

# VICTIM SATISFACTION SURVEYS SURVEY GUIDANCE 2016/17

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## INTRODUCTION

It is a requirement of the Home Office (HO) for police forces to conduct victim satisfaction surveys with specified victim groups and return data on a quarterly basis. The purpose of this guidance is to promote consistent practice on conducting victim satisfaction surveys across the service. This guidance document was originally prepared by the Survey Technical Advisory Group, which was jointly chaired by the Association of Chief Police Officers (ACPO) and National Policing Improvement Agency (NPIA). The group reported to the ACPO Performance Management Business Area, and contained representation from the HO and Association of Police Authorities (APA), as well as survey practitioners from forces and police authorities. The 2016/17 guidance replaces earlier versions and has been updated only to reflect the new dates for submitting data for this year. The guidance was previously updated more substantially in 2015/16 (by the Home Office in consultation with forces) to reflect the extension of the coverage of the surveys from victims of racist incidents to all hate incidents (covering all strands: race, religion, sexual orientation, transgender and disability).

Victim satisfaction surveys will:

- Take account of the experience of victims not just at the initial stage of police action, but in the subsequent activity.
- Provide information about victim experience which can be actioned by forces and authorities to improve service delivery.
- Standardise the ways in which victim feedback is gathered and reported.

Victim satisfaction surveys are structured around a number of core questions, exploring satisfaction responses across four stages of interaction: initial contact, actions, follow-up, treatment, plus the whole experience. Four groups of victims are considered: domestic burglary, violent crime, vehicle crime, and hate incidents.

The purpose of returning data from force satisfaction surveys to the HO is to enable the calculation of victim satisfaction measures for dissemination via iQuanta, which includes:

- The percentage of victims satisfied with an aspect of service provided by the police aggregated for victims of domestic burglary, vehicle crime and violent crime.
- The percentage of hate incident victims satisfied with the overall service provided by the police.

The overall satisfaction measure is also published on the HMIC Crime Comparator website.

Key features of the 2015/16 guidance, which remain for 2016/2017:

- Forces are only required to submit data to the HO at a force level. The forces should, however, take steps to minimise geographic biases in their force level data.

## SECTION 1 – SAMPLING

### Victim groups to be surveyed

1.1 For 2016/17 there are four groups of victims whose views are to be sought:

- Domestic burglary.
- Violent crime.
- Vehicle crime.
- Hate incidents.

1.2 The sample for each victim group must be drawn as described below<sup>1</sup>.

- In each crime case the person surveyed should be the aggrieved person (i.e. the victim).
- Only one person should be surveyed for each crime.
- Do **not** exclude victims who are members of the police service and members of the police authority.<sup>2</sup>
- In all cases exclude victims under the age of 16.
- The violent crime sample should exclude:
  - victims of domestic abuse (separate work is being taken forward by the Home Office to develop satisfaction surveys with victims of domestic abuse)
  - victims of sexual offences
  - police officers assaulted in the course of their duty

### Rules for exclusion

1.3 It is recommended that where possible the sample should exclude victims:

- Where the offender was another family member e.g. sibling/parent/child.
- Who have indicated that they are unwilling to be surveyed (where this is recorded) or where there is a note on the record that the case is unsuitable for research (where this is recorded). Some forces may choose to use 'opposed publicity' as a proxy for cases unsuitable for survey contact.
- The offender was a member of the police service or police authority.
- Forces and authorities retain the discretion to exclude other victims where a survey is likely to cause distress. Candidates for exclusion can usually be gained from crime desks, crime reports and call logs.
- It is recommended that the following are considered for exclusion:
  - Elderly victims who may be considered vulnerable.
  - Victims who have made a formal complaint against police regarding this incident or crime.
  - Victims who are considered vulnerable, which could be for any logical and explainable reason i.e. victims with mental health problems.

<sup>1</sup> Forces/authorities may choose to restrict the number of times a victim can be contacted in any 12 month period or to specify a minimum time period between contacts. Where exclusions are made forces must maintain a record for audit purposes for 12 months after year end.

<sup>2</sup> With the exception of police officers and staff assaulted in the course of their duty

- Victims who have requested no further police action.
- Victims who will not co-operate with the police investigation.
- Victims already contacted several times in 12 months.
- When the incident is part of an ongoing neighbour dispute.
- When the crime involved very serious injury.
- When the burglary was of an unoccupied local authority property.
- When the victim of a vehicle crime was a business rather than an individual.

