

URBAN AGE SOUTH AMERICA CONFERENCE

DECEMBER 2008

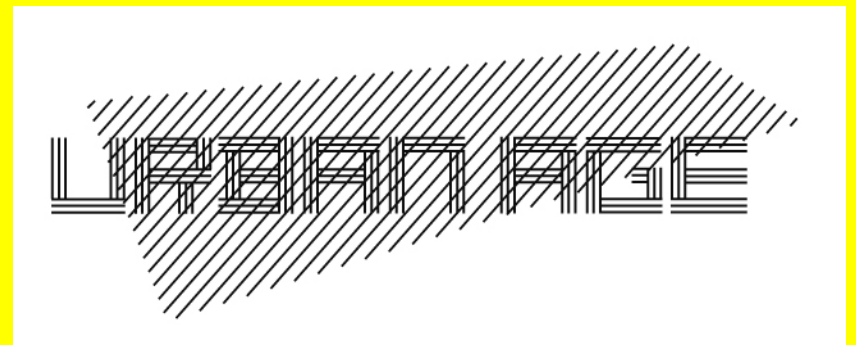
4WBSYW

Managing Director, Public Affairs and Chairman, Social Research
Institute, Ipsos MORI, London

Urban Age São Paulo Survey

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A tale of two world cities.....

Ben Page, Chairman

Ipsos MORI Social Research Institute

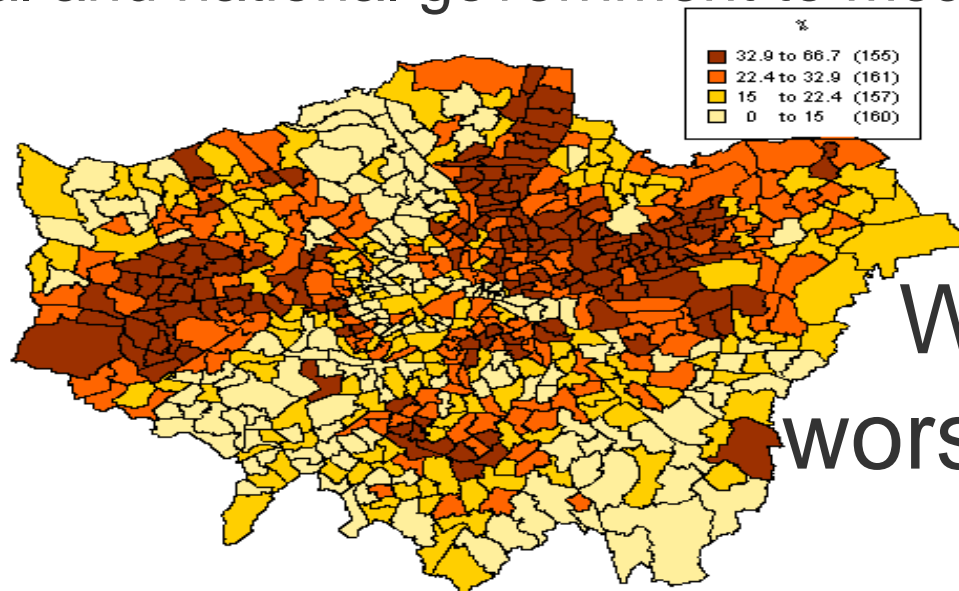
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Ipsos MORI



Measurement matters!!

- To really understand what matters, and where to focus investment for maximum effect, need detailed surveys of residents – 1,400 interviews across Sao Paulo
- What gets measured gets done
- In the UK all local authorities are required to undertake a structured survey of residents every two years – used by both local and national government to measure progress



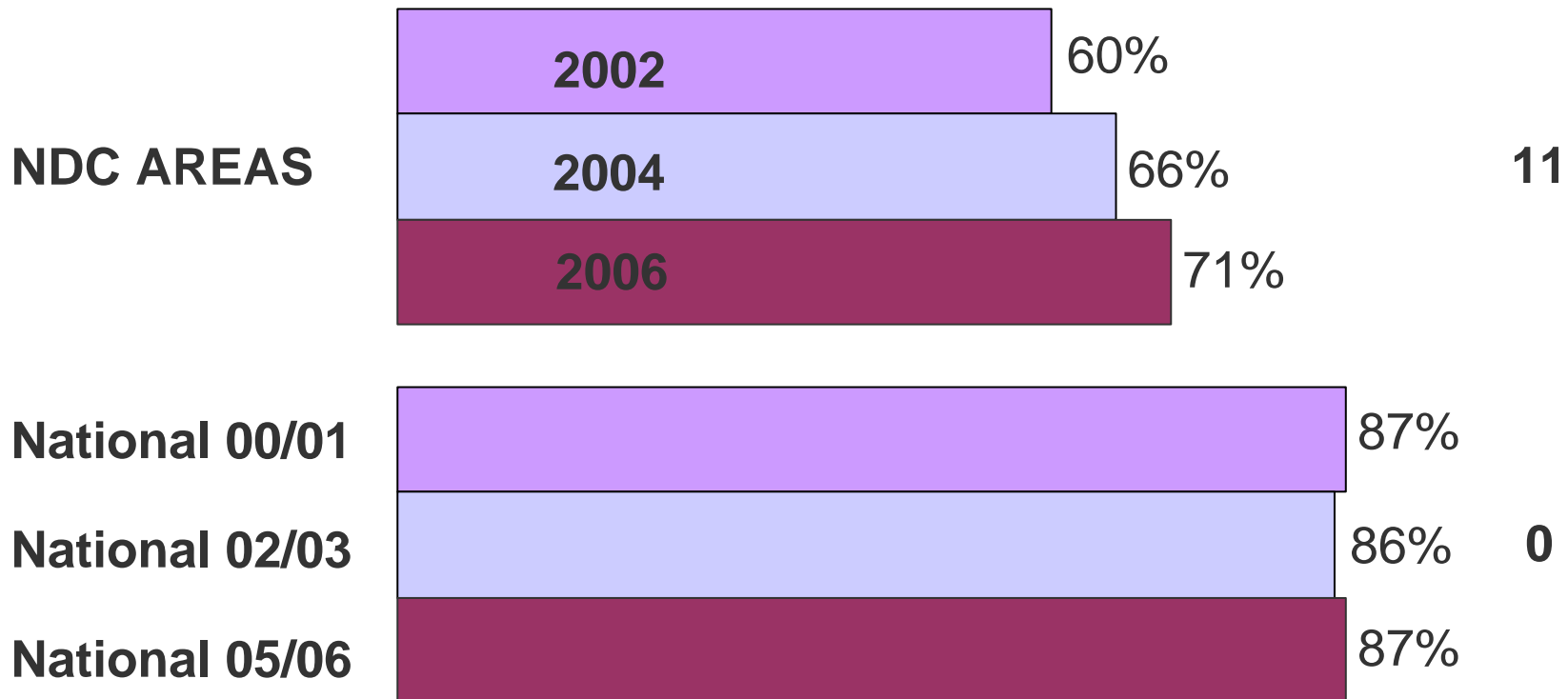
Where is litter
worst in London?

Tracking quality of life in the poorest areas of Britain....

