2017

PSIRA Armed Response Survey Findings





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PROJECT BRIEF

Demacon Market studies were commissioned by **PSiRA** (**Private Security Industry Regulatory Authority**) to perform market research surveys with different sets of private security consumers.

The purpose of these surveys is to assist PSIRA to better understand the consumer's perception of private security service providers and overall level of satisfaction.

The project brief:

In terms of the project brief it is understood that four sets of surveys had to be conducted as part of the study. These surveys had to be focused towards the following main categories of consumers:

- 1. Consumers of Response Security Services armed and unarmed response security to residential areas and business parks potential consumers are homeowners and managers of business parks, etc.
- 2. Consumers of Assets-In-Transit Security Services high value goods / cash being transported to and from various points in the country potential consumers are banking industry, retail industry, mining industry, etc.
- 3. Consumers of Private Investigation Security Services private investigation, business investigation and polygraph services, etc. potential consumers are all sectors.
- 4. Consumers of Locksmith Security Services key coding, key cuts, burglary repairs, unlock cars, unlock house, unlock safes, etc. potential consumers are all sectors.

The findings and analysis of each of these consumer markets had to be captured in separate market research reports. This report captures the findings of **the armed response security consumer market survey**.



PSIRA PROFILE

Before focus is turned towards the findings of the surveys a short overview is provided in terms of the mission, vision, objectives and values of PSIRA. MISSION: To protect the constitutional rights of all people to life, safety and dignity through the effective promotion and regulation of the private security industry. VISION: To be recognised as an excellent regulator of private security in South Africa by all our stakeholders. OBJECTIVES: The primary objectives of the Authority are to regulate the private security industry and to exercise effective control over the practice of the occupation of a security service provider in the public and national interest and in the interest of the private security industry itself. VALUES: Integrity: Ethical Conduct, Fairness, Transparency Excellence: Accountability, Professionalism, Performance, Accessibility Ubuntu: Accessibility, Respect, Compassion, Diversities. The Authority regulates and controls the Private Security Industry through: ☐ Registration of service providers ☐ Registration of security officers ☐ Ensuring compliance and adherence to PSIRA Act and all other laws applicable to security service providers ☐ Accredit training security service provider ☐ Process course report submitted to us ☐ Receive and investigate complaints against service providers ☐ Prosecute non-compliance by service providers ☐ Advise private security consumers about private security industry ☐ Advise state on all matters of private security.



PROJECT METHODOLOGY

Step 1: Project Inception

Refinement of project scope.

Step 2: Survey Questionnaires Design

This step entailed the design and finalisation of the questionnaire. The Research and Development Unit of PSIRA sent through a list of potential questions that they wished to form part of the questionnaire. Making use of these questions as baseline, a more comprehensive field orientated questionnaire was developed. The questionnaire was sent to the client for final comments, after which it was finalised.

Step 3: Survey Execution

During this step the actual survey samples were estimated and broken down onto provincial levels. Detailed information is provided on the survey methodology in the next slide. After the sampling size were determined, in-house training was conducted with the surveyors executing the survey. Followed by the training was the actual execution of the survey.

Step 4: Data Capturing, Analysis and Reporting

In this step, questionnaires were sorted based on the level of completion and usability. The completed surveys were then captured into a pre-set database (in excel format). The data was then analysed from which diagrams and tables were developed. This analysis was then captured into a report format, reflecting quantitative and qualitative information on the consumer market segments. Data analysis was conducted on a national aggregate level, reflecting household and business characteristics and perceptions.

Step 5: Synthesis and Conclusion

The findings of the previous steps were integrated into a set of concluding remarks, ending of each of the individual reports.





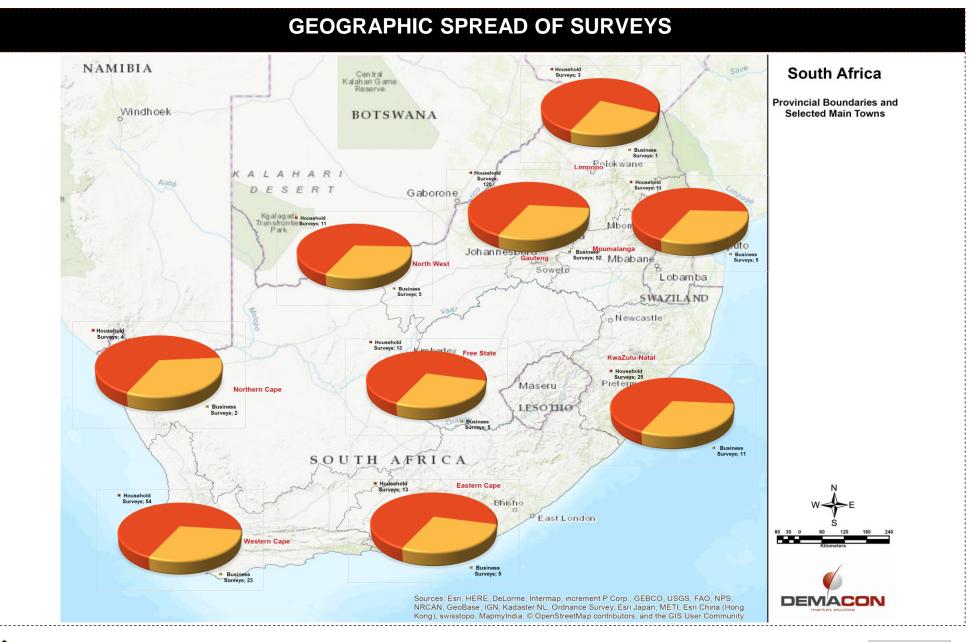
GEOGRAPHIC SPREAD OF SURVEYS

For the purpose of the Armed Response Survey the following provincial spread was achieved – split between households and businesses per province.

Province	Household Surveys	Business Surveys
Gauteng	120	52
Western Cape	54	23
Mpumalanga	11	5
Northern Cape	4	2
Eastern Cape	13	5
North West Province	11	5
Limpopo	3	1
Kwa-Zulu Natal	25	11
Free State Province	13	5
Total	252	108