A record should be kept of the reason for excluding a victim from the sample and include the crime reference (or victim name). This should be kept for 12 months after the year end.

#### Sample bases and offence codes

- 1.4 Domestic burglary – Include victims of any burglary of a dwelling (classified as offence codes 28a, b, c and d, and 29), including aggravated and attempted burglary.
- 1.5 Violent crime – Include victims of wounding, assault and personal robbery (classified as offence codes 34B, 8N & 105A).
- 1.6 Vehicle crime – Include victims of any theft of or from a motor vehicle, including aggravated and attempted vehicle taking (classified as offence codes 37.2, 45 and 48).
- 1.7 Hate incidents – Include all victims of hate incidents (covering all monitored strands: race, religion, sexual orientation, transgender, and disability). It is recognised that some forces may experience difficulty in obtaining a sufficiently large sample due to small numbers of reported incidents. This collection is not limited to those incidents that a force may record on its command and control or call handling systems. It applies to all incidents no matter how they are reported or where they are recorded and must include all those which have resulted in the recording of a notifiable crime.
- 1.8 Forces should avoid the same victim appearing in more than one survey sample for the same incident and maximise the available sample base for hate incidents by allocating victims to this sample base in preference to the domestic burglary, violent crime and vehicle crime.

Offence class	Offence category	Offence codes
Violent crime	8N Assault with injury	8/1, 8/2, 8/4, 8/5, 8/6, 8/20, 8/21, 8/52
	34B Robbery of personal property	34/1, 34/2
	105A Assault without injury	105/1-13
Domestic burglary	28a-d Burglary in a dwelling	28/1, 28/2, 28/3
	29 Aggravated burglary in a dwelling	29
Vehicle crime	37.2 Aggravated vehicle taking	37/2, 131/1

	45 Theft from a vehicle	45/10
	48 Theft or unauthorised taking of a motor vehicle	48/1, 130/1

## Ensuring a representative sample

- 1.9 Forces and authorities should obtain responses from a sample of individuals whose views can be taken to be representative of each of the victim populations.
- 1.10 In order to deal with systematic bias in the victim satisfaction surveys, it is a mandatory requirement that probability sampling is used to select members from the population frame. Probability sampling involves each member of the population (although in practice, this will usually be the sampling frame) having equal chance (probability) of selection for the sample.
- 1.11 Forces have discretion as to which type of probability sampling they utilise: either simple random sampling or systematic (also known as 'interval') sampling. In both cases it is important to bear in mind that although the scale of the planned survey can be estimated using historical data, the population cannot be identified at the outset as many have not yet become victims, because of the nature of the victim satisfaction survey process. Because of this, sampling needs to be kept flexible with monitoring through the course of the year.
- 1.12 It is important to obtain views from a sufficiently large number of people to be representative at the force level for each of the four groups of victims every 12 months, with 95% confidence of +/- 4%.
- 1.13 The sample needs to be representative when considered across 12 months of the year. Forces/authorities are encouraged to carry out a consistent number of surveys throughout the year. Ideally respondents will be drawn from each month of the year. The mix of crimes in the sample for each victim group should also reflect the number of crimes of each type which occurred.
- 1.14 As well as getting a sufficient number of responses, it is important to ensure that the profile of the respondents reflects the profile of the victim group in age, gender and ethnicity. Forces/authorities will be expected to demonstrate that their respondent profile is representative of their sample base.
- 1.15 If for example, the victim population (after exclusions) is 50% male and 50% female, then the proportions of respondents should be fairly evenly split between men and women. Likewise if 20% of victims are aged between 16 and 24, then about a fifth of the respondents should be in this age group. Percentages cannot be expected to be an exact match – the difference for each demographic category between the proportion in the sample and the proportion of these victims in the population of interest should not differ by more than 10 percentage points (e.g. if the population is 50% male and 50% female, the respondent profile could be 40% male and 60% female within this 10% margin or vice versa). Any concerns identified should be flagged as an issue when returning data to the Home Office.
- 1.16 In order that the responses can be taken as representative of the total population, forces should ensure that response rates are sufficiently high. If response rates are low, and the required number of responses is obtained only by targeting an increasingly large proportion of the population, the views of those who have responded cannot necessarily be taken to be representative since those who have selected themselves out of the sample may have different views from those who have chosen to respond.