Q *How satisfied are you with this area as a place to live?*

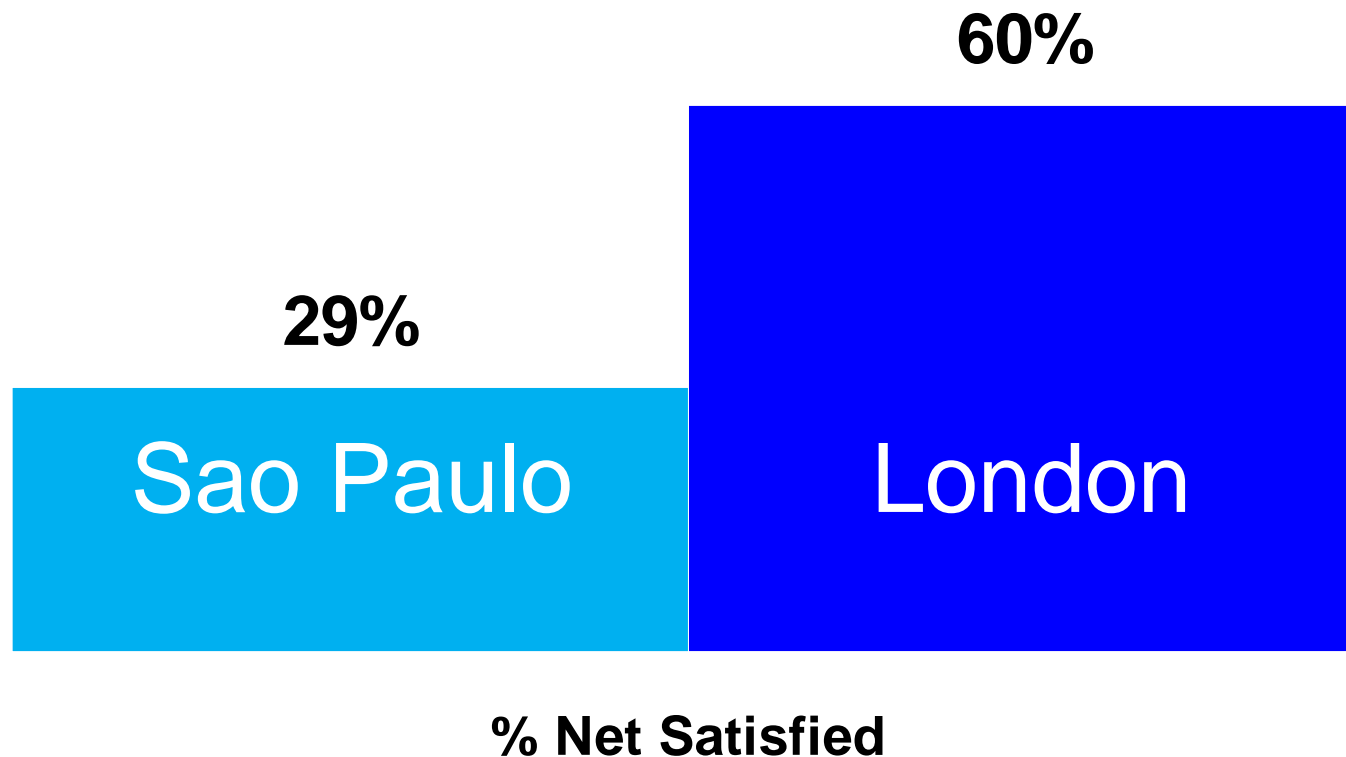
% very/fairly satisfied

**Change
±%**



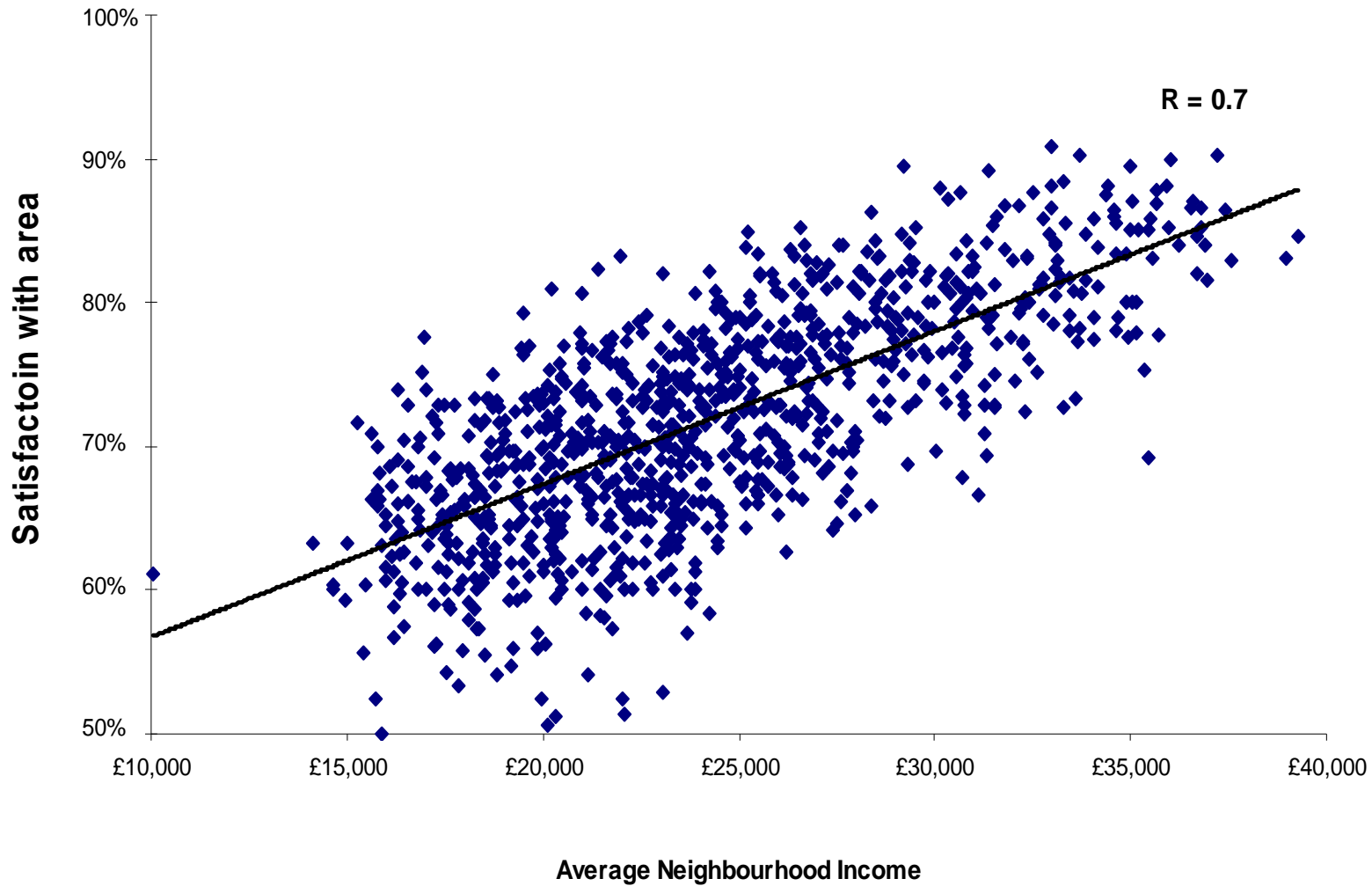
Quality of life in Sao Paulo?

Q *How satisfied or dissatisfied are you with as a place to live in?*

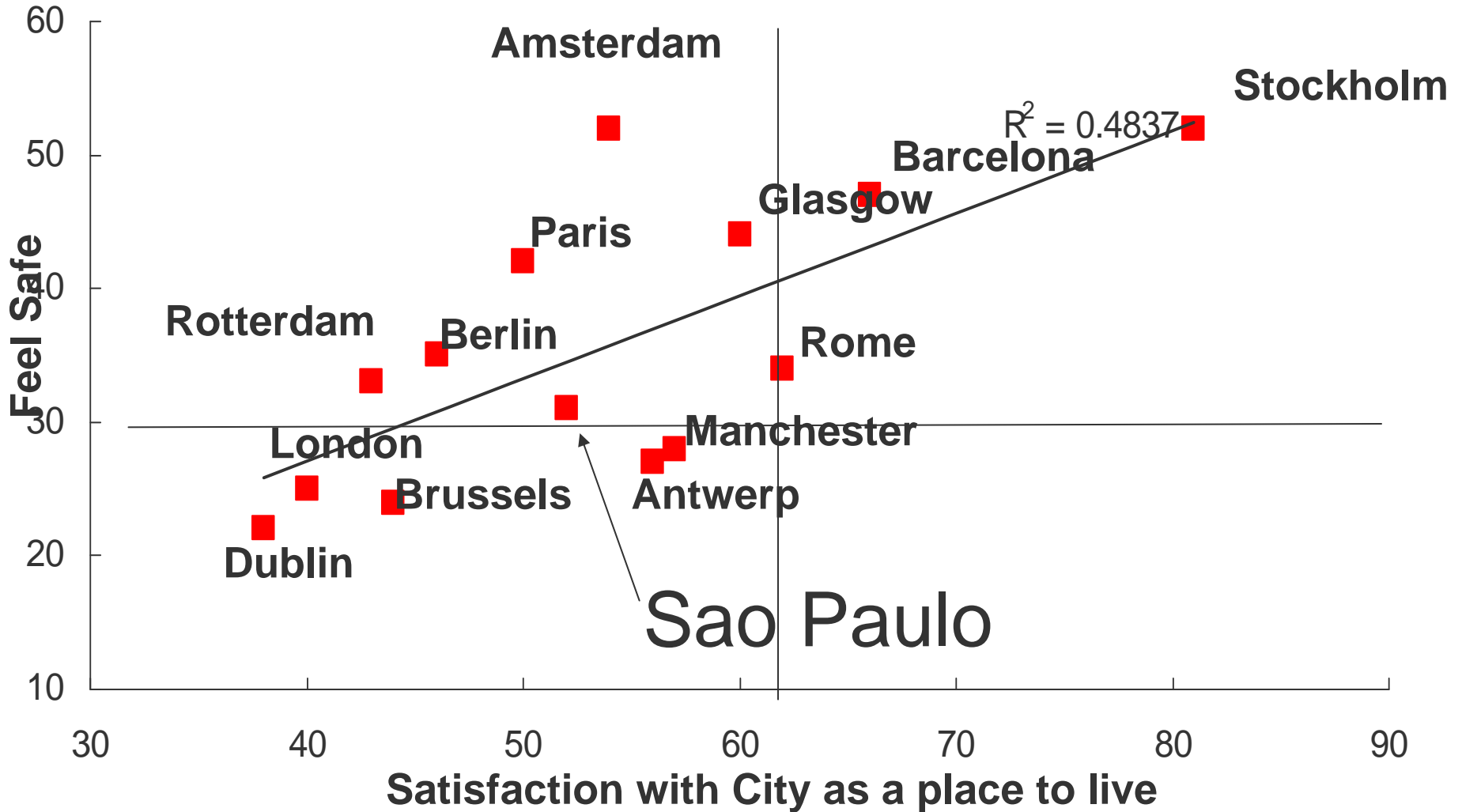


Base: London (1.400). Sao Paulo (metropolitan region, 1.000)

