have never seen them publicly."

"I have not had to use them."

Inexperienced / inefficient / do not do the job

"Because their service has been ineffective in the last three years."

"They are always on strike, and demanding more money."

Station closed

"The local Fire & Rescue Service station in the village was closed down around 10 years ago. We are covered by the service in the neighbouring town but it does result in a longer response time."

"They have closed my local fire station so now they have to travel further to my area."

Poor reputation

"Because I heard bad stories in the news."

"I feel that they don't care."

Q7b. Why do you say that you are unconfident?
Base: Where unconfident (496)

Over two-thirds (68%) of respondents believe that their local FRS is effective at extinguishing fires (see Figure 35 in the appendix). Unsurprisingly, this is the activity that the highest proportion of respondents believes their FRS has been effective at in the past 12 months. Similar proportions of respondents also consider that they are effective at responding to traffic collisions (64%) and working with other emergency services (63%). In contrast, only two-fifths agree that their local FRS is effective at responding to terror attacks (40%). There are high don't know scores for all incidents or activities reported above, ranging from 28% to 55%, which suggests that respondents have no experience of the situations and therefore cannot rate the effectiveness of their local FRS at dealing with these.

Respondents' perceptions of the effectiveness of the FRS are impacted by whether they have had contact with the FRS in the past 12 months or not. Where respondents have had contact, they are more likely to be confident that their FRS provides an effective service (91% of respondents who have had contact, compared to 86% overall). However, where respondents have had contact with their FRS 4 or more times in the past 12 months, they are actually less likely to be confident (80%). This suggests that the frequency of contact could be due to recurring or ongoing problems that are impacting perceptions of the FRS.

Where respondents have had contact with their FRS in the past 12 months, they are more likely to feel that the FRS is effective across all of the different FRS activities measured. The biggest differences are for installing fire safety equipment (70% for respondents who have had contact, compared to 48% overall), home safety/fire risk checks (71% for respondents who have had contact, compared to 49% overall) and community programmes (76% for respondents who have had contact, compared to 50% overall).

Where respondents have had contact with their local FRS through community events, home safety/fire risk checks or installation of fire safety equipment; they are more likely to feel that their FRS has been effective at promoting fire safety and providing advice and guidance. Where respondents have had contact with FRS through reporting a fire or non-fire incident, they are more likely to feel that their FRS has been effective in dealing with incidents (both fire and non-fire).

5 Representativeness of FRS

This section concentrates on respondents' perceptions of representativeness of their local FRS in terms of ethnicity, gender, disability and sexual orientation.

It is important to around half of respondents that their FRS represents the local community in terms of demographics, but most do not know if these groups are currently well represented.

A sizeable proportion of respondents feel it is important that their local FRS is representative of the local community in terms of disability, ethnicity, gender and sexual orientation (see Figure 12). Disability is the factor that most feel it is important to represent within the local FRS (54% feel it is either very or somewhat important), followed by ethnicity (48%), gender (47%) and sexual orientation (42%).

Figure 12: Importance of representativeness of local Fire and Rescue Services
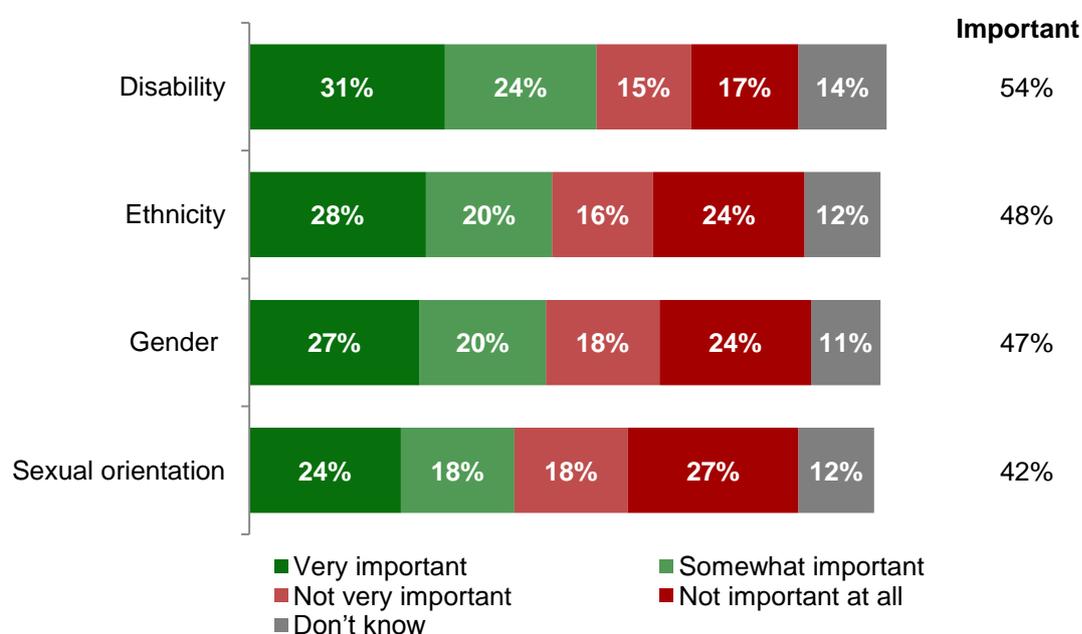
QDIVA. How important, if at all, do you think it is it that your local Fire and Rescue Service workforce is representative of the local community when thinking about the following?
Base: All respondents (17,976)

When asked about the actual representativeness of the Fire and Rescue Service, the majority of respondents are unsure in most categories (see Figure 13). 50% don't know how representative the FRS is in terms of ethnicity, 48% for gender, 55% for sexual orientation and 53% for disability. This is not surprising given the limited contact most of the population has with the fire service – 80% have had no contact with the FRS in the past 12 months - accompanied with the fact that some characteristics, such as sexual orientation, are not outwardly obvious. This could possibly help to explain why gender and ethnicity are considered more representative by respondents (40% and 39% respectively) compared to sexual orientation (34%) and disability (33%).

Figure 13: Representativeness of local Fire and Rescue Services
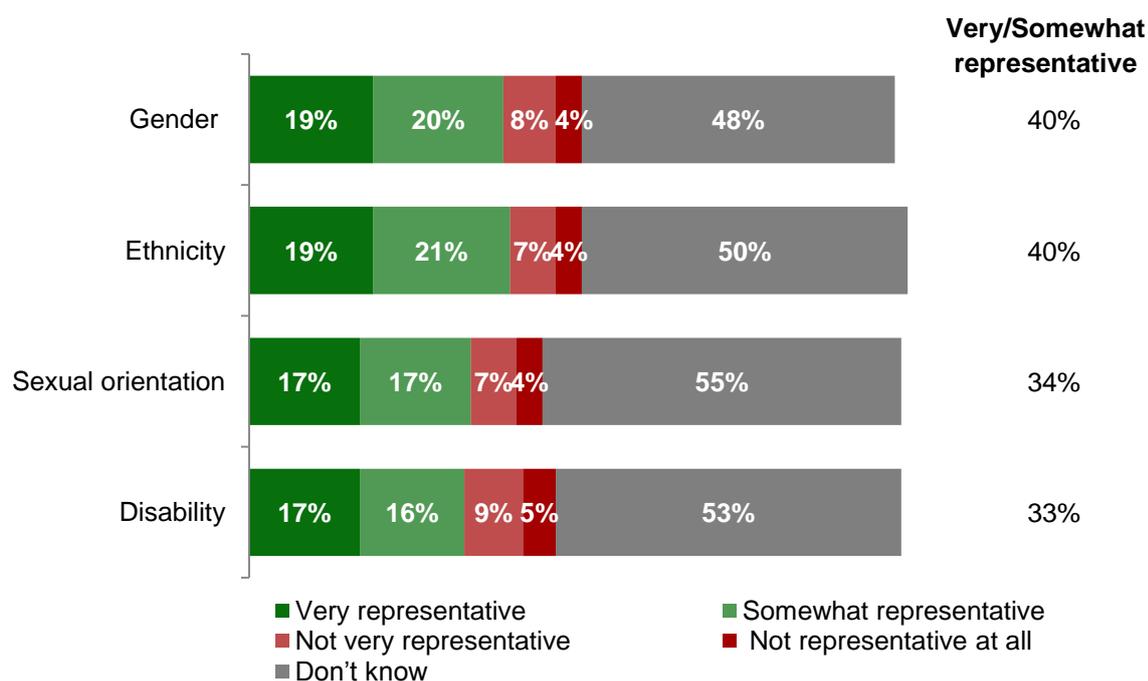
QDIVB … and to what extent do you feel your local Fire and Rescue Service workforce is representative of the local community when thinking about the following?
Base: All respondents (17,976)

