

**PUBLIC OPINION SURVEYS
27 BRIGADES
2003**

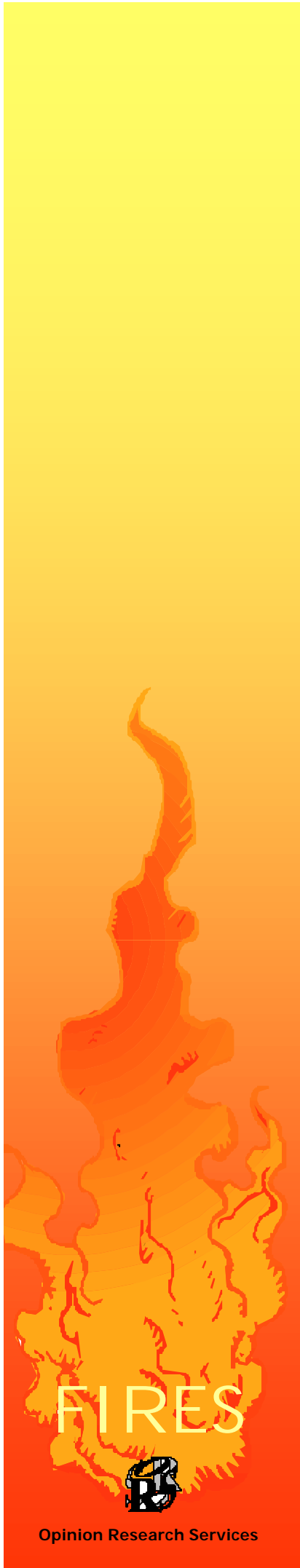
*Benchmarking
Data Report*

**FIRES
FIRE INFORMATION RESEARCH
AND EVALUATION SERVICE**

FIRES



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**Public Opinion Surveys for 27 Brigades 2003
Benchmarking Data Report
for FIRES (Fire Information Research & Evaluation Service)**

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Context of the Report

1. THE QUESTIONNAIRE SURVEY

A total of 25 Fire Brigades commissioned Opinion Research Services to undertake the public consultation required to inform the Best Value Customer Satisfaction Performance Indicator determined by the ODPM. A further 2 Fire Brigades carried out the survey for comparative purposes only. The surveys took place from September 2003 to January 2004, and covered the public's general views on the services provided, emergency response times and the costs of running the Fire Service; and also included questions on public fire safety awareness and equal opportunities issues.

For the Brigades following the ODPM guidelines, 4,000 addresses were randomly selected from the Royal Mail Postal Address File and questionnaires were distributed to each of them. The questionnaires carried a barcode that was logged on receipt, to enable up to two reminder questionnaires to be sent to households that failed to respond. The other two Brigades distributed questionnaires to 6,000 randomly selected households, but did not send out any reminders.

In total, questionnaires were distributed to 112,000 households. Of these, 84,460 households were sent a first reminder questionnaire, and 70,155 were sent a second reminder questionnaire. A total of 1842 questionnaires were returned by the Royal Mail as having gone to 'deadwood' addresses. Overall, 42,286 questionnaires were completed and returned, yielding a total response rate of 38%.

It should be noted that (although the selection of the initial addresses in the survey samples was random) due to non-response, the achieved sample in any postal survey is by nature self-selecting and so error margins at determinate confidence levels cannot be stated. However, a conscientious postal survey provides substantial data from a broad cross-section of respondents and the findings for each survey are broadly representative and soundly indicative.

The data has been statistically weighted in accordance with the ODPM guidelines. The weighting process compensates for non-response bias and sample design issues using secondary information from the 2001 census. Factors considered include the age, gender and ethnicity (sample size permitting) of respondents, and the number of adults in the respondents' households.

A vertical graphic on the left side of the page, transitioning from yellow at the top to red at the bottom. It features a stylized, abstract fire or flame shape in the center, rendered in white and yellow. At the bottom of the graphic, the word "FIRES" is written in a bold, white, sans-serif font.

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The following table summarises the Indicators included in this report (including BVPI3), and may be treated as a *Contents* list.

Benchmarking Indicators	Question Number ID
BVPI3	1
Fire in the home in the past 12 months	2
Ownership of Smoke Detectors/Alarms	3
Planned escape route	4
Ownership of Fire Extinguisher	5
Ownership of Fire blanket	6
Awareness of Fire Safety Advice for the home	7
Awareness of inspections of commercial and business premises	8
Accessibility of advice and information from Fire Service	9
Value for money	10
Provide better fire prevention through community education and safety measures	11
Target more resources towards people at greater risk	12
Equal Opportunities – Women as Fire Fighters	13
Equal Opportunities – Ethnic minorities as Fire Fighters	14
Fire Service's bilingual image (Welsh Brigades only)	15

Figure 1. Benchmarking Indicators with Question Number I.D.



2. ANALYSIS OF FINDINGS

Adequate benchmarking depends upon appropriate comparisons – so the standard grouping for PI purposes in England and Wales has been used. For the purposes of the report, the Scottish brigades have been coded as Group 6.

Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
Cornwall	Bedfordshire	Cumbria	Avon	London	Central Scotland
Gloucestershire	Buckinghamshire	Devon	Cheshire	Greater Manchester	Dumfries & Galloway
Isle of Wight	Cambridgeshire	Hereford & Worcs.	Cleveland	Merseyside	Fife
Northumberland	Dorset	Lincolnshire	Derbyshire	Tyne & Wear	Grampian
Shropshire	Durham	Mid & West Wales	Essex	South Yorkshire	Highlands & Islands
Somerset	East Sussex	North Wales	Hampshire	West Midlands	Lothian & Borders
Warwickshire	Norfolk	North Yorkshire	Hertfordshire	West Yorkshire	Strathclyde
	Northamptonshire		Humberside		Tayside
	Oxfordshire		Kent		
	Royal Berkshire		Lancashire		
	Suffolk		Leicestershire		
	West Sussex		Nottinghamshire		
	Wiltshire		South Wales		
			Staffordshire		
			Surrey		

Figure 2. Groupings of Member Brigades in England and Wales for PI purposes, and Scottish Brigades

3. READING THE BENCHMARK DATA TABLES AND DIAGRAMS

There are two types of benchmark, dependent on whether the response given to the question was a fact or an opinion.

(a) FACTUAL QUESTIONS (Indicators 2, 3, 4, 5, 6, 7, 8)

For factual questions (e.g. 2: Have you had a fire in your home in the past 12 months?) the tables display the percentage of “yes” and “no” responses, and do not attempt to categorise these responses as favourable or unfavourable.



Table (A)

This displays the mean results for each group of brigades, together with the overall mean for all of the brigades.

Table (C)

The three columns of the standard tables, by brigade, are explained below.

Column One – Brigade by Number

This column lists brigades who have undertaken a public opinion survey by number (which is known only to the brigade in question)..

Columns Two and Three – ‘Yes’ and ‘No’

Column two gives the percentage of respondents who gave each of these responses.

(b) OPINION QUESTIONS

The responses to some opinion questions can be categorised as favourable or unfavourable (e.g. 10: How good or poor do you think your Fire Service's value for money is in this context?). For these questions, column two in Table C displays the overall favourable or satisfaction levels for all who responded.(e.g. Very Good and Fairly Good). Column three in this table displays the net favourable scores , which are calculated by subtracting the percentage of unfavourable responses from the percentage of favourable ones.

Other questions employ a qualitative scale, and do not allow this categorisation (e.g. 12: Do you agree or disagree that your Fire Service should target more of its resources towards people at greater risk?) For these questions, no attempt has been made to classify responses as favourable or unfavourable, and instead table C displays the percentage of people who agreed with the question, and the percentage who disagreed.

FAVOURABLE/UNFAVOURABLE SCALES (Indicators 1, 9, 10, 15)

On each page, the question is stated at the top. The first table gives benchmark data for: *Taking everything into account, how satisfied or dissatisfied are you with the way your Fire Authority runs things?*

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Table (A)

Mean Scores

On each page, the first table (A) and the following diagram (B) include the mean scores and standard deviations for each group of brigades, together with the overall mean and deviation for all the brigades.

To express results as concisely as possible, mean scores have been derived for the groups of brigades on each main indicator – by using an arithmetic average of responses on each of the four-point scales. A mean score of 4 is very good/favourable/positive, whereas a score of 1 is obviously at the other extreme. The diagram at the centre of each page illustrates the spectrum of views.

In the first page of tables, the mean score is 4.0 – indicating a high level of satisfaction with the Fire Authority (well above the mid-point on the scale).

Standard Deviation

On each page, the first table (A) and its following diagram (B) also show the standard deviations for each group of brigades, together with the overall standard deviation for all the brigades.

The standard deviation is a statistical measure of the degree of 'dispersal' or 'scatter' of brigades on the indicator in question. For example, if the standard deviation is very low (approximating to 0.0), then the great majority of brigades were very similar on the indicator in question; whereas if the standard deviation is very high (approximating to 1.5), then brigades vary much more.

In the first table, the overall standard deviation is 0.10 (very low) – indicating that brigades found similar opinions amongst their residents on this indicator.

Diagram (B)

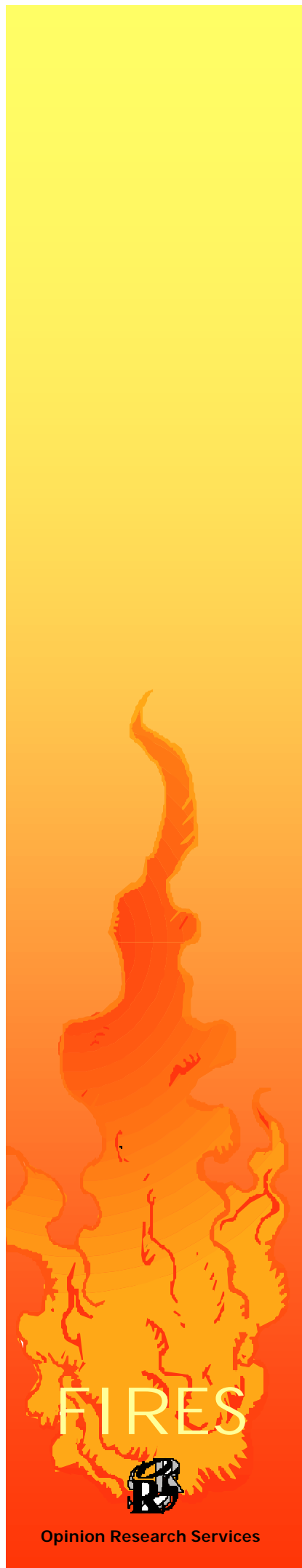
The diagram illustrates the ideas just outlined. The four-point scale (with a mid-point of 2.5) or a five-point scale (with a mid-point of 3) is given, and the benchmark mean score and standard deviation are also shown.

