Crime Survey for England & Wales

Office for National Statistics

Re-Design of Crime Survey for England and Wales (CSEW) Core Questions for Online Collection

A report on the scoping and testing phase

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Contents

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1. Executive Summary and Key Recommendations

1.1 Introduction

Government household surveys have traditionally been conducted by interviewers asking people questions either in-home or over the telephone. However, over recent years, there has been a policy shift towards making Government services 'digital by default'. As part of this strategy, the Office for National Statistics (ONS) intends to move its household surveys to multi-mode data collection with a priority focus on online self-completion. The overall aim of this transformation is to reduce costs, increase flexibility for participants, and minimise the time and burden associated with responding to Government surveys.

As part of this social survey transformation, ONS is undertaking initial exploratory work to assess the feasibility of transitioning the Crime Survey for England and Wales (hereafter called 'the Crime Survey') questionnaire from an in-home interviewer-administered instrument to a mixed-mode instrument which can be self-completed online. Despite the shift to online completion, there will continue to be a need for interviewer-administration to enable participation by those who are unable to, or who prefer not to, complete the survey online.

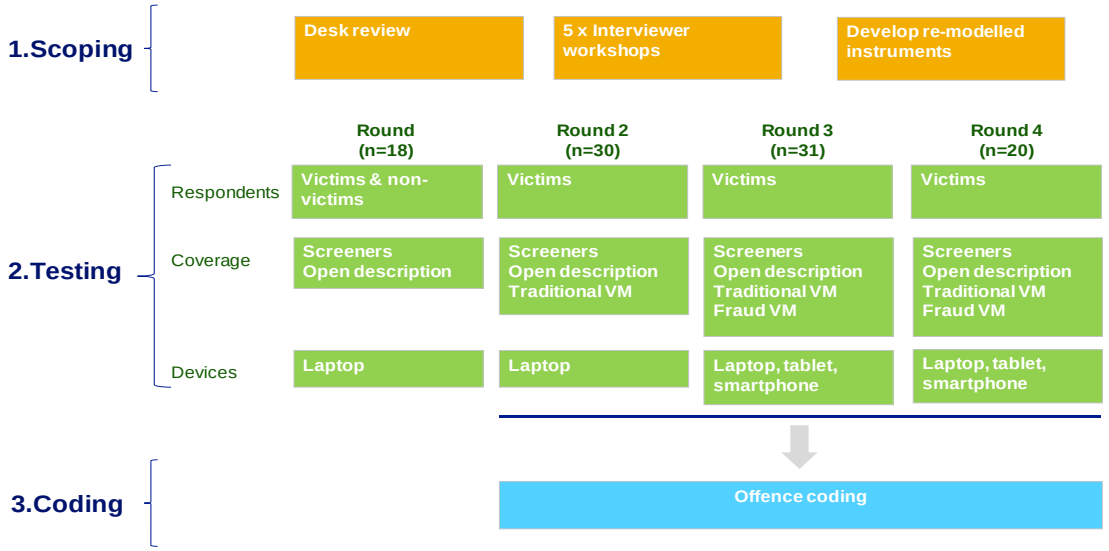
In February 2017, Kantar Public was commissioned to undertake a three-stage scoping and testing project to investigate optimal approaches for adapting the core sections of the Crime Survey questionnaire to allow mixed-mode data collection. By core sections, we refer to the victimisation screener questions and victimisation modules, the sections which allow incidents to be counted and classified into offence codes.

This development project comprised three stages (also summarised in Figure 1a):

- A **scoping stage** which included a desk review and workshops with interviewers currently working on the survey to help inform the initial redesign of the core instrument.
- **Cognitive and usability testing** of the redesigned instrument among 99 respondents who had experienced a crime in the last 12 months (the testing also included a small number of non-victims). Testing was completed iteratively over four rounds, incorporated a range of devices, and covered all crimes currently covered by the Crime Survey (except for threats).
- **Offence coding of crimes** based on data collected in the cognitive and usability interviews to assess the validity of the online instrument in terms of the accurate classification of offence codes.

The remainder of this chapter is structured as follows: section 1.2 highlights the risks and challenges associated with this transition; sections 1.3 to 1.9 summarise the methodology and main findings; section 1.10 covers overall conclusions; section 1.11 makes recommendations for further development; finally, section 1.12 signposts possible options for the future of a fully mixed-mode survey.

Figure 1a Summary of project stages



VM= victimisation module

1.2 Risks and challenges

The Crime Survey questionnaire was developed in 1981 as a relatively simple paper document. It was based on a central design which included a set of crime victimisation screening questions followed by a 'victimisation module' for each crime experienced in the last 12 months (up to a maximum of six). The classification and counting of crimes by the survey was designed to mirror police-recording of crimes. Over time the survey has evolved to incorporate changing data collection technologies and policy priorities. However, at its core, the method by which crimes are measured and counted has remained largely unchanged. This is both a strength and weakness of the Crime Survey. Continuity in measurement has allowed robust tracking of trends in crime over time. On the flip side, there has been little scope to improve or update tracking questions, and integrating new questions with existing time series questions has added length, complexity, and repetition.

A movement to online surveying therefore brings both opportunities and risks. The key opportunity is the chance to the make the questionnaire more streamlined, tailored and user-focussed. Without interviewers to encourage participation and maintain engagement, this will be essential.

However, the method of counting and classifying crimes in the Crime Survey is extremely complex and this is very difficult to replicate in a self-completion survey. The Crime Survey provides several measures of crime based on a 12-month recall period:

- ***Prevalence rate***: the proportion of the population who are victims of one offence once or more
- ***Incidence rate:*** the number of crimes experienced per household or per adult
- ***Multiple victimisation:*** defined as being the victim of more than one crime (either the same or different crime types)
- ***Repeat victimisation:*** a subset of multiple victimisation - defined as being a victim of the same type of crime two or more times (classified as either a 'series' of similar incidents or as separate incidents)

In deriving the above measures, it is important to ensure that crimes are not ***double-counted***. For example, if a burglary also involves a bicycle theft and criminal damage this should be counted as one incident, not three. Crimes are counted according to a prioritisation order applied during the classification process.

While prevalence is relatively straightforward to measure in any mode, the measurement of incidence, repeat and multiple victimisation is much more complex, and does not easily translate into a user-focussed self-completion survey.

Whichever approaches are adopted, transitioning the survey online will necessitate radical changes to the long-established structure of the Crime Survey and will have serious implications for the preservation of the time-series. It is widely known that changes in survey mode, as well as in wording, presentation and order of questions will introduce discontinuity. Put simply, a break in the time series will be unavoidable.

The central challenge of this development work was to manage the tension between optimising the survey for the user while minimising disruption to longer-term trend measures. A need to balance these requirements has inevitably led to compromise. While steps were taken to improve the collection of crime count data over the four rounds of testing, we concluded that it is was unlikely to be possible to maintain accurate collection of crime count data using a simple respondent-focussed self-completion questionnaire.

This stage of the development work was designed to be the first step in the development process to explore questionnaire transition, regardless of the ultimate survey design adopted. As we move towards a fully mixed-mode design, further decisions will need to be made about how best to balance these competing priorities, accepting that difficult trade-offs may be required. The scoping and testing work described in this report will provide a solid evidence base to support future planning and decision-making.

1.3 Scoping stage

The first stage was to conduct a series of interviewer workshops to develop a better understanding of how interviewers interact with respondents when administering these core sections of the questionnaire. The workshops revealed that interviewers use a variety of techniques, built up through experience, to maintain respondent engagement and ensure accurate data. Many interviewers find that they need to supplement or adjust the structured questionnaire. This is for several reasons: to help manage and resolve double-counting; to clarify difficult concepts; to address respondent queries and correct misunderstandings; to help respondents estimate the number and/or dates of crimes; and to avoid asking participants unnecessary questions by drawing on information already provided.

It is clearly not possible to build this level of interaction and flexibility into a more structured self-completion instrument. This represented a challenge in terms of adapting the survey for online self-completion and required us to think creatively about how to:

- manage and resolve double-counting and other common obstacles, without the benefit of interviewer assistance;
- make the instrument feel less generic and more tailored and relevant to each respondent's individual circumstances and experiences.

Knowledge gained from the interviewer workshops, alongside a comprehensive scoping and desk review, helped us to formulate the overall strategy for designing an online self-completion instrument focussed on maximising engagement, reducing cognitive burden, and optimising the accuracy of the data collected.

1.4 Testing stage

The instrument was tested iteratively over four rounds. In total 99 interviews were completed with victims of crime who had experienced a range of crime types (the testing also included a small number of non-victims). Testing focused on a mixture of cognitive testing (assessing for understanding and comprehension) and usability testing (observing how respondents interact with the online instrument). In the first two rounds, testing was confined to laptop completion, while in rounds three and four testing was also conducted using

tablet computers and smartphones. Most interviews were completed online, while a small number were tested using interviewer-administration.

1.5 Development of the victimisation screeners

Re-developing the screener questions for online presentation was the most challenging component of the project due to complexities associated with counting incidents, and detecting and correcting instances of double-counting. Based on development and testing work, our key recommendations are:

- Extend the screeners to cover attempted crimes more explicitly (these are not always picked up in the face-to-face survey). At the same time reduce the length and repetitiveness of the current questions by consolidating screeners and placing actual and attempted crimes on the same screen.
- Simplify, shorten and (where necessary) update question wording to improve respondent comprehension and engagement.
- Re-order the screeners so that household crimes are asked before vehicle-based crimes to help reduce double-counting problems associated with the original order.
- Simplify the fraud screeners to remove duplication and reduce respondent confusion.
- ***Not yet trialled:*** Consider trialling a re-structure of the questionnaire so that the traditional screeners/victimisation module and fraud screeners/victimisation module are asked in two separate blocks. This might help to improve flow and comprehension, although there are risks associated with respondents "learning" that saying yes to a screener leads to more questions – this would need to be carefully tested.

The next set of recommendations assume that we will continue to replicate the current method of estimating prevalence and incidence of crime (though see section 1.12 for discussion of alternative online survey models).

- Move the count, date, and series definition questions to immediately follow the screener; this was shown to help improve flow and comprehension.
- Where respondents are unable to provide an exact number of incidents, allow them to provide a banded estimate (midpoints can then be used to estimate the count); this should reduce the volume of missing data from "don't know" responses.
- Re-word the "series" definition applied to multiple crimes of the same type to ensure more accurate classification and improved respondent comprehension[1].
- Incorporate checks and verification screens to detect and correct instances of double-counting. This includes providing clear upfront instructions, checking whether subsequent incidents are related to earlier ones, and giving the respondent the opportunity to review and correct incidents they have entered. This requires a complex series of scripted questions and checks which are not included in the face-to-face instrument (as the interviewer can handle this interactively).
- ***Not yet trialled:*** Develop and trial a short animation/video to explain the key concepts to respondents at the start of the screener section, supplemented by 'avatars' (or similar) which appear when a further survey definition, concept or reminder needs to be conveyed. This is likely to be more engaging than a text screen set of instructions which many respondents will skim past or forget.
- ***Not yet trialled:*** Investigate whether it is possible to make the double-counting checks, i.e. the checks that detect whether two or more incidents are related, more targeted (for example, only checking overlap between incidents which occurred in the same month).

[1] We suggest a series is defined as '*where the same thing was done under similar circumstances?"* rather than '*where the same thing was done under the same circumstances and probably by the same people?'*.

1.6 Development of the open description

A free-form text description of the incident helps Crime Survey coding staff finalise the offence code, alongside the closed question data from the victimisation module. Testing revealed most respondents were able and willing to provide self-reported data by typing directly into open fields within the self-completion instrument (acknowledging that respondents recruited to a cognitive interview may be more engaged than respondents completing in a real-life setting). The quality of open descriptions varied, this being dependent on typing ability, level of motivation and understanding of the task. However, in the large majority of cases the open text descriptions were found to be of sufficient quality to help improve the accuracy of offence codes.

Recommendations include:

- Use a mixture of generic probes (*e.g. "What happened?")* and crime-bespoke probes (*e.g. "What was stolen?")* to yield relevant descriptive data
- Ensure a high maximum word count for those respondents who wish to provide a very detailed description or for when the crime is complex to describe
- Optimise the design and usability of the question format to facilitate the task of typing in

Not yet trialled: Future development work could investigate the feasibility of capturing voice recordings (together with software that converts these to text) for those that struggle to type in their answers.

1.7 Development of the victimisation module

In the Crime Survey, there are two victimisation modules: one for "traditional" (i.e.non-fraud) crimes that have been part of the survey since its inception; and one for fraud and computer misuse crimes, added to the survey in 2015. In the scoping workshops, interviewers frequently cited the length of the victimisation modules as an obstacle to respondent engagement, commenting on questions which appear generic, repetitive, or irrelevant. Therefore, a key objective for the re-development was to reduce and streamline the two victimisation modules to make them more tailored to the specific circumstances of each respondent.

While we wanted to make the victimisation module as bespoke as possible we also needed to ensure a degree of flexibility as the full circumstances of the incident cannot be known from the screener response alone. Managing the tension between tailoring the module to individual crime types, while also allowing flexibility, was one of the most significant challenges of this task. However, the approach we took to streamlining and re-structuring the victimisation modules represented an improvement on the current Crime Survey modules which, in keeping with adherence to longer-term trends, are much longer and more standardised.

Our recommendations are:

- Vary the order of the questions in the traditional (non-fraud) victimisation module to be dependent on the screener the module is linked to. For example, if the module is triggered by an assault screener then the respondent should be asked questions about the assault first, before being asked if the incident also involved other features such as theft and criminal damage.
- Move questions about location of the incident to the end of the module so that the respondent is asked about the nature of the incident first, which will be more relevant to them.
- Reduce length and repetition by trimming back non-essential questions, combining and consolidating questions, removing duplication, simplifying wording and reducing the length of response lists.
- While we could not tailor the fraud victimisation module to the same extent as the traditional victimisation module, we have made a number of similar recommendations in terms of streamlining the instrument and improving wording.

1.8 Usability across different devices

A mix of cognitive and usability testing was conducted using Kantar Public's survey software, with a variety of respondents and using a range of devices including laptops, tablets, and smartphones. The survey template is designed to optimise by device. While there were some issues relating to usability, the questionnaire was found to work well across all devices and our main recommendation here is that, as technology evolves and the survey is completed on an increasing range of devices and operating systems, it is imperative that usability testing is carried out periodically to keep abreast of any issues and to tackle them as they arise.

1.9 Accuracy of offence coding

After the cognitive and usability interviews, an offence code was assigned to all cases based on the victimisation module data and the open text description provided by the respondent. As a validation, a second coder also coded each crime, using both the respondent-provided data and a full interviewer description of the crime which was collected by the interviewer who conducted the testing. Based on this verification, the match rate was 87% (54 out of 62), although this was higher for traditional crimes (90%, 44 out of 49) than fraud crimes (77%, 10 out of 13) – noting the very small sample sizes[2]. Inconsistencies between the two coders were largely due to unclear or insufficient respondent descriptive data which made it more difficult to code cases with certainty. This suggests the need in the future to further review the victimisation modules to ensure that accurate offence codes can be established in the absence of sufficient free text data. This would enable a move towards fully automated coding. Budget allowing, a further possibility is to build in a facility for coders to contact respondents (subject to consent) to verify the circumstances of an incident where there are any ambiguities in assigning an offence code.

1.10 Conclusions

Counting and classifying crime via a survey-based instrument is undeniably complex. Interviewers who have worked on the survey over many years have developed strategies for managing this complexity and resolving errors and inconsistencies in the field. Translating this into a more structured online self-completion instrument presented several challenges. These included ensuring accurate incidence estimation, cognitive burden, and preserving time series continuity. Over four iterative rounds and based on 99 interviews, we have made significant progress towards developing an online self-completion instrument which works in the field for a large proportion of respondents. For example, in the most common victim scenario where a respondent experienced a simple, singular crime (such as theft of a car or an assault) the online questionnaire was quick and easy to complete.

However, if the current model of counting and classifying crimes is to be maintained, we must accept that there are still some very challenging – and possibly insurmountable - issues for which we are yet to find a workable solution. Problems mainly arose when a respondent's situation was complex – for example if they had experienced multiple or repeat victimisation, or single crimes which involved multiple features and were therefore susceptible to double-counting. In order to disentangle the exact circumstances of crimes experienced, these respondents were faced with a complex series of check questions and validation screens which many found cognitively challenging. Accurately capturing and counting fraud crimes alongside traditional crimes was also problematic due to the complexities in the crime classification rules which is different for fraud crimes compared with traditional crimes. These questionnaire complexities will introduce clear risks in the context of an online survey, for example higher break-off rates and reduced respondent engagement.

[2] Due to missing interviewer data, only 62 out of 79 interviews at Rounds 2 to 4 were able to be double-coded.

We trialled a new method for counting crimes when someone had been a repeat victim; this involved allowing respondents to provide a banded estimate instead of "don't know" where they couldn't recall an exact number. This approach worked well and helped to reduce the level of missing responses, which would probably be higher for an online survey as there is no interviewer to help or encourage respondents derive an estimate. However, we will need to accept that there will still be wide margins of error around incidence statistics based on self-entered count data.

Encouragingly, the test script provided data of sufficient quality to assign an offence code in all cases, with an estimated validation rate of 87%. However, more work is required to optimise the victimisation modules (especially fraud) to ensure an even higher rate of accuracy when tested on a larger scale, and to work towards the development of automated coding which does not rely on high quality free text data which is difficult to collect online.