Perhaps unsurprisingly, differences can be seen by demographics. Disabled respondents are more likely to say it is important for their FRS to represent the local community in terms of disability (61% vs. 52% for those without a disability). Homosexual and bisexual respondents are more likely to say that it is important for the FRS to represent in terms of sexual orientation (56% and 60% respectively, compared to 42% overall). BAME respondents are more likely to say it is important for their FRS to represent the local community in terms of ethnicity (55% vs. 48% overall), but are also more likely to consider their FRS as representative in terms of ethnicity (48%, compared to 40% overall).

6   Interest and engagement

This section describes the extent to which respondents are interested in their local Fire and Rescue Service, and what actions and means of communication they have used to engage or find out about it.

A majority of respondents are interested in knowing what their Fire and Rescue Service are doing in their local area (77%), but only 42% of respondents feel informed about their local FRS. Only a relatively low proportion of respondents have been asked about their views by their local FRS (6%), but those who have been asked about their views are more likely to feel informed.

Over three-quarters of respondents are interested in knowing what the Fire and Rescue Service are doing in the local area (77%, see Figure 14).

Figure 14: Interest in local Fire and Rescue Services

- Very interested
- Fairly interested
- Not very interested
- Not at all interested
- Don't know
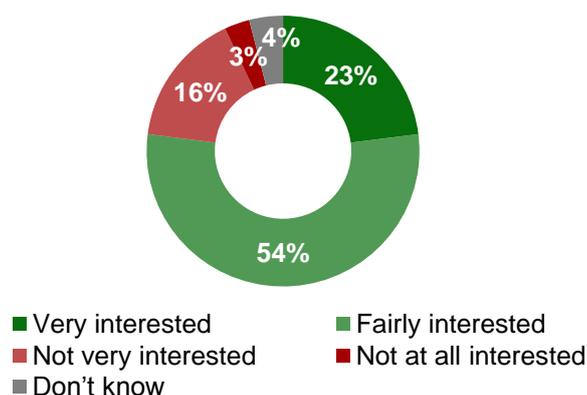
Q12. How interested, if at all, are you in knowing what the Fire and Rescue Service are doing in your local area?
Base: All respondents (17,976)

Respondents are split about whether they feel informed or not about what their local FRS are doing (see Figure 15). 52% say that they do not feel informed, whereas 42% do feel informed.

Figure 15: Feeling informed about local Fire and Rescue Services
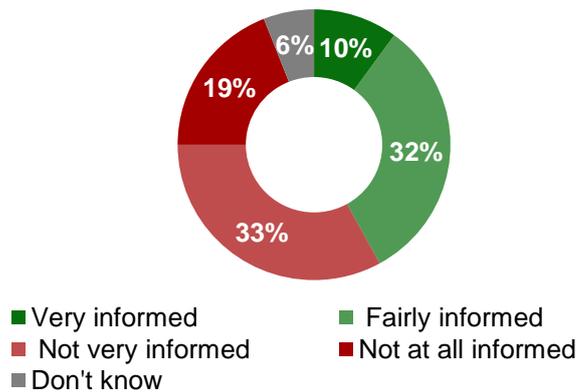
- ■ Very informed
- ■ Fairly informed
- ■ Not very informed
- ■ Not at all informed
- ■ Don't know

Q11. Overall, how well informed do you feel about what the Fire and Rescue Service in your local area are doing?
Base: All respondents (17,976)

Those who have been asked about their views of their FRS in the past 12 months are significantly more likely to say that they feel very informed (45%) or fairly informed (43%, see Figure 16).

Figure 16: Feeling informed and being asked about views on FRS
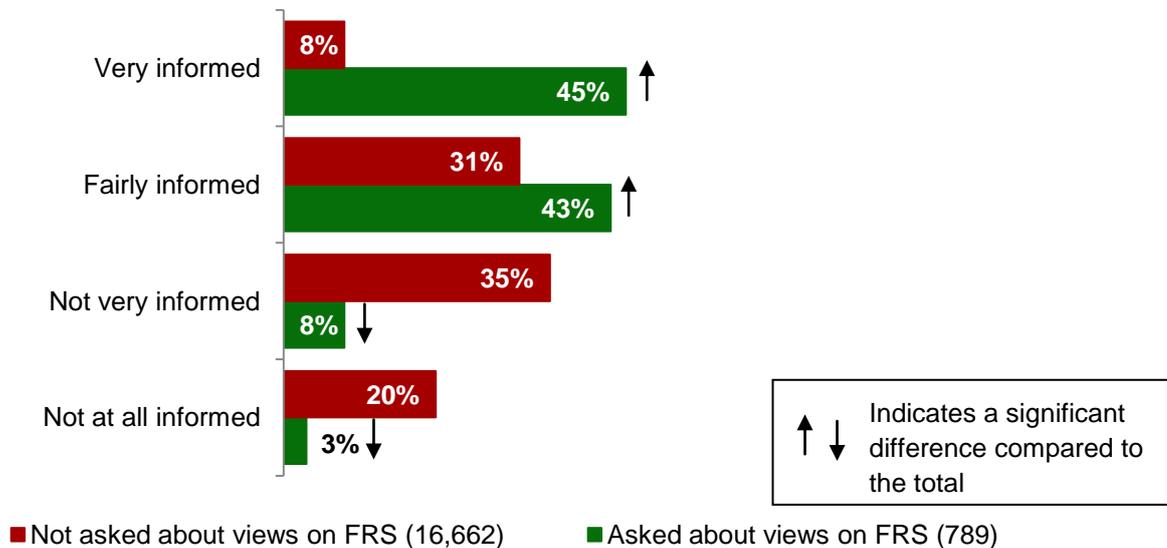
↑ ↓ Indicates a significant difference compared to the total

- ■ Not asked about views on FRS (16,662)
- ■ Asked about views on FRS (789)

Q11. Overall, how well informed do you feel about what the Fire and Rescue Service in your local area are doing? Q14. In the past 12 months have you been asked about your views on Fire and Rescue services in the area where you live? Base: All respondents (17,976), Asked about views (789), Not asked about views (16,662)

Respondents who said they were interested in knowing what their FRS are doing were asked what types of information they are most interested in. The most commonly selected information type is 'the range of services provided by the FRS', which was selected by over a third of respondents (36%, see Figure 36 in the annex). This was followed by 'how the FRS has performed' (29%), 'safety of their property' (25%) and 'what the FRS are doing/have done to address fires and protect life and property' (24%).

Only a small minority of respondents have been asked about their views on Fire and Rescue Services in the past 12 months (6% of respondents, see Figure 17).

