

**Moray Citizens' Panel**

**Grampian Police Survey**  
**2013**

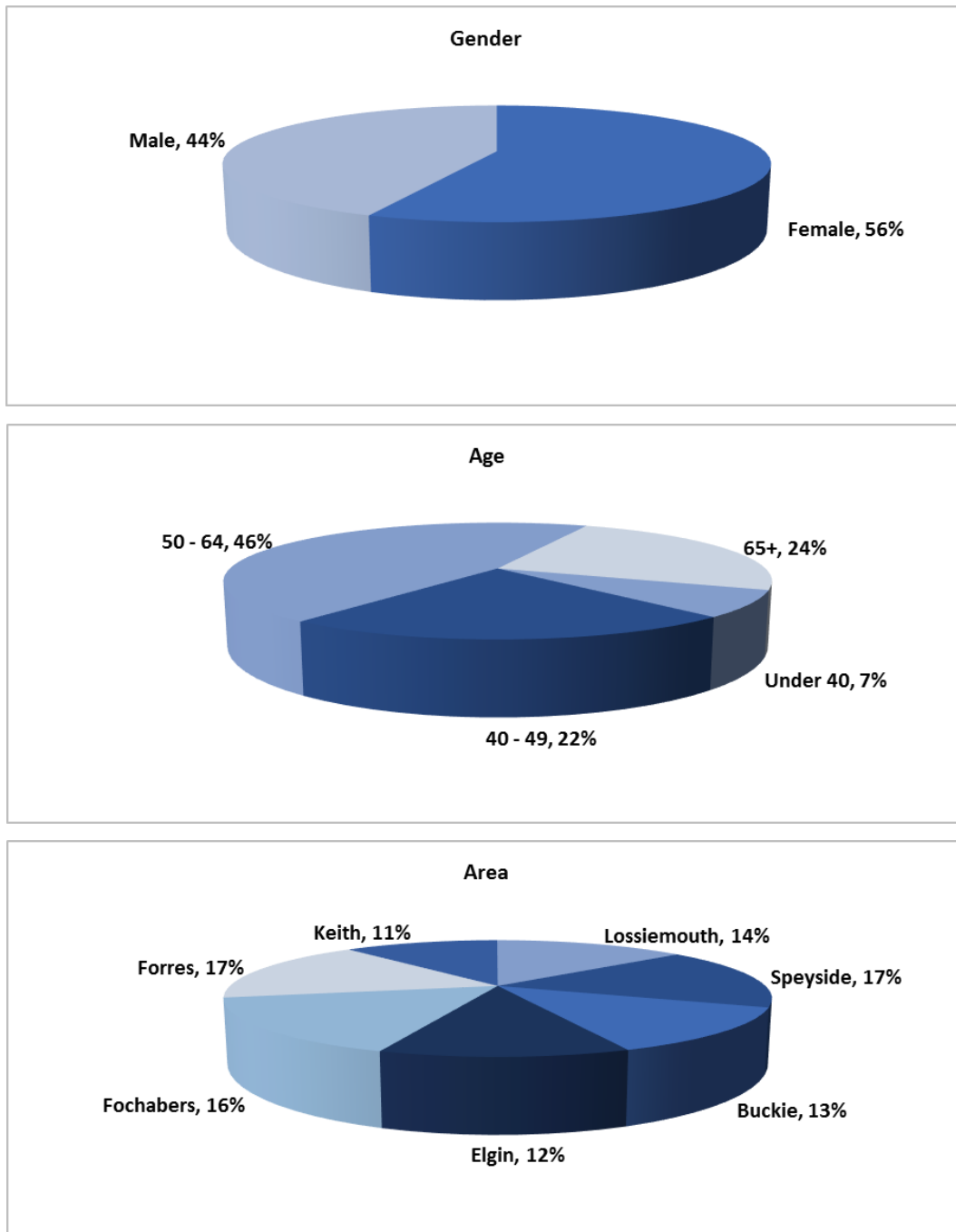
**Craigforth**

## 1. INTRODUCTION

- 1.1. This survey sought panel members' views and experience in relation to Grampian Police, and formed part of a wider consultation exercise being run by the Police across the whole force area. Specifically, the survey addressed the following topics:
- crime reduction and community safety messages;
  - reporting crime to Grampian Police; and
  - other contact with Grampian Police.