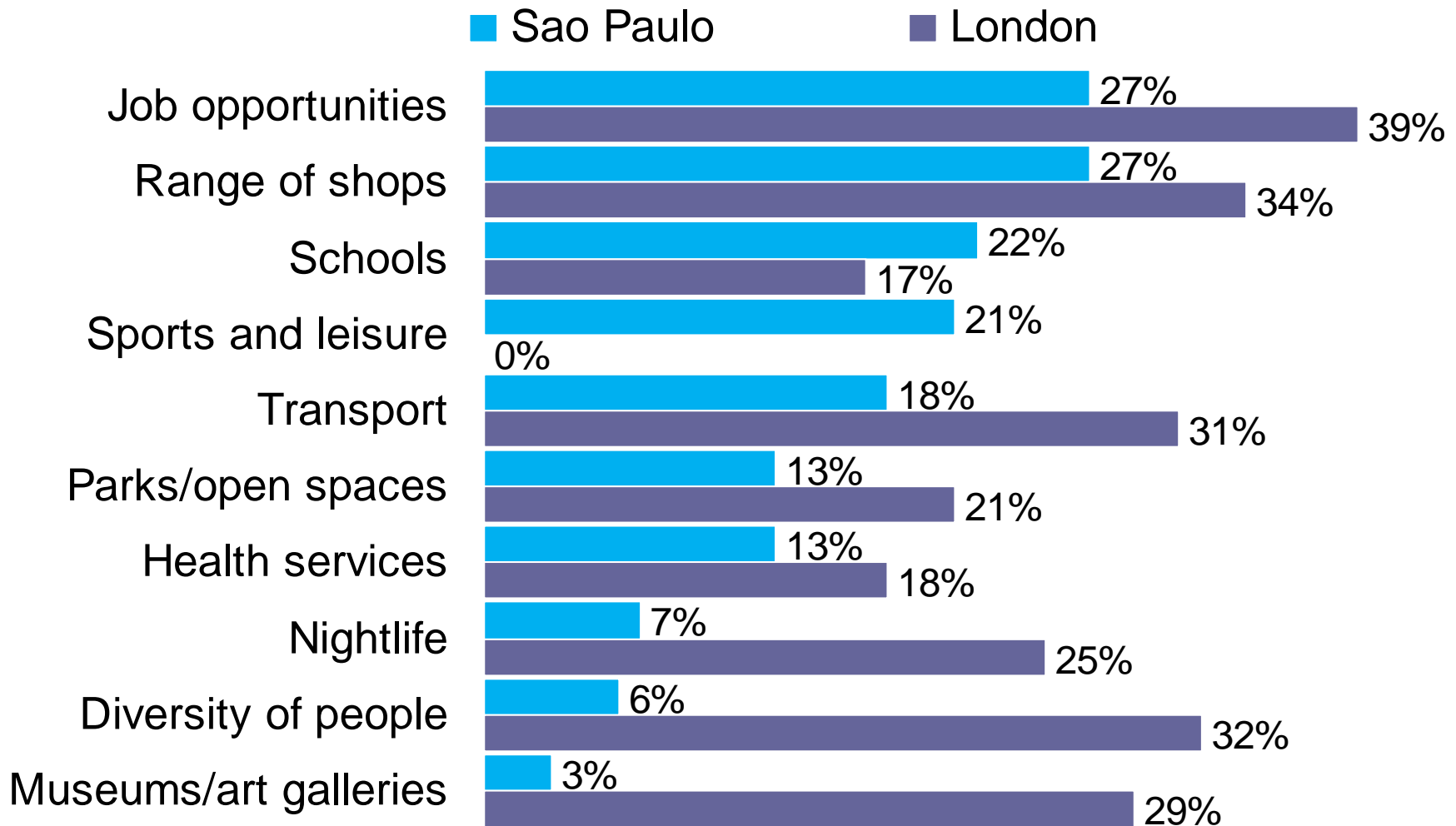
Income is the strongest factor



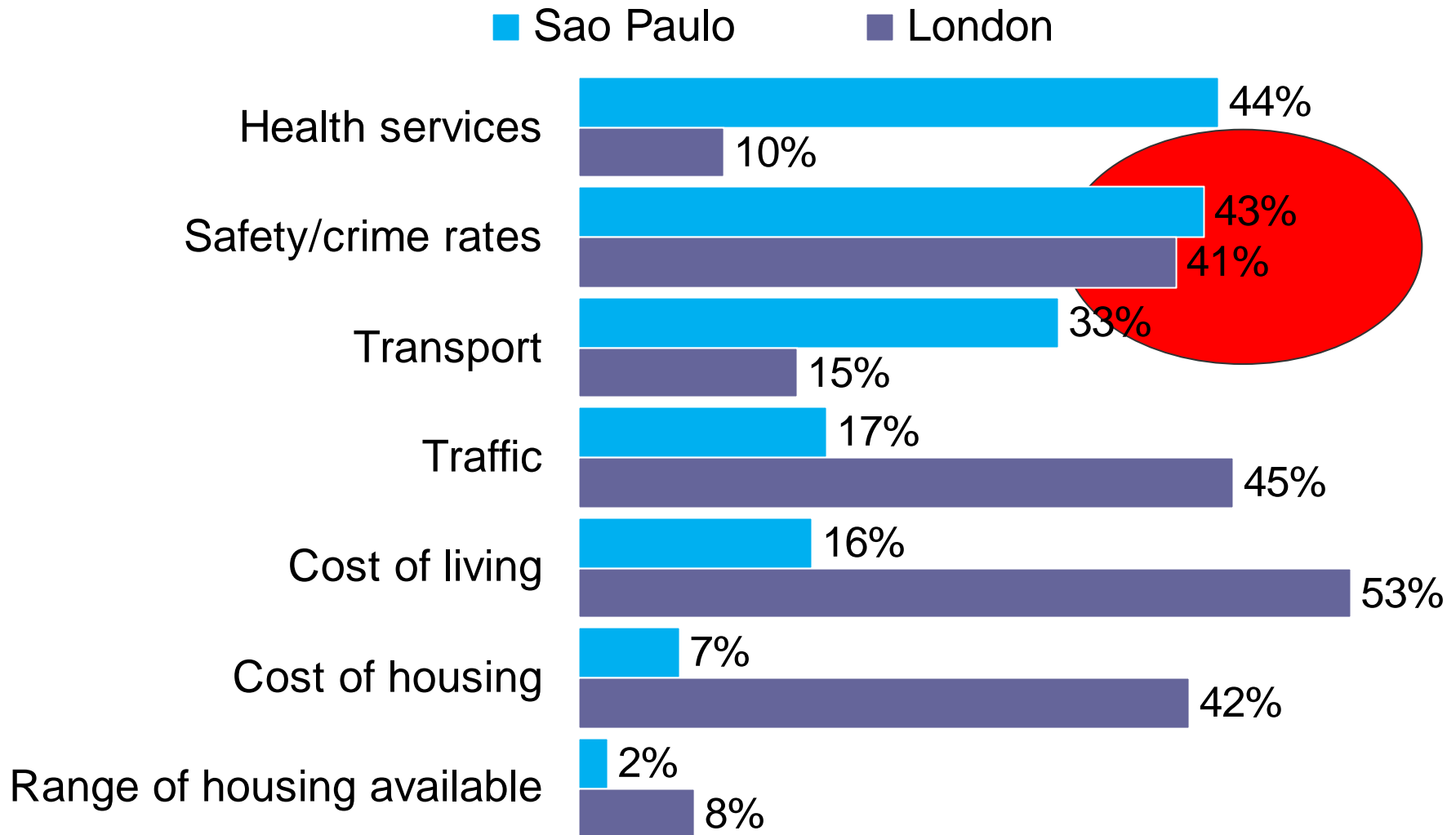
Satisfaction and Safety



What are the two or three best things about living in...