Main Tables (C)

The six columns of the standard tables, by brigade, are explained below.

Column One – Brigades by Number

This column lists brigades who have undertaken a public opinion survey by number (which is known only to the brigade in question).



Column Two – Overall ‘Favourable’ Levels

Column two gives the overall (average) ‘favourable’ or ‘satisfaction’ levels for all who responded.

Column Three – Net ‘Favourable’ Scores

The overall net favourable score for all respondents is given in column three. This score is derived by subtracting the percentage of unfavourable responses from the favourable ones – to yield a positive or negative score (expressed in percentage points). Negative scores are shown with a prefix minus number, but all positive scores are shown normally.

Column Four – Mean Scores

This column gives the mean score for each brigade (an arithmetic average of responses on each of the four-point scales).

Column Five – Variance from Benchmark

Column five states brigades’ degree of variance above or below the overall benchmark mean score. Brigades with a negative variance (indicated by a minus sign) are worse than average, while those with a positive variance are better than average.

Column Six – Deviance from Benchmark

The final column gives the degree of deviance above or below the overall benchmark mean score. ‘Deviance’ is not just an alternative for variance, but is based upon the overall standard deviation and measured in terms of a so-called Z score.

- If the Z value is less than 1.0, then the brigade is not ‘deviant’ – it is in line with the majority of others surveyed.
- If the Z value is more than 1.0 and the variance is positive, then the brigade is ‘deviant’ by being better than average.
- If the Z value is more than 1.0 and the variance is negative (minus sign), then the brigade is ‘deviant’ as worse than average.

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QUALITATIVE SCALES (Indicators 11, 12, 13, 14)

The tables produced for qualitative scale opinion questions are very similar to those produced for favourable/unfavourable scales. The differences are detailed below.

Table (A)

Mean Scores

A mean score of 4 indicates a strong agreement with the question, whereas a score of 1 is obviously at the other extreme. The diagram at the centre of each page illustrates the spectrum of views.

Main Tables (C)

Column Two – Total ‘Agree’ or ‘Important’ Scores

Column two gives the percentage of respondents who agreed with the question, or felt that the action proposed in the question was important.

Column Three – Total ‘Disagree’ or ‘Not Important’ Scores

Column two gives the percentage of respondents who disagreed with the question, or felt that the action proposed in the question was not important.

Column Five – Variance from Benchmark

Column five states brigades’ degree of variance above or below the overall benchmark mean score. Brigades with a negative variance (indicated by a minus sign) had a larger number of people disagreeing with the question, or feeling that the action suggested was not important.

Column Six – Deviance from Benchmark

- If the Z value is less than 1.0, then the brigade is not ‘deviant’ – it is in line with the majority of others surveyed.
- If the Z value is more than 1.0 and the variance is positive, then the brigade is ‘deviant’ by having more respondents agreeing with the question, or feeling that the action proposed was important.
- If the Z value is more than 1.0 and the variance is negative (minus sign), then the brigade is ‘deviant’ having more respondents disagreeing with the question, or feeling that the action proposed was not important.

A vertical graphic on the left side of the page, transitioning from yellow at the top to red at the bottom. It features a stylized, flame-like shape in the center, resembling a fire or a flame. The word "FIRES" is written in large, white, sans-serif capital letters across the bottom of the graphic.

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Note

Four different questionnaires were used in this survey, each of varying lengths. As such, not all questions included in this document were asked by all Brigades. Where questions were asked, their wording was not altered between questionnaires.

For each question, the benchmark (mean) is calculated based on the number of Brigades who asked this question.

Where there is only data available for one Brigade in a particular family group, this family group is not included in table A, but is taken into account when calculating the benchmark (mean) for this question.

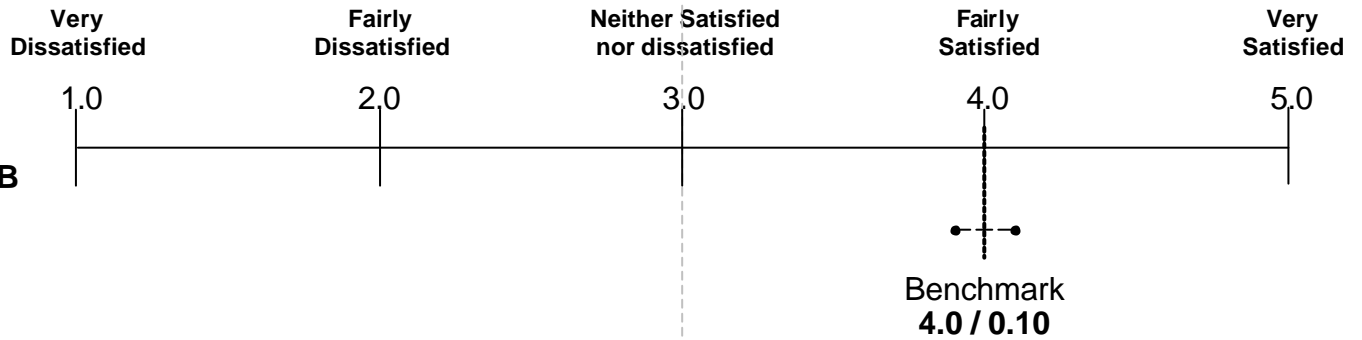
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1 **BVPI3 - Taking everything into account, how satisfied or dissatisfied are you with the way the Fire Authority runs things?**