## Calculating the minimum number of responses per victim group

- 1.17 Identify the number of crimes/incidents in the last 12 months

- 1.18 Subtract the number of crimes where the victims would be excluded on the grounds identified above (para 1.3).
- 1.19 Determine the likely spread of responses (the variability). Sample sizes should be calculated based on the responses to the 'whole experience' question, which should be common to all respondents, regardless of their type of incident, or the service they received. If previous surveys have been carried out it would be possible to say how variable the data is. The most cautious assumption in calculating sample sizes would be for maximum variability (i.e. split 50% satisfied, 50% dissatisfied).<sup>3</sup>
- 1.20 Pick the sample size from the table below
- 1.21 Scale the sample size up to reflect the expected response rate. This then gives the number of contact telephone numbers that need to be provided.

For example:

- 5,000 domestic burglaries recorded in the last 12 months.
- An estimate of 20% of victims excluded for a variety of reasons, gives 1,000 exclusions.
- 4,000 eligible population.
- Taking a cautious estimate, and expecting maximum variability (50:50).
- Domestic burglary sample size = 522 over 12 months. This is the target number of responses which need to be obtained.
- If we expect to be able to contact 70% of those whose telephone numbers we have obtained, and then expect 95% of those to agree to be surveyed, the contact list should include 885 names and numbers (i.e.  $522 \times (1/0.7) \times (1/0.95)$ ).

- 1.22 Sample sizes can be calculated using sample size formulas as given in all market research books. For ease of reference, below is a table of required sample sizes, using a 4% standard error and a 95% confidence level, for 50:50, 60:40 and 70:30 variability and different population sizes.
- 1.23 The table below can be used to identify the required sample size for each of the four separate groups of victims:

<sup>3</sup> It should be possible to use the survey results for 2015/16 to determine whether a 50:50 split is appropriate, or whether a less cautious approach can be adopted in 2016/17. The key requirement is to generate survey results with confidence intervals no wider than +/- 4%.<sup>5</sup>



Population size	Required sample size at 50:50 variability and 95% confidence	Required sample size at 60:40 variability and 95% confidence	Required sample size at 70:30 variability and 95% confidence
500	273	268	251
600	300	294	274
700	323	316	293
800	343	335	309
900	360	351	323
1,000	375	366	335
1,500	429	416	377
2,000	462	447	403
3,000	500	483	432
4,000	522	504	448
5,000	536	517	458
6,000	546	526	465
8,000	558	538	474
10,000	566	545	480
12,000+	572	550	484

### Increasing responses from the hate incident victims

1.24 Obtaining a representative sample of hate incident victims may prove problematic for forces with low numbers of reported incidents. This difficulty, and the fact that some forces will never obtain a statistically representative sample, is acknowledged. Forces/authorities will be expected to show that they have taken steps to try to obtain the required sample size for hate incident victims.

1.25 Hate incidents tend to feature a high number of repeat victims and repeat locations. The cases are frequently sensitive and there can be a relatively high number of victims under 16 years old. All of these factors add to the sampling difficulties.

1.26 To maximise the achieved sample, the following should be considered:

- Consider sending an introductory letter notifying people of the survey process, and reassuring them that the contact is legitimate.
- Do not make direct reference to this as a survey of hate incident victims. Instead, use general language (e.g. you reported a crime/incident to the police...) or specific details (e.g. you reported an assault...). The victim may not be aware that the incident has been recorded as hate.
- Make arrangements for telephone interviewers to be able to respond in other languages.
- Where possible offer to call back to carry out the interview at a time of the day which accommodates work/education/family commitments of the respondent.
- Ask officers dealing with hate incidents to notify the victims at the time of the incident that they may be contacted for their feedback.
- Follow-up all potential hate incident respondents and attempt to make contact with the respondent up to 10 times at different times of the day and on different days of the week.