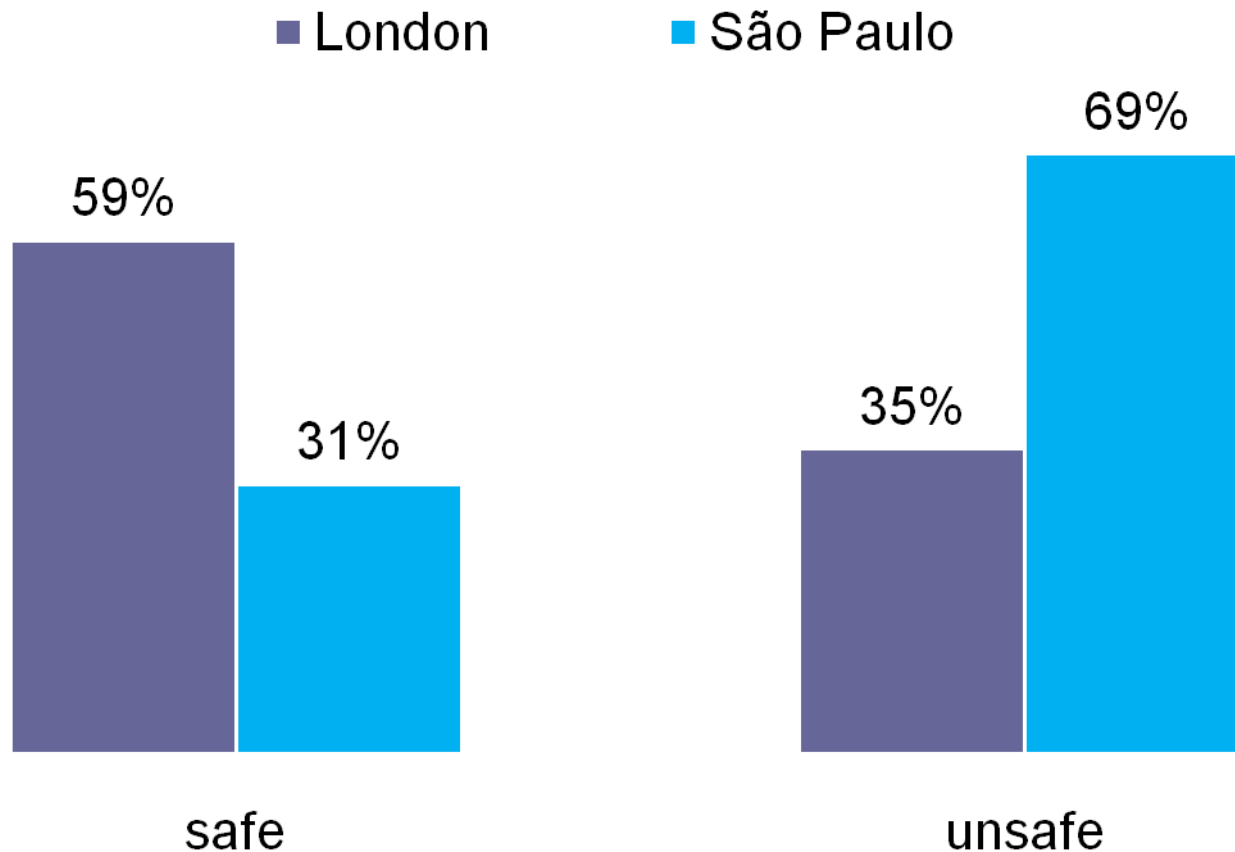


What are the biggest problems...



But Londoners feel much safer...

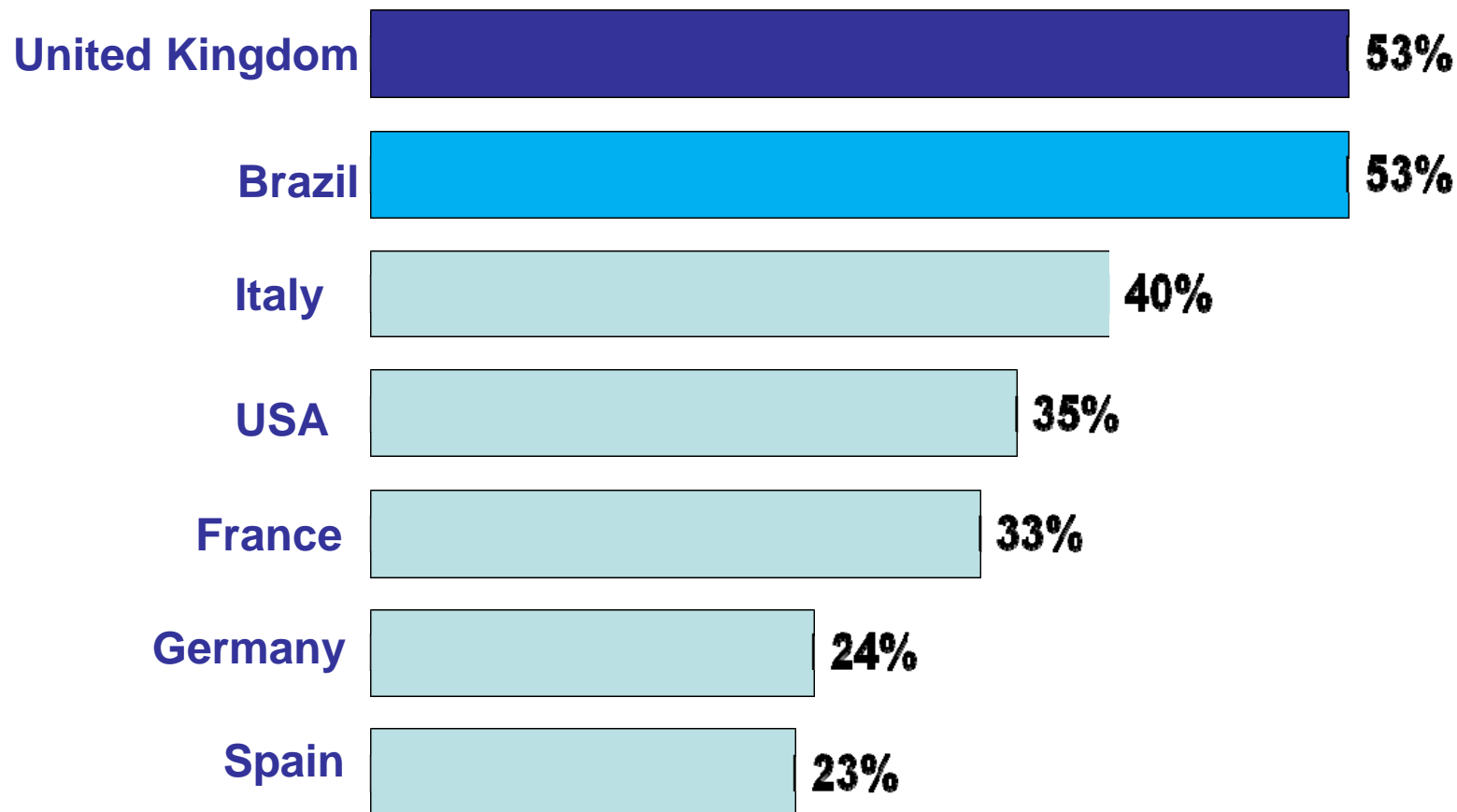
Q *How safe do you feel walking outside in this neighborhood in the evening by yourself?*



In the UK its about “national” crime, in Brazil about “real crime”

Q. Which three of the following eleven topics do you find the most worrying in your country? – Crime and violence

% most cause for concern



CLOSING THE GAPS

PERCEPTIONS



MNR



CRIME FIGURES SCANDAL

Grievous

Bloody

Hypocrisy

LABOUR ACCUSED

By DAVID WOODING

LABOUR was last night blasted for claiming success in the war on crime — as it was revealed figures were fixed to hide soaring violence like GBH. Tory shadow police minister David Huttley said: "It is sheer hypocrisy to now blame this surge on an accounting error." Full Story — Pages Eight and Nine

Criminal!

Police figures recording violent crime in Britain have been too low for ten years

By Matthew Hickley
Home Affairs Correspondent

STABBINGS SOAR

VIOLENT crime was broadly stable in the year to June, according to the Home Office.

But confusion over the figures means the department cannot be sure whether serious violent assaults were also stable or whether they rose as much as 7 per cent since last year.