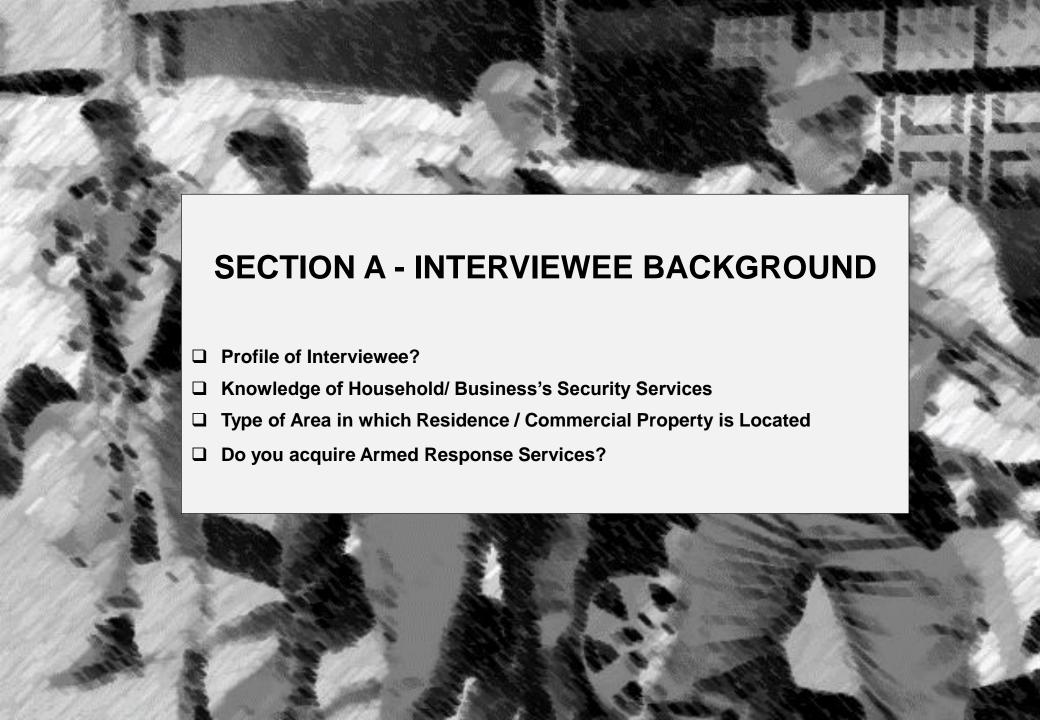
- □ A total of 360 surveys have been completed, of which ±60 contained partially incomplete questions, 296 questionnaires were completed in full.
- ☐ The analysis related to the following slides have been conducted with reference to households and businesses, underlying characteristics and perceptions related to armed response services.

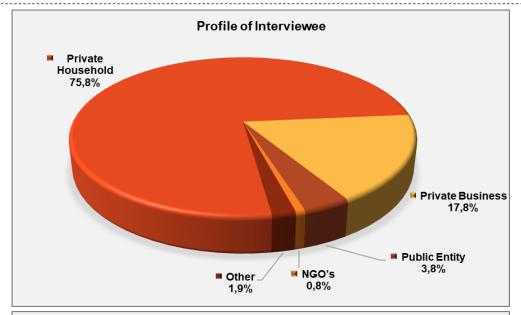




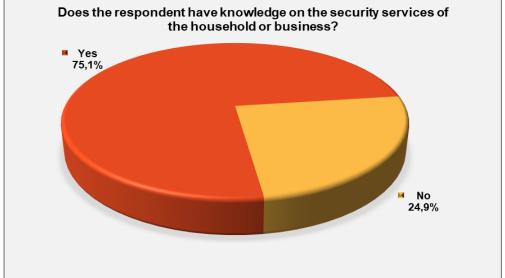








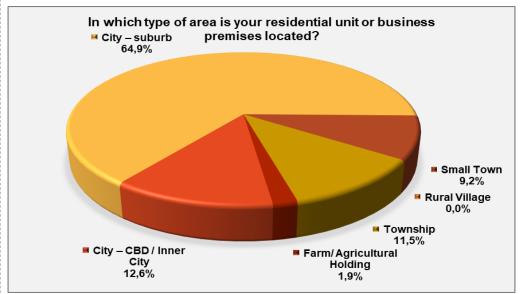


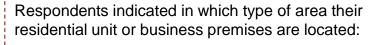


The larger segment of respondents had knowledge on the security services related to the household / businesses interviewed:

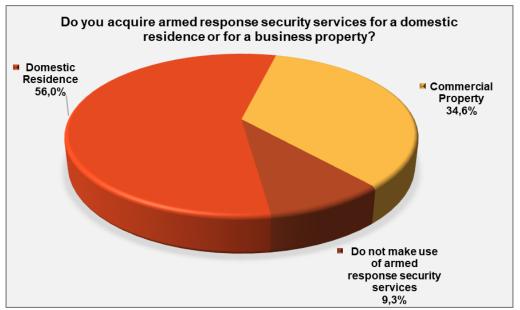
- ☐ Yes 75.1%%
- □ No 24.9%.







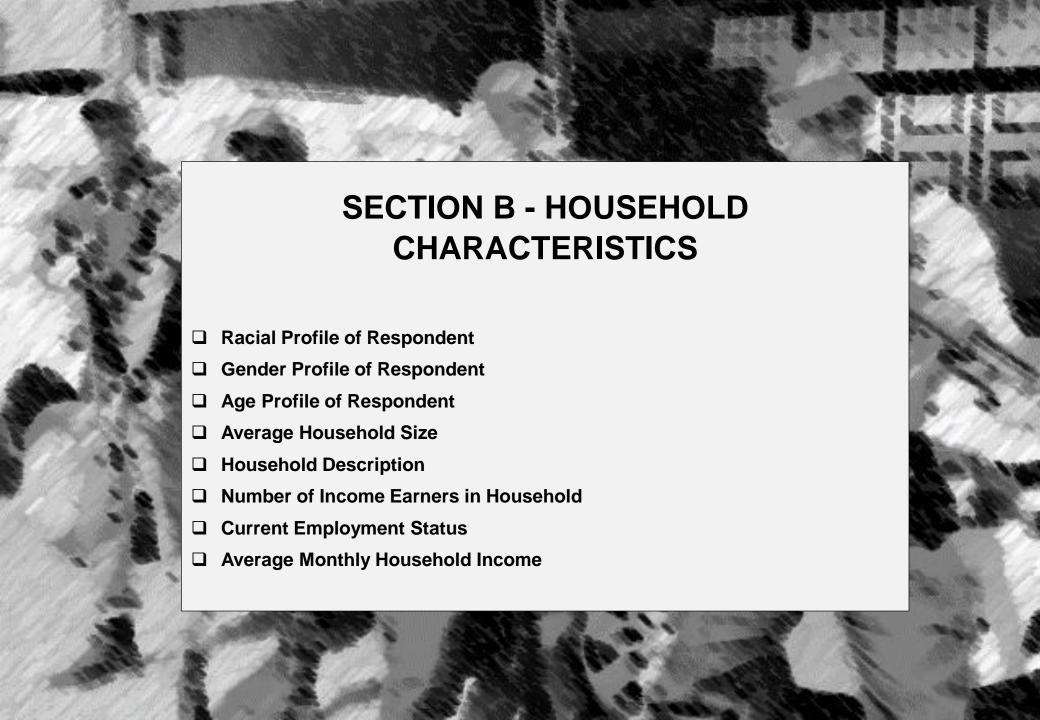
- ☐ City Suburban Area 64,9%
- ☐ City Inner City 12.6%
- ☐ Township Area 11.5%
- ☐ Small Town 9.2%
- ☐ Farm/ Agricultural Holding 1.9%.

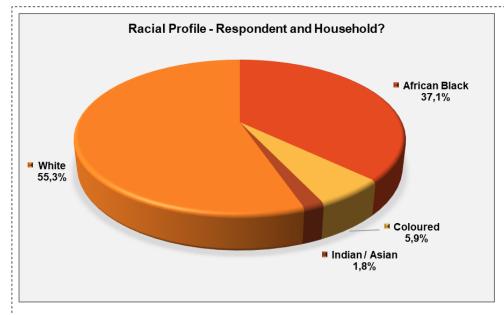


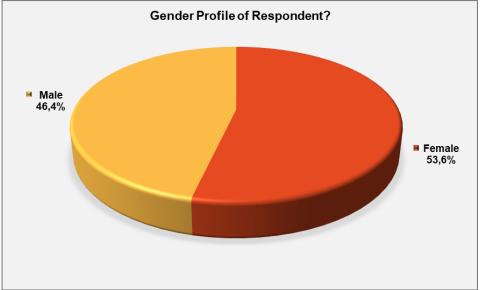
In terms of acquiring armed response security services the following was indicated:

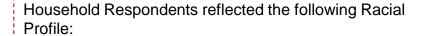
- ☐ Acquired for a domestic residence 56.0%
- ☐ Acquired for commercial properties 34.6%
- \square Do not make use of armed response services 9.3%.