Figure 17: Being asked about views on Fire and Rescue Services
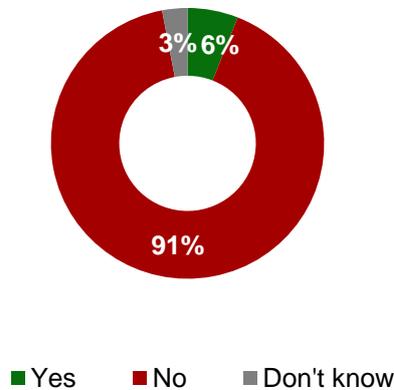
Yes ■ No ■ Don't know

Q14. In the past 12 months have you been asked about your views on Fire and Rescue services in the area where you live? This may have been in person or another method i.e. a questionnaire, on a website. Please do not include this questionnaire or a similar one HMICFRS conducted last year
Base: All respondents (17,976)

Over a third of respondents feel that their FRS are listening to the views of the public when setting priorities (37%, see Figure 18). A further third (33%) don't know and over a quarter have neutral views (26%). Only 3% feel that their FRS are not listening to the views of the public when setting priorities. The relatively large proportion of neutral and don't know responses reflects the lack of knowledge about Fire and Rescue Services more generally.

Figure 18: Listening to the views of the public when setting priorities

■ Strongly agree ■ Agree
■ Neither agree nor disagree ■ Disagree
■ Strongly disagree ■ Don't know
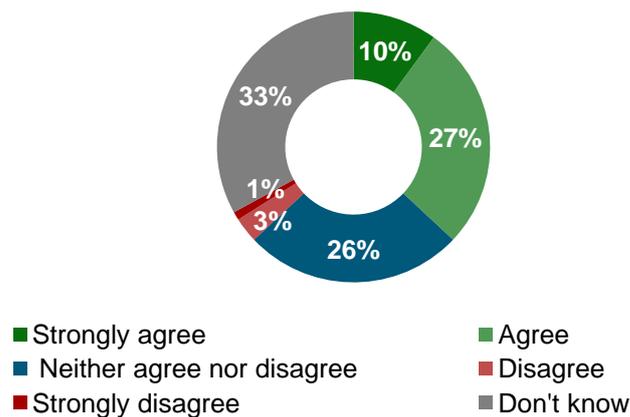
Q14NEWB. To what extent do you agree or disagree that the Fire and Rescue Service in your local area listen to the views of the public when setting priorities?
Base: All respondents (17,976)

Most respondents have done nothing to find out about their local Fire and Rescue Service (73%, see Figure 19). Speaking with family and friends is the most common action taken (9%), followed by accessing information via websites (7%).

Figure 19: Actions to find out about local Fire and Rescue Services

Spoken with family/friends **9%**	**Accessed information via websites** **7%**	**Attended a community event/open day** **6%**	**Accessed information via social media** **6%**
Signed a petition **3%**	**Contacted my local Fire & Rescue Service** **3%**	**Contacted my local MP or MEP** **2%**	**Made a freedom of information request** **2%**

Contacted my local Fire & Rescue Authority, Combined Fire Authority, County Council, Police & Fire Crime Commissioner or the Mayoral Office
2%

Q15. In the past 12 months, which of the following, if any, have you personally done to find out about your local Fire and Rescue Service or to give your views? Values below 3% are not shown
Base: All respondents (17,976)

Where respondents have taken action to find out about or give their views to their local FRS, the most commonly used means of communication are Facebook (46% of respondents who have taken action), via websites (30%), in person (20%) or via Twitter (18%, see Figure 20).

Figure 20: Means of communication to find out about local Fire and Rescue Services

Facebook 46%

Website 30%

In person 20%

Twitter 18%

Instagram 13%

Whatsapp 12%

Telephone 11%

Snapchat 8%

Written request 6%
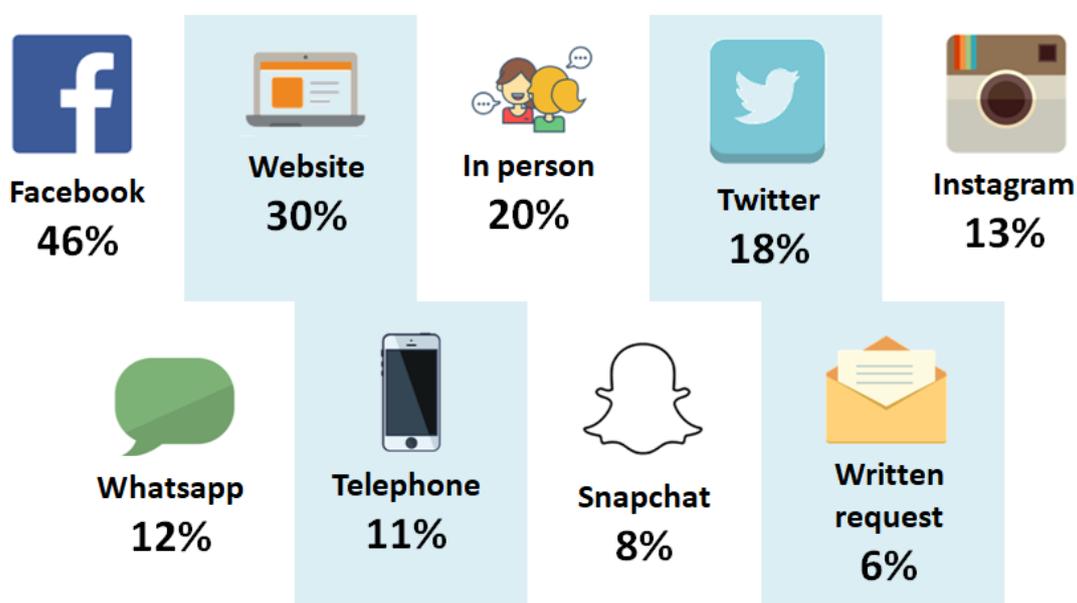
Q15NEWB. What means of communication did you use to find out about your local Fire and Rescue Service or give your views?
Base: Where action has been taken to find out about local Fire and Rescue Service (4,063)

Respondents aged 25-34 are more likely to be engaged with the FRS than respondents in other age groups. They are more likely to have been asked their views in the past 12 months (12%, compared to 6% overall) and more likely to have done something to find out about their FRS or give their views (37%, compared to 24% overall). This leads to them feeling more informed about their local FRS (48%, compared to 42% overall). There is a similar, but not as strong, pattern with respondents aged 16-24. However, respondents aged 16-24 are less likely to say that they are interested in knowing what their FRS are doing in their area (69% are interested, compared to 77% overall).

Respondents aged 65+ are more likely to say that they are interested in what their FRS are doing in their area (84%, compared to 77% overall) and are more likely to have done something to find out about their FRS or give their views (84%, compared to 73% overall). It is also worth noting that the channels used to communicate with the FRS differ by the age of respondents. Perhaps unsurprisingly, younger respondents are more likely to use social media to get in touch with or find out more about their FRS, whereas older respondents are more likely to use websites or in person.

Respondents who feel informed about their FRS are more likely to be interested in knowing about what they are doing in the local area (90% of respondents who feel informed are interested, compared to 77% overall).

Similarly, respondents who have being asked about views on their FRS in the past 12 months are also more likely to be interested in knowing about their FRS (89% of respondents who have been asked their views are interested in knowing about their FRS). They are also more likely to agree that their local FRS listens to the views of the public when setting priorities (82% of respondents who have been asked their views, compared to 37% overall).

7   Accessing Fire and Rescue Services

This section explores respondents' views when it comes to accessing Fire and Rescue Services in a number of emergency and non-emergency situations.

In general, respondents are confident that they can contact their local FRS in emergency fire and non-fire situations, but are a little less confident in the case of non-emergencies.

Respondents were asked how confident they are that that they could easily speak to or access their FRS in the event of a number of situations. Respondents are most confident that they could easily speak to their FRS in the event of a fire emergency (89%), followed by a non-fire emergency (75%) and if they needed advice or information (75%). They are least confident about help in a non-emergency, but the proportion is still high (71%). It should be noted that around one in ten respondents answered don't know for each situation and only a small proportion said that they are not confident (see Figure 21).