There are signs that more serious knife crime did increase. Figures for serious stabbings rose 29 per cent, from 1,253 in the second quarter of 2007 to 1,616 in 2008 — equivalent to an extra 1,500 stabbings each year.

Home Office statisticians said a third of that increase was due to the tighter recording rules, but that still leaves a 20 per cent year-on-year rise.

Use of knives in sexual offences was counted separately for the first time, revealing there were 8,610 incidents in the three months to June — equivalent to 34,440 per year, or almost 100 offences per day. Recorded gun crime was down 6 per cent, from 9,862 in the year to June 2007 to 9,306 the following year.

DRUG CRIME UP 8%

DRUG offences continue to buck the trend of falling overall crime.

Between 2007 and 2008 recorded drug crimes were up 8 per cent, with 59,000 cases logged by police in the second quarter of this year, up from 55,600.

The rise is equivalent to an extra 17,000 drug offences each year, and continues a long-term upwards trend. Recent quarterly crime bulletins have shown year-on-year rises of 14, 21 and 22 per cent.

In contrast, overall crime fell 6 per cent year-on-year, from 1.3million offences in the second quarter of 2007 to 1.2million in 2008.

Ministers claim the rise in drugs crime reflects greater use of formal warnings for possession of cannabis, which do not carry a criminal record or any other punishment.

The warnings have been popular with front-line officers because they count as a 'solved' crime, helping hit Government targets, without taking up hours of their time.

PUBLIC trust in crime statistics has been dealt a devastating blow after ministers admitted the figures have been down-playing serious violence for up to a decade.

The Home Office admitted that as many as one in five of the worst attacks has been wrongly classified in published figures.

As many as 4,000 serious assaults each year were mistakenly recorded as minor incidents — and officials conceded they "simply do not know how far back it goes".

The tightening of the rules has seen figures for serious violent crimes rocket by 22 per cent compared to last year — and confusion over the figures makes it impossible to say how much of the rise is genuine.

Ministers blamed the blunders on police officers, who were wrongly classifying cases of 'grievous bodily harm with intent' as minor assaults.

But if this is the case it is unclear why the practice was allowed to continue for so long unchecked.

Police have been placed under severe pressure by ministers to reduce the level of serious violence on the street.

Critics may claim this provided an incentive for officers to downplay the gravity of assaults where — while the intent was grave — the actual injuries suffered were minimal.

ernment crime figures following years of complaints of spin and statistical manipulation.

The confusion makes it impossible to tell whether serious violence rose or fell last year — although there are indications of a significant increase in serious knife attacks.

There are also grave questions over repeated statements by ministers in recent years

police should record the assault as GBH rather than a lesser offence — in the same way that attempted murder is treated as a serious offence even if the intended victim is unharmed.

Where a thug tries to smash a bottle in a victim's face but causes only a nosebleed, for example, police should record the incident as GBH.

It now transpires many officers had been downgrading such incidents to lesser charges of actual bodily harm or common assault — which fall outside the Home Office's definition of 'most serious violence against the person'.

ordered earlier this year to follow counting rules more rigorously when logging crimes.

This 'clarification' by the Home Office quickly revealed that many serious assaults were being wrongly recorded.

The Home Office's head of statistics Paul Wiles said: "We simply don't know how far back this goes. The people doing the recording are constantly changing and retiring."

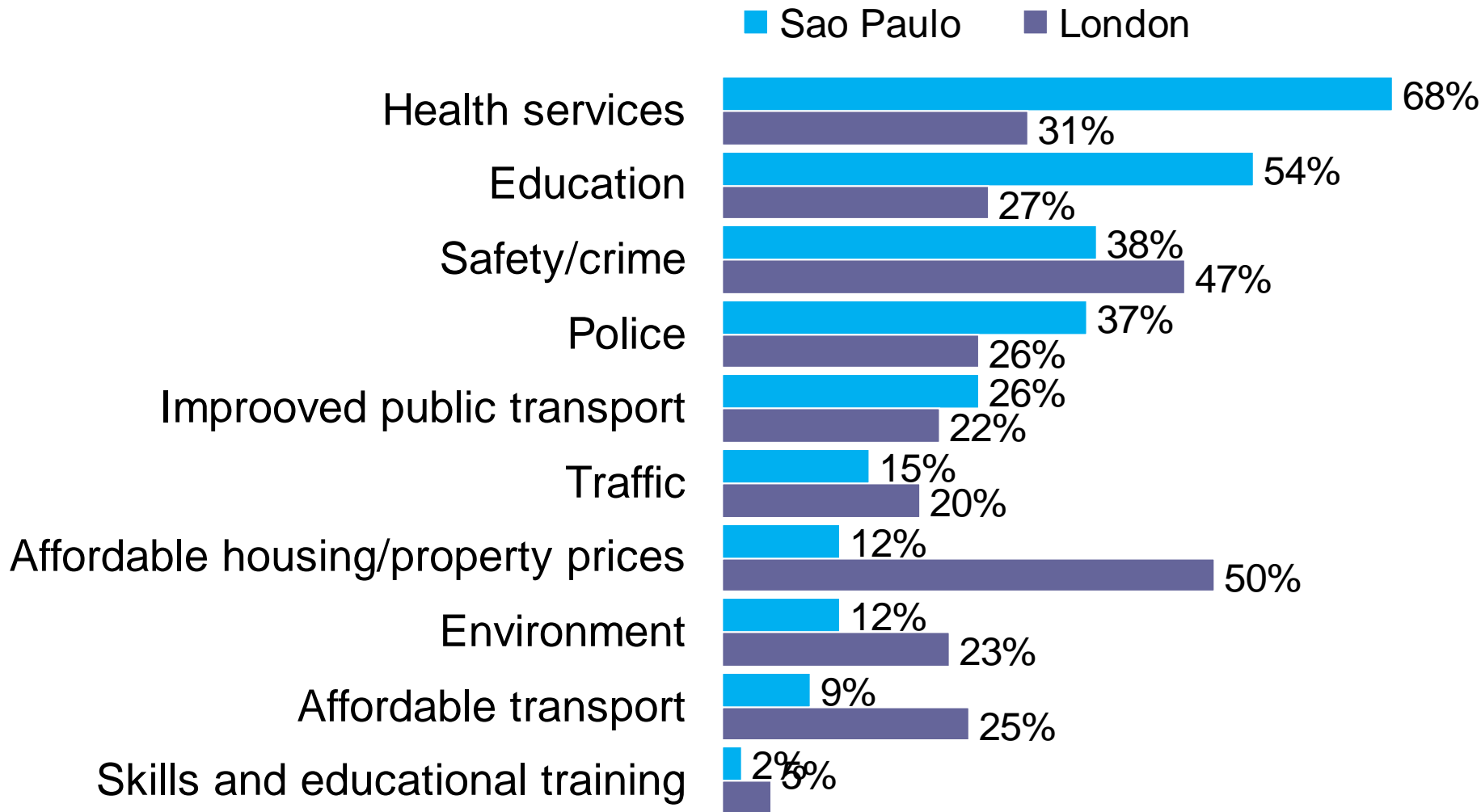
He said there was evidence that two-thirds of the 22 per cent increase in serious violence was caused by the new counting rules.

