

FIRE & RESCUE SERVICE - NEW NATIONAL UNIFORM PROPOSAL
'STREET SEARCH' GENERAL PUBLIC SURVEY CONDUCTED WEEK
COMMENCING 9TH JULY 2007 - STATISTICAL RESULTS AND SUMMARY
DATED 23th JULY 2007.

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Ref: JRC/R71

Following a questionnaire based random street quantitative survey of the general public, conducted at 5 widely distributed locations around the UK, the following results were obtained:-

Sample size: 510 returns.

Sample locations: Stoke-on-Trent (135); Manchester (112); Bristol (74); Woking (124); Northampton (72).

All percentages have been expressed to just 2 decimal places and have been left unrounded.

Gender participating:

MALE	46.92%
FEMALE	53.07%

Age Groups participating:

16 - 29	39.92%
30 - 45	23.32%
46 - 55	10.47%
56 - 64	9.48%
65+	16.79%

Ethnicity participating:

Asian or Asian British

<u>Indian</u>	<u>Pakistani</u>	<u>Bangladeshi</u>	<u>Other</u>	<u>White British</u>	<u>Chinese</u>
2.94% (15)	5.49% (28)	0.39% (2)	0.78% (4)	77.05% (393)	0.39% (2)

Black or Black British

<u>Caribbean</u>	<u>African</u>	<u>White Irish</u>	<u>Any other</u>
1.37% (7)	4.70% (24)	0.78% (4)	1.17% (6)

Mixed Race

<u>White/Black Caribbean</u>	<u>White/Black African</u>	<u>White/Asian</u>	<u>Other Mixed</u>	<u>Other White</u>
1.76% (9)	0.78% (4)	0.00% (0)	0.98% (5)	1.37% (7)

1. The public were asked if they knew which of 6 colours most resembled the current Fire & Rescue Service uniform:-

a) Ranking (across all areas):

1	Didn't know	35.29%
2	Navy	32.86%
3	Red	12.37%
4	Yellow	6.69%
5	Light Blue	5.67%
6	Burgundy	3.44%
7	Black	2.83%
8	None of the colours	0.60%

Summary:

35.29% didn't know, 32.86% thought it was Navy – 31.85% thought it was another colour.

b) Ranking - Stoke (Navy):

1	Didn't know	36.29%
2	Navy	33.87%
3	Red	15.32%
4	Yellow	7.25%
5	Black	3.22%
6	Burgundy	2.41%
7	Light Blue	0.80%
7	None of the colours	0.80%

c) Ranking - Manchester (Navy):

1	Didn't know	34.57%
2	Navy	33.64%
3	Red	14.01%
4	Black	3.73%
4	Light Blue	3.73%
5	Burgundy	2.80%
5	Yellow	2.80%
6	None of the colours	0.80%

d) Ranking - Bristol (Maroon/Navy/Black):

1	Didn't know	38.15%
2	Navy	36.84%
3	Yellow	11.84%
4	Red	5.26%
4	Burgundy	5.26%
5	Light Blue	1.31%
5	Black	1.31%
6	None of the colours	0.00%

e) Ranking – Woking (Blue – Bright/Cobalt):

1	Didn't know	37.19%
2	Navy	27.27%
3	Light Blue	14.87%
4	Red	10.74%
5	Yellow	5.78%
6	Burgundy	3.30%
7	Black	0.82%
8	None of the colours	0.00%

f) Ranking – Northampton (Light blue/Navy)

1	Navy	34.84%
2	Didn't know	27.27%
3	Red	15.15%
4	Light Blue	6.06%
4	Black	6.06%
5	Yellow	4.54%
5	None of the colours	4.54%
6	Burgundy	1.51%

2.a) The public were asked which colour they associated with the Ambulance Service.

Ranking:

1	Green	76.37%
2	Other	9.05%
3	Blue	7.08%
4	Red	6.10%
5	Black	1.37%

Summary:

76.37% thought it was Green – 23.60% thought it was another colour.

2.b) The public were asked which colour they associated with the Police Service.

Ranking:

1	Blue	63.10%
2	Black	34.17%
3	Other	2.13%
4	Green	0.38%
5	Red	0.19%

Summary:

97.27% thought it was blue or black, of which 64.87% thought it was blue.

3. The public were asked, if adopted nationally, what the new Fire & Rescue Service national uniform represented to them -

a) whether the Fire & rescue Service would appear to have **'a stronger image'**

Ranking:

1	Yes	57.90%
2	No	35.37%
3	Don't know	6.71%

Summary:

A positive response was given by 62% of those who gave a clear yes or no opinion.

b) whether the Fire & Rescue Service would appear **'more professional'**

Ranking:

1	Yes	78.30%
2	No	19.13%
3	Don't know	2.56%

Summary:

A positive response was given by 80.36% of those who gave a clear yes or no opinion.

c) whether the Fire & Rescue Service would appear '**more recognisable**'

Ranking:

1	Yes	69.71%
2	No	26.28%
3	Don't know	4.00%

Summary:

A positive response was given by 72.62% of those who gave a clear yes or no opinion.

d) whether the Fire & Rescue Service would appear '**more approachable**'

Ranking:

1	Yes	83.06%
2	No	12.70%
3	Don't know	4.23%

Summary:

A positive response was given by 86.73% of those who gave a clear yes or no opinion.

4. The public were asked whether the new uniform would offer the Fire & Rescue Service 'a better look' -

Ranking:

1	Yes	71.51%
2	No	20.20%
3	Don't know	8.28%

Summary:

A positive response was given by 77.97% of those who gave a clear yes or no opinion.

5. The public were asked if they thought that all firefighters in England 'should look the same' -

Ranking:

1	Yes	93.81%
2	No	4.48%
3	Don't know	1.74%

Summary:

A positive response was given by 95.44% of those who gave a clear yes or no opinion.