## SECTION 2 – SURVEY PROCESSES

### Timing and reporting of surveys

- 2.1 Surveys must be conducted within 42 to 84 days (6-12 weeks) of the report of the incident. This gives time for follow-up action to have been taken, but also ensures the incident and subsequent service received is relatively fresh in the respondent's mind.
- 2.2 It is recommended that surveys for each of the four victim groups should be conducted regularly throughout the year, with the aim of achieving 25% of the required annual sample each quarter.
- 2.3 The survey results are uploaded to iQuanta by the HO and updated quarterly thereafter on a rolling 12-month basis. Forces and authorities must submit quarterly returns during 2015/16. Each quarter, forces should complete ADR 443 and return it to the HO Policing Data Collection Section (see Section 4).

### Survey methodology

- 2.4 To ensure comparability and validity of results, all forces are required to use telephone surveys to obtain victim feedback.
- 2.5 A national framework has been set up by the NPIA (now College of Policing) and Thames Valley Police to assist forces in procuring surveys. This framework contains lists of services, suppliers and an agreed set of costs to provide common delivery standards from all suppliers. This will ensure the requirements of surveying are met whilst giving forces/authorities flexibility to access a range of services dependent on their own requirements. It should be noted that this coordinated approach carries significant benefits for the forces/authorities:
  - Reducing procurement and tendering costs
  - Affording the opportunity to work with the market to develop processes and standards
  - Procuring under standard terms and conditions
  - Benefitting from global quality standards and economies of scale
- 2.6 Forces/authorities undertaking telephone surveys must undertake their surveys using trained fieldworkers or a recognised market research company. As part of their training, all interviewers should have received coaching in the best ways to overcome reluctance and avoid refusal in a variety of telephone situations.
- 2.7 Interviewers should make at least 5 attempts to contact each victim number, trying at different times of day, including in the evening and on different days of the week. A record should be kept of the calls made to the different numbers, successful and unsuccessful.
- 2.8 For contracted out telephone surveying it is recommended that interviewer performance should be monitored and contact initiated with any who are not returning the expected number of interviews, or appear to be having problems achieving a satisfactory response rate.
- 2.9 Advance letters could be sent out a few days before interviews start, so that respondents are aware of the possibility of being contacted and why.

## 2.10 Interviewers should:

- Not reveal the nature of their call, or the organisation from which they are calling, to anyone other than the named victim.
- Consider making use of any forwarding numbers (not originally supplied by the victim) to make contact. Discretion should be exercised to avoid being unnecessarily persistent.
- Offer respondents a contact name and direct phone number that they can call to verify the legitimacy of the call. In such circumstances a convenient time should be agreed to telephone the respondent again. An email address should also be provided for respondents who might find this more convenient.

The sample survey scripts are available in a separate document.

## Data protection

- 2.11 Further information about data protection can be found in the Further Information document that accompanies the guidance.

## SECTION 3 – THE QUESTIONNAIRE

### Questionnaire framework

- 3.1 Victim satisfaction surveys need to be structured on a standard framework in order to ensure that the results obtained are comparable between forces. This framework is based around a set of mandatory core satisfaction questions (shaded in grey), with standard wording and response options. The ordering of the core questions is fixed. There is a standard set of demographic questions that also needs to be included. There are also a number of recommended questions and responses (shaded in turquoise). The sample survey scripts are available in a separate document.
- 3.2 Copies of the survey formats being used should be retained for audit purposes for 12 months after year-end.
- 3.3 The mandatory questions will give forces information to help them take action to improve the services they deliver. It is suggested that forces/authorities also use free text questions to explore the reasons for satisfaction and dissatisfaction. In addition, forces have the flexibility to supplement the required diagnostics with further questions.
- 3.4 Forces have the option to ask further questions on unrelated areas, however this must be done after the victim satisfaction survey has been completed and the respondent should first be asked if they are willing to answer further questions on other topics.
- 3.5 Previous guidance provided two separate scripts for satisfaction surveying: one for burglary, violent, vehicle crime and hate incidents; and a separate one for road traffic collisions. The reason for providing these separately was due to the number of differences in the scripts due to the required routing and rewording of questions when asking about road traffic collisions. If the two scripts have since been combined, forces will be expected to take responsibility for the removal of all questions and routing related to road traffic collisions. This will be most easily achieved by referring to the original scripts provided with the earlier guidance.