1.11 Recommendations for next steps

This development project was restricted to the core sections of the Crime Survey questionnaire which provide the data required for offence coding. Looking to the future, further testing and development will now be required to develop the questionnaire in its entirety. Our recommendations for the next steps fall into three main categories:

- **Further testing of the core sections**: The implementation and testing of further proposed changes to the screeners and victimisation modules which have not yet been developed. Future testing should focus more exclusively on complex victim scenarios (e.g. repeat and multiple victimisation) where we know that there is still work to be done to enhance the accuracy and quality of data collected, and to improve usability.
- **Testing of other survey modules**: Undertaking similar phases of development work for other survey modules in the current questionnaire such as demographics, attitudinal questions, sexual assault, alcohol and drug use.
- **Reviewing the questionnaire in its entirety**: In addition to reviewing the questionnaire in sections, the next stage should also look at the feasibility of completing the entire survey online. Currently the Crime Survey average interview length is 48 minutes (63 minutes for victims and 44 minutes for non-victims). This is clearly far too long for a self-completion survey and there will need to be a wider review of the overall content. The next stage of development will need to consider the challenges of incorporating this level of content into a full online questionnaire. This will involve estimating the overall length and developing strategies for managing this length. This is likely to include rationalising content, increased use of modularisation, and limiting the number of follow-up victimisation modules. Re-structuring will also require further testing for overall coherence and flow.
- **Review alternative models:** Given the difficulties encountered in transitioning the Crime Survey screening and victimisation modules online, the next stage should also consider alternative models of data collection (see next section).

1.12 Alternative survey models for consideration

The above discussion has highlighted the difficulties associated with attempting to replicate the current method of classifying and counting crimes in an online self-completion instrument. After extensive development and testing work, we feel that there are two possible pathways for future development of the online survey.

Approach 1: Building on the work already done, further develop a mixed-mode survey which attempts to replicate (as far as possible) the current Crime Survey approach for counting and estimating both prevalence and incidence of crime.

- **Advantages:** Although there will still be a break in the time series, this model will result in least disruption to it. Further development can build on what we already know works and does not work, and can target more complex victim scenarios and the most problematic parts of the questionnaire.
- **Challenges:** A questionnaire focussed on the collection of accurate count and incidence estimation will add length and complexity to an online survey. In a real-life field setting, these difficulties risk higher level of non-response, increased break-off rates, and reduced respondent engagement. The length of time required to collect details of crimes experienced and the circumstances of crimes will restrict what else can be covered within a short online instrument.

Approach 2: Develop a shorter, simpler core survey which only attempts to collect prevalence of crime victimisation, possibly dispensing with the detailed questioning needed to accurately count, classify and code crimes.

- **Advantages:** This would be a considerably more user-focussed approach, helping to increase respondent engagement and reduce time and cognitive burden. This in turn should lead to higher response rates, reduced survey break-offs, and more attentive respondents. The reduced time associated with collection of core victimisation data would increase flexibility to cover other relevant topics.
- **Challenges:** This would introduce a fundamental break in the time series, which would clearly cause problems for many data users. The reduction in the level of precision and detail may mean that data users lose confidence in the survey statistics, and their value is unacceptably diminished.

These two approaches clearly represent two opposing scenarios. There are likely to be middle-ground solutions, but this will depend on the sampling and fieldwork delivery options that are available to ONS; this is currently unknown.

Ultimately decisions about the survey's future depend on a number of factors which fall outside the scope of this development project. These factors include the balance of priorities between user engagement and time series continuity, options for sampling and contacting individuals, data user priorities, and the relative cost of different models of data collection.

2. Introduction

Summary

In February 2017, Kantar Public was commissioned to undertake a scoping and testing project to investigate optimal approaches for adapting the core sections of the Crime Survey questionnaire to allow online data collection. The core sections include the victimisation screener questions and victimisation modules.

Overview of methodology

This development project comprised three stages:

- A **scoping stage** including a desk review and workshops with interviewers currently working on the face-to-face survey which informed the initial online re-design.
- **Cognitive and usability testing** of the redesigned instrument among 99 respondents who had experienced a crime in the last 12 months (the testing also included a small number of non-victims).
- **Offence coding of crimes** based on data collected in the cognitive and usability interviews to assess accuracy of offence code classification.

Risks and challenges

A transition to online data collection brings opportunities, for example the chance to make the survey shorter, more tailored and user-focussed. However, it also brings challenges. The core challenges identified at the outset and through development and testing were as follows:

- Measuring prevalence and incidence of crime is complex and extremely difficult to replicate in an online instrument, without an interviewer to help maintain accuracy.
- Attempting to accurately measure crime incidence online adds complexity and cognitive burden for multiple victims. This risks higher rates of survey drop-out and a deterioration in data quality.
- In addition to mode effects, transitioning to online will involve changes to the wording, presentation, and order of questions to suit self-completion. A break in the time series will therefore be unavoidable.
- This development project only included a subsection of the total Crime Survey interview (the current average interview length is 48 minutes). It will be impossible to cover the whole interview in a short online survey which, ideally, should not exceed an average of 20-25 minutes. Looking ahead, a substantial degree of content rationalisation and more use of modularisation will be required to achieve this.

2.1 Background and aims

Government household surveys have traditionally been conducted by interviewers asking people questions either in-home or over the telephone. However, over recent years, there has been a policy shift towards making Government services 'digital by default'. As part of this strategy, the Office for National Statistics (ONS) intends to move its household surveys to multi-mode data collection with a priority focus on online self-completion. The overall aim of this transformation is to reduce costs, increase flexibility for participants, and minimise the time and burden associated with responding to Government surveys.

As part of this social survey transformation, ONS is undertaking initial exploratory work to assess the feasibility of transitioning the Crime Survey for England and Wales (hereafter called 'the Crime Survey') questionnaire from an in-home interviewer-administered instrument to a mixed-mode instrument which can be self-completed online. Despite the shift to online completion, there will continue to be a need for interviewer-administration to enable participation by those who are unable to, or who prefer not to, complete the survey online.

In February 2017, Kantar Public was commissioned to undertake a three-stage scoping and testing project to investigate optimal approaches for adapting the core sections of the Crime Survey questionnaire to allow mixed-mode data collection, and to test the feasibility of recommended approaches. The project included:

- A comprehensive **scoping stage** which comprised: a detailed desk review of key challenges and potential solutions; interviewer workshops to better understand the interaction between respondents and interviewers in the field; and initial scoping of a re-designed instrument.
- **Cognitive and usability testing** of the re-designed instrument mainly among respondents who had experienced crime in the last 12 months (the testing also included a small number of non-victims). A total of 99 interviews were conducted over four rounds which allowed for iterative development of the survey instrument. Testing was completed on a range of online devices, and covered all crimes currently covered by the Crime Survey (except for threats).
- **Offence coding of crimes** based on data collected in the cognitive and usability interviews. This allowed an assessment of the validity of the online instrument in terms of the ability to accurately assign offence codes which forms the basis of ONS crime count figures.

The redevelopment project only focussed on the core sections of the Crime Survey questionnaire:

- the set of questions designed to identify experience of victimisation in the last 12 months (referred to as *the victimisation screeners)* and*;*
- the two modules designed to collect incident-level details so that each incident can be assigned an accurate offence code (referred to as the *traditional victimisation module* for non-fraud crimes and the *fraud victimisation module* for fraud and computer misuse crimes).

It should be noted that these modules together represent less than half of the total content of the Crime Survey questionnaire (see Figure 2a, section 2.3).

2.1.1 Risks and challenges

The Crime Survey questionnaire was developed in 1981 as a relatively simple paper document. It was based on a central design which included a set of crime victimisation screening questions followed by a 'victimisation module' for each crime experienced in the last 12 months. The classification and counting of crimes by the survey was designed to mirror police-recording of crimes. Over time the survey has evolved to incorporate changing data collection technologies and policy priorities; most significantly the introduction of computer-assisted personal interviewing (CAPI) in 1994, the inclusion of self-completion modules from 1996, the extension of the survey to include children aged 10-15 in 2009, and the addition of fraud and cyber-

crimes from 2015. However, at its core, the method by which crimes are measured and counted has remained largely unchanged.

This consistency is both a strength and weakness of the Crime Survey. Continuity in measurement has allowed robust tracking of trends in crime over time, in contrast to police recorded crime which has undergone several changes to recording practices over this time. As a result, the Crime Survey is generally regarded as the primary source for monitoring long-term changes in crime and this continuity is seen as a core strength. On the flip side, however, there has been little scope to improve or update tracking questions, and integrating new questions with existing time series questions has added length, complexity, and repetition.

A movement to online surveying therefore brings both opportunities and risks. The key opportunity is the chance to the make the questionnaire more streamlined, tailored and user-focussed. Without interviewers to encourage participation and maintain engagement, this will be essential.

However, the method of counting and classifying crimes in the Crime Survey is extremely complex and this is very difficult to replicate in a self-completion survey. The Crime Survey provides several measures of crime rates based on a 12-month recall period:

- ***Prevalence rate***: the proportion of the population who are victims of one offence once or more
- ***Incidence rate:*** the number of crimes experienced per household or per adult
- ***Multiple victimisation:*** defined as being the victim of more than one crime (either the same or different crime types)
- ***Repeat victimisation:*** a subset of multiple victimisation - defined as being a victim of the same type of crime two or more times (classified as either a 'series' of similar incidents or as separate incidents)

In deriving the above measures, it is important to ensure that crimes are not ***double-counted***. For example, if a burglary also involves a bicycle theft and criminal damage this should be counted as one incident, not three. Crimes are counted according to a prioritisation order applied during the classification process.

While prevalence is relatively straightforward to measure in any mode, the measurement of incidence, repeat and multiple victimisation is much more complex, and does not easily translate into a user-focussed self-completion survey. It became clear at an early stage of this project that simply replicating the structure and wording of the face-to-face survey questionnaire in an online platform was not going to work. This is because the face-to-face survey relies heavily on the interviewer to confirm the accuracy of responses and to elicit further detail where necessary. In addition, a number of questions in the face-to-face survey are administered using an "ask or record" approach where interviewers are given the flexibility to automatically record information which has already been established, without necessarily having to re-ask the question.

More generally, many of the existing questions and concepts are simply too challenging to travel across modes in their original format. Furthermore, there is evidence from international literature that online self-completion methods may result in higher reported rates of crime compared with face-to-face methods, even if question wording remains similar[3]. Put simply, a break in the time series will be unavoidable.

Therefore, a decision was made at an early stage that, while working towards a design that would suit both face-to-face and self-completion modes, the focus of this work should be to optimise the questionnaire for online self-completion, even if this meant a disruption to the time series. It was considered important that the survey should be re-designed to be clear, easy to complete, succinct, up-to-date and engaging. A survey which places too many cognitive demands on participants would risk a high rate of survey drop-out, poor data quality and inaccurate offence classification. This in itself would affect time series comparability, even if we aimed for a closer match across modes.

[3] See Peretti *et al Multimode surveys from the perspective of total survey error*. Proceedings of Statistics Canada Symposium 2014

Nevertheless, while we recognised the need for a novel approach to data collection, we also took care during the project to ensure that key survey definitions and concepts remained consistent with the current survey to try to minimise the impact on the longer-term time trends.

The central challenge of this development work, therefore, was to manage the tension between optimising the survey for the user while minimising disruption to longer-term trend measures. A need to balance these requirements has inevitably led to compromise. While steps were taken to improve the collection of crime count data over the four rounds of testing, we concluded that it is was unlikely to be possible to maintain accurate collection of crime count data using a simple respondent-focussed self-completion questionnaire.

This stage of the development work was designed to be the first step in the development process to explore questionnaire transition, regardless of the ultimate survey design adopted. As we move towards a fully mixed-mode design, further decisions will need to be made about how best to balance these competing priorities, accepting that difficult trade-offs will be required. The scoping and testing work described in this report will provide a solid evidence base to support future planning and decision-making.

2.1.2 Structure of the report

This report includes a detailed account of the methodology and outputs for each stage of the project, charting the iterative development of the instrument from the scoping stages through to the final instrument.

Chapter 1 provides a summary and our key recommendations for taking the online survey forward

Chapter 2 provides an introduction, objectives and context to the project

Chapter 3 describes the scoping stage of the project

Chapter 4 describes the methodology of the testing stage

Chapters 5 to 8 describe the detailed findings of the testing phase based on cognitive and usability testing

- Chapter 5 describes the development and testing of the victimisation screeners
- Chapter 6 describes the development and testing of the open-ended victim description
- Chapter 7 describes the development and testing of the victimisation modules
- Chapter 8 covers issues and findings related to the usability of the online questionnaire

Chapter 9 describes the offence coding stage

The Appendices include the questionnaire modules tested at the final round and a more detailed journey map of the changes made to the crime screeners.

2.2 Background: The Crime Survey for England and Wales

The Crime Survey estimates both the volume of crime experienced by the household population in England and Wales and the number of victims of crime. This includes crimes that are not reported to and/or recorded by the police. The survey therefore provides a better indication of long-term trends than police recorded crime for the crime types and population it covers, because it is unaffected by changes in levels of reporting to the police, police recording practices and police priorities.

The current Crime Survey sample is designed to yield interviews with a nationally representative sample of 35,000 households in England and Wales each year. One adult in each household is selected at random for interview and, where applicable, one child aged 10 to 15 is also randomly selected.

Structured face-to-face interviews are carried out using Computer Assisted Personal Interviews (CAPI), where interviewers record responses to the questionnaire on tablets. The main Crime Survey questionnaire

has a complex structure consisting of a core set of modules asked of the whole sample, a set of modules asked only of random sub-samples, and self-completion modules asked of all respondents aged 16 to 74[4].

Although there have been changes to the questionnaire over time, and the set of modules asked in each survey year varies, the wording of the core questions which measure victimisation experiences have been held constant throughout the life of the survey, except for the new fraud and computer misuse questions which were added in October 2015. These were added after the existing crime questions to reduce the risk that the introduction of these new questions would impact on the survey's existing time series.

The key features of the core modules of the face-to-face survey and how they are used to estimate crime are summarised below:

Victimisation screeners

- A set of Yes/No screener questions capture incidents experienced in the previous 12-month period by the household (such as vehicle or property crimes) or by the individual (such as fraud, robbery, or assaults).
- For each incident type the respondent is asked how many times this has happened in the last 12 months and when it happened (month/year)[5].
- The questionnaire captures whether multiple occurrences of the same incident are part of a 'series' (defined as 'similar incidents where the same thing was done under the same circumstances and probably by the same people'). In this situation, only the most recent crime in a series will be followed up in a victimisation module.
- Questions are worded to avoid double-counting of incidents (i.e. reporting the same incident more than once at different screener questions) as far as possible. At the end of the screeners, the respondent is asked to verify that all incidents are distinct and not part of the same incident. The interviewer has the option to review and amend the respondent's recorded answers at this point.

Victimisation module and offence coding

- All those identified through the screener questions as possible victims of crime are then asked detailed questions about each incident, or series of incidents, in a 'victimisation module' which provides the detail needed for offence coding.
- There are two versions of the victimisation module, one for 'traditional' crimes (all crimes excluding fraud and computer misuse) and one for fraud and computer misuse crimes.
- To combat respondent fatigue, a maximum of six victimisation modules are completed. If more than six separate incidents have been experienced in the reference period[6], then the CAPI program selects which incidents should be followed up according to an algorithm which prioritises more serious crimes over less serious ones.
- To further minimise respondent burden, if there are more than three separate incidents to be followed up only the first three priority offences are covered in detail (the 'long form'). For additional incidents up to the maximum of six, only limited details are collected, primarily those required for offence coding (this is known as the 'short form').
- Based on information collected and processed from the victimisation modules, outside of the interview a group of specially trained coders determine whether what has been reported constitutes a crime and, if so, what offence code should be assigned to it. This offence coding uses both answers to closed questions and an open-ended description of the incident to arrive at an outcome. This process has been

[4] The upper age limit for the self-completion section was increased from 59 to 74 in April 2017.

[5] In analysis the number of incidents counted in a series is currently capped at five. This restriction is applied to ensure that estimates are not affected by a very small number of respondents who report an extremely high number of incidents. However, this restriction is currently under review and it is likely that the cap will be extended to allow a more accurate count of the volume of crime (especially for crimes such as domestic violence which are associated with higher levels of repeat victimisation).

[6] Only a very small proportion of victims (1% in 2016-17) experience 6 or more crimes.

developed to mirror the way incidents are coded as crimes by the police and has remained broadly unchanged since the survey began in 1982.

- If one incident involves a number of different offences (for example, burglary, car theft and criminal damage) then the crime is recorded with a single offence code according to prioritisation rules which is similar to police-recorded systems – in this example the incident would be recorded as a burglary.

2.3 Scope of the project

The review and testing stage did not cover the whole Crime Survey questionnaire. Instead the review was confined to the sections of the questionnaire which collect the data required to allow detailed offence coding and hence estimate victimisation prevalence and incidence rates.

This included:

- The victimisation screener questions (both traditional and fraud/computer misuse crimes) which collect experience of victimisation within the last 12 months
- A count of the number of each type of incident
- Classification of incidents into series or singular incidents for those experiencing multiple incidents
- Dating of incidents
- The open-ended victim description
- The traditional victimisation module: the review included all questions which are essential for the purposes of offence coding as well as other key classification questions such as location of the incident and knowledge of the offenders. We also included a small number of victimisation module questions which were not specifically required for offence coding but which were thought to be particularly challenging in the context of online transition (for example, details of items stolen in a theft which in the current face-to-face survey includes a lengthy unprompted list of over 40 codes).
- The fraud and computer misuse victimisation module: the review of this module was similar in scope to that described above for the traditional victimisation module.