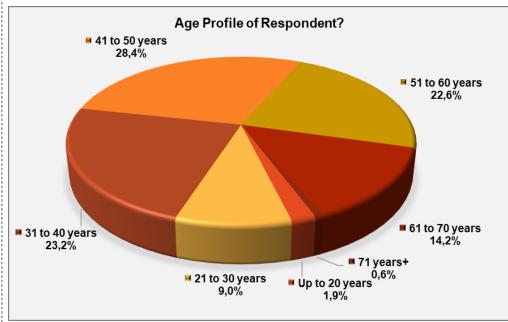
- ☐ African Blacks 37.1%
- ☐ White 55.3%
- □ Coloured 5.9%
- ☐ Indian/ Asian 1.8%.

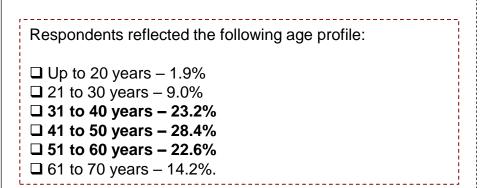
*the racial distribution of respondents does not correlate with the national racial composition of the country on account of the low prevalence rate of armed response services in tribal/ rural and township areas.

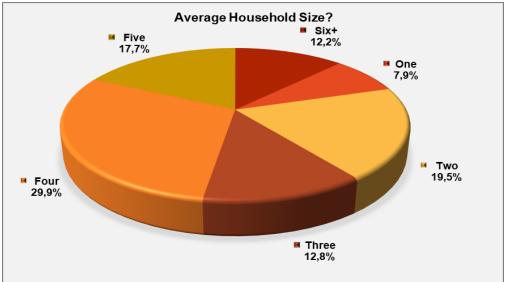
Respondents reflected the following Gender Profile:

- ☐ Male 46.4%
- ☐ Female 53.6%.





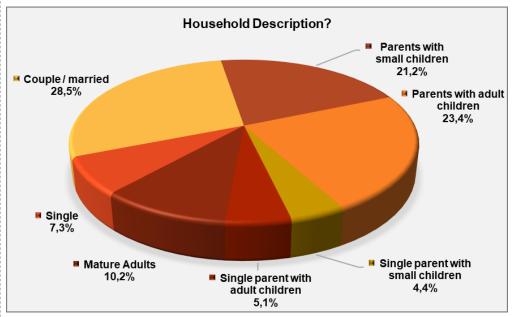


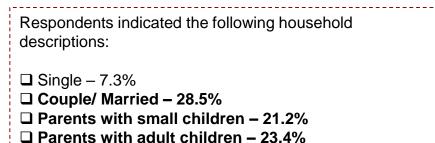


Respondents reflected the following average household sizes:

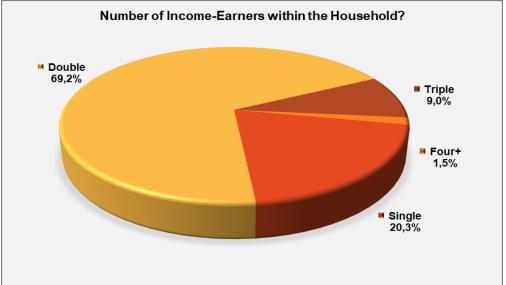
One member – 7.9%
Two members – 19.5%
Three members – 12.8%
Four members – 29.9%
Six+ members – 12.2%.

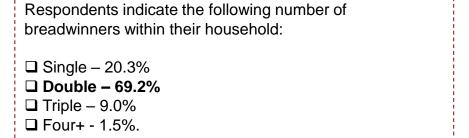




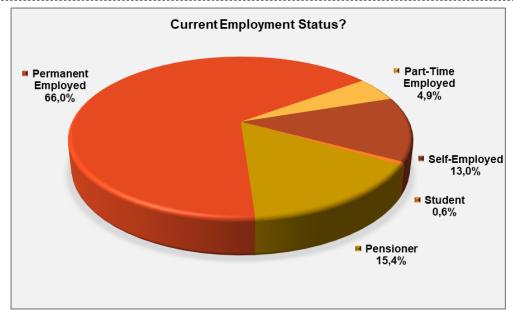


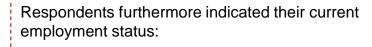
□ Single parent with small children – 4.4%
 □ Single parent with adult children – 5.1%.











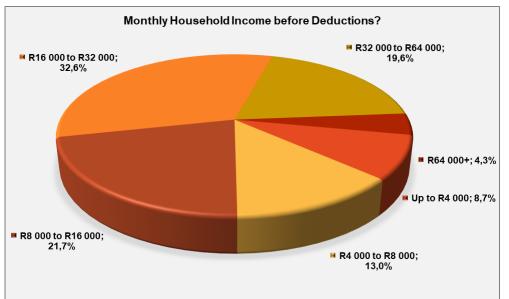
☐ Permanently employed – 66.0%

☐ Pensioner – 15,4%

☐ Self-Employed – 13.0%

☐ Part-time employed – 4.9%

☐ Student – 0.6%.





☐ Up to R4 000 – 8.7%

☐ R4 000 to R8 000 – 13.0%

☐ R8 000 to R16 000 - 21.7%

☐ R16 000 to R32 000 – 32.6%

□ R32 000 to R64 000 – 19.6%

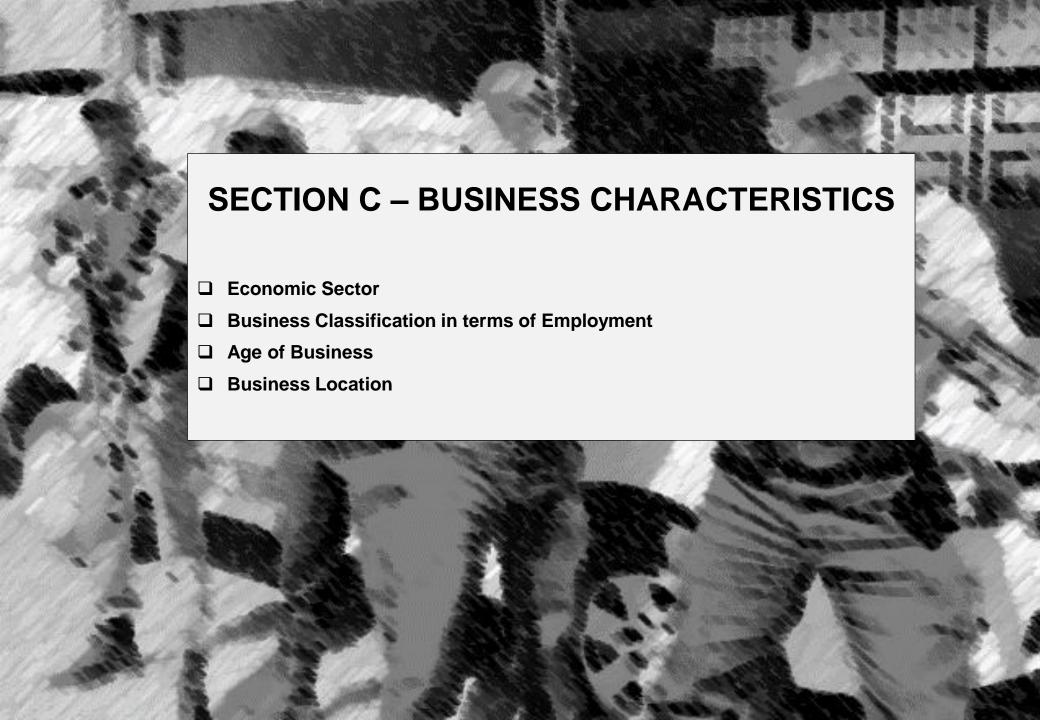
□ R64 000+ - 4.3%.