Group	Mean Score	Standard Deviation	Number in Group
Group 1	3.9	0.02	3
Group 2	3.9	0.08	6
Group 3	4.1	0.10	4
Group 4	4.0	0.13	10
Group 5	4.0	0.08	3
All Brigades	4.0	0.10	27



C

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Favourable (%)	Net Favourable (% points)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
1	68	36	3.9	-0.03	0.3
2	62	25	3.8	-0.14	1.4
3	71	43	4.0	-0.01	0.1
4	67	35	3.9	-0.08	0.8
5	64	29	3.9	-0.01	0.1
6	77	55	4.2	0.19	1.9
7	72	43	3.9	-0.03	0.3
8	68	37	3.9	-0.05	0.5
9	66	32	3.9	-0.09	0.8
10	79	59	4.2	0.26	2.5
11	77	54	4.1	0.10	1.0
12	72	45	4.0	0.06	0.6
13	61	21	3.8	-0.16	1.6
14	70	41	4.0	-0.01	0.1
15	74	47	4.0	0.06	0.6
16	69	38	3.9	-0.02	0.2
17	73	46	4.0	0.02	0.2
18	73	47	4.0	0.04	0.4
19	69	38	3.9	-0.06	0.5
20	76	51	4.0	0.07	0.7
21	61	22	3.8	-0.19	1.9
22	69	39	3.9	-0.03	0.3
23	76	51	4.1	0.16	1.6
24	72	45	3.9	-0.03	0.3
25	70	40	3.9	-0.02	0.2
26	76	53	4.0	0.03	0.3
27	68	35	3.9	-0.06	0.6

NB Following ODPM guidelines 'Neither Satisfied nor Dissatisfied' has been treated as an unfavourable response

A

Group	Yes (%)	No (%)	Number in Group
Group 1	1.5	98.5	3
Group 2	1.5	98.5	5
Group 3	1.5	98.5	2
Group 4	1.1	98.9	9
All Brigades	1.3	98.7	21

C

Column 1	Column 2	Column 3
Brigade	Yes (%)	No (%)
1	1.9	98.1
2	1.5	98.5
3	1.2	98.8
4	1.1	98.9
8	1.7	98.3
9	1.1	98.9
11	1.7	98.3
12	1.0	99.0
13	1.2	98.8
14	1.4	98.6
15	0.6	99.4
16	1.9	98.1
18	1.0	99.0
19	1.4	98.6
20	1.5	98.5
21	1.4	98.6
22	1.2	98.8
23	1.6	98.4
25	1.1	98.9
26	1.4	98.6
27	1.1	98.9

A

Group	Yes (%)	No (%)	Number in Group
Group 1	88.6	11.4	3
Group 2	88.9	11.1	6
Group 3	88.8	11.2	4
Group 4	88.8	11.2	10
Group 5	86.1	13.9	3
All Brigades	88.6	11.4	27

C

Column 1	Column 2	Column 3
Brigade	Yes (%)	No (%)
1	89.0	11.0
2	90.1	9.9
3	88.3	11.7
4	89.5	10.5
5	89.7	10.3
6	89.5	10.5
7	84.1	15.9
8	89.4	10.6
9	90.9	9.1
10	84.8	15.2
11	86.0	14.0
12	87.8	12.2
13	87.5	12.5
14	87.5	12.5
15	91.5	8.5
16	89.3	10.7
17	89.3	10.7
18	90.6	9.4
19	88.5	11.5
20	88.2	11.8
21	87.7	12.3
22	88.0	12.0
23	88.9	11.1
24	88.1	11.9
25	87.9	12.1
26	90.1	9.9
27	88.8	11.2

A

Group	Yes (%)	No (%)	Number in Group
Group 1	64.6	35.4	3
Group 2	61.6	38.4	6
Group 3	62.8	37.2	4
Group 4	63.6	36.4	10
Group 5	64.3	35.7	3
All Brigades	63.1	36.9	27

C

Column 1	Column 2	Column 3
Brigade	Yes (%)	No (%)
1	61.4	38.6
2	60.5	39.5
3	66.9	33.1
4	62.8	37.2
5	59.2	40.8
6	65.0	35.0
7	69.6	30.4
8	62.7	37.3
9	63.2	36.8
10	68.1	31.9
11	57.3	42.7
12	60.7	39.3
13	57.4	42.6
14	62.0	38.0
15	65.4	34.6
16	66.3	33.7
17	64.6	35.4
18	68.4	31.6
19	64.1	35.9
20	66.3	33.7
21	57.2	42.8
22	63.5	36.5
23	59.5	40.5
24	66.1	33.9
25	63.7	36.3
26	60.3	39.7
27	62.2	37.8

A

Group	Yes (%)	No (%)	Number in Group
Group 1	33.4	66.6	3
Group 2	29.8	70.2	6
Group 3	32.7	67.3	4
Group 4	30.0	70.0	10
Group 5	22.7	77.3	3
All Brigades	29.9	70.1	27

C

Column 1	Column 2	Column 3
Brigade	Yes (%)	No (%)
1	34.4	65.6
2	33.3	66.7
3	29.9	70.1
4	30.3	69.7
5	29.6	70.4
6	29.7	70.3
7	21.3	78.7
8	29.3	70.7
9	30.8	69.2
10	29.1	70.9
11	21.2	78.8
12	23.0	77.0
13	31.4	68.6
14	31.6	68.4
15	29.4	70.6
16	40.6	59.4
17	34.3	65.7
18	27.6	72.4
19	27.8	72.2
20	23.7	76.3
21	34.7	65.3
22	31.7	68.3
23	35.2	64.8
24	25.5	74.5
25	26.7	73.3
26	30.7	69.3
27	35.3	64.7