Figure 21: Confidence in being able to access Fire and Rescue Services in local areas
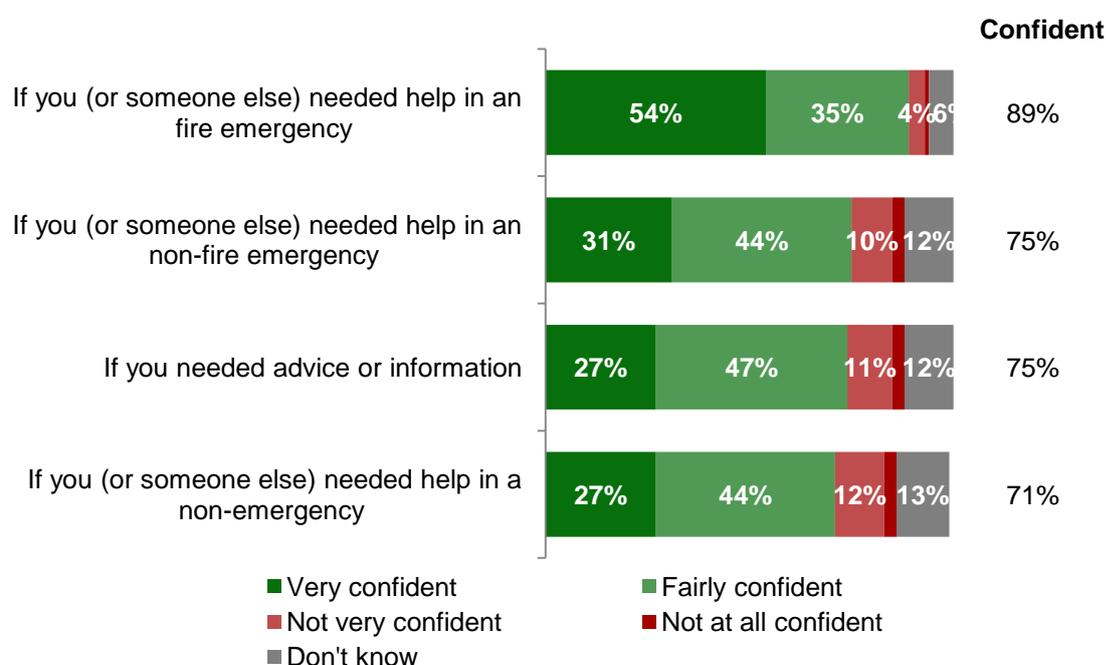
Q17. How confident are you, if at all, that you could easily speak to or access Fire and Rescue Services in your local area in the following situations? Values below 4% are not shown.
Base: All respondents (17,976)

Respondents were asked to say what action they would be likely to take in a number of different situations. When faced with a fire, the vast majority of respondents say that they would ring 999 and ask for the FRS (83%, see Figure 22). This is also the course of action the majority of respondents would take in the event of a water rescue incident (55%) and a life threatening emergency (55%). For other incidents, such as road traffic accidents and terror attacks, the police are seen as the first point of contact (54% and 72% respectively).

For non-emergency enquiries regarding fire safety equipment, information and installations; the majority of respondents say that they would contact the FRS via non-emergency means

either by phone, online or in person. Contacting the FRS online is the most popular of the three, with around double the number of respondents preferring it to telephone contact when organising a home safety/fire safety check (42% vs. 20%) and looking for guidance on installing fire safety equipment (40% vs. 19%). When it comes to obtaining general information about fire safety, online proves even more popular with respondents, with over half preferring online (53%) compared to just around one in ten for telephone (13%) or in-person (10%). More details of the responses given at this question can be seen in the appendix (Figure 37).

Figure 22: Channel/Service most likely to be used per type of incident – top 2 services for each incident shown only

Reporting a fire
999 **83%** | 999 **3%**

Reporting a water rescue incident
999 **55%** | 999 **14%**

Reporting a life threatening emergency
999 **55%** | 999 **23%**

Reporting a flood or other natural disaster
999 **48%** | 999 **14%**

Reporting an animal rescue
999 **22%** | 101 **20%**

Reporting a road traffic accident
999 **15%** | 999 **54%**

Reporting a terror attack
999 **13%** | 999 **72%**

Reporting a medical incident
999 **12%** | 999 **61%**

Asking the FRS for some other information
999 **5%** | online **47%**

Looking for help with installation of fire safety equipment
999 **4%** | online **40%**

Looking to organise a home safety/fire risk check
999 **4%** | online **42%**

Looking to organise a fire safety audit/ inspection
999 **4%** | online **38%**

Looking for information about fire safety
999 **3%** | online **53%**

Asking for information on a previously reported incident
999 **3%** | online **24%**

Key:
Dial 999 and ask for the Fire & Rescue Service | Contact the Fire & Rescue Service online | Call the Fire & Rescue Service on another number | Dial 999 and ask for the Police Service | Dial 101 (the non-emergency Police number) | Dial 999 and ask for the ambulance service

Q18. In the following situations, would you be most likely to ...? Base: All respondents (17,976)

There is strong agreement among respondents about the importance of having a local fire station (see Figure 23). 95% of respondents state that having a local fire station is very or fairly important, while just 3% think that it is not very or not at all important.

Figure 23: Importance of having a local fire station

- Very important
- Fairly important
- Not very important
- Not important at all
- Don't know
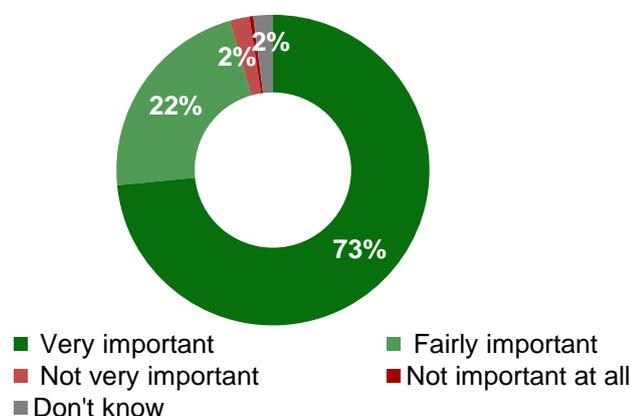
Q17A. How important, if at all, is it that you have a local fire station?
Base: All respondents (17,976)

Respondents were asked whether they were aware that the each FRS has members that are elected to represent the local community that it serves. As can be seen in Figure 24, respondents' knowledge of this is poor, with three-quarters of respondents (76%) saying that they were not aware of this, while only 19% say that they were.

Figure 24: Awareness of elected members

- Yes
- No
- Don't know
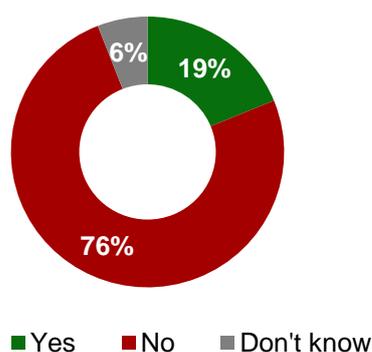
Q17E. Every Fire and Rescue service has members that are elected to represent the community that it serves. Before today, were you aware of this?
Base: All respondents (17,976)

Respondents who have had contact with their FRS in the last 12 months are more likely to be confident they could easily speak to or access their FRS in the event of needing advice or information (83% are confident, compared to 75% overall), a non-fire emergency (82% are confident, compared to 75% overall) and a non-emergency (80% are confident, compared to 71% overall).

Respondents aged 16-24 are more likely to say that they are not confident they could easily speak to their FRS in the event of needing information or advice (20% are not confident, compared to 13% overall), a non-emergency (20% are not confident, compared to 15% overall) and a non-fire emergency (18% are not confident, compared to 13% overall).

8   Contact with local Fire and Rescue Services

This section explores the frequency and nature of interactions of respondents with local Fire and Rescue Services, evaluating respondents' satisfaction with the experience as well as how it contributed to their feeling of safety.

The majority of respondents have not had any contact with their local FRS in the past 12 months (80%). Respondents who have had contact are generally satisfied with that contact (83% are satisfied) and the majority felt safer after the interaction (72%).