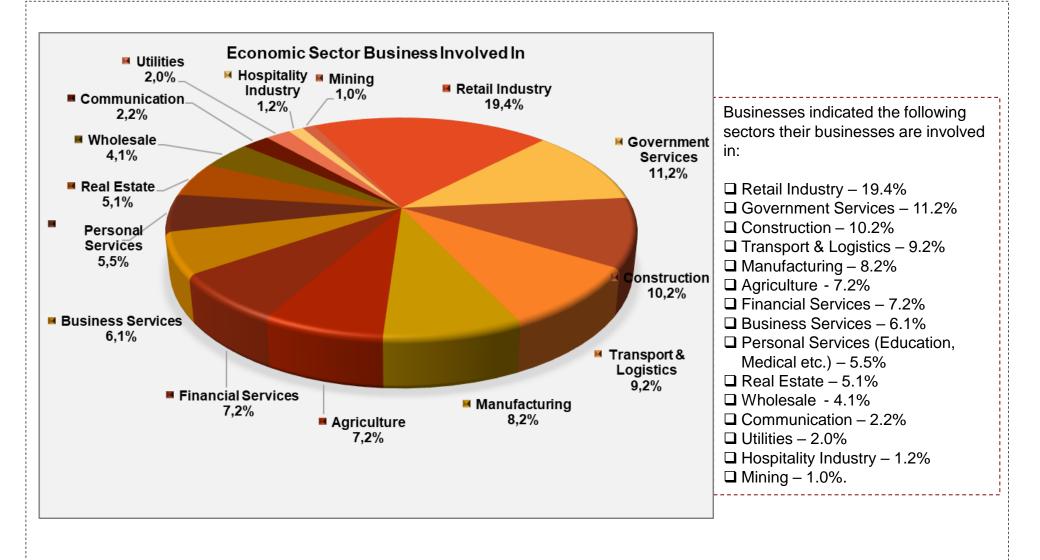


SUMMARY

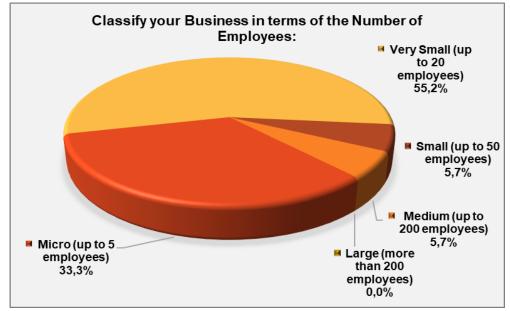
☐ Responding households are largely White (55.3%) and African Blacks (37.0%)
The racial distribution of respondents does not correlate with the national racial composition of the country on account of the low
prevalence rate of armed response services in tribal/ rural and township areas.
☐ A slightly higher percentage of females respondents filled in the survey (53.6%)
☐ Dominant age bracket of respondents – 31 to 61 years of age (74.2%)
□ Average household size of respondents – 2 to 4 members (62.2%)
☐ Dominant household descriptions include:
❖ Couples/married – 28.5%
❖ Parents with small children – 21.2%
❖ Parents with adult children – 23.4%
☐ Responding households are largely characterised by double breadwinners (69.2%), employed in permanent positions (66.0%)
□ Responding households reflects middle to higher income consumers (R8 000 to R32 000 per month – 55.3%).





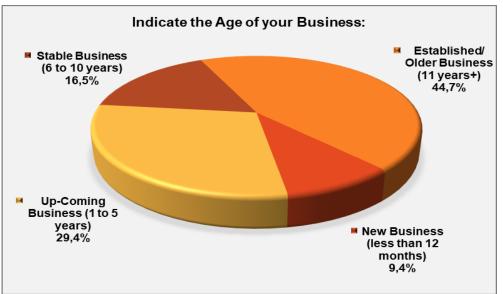






Businesses classified their businesses according number of employees:

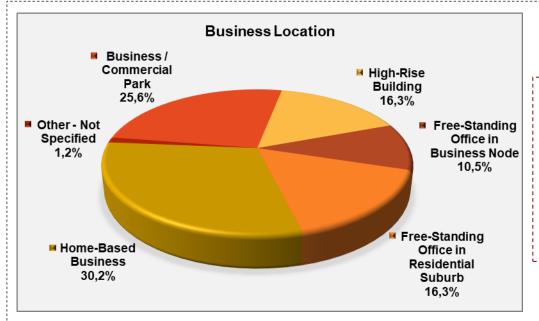
- ☐ Micro (up to 5 employees) 33.3%
- ☐ Very Small (up to 20 employees) 55.2%
- \square Small (up to 50 employees) 5.7%
- \square Medium (up to 200 employees) 5.7%.



Age of businesses:

- ☐ New Business (less than 12 months) 9.4%
- ☐ Up-coming Business (1 to 5 years) 29.4%
- ☐ Stable Business (6 to 10 years) 16.5%
- ☐ Established Business (11 years+) 44.7%.





Businesses indicated that their business operations are located in the following type of developments:

Home-based businesses – 30.2%

- ☐ Business/ commercial parks 25.6%
- ☐ High-rise building s- 16.3%
- ☐ Free-standing office in business node 10.5%
- ☐ Free-standing office in residential suburb 16.3%
- ☐ Other 1.2%.



SUMMARY

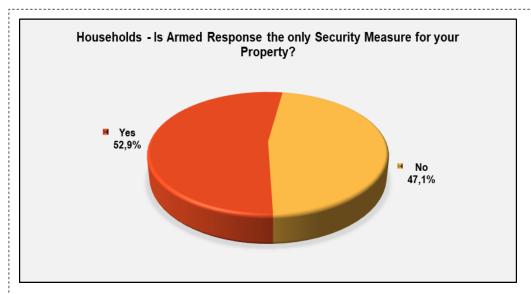
- ☐ Responding businesses are largely involved in the following economic sectors:
 - ❖ Retail Industry 19.4%
 - ❖ Government Services 11.2%
 - ❖ Construction 10.2%
 - ❖ Transport & Logistics 9.2%
 - ❖ Manufacturing 8.2%
 - ❖ Agriculture 7.2%
 - ❖ Financial Services 7.2%
 - ❖ Business Services 6.1%
 - ❖ Personal Services (Education, Medical etc.) 5.5%
 - ❖ Real Estate 5.1%
- □ Responding businesses can be classified as very small (up to 20 employees) 55.2% and micro (up to 5 employees) 33.3%.
- ☐ Responding businesses represents established businesses (11years+) 44.7% and up-coming businesses (1 to 5 years) 29.4%.
- ☐ Responding businesses are primarily located within:
 - ❖ Home-based offices 30.2%
 - ❖ Business and commercial parks 25.6%
 - ❖ High-rise buildings 16.3%.