### Standard wording for core questions

- 3.6 The following core questions, in the given order, should be asked of all victims:
  - Initial contact<sup>4</sup> – Are you satisfied, dissatisfied or neither with how easy it was to contact someone who could assist you?
  - Actions taken – Are you satisfied, dissatisfied or neither with the actions taken by the police?
  - Follow-up – Are you satisfied, dissatisfied or neither with how well you were kept informed of progress?
  - Treatment – Are you satisfied, dissatisfied or neither with the way you were treated by the police officers and staff who dealt with you?

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<sup>4</sup> The reporting and analysis of the first core satisfaction question (ease of contact) should be based only on responses from those who had contacted the police themselves about this incident.

- Whole experience – Taking the whole experience into account, are you satisfied, dissatisfied, or neither with the service provided by the police in this case?

#### Scale of measurement

- 3.7 The core questions should have response options which use the 7 point scale (+ don't know) listed below:

- Completely satisfied
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Completely dissatisfied
- Very dissatisfied
- Fairly dissatisfied
- Don't know

The responses should be presented to respondents as follows: 'Are you satisfied, dissatisfied or neither?'

For those who say satisfied, follow-up with: 'And is that completely, very or fairly satisfied?'

For those who say dissatisfied, follow-up with: 'And is that completely, very or fairly dissatisfied?'

- 3.8 The telephone script will not offer the 'don't know' response, but any respondents not giving a response on the 7-point scale should be recorded as 'don't know'.

#### Additional questions – demographics

- 3.9 All surveys must record or ask for details of sex, age, ethnic origin and disability. These should be positioned after all questions relating to the service received. Only data on ethnicity needs to be reported to the Home Office for the purposes of reporting on iQuanta, but forces are encouraged to look at additional demographic characteristics both to ensure that the sample is representative and also to understand the needs of different groups of victims.

- 3.10 Under the Equality Act 2010, public bodies have a duty to ensure that the services they provide are compatible with the general equality duty to:

- eliminate discrimination, harassment and victimisation;
- advance equality of opportunity between people who share a characteristic and those who do not; and
- foster good relations between people who share a characteristic and those who do not.

Under this legislation, the list of 'protected characteristics' has been widened to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation, so forces should be considering asking about these additional characteristics. The demographic questions set out in this guidance (para 3.9) and the related questionnaire is the recommended minimum. However, forces may wish to ask additional questions relating to other protected characteristics in order to gain a more complete understanding of the services provided to different groups.<sup>5</sup>

<sup>5</sup>Before including additional demographic questions, forces should consider whether their victim satisfaction survey is an appropriate and/or effective vehicle for achieving this aim (e.g. because of the confidence intervals around the survey results).

- 3.11 When asking for details of a person's ethnic origin, the caller should read out the major ethnic groups and then ask for further clarification, for example: 'Would you describe your ethnicity as Asian or Asian British, Black or Black British, Chinese, of a Mixed background, White, or of another ethnic group?'

If the person answers 'Black or Black British': 'Is that Black Caribbean, Black African or another Black background?'

- 3.12 Results should also report the number who did not respond to the ethnic origin question. 'Do not wish to say' should not be offered as a response option, but any respondents not giving a response should be recorded as 'do not wish to say'.
- 3.13 Respondents should be asked if they consider themselves to be disabled and if appropriate, should then be asked about the nature of the disability.

#### Additional questions – service improvement and recovery

- 3.14 When surveys are carried out by an external company, all respondents should be asked if they are willing for their responses to be passed back to the force/authority, as this enables service standards to be improved. The following question has been added to the script:

'[xxxx] takes all comments from members of the public very seriously. Do you consent to us passing back your response/details to the [xxxx] force so they may contact you to address the concerns you have raised?'

- 3.15 Unless permission is given, only anonymous data should be passed back to the force. See Data Protection information in the Further Information document that accompanies the guidance.
- 3.16 This question should be asked at the end of the survey to respondents refusing to proceed with the interview.

#### Additional questions – further research

- 3.17 Forces/authorities may also ask respondents if they would be willing to participate in further consultation (e.g. focus groups). For example:

'Would you be willing to take part in any future (name of force) police research, such as other phone surveys, postal surveys or focus groups, and can we pass your details onto (name of force) police/ or police managers for this purpose only?'