A

Group	Yes (%)	No (%)	Number in Group
Group 1	17.8	82.2	3
Group 2	16.0	84.0	6
Group 3	17.1	82.9	4
Group 4	15.0	85.0	10
Group 5	10.3	89.7	3
All Brigades	15.4	84.6	27

C

Column 1	Column 2	Column 3
Brigade	Yes (%)	No (%)
1	18.8	81.2
2	21.1	78.9
3	12.5	87.5
4	17.3	82.7
5	17.5	82.5
6	15.4	84.6
7	7.9	92.1
8	15.9	84.1
9	17.9	82.1
10	12.8	87.2
11	13.8	86.2
12	11.9	88.1
13	17.1	82.9
14	16.2	83.8
15	11.2	88.8
16	23.1	76.9
17	19.9	80.1
18	10.5	89.5
19	14.7	85.3
20	9.8	90.2
21	21.6	78.4
22	15.8	84.2
23	17.0	83.0
24	9.2	90.8
25	12.2	87.8
26	15.8	84.2
27	18.3	81.7

A

Group	Yes (%)	No (%)	Number in Group
Group 1	70.8	29.2	3
Group 2	67.5	32.5	6
Group 3	66.4	33.6	4
Group 4	67.6	32.4	10
Group 5	65.9	34.1	3
All Brigades	67.6	32.4	27

C

Column 1	Column 2	Column 3
Brigade	Yes (%)	No (%)
1	67.4	32.6
2	69.9	30.1
3	66.9	33.1
4	66.8	33.2
5	67.0	33.0
6	66.2	33.8
7	62.7	37.3
8	69.4	30.6
9	70.6	29.4
10	63.2	36.8
11	72.5	27.5
12	64.6	35.4
13	67.9	32.1
14	70.9	29.1
15	69.0	31.0
16	72.6	27.4
17	64.1	35.9
18	66.6	33.4
19	67.9	32.1
20	66.8	33.2
21	68.4	31.6
22	71.9	28.1
23	64.4	35.6
24	62.4	37.6
25	69.7	30.3
26	67.4	32.6
27	66.6	33.4

A

Group	Yes (%)	No (%)	Number in Group
Group 1	57.1	42.9	3
Group 2	53.9	46.1	6
Group 3	52.0	48.0	4
Group 4	53.8	46.2	10
Group 5	48.7	51.3	3
All Brigades	53.6	46.4	27

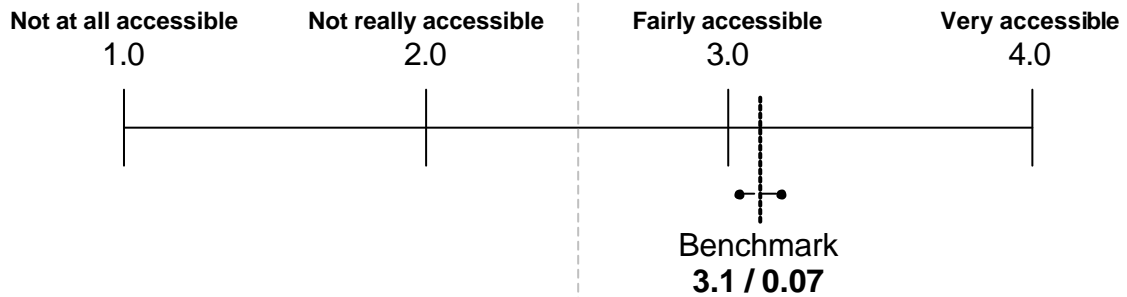
C

Column 1	Column 2	Column 3
Brigade	Yes (%)	No (%)
1	55.8	44.2
2	54.9	45.1
3	52.4	47.6
4	56.0	44.0
5	48.9	51.1
6	51.9	48.1
7	49.6	50.4
8	57.6	42.4
9	55.4	44.6
10	49.5	50.5
11	54.4	45.6
12	51.2	48.8
13	52.9	47.1
14	56.3	43.7
15	51.4	48.6
16	59.1	40.9
17	51.3	48.7
18	54.5	45.5
19	55.1	44.9
20	52.2	47.8
21	55.1	44.9
22	57.2	42.8
23	48.6	51.4
24	42.0	58.0
25	58.4	41.6
26	59.3	40.7
27	54.9	45.1

A

Group	Mean Score	Standard Deviation	Number in Group
Group 1	3.1	0.03	3
Group 2	3.1	0.08	6
Group 3	3.2	0.05	4
Group 4	3.1	0.07	10
Group 5	3.2	0.10	3
All Brigades	3.1	0.07	27