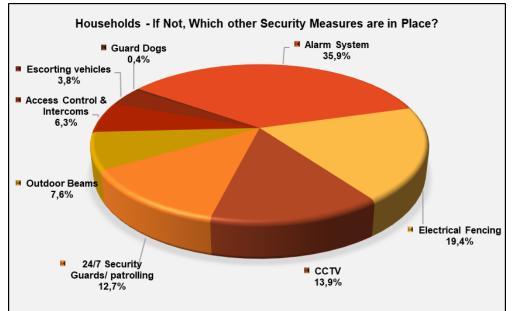
SECTION D – ARMED RESPONSE SERVICES

HOUSEHOLD RESPONSE

Armed response the only measure of security for your property?
If not, which other security measures are in place?
Have you had to call on armed response security over the past 5-years?
Percentage wise, how often would you say these were false alarms?
How would you rate the response time of the armed response sent out?
In your experience, are armed response security officers sufficiently capable of handling the risks/ threats they are faced with?
Does your armed response security company provide a clear guide of what they are able to offer at contract stage?
How would you rate the affordability of the services offered?
Have the costs ever prevented you from making use of armed response services?
What do you expect from an armed response officer?
In your opinion, should armed response units be allowed to use strobe lights on vehicles to warn other drivers they are attending to an emergency?
What are your views on private security companies teaming up with emergency medical response companies for response services?

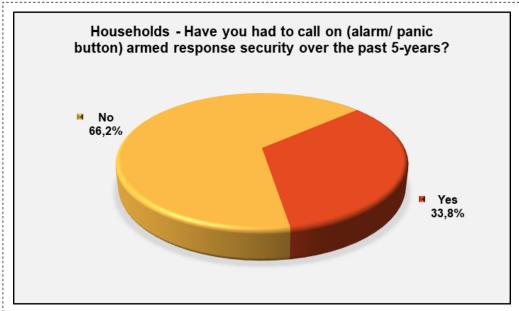


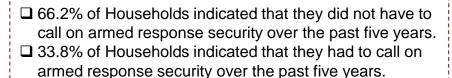
- □ 52.9% of Households indicated that armed response security is the only measure of security at their property.
- ☐ 47.1% of Households indicated that armed response security is not the only security measure for their property.

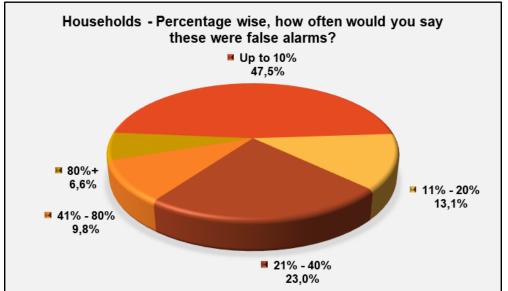


- ☐ Households indicated the following additional security measures at their premises:
 - ❖ Alarm systems 35.9%
 - ❖ Electric fencing 19.4%
 - **❖ CCTV 13.9%**
 - ❖ 24/7 Security guards and patrols 12.7%
 - ❖ Outdoor beams 7.6%
 - ❖ Access control 6.3%
 - ❖ Escorting vehicles 3.8%
 - ❖ Guard dogs 0.4%



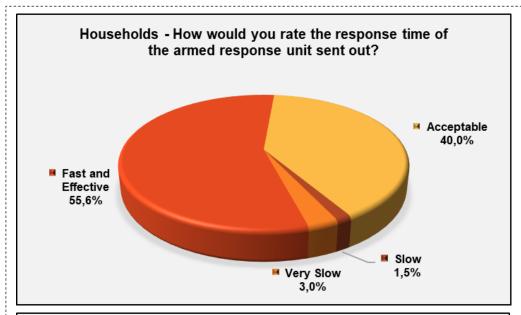


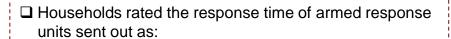




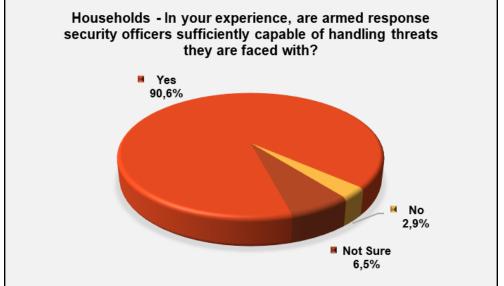
- ☐ Households indicated the following percentage of false alarms:
 - ❖ Up to 10% 47.5%
 - **❖** 11% to 20% 13.1%
 - ❖ 21% to 40% 23.0%
 - ❖ 41% to 80% 9.8%
 - ***** 80%+ 6.6%.







- ❖ Fast and effective 55.6%
- ❖ Acceptable 40.0%
- **❖** Slow 1.5%
- **❖** Very slow 3.0%.



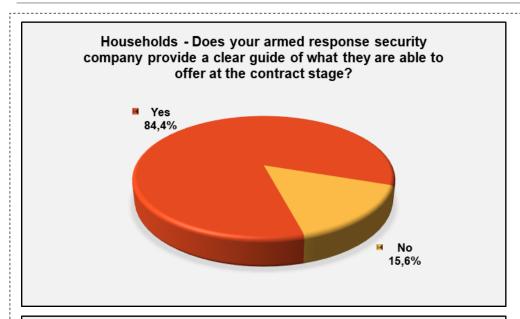
☐ Households answered the following in terms of the capability of security officers to handle threats:

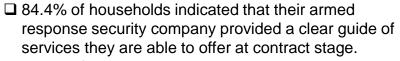
❖ Yes - 90.6%

❖ No − 2.9%

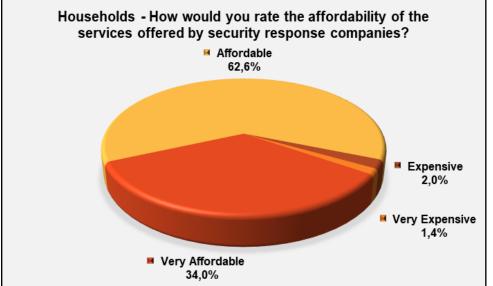
❖ Not Sure – 6.5%.





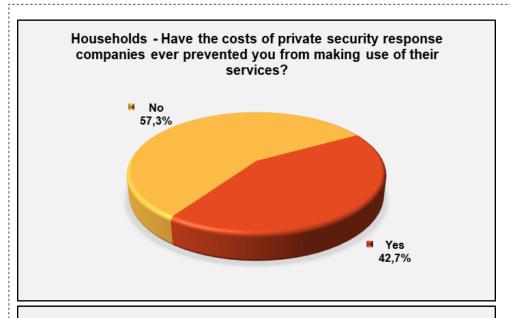


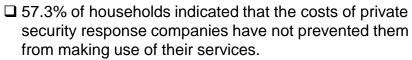
☐ 15.6% of households indicated the opposite, with their security company not being able to clearly set out what services they are able to offer at contract stage.