Warwickshire Chief Constable Keith Bristow, for the

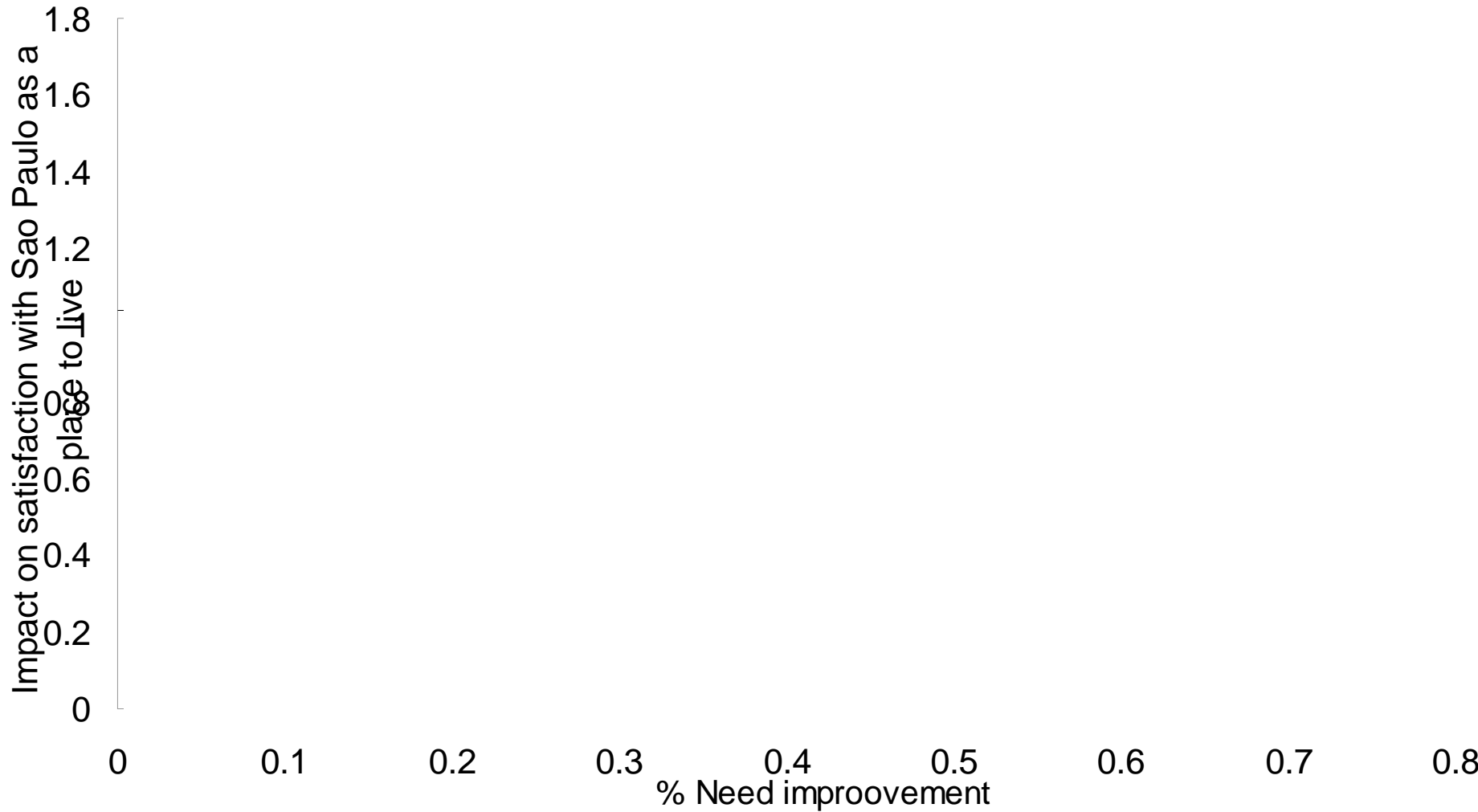
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police forces were asked to revise their figures

So what do residents most want to change?



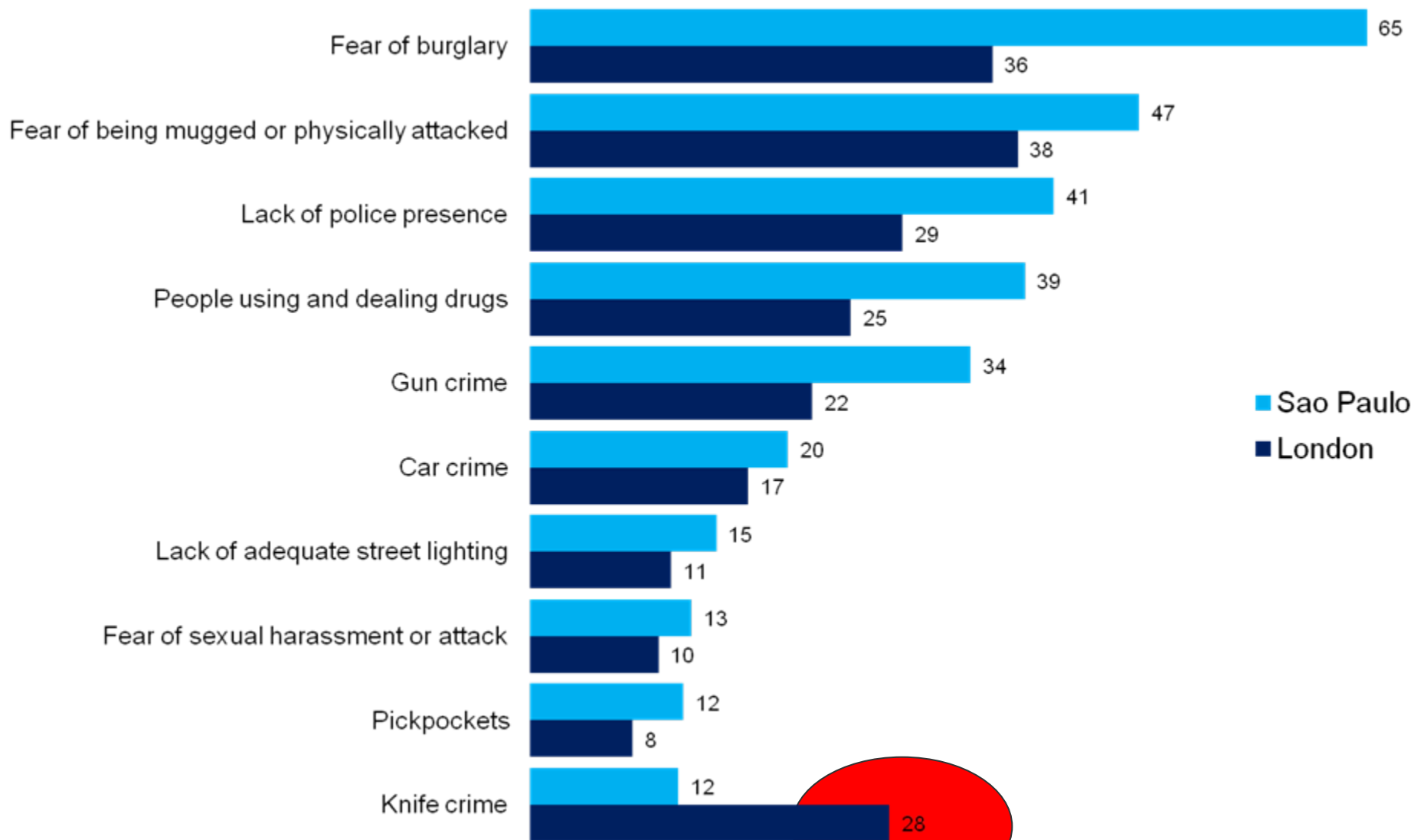
Crime matters most of all – as in London



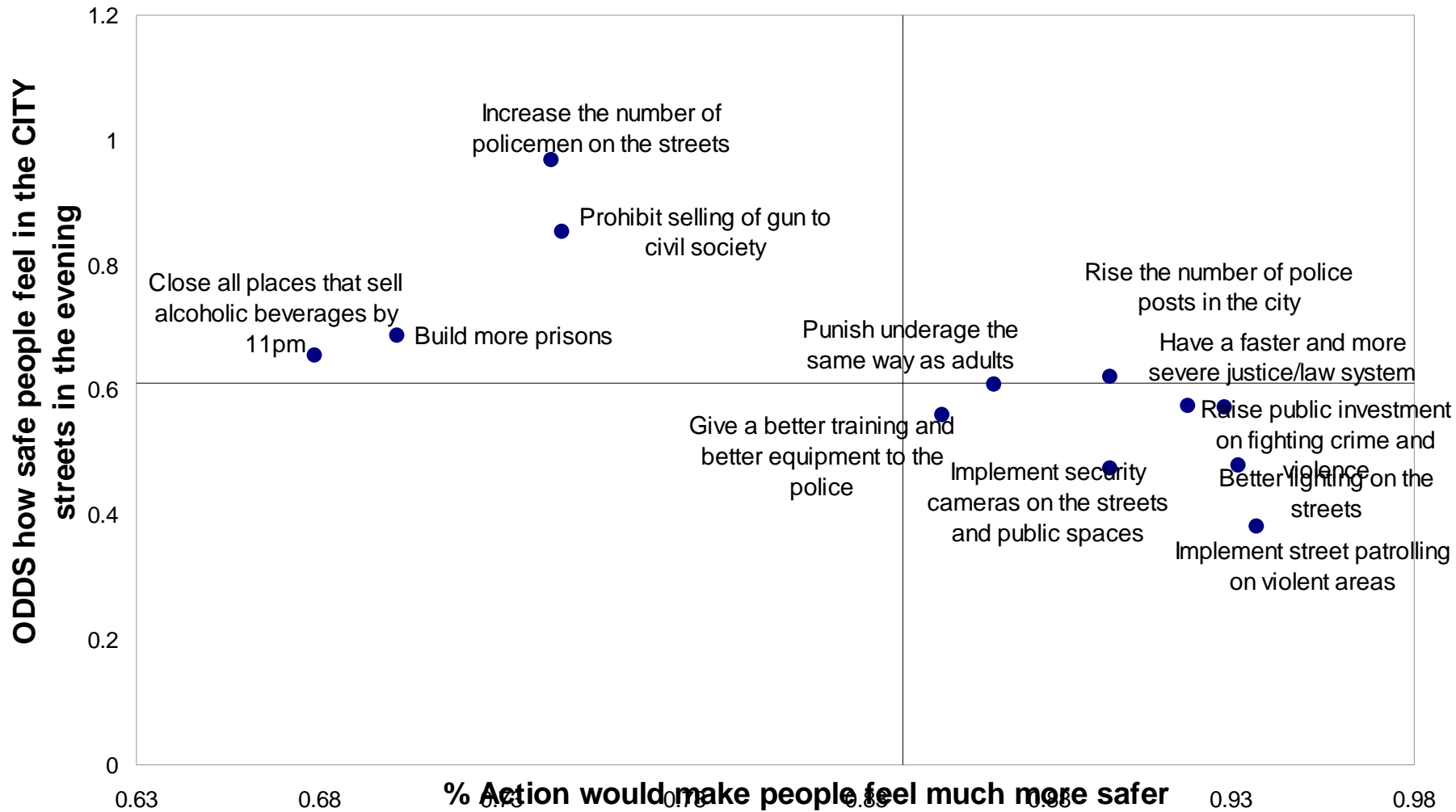
Key impacts on quality of life in London