B



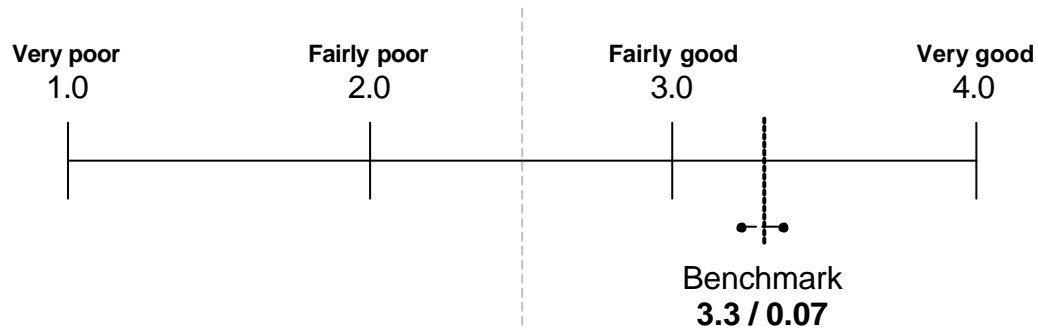
C

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Favourable (%)	Net Favourable (% points)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
1	85	70	3.2	0.04	0.6
2	80	61	3.0	-0.11	1.5
3	84	67	3.1	-0.01	0.1
4	82	64	3.0	-0.09	1.2
5	80	59	3.0	-0.11	1.5
6	87	75	3.2	0.12	1.6
7	87	73	3.1	0.01	0.1
8	85	70	3.1	-0.02	0.2
9	81	63	3.1	-0.06	0.8
10	88	75	3.2	0.09	1.3
11	89	78	3.3	0.14	1.9
12	83	66	3.1	0.02	0.2
13	77	54	3.0	-0.15	2.0
14	85	69	3.1	0.01	0.1
15	85	71	3.2	0.06	0.7
16	84	68	3.1	0.02	0.3
17	87	73	3.2	0.02	0.3
18	87	74	3.2	0.11	1.5
19	82	64	3.1	-0.04	0.5
20	84	68	3.1	0.02	0.2
21	81	63	3.0	-0.08	1.1
22	84	67	3.1	-0.01	0.1
23	86	73	3.2	0.08	1.0
24	83	66	3.1	-0.04	0.6
25	86	71	3.2	0.05	0.7
26	78	55	3.0	-0.08	1.1
27	85	71	3.1	0.01	0.1

A

Group	Mean Score	Standard Deviation	Number in Group
Group 1	3.3	0.09	3
Group 2	3.3	0.08	6
Group 3	3.3	0.03	2
Group 4	3.3	0.06	9
Group 5	3.2	0.02	3
All Brigades	3.3	0.07	24

B



C

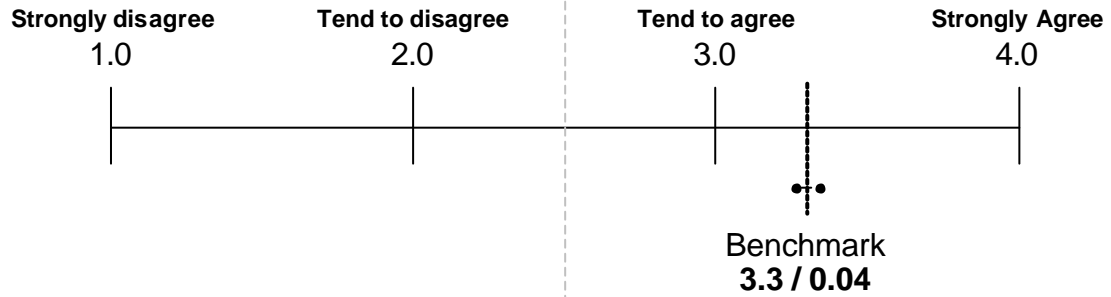
Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Favourable (%)	Net Favourable (% points)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
1	92	83	3.3	-0.06	0.8
2	94	88	3.3	-0.04	0.6
3	95	91	3.3	0.02	0.3
4	96	92	3.4	0.10	1.4
5	96	93	3.4	0.07	1.0
7	91	82	3.2	-0.09	1.2
8	96	92	3.4	0.06	0.9
9	96	91	3.4	0.07	0.9
10	92	85	3.3	-0.01	0.2
11	84	69	3.2	-0.13	1.8
13	95	91	3.4	0.06	0.9
14	96	91	3.4	0.06	0.8
15	96	92	3.4	0.09	1.3
16	95	90	3.4	0.06	0.8
17	94	89	3.3	0.02	0.2
18	90	80	3.3	-0.05	0.7
19	92	84	3.2	-0.10	1.4
20	91	81	3.2	-0.08	1.1
21	92	84	3.2	-0.07	1.0
22	96	91	3.4	0.05	0.6
24	90	80	3.2	-0.11	1.5
25	95	91	3.4	0.07	1.0
26	93	86	3.3	0.00	0.0
27	94	89	3.3	0.03	0.4

Do you agree or disagree that your Fire Service should target more of its existing resources to provide better fire prevention through community education and safety measures?

A

Group	Mean Score	Standard Deviation	Number in Group
Group 1	3.3	0.00	3
Group 2	3.3	0.02	6
Group 3	3.3	0.01	2
Group 4	3.3	0.04	9
Group 5	3.4	0.03	3
All Brigades	3.3	0.04	24