### Survey response

- 1.2. The survey fieldwork ran during March and April 2013, and a total of 506 responses had been received by consultation close at the end of March: representing a response rate of 52%. This is a relatively strong level of response to a survey of this kind, although is likely to have been negatively affected to some degree due to the timing of the survey following shortly after two recent panel consultations. Most importantly, the survey response is sufficient to produce robust results.
- 1.3. Survey responses have been weighted to minimise any "bias" in the profile of responses, e.g. resulting from a lower level of response from some demographic groups. Weighting has been conducted on the basis of location and age, to ensure that findings are as representative as possible of all parts of the community in Moray.
- 1.4. Figure 1 over the page provides an unweighted profile of survey respondents.

**Figure 1: Profile of Survey Respondents**

- 1.5. This report provides a full account of survey findings, focusing primarily on the overall balance of views in relation to each of the key themes. Analysis has also considered the extent of variation in views expressed across key groups including age, location and gender. This report highlights significant variations in views across these groups, based on 95% confidence interval statistical significance tests.

## 2. SURVEY FINDINGS

2.1. Here we consider survey findings across the following key topics covered by the survey:

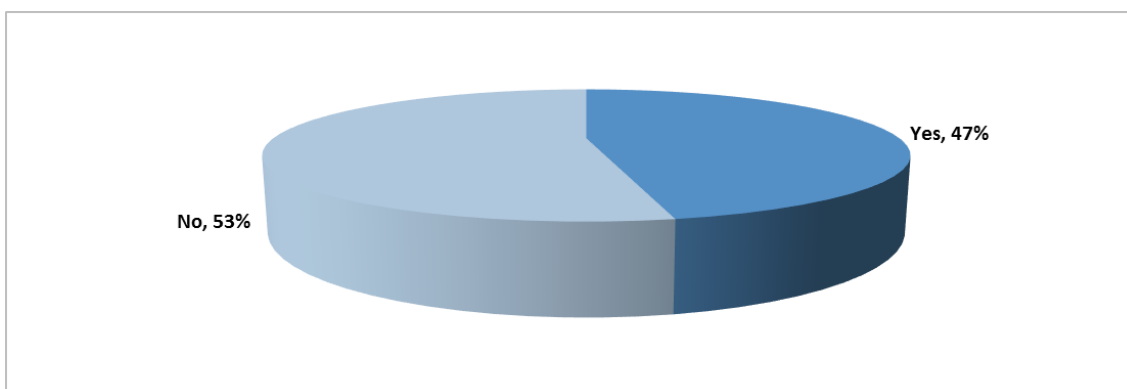
- crime reduction and community safety messages;
- reporting crime to Grampian Police; and
- other contact with Grampian Police.

### Crime reduction and community safety messages

2.2. The survey first asked panel members about their awareness of Grampian Police crime reduction and community safety messages (Figure 2), including how they had seen or heard any such messages (Figure 3), and how they would prefer to see or hear these messages (Figure 4).

2.3. As Figure 2 indicates, nearly half of survey respondents have seen or heard Grampian Police crime reduction or community safety messages in the last year (47%). There was some limited variation in awareness of crime reduction and community safety messages, most notably in relation to age; those aged under 40 were most likely to have seen or heard these messages, although the difference is not statistically significant.