Four in five respondents (80%) state that they have had no contact with their FRS in the last 12 months (see Figure 25). Meanwhile, just 16% say that they have had an interaction with the FRS, most commonly because of community events / open days (5%) and reporting a fire incident (4%).

Figure 25: Nature of interactions with local Fire and Rescue Service in last 12 months
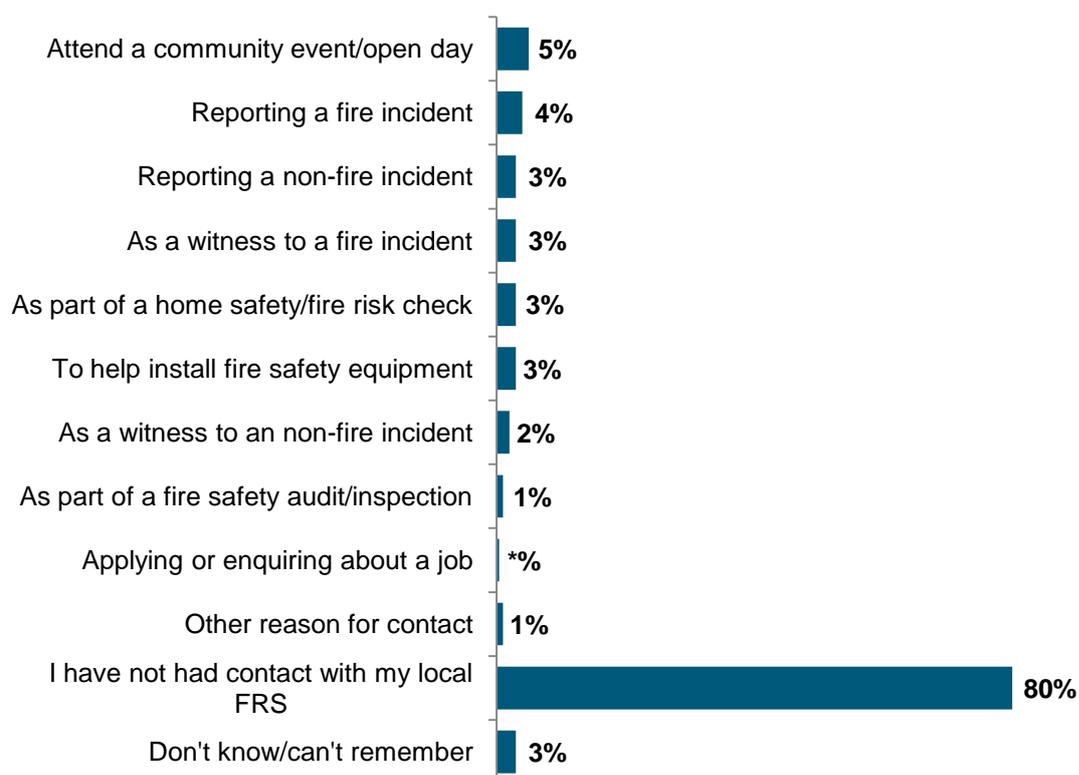
Attend a community event/open day	5%
Reporting a fire incident	4%
Reporting a non-fire incident	3%
As a witness to a fire incident	3%
As part of a home safety/fire risk check	3%
To help install fire safety equipment	3%
As a witness to an non-fire incident	2%
As part of a fire safety audit/inspection	1%
Applying or enquiring about a job	*%
Other reason for contact	1%
I have not had contact with my local FRS	80%
Don't know/can't remember	3%

Q19. Have you had any contact or interaction with your local Fire and Rescue Service for any of the following reasons in the past 12 months?
Base: All respondents (17,976)

Figure 26 shows the percentage of respondents, in different age groups, who have had interaction with their local FRS in the past 12 months. Respondents aged 16-24 and 25-34 are more likely to have had contact with their FRS. This applies to both incident-based and community-focussed interaction types, indicating that local Fire and Rescue Services may have a greater focus on engaging with these groups. Those in the most deprived areas are also more likely to have had interaction with the FRS (21%).

Figure 26: Contact or interaction with local FRS by age
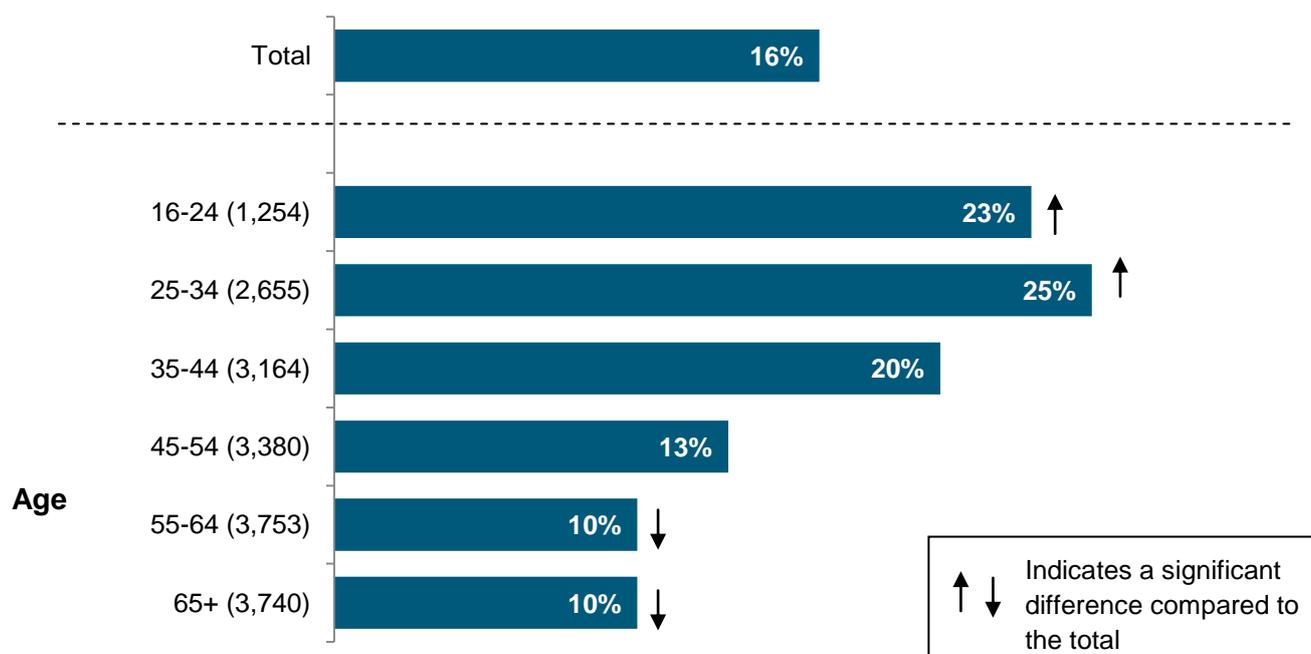
Q19. Have you had any contact or interaction with your local Fire and Rescue Service for any of the following reasons in the past 12 months? % Any contact with FRS
Base: All respondents (17,976), 16-24 (1,254), 25-34 (2,655), 35-44 (3,164), 45-54 (3,380), 55-64 (3,753), 65+ (3,740)

Respondents who have had contact with their local FRS were then asked about the number of interactions they have experienced over the past 12 months. For the majority of respondents, interaction was limited to just one occasion (57%) while just over a quarter say that they had two or three interactions (see Figure 27). Just 3% reported that they had more than 5 interactions with their local FRS.