B



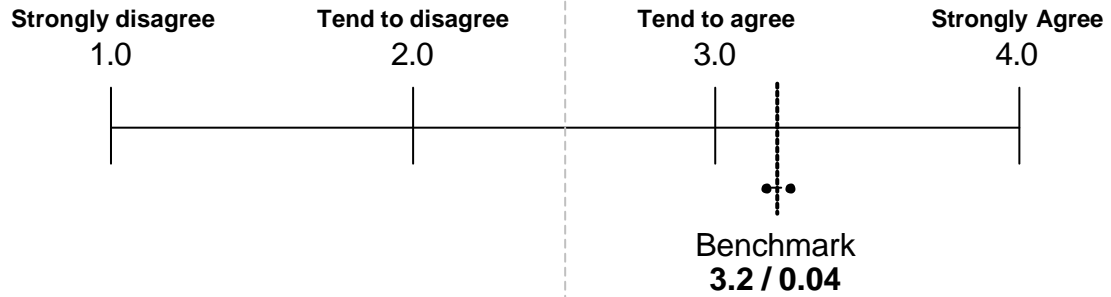
C

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Agree (%)	Total Disagree (%)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
1	93	7	3.3	-0.03	0.6
2	93	7	3.3	-0.04	1.0
3	93	7	3.3	-0.03	0.6
4	93	7	3.3	-0.04	1.0
5	93	7	3.3	0.00	0.1
7	94	6	3.3	0.03	0.8
8	92	8	3.3	-0.04	1.1
9	92	8	3.3	-0.03	0.7
10	95	5	3.4	0.05	1.1
11	95	5	3.4	0.06	1.6
13	93	7	3.3	-0.03	0.7
14	93	7	3.3	-0.02	0.4
15	95	5	3.4	0.06	1.4
16	93	7	3.3	-0.02	0.4
17	94	6	3.3	0.00	0.1
18	94	6	3.3	0.01	0.2
19	94	6	3.3	-0.02	0.4
20	95	5	3.3	0.01	0.2
21	93	7	3.3	-0.05	1.4
22	94	6	3.3	-0.02	0.4
24	96	4	3.4	0.09	2.3
25	95	5	3.3	0.03	0.7
26	95	5	3.4	0.06	1.5
27	93	7	3.3	-0.04	1.0

A

Group	Mean Score	Standard Deviation	Number in Group
Group 1	3.2	0.02	3
Group 2	3.2	0.03	6
Group 3	3.2	0.01	2
Group 4	3.2	0.04	9
Group 5	3.2	0.04	3
All Brigades	3.2	0.04	24

B

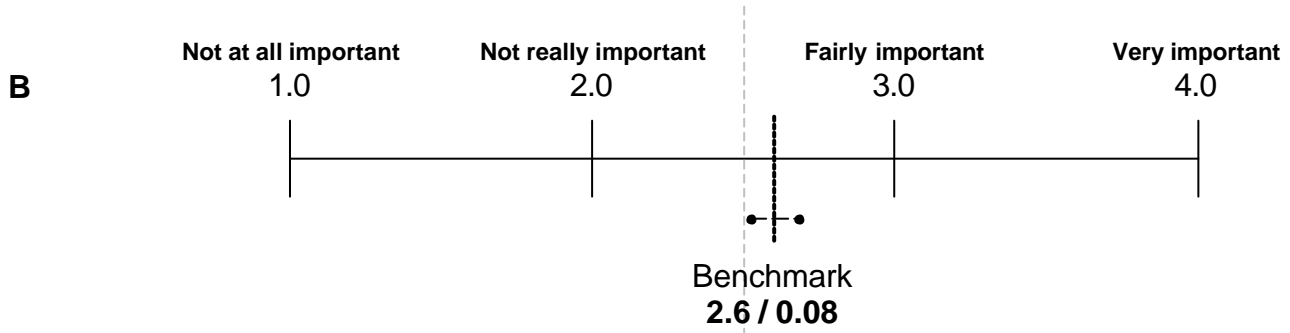


C

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Agree (%)	Total Disagree (%)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
1	90	10	3.2	-0.02	0.5
2	89	11	3.1	-0.04	1.0
3	89	11	3.2	-0.01	0.3
4	88	12	3.1	-0.04	0.9
5	89	11	3.1	-0.04	1.0
7	89	11	3.2	0.01	0.3
8	87	13	3.1	-0.04	0.8
9	89	11	3.2	-0.03	0.6
10	89	11	3.2	-0.01	0.2
11	92	8	3.3	0.10	2.2
13	89	11	3.1	-0.05	1.1
14	90	10	3.2	-0.01	0.3
15	92	8	3.3	0.09	1.9
16	90	10	3.2	-0.02	0.4
17	91	9	3.2	0.00	0.1
18	89	11	3.2	0.00	0.1
19	89	11	3.2	0.01	0.2
20	91	9	3.2	0.03	0.8
21	90	10	3.1	-0.05	1.1
22	91	9	3.2	-0.02	0.4
24	91	9	3.2	0.04	1.0
25	91	9	3.2	0.02	0.5
26	90	10	3.3	0.10	2.3
27	90	10	3.2	-0.03	0.7

A

Group	Mean Score	Standard Deviation	Number in Group
Group 1	2.6	0.04	3
Group 2	2.6	0.04	6
Group 3	2.7	0.14	4
Group 4	2.6	0.08	10
Group 5	2.7	0.03	3
All Brigades	2.6	0.08	27