The survey did not include the following elements of the face-to-face survey (based on the 2016-17 version):

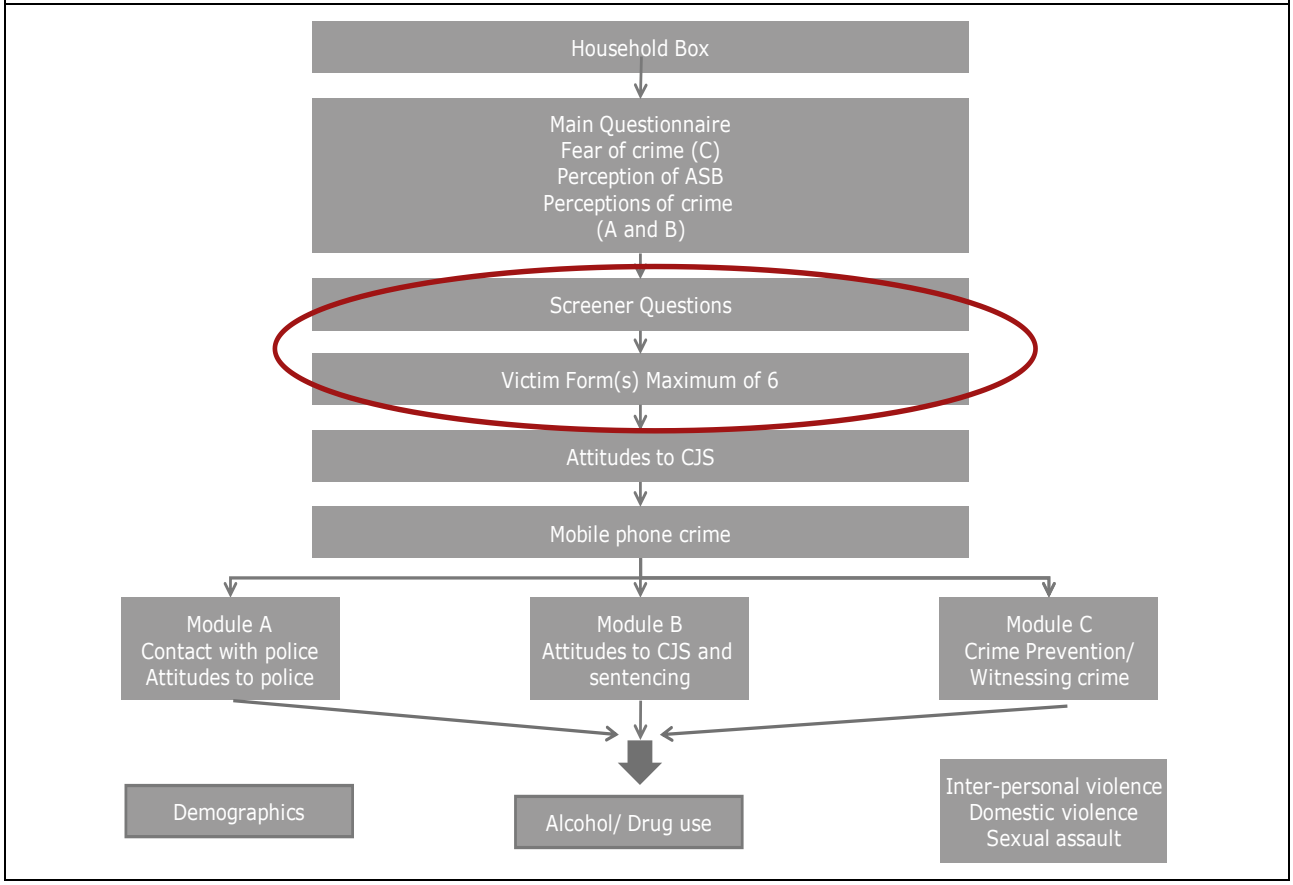
- Opening modules covering fear of crime and perceptions of crime
- Threat offences were excluded as there is a separate piece of work, outside of this project, focusing on developing and improving questions about threats
- Other than the sexual assault screener, questions about household violence and sexual offences were excluded due to ethical concerns over their sensitive nature
- Elements of the victimisation module not required for offence classification such as costs of crime, contact with the Criminal Justice System, or contact with Victim Support
- Follow-up-modules (for example, attitudes to the Criminal Justice System, mobile phone crime, experience of anti-social behaviour)
- Split-sample follow up modules (various topics asked of a random sub-sample of respondents)
- Child survey (asked of 10 to 15 year olds)
- Self-completion modules (domestic violence, sexual assault, alcohol and drug use)
- Demographics (income, employment, ethnicity etc.)

In addition, for pragmatic reasons, the number of victimisation modules followed up in each cognitive interview was restricted to one. In the final version it is expected that the survey would follow up more than this (perhaps two or three) but not as many as the six completed in the current version. This would be considered as part of future development of the instrument.

Finally, it should be noted that the review was restricted to questionnaire development and excluded wider sampling and fieldwork issues which would need to be considered before a large-scale roll-out of a mixed mode survey. Thus it did not consider any of the following: comparability of face-to-face and online measurement; sampling approaches; sample design; selection of individual(s) within households; response rates; balance between online and face-to-face data collection; and accessibility issues (language, literacy, disability etc.).

A summary of the scope of the review based on the full survey is provided in Figure 2a below.

Figure 2a Main Crime Survey structure (2016-17): segments included in the online review



Although the primary focus of this project was to consider how the current questionnaire could be adapted to be suitable for online self-completion, the ultimate objective is to develop a single unimodal instrument that is suitable for both online self-completion and interviewer-administered data collection. Therefore, the testing stage included some interviews that were conducted face-to-face to ensure applicability across both modes. However, even if the presentation of questions is matched across the two modes, it is worth noting that further large-scale testing will be required to test the impact of mode on questionnaire responses.

2.4 Overview of the study

The three stages of the project comprised the following elements:

2.4.1 Stage 1: Scoping stage (February – May 2017)

This stage included:

- A desk review to scope out potential issues and challenges associated with online transition and initial proposed solutions.
- Five interviewer workshops to obtain feedback from interviewers currently working on the survey about the extent to which their behaviour and interviewer-respondent interaction might affect responses beyond the scripted question wording. This helped to determine what extra measures needed to be built into the online questionnaire to ensure accurate data collection when there was no interviewer present to help resolve queries.
- A first draft of the re-designed questionnaire suitable for testing. This was finalised in consultation with ONS.

2.4.2 Stage 2: Testing stage (June -September 2017)

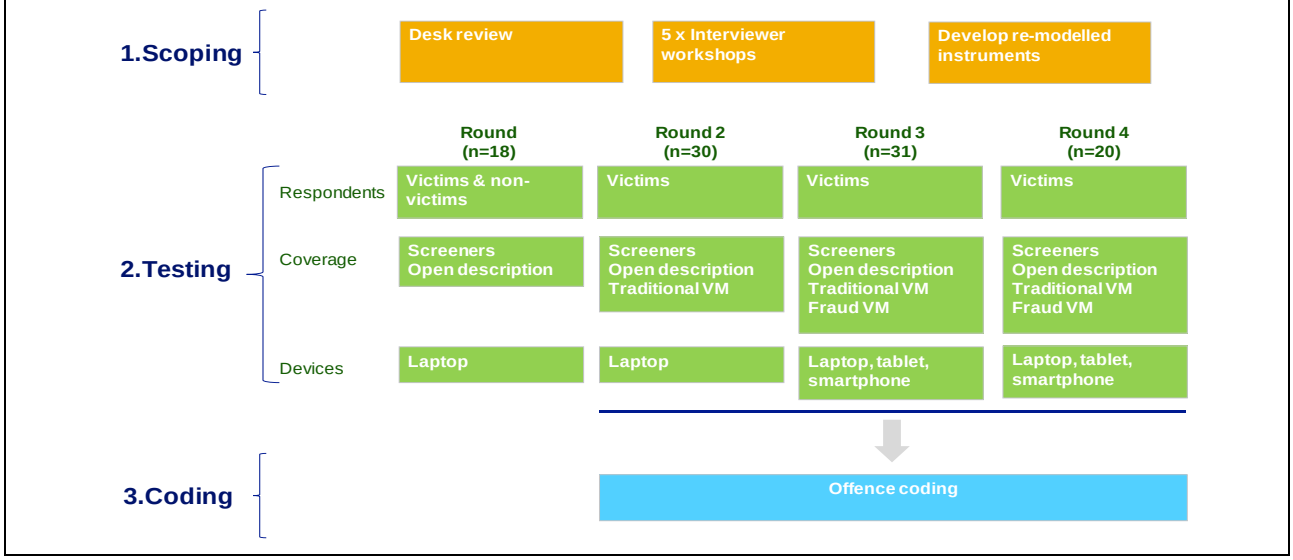
The questionnaire was tested iteratively over four rounds; in total 99 interviews were completed across a range of offence types. Four components were developed and tested over the course of the four rounds: the screener module; the open-ended description; the traditional victimisation module; and the fraud victimisation module. This stage focused on a mixture of cognitive testing (assessing comprehension of the question wording) and usability testing (observing how respondents interact with the instrument focusing on layout and ease of completion). In the first two rounds, all interviews were completed on laptops, while in rounds three and four interviews were also conducted on tablets and smartphones.

2.4.3 Stage 3: Coding stage (October 2017)

The final stage was to check the validity of the survey instrument in terms of ability to accurately assign offence codes. Crime Survey coding staff assigned an offence code to each completed interview using respondent-provided data. This was then verified against a code based on a full interviewer description of the crime recorded by the researcher who had conducted the interview.

Figure 2b shows an overview of the stages of the project (VM refers to victimisation module).

Figure 2b Summary of project stages



3. Scoping stage

Summary

The initial re-design of the online Crime Survey was informed by two scoping stages:

- **Desk review**

We first conducted a comprehensive review of the broader data collection issues and challenges involved in transitioning the survey from a face-to-face to a self-completion instrument. For each issue, we conducted a risk assessment, and set out strategies to address these.

- **Interviewer workshops**

Five workshops were conducted with Crime Survey interviewers to understand how they interact with respondents in the field. A key output from these was understanding the extent to which interviewers adapt the questionnaire script to help respondents; for example to resolve queries, clarify complex question wording, estimate dates or counts, or to manage and avoid double-counting of incidents.

Initial redevelopment of the online questionnaire

It not possible to build this level of flexibility into a self-completion instrument. Therefore, we needed to think creatively about how to manage complex features of the survey (e.g. double-counting) without the benefit of an interviewer to help guide respondents; and how to make the questionnaire feel less generic and more tailored to individual circumstances

The scoping stages helped us to formulate basic design principles for the online instrument. A decision was made at the outset to prioritise optimisation of the survey for online self-completion over the retention of time series comparability, given the clear difficulties involved in a more direct translation.

As a result, several changes were made to make the core survey streamlined, tailored, and respondent-focussed. These included:

- Reducing the number of screeners by consolidating and combining screeners (e.g. combining household screeners for previous and current addresses in the past 12 months into one question)
- Including screeners to capture attempted crimes more explicitly
- Changes to eligibility criteria (e.g. bicycle thefts changed from a household-based crime to a personal crime)
- A new approach for counting crimes which allowed respondents to provide a banded estimate if they couldn't recall the exact number
- A review and re-wording of the 'series' definition of crimes
- The victimisation modules were considerably adapted to better suit an online platform.

Full details of the underlying design of the questionnaire and its iterative development over the course of the project are covered in Chapters 5,6, and 7.

In this section we provide an account of the scoping stage which comprised three different components:

- Desk review (section 3.1)
- Interviewer workshops (section 3.2)
- Approaches to initial questionnaire re-development (section 3.3)

Section 3.4 then provides a tabular summary of all these stages by documenting: the range of issues considered; outputs from the desk review and interviewer workshops; an assessment of risk for each issue identified; and an outline of how these risks were addressed in the initial online questionnaire.

3.1 Desk review

The first step towards developing a questionnaire suitable for online self-completion was to conduct a comprehensive review of the broader data collection issues and challenges to be considered in the context of transitioning the core survey from interviewer-administered to online collection. These broader issues were not so much question specific but instead related to definitions, procedures and practices which have largely been held constant in the Crime Survey over time. The purpose of this early stage was to consider how a switch of mode might affect the accuracy of the information collected and the potential impact this might have on the consistency of time trends.

The review covered a range of issues under the following broad topics.

- Victimisation screeners
- Counting, dating, and classification of crimes into 'series' or 'separate' crimes
- Victimisation modules
- Other questionnaire issues

Section 3.4 provides a summary of the outputs of this review which have been considered alongside the main findings of the interviewer workshops.

3.2 Interviewer workshops

The existing Crime Survey is more complex than many other face-to-face Government household surveys. This is because the core sections of the questionnaire – the screener and victimisation modules – include a degree of flexibility within the structured questionnaire script. As the emphasis of these sections is on the collection of accurate, factual data, interviewers generally work with respondents to resolve queries and to clarify misunderstandings where these arise. In addition, the flow of the interview is such that respondents often discuss key details of crimes they have experienced before they reach the closed questions in the victimisation module. Therefore, the interviewer often effectively "knows" the answers to key questions ahead of time. In the victimisation module, interviewers are given flexibility at certain questions to automatically record answers. This is to avoid annoying the respondent by re-asking questions which the respondent has already provided answers to, either at the open-ended description or as part of more general interaction with the interviewer at an earlier stage of the interview.

A key objective of the interviewer workshops was to understand the extent to which interviewers interact with respondents outside of the written script, the nature of such interactions, and how interviewers guide respondents through the questions. Clearly, it is not possible to build this level of flexibility into a more structured online questionnaire and therefore having a more detailed understanding of the difficulties encountered by interviewers in the field, and the strategies they use to resolve these, can help us to understand what further checks and balances should be included in the online self-completion questionnaire to ensure accurate data collection.

Kantar conducted five interviewer workshops. Each workshop convened small groups of interviewers (8-10) with varying levels of experience. The workshops lasted three hours each and provided an open forum for discussion about the screener and victimisation modules. Workshops included discussion about the crime victimisation screeners; the order and flow of the screener sections; approaches to collection of the open-ended incident description; counting crimes; dating of crimes; managing accurate 12-month recall; sorting out separate incidents from a series of incidents; and the detail contained in the victimisation modules. The workshops included a mixture of open discussion and role play exercises. Each workshop was led by a member of the development project team alongside a member of the Crime Survey core team. An ONS team member also attended each session to observe.

A key output from the interviewer workshops was understanding the extent to which many interviewers supplement or adjust the questionnaire script to resolve queries and correct respondent misunderstanding. Interviewers stated that they adapt the script when required to suit the respondent and their circumstances and this process becomes second nature to them the more experienced they become.

Several reasons were provided for this: some of the question text is thought to be overly long and complex; there is a need to provide clarification at some questions which include complex definitions and phrasing; to address respondent queries and correct misunderstandings; to help respondents estimate the number and/or dates of crimes; to avoid asking participants unnecessary questions by drawing on information already provided; and, finally, interviewers try to 'manage' double counting of incidents as they go along to avoid the need to backtrack at the end of the screener section (which risks annoying the respondent as well as adding to the length of the interview).

The workshops revealed that interviewers tended to adopt their own bespoke strategies for managing accurate data collection based on the experience they have built up over time. It was also clear that newer interviewers tended to stick to the script more closely. In short, there was no consistent strategy used by interviewers when interacting with respondents and therefore no clear set of rules or guidelines which could be transferred to an online environment.

This clearly represented a challenge in terms of moving the survey online and required us to think creatively about how to:

- manage and resolve double-counting and other common obstacles without the benefit of interviewer assistance;
- make the instrument feel less generic and more tailored and relevant to each respondent's individual circumstances and experiences.

The key findings from the workshops are considered alongside the desk review outputs in section 3.4.

3.3 Approaches to initial questionnaire redevelopment

As discussed in Chapter 2, a decision was made at an early stage to prioritise the optimisation of the survey for online self-completion over the retention of time series comparability, given the difficulty involved in translating the face-to-face instrument to one which will work as a self-completion. .

As a result, this gave us more flexibility to consider alternative ways of structuring the screener questions. That said, we took the current survey structure and questions as a starting point and took care to ensure that key survey definitions and concepts remained consistent with the current survey, even if the wording or approach was modified. However, we did change survey definitions in a small number of cases where there was a clear argument for modifying or updating a survey definition to suit an online context.

At the outset, and through iterative development, we agreed with ONS the following broad design principles and modifications when compared with the current face-to-face questionnaire:

- The **collection of demographics section to be pared down** to collect only basic classification details (age, sex, etc.) and any questions required for filtering purposes in the screener module (e.g. household composition, car/bike ownership; length of residence). This is because the testing of the household grid and wider demographics was not in scope for this study, though these would need to be collected in a main study.
- **To address a number of gaps in the current Crime Survey screeners**. In the current survey, there are no specific prompts for a number of attempted crimes, although offence codes exist for them (for example attempted vehicle theft, attempted theft from a vehicle and attempted assault). This means that these attempted crimes may be under-counted in the existing survey. New screeners were added to improve coverage and clarity. *See section 5.1.*
- In order that the addition of screeners for attempted crimes did not increase the number of screener questions, we decided to **ask about actual and attempted crimes in a set of paired grids**. While this did not necessarily reduce the number of questions it did reduce the individual screens that were presented to a respondent. *See section 5.1.*
- **To reduce the number of screeners** by combining questions which related to previous and current residences (for those who had moved home in previous 12 months) into a single question. *See section 5.2.*
- We decided to **change some of the definitions and eligibility criteria** to make these clearer for respondents. For example, bicycle thefts were changed from household-based crimes (that is crimes experienced by all members of the household) to personal crimes (that is crimes experienced by the respondent personally). In the traditional (non-fraud) screener section, we also added a prompt to include only crimes occurring within England and Wales. While the current survey does ask about crimes which occurred elsewhere, such crimes are filtered out at the offence classification and processing stages (although remain on the dataset archived at the UK Data Service).
- We **changed the approach to counting crimes** since the face-to-face survey relies on a complex set of interviewer-led codes to record high-volume incidents. In the online version we trialled allowing people to record the number of incidents in bands, if they were unable to provide an exact figure, to reduce the level of missing data. *See section 5.5.*
- We decided it was important to retain the question which attempts to ascertain if any multiple incidents were part of a “series” of similar incidents as this affects the crime count. However, based on interviewer feedback **the definition of a series crime was modified**. *See section 5.7.*
- The **screener designed to measure threats was dropped** from the online version as ONS is considering the re-development of this screener as part of a wider review outside of the project.