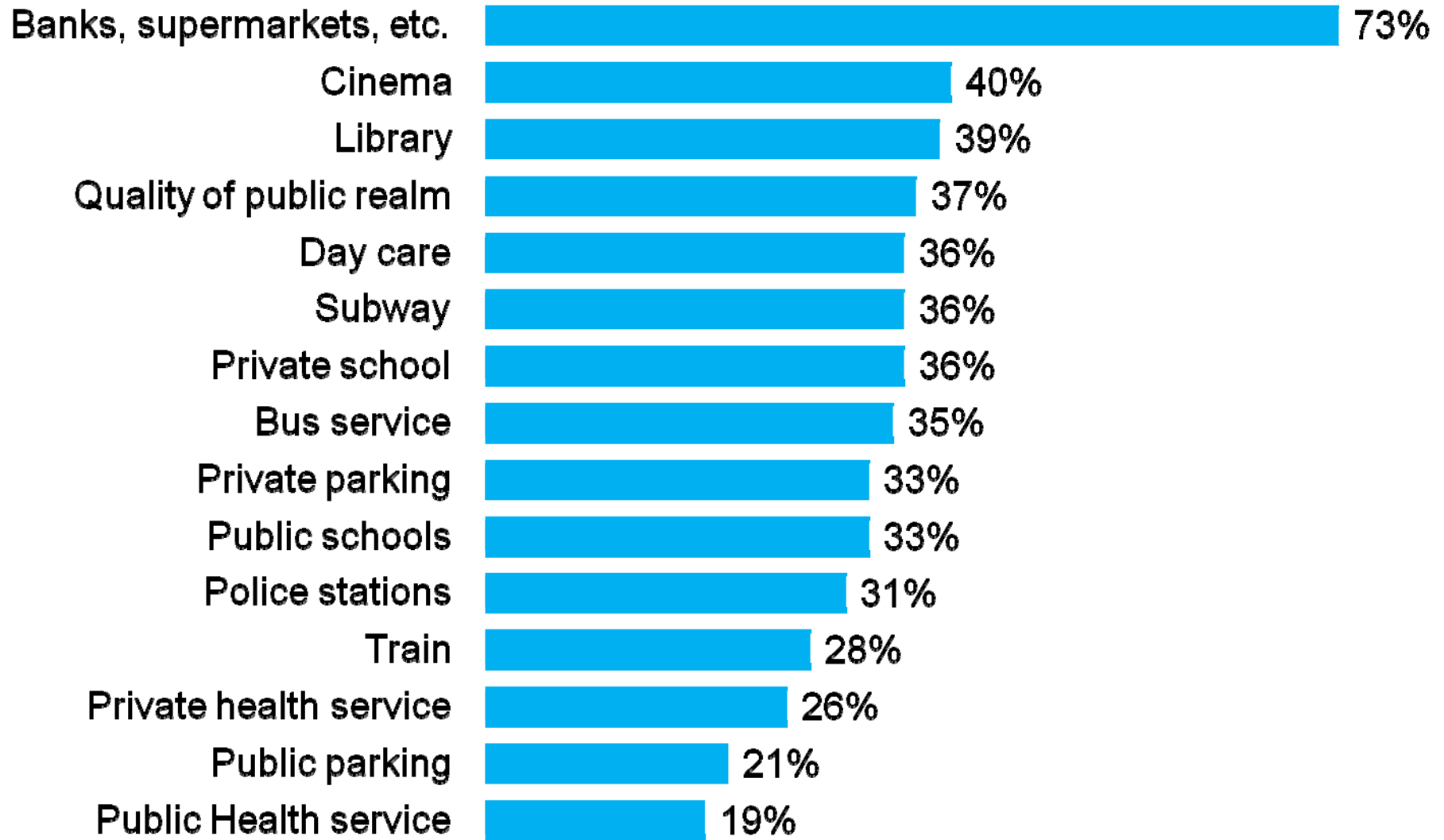
Reasons for feeling unsafe



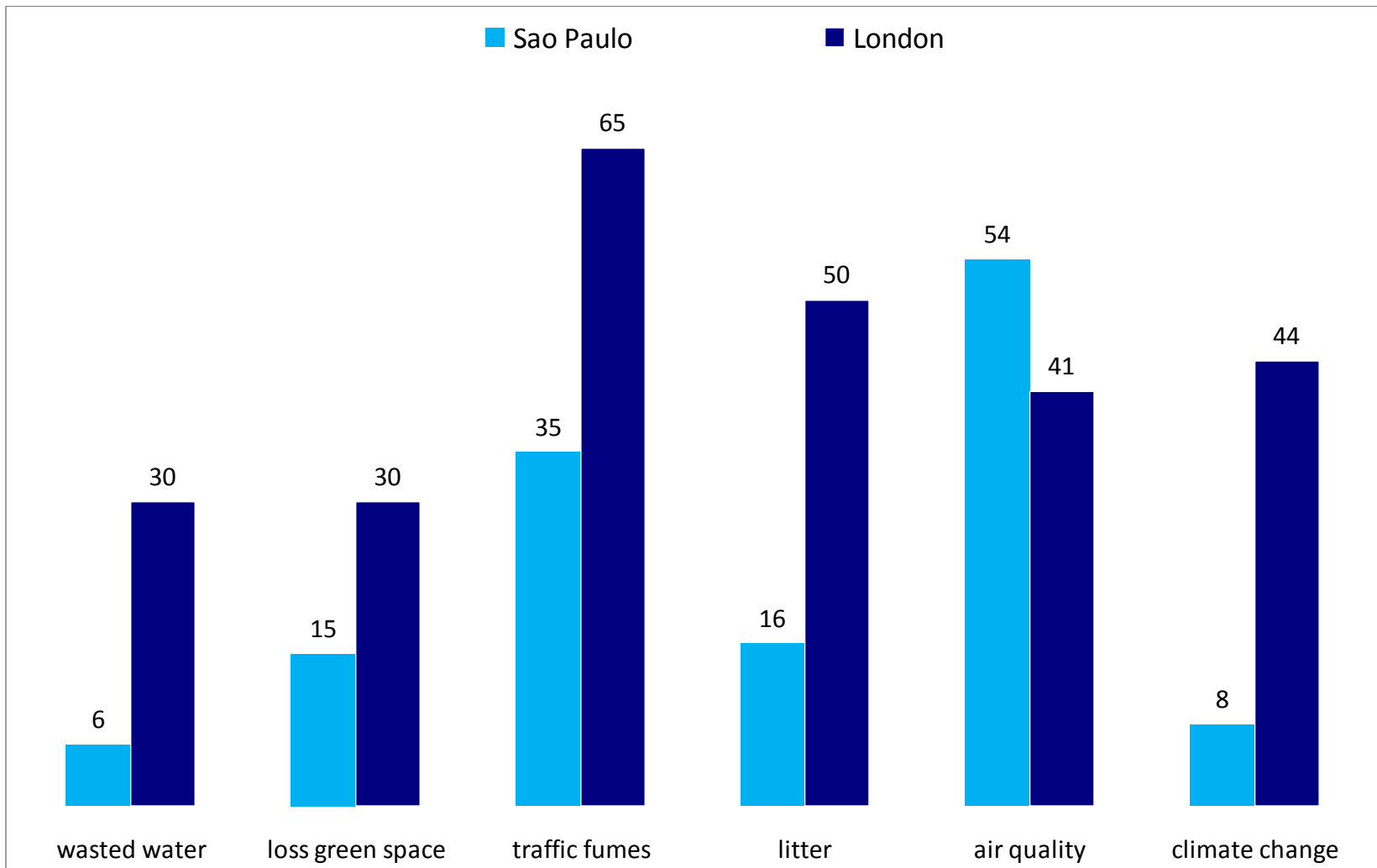
Key drivers for improvement in the safeness in the city, Sao Paulo