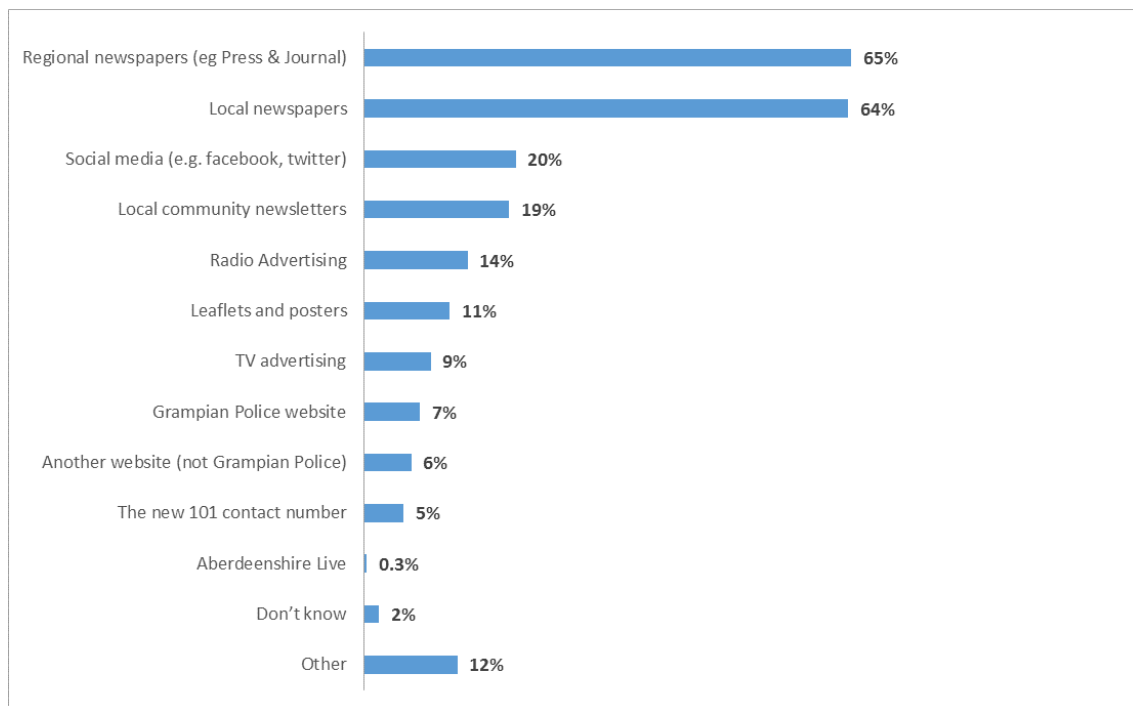
**Figure 2: Whether seen/heard crime reduction or community safety messages from Grampian Police in last year**



2.4. Those who had seen crime/community safety messages were asked where they had seen or heard these (Figure 3). Newspapers, both regional and local, were by far the most commonly mentioned way in which individuals had seen crime/community safety messages. Indeed 83% of those who had seen these messages had done so through local and/or regional newspapers. Including other forms of press, radio advertising (14%) and TV advertising (9%), this suggests that 86% have seen or heard crime and community safety messages through the press.

- 2.5. In terms of other communication channels, the most commonly mentioned were social media (20% of those who had seen crime/community safety messages), community newsletters (19%) and leaflets/posters (11%).
- 2.6. Survey data suggests that there is relatively little variation across geographic area and age in how residents see or hear crime and community safety messages.

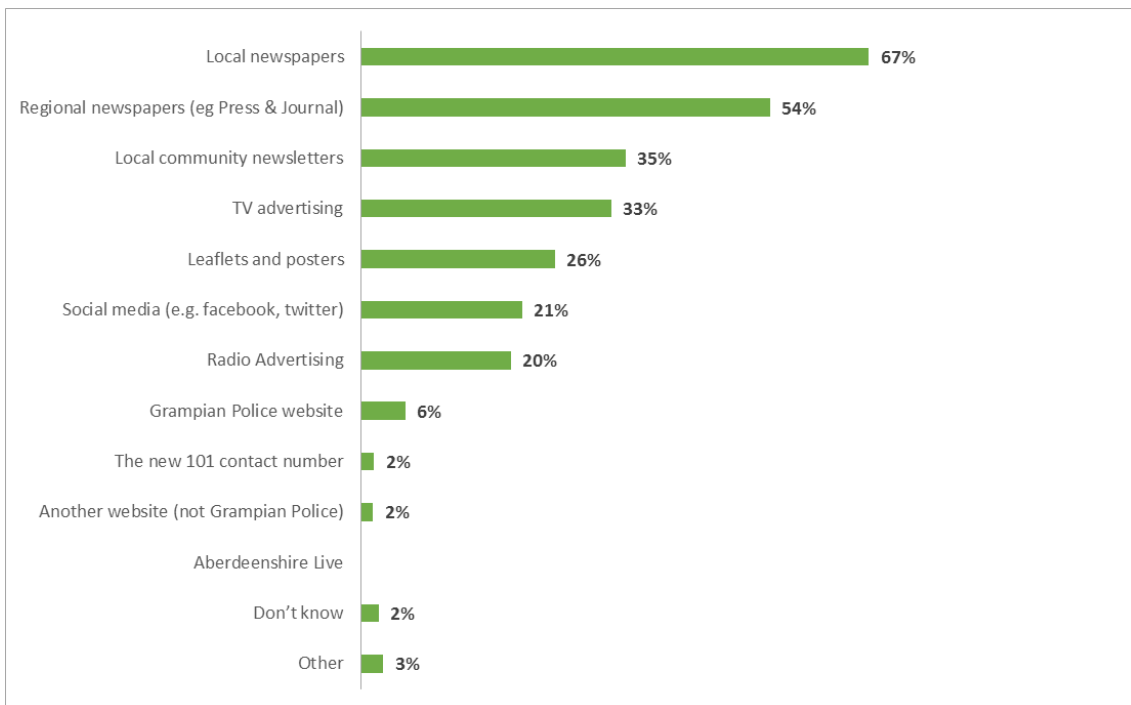
**Figure 3: Where seen/heard crime reduction or community safety messages from Grampian Police in last year**