- Although we retained a screener question for sexual violence (to test its acceptability) **we did not follow up sexual crimes in a victimisation module**. This was considered outside the scope of the review due to the sensitive nature of the subject as well as potential ethical concerns around asking these questions, which would need to be addressed separately.
- Free-text descriptions which require respondents to type in a written response can be problematic in online surveys (due to the cognitive demands placed on the respondent). However, we decided to **retain the free text open description** as early testing revealed that respondents were able and willing to provide open data, and in most cases they provided sufficient information to help coders finalise the offence code. *See Chapter 6.*
- The **victimisation modules were considerably adapted** to better suit an online platform. The modules were streamlined, simplified, and re-ordered to provide a more tailored and less repetitive experience for the online respondent. *See Chapter 7.*

3.4 Summary of issues and challenges identified in the scoping review

Tables 3a to 3d below provides a summary of the issues which were identified at the desk review and/or through interviewer workshops. For each issue/challenge noted we summarise the potential risk this presents in the context of transitioning the survey online and the strategies adopted to mitigate these risks.

Table 3a: Victimisation screeners

Nature of issue/challenge in face to face survey	What are the risks?	Strategies adopted to address these risks
Number of screener questions There are up to 31 'Yes/No' screener questions.	Without an interviewer to maintain engagement, online respondents may lose interest which could result in early drop-out and/or 'satisficing' behaviour[7] (for example not reading the question properly or "flat-lining" of responses). These risks are perhaps more salient for non-victims, who represent the large majority of Crime Survey respondents.	The re-design considered the following features: - Streamlining, consolidating, and grouping screeners - Emphasising the importance of the survey for non-victims *See section 5.2.*
Under-reporting of crimes The face-to-face instrument is designed to pick up all possible incidents of crime measured by the survey, including trivial events which are often not reported to the police.	Without an interviewer to prompt, online respondents may consider some experiences too trivial to mention. Balanced against this is the increased privacy which the online survey offers. We might expect increased (and more accurate) reporting of crimes such as sexual assault and domestic violence. The same may also be true for fraud crimes as respondents may be embarrassed to disclose that they have fallen victim to a scam.	The survey included clear and succinct preamble screens to emphasise that we are interested in all incidents, including minor incidents and those which have not been reported.

[7] Satisficing' refers to when respondents get through the questions by expending minimal effort, in order to avoid the cognitive effort involved in giving a more considered or more accurate response. See for example Krosnick, J.A. (1991) 'Response Strategies for Coping with Cognitive Demands of Attitude Measures in Surveys', Applied Cognitive Psychology, **5**, 231-236

Nature of issue/challenge in face to face survey	What are the risks?	Strategies adopted to address these risks
Managing double-counting Double-counting of incidents at two or more screener questions is common in the face-to-face survey. For example, if a personal theft also involved an assault, a respondent might mention this at both the theft and the assault screeners. Interviewers tend to manage this as they proceed through the interview. For example, some interviewers will probe for full details of the crime when it is first mentioned and then ensure it is only recorded once, at the most relevant screener. Others will check that subsequent crimes are not related to crimes mentioned earlier and discount them if they are. The change in counting rules for fraud crimes creates further confusion: fraud crimes linked to earlier crimes should now be *included* e.g. a banking fraud following theft of a credit card should be included and counted as a separate incident.	Without an interviewer to verify and deduplicate incidents, there is a high risk that the online crime count will be inflated and that the interview will be made unnecessarily longer for the respondent because of this this duplication. Apart from potentially encouraging higher drop-out rates, the impact of double-counting on the accuracy of the crime count could be significant.	This issue proved to be the most challenging aspect for the online transition. Several different approaches were trialled, with varying degrees of success: - Reviewing the order of screeners - Reviewing the effectiveness of the "Apart from anything you have already mentioned" primer (this was removed after testing) - Adding a display screen after the first incident reported to pre-empt and discourage double-counting - Adding check questions to ascertain whether second/subsequent crimes are related to earlier ones - At the end of the screeners, asking the respondent to review all incidents reported and make corrections - Managing the double-counting checks in two separate "blocks" for traditional and fraud crimes. The solutions adopted were only partially successful in eliminating double-counting, and respondents with complex victim experiences found some of these validation checks confusing and cognitively challenging. *See section 5.8 for a full account of methods developed and tested.*
Length and complexity of screener wording Interviewers commented that the wording of many questions and introduction screens is long and complex; this complexity is thought to hinder comprehension, add unnecessary length and affect respondent engagement. Key concepts can get "lost" within dense blocks of read-out text and interviewers often find themselves having to repeat instructions and provide additional clarification.	Risks in the online environment include excessive cognitive burden; difficulty maintaining respondent engagement; and lack of comprehension leading to poor data accuracy and possible early drop-out. These risks are also present in the face-to-face survey though interviewers have the option to provide additional clarification when required.	It became clear early on that, in many cases, simply replicating the face-to-face version of the question was not going to work online. In the review we considered the following modifications, with a view to improving respondent comprehension and usability: - Simplification of definitions - Simplification of question text - Reducing repetition across screeners - Simplification/removal of interviewer and respondent clarifications Questions were further simplified and refined through iterative testing. *See section 5.3.*

Nature of issue/challenge in face to face survey	What are the risks?	Strategies adopted to address these risks
Order of the screeners Interviewers felt that the current order can exacerbate double-counting as minor crimes (such as bike theft) are asked before more serious crimes (such as burglary) and this can lead, for example, to a burglary being recorded at a bike theft screener. Many interviewers felt that property crimes should be asked before vehicle crimes to help reduce the extent of double-counting.	Recording a crime at the "wrong" screener is not *necessarily* a problem as the victimisation module collects the detailed data required to classify the incident. However, it can introduce confusion among respondents particularly as wording at the open description question and victimisation module refers back to the screener. More widely, any structural feature which exacerbates double-counting clearly represents a risk to the accuracy of the crime count (see above).	We reviewed the order and proposed an alternative order broadly as follows: home-based crimes; vehicle-based crimes; personal crimes; fraud and viruses. Although this did not eliminate the problem of double-counting, it did help reduce confusion by ensuring that crimes were usually captured (at least initially) at the most relevant screener. *See section 5.4.*
Structure and flow Interviewers commented that the current order can feel a little disjointed as the measurement of series crimes and collection of dates occurs in a separate block after the screener and count questions.	If the survey feels disjointed, online respondents may get confused and lose interest. Furthermore, if respondents have been victims of multiple crimes, it might be more difficult for them to match the correct crime to the supplementary information about series and dates.	Rather than putting these questions in separate "blocks", we decided to move the count, series classification and date questions to form part of the same loop for each screener. This meant that these questions appear immediately after a "yes" response to a screener. This helped improve flow and accuracy. *See section 5.4.*
Attempted fraud (TRYCON question) This was highlighted as a problem by virtually all interviewers, who found it unclear when to include common incidents such as spam emails and phishing calls. Interviewers routinely find themselves conducting a lengthy victimisation module for trivial incidents that respondents have little memory of. Based on 2016-17 Crime Survey data, c.85% of all victimisation modules originating from the TRYCON screener are coded as out of scope which clearly leads to wasted interview time and frustration for both interviewers and respondents.	This presents a risk in terms of: respondent confusion about what "counts" as attempted fraud; respondents getting annoyed at having to answer a long series of victimisation module questions for a trivial incident; and wasting the time of both respondents and coders by collecting data when the large majority of incidents will be classified as out-of-scope. This is clearly a risk present in the face-to-face survey too.	The key to unlocking actual cases of attempted fraud is the identification of a *specific intended victim (*SIV). To be counted as a SIV the respondent must have interacted with the fraudster in some way to the extent that they become a specific target, even if the fraud is not completed. The TRYCON screener question was modified to include a clarification prompt to ensure that respondents do not include attempted frauds where there was no interaction between them and the fraudster. *See Appendix A.*
Other question wording issues Interviewers cited some common points of misunderstanding or confusion associated with specific questions, as well as wording which has become out-dated over time (for example, references to "milk bottle theft" which has become very rare).	If online respondents are presented with questions which are ambiguous, unclear or out-dated this will create confusion and may result in loss of engagement and drop out.	We took the opportunity to review and improve question wording more generally, not just to suit an online context. Wording was then further refined through iterations of cognitive testing. *For a detailed account of changes, a "journey map" of question development from the starting point of the current survey can be found in Appendix A.*

Nature of issue/challenge in face to face survey	What are the risks?	Strategies adopted to address these risks
Crime definitions/eligibility criteria Some of the definitions used in the current questions can be confusing for respondents. For example, vehicle and bicycle thefts are defined as household crimes and so we collect information about everyone in the household (including at a different address if household members have moved in recently). By contrast, other non-household thefts are only included if the property belongs to the respondent. The geographic range of offences is also unclear: the face-to-face survey allows through crimes experienced abroad whereas non-fraud crimes located outside England or Wales are coded as out-of-scope and later discounted during data processing.	Respondents may be confused by inconsistent definitions; additionally the respondent may be unaware of/know few details about crimes which affect other members of the household.	When reviewing the screener questions, we took the opportunity to review the eligibility criteria and simplified these where possible. For example, the definition of a bicycle theft was changed from a household-based to a person-based crime. We also clarified the geographical eligibility criteria and made these more consistent across screeners.
Omission of attempted crimes A review identified that there are several offence codes for attempted crimes which are not specifically prompted for in the current screener questions. This includes attempted vehicle/motorcycle theft, attempted theft from a vehicle/motorcycle and attempted assault. Although there is no specific code for attempted bicycle theft this might also be considered an omission. Currently in the face-to-face survey these offences are picked up indirectly via other screener questions.	Attempted crimes are likely to be under-counted – a risk inherent in both the face-to-face survey and the online survey if these omissions are not addressed. In addition (again a risk for both designs) respondents may not know where/how to classify attempted crimes in the absence of a matching screener.	We took the opportunity in the online version to address this omission by allowing these attempted crimes to be captured explicitly rather than implicitly. This was achieved by drafting new screeners for attempted crimes which were paired with the equivalent screener for an actual crime. *See section 5.1.*
Measuring threats and under-counting of intimidation/hate crime It is recognised that the current version of the threats question is quite restrictive. Interviewers commented that the existing wording does not allow for non-tangible threats (e.g. a feeling of intimidation, road rage incidents, etc.); nor does it explicitly capture incidents such as hate crime and online trolling.	As above this represents a clear risk in terms of under-counting certain types of crime; a risk which is again inherent in both the face-to-face and online version of the survey unless it is addressed.	Independent of this work, ONS is reviewing what information is collected in the survey about threats and how it is reported. For this reason, it was decided the threats questions should be out of scope for this review. As a result, we did not include this screener question in the online redesign.
Inclusion of workplace incidents Unless the interviewer specifically prompts for it, workplace incidents are often omitted as respondents consider these to be part of their job rather than a "crime" (examples include respondents who are assaulted at work). Interviewers and respondents are not always clear whether workplace incidents should be included.	Unless prompted, respondents may omit to mention workplace incidents, leading to under-counting, especially of violence incidents.	A prompt was added to ensure that respondents think about workplace incidents when answering the assault screeners. A question was also added to the victimisation module to record who the assailant was (e.g. household member, someone they encountered through work, stranger etc.) *See Appendix A.*

Nature of issue/challenge in face to face (F2F) survey	What **are the risks?**	**Strategies adopted to address these risks**
Previous and current addresses In the Crime Survey, respondents who have lived at two or more addresses in the past 12 months are asked two sets of household victimisation questions: they are asked first about incidents at their current address; then about incidents at any previous addresses. This is to ensure that all incidents are recalled. However, interviewers say that, for respondents who have lived at two or more addresses in the past year, the need to ask the household screeners twice feels very repetitive.	Without an interviewer to explain the rationale for this, these questions may feel repetitive for respondents who have recently moved home.	Respondents who had moved within the last 12 months were only asked one version of each of the household screeners and the question text referred to both their current and previous addresses. *See section 5.2.*

Table 3b: Counting, dating and series crimes

Nature of issue/challenge in face to face (F2F) survey	**What** are the risks?	**Strategies adopted to address these risks**
Counting crimes While counting the number of incidents is not a problem for single incidents interviewers note that the current face-to-face question can be challenging in the small number of cases where something has happened multiple times (especially common for domestic violence and anti-social behaviour). In such situations interviewers are often confused about whether or when to use code 96 (95+ incidents), code 97 ("too many to remember") or "don't know".	Without interviewer assistance, online respondents may struggle to know how to count multiple incidents if the volume is too high to report with certainty or accuracy. There is a risk that the level of missing data ("don't know"/"too many times to mention") is increased compared with a face-to-face survey.	In the online survey we allowed respondents to record 1-9 or 10+ incidents. If 10+ incidents, the respondent was routed to a set of questions which allowed them to either provide an exact number, a banded estimate or say "don't know/too many times to remember". The option to provide a band was introduced to help reduce the rate of "don't know" responses. This approach generally worked well although the use of both numeric and banded scales did cause some complexities in scripting and routing and would also pose complexities when reporting crime counts (e,g, using midpoints to derive estimates). *See section 5.5.*
Recall & bounding crimes within the last 12-months This can be problematic in the face-to-face survey as respondents have a tendency to forward telescope incidents from outside the reference period, especially for more salient crimes (respondents like to feel that they are "contributing" to the survey). While interviewers have the option to use a paper "life events" calendar as a recall aid, in practice interviewers reported that this was not widely used. Interviewers often use their own prompts (e.g. prompting for weather/seasons/school term times) to help narrow down when an incident happened.	Respondents completing the survey online may have a greater tendency to forward telescope in crimes from before the reference period, without an interviewer to help verify dates.	Re-positioning the date question within the survey to immediately follow the screener and count questions helped to clarify the date at an early stage. Following development of different approaches, we finally recommended a drop-down menu for collection of months with an option to report a date which was longer than 12 months ago – the script can then automatically filter out out-of-scope incidents. We also trialled a visual calendar image at Round 3. However, this caused confusion and was removed in later iterations. *See section 5.6.*

Nature of issue/challenge in face to face (F2F) survey	What are the risks?	Strategies adopted to address these risks
Series and separate crimes There is general confusion among interviewers about when to assign an incident to a series as opposed to a set of separate incidents. The wording in the face-to-face survey is thought to be unclear; the emphasis on *same thing, same circumstances, same people* is thought to be overly restrictive as incidents can be sufficiently "similar" without being the "same" (e.g. workplace assaults and neighbourhood disputes are often cited in this context). A further complication arises if one event out of many related incidents is more serious than the rest (e.g. a particularly serious incident of domestic violence). In such circumstances it is difficult to sort out separate incidents from a series, and often impossible for respondents to put them in chronological order (as the script requires)	Given that interviewers who had been working on the survey for many years found this part of the survey confusing it seems likely online respondents will find the wording at these questions confusing too, leading to inaccurate data and respondent frustration.	We changed the wording to be less restrictive and the phrase "*probably by the same people"* was removed so that incidents can be recorded as "similar" even if perpetrated by different people. Respondents generally understood this revised wording and it clearly represented an improvement on the original wording. However, there were still some residual ambiguities in interpretation. *See section 5.7.*

Table 3c: The victimisation modules

Nature of issue/challenge in face to face (F2F) survey	What are the risks?	Strategies adopted to address these risks
Structure of the victimisation module Interviewers frequently cited the length of the victimisation module as a problem for respondents. Interviewers noted examples of duplicated questions, questions which are asked unnecessarily, and generic "ask all" questions which are not tailored by crime type and therefore can appear irrelevant. This situation arises because the victimisation module is currently a fixed set of questions asked of all types of crimes, with no attempt to tailor to the specific crime.	An overly generic and lengthy victimisation module is likely to annoy respondents and lead to loss of engagement or even drop out. A lengthy victimisation module will also restrict the number of modules which can be realistically included in an online survey as it seems inevitable the online survey will need to be shorter than the current face-to-face survey.	The online victimisation module was substantially truncated compared with the current survey, cut down to only include questions required for offence coding. However, for the equivalent question set, we also made significant changes to streamline the module. This involved simplifying wording, reducing response lists, removing duplication, and tightening filters so that respondents were generally only asked questions relevant to their specific incident. We also tailored the victimisation module so that for each crime type the critical components of the crime were asked first (for example, assault victims get asked questions about the assault first before being asked about other features of the crime). This made the victimisation modules more tailored and relevant for respondents thus helping them to stay engaged. *See sections 7.2,7.3.*

Nature of issue/challenge in face to face (F2F) survey	What are the risks?	Strategies adopted to address these risks
Open-ended crime description: quality of open data The open description remains an integral part of the victimisation module and is used by coders to accurately code offences. However, interviewers adopt different approaches to this question and so the amount of detail collected varies. Also, many interviewers use crime-specific (rather than the suggested generic) prompts to generate a detailed account.	It is generally acknowledged that open-ended text data in self-completion surveys is of poorer quality than data collected in interviewer-administered surveys, where interviewers can probe for fuller detail. The need to type in text also increases respondent cognitive burden. If the open description is of poor quality, this will hinder a coder's ability to record an accurate offence code.	Testing confirmed that respondents were usually able to provide data of sufficient quality to help coders finalise the offence code. In the online version, we trialled the use of both generic and crime-bespoke prompts to test which led to the most detailed and relevant accounts. We decided that a hybrid approach (using both types of prompts) worked best. *See Chapter 6.*
Balance/overlap between open data and closed data Interviewers commented that once the respondent has provided the open-ended detail, the victimisation module questions can feel repetitive. Interviewers usually deal with this by effectively self-administering much of the victimisation module (using an "Ask or record" approach) so they don't annoy the respondent with questions that they feel do not need to be re-asked.	During a self-completion online survey, there is currently no reliable facility to monitor the accuracy, completeness and relevance of open-ended data to the extent that we can infer answers to key closed questions. The need to re-ask for details which respondents may have already provided at the open description could annoy respondents, cause confusion and lead to loss of engagement and drop out.	The option of moving the open description to the end of the victimisation module was discussed though rejected as: a) this does not eliminate the problem of duplication and b) in its current position at the start it helps the respondent to focus on the specific incident which the later questions will be based on. We decided to minimise the amount of duplication by streamlining and tailoring the victimisation module (see above) and by adding "Just to check" style preambles where there was potential for duplication.
Number of victimisation modules In the face-to-face survey a maximum of six modules are completed (three long-form and three short-form). The average length of a face-to-face interview is currently around 45 minutes, rising to around 90 minutes when four or more victimisation modules are completed.	It is generally accepted that online interviews should be much shorter than face-to-face interviews. Consequently, it is unlikely that an online survey can include more than three victimisation modules, even if all of them are short-form. However, limiting the number of victimisation modules would affect the crime estimates if the current rules are maintained. In the existing survey, additional crimes over and above the maximum of six are not included in the crime count. This means that crimes that have a lower priority in the current ranking algorithm would be under-counted[8].	For testing purposes, we only followed up one victimisation module; where more than one crime had been experienced testers selected a crime manually according to quota requirements. The number of modules to be included would need to be considered as part of future development work, as well as part of an overall review of managing overall length.