Figure 27: Frequency of interaction with local Fire and Rescue Services in the past 12 months
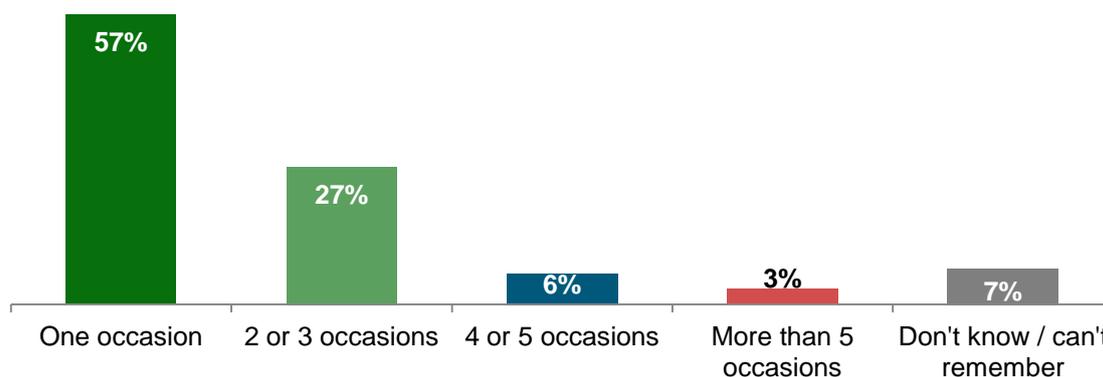
Q20. On how many occasions in the past 12 months have you had contact with your local Fire and Rescue Service?
Base: Where have had contact with FRS (2,712)

The vast majority of respondents who have had contact with their FRS look back positively on their last interaction: Over four in five state they are satisfied (83%) and just one in ten (10%) say they are dissatisfied (see Figure 28). This high rate of satisfaction with the previous interaction offers some explanation as to why having contact with the FRS boosts satisfaction with the FRS overall.

Figure 28: Satisfaction with last contact with local Fire and Rescue Services
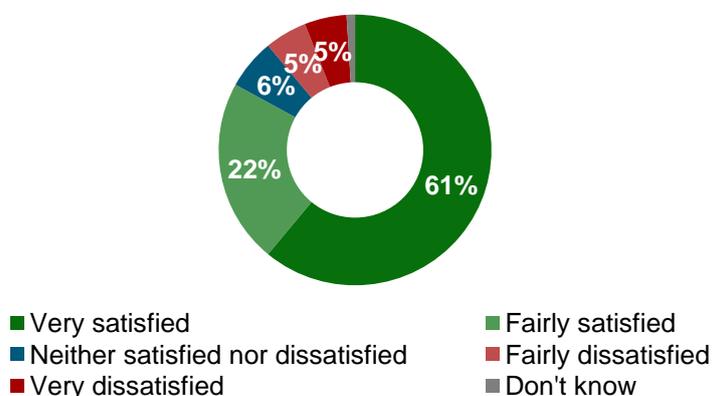
Q23. Thinking back to the last occasion when you had contact with your local Fire and Rescue Service, overall how satisfied or dissatisfied were you with the service you received? Values below 2% are not shown.
Base: Where have had contact with FRS (2,712)

Where respondents' last contact with the FRS was as a witness to a non-fire or fire incident, they are less likely to be satisfied with that interaction (66% of respondents whose last contact was as a witness to a non-fire incident are satisfied and 77% of respondents whose last contact was a witness to a fire incident are satisfied, see Figure 29). This could be linked to distress caused by witnessing an incident rather than the specific interaction with the FRS.

Figure 29: Satisfied with last interaction by interaction type
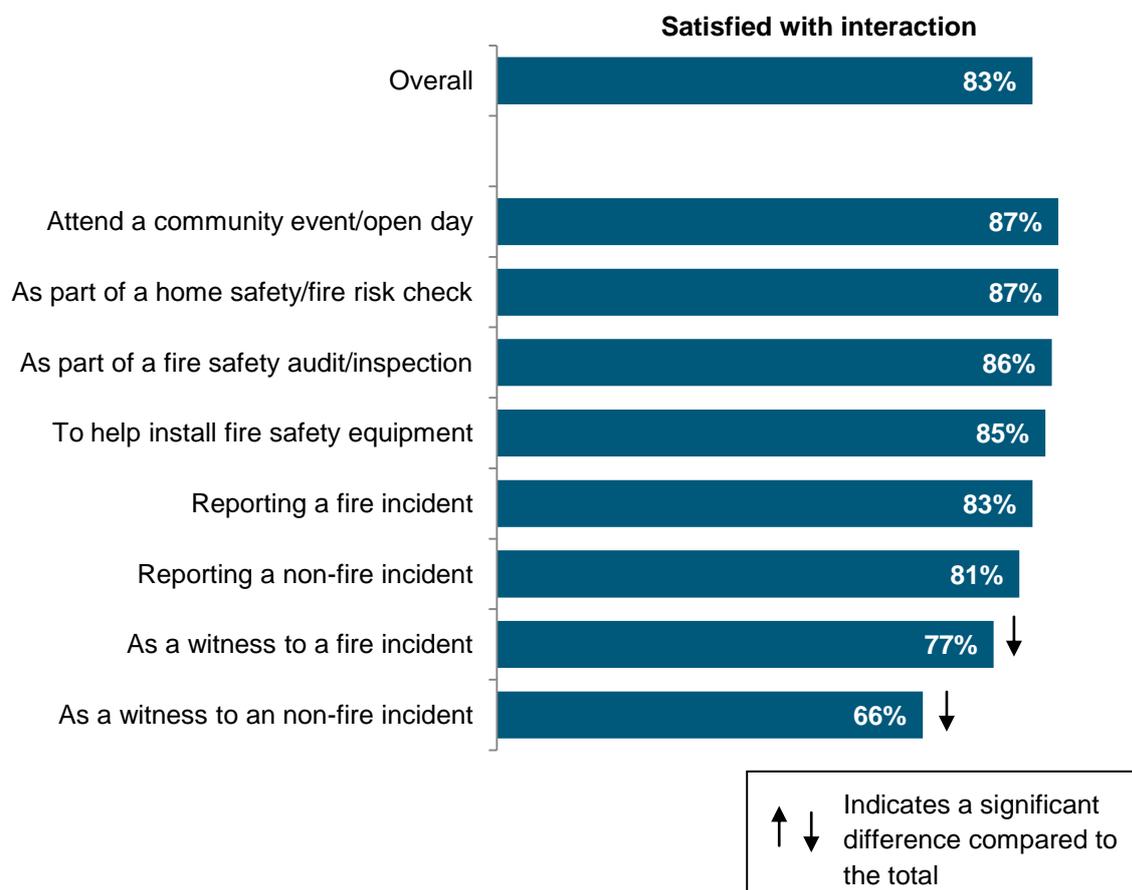
Q23. Thinking back to the last occasion when you had contact with your local Fire and Rescue Service, overall how satisfied or dissatisfied were you with the service you received?
Base: Where have had contact with FRS (2,712)

Respondents who have had contact are generally satisfied with the specific elements of that contact (see Figure 30). The element that respondents are most satisfied with is 'the way in which FRS staff dealt with the contact/interaction', where 83% of respondents that had contact are satisfied. This is closely followed by 'the outcome of your contact/interaction' (80% are satisfied), 'how seriously they were taken' (78% are satisfied), 'the thoroughness of any action taken' (77% are satisfied) and 'the way in which they were kept informed' (75% are satisfied). It is worth noting that not all interactions that respondents had with the FRS would have required any follow-up communication.

Figure 30: Satisfaction with interaction with local FRS and outcome

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Total
The way in which Fire & Rescue Service staff dealt with the contact/interaction	57%	26%	9%		83%
The outcome of your contact/interaction	55%	26%	10%		80%
How seriously you were taken	54%	24%	11%	5%	78%
The thoroughness of any action taken	52%	25%	10%	7%	77%
The way in which you were kept informed	49%	26%	12%	7%	75%

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable
- Don't know

Q24. How satisfied or dissatisfied were you with...?
Base: Where have had contact with FRS (2,712)

The majority of respondents who had contact with their local FRS felt safer after this contact (72%, see Figure 31). Only a minority of respondents say that they felt less safe after their contact (6%).