#### Additional questions – diagnostics

- 3.18 Each stage of victim contact (first contact, actions, follow-up, treatment and the whole experience) should be explored with diagnostic and free-text questions. These explore the presence and absence of particular elements of service and help to identify new influences on satisfaction.
- 3.19 These diagnostic questions should be asked before the core satisfaction questions. All the diagnostic questions in the scripts are colour-coded as 'recommended'. It is up to forces to decide which of the diagnostic questions that they wish to include, but there is an expectation that some will be included.

- 3.20 Forces and authorities may want to tailor different sets of [non-recommended] diagnostic questions for each victim group, to recognise that different issues will affect different groups.

## SECTION 4 – USING THE DATA

How the measures are calculated

- 4.1 There will be two levels reported for each of the satisfaction questions, namely the percentages: fairly, very or completely satisfied; and very or completely satisfied.
- 4.2 Calculation:
- (1) Count the number of respondents who answered the core question. Subtract any surveys where the core question is blank, where the response is illegible or where more than one response option has been marked. Then subtract any surveys where the response to the core question is 'don't know'. This is then the total number of respondents.
- 4.3 Percentage 'completely, very or fairly satisfied':
- (2) Count the number of respondents who answered 'completely, very or fairly satisfied' to the core question. This is the number of satisfied respondents. Divide this number by the total number of respondents obtained (at 1) to give the fraction.
  - (3) Multiply this fraction by 100 to give percentage satisfied.
- 4.4 Percentage very or completely satisfied:
- (4) Count the number of respondents who answered 'completely or very satisfied' to the core question. This is the number of completely/very satisfied respondents. Divide this number by the total number of respondents obtained (at 1) to give the fraction.
  - (5) Multiply this fraction by 100 to give the percentage completely or very satisfied.

Calculating the confidence interval for individual victim group results

- 4.5 Confidence intervals for individual victim groups are calculated as follows:

$$1.96 * \sqrt{[(PQ/N) * (M-N)/(M-1)]}$$

where:

- P = the percentage around which you want to calculate the confidence intervals,  
 Q = 100-P,  
 N = the base of the percentage (i.e. the number of valid responses),  
 M = the population available to be surveyed (after exclusions have been applied, i.e. the 'eligible population').

Calculating the aggregated result for forces

- 4.6 The aggregation of results from the victim groups should be weighted to avoid the potential distorting effect of over or under-sampling particular groups. The HO does not prescribe how forces/authorities should analyse and present data which is used internally.



- 4.7 When calculating the percentage of victims satisfied with an aspect of service provided by the police, the aggregation is across three victim groups (burglary, violent crime, vehicle crime) giving each an equal weight (a contribution of 1/3).
- 4.8 When calculating the satisfaction gap between BME and white victims, the aggregation is across all four victim groups (including hate incidents), giving each an equal weight (a contribution of 1/4).
- 4.9 Calculation:
- i. Calculate the satisfaction score for each victim group.
  - ii. Multiply each individual score by the agreed weight (1/3 for measures based on three victim groups, or 1/4 for measures based on four victim groups).
  - iii. Add together to give an overall percentage satisfaction.
  - iv. Report to the nearest tenth of a percent.

	Weight	Achieved Sample	Number completely, very or fairly satisfied	Number very or completely satisfied
Burglary	1/3	507	407 (80.3%)	164 (32.3%)
Violent crime	1/3	443	312 (70.4%)	255 (57.6%)
Vehicle crime	1/3	597	436 (73.0%)	221 (37.0%)
TOTAL	1	1,547	1,155	640
			1/3*(80.3+70.4+73.0)	1/3*(32.3+57.6+37.0)
PERCENTAGES			74.6%	42.3%

The overall confidence intervals are calculated as follows:

$CI = W * \sqrt{(\text{sum of the squares of the confidence intervals for the victim groups})}$ , where W is the weight (so  $W = 1/3$  or  $1/4$ ).

#### Definition of BME respondents

- 4.10 Responses are taken from the self-defined demographic questions at the back of the survey. BME is the sum of all the Asian or Asian British, Black or Black British, Chinese, Mixed, and Other respondents.