[8] This would affect only a very small proportion of interviews. Further analysis would be required to estimate the number of crimes that would not be counted if the number of victimisation modules was capped at two or three.

Table 3d: Other issues

Aside from the more general issues discussed above, there are also some practical issues associated with transporting questions from a face-to-face survey to an online platform. While a mixed mode survey being started from scratch today would adopt a 'mode portable' approach to question development this is not the situation for the Crime Survey, which raises a number of other issues.

Nature of issue/challenge in face to face (F2F) survey	What are the risks?	Strategies adopted to address these risks
Question formats A number of specific issues linked to question format needed to be reviewed for online suitability. This included: - Presentation of "don't know" and "refusal" codes - Questions which are unprompted in the face-to-face survey - How to handle interviewer instructions and flexible interviewer prompts (e.g. "Interviewer: add if necessary" type prompts) - Mode effects for questions which are likely to be affected by this.	Any change in the presentation of question format is likely to affect the ability to compare results with the longer-term time trends.	In general, these types of issues were considered on a case-by-case basis. However, we did not consistently add "don't know" and "prefer not to say" codes due to the complexity this would have caused in routing in some places. This will need to be considered in future development work.
Device-specific usability Some questions may be difficult for display on a smartphone screen, or in portrait mode compared with landscape.	Given the high proportion of the population who mainly access the internet on a smartphone, it is very important that the online script is usable across all devices (laptops, tablets, smartphones). If the survey is not suitable for completion on smartphones there is a risk some respondents will be excluded or discouraged from completing the survey. Since smartphone usage is higher among some sub-groups of the population than others this could introduce non-response bias.	Kantar Public's online survey software is customised to adapt across devices. However, there were some questions which proved more challenging for smartphone presentation. Once again this was dealt with on a case-by-case basis. *See Chapter 8.*
Sensitivity of questions The Crime Survey covers extremely sensitive topics and it is important that appropriate reassurances are put in place for respondents.	An online self-completion survey may enhance a respondent's willingness to provide personal or sensitive information as the setting is more private. However, sensitivities may still arise. For example, a respondent may attempt to carry out the survey in a public setting without realising the sensitive nature of the questions. Also, if a respondent is a victim of domestic violence perpetrated by another household member the interviewer has some ability to control this situation by, for example, bypassing certain questions. This is more difficult to replicate online.	It is key that respondents are provided with appropriate assurances about confidentiality of data. Although not covered within the testing phase, it is advisable that respondents are provided with a "suspend and save" option if they wish to return to the survey at a later time. It is also advisable that respondents experiencing domestic abuse are signposted to appropriate websites and helpline resources (as interviewers currently do in the face-to-face survey)

Nature of issue/challenge in face to face (F2F) survey	What are the risks?	Strategies adopted to address these risks
Verification/use of checks At a number of questions in the face-to-face survey an inconsistent set of responses triggers an interviewer check where the interviewer is prompted by the CAPI programme to check and confirm responses	Although there could be an argument for a more comprehensive series of checks in a self-completion mode (as an interviewer is not on hand to provide assistance), it is also true that too many checks, especially "hard" checks (those which cannot be bypassed), can disrupt an interview and annoy respondents. It is generally thought to be good practice to minimise the number of checks within a self-completion survey for this reason.	Verification checks were included in the script where it was key to resolve inconsistencies and errors (mainly to resolve issues associated with double-counting). However, in other cases we decided not to include checks even where this could have improved data quality. For example, if a crime is reported outside of the reference period, or outside England and Wales, this can be simply screened out without any need to flag to the respondent that they have made an "error". Budget allowing, a potential addition for the future would be to include a facility for research staff and/or coders to email or telephone respondents (where consent is given) to check the details of offences where there is an outstanding query. However, to make this manageable, clear rules would need to be developed for when such action might be appropriate.

4. Testing stage

Summary

The questionnaire was tested iteratively over four rounds with a total of 99 respondents.

Sampling and recruitment

Quotas were set to ensure a good coverage of victims across the different crime types, as well as by age, gender and education. Respondents were pre-recruited and interviewed at a central location. Recruitment was adjusted at later rounds to target testing among multiple and repeat victims who tended to find the questionnaire more challenging. Interviews were conducted in London, Birmingham, Bristol and Manchester.

Coverage

Round 1 focussed on the victimisation screeners and open description; Round 2 added in the traditional victimisation module; Round 3 added in the fraud victimisation module; and Round 4 provided a final test of all modules. The script was designed to be mixed-mode. Most interviews (82) were self-completed by respondents, while 17 were interviewer-administered. Interviews were conducted on a range of devices including laptops, tablets and smartphones.

Cognitive and usability testing

The script was tested using a mixture of cognitive testing (assessing comprehension of the question wording) and usability testing (focussing more on presentation and format of questions). Using a topic guide, researchers observed participants completing the survey, and probed to explore their understanding of questions and their strategies for navigating the instrument. All interviews were audio-recorded. In later rounds, interviews were video-recorded using Morae observation software which allowed remote observation of interviews and video monitoring of screen navigation (e.g. mouse movements and clicks).

Analysis and reporting

All interviews were written up from audio or video-recordings, and findings were entered into a case-level matrix which allowed systematic analyses across and within individual cases. After each round an internal debriefing was held, followed by a summary report and meeting with ONS to agree changes for the next round.

This chapter outlines the methodology of the testing phase which involved conducting a total of 99 interviews across four iterations.

4.1 Iterations

Four iterations or 'rounds' were carried out, each building on the lessons learnt from the previous round and allowing for changes to be made between each round. The first iteration focused on the screener questions only, the second built on the screeners to include the traditional victimisation module, and the third and fourth rounds also included the fraud victimisation module. Therefore, all sections of the core questionnaire were covered during this testing stage.

4.2 Sample and recruitment

Respondents were recruited to quota criteria agreed at the outset. The primary criterion was crime type, and a good spread across the 11 crime types was achieved. Although we initially aimed for a more even distribution across crime type, as the testing progressed we adjusted these quotas to reflect where we felt more exposure to the questionnaire was needed. For example, we over-recruited fraud incidents to ensure that a range of fraud crimes were tested. In contrast, more straightforward crimes such as bike thefts did not need to be tested as extensively. At later rounds, we also targeted recruitment towards respondents who had experienced multiple or repeat crimes, as completing the online survey was found to be more challenging for these respondents (e.g. difficulties in arriving at a total count and detecting and correcting overlap between different types of incidents).

Recruitment of respondents was carried out by Kantar Public's specialist qualitative recruitment team. The initial intention was to re-contact previous respondents to the Crime Survey who had been a victim of crime. However, in the end, all recruitment was carried out using free-find methods meaning that all respondents came to the survey afresh. Using former respondents would have involved asking respondents to 'telescope', that is draw in events that happened longer ago than 12 months. Using "fresh" respondents meant that the testing was more authentic in terms of the 12- month reference period. The recruitment team did not experience any difficulty free-finding respondents that had experienced a range of different crimes.

In total, 99 interviews were carried out with a range of respondents. The testing largely focussed on victims of crime to ensure all questions within the victimisation module were tested as well as the screener questions. However, seven of the 99 people interviewed were non-victims. As more than 80% of respondents to the Crime Survey are non-victims it was important to include non-victims at Round 1 where only the screener questions were being tested. This allowed us to explore whether there were any differences between how victims and non-victims approached this set of questions.

The focus of the testing was to assess how well the re-developed survey worked as a self-completion instrument. However, a small number of interviews (17 in total) were interviewer-administered to test how well the survey worked across both modes.

Interviews were conducted in a range of central locations (London, Birmingham, Bristol and Manchester) and were carried out by members of the research team plus a core set of supporting researchers, drawn from Kantar's quantitative and qualitative teams. Interviews lasted around 35-40 minutes on average though this varied considerably depending on the number of crimes experienced by the respondent. It should be noted that this interview length is not reflective of the length of these sections in a "real life" situation as researchers spent time probing and discussing respondents' answers. All researchers had substantial experience in cognitive and usability testing methods. Members of the ONS team visited Kantar Public's offices in London to observe interviews during Round 4[9].

[9] Interviews were observed from a nearby room using Morae remote observation software (see section 4.2.2 for further details).

In addition to crime type quotas, quotas were also set on gender, age and education to ensure a good demographic spread. Respondents received a £40 pre-loaded cash card as a thank you for their time. Tables 4b and 4c below show the number of interviews conducted by key sample quota criteria.

Table 4a: Number of interviews per quota criteria by round

Quota	Round 1	Round 2	Round 3	Round 4	Total
Gender					
Male	9	14	16	9	48
Female	9	16	15	11	51
Age					
16-24	3	2	2	1	8
25-34	4	5	9	3	21
35-49	5	14	10	8	37
50-64	4	5	9	8	26
65+	2	4	1	0	7
Mode					
Interviewer administered	0	15	2	0	17
Laptop	18	15	16	10	59
Tablet	0	0	5	3	8
Smartphone	0	0	8	7	15
Location					
London	8	18	23	14	63
Birmingham	10	8	8	0	26
Manchester	0	4	0	0	4
Bristol	0	0	0	6	6
Total	**18**	**30**	**31**	**20**	**99**

Table 4b: Number of interviews per crime type by round

Crime category	Offences included	Round 1	Round 2	Round 3	Round 4	Total
Violence	Wounding, Common assault, attempted assault	-	3	3	1	7
Robbery	Robbery, attempted robbery	-	3	3	1	7
Burglary	Burglary, attempted burglary (dwelling or garage/outhouse)	-	4	1	1	6
Theft from person	Snatch theft, other personal theft, attempted theft from person	-	2	1	1	4
Vehicle related theft	Theft, attempted theft of or from car/van/motorbike/motorscooter	-	7	2	0	9
Other theft of personal property	Other personal theft, attempted theft	-	0	3	0	3
Other household theft	Theft in a dwelling (no break in) or from an outside dwelling	-	4	2	2	8
Criminal damage	Arson, criminal damage to motor vehicle, the home or other belongings	-	3	0	3	6
Bike theft	Theft of a pedal cycle	-	3	3	2	8
Fraud	Bank and credit account fraud, advance fee fraud, non-investment fraud, other fraud (with or without loss of money)	-	0	8	6	14
Computer misuse	Hacking and unauthorised access to personal information, computer virus (with or without loss of money), other computer misuse	-	0	4	3	7
Victim of crime (crime not specified)[10]						13
Non Victim[11]		5	1	1	0	7
Total interviews						**99**

4.2.1 Mode

At Round 1 all interviews were self-completed by respondents. At Rounds 2 and 3, a mix of both self-completion and interviewer-administered interviews were carried out, either completed by or observed by researchers. The focus of the interviewer-administered interviews was on cognitive testing only, although observations were made about the experience of the interviewer when completing the survey. Half (15) of the interviews at Round 2 were interviewer administered and two at Round 3 (see table 4b)[12]. Across the four rounds, the sample was mainly skewed towards self-completion to allow us to uncover the wider range of issues experienced by respondents who completed the questionnaire independently.

[10] Thirteen of the 18 interviews at Round 1 were with respondents who had experienced at least one crime. These were not classified by one 'main' crime type in the way the interviewers were for Rounds 2-4 as the focus at Round 1 was on the victimisation screeners only and respondents were not required to complete a victimisation module pertaining to one specific crime type

[11] One respondent at each of Rounds 2 and 3 were recruited as respondents who had experienced crime but during the interview they did not answer 'yes' to any screener and thus did not complete a victimisation module

[12] The aim was to complete all interviews at Round 2 as self-completion although two respondents requested an interviewer-administered interview

4.2.2 Cognitive and usability testing

Cognitive and usability testing have much in common; both are pre-testing methods that seek to assess and address design issues and both involve observation and discussion with respondents. However, while cognitive interviewing focuses on how respondents understand and respond to question *content*, usability testing focuses on the *presentation* and *format* of questions, and the usability of surveys generally.

Usability testing has grown in importance in recent years, as more surveys move to self-completion online formats, and there is a need for respondents to interact with survey tools without the assistance of an interviewer. Another important factor is the growth in ownership and use of smartphones for online activity; while levels vary, for some social surveys up to a quarter of all respondents now complete using a smartphone, and this poses additional challenges for question designers, in terms of both the content and format of questions[13].

For the Crime Survey online self-completion interviews, each round used a different balance between cognitive and usability pre-testing methods. The pattern was broadly that where questionnaire modules were being tested for the first time there was a heavier focus on cognitive testing, while at subsequent rounds there was a greater focus on usability issues.

Table 4c: Focus of pre-testing methods by round

	Cognitive testing	Usability testing	Hybrid (both types)
Round 1	Screeners	-	-
Round 2	Traditional Victimisation Module	Screeners	-
Round 3	Fraud Victimisation Module	Traditional Victimisation Module	Screeners
Round 4	-	-	All sections

Cognitive testing

A set of probe guides was produced for each round of testing to ensure specific issues expected to arise or identified at earlier stages were covered. In addition, `think-aloud' and more spontaneous probing was also used. Areas where a greater degree of probing was carried out were: strategies for counting the number of instances of a type of crime, cases of double counting, how the series/separate questions were understood, check questions (to pin down the number of instances) and review screens. Interviewers also prioritised probing around respondents' strategies for completing the open description question.

Observation was particularly key during these interviews; simply watching the respondents complete the online questionnaire meant it was easier to formulate probes to explore the apparent challenges respondents faced. The 'think aloud' technique was also very useful during these interviews.

Respondents differed in their ability to verbalise their thoughts but most were happy and able to talk through their thoughts as they worked through the questionnaire, this being especially helpful during self-completion interviews. Targeted probing worked well during all interviews but particularly so in the interviewer-administered ones, where the interviewer had more control over the flow and pace.

[13] See, for example: Hanson T. (2016) 'How Should We Adapt Complex Social Research Questionnaires for Mobile Devices? Evidence from UK Surveys and Experiments', International Conference on Questionnaire Design, Development, Evaluation and Testing (QDET2): https://ww2.amstat.org/meetings/qdet2/OnlineProgram/AbstractDetails.cfm?AbstractID=303303

Usability testing

Usability testing, although a secondary concern, increased in focus as we moved through the four rounds of interviewing. A range of innovative usability testing techniques for testing the online questionnaire across different devices was used. These interviews were video recorded using Morae observation software[14] which allows the researcher to watch participants complete the instrument remotely. For testing on smartphones and tablets, the participant's device was attached to a separate 'sled' called Mr Tappy.[15] This incorporates a camera, which is then connected to Morae to facilitate recording and remote observation. Some usability interviews at Round 3 were observed remotely (i.e. via connection from another room where it was possible both to watch the questionnaire being completed and to view the respondent's face via webcam).

4.2.3 Testing across devices

It was important to ensure that interviews were conducted on a range of devices to uncover issues relating to screen size and orientation (i.e. vertical or horizontally aligned), as well as within a range of operating systems (e.g. Apple and Android). At Rounds 1 and 2 interviews were conducted on laptops only. This is because the primary focus at this stage was to assess respondent understanding of questions and usability of the screener questions on a laptop which tends to be the most commonly used online survey platform. However, Rounds 3 and 4 extended testing of the questionnaire to laptops, tablets and smartphones. Respondents were asked during recruitment which device they would be most likely to use to complete a questionnaire, and for tablets and smartphones they were asked to use their own devices during the testing. This design meant testing was carried out on the actual device respondents would choose to use in a 'real-life' situation. Usability issues relating to different devices are documented in Chapter 8.

4.3 Analysis and reporting

All interviews were audio recorded or video recorded using Morae and written up after the interview. The findings were entered into a bespoke analytic framework, a matrix-based approach for managing qualitative data.[16] The matrix essentially takes the form of a grid where findings for each participant are entered into a new row or column and compared against the themes under consideration. Organising the data in this way facilitates systematic analyses across and within individual cases.

The Morae software allows videos of interviews to be stored and reviewed after the event and this is especially useful during analysis of usability interviews. For interviews completed on desktop or laptop, Morae allows the capture of movements such as mouse clicks and tracks. Interviews completed using Morae were written up using the video recording to give greater depth to the analysis. Producing slide shows of video clips is also simple using Morae software and a number of clips to illustrate the main issues with the online survey were produced after each round.

Following the write up stage a debriefing was held with members of the research team to conduct an internal analysis, discuss findings, and make recommendations for questionnaire changes.

Following each round, a short summary report was sent to ONS, providing an overview of the testing process, outlining issues encountered, and the changes recommended for the next round.

[14] https://www.techsmith.com/morae.html

[15] Mr Tappy is a piece of equipment used for recording mobile devices from a user's point of view (https://www.mrtappy.com/)

[16] Collins D. (2015) 'Cognitive Interviewing Practice', Sage.

5. Developing the victimisation screeners

Summary

The screening, count and date questions were very challenging to administer online. Several novel approaches were trialled and tested, with mixed degrees of success.