Figure 31: Feeling safe after contacting the local Fire and Rescue Service

Yes, I felt much safer	Yes, I felt a little safer	It made no difference	No, I felt a little less safe	No, I felt much less safe	Not applicable	Don't know/can't remember	Prefer not to say
43%	29%	17%	4%	2%	4%	1%	*%
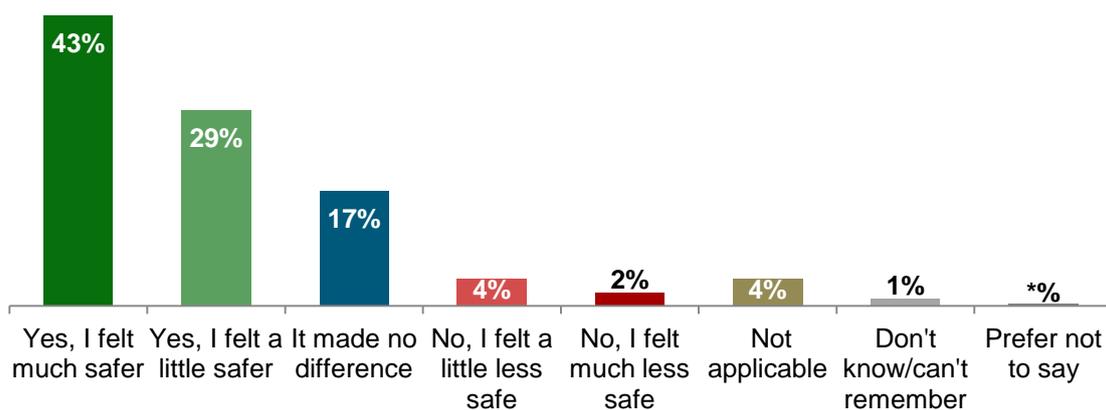
Q23NEW. Did you feel safer after your last contact with your local Fire and Rescue Service?
Base: Where have had contact with FRS (2,712)

Respondents aged 55-64 and 65+ are more likely to be satisfied with their last contact with the FRS (91% and 92% respectively, compared to 83% overall). Respondents aged 65+ are also more likely to be satisfied in every element of their interaction with the local FRS, while respondents aged 16-24 are less likely to be satisfied compared to the average.

Respondents aged 16-24 are more likely to say they felt less safe after their contact (12%, compared to 6% overall). Respondents who witnessed a non-fire incident are also more likely to say that they felt less safe (20%), reflecting the lower levels of satisfaction among respondents who last had this types of contact with their FRS.

9   FRS responsibilities and priorities

This section covers respondents' perceptions of the responsibilities and priorities of Fire and Rescue Services.

Perhaps unsurprisingly, the majority of respondents perceive that the Fire and Rescue Services' main responsibility is extinguishing fires and believe that this should continue to be their priority.

Respondents were asked what they think are the current responsibilities of their local FRS. They were presented with a box in which they could write their responses. As with other questions of this type, text analytics was used to help understand these responses, intelligently grouping individual responses with similar answers. Sentiment was also taken into account during this grouping. Most respondents mentioned more than one area of responsibility, as so have been assigned to multiple groups.

Perhaps unsurprisingly, the most commonly mentioned area of responsibility is attending to and extinguishing fires. Mentions that fall into this theme include responding to life threatening emergencies, fire fighting and fire rescue and protecting properties. Other common themes in the responses include prevention activities (including checks and inspections, awareness and education) and responding to traffic collisions.

Some examples of the responses that were given for each of the common themes are shown in Figure 32.

Figure 32: Perceived responsibilities of local FRS (from free text responses)

Attending and extinguishing fires (incl. saving lives and property)

"Extinguishing fire and help people in case of emergency."

"Put out fires and rescue people from dangerous situations in connection with this."

Prevention activities incl. Checks and inspections, awareness and education

"Fire prevention for the home and business."

"Free advice to elderly/disabled persons about home safety with an emphasis on fire prevention."

Responding to road traffic collisions and other transport incidents

"Car crashes. Motorway pile ups etc."

"Responding to accidents on the road"

Responding to emergencies/ accidents

"Attend emergencies."

"To attend to emergencies as quickly as possible."

Rescuing animals

"Get cats out of trees."

"All sorts of job, even rescue pets."

Responding to natural disasters incl. flooding

"To keep us all safe against certain disasters which include fire, flooding etc."

"Apart from the obvious they have been in our area to help out with pumping flood waters from our underground car park! A while ago now but excellently handled!"

Related to smoke/ fire alarms

"Test smoke alarms and make sure the flats are safe."

"Installing smoke alarms."

Q5. What do you think are the current responsibilities of your local Fire and Rescue Service?
Base: All respondents (17,638)

Respondents were shown a list of different incident types and asked to say which ones they feel should be the responsibility of their local FRS. Respondents were allowed to select as many responsibilities as they wanted. Unsurprisingly, fire related services were the most commonly mentioned by respondents: 87% selected extinguishing fires and protecting life and property where fires occur, and 82% selected promoting fire safety (see Figure 33).

Respondents also commonly mentioned other functions that FRS perform, such as responding to road traffic incidents (74%) as well as flooding and other natural disasters (73%). Despite the FRS not necessarily being the service that respondents would first think to contact for some of these incident types, such as a road traffic collision, the majority of respondents recognise that the FRS should have some responsibility for dealing with them.

Respondents aged 55-64 and 65+ are more likely to say that all tasks are the responsibility of Fire and Rescue Services.

Figure 33: Perceived responsibilities of Fire and Rescue Services

Category	Percentage
Extinguishing fires, and protecting life and property when fires do occur	87%
Promoting fire safety	82%
Working with other emergency services	81%
Responding to other life-threatening emergencies	77%
Responding to road traffic collisions and other transport incidents	74%
Responding to flooding, storms and other natural disasters/events	73%
Fire safety audits/inspections	71%
Providing advice or guidance to the public	69%
Minimising damage to property arising from firefighting operations	66%
Home safety/fire risk checks	66%
Running preventative community safety and engagement programmes	62%
Responding to terror attacks	61%
Responding to water rescue incidents	61%
Responding to animal rescue incidents	53%
Installing fire safety equipment	52%
Responding to medical incident	48%
Other	*%
None of the above	1%
Don't know	2%

Q6. And which, if any, of the following do you think should be the responsibility of your local Fire and Rescue Service? Base: All respondents (17,976)

Respondents were also asked to select which incident types they feel it is most important for FRS to prioritise. They were asked to select the three most important and then rank those three into first, second and third priorities (see Figure 34).

The majority of respondents feel that FRS should prioritise extinguishing fires, and protecting life and property when fires do occur (70% selected this in their top 3, 65% as their first priority). Responding to life-threatening emergencies is also seen to be important by respondents, with 40% selecting it in their top 3, and 21% as their second priority. This is followed by responding to road traffic collisions and other transport incidents (32% of respondents selected it in their top 3, 18% as the second priority) and working with other emergency services (29% of respondents selected it in their top 3, 13% as second priority and 14% as third priority).

Responding to animal rescue incidents, providing advice or guidance to the public and responding to medical incidents were the least selected as part of the top 3 priorities (selected by 4%, 5% and 5% of respondents respectively).