#### HO reporting format (ADR)

- 4.11 One form is required to be completed for each quarter, with discrete (not cumulative) results for the surveys carried out during that quarter. The quarterly return should provide the results for surveys conducted during that quarter, thereby recording when the interview was conducted rather than when the victim received the service.
- 4.12 The returns are due 30 working days after the end of each quarter. For 2016/17, returns should be submitted for each quarter on the following dates to the Home Office Policing Data Collection Section (PDCS) ([dcgedc2@homeoffice.gsi.gov.uk](mailto:dcgedc2@homeoffice.gsi.gov.uk)):
- Quarter 1 – 11 August 2016
  - Quarter 2 – 11 November 2016
  - Quarter 3 – 13 February 2017
  - Quarter 4 – 17 May 2017

- 4.13 The Home Office will update iQuanta with the ADR results within 6 weeks of the end of each quarter.
- 4.14 The sample details, and records of completed surveys, should be retained for audit purposes for 12 months after the end of the financial year.
- 4.15 There are five sheets in the Home Office data supplier workbook:
- The Read Me sheet
  - The MAIN sheet
  - The DEMOGRAPHICS sheet
  - The FORCE sheet
  - The ETHNICITY sheet
- 4.16 The Read Me sheet offers guidance on how to complete the workbook. Forces must select the force name and period in the Main sheet. The white cells in the Demographics, Force and Ethnicity sheets require data to be inputted. The yellow cells calculate automatically.
- 4.17 Demographic data are requested to help us understand the profile of respondents.
- 4.18 The workbooks have been set up to take data each quarter. They will also calculate confidence intervals, and highlight where the confidence interval is wider than +/- 4%. But note – the requirement for a confidence interval of +/- 4% applies over the whole year's data – so don't be unduly alarmed if the alerters are showing red in any individual quarter.

#### The DEMOGRAPHICS sheet

- 4.19 The required sample figures should show the required sample FOR THE QUARTER. (Unless you have some clear reason for profiling your sample differently, this figure should be 25% of the annual requirement.)
- 4.20 The annual required sample figure should be calculated at the beginning of the year, based on the previous 12 months crimes and hate incidents data. This figure will only need to be revised in-year if the number of crimes and hate incidents is substantially different this year from last. It is recommended that the annual required sample is determined using the sample size calculator (see separate file).
- 4.21 The profiles by age, gender and ethnicity for crime and hate incidents over the previous 12 months can be used in-year to help determine whether the achieved sample reflects the victim profile.
- 4.22 When determining the annual required sample, forces will need to have made some estimate of the proportion of the victim population which would be excluded from being surveyed on any grounds applied in the sampling stages, e.g. age, sensitivity, repeat victimisation, incomplete records. The figures to be entered in the 'estimated percentage exclusions' cells in the top row of white cells should be the actual percentage exclusions as calculated on a quarter by quarter basis. The title of this cell will be changed accordingly in future releases of the ADR.
- 4.23 The achieved sample figures should show the total number of survey responses FOR THE QUARTER. A response is eligible to be included in the achieved sample total if there is a response to the question on satisfaction with the whole experience.<sup>6</sup>

<sup>6</sup> The wording and positioning of the Whole Experience satisfaction question is mandated in the survey guidance 2009/10.

- 4.24 Although the achieved sample figure is taken from those who have completed the 'whole experience' question, the return does not automatically exclude those who answered other satisfaction questions. Their results should be included in the totals for the other satisfaction questions on the force sheets. The achieved sample figure will be used in comparison to the required sample figure - as a simple check of how far you have been able to meet the sampling target numbers. The actual number of respondents to each question will be used in calculating confidence intervals for each satisfaction measure.
- 4.25 The total numbers of crimes and hate incidents should be for the 3-month period from which the sample was drawn. If, for example, this return is for interviews in April-June 2015, drawn from victims who contacted the police in February, March and April, then the number of crimes figure should be for the period Feb-Apr.
- The burglary figure should be the total number of crimes classified as offence codes 28a-d and 29, all less exclusions.
  - The violent crime figure should be the total number of crimes classified as offence codes 8N, 34B & 105A, all less exclusions.
  - The vehicle crime figure should be the total number of crimes classified as offence codes 37.2, 45 and 48, all less exclusions.
  - The hate incidents figure should be the total number of recorded hate incidents, less exclusions.
- 4.26 The figures shown for the total numbers of crimes and hate incidents should be the number that occurred – after the percentage exclusions have been applied (i.e. these figures should exclude crimes where the victim was under 16, or where the victim has been deemed inappropriate for surveying, or where, for example, the crime was also a hate incident).