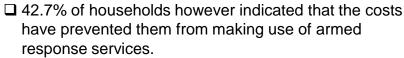


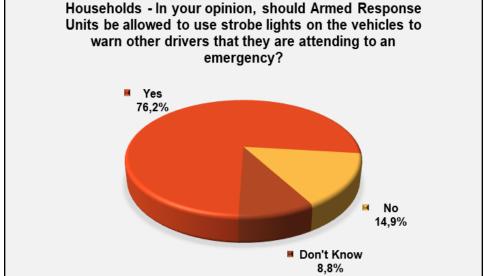
- ☐ Households rated the affordability levels of armed security services as:
 - ❖ Very affordable 34.0%
 - ❖ Affordable 62.6%
 - ❖ Expensive 2.0%
 - ❖ Very expensive 1.4%.





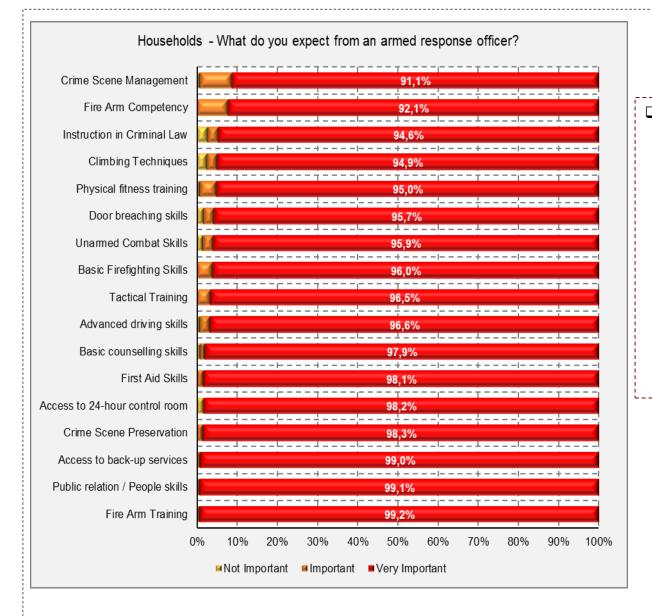






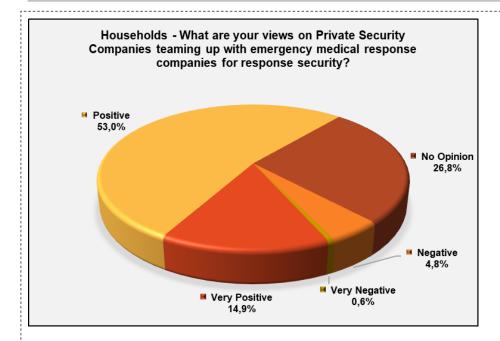
- □ 76.2% of households are of the opinion that armed response units should be allowed to use strobe lights to warn other drivers that they are attending to an emergency.
- □ 14.9% of households are of the opinion that they should not be allowed to use strobe lights, and 8.8% of households indicated that they don't know if they should.





- ☐ Households indicated the following as the main expectations for an armed response officer:
 - Fire arm training
 - Public relation and people skills
 - Access to back-up services
 - Crime scene preservation
 - Access to a 24-hour control room
 - First aid skills
 - Basic counselling skills
 - Advanced driving skills
 - Tactical training
 - Basic firefighting training.





- ☐ Households reflected their views on private security companies teaming up with emergency medical response companies:
 - ❖ Very positive 14.9%
 - **❖** Positive 53.0%
 - ❖ Negative 4.8%
 - ❖ Very negative 0.6%
 - **❖** No opinion 26.8%.



SUMMARY

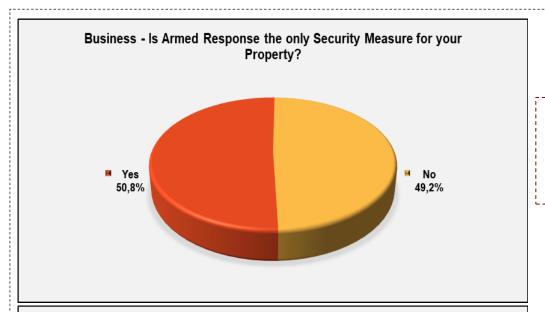
- □ ±53% of households merely make use of armed response services at their residential premises.
- ±47% of households make use of additional security measures, largely including alarm systems, electric fencing, CCTV cameras, 24/7 patrols and outdoor beams.
- ±34% of households had to call for armed response services within the past five years, up to 20% of these calls was false alarms (±61%).
- ☐ The response time of armed response units was rated as fast and effective (±56%).
- ☐ Security officers was capable of handling the threats and risks on call (±91%)
- □ ±84% of households indicated that there was a clear guide of services on offer at the contract stage.
- ☐ Armed response services are rated as very affordable (±34%) to affordable (±63%).
- □ ±43% of responding households indicated that the costs of services prevented them from making use of these services.
- □ ±76% of households are of the opinion that armed response should make use of strobe lights on vehicles to warn other vehicles that they are responding to an emergency.
- □ ±53% of households rated the collaboration of medical emergency services and armed response services as a good idea.
- ☐ Households indicated the following as the main expectations that they have related to a responding armed service providing officer:
 - Fire arm training
 - Public relation and people skills
 - ❖ Access to back-up services
 - Crime scene preservation
 - ❖ Access to a 24-hour control room
 - First aid skills
 - Basic counselling skills
 - Advanced driving skills
 - Tactical training
 - Basic firefighting training.

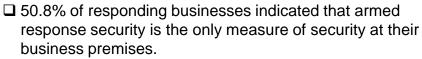


SECTION D – ARMED RESPONSE SERVICES

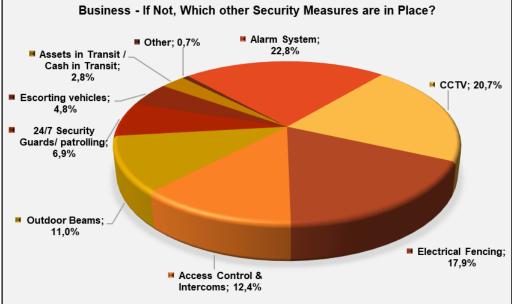
BUSINESS RESPONSE

Armed response the only measure of security for your property?
If not, which other security measures are in place?
Have you had to call on armed response security over the past 5-years?
Percentage wise, how often would you say these were false alarms?
How would you rate the response time of the armed response sent out?
In your experience, are armed response security officers sufficiently capable of handling the risks/ threats they are faced with?
Does your armed response security company provide a clear guide of what they are able to offer at contract stage?
How would you rate the affordability of the services offered?
Have the costs ever prevented you from making use of armed response services?
What do you expect from an armed response officer?
In your opinion, should armed response units be allowed to use strobe lights on vehicles to warn other drivers they are attending to an emergency?
What are your views on private security companies teaming up with emergency medical response companies for response services?



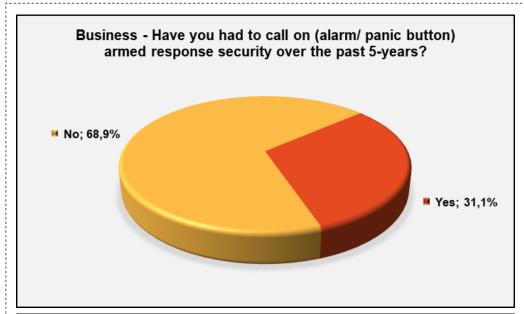


□ 49.2% however indicated that they also have other additional security measures.