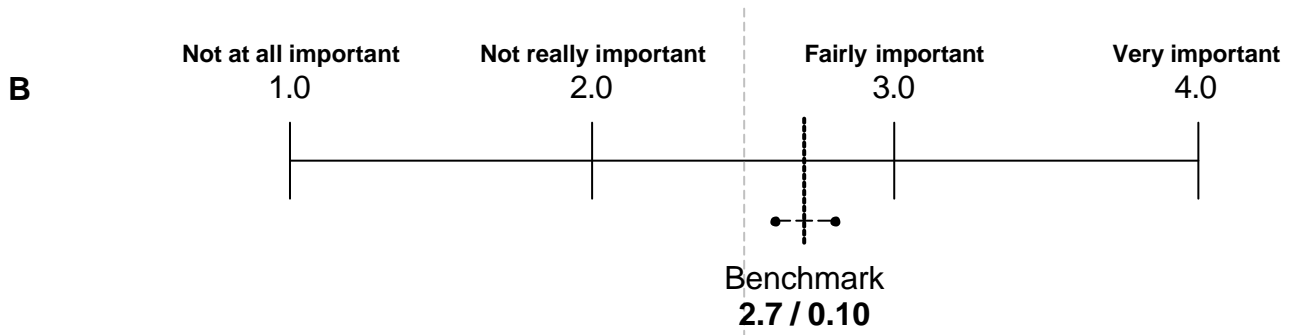


C

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Important (%)	Total Not Important (%)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
1	49	51	2.6	-0.05	0.7
2	50	50	2.6	-0.03	0.4
3	52	48	2.6	-0.01	0.1
4	51	49	2.6	-0.04	0.5
5	49	51	2.5	-0.08	1.0
6	60	40	2.8	0.18	2.2
7	55	45	2.7	0.04	0.5
8	52	48	2.6	-0.03	0.3
9	49	51	2.5	-0.10	1.2
10	53	47	2.6	-0.01	0.1
11	56	44	2.7	0.10	1.3
12	60	40	2.8	0.15	1.9
13	51	49	2.6	-0.06	0.7
14	53	47	2.6	-0.03	0.4
15	53	47	2.7	0.04	0.5
16	48	52	2.5	-0.08	1.0
17	48	52	2.5	-0.09	1.1
18	53	47	2.6	0.02	0.2
19	50	50	2.6	-0.04	0.4
20	55	45	2.7	0.04	0.5
21	47	53	2.5	-0.12	1.5
22	53	47	2.6	-0.01	0.1
23	61	39	2.8	0.16	2.0
24	59	41	2.7	0.10	1.3
25	53	47	2.6	0.01	0.2
26	53	47	2.6	0.01	0.1
27	49	51	2.5	-0.07	0.8

A

Group	Mean Score	Standard Deviation	Number in Group
Group 1	2.6	0.06	3
Group 2	2.6	0.02	6
Group 3	2.7	0.14	4
Group 4	2.7	0.09	10
Group 5	2.8	0.09	3
All Brigades	2.7	0.10	27



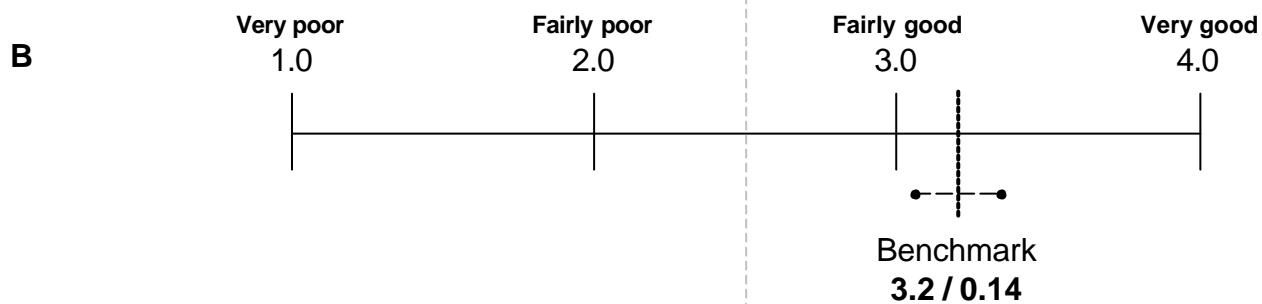
C

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Important (%)	Total Not Important (%)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
1	52	48	2.6	-0.04	0.5
2	56	44	2.7	0.01	0.1
3	55	45	2.6	-0.05	0.5
4	54	46	2.6	-0.03	0.4
5	52	48	2.6	-0.08	0.8
6	59	41	2.8	0.11	1.2
7	56	44	2.7	0.00	0.0
8	55	45	2.6	-0.04	0.4
9	52	48	2.6	-0.09	0.9
10	58	42	2.7	0.02	0.3
11	62	38	2.8	0.16	1.7
12	65	35	2.9	0.21	2.2
13	53	47	2.6	-0.05	0.5
14	56	44	2.6	-0.03	0.3
15	55	45	2.7	0.01	0.1
16	50	50	2.5	-0.14	1.4
17	49	51	2.6	-0.13	1.3
18	55	45	2.7	-0.01	0.2
19	53	47	2.6	-0.05	0.5
20	55	45	2.7	-0.01	0.1
21	53	47	2.6	-0.08	0.8
22	56	44	2.6	-0.03	0.4
23	64	36	2.9	0.19	2.0
24	63	37	2.8	0.16	1.7
25	56	44	2.7	0.01	0.2
26	60	40	2.8	0.10	1.0
27	50	50	2.6	-0.13	1.3

15 The Fire Service operates a bilingual policy, treating the English and Welsh language equally. How good or poor do you think your Fire Service's bilingual image is in this context? (Welsh Brigades only)

A

Group	Mean Score	Standard Deviation	Number in Group
All Brigades	3.2	0.14	3



C

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Brigade	Total Favourable (%)	Net Favourable (% points)	Brigade Mean Score	Variance from Benchmark	Deviance from Benchmark
(i)	96	91	3.4	0.16	1.1
(ii)	84	68	3.1	-0.12	0.9
(iii)	89	77	3.2	-0.03	0.2