- 2.7. The survey moved on to ask panel members how they would prefer to receive or access crime and community safety messages (Figure 4). This question was asked of all panel members, including those that had not seen or heard crime and community safety messages in the last year.
- 2.8. As Figure 4 indicated, preferences are broadly consistent with how individuals' currently access crime and community messages. Newspapers are by some margin the most commonly preferred option; 83% feel that newspapers are an effective method here, with some preference for local newspapers (preferred by 67%) over regional newspapers (54%). A significant proportion also mentioned other press (33% for TV and 20% for radio advertising), community newsletters (35%), leaflets/posters (26%) and social media (21%).

- 2.9. Survey findings suggest that there may be some scope to increase the extent to which residents access messages through some communication routes. Survey results suggest that 35% would prefer to access crime/community safety messages through community newsletters, but only 19% have seen messages in this way recently. Similarly, 33% would prefer TV advertising, and only 9% have seen messages in this way in the last year.
- 2.10. There was again some limited variation across demographic groups in preferences for accessing crime and community safety messages. In terms of age it is notable that younger residents are more likely to prefer social media and radio advertising, while older residents are more likely to prefer community newsletters and regional newspapers. Also in relation to gender, males are more likely to prefer accessing crime and community safety messages via newspapers, while females are more likely to prefer social media.

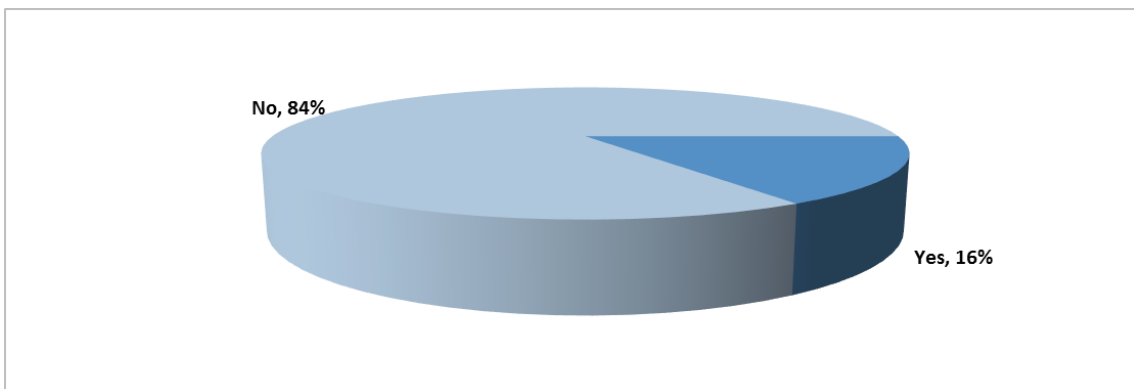
**Figure 4: Most effective methods for getting across crime reduction or community safety messages**