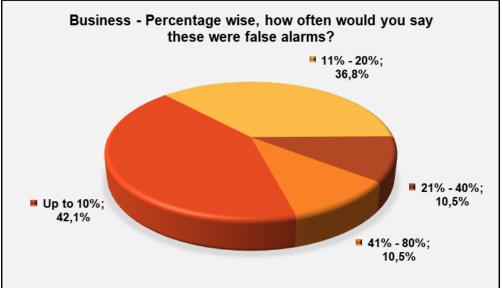


- ☐ With references to the response above, businesses were asked to indicate which other security measures they have in place at their business premises:
 - ❖ Alarm systems 22.8%
 - **❖** CCTV 20.7%
 - ❖ Electric fencing 17.9%
 - ❖ Access control 12.4%
 - ❖ Outdoor beams 11.0%
 - ❖ 24/7 Security guards and patrols 6.9%
 - ❖ Escorting vehicles 4.8%
 - ❖ Assets in transit services 2.8%
 - ❖ Other 0.7%.



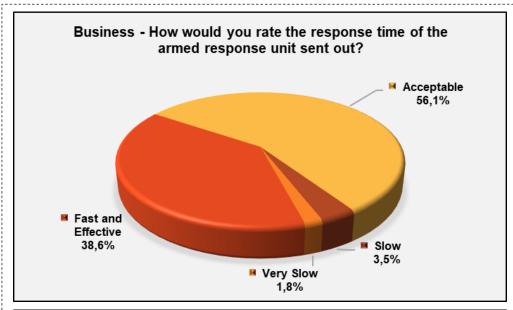


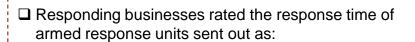
- □ 68.9% of businesses did not have to call on armed response security over the past five years.
- □ 31.1% of businesses had to call on armed response security over the past five years.



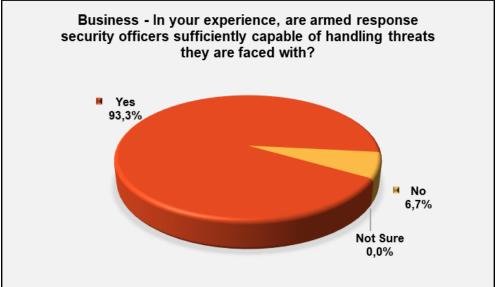
- ☐ Businesses indicated the following percentage of false alarms:
 - ❖ Up to 10% 42.1%
 - * 11% to 20% 36.8%
 - ❖ 21% to 40% 10.5%
 - ❖ 41% to 80% 10.5%.





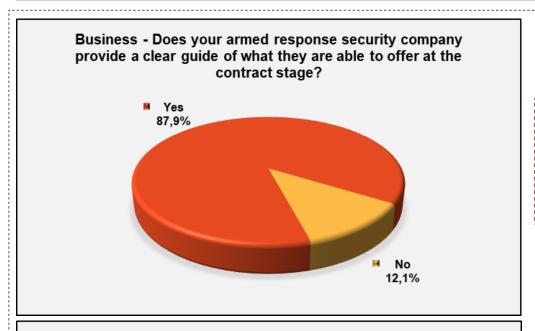


- ❖ Fast and effective 38.6%
- ❖ Acceptable 56.1%
- ❖ Slow 3.5%
- ❖ Very slow 1.8%.

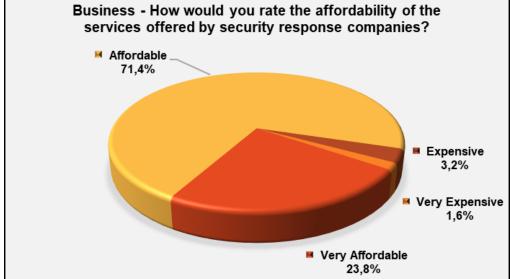


- ☐ Business respondents answered the following in terms of the capability of security officers to handle threats that they are face with:
 - ❖ Yes 93.3% indicated that the responding officers were able to handle the security threats they are faced with.
 - ❖ No 2.9% indicated that the responding officers were not able to handle the threats.
 - ❖ Not Sure 6.5% was not sure whether they were able to effectively handle the threats they are faced with.



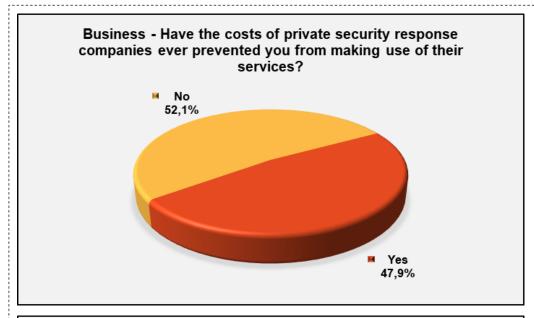


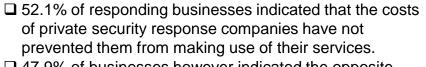
87.9% of responding businesses indicated that their armed response security company provided a clear guide of services they are able to offer at contract stage.
 12.1% of businesses indicated that their security company was not able to clearly set out what services they are able to offer at contract stage.



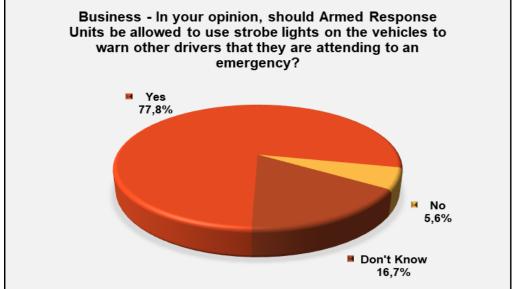
- Business respondents responded as follows on the question related to the affordability levels of armed security services:
 - ❖ Very affordable 23.8%
 - ❖ Affordable 71.4%
 - ❖ Expensive 3.2%
 - ❖ Very expensive 1.6%.





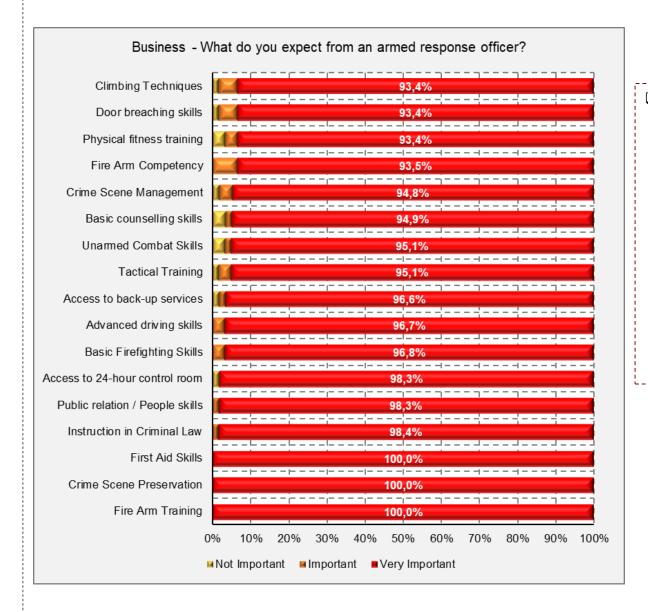


□ 47.9% of businesses however indicated the opposite, with costs preventing them from making use of armed response services.