Figure 34: Priorities for the Fire and Rescue Service

	In top 3	1st priority	2nd priority	3rd priority
Extinguishing fires, and protecting life and property when fires do occur	70%	65%	6%	2%
Responding to other life-threatening emergencies	40%	6%	21%	15%
Responding to road traffic collisions and other transport incidents	32%	4%	18%	11%
Working with other emergency services	29%	3%	13%	14%
Responding to terror attacks	21%	5%	8%	7%
Responding to flooding, storms and other natural disasters/events	17%	1%	6%	10%
Promoting fire safety	14%	4%	4%	7%
Fire safety audits/inspections	9%	1%	3%	5%
Home safety/fire risk checks	8%	2%	3%	4%
Installing fire safety equipment	8%	1%	3%	4%
Minimising damage to property arising from firefighting operations	7%	1%	3%	3%
Responding to water rescue incidents	6%	1%	2%	4%
Running preventative community safety and engagement programmes	6%	1%	2%	4%
Responding to medical incidents	5%	1%	2%	2%
Providing advice or guidance to the public	5%	1%	2%	2%
Responding to animal rescue incidents	4%	1%	1%	3%
Don't know	6%	2%	2%	2%

■ In top 3   ■ 1st priority   ■ 2nd priority   ■ 3rd priority

Q26. Which three of the following do you think it is most important for the Fire and Rescue Service to prioritise?
Q26b. Now thinking of the three priorities you have selected at the previous question, please rank them from the most important to least important, where 1 is the most important and 3 is the least important.
Base: All respondents (17,626)

Appendix A: Number of surveys per Fire and Rescue Service area

Table 1: Number of completed surveys per Fire and Rescue Service area

Area	Number of surveys	Area	Number of surveys
Avon	404	Lancashire	401
Bedfordshire	416	Leicestershire	407
Buckinghamshire	403	Lincolnshire	411
Cambridgeshire	406	London	412
Cheshire	401	Merseyside	404
Cleveland	426	Norfolk	402
Cornwall	411	North Yorkshire	400
County Durham and Darlington	446	Northamptonshire	404
Cumbria	406	Northumberland	406
Derbyshire	401	Nottinghamshire	401
Devon & Somerset	400	Oxfordshire	413
Dorset & Wiltshire	401	Royal Berkshire	402
East Sussex	415	Shropshire	432
Essex County	406	South Yorkshire	419
Gloucestershire	412	Staffordshire	402
Greater Manchester	400	Suffolk	412
Hampshire	402	Surrey	404
Hereford & Worcester	416	Tyne and Wear	402
Hertfordshire	401	Warwickshire	407
Humberside	412	West Midlands	401
Isle of Wight	420	West Sussex	410
Kent	401	West Yorkshire	418

Appendix B: Demographic profile of participants

This report focuses on key differences for specific sub-groups of the population. The table below outlines the number of surveys completed by each of these sub-groups.

Table 2: Demographic profile of respondents

	Sub-group	Base
Gender	Male	7,326
	Female	10,611
Age	16-24	1,254
	25-34	2,655
	35-44	3,164
	45-54	3,380
	55-64	3,753
	65+	3,740
Ethnicity	White	16,587
	BAME	1,273
Disability	Have a disability	4,444
	Do not have a disability	13,072
Area	Urban	13,990
	Rural	3,986
Sexuality	Heterosexual	16,437
	Gay/Lesbian	470
	Bisexual	428
	Other	115
IMD	1st quartile (Least deprived)	4,838
	2nd quartile	4,488
	3rd quartile	4,744
	4th quartile (Most deprived)	3,906
Children in household	Have children in household	4,806
	Do not have children in household	13,001
Public sector	Work in public sector	3,269
	Do not work in public sector	14,518
Satisfaction with local area	Satisfied with local area	14,412
	Dissatisfied with local area	1,783

	Sub-group	Base
Satisfaction with FRS	Satisfied with FRS	12,733
	Dissatisfied with FRS	529
Information about FRS	Well informed about FRS	7,276
	Not well informed about FRS	9,755
Contact with FRS	Have had contact with FRS	2,712
	Have not had contact with FRS	14,785
Number of contacts with FRS	One	1,619
	Two or three	691
	Four or more	194
Asked about views on FRS	Asked about views	789
	Not asked about views	16,662

Appendix C: Additional charts

Figure 35: Perception of effectiveness of local Fire and Rescue Services

	Very effective	Fairly effective	Not very effective	Don't know	Effective
Extinguishing fires, and protecting life and property when fires do occur	42%	26%	3%	28%	68%
Responding to road traffic collisions and other transport incidents	37%	27%	3%	32%	64%
Working with other emergency services	35%	28%	3%	32%	63%
Promoting fire safety	28%	31%	6%	34%	59%
Providing advice or guidance to the public	25%	30%	7%	36%	56%
Minimising damage to property arising from firefighting operations	26%	28%	4%	41%	54%
Responding to flooding, storms and other natural disasters/events	27%	26%	3%	43%	53%
Responding to medical incidents	27%	26%	4%	42%	53%
Responding to other life-threatening emergencies	26%	24%	3%	45%	51%
Running preventative community safety and engagement programmes	22%	28%	6%	41%	50%
Responding to water rescue incidents	24%	24%	4%	47%	49%
Home safety/fire risk checks	23%	27%	6%	42%	49%
Installing fire safety equipment	23%	25%	5%	44%	48%
Fire safety audits/inspections	22%	26%	5%	47%	47%
Responding to animal rescue incidents	20%	24%	4%	50%	44%
Responding to terror attacks	21%	19%	4%	55%	40%

■ Very effective   ■ Fairly effective
■ Not very effective   ■ Not at all effective
■ Don't know

Q9. In the past 12 months how effective, if at all, do you think the Fire and Rescue Service in your local area has been at each of the following? Values below 3% are not shown.
Base: All respondents (17,976)

Figure 36: Areas of Fire and Rescue Services respondents are most interested in knowing about

Area	Percentage
The range of services provided by the FRS	36%
How your local FRS has performed	29%
Safety of your property	25%
What the FRS are doing / have done to address fires and to protect life and property when fires do occur	24%
What th eFRS are doing / have done in terms of community safety and engagement	18%
Your personal safety	18%
What the FRS are doing / have done to conduct home safety/fire risk checks	14%
How the FRS are working with older people	13%
What the FRS are doing / have done to install fire safety equipment	11%
What the FRS are doing / have done to respond to terrorism / extremism	11%
What the FRS are doing / have done to address and assist in times of flooding and other natural disasters/events	11%
How to access FRS	11%
What the FRS are doing / have done to conduct fire safety audits/inspections	10%
How to get involved with the activities of your local FRS	9%
How the FRS are working with people with disabilities	8%
How the FRS are working with young people	8%
Who runs the FRS	7%
How FRS are working with minorities	3%
None of these	3%
Other	1%

Q13. And what are you most interested in knowing about?
Base: Interested in knowing about what FRS is doing (14,022)

Figure 37: Channel/Service most likely to be used per type of incident

Incident	Dial 999 FRS	Dial 999 Police	Dial 999 Ambulance	Dial 101	Call FRS other number	Contact FRS online	Contact FRS in person	Other	Do nothing	Don't know
Reporting a fire	83%	3%								3%
Reporting a water rescue incident	55%	14%	8%	3%						7%
Reporting a life threatening emergency	55%	23%	8%		2%					
Reporting a flood or other natural disaster	48%	14%	3%	8%	6%		3%			11%
Reporting a animal rescue	22%	5%	2%	20%	15%					14%
Reporting a road traffic accident	15%	54%	17%		5%					4%
Reporting a terror attack	13%	72%			2%					4%
Reporting a medical incident	12%	7%	61%		2%					8%
Asking the FRS for some other information	5%	3%		19%	47%		12%	3%		8%
Looking for help with installation of fire safety equipment	4%	3%		19%	40%		13%	9%		8%
Looking to organise a home safety/fire risk check	4%	3%		20%	42%		12%	5%		9%
Looking to organise a fire safety audit/inspection	4%			21%	38%		14%	3%		12%
Looking for information about fire safety	3%		13%	53%		10%	7%			6%
Asking for information on a previously reported incident	3%	17%		18%	24%		10%	4%		16%

- ■ Dial 999 and ask for the Fire & Rescue Service
- ■ Dial 999 and ask for the Police Service
- ■ Dial 999 and ask for the ambulance service
- ■ Dial 101 (the non-emergency Police number)
- ■ Call the Fire & Rescue Service on another number
- ■ Contact the Fire & Rescue Service online
- ■ Contact the Fire & Rescue Service in person
- ■ Other
- ■ Do nothing
- ■ Don't know

Q18. In the following situations, would you be most likely to ...? Base: All respondents (17,976)

Appendix D: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.