## Reporting crime to Grampian Police

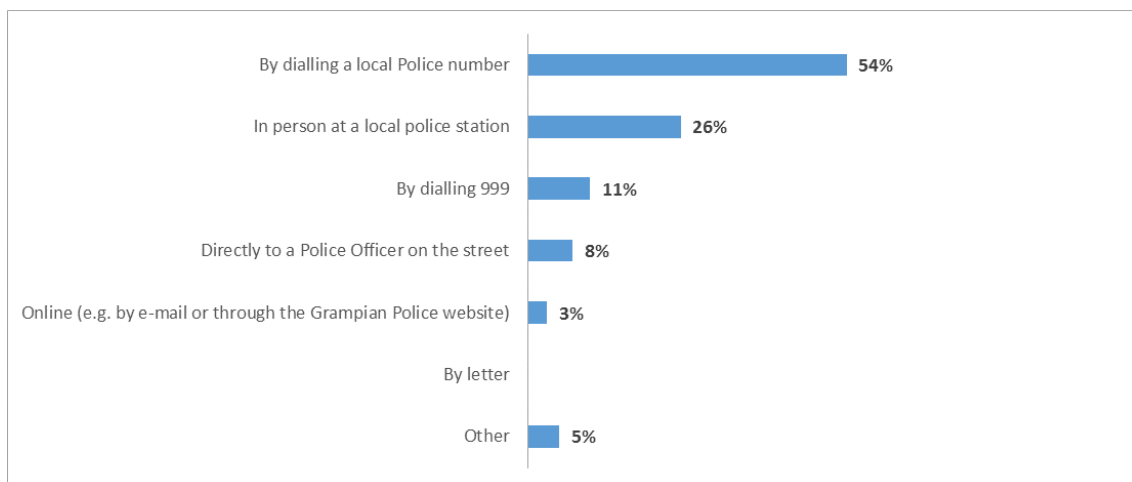
- 2.11. The survey moved on to ask panel members about their experience of and views on reporting crime to Grampian Police.
- 2.12. As Figure 5 indicates, around 1 in 6 respondents had reported a crime to Grampian Police in the last year (16%). There was no significant variation evident in this finding across demographic groups, although females were somewhat more likely than males to have reported a crime, and the proportion was also somewhat higher in some local areas (most notably Speyside, Lossiemouth and Forres).

**Figure 5: Whether contacted Grampian Police to report a crime in last year**



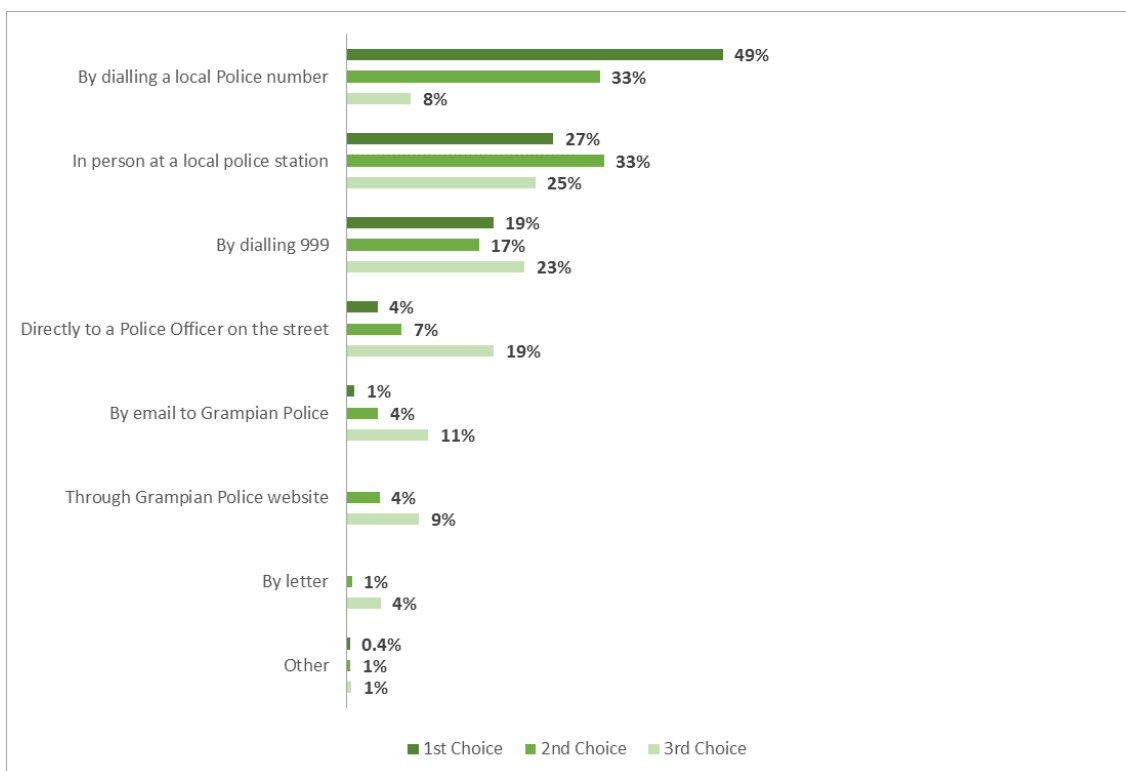
- 2.13. The survey asked those who had reported a crime in the last year how they had done this (Figure 6). While base numbers are small, survey results suggest that most report a crime by dialling a local police number; 54% of those who had reported a crime did so in this way. This was by some margin the most common way that respondents had reported a crime, although around 1 in 4 reported a crime in person at a local police station (26%).