#### Demographic profile of crimes and incidents

- 4.27 Where information about the demographic make-up of victims is unavailable (e.g. if age or ethnicity is not recorded) make use of the 'not known' rows.
- 4.28 The FORCE sheet requires survey results at force level for each of the victim groups and each of the 5 satisfaction questions. The number of respondents giving each response should be entered in the white boxes.
- 4.29 The totals for the percentage of respondents 'satisfied' and also those 'very or completely satisfied' (summing across burglary, vehicle crime, violent crime victim groups) will be automatically presented as a weighted sum for force data. These totals will also transfer to the summary sheet as a weighted sum.
- 4.30 In all instances (force and ethnicity results), figures provided for ease of contact  
– should only be from those respondents who contacted the police about the incident themselves.
- 4.31 The ETHNICITY sheet requires survey results, broken down by the ethnicity of the respondent. The results should be provided for each of the four victim groups separately, for responses to the whole experience question. The figures will be aggregated across each of the victim groups. The number of respondents giving each response should be entered in the white boxes. The mapping of the 16+1 ethnicity classification to the summary 5+1 (Asian or Asian British, Black or Black British, Chinese or Other, Mixed, White, or not stated)

classification is as follows:

Asian or Asian British	Indian Pakistani Bangladeshi Any other Asian background
Black or Black British	Caribbean African Any other Black background
Mixed	White and Black Caribbean White and Black African White and Asian Any other mixed background
Chinese or Other	Chinese Any other Ethnic background
White	British Irish Any other White background
Not stated	Not stated or Not known

#### Consistency checks

4.32 Before submitting data to the HO, the following consistency checks should be made.

- DEMOGRAPHICS worksheet:
  - Required sample and achieved sample values should be less than the corresponding number of crimes.
  - Accumulated values for gender, age and ethnic origin should be equal to the corresponding force values.
- FORCE worksheet
  - Values for the 'whole experience' question should be equal to the accumulated corresponding values in the ETHNICITY worksheet.

#### Timing and late returns

4.33 The requirements are set out in Section 2. In practice the surveys carried out during July-Sept would be of people who were victims during May-July – there will be a lag between the time of reporting/first contact and the time the surveys were conducted.

4.34 Replies which are received beyond the 30 day cut-off could be submitted as part of the following quarter results (except where there has been a change in survey methodology from one quarter to the next).

## GLOSSARY

Achieved sample	Members of the population from whom we collect usable data. It is a subset of the approached sample.
Confidence interval	A margin of error around a given survey result within which we can be (usually) 95% confident that the views of the actual population lie.
Confidence level	How certain you want to be that your answer obtained from the sample is within the confidence interval you are prepared to accept. The generally accepted standard is for 95% confidence in the estimated result.
Over-sampling	Approaching more respondents than we need in order to achieve a desired sample 'n'. The extent over sampling will be determined by an informed judgement of likely response rate.
Population	The group of people we are interested in finding out about in a survey, from which we select a sample. It is the entire set of individuals about which a general statement is made in research, usually from evidence derived from a representative sample.
Probability sampling	Sampling in which each member of the population (in practice, usually the sampling frame) has an equal chance (probability) of selection in the (approached) sample.
Respondents	The total number who answered the core question, excluding any who answered 'don't know', provided illegible responses or marked more than one response category.
Response rate	The number of successful responses as a percentage of the number of survey attempts.
Sample	A group of people who take part in a survey; they are selected to represent a population. In some cases certain groups will be over-represented in a survey, e.g. minority ethnic groups, in order to collect meaningful data for a small group.
Sample base	The total population who could participate in the survey.
Sampling frame	A list identifying the people from which the sample will be drawn.
Sample size	The number of people who took part in the survey. This size can vary according to people who answered each question.
Variability	The more variable the population is, the larger the sample size will be needed for the sample to be representative of the population. For example, in a satisfaction question, if 90% of the population is satisfied, the variability will be low with a 90:10 split in views. If there is an equal split between those satisfied and dissatisfied there is higher variability and a larger sample size will be needed for the same level of significance.