Nature, number and order of screeners

The screeners were extended to allow attempted crimes to be captured more explicitly (in the Crime Survey they tend to be picked up indirectly). Attempted crimes were asked alongside 'actual' crimes in the form of a paired screener.

The total number of screeners asked was reduced from a maximum of 31 in the face-to-face survey to 18 online. This was achieved by consolidating screeners into one question (for example merging questions relating to current and previous addresses).

The order of screeners was amended to improve flow and reduce double-counting. Questions to capture dates and 'series' crime classification were moved to sit in a 'loop' immediately following the screener and count questions.

Recall and dating

Few respondents encountered difficulty in recalling and dating crimes. A drop-down menu was used to capture the month and year of crime with a 'buffer' so respondents could mention crimes outside of the reference period (these were not followed up).

Counting crimes and managing 'double-counting'

We trialled a new method for counting crimes; this involved allowing respondents to provide a banded estimate instead of "don't know" (midpoints can then be used to estimate the count). This approach worked well and is expected to reduce the volume of missing data.

In the Crime Survey, repeat victims are asked to state whether multiple crimes of the same type were part of a 'series' of similar crimes. The wording of this question was adapted in the online version to improve respondent comprehension.

Incidents should only be recorded once, though respondents tend to mention the same incident at different screeners (e.g. an incident involving physical assault and theft might be recorded twice). Managing this online is extremely complex. We trialled several approaches, including a complex series of check and validation screens; these worked well in simple scenarios but victims with more complex experiences found these cognitively challenging.

Recommendations and challenges

We have built up a solid evidence base of approaches that work well and not so well. However, an online questionnaire focussed on accurate incidence estimation designed to match police recording practices will add length, burden and complexity. This risks higher non-response, increased survey break-offs, and reduced data quality. There is merit in considering whether a simpler survey model (e.g. one that only attempts to measure prevalence rather than incidence of crime) is a more realistic alternative in the longer-term.

The screener questions, which involve a complex set of classification, counting and check questions, to determine the nature and number of crimes experienced by respondents were probably the most challenging part of this development project. In this chapter we provide an account of the development of the screener module. This covers findings from the development and testing stage under the following headings.

- Coverage of attempted crimes (section 5.1)
- Reducing the number of screeners (section 5.2)
- Managing length and complexity of question wording (section 5.3)
- Order of the screeners (section 5.4)
- Counting crimes (section 5.5)
- Recall and dating crimes (section 5.6)
- Series and separate crimes (section 5.7)
- Managing double-counting of incidents (section 5.8)
- Fraud screeners and dealing with overlap between traditional and fraud crimes (section 5.9)

Table A.1 in Appendix A provides a more detailed question-by question account of the screener adaptations made for the online questionnaire.

5.1 Coverage of attempted crimes

Alongside actual crimes, the current survey screeners capture some attempted crimes. Attempted break-ins are prompted for and there are also separate screeners to capture attempt theft from the person and attempted confidence frauds. However, a review of the screeners identified a number of offence codes relating to attempted crimes which are not specifically prompted for in the screener questions. These are:

- Attempted theft of/from car/van (offence code 71)
- Attempted theft of/from motorcycle, motor scooter or moped (offence code 72)
- Other attempted theft (code 73)
- Attempted assault (code 21)
- Attempted criminal damage (code 88)

An analysis of historical Crime Survey data revealed that these attempted crimes are captured and coded within the survey. However, as they are not explicitly prompted for, identification of these crimes relies on the respondent mentioning them in relation to other screeners.

The route by which attempted crimes are currently recorded is indicated in Table 5a below (based on cumulative 6-year 2010-2015 Crime Survey data). For example, attempted vehicle thefts and attempted thefts from a vehicle are mainly recorded at the vehicle damage screener. This suggests that attempted vehicle-related thefts are only currently captured in the Crime Survey if the incident also involved damage to the vehicle; an attempted vehicle-related theft associated with an unlocked car, for example, might not be captured. However, unless the respondent or someone else had actually witnessed such an attempted theft it is unlikely that this would ever be recorded, even with the extra screener prompt.

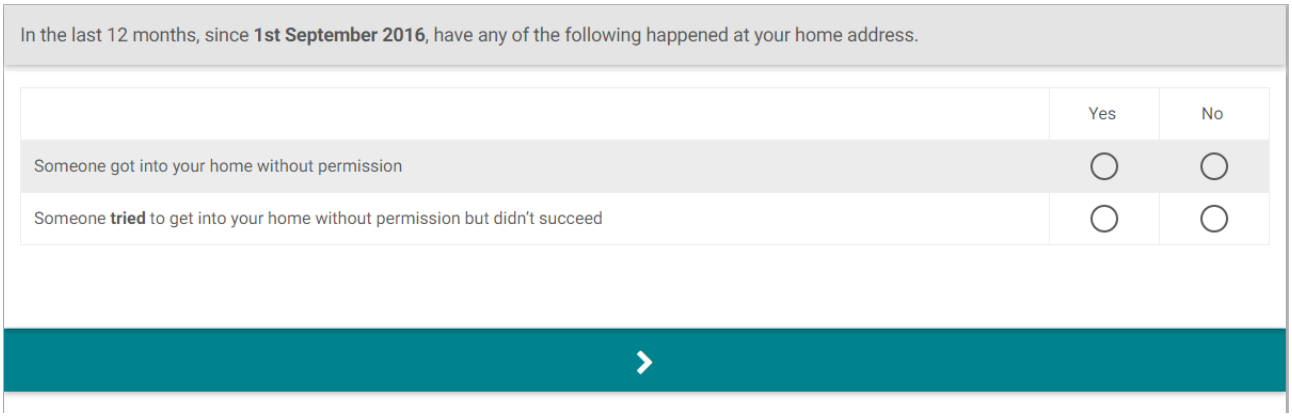
Table 5a: Attempted crimes in the Crime Survey which are not specifically prompted for but which are recorded at other screeners (based on pooled 2010-2015 data)

Offence name	Offence code	No. of recorded offences 2010 2015	Which screeners pick these up (most common)
Attempted assault	21	n=606	84% are picked up at Threats (ThreViol) 13% are picked up at Assaults (Delibvio)
Attempted theft of/from car/van	71	n=1593	88% are picked up at Vehicle damage (Cardamag) 7% are picked up at vehicle theft (Motstole)
Attempted theft of/from motorcycle, motor scooter or moped	72	n=58	78% are picked up at Vehicle damage (Cardamag)
Other attempted theft	73	n=442	23% are picked up at Attempted theft for person (Trypers) 20% are picked up at Damage to property (Delibdam) 17% are picked up at household damage (Yrdeface) 14% are picked up at attempted break-in (Yrhotry)
Attempted criminal damage	88	n=51	35% are picked up at Vehicle damage (Cardamag) 33% are picked up at household damage (Yrdeface)

In the online version of the questionnaire, we decided to add the following screeners, which includes those listed in Table 5a above as well as other attempted crimes which we felt should be explicitly prompted for.

- Attempted theft from dwelling
- Attempted vehicle theft
- Attempted theft from vehicle
- Attempted bicycle theft
- Attempted theft from outside home
- Attempted theft at a place away from home
- Attempted assault

We were keen that the creation of these additional screeners did not adversely affect the length of the screener module. Therefore, to limit the number of questions actual crimes and attempted crimes of the same type were set up on a single screen in the form of a paired grid (see example below).



Testing revealed that this format improved comprehension because putting the attempted crime alongside the equivalent actual crime helped to signal to respondents the difference between the two. When we trialled asking about actual crimes and attempted crimes separately, respondents often failed to pick up on the difference which often led to confusion and double-counting

5.2 Reducing the number of screeners

In the face-to-face survey respondents are asked anything between 20 and 31 screeners. The number of screeners asked depends on:

a) **Whether the respondent has moved in the past 12 months** - movers are asked two separate sets of questions; one set relates to their current address, while the other relates to any previous addresses they have lived at in the past 12 months.

b) **Filtering** - for example, car crime screeners are only asked of car owners; bike crimes are asked only of bike owners.

Our starting stance was that asking 31 screener questions was too burdonsome for an online survey. Respondents may lose interest quickly which could lead to survey 'satisficing'[17], poor data quality and survey drop-out. This risk might be greater among non-victims (who represent the vast majority of respondents) since their engagement with a 'crime' survey might be lower compared with victims who are likely to have more of a personal interest in the topic.

We considered grouping screeners into a smaller set of multi-coded lists, for example: *Did you experience any of the following in the last 12 months? (select all that apply) a*nd then to include separate versions of these lists for: household crimes, vehicle crimes, criminal damage crimes, personal crimes, and so on. While this approach has the advantage of efficiency and speed it would have introduced several risks. Firstly, it risked exacerbating the problem of double-counting (see section 5.8 below) as respondents may experience multiple incidents within the grouped list as part of the same incident. As such, it would be much more difficult to separate out single incidents in a multi-coded grouped list where two or more of them are part of the same incident. Secondly, wider methodological literature[18] suggests that respondents are less likely to pick an item from a multi-coded list compared to a single forced-choice (Yes/No) question. This is linked to satisficing behaviour: respondents are less likely to read the detail in a long multi-coded list compared with a

[17] 'Satisficing' refers to when respondents get through the question by expending minimal effort, in order to avoid the cognitive effort involved in giving a more considered or more accurate response

[18] See for example Smyth, Jolene D., Don A. Dillman, Leah Melani Christian, & Michael J. Stern. "Comparing Check-All and Forced-Choice Question Formats in Web Surveys." Social & Economic Sciences Research Centre, Washington State University.
https://www.sesrc.wsu.edu/dillman/papers/2005/comparingcheckall.pdf

single, binary yes/no question. Indeed, our testing revealed that respondents frequently skipped or skimmed over question text when there was too much on one screen. For these reasons we decided that a grouped screener approach was too risky to implement for the online survey.

As discussed above, we added several new screener questions to capture attempted crimes. If these were added to the survey without making any further changes, this would actually increase the number of questions. In order to limit the number of questions, we made the following changes to the design:

- For respondents who had moved within the last 12-month reference period, instead of asking two sets of household screener questions related to current and previous addresses, a single set of questions was asked which referenced all addresses the respondent had lived in during the previous 12 months. This reduced the screener count by seven.
- The current survey has four screener questions related to burglary in a dwelling: break-in with an intent to steal (current and previous address) and break-in with an intent to cause damage (current and previous address). These were consolidated into one single question asking about break-in regardless of the reason for this as the motivation behind the incident can be captured in the victimisation module.
- The current survey has two assault screener questions: any physical assault and a further question specifically to capture violence perpetrated by household members. This is because in the face-to-face survey the household violence question is asked using a show card which the respondent reads themselves to provide privacy. In the online version, all questions are self-completion and therefore a separate question is not needed. Instead, both questions were combined into one and a prompt was added to ensure that the respondent included both non-domestic and domestic incidents[19].
- Actual and attempted crimes were placed together into a paired grid shown on one screen (see section 5.1 above).

By making these changes, we managed to reduce the number of screener questions from a range of 20-31 (current survey) to 14-18 (online version), dependent on car/vehicle/bike ownership. These 18 questions included both single screener questions and paired grid questions. An overview of the screeners included in the current survey and the online version is provided in Table 5b below.

[19] Domestic violence incidents are still subject to sensitivities in data collection as there is the potential for the respondent to complete the survey in the presence of their abuser, As discussed in Table 3d, it is key that respondents are provided with appropriate assurances about confidentiality of data. Although not covered within the testing phase, in a real survey situation respondents would be provided with a “suspend and save” option if they wish to return to the survey at a later time. Domestic violence victims would also be directed to a range of website and helpline resources (as in the face-to-face survey)..

Table 5b: Screeners and the order of presentation in CSEW vs online survey

Original screeners (CSEW)		
Vehicle and bicycle screeners	1	Vehicle theft
	2	Theft from vehicle
	3	Criminal damage to vehicle
	4	Bicycle theft
Household screeners (previous residences only)	5	Break-in
	6	Break-in with damage
	7	Attempted break-in
	8	Property theft
	9	Theft from outside the house
	10	Criminal damage /vandalism
Household screeners (current address)	11/12	Break-in
	13	Break-in with damage
	14	Attempted break-in
	15	Property theft
	16	Theft from outside the house
	17	Criminal damage /vandalism
Personal crime screeners	18	Theft from person
	19	Attempted theft from person
	20	Other theft (not from dwelling)
	21	Criminal damage to personal property
	22	Assault
	23	Threats*
	24	Sexual assault (asked via showcard)
	25	Household violence(asked via showcard)
Fraud/ computer misuse	26	Fraud/computer misuse linked to traditional screeners
	27	Use of personal details
	28	Tricked out of money or goods
	29	Tricked out of money or goods – attempt
	30	Unauthorised access to PI
	31	Computer virus

Revised screeners (online)		
Household screeners (current and previous addresses)	1	Break-in/Attempted break-in
	2	Property theft/Attempted property theft
	3	Household criminal damage
Vehicle and bicycle screeners	4	Vehicle theft/attempted vehicle theft
	5	Theft from vehicle/attempted theft from vehicle
	6	Criminal damage to vehicle
	7	Bicycle theft/attempted bicycle theft
Outside home screeners	8	Theft from outside the home/attempted theft outside home
Personal crime screeners	9	Theft from person/attempted theft from person
	10	Theft away from home/attempted theft away from home
	11	Criminal damage to personal property
	12	Assault/attempted assault
	13	Sexual assault
Fraud/compu ter misuse	14	Use of personal details
	15	Tricked out of money or goods
	16	Tricked out of money or goods – attempt
	17	Unauthorised access to PI
	18	Computer virus

5.3 Managing length and complexity of question wording

Complexity of question wording was picked up by interviewers as a recurrent issue in the face-to-face survey (see section 3.2). Therefore, one of the key objectives in transitioning from a face-to-face to an online questionnaire was to streamline and simplify question wording. This objective was tackled iteratively over the course of the four rounds. At round 1, we tested an adapted version of the screeners which was closer to the current survey wording. These were found to be problematic in an online setting. In this context, it was clear that respondents were keen to get through the questions quickly and as a result they tended to skim-read longer questions, and either skim or ignore lengthy introductions. In some cases respondents missed key details which led to inaccurate responses.

To address this, the questions were considerably trimmed for online presentation and bold text was used to emphasise important keywords. We also took care to ensure that key concepts were included within the actual question text rather than in any preamble screens as testing revealed that respondents tended to skim or ignore any preamble text and simply focus in on the yes/no screener questions.

Also, usability testing uncovered that respondents tend to navigate directly to the response options, often ignoring the question stem, or looking at this subsequently. As a result, we tried to ensure that the key components of the question were included in the response options rather than the stem, as far as this was possible. See Appendix A for the final screener questions tested.

5.4 Order of the screeners

The current order of the screener questions compared with the revised order is shown in Table 5b above.

The order in the face-to-face survey is vehicle crimes, household crimes, personal crimes, and finally fraud and cybercrimes. The order is intended to run from less serious to more serious crimes within the traditional crime block, before asking about fraud and computer misuse. At the time the fraud and cybercrime questions were introduced to the survey a decision was made to put these immediately after the existing screener questions to avoid the risk of any context affect.

In the workshops, interviewers did note some problems associated with the current order of the screener questions. One issue was that respondents are keen to mention serious incidents at the first screener which is applicable. For example, if a burglary also involved a bicycle theft, there is a tendency for the respondent to mention the incident at the bicycle theft screener (asked about first), and then again at the burglary screener (asked second) because it appears more relevant at the second screener. Such response patterns can exacerbate the problem of double-counting.

Double-counting is often associated with vehicle and household crimes. Therefore, to help minimise problems associated with double-counting we decided to swap the order and ask about household crimes before vehicle crimes. The only exception to this rule was to ask about thefts from outside the home *after* the vehicle crimes. This is because we found that when this screener was included before vehicle crimes, the outside-thefts question tended to prompt mention of car and bicycle thefts when these had been stolen from outside the home (e.g. from the drive). Such thefts were then often double-counted at the vehicle screeners.

The remainder of the screeners broadly followed the same order as the original which has an obvious logic as we move from household crimes (home and vehicles) to personal crimes, a change which can be signalled through the use of introductory text screens. It was also considered important to retain fraud crimes at the end of the screeners, as these crimes are associated with different “rules” concerning double-counting (see section 5.9). In addition, the geographic limitation of the survey to crimes happening in England and Wales does not apply to fraud and cybercrimes (as these can be global in nature). For these

reasons it was considered sensible to continue to present these screeners in a separate sub-module, again with an introductory text screen to signal these definitional changes.

A second significant modification was to change the positioning of questions relating to the date an incident happened and the classification of multiple incidents into series and separate crimes. In the current survey these questions are asked in separate "blocks" after all the screener and count questions have been asked. For the online version, rather than appearing in later separate "blocks", the date and series/separate questions were brought forward to sit in a "loop" after each selected screener and count question. This helped improve the logical flow and accuracy of the questions, as it was clearer to the respondent which incident each of these supplementary questions applied to.