**Figure 6: How reported crime to Grampian Police**



- 2.14. As in relation to accessing crime and community safety messages, all panel members were asked how they would prefer to contact Grampian Police to report a crime. In this instance, respondents were asked to rank their top 3 choices in order of preference. Figure 7 summarises responses.
- 2.15. Preferences here are broadly consistent with how respondents had reported a crime in the last year. Dialling a local Police number and reporting a crime in person at a Police station were the most preferred options; 88% included dialling a local number in their top three (including 49% selecting this as their first choice), and 83% included reporting a crime in person at a Police station. Dialling 999 was the only other option preferred by a substantial proportion of respondents (57%); relatively few would prefer to report a crime in other ways.
- 2.16. Preferences for reporting a crime to Grampian Police varied somewhat across demographic groups. In terms of age, older respondents are more likely to prefer reporting a crime in person at a Police station, while younger respondents are more likely to prefer calling a local Police number. In terms of gender, females are more likely than males to prefer calling a local Police number.

**Figure 7: How would prefer to make contact with Grampian Police to report a crime**

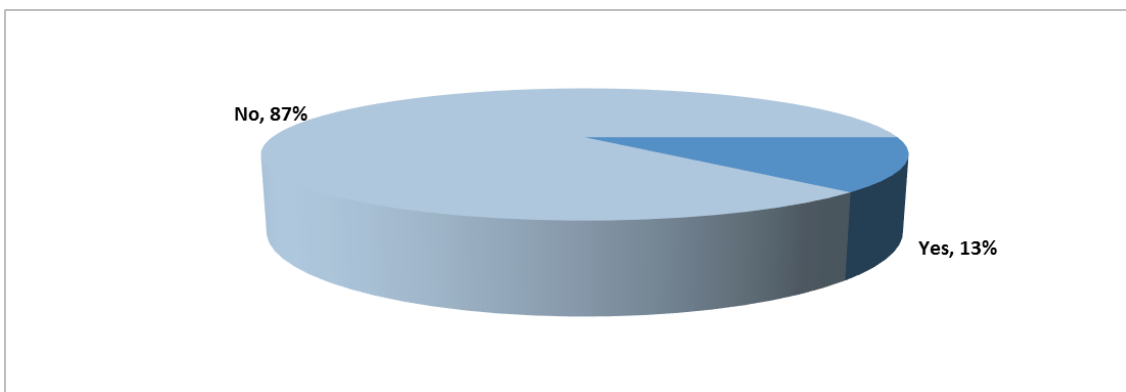




### Other contact with Grampian Police

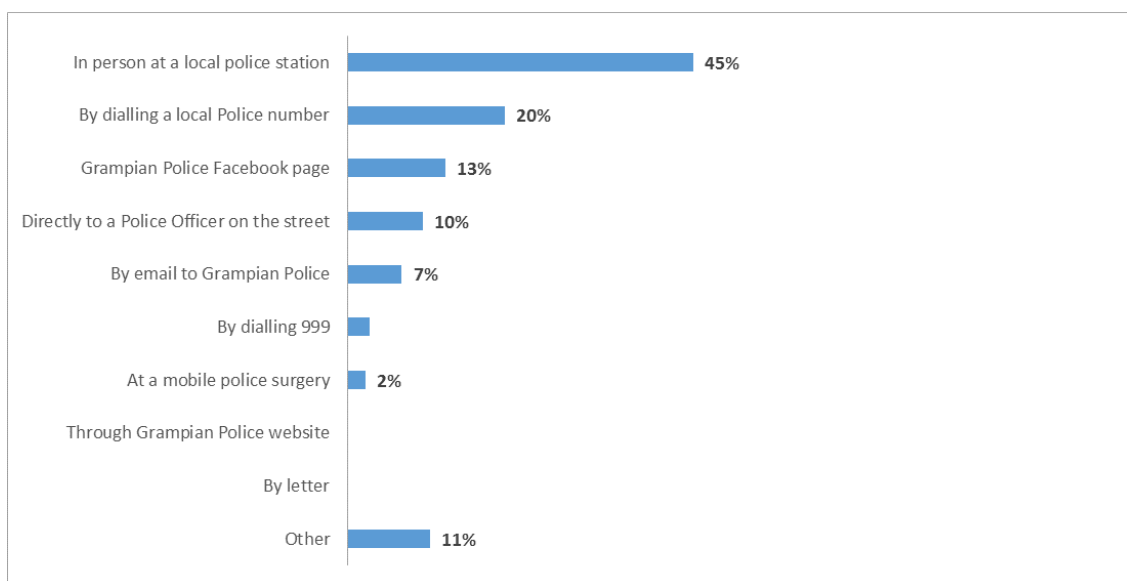
- 2.17. The final section of the survey asked panel members about their experience of and views on contacting Grampian Police for another reason (other than reporting a crime).
- 2.18. As Figure 8 indicates, relatively few respondents had contacted Grampian Police for another reason in the last year; only around 1 in 8 indicated this (13%). This finding was consistent across demographic groups; the only notable variation was in younger people being somewhat more likely than others to have contacted Grampian Police about something else, but this was not a significant variation.

**Figure 8: Whether contacted Grampian Police for another reason in last year**



- 2.19. The survey asked those who had contacted Grampian Police in the last year, how they had done this (Figure 9).