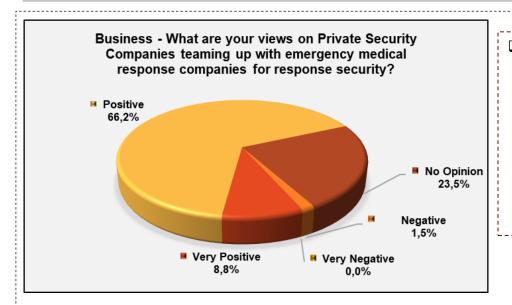
- □ 77.8% of businesses are of the opinion that armed response units should be allowed to use strobe lights to warn other drivers that they are attending to an emergency.
- □ 5.6% are of the opinion that they should not be allowed to use strobe lights, and 16.7% indicated that they don't know whether they should be allowed to do so.





- ☐ Businesses indicated that they expect the following top ten aspects from an armed response officer:
 - ❖ Fire arm training
 - Crime scene preservation
 - First aid skills
 - Instruction in Criminal Law
 - Public relation and people skills
 - ❖ Access to a 24-hour control room
 - Basic firefighting training
 - Advanced driving skills
 - Access to back-up services
 - Tactical training.





- ☐ Businesses provided their views on private security companies teaming up with emergency medical response companies:
 - ❖ Very positive 8.8%
 - **❖** Positive 66.2%
 - ❖ Negative 1.5%
 - ❖ Very negative 0.0%
 - **❖** No opinion 23.5%.



SUMMARY

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	 □ ±51% of businesses only make use of armed response services to protect their business premises. □ ±49% of businesses make use of additional security measures, including alarm systems, CCTV systems, electric fencing, access controls and outdoor beams.
ŀ	□ ±31% of businesses had to call on armed response services within the past five years.
ŀ	□ Respondents indicated that up to 20% of these calls was false alarms (±79%).
	□ Businesses rated the response time of armed response units sent out as fast and effective (±39%) and acceptable (±56%). □ Respondents indicated that in their opinion, security officers was capable of handling the threats and risks on call (±93%).
į	□ ±88% of businesses indicated that their armed security company provided a clear guide of services on offer at the contract stage.
ŀ	☐ Armed response services are rated as affordable (±71%) by respondents.
	□ ±48% of responding businesses indicated that the costs of armed security services prevented them from making use of these companies and their services on offer.
	□ ±78% of business respondents are of the opinion that armed response companies should make use of strobe lights on their vehicles to warn others that they are responding to an emergency.
į	□ ±66% of households rated the collaboration of medical emergency services and armed response services positively.
į	☐ Businesses indicated that they expect the following top ten characteristics and skills from an armed response officer:
į	❖ Fire arm training
ŀ	 Crime scene preservation
ŀ	❖ First aid skills
ŀ	❖ Instruction in Criminal Law
ŀ	Public relation and people skills

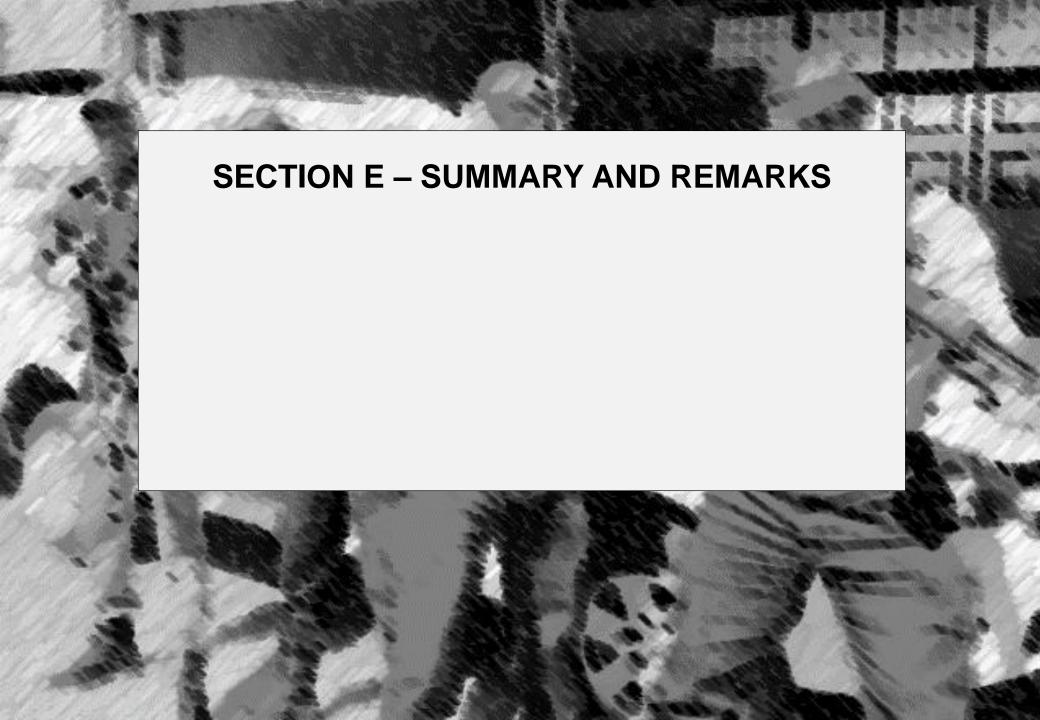


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Tactical training.

❖ Access to a 24-hour control room

Basic firefighting training
Advanced driving skills
Access to back-up services



SUMMARY AND CONCLUDING REMARKS

Utilisation: Armed Response Services are utilised by approximately half of the respondents (households and businesses) as the only
security measure at their premises. The other half integrates the service with alarm systems, electric fencing, CCTV systems and outdoor beams.
☐ Therefore, armed response services can be offered as a service on its own or integrated into a more comprehensive security package.
False Alarm:
Up to 20% of all armed response calls represent false alarms.A backup service should be developed to effectively manage and prevent tending to false alarms.
Effectiveness of Service and Responding Officer:
 Response time of armed response units are rated as acceptable to fast and effective. Respondents perceive the security officers as capable of handling the threats and risks at their premises. This indicates that responding security officers reflect required levels of training and skills development.
Affordability of Armed Response Services:
 Armed response services was rated as affordable to very affordable. However, a large segment of respondents still highlighted costs as a barrier to employ the services of an armed response services, emphasis on rural and township areas.
 Utilisation of Strobe Lights: □ Respondents are of the opinion that armed response vehicles should be fitted with strobe lights to warn other road users of them tending to an emergency. This should however not be abused by armed response officers.



CONCLUDING REMARKS

Collaboration of Emergency Medical Services and Armed Response Services: This proposal was positively received by the majority of respondents.
Required Skills:
 □ Respondents highlighted the following dominant skills sets to be acquired by armed security officers: □ Access to a 24-hour control room □ Access to back-up services □ Advanced driving skills □ Basic counselling skills. □ Basic firefighting training □ Crime scene preservation □ Fire arm training □ First aid skills □ Instruction in Criminal Law □ Public relation and people skills □ Tactical training. □ These skills should be included in training programmes specified for the armed response industry.
Overall, armed response services are widely used by households and businesses throughout South Africa. Services are affordable and effective. Armed security officers reflect acceptable levels of training to effectively address risks that they are faced with. Households and business respondents reflected similar skills requirements for security officers, these skills should be included in training programmes. Integration between armed response services and emergency medical services are positively received, indicating that this is a positive venture to undertake within the industry.



LIST OF SOURCES

□ DEMACON MARKET STUDIES. 2017. PSIRA Armed Response Survey and Analysis.