Most public services have ratings well below those of London

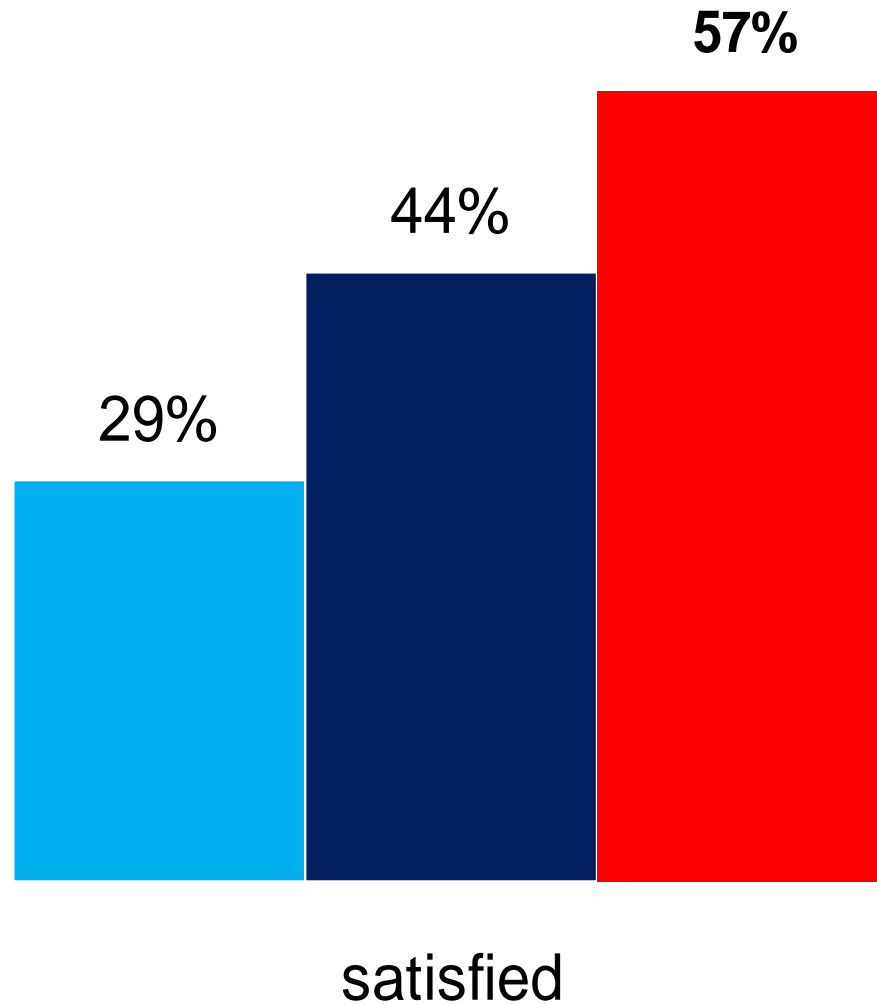


Londoners more worried about a wide range of environmental issues....



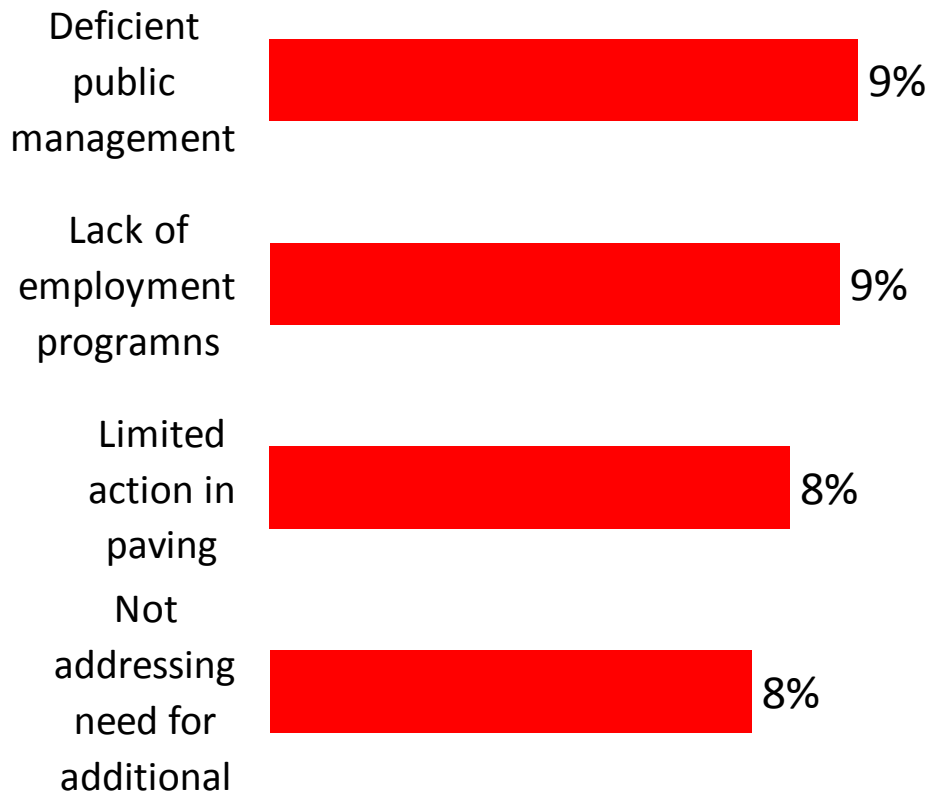
Londoners markedly more positive about both their Mayor and local councils

■ Sao Paulo ■ London Mayor ■ London Local Councils

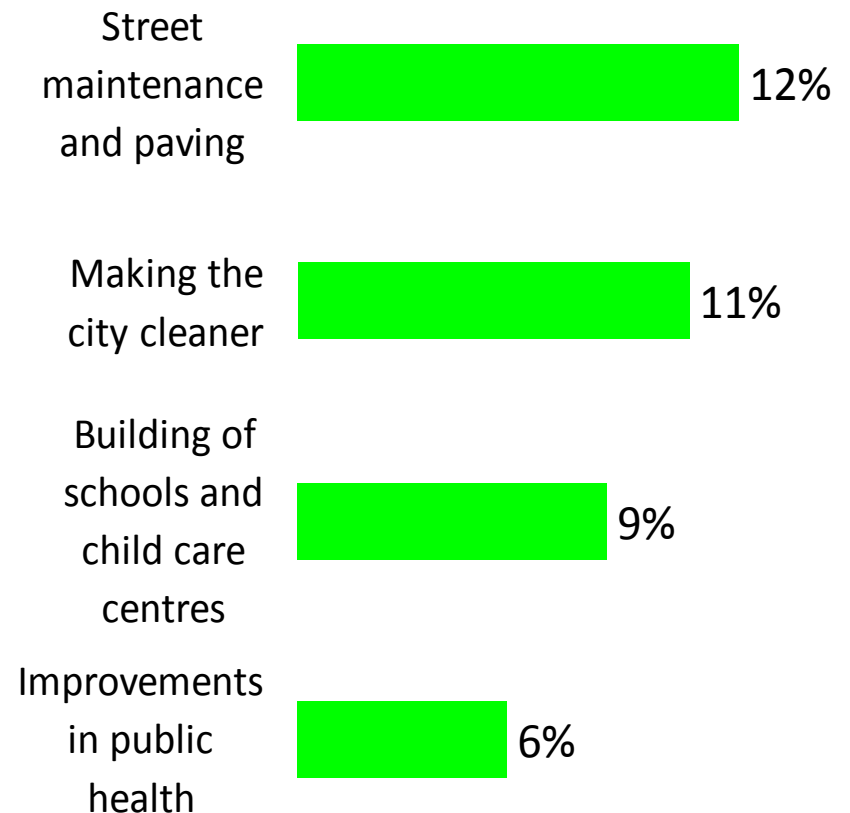


Key reasons for dissatisfaction.....

Main reasons for dissatisfaction



Main reasons for satisfaction



Base: São Paulo (metropolitan region, 1.000)

Some key challenges

- Londoners don't always know how lucky they are
- Crime, crime, crime – and the inequality behind it
- Health infrastructure and funding
- Traffic slips behind as a key issue
- But – how do Paulistas expect things to change?

Thank you

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