5.5 Counting number of incidents of crime

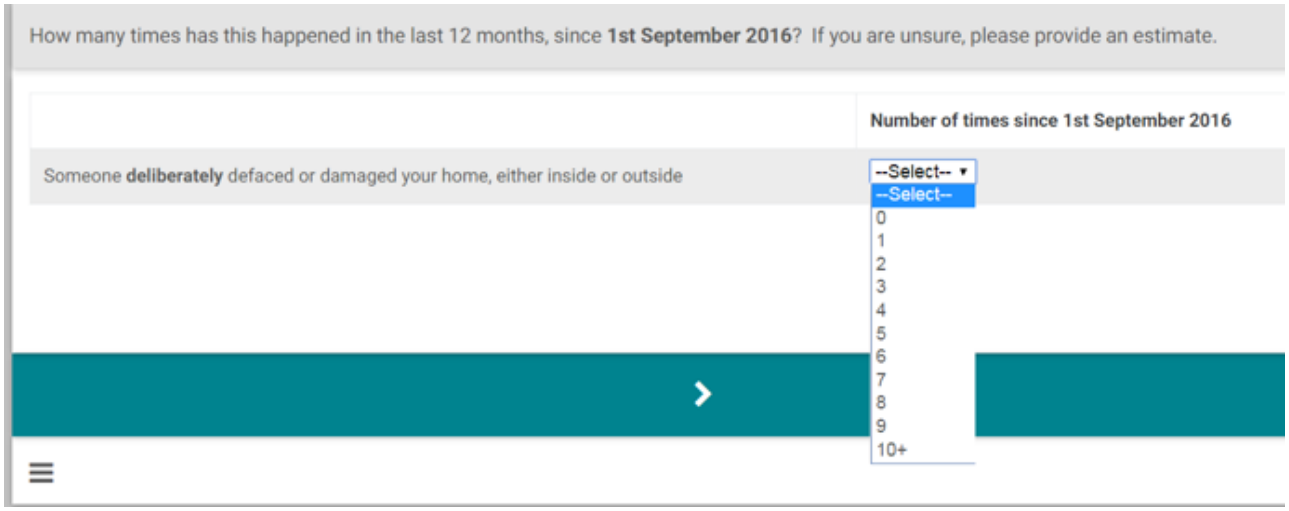
Interviewers noted that in the current survey counting the number of times an incident has happened can be problematic for repeat victims (i.e. being a victim of the same crime type multiple times) - this was noted to be especially common for domestic violence, workplace violence and anti-social behaviour. In the current survey, if a respondent has experienced multiple incidents of a particular crime type and is unsure of the exact number, the interviewer has a choice of three codes:

- Code 96 "More than 95 incidents"
- Code 97 "Too many to remember"
- Don't know

Interviewers are trained to always prioritise getting an estimate rather than using code 97, which should be a last resort. Interviewers are encouraged to work with the respondent to come up with a "best estimate" figure. However, the choice of these codes often causes confusion. It was noted, for example, that "too many to remember" can be associated with any number of multiple incidents, not just where there are more than 95 incidents. This was confirmed in the online testing where on some occasions respondents struggled to come up with an exact count for incidents where the total was lower than 10.

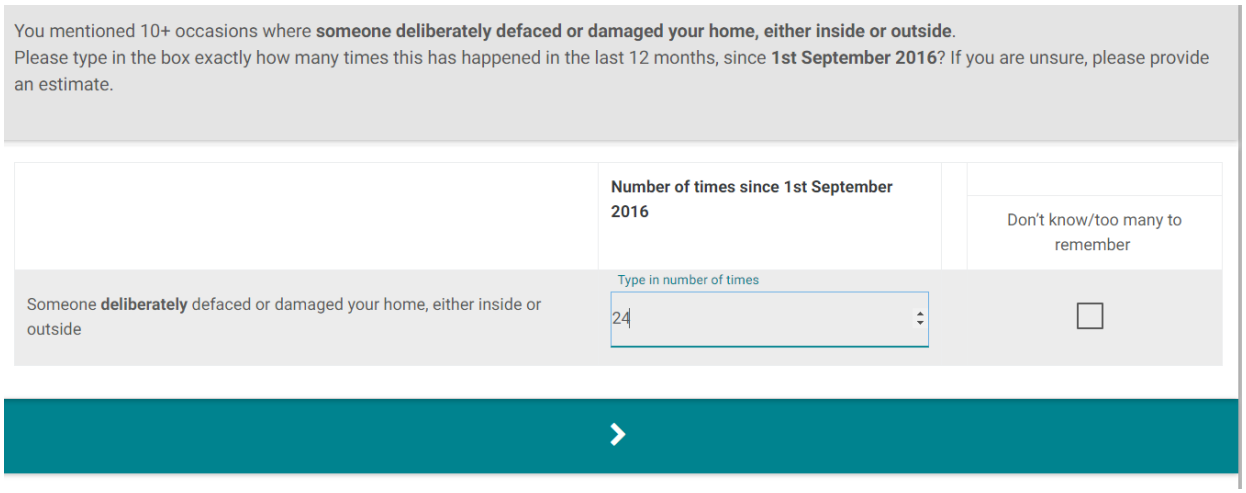
Clearly, these complex choices would not be suitable for an online environment and so the counting rules need to be simplified as much as possible for respondents who have experienced multiple incidents of the same crime type. There is a risk that, without an interviewer to help them arrive at a best estimate, the rate of "don't know"/"too many to remember" responses might increase in an online self-completion survey.

Therefore, we decided to provide respondents with an alternative option for high volume crimes. At the first screen following a screener response of "yes", respondents were presented with a simple drop-down menu:

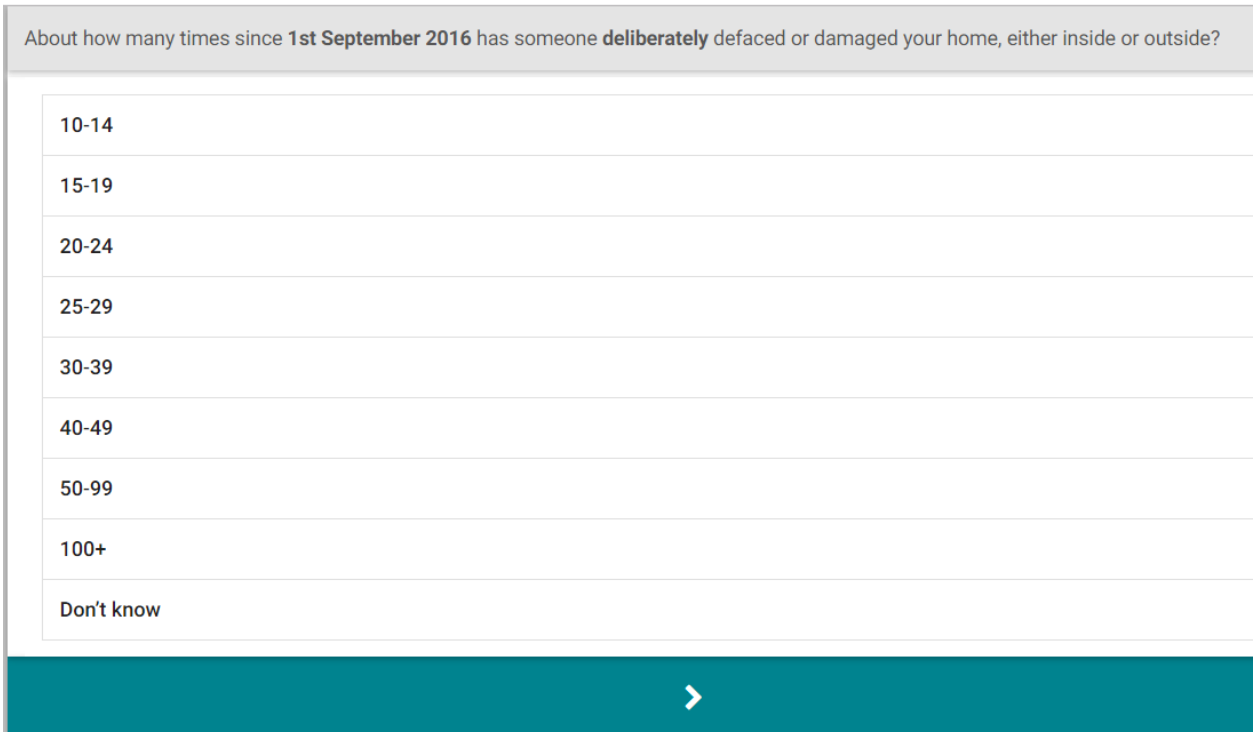


This allowed them to provide either a count of 0 to 9 or a count of 10+. The option to enter 0 was offered to allow for cases where respondents select a screener in error.

If the 10+ option was selected, respondents were routed to a second screen which allowed them to enter either an exact count or “don’t know/too many to remember”.



If “don’t know/too many to remember” was selected, a third screen appeared which prompted for a banded count.



This approach was found to work well and in the vast majority of cases where this alternative routing was tested, respondents were able to provide either an exact or a banded count. This is clearly preferable to a “don’t know/too many to remember” response and should minimise the level of missing data in the online survey. It does, of course, raise some issues for analysis in terms of what number to include when a banded estimate has been provided (e.g. using a midpoint) but this is almost certainly easier to deal with than a ‘don’t know’ response.

One implication of introducing banded crime counts was that it caused increased complexity in scripting; as a result, some of the more complex double-counting check questions were omitted in cases which included at least one banded crime. These scripting requirements would need to be revisited in any future development work.

While the introduction of banded estimates is likely to reduce the level of missing responses, it will need to be accepted that count estimates for crimes which are associated with high volumes (e.g. domestic violence) may be subject to wider margins of error compared with the face-to-face survey.

5.6 Recall and dating crimes

In the Crime Survey, dates (recorded to the nearest month) are used to check that incidents are in-scope and to allocate them to quarters. Dates also help pinpoint a specific incident when a respondent has been a victim of multiple incidents.

To ensure an accurate count of crime, it is important that respondents only include incidents which happened within the reference period of the previous 12 months. In the current survey, a great deal of emphasis is placed on ensuring accurate recall of incidents to avoid the risk that respondents either incorrectly include events which are perceived to be more recent than they actually are ('forward telescoping') or exclude events which are perceived to more distant than they actually are ('backward telescoping'). Forward telescoping is particular associated with salient, more memorable events while backward telescoping is more commonly associated with trivial, less memorable events.

In the current survey, a paper calendar with milestones included on it (Christmas, Easter etc.) is available to help respondents date incidents, though in practice not all interviewers use it on a regular basis. Instead, respondents tend to use their own landmarks to help date an incident (e.g. recalling that it happened just after their return from holiday, on the day of a family birthday etc.). Where memory is fuzzy, interviewers tend to prompt by asking about time of year, weather, school term times, etc.

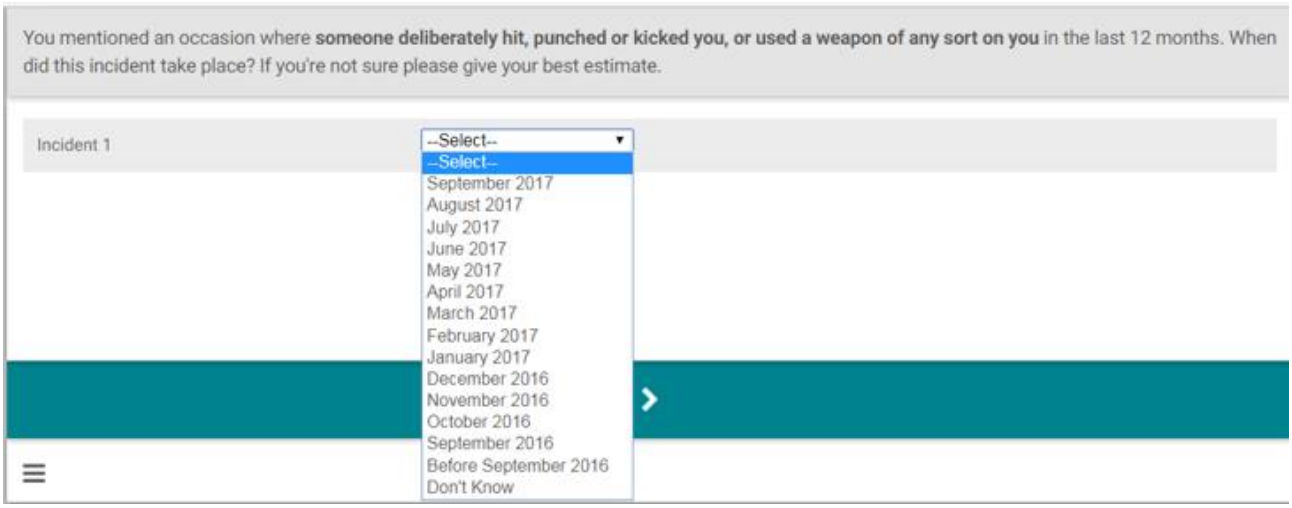
In the online version of the survey, moving the date question to immediately follow the screener question (rather than at the end of all the screeners) was one strategy we used to improve accuracy of recall – the respondent was already thinking about the incident and did not need to think back to it again, after they had answered all the screener questions.

In Round 3 we trialled a visual calendar image displaying the previous 12 months within a display screen. However, this did not aid recall and, in fact, caused additional confusion as respondents thought they needed to interact with the image - for example, clicking on the months when they had experienced a crime. As a result the visual calendar was removed for Round 4.

After each screener and count question, if applicable, respondents were asked to provide the month and year of the (most recent) incident. Respondents were able to mention a date before the 12-month reference period. This buffer allowed respondents to forward telescope events, which can easily be removed as out-of-scope by the script without needing to flag any error messages to the respondent.

In general, dates were easily recalled and prompting revealed that respondents could usually provide a date with a reasonable degree of certainty. Forward telescoping was rare, though when it did occur this was generally picked up by the buffer which allowed respondents to assign a date to before the reference period which the questionnaire programme could then screen out.

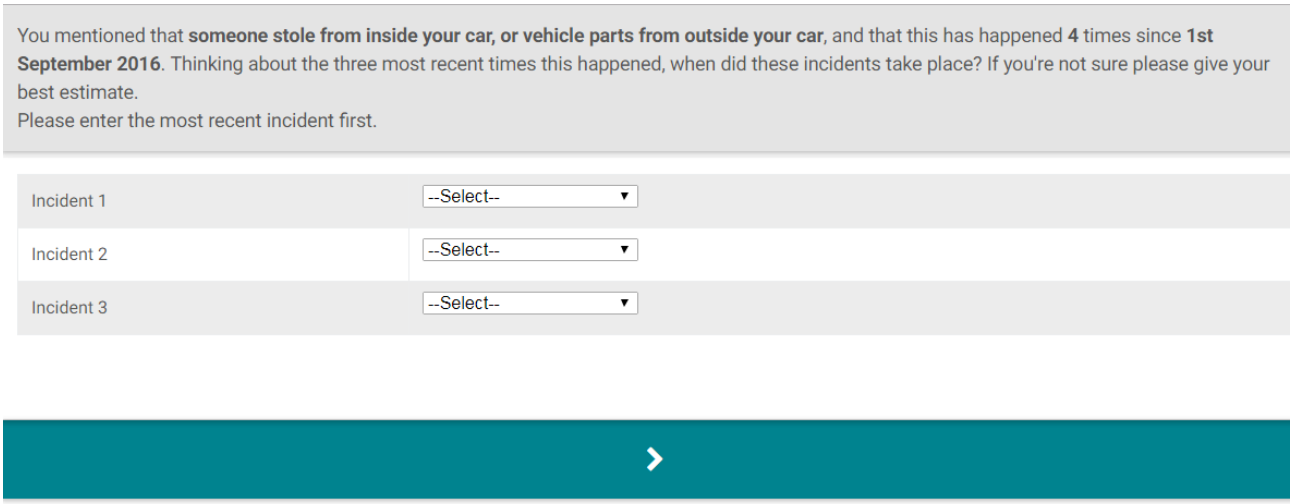
An example of a screen used to collect the dates is shown below.



Dating multiple incidents

In the current survey, dates are captured for all single incidents. Where more than one incident of the same crime type is mentioned, respondents are asked whether any of these incidents were a series of similar incidents, and whether any of them were separate (see section 5.7 below). For incidents that the respondent perceives as a series, only the date of the most recent incident is captured. For separate incidents, all dates are captured.

In the online questionnaire, we broadly replicated this approach. However, for separate incidents of the same crime type, we capped this at the three most recent incidents in order to minimise cognitive burden. An example is provided below:



Recall period

One option to consider for future development is how feasible it might be to reduce the reference period to 6 months in an effort to improve recall and reduce the number of crimes that require follow-up, thus reducing the length of the interview. It is worth noting that the US National Crime Victimization Survey (NCVS) measures crime on the basis of a 6-month recall period[20]. However, with a 6-month recall period, the risk of forward telescoping is greater. There are also logistical issues – for example the sample size would need to be doubled to collect the same volume of victimisation data.

[20] https://www.bjs.gov/content/pub/pdf/ncvstd16.pdf

5.7 Series and separate crimes

Most incidents reported in the Crime Survey represent one-off crimes or single incidents. However, in a relatively small proportion of cases a respondent may have been repeatedly victimised. If more than one incident of the same crime type is reported, the respondent is asked whether they regard these incidents as a 'series' of similar incidents or not. Where this is the case, only one victimisation module is completed in relation to the most recent incident in the series.

The practical advantage of only asking about the most recent incident in a series is that it avoids the need to ask multiple victimisation modules about very similar incidents which will all be assigned the same offence code. It also avoids using up the limit of six victimisation modules for incidents which are all the same or very similar.

In the 2016-17 Crime Survey, 85% of all victimisation modules related to single incidents and 15% related to a series of incidents. The crime types most commonly assigned to a series are domestic violence, threats, attempted confidence fraud, other violence, sexual assaults and damage/vandalism.

In the rare situation where a respondent has experienced a mixture of single incidents *and* a series of incidents under the same crime type the Crime Survey script triggers a complex routine which works out the exact sequence of individual and series incidents and allows the priority ordering of the victimisation modules to be decided.

Although the classification of multiple incidents into series and/or separate incidents is one of the most challenging design issues for the online self-completion survey, it was considered important that it should remain in the online version as removing it would impact on the crime count estimates. One way we could simplify the online survey for respondents, for example, is by only ever following up the most recent crime in a victimisation module, regardless of whether this was part of a series or not. However, this would affect the overall crime count as this is currently based on both separate and series crimes where there is a mixture within the same crime type.