- 2.20. The relatively small proportion of respondents who have done this mean that base numbers are small. Nevertheless, survey results suggest that in-person at a Police station was the most common means of making contact with Grampian Police; 45% of those who had made contact did so in this way. A range of other options were also mentioned although these were used by a relatively small minority of respondents; for example 20% had made contact by dialling a local Police number, 13% via the Grampian Police Facebook page, and 10% directly to an Officer on the street. A small number of respondents mentioned “other” ways in which they had contacted Grampian Police, with most of these being other phone numbers that they had used.

**Figure 9: How made contact with Grampian Police**



- 2.21. As was asked in relation to reporting a crime to Grampian Police, the final survey question how individuals would prefer to contact Grampian Police for another reason (such as information or advice). All panel members were asked to rank their top 3 choices in order of preference. Figure 10 summarises responses.
- 2.22. Survey results suggest that residents' preferences for getting in contact with Grampian Police are consistent with how residents have done so previously – and are also broadly consistent with residents' preferred means of reporting a crime. In particular, dialling a local Police number and in person at a local Police station were the most commonly preferred means of contacting Grampian Police for information/advice. More than three quarters of respondents preferred one or both of these options (79% and 77% respectively).
- 2.23. Relatively few respondents would prefer to contact Grampian Police in another way for information or advice; indeed dialling a local number and visiting a local station were the only options preferred by more than half of respondents. In addition to these options, a minority of respondents also preferred:
- By email to Grampian Police (29% included this in their top three preferences);
  - Directly to a Police Officer on the street (28%);
  - The new 101 contact number (24%); and
  - Grampian Police website (24%).

2.24. There was relatively little variation across demographic groups in preferred means of contacting Grampian Police for information or advice. The only significant variation was across age groups, with those aged 65+ more likely than others to contact Grampian Police by visiting a local station.

**Figure 10: How would prefer to make contact with Grampian Police for information/advice**