However, we also needed to be mindful of interviewer feedback which suggested that the current wording was problematic. The current Crime Survey question defines a series incident as ""*the same thing, done under the same circumstances and probably by the same people".* In the workshops, interviewers commented that this wording is very restrictive, as incidents can be "*similar*" without being "*the same*". For example, a respondent who is repeatedly assaulted in the course of their work by different people may regard these as "similar" incidents but this would not necessarily meet the definition above. In addition to assaults, vandalism, anti-social behaviour and neighbourhood disputes were also thought to be difficult to assign to a series using the current definition for the same reason. If respondents interpret the definition too strictly, this can lead to multiple victimisation modules being created for incidents which although not exactly the same are very similar in many respects. This can come across as repetitive to the respondent.

To take into account these issues, the definition of a series crime was slightly relaxed to remove the reference to 'same people', while the wording of 'same circumstances' was loosened slightly to 'similar circumstances':

Original Crime Survey wording	**Revised online wording**
You mentioned [NUMBER] incidents of [CRIME]. Were any of these very similar incidents, where the same thing was done under the same circumstances and probably by the same people?	*You mentioned [NUMBER] incidents of [CRIME]. Were any of these very similar incidents, where the same thing was done under similar circumstances?*

Generally, this revised wording was better understood by respondents who were able to easily assign incidents to a "series" where this applied. However, there were still some ambiguities when incidents had some features which were similar and other features which were different. In general, as the focus of the

wording is on “similar”, respondents tended to focus on the similarities rather the differences, and so erred towards coding events as “similar”. It is worth noting therefore that this change in wording could result in higher estimates of repeat victimisation compared with the face-to-face survey.

Table 5c below provides examples from interviews conducted during the online testing phase of events coded as series and separate, and where this definition appeared to be applied both correctly and incorrectly. This highlights some of the ambiguities associated with defining series incidents.

Table 5c: Examples in the testing stage of incidents recorded by respondents as series and separate

Examples of crimes correctly coded to a series	Examples of crimes correctly coded as separate or series/separate
- Satnav stolen from the car twice, suspected to be stolen by the same person - Multiple (20+) experiences of a similar computer virus - Two incidents of coat stolen from a pub (different coat, different pub, different thieves but both involved theft of a coat while left unattended) - Two incidents of card fraud (different cards stolen under different circumstances) both involved theft using contactless payment - Three related attempted dating scams: respondent was approached by three men on the same website asking for money; the men were found to be part of the same criminal gang. - Five incidents of domestic violence which were similar in nature	- Two separate incidents of theft from a car (one involved damage to gain entry, in the other case the car door had been left unlocked) - Two separate incidents of non-confidence fraud: in one case personal details had been used to buy goods and in the second case personal details were used to try to set up mobile phone contracts.
Examples of crimes incorrectly coded to a series	**Examples of crimes incorrectly coded as separate or series/separate**
- Two occasions where accounts were hacked (social media and broadband). Although the incidents had similar features (password was hacked in both cases) the outcome was different in each case. - 100+ road-rage incidents (respondent, a cyclist, regarded these as happening to him on a daily basis). One or two of them were clearly more serious and should have been coded as “separate”.	- Four incidents of car tyres being slashed: 3 were coded by the respondent as “similar” as in all 3 cases multiple tyres were slashed; 1 was coded as “separate” as in this case only one tyre was slashed. All four should have been coded as “similar”.

5.8 Managing double-counting of incidents

The survey counts crimes by trying to ensure that each incident is only recorded in the survey once, at one screener question. Therefore, if a burglary also involves a bicycle theft and criminal damage, this should only be counted once even though the questionnaire has separate screener questions relating to each of these three crime types. In the workshops, interviewers noted that double-counting by respondents is common in the face-to-face survey. This is partly because most respondents will not understand the subtle distinction between an incident and a crime and how the two are related. In many cases, respondents are

keen to mention all relevant details of the incident and they may feel that the first applicable screener question does not fully represent the incident. In the early stages of the questionnaire, respondents are not yet aware that they will have the opportunity to give a full account of the incident. It is understandable therefore, in the above example, that they might say "yes" at the burglary screener, despite having already mentioned the incident at the more minor bicycle theft screener.

While double-counting can sometimes be picked up and corrected for at the offence coding stage, feedback from interviewers showed that they have developed strategies to manage double-counting during the face-to-face survey. For example, some interviewers will probe for full details of the crime when it is first mentioned and then ensure it is only recorded once and at the most relevant screener. Others will check that subsequent crimes are not related to earlier-mentioned crimes and discount them if they are. Interviewers usually try to avoid double-counting incidents as it leads to duplication of victimisation modules, a longer interview and respondent disengagement.

The face-to-face survey does include some tools to help minimise double-counting. These are as follows:

- Once a respondent says "yes" to an initial incident, subsequent screener questions are preceded by the text *"Apart from anything you have already mentioned".*
- At the end of the screener questions, a display screen appears which lists all the incidents the respondent has reported in the last 12 months. At this juncture, the interviewer has an opportunity to review the list of incidents with the respondent. If necessary, the interviewer can return to the start of the screener questions and amend the coding to ensure an accurate record (though in practice this rarely happens).
- More generally, interviewers manage double-counting through off-script interaction with the respondent as described above.

A further complication is that the double-counting "rules" are different for fraud crimes compared with traditional crimes (see section 5.9). Two or more traditional crimes (e.g. an assault related to a theft) should not be double-counted. Equally two or more fraud crimes (e.g. an identity theft linked to a banking fraud) should not be double-counted. However, if a fraud crime is related to a traditional crime (e.g. a banking fraud which happened as a result of a personal theft of a wallet/credit card), then this should be counted at both the personal theft screener *and* the non-confidence fraud screener. This reflects police counting rules. Therefore, in the Crime Survey, interviewers are instructed to *include* fraud crimes linked to any traditional crimes.

As stated, managing double-counting was the most significant challenge in the re-development work. Without an interviewer to verify and deduplicate incidents, there is a high risk that the online crime count will be inflated through double-counting and that respondent time will be wasted by duplicating victimisation module data. If the online survey does not detect instances of double-counting, this could have a significant impact on the accuracy of the crime prevalence and incidence estimates and the increased interview length associated with this could lead to higher rates of respondent drop-out. Over the course of the four rounds of testing we trialled several strategies with mixed degrees of success. These are documented below.

5.8.1 Changing the order of the screeners

As discussed in section 5.4, the order of the screener questions was changed in an attempt to ensure that incidents with multiple features were captured at the most relevant screener first. Although this in itself did not solve the problem of double-counting it was found to be helpful in minimising it.

Conclusion: The alternative order was tested and adapted over the first two rounds and the final recommended order is shown in Table 5b above.

5.8.2 Adding preamble text to the start of each screener

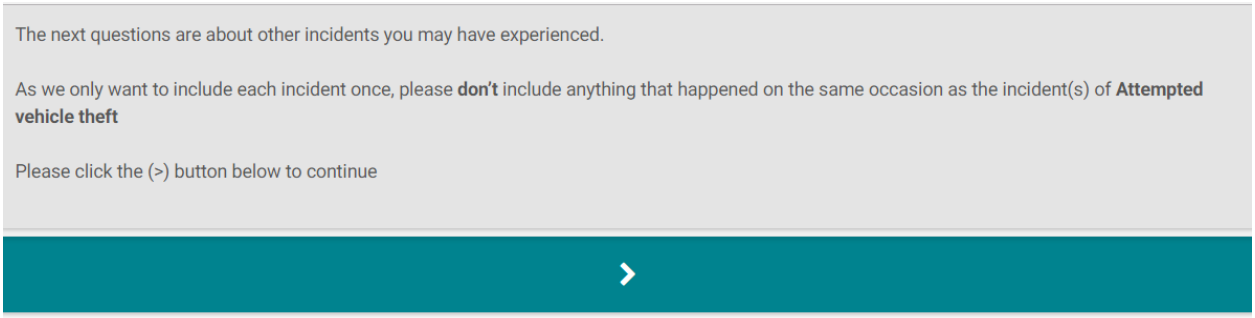
In the first round of testing, we trialled an adaptation of the current survey approach. The phrase *"Not including anything you have already mentioned"* was added to the start of each subsequent screener once an incident had already been recorded. However, this was not found to work well. If this appeared early in the survey (on account of saying 'yes' to an early screener) the text was regarded by respondents as annoying and repetitive and as the survey progressed it was clear that respondents automatically skipped over it. It also made the questions longer which respondents found off-putting. In addition, the phrase was not universally understood with some respondents thinking they should mention different aspects of the same incident as they essentially regarded them as separate events.

We considered making the preamble text more bespoke e.g. *"Not including the bicycle theft(s) you have already mentioned".* However, we decided against making this change as it would add further to the question text, would be complex if several different incidents had previously been mentioned, may appear nonsensical to the respondent if the incidents are clearly unrelated (e.g. home vandalism and a theft away from home), and would also read oddly if the first mention was not the most important element of the incident.

Conclusion: This text was removed after Round 1.

5.8.3 Adding a display screen to inform the respondent that they should not double-count

A further approach tested was to include a display screen which appeared as soon as a "yes" was recorded at a screener question. The wording evolved over testing iterations and the final wording tested at Round 4 is shown below:



This approach was partially successful. There were generally three types of respondent reactions to this:

i. Respondents who understood the instructions and as a result actively avoided double-counting at subsequent questions where they recognised an overlap.
ii. Respondents who understood the double-counting instruction at the time they read the screen but when they reached an overlap question several screeners later they had either forgotten it or were keen to record the incident again as they felt that the first screener did not fully capture their experiences.
iii. Respondents who skimmed past the double-counting instruction or who found it cognitively challenging; consequently, these respondents did not take this issue into account when they reached a second, overlapping question and tended to double-count it.

Conclusion: On balance, we considered that it was important to retain this screen as it does, at least for some respondents, help pre-empt any hesitation about whether to include a related incident or not. However, we did recognise that this by itself was not sufficient to fully resolve double-counting.

5.8.4 Checking whether incidents were related during the survey

After Round 1 it was realised that we needed to test a more direct approach to avoid double-counting. The revised approach involved the following stages (illustrative examples are provided below):

i. A respondent answers 'yes' to an initial screener (Screener 1) and records the number of incidents in the past 12 months.

ii. As soon as a second incident is recorded (Screener 2), a check screen appears (ZRELATE) which asks the respondent if the second incident is related to the previous incident. ZRELATE is then repeated for any subsequent screeners recorded as 'yes'. The wording of ZRELATE was adapted depending on the number of incidents counted at the two crime types being compared. Two different versions were used: a "simple" version when one incident was being compared with another single incident, and a "complex" version when multiple incidents were being compared.

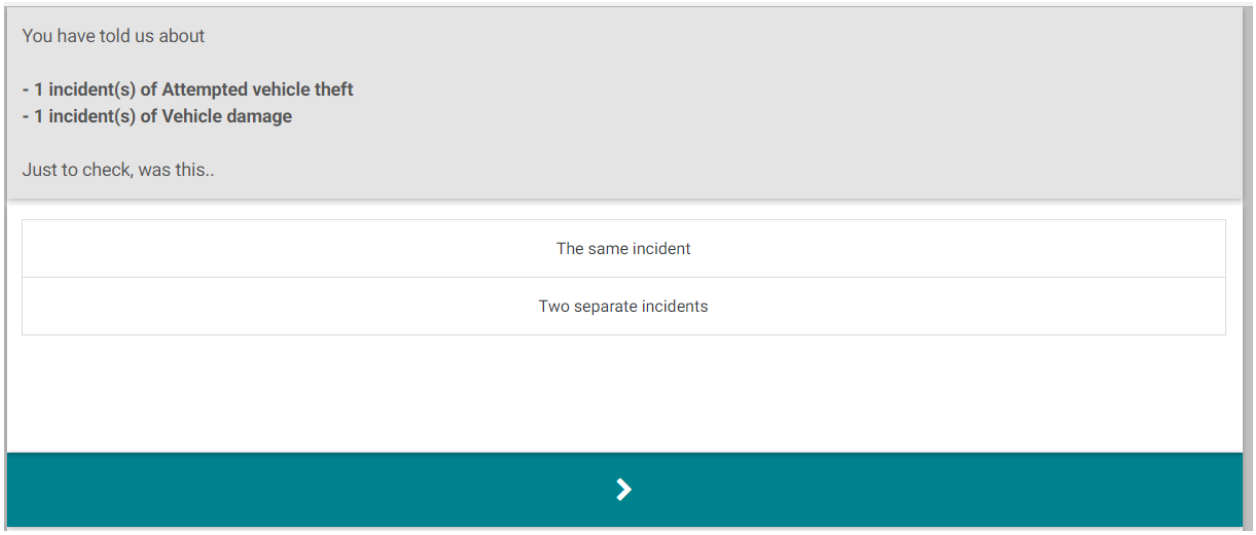
iii. At ZRELATE, in the "simple" scenario, respondents have the opportunity to say that the second/subsequent incident is related to a previous incident. Where this occurs, the script then automatically discounts the second/subsequent incident and it is not included in the list of incidents eligible for a victimisation module.

iv. However, in the "complex" version when the second/subsequent crime is counted as a multiple crime, and the respondent says it is related to an earlier crime, then we cannot assume/impute the number of crimes which can be discounted. In this situation the respondent is routed to a further screen (ZCOUNTCHECK) which asks them to re-enter the correct number of incidents.

This process is illustrated by way of two examples below.

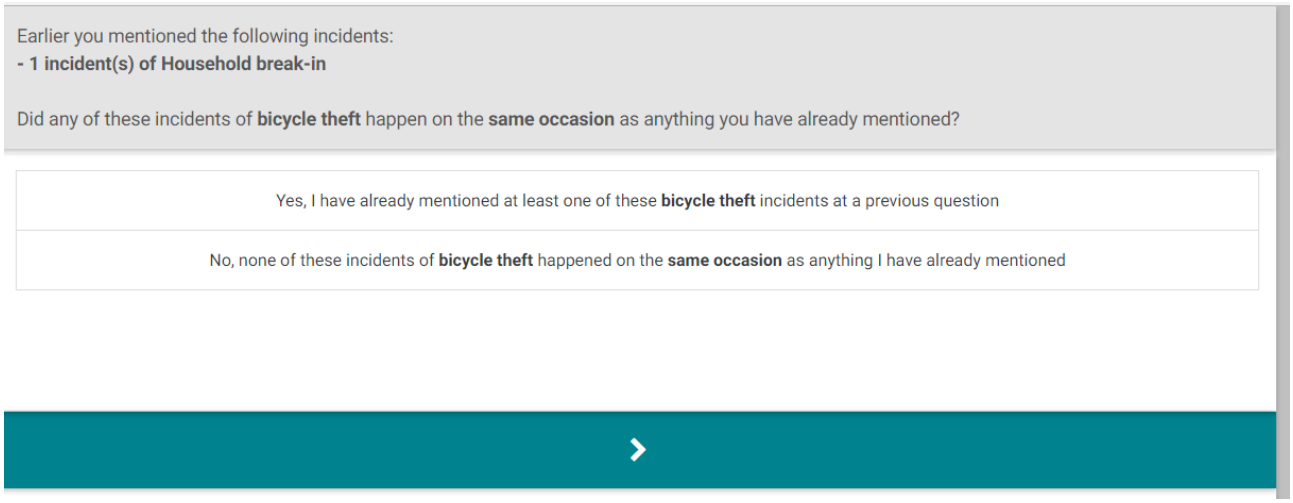
Example 1: *Respondent (R) mentions an attempted vehicle theft. R subsequently mentions damage to the vehicle caused by the offender breaking a window when attempting to gain access to this vehicle. This should be one incident but R has recorded it as two incidents. The script routes R to ZRELATE which asks if the incidents are related. At this screen R is able to state that these are the same incident and the script automatically only records one incident of crime and ZCOUNTCHECK is skipped. If R had instead stated that these were in fact two separate incidents, then both incidents would be added to the crime count and would be eligible for a victimisation module.*

ZRELATE



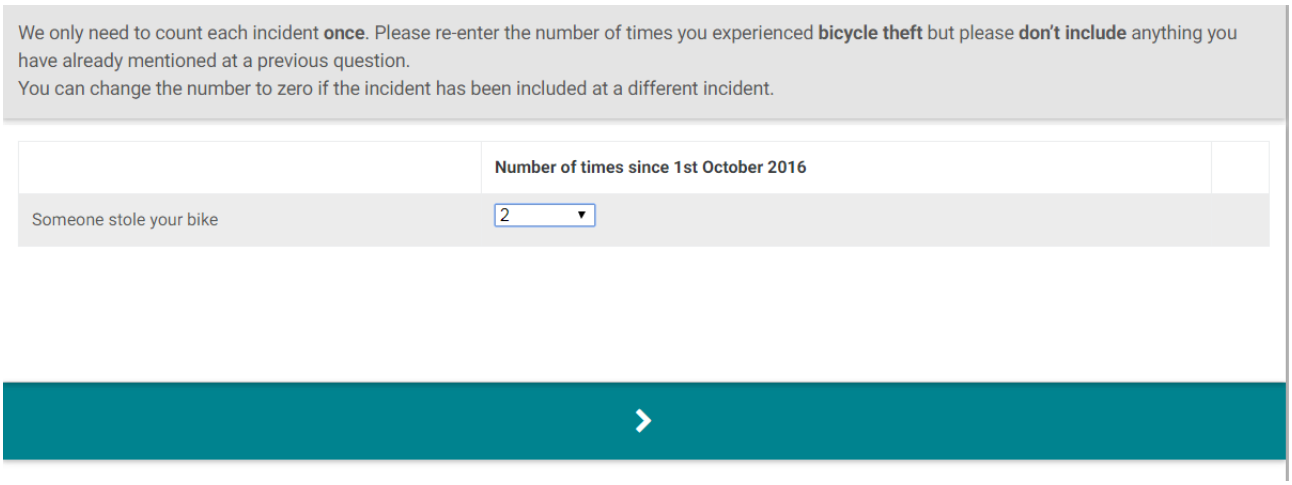
Example 2: Respondent (R) mentions a household break-in. R later mentions three incidents of bicycle theft. One of the incidents of bicycle theft happened at the same time as the burglary. The other two incidents were separate unrelated incidents of bike theft away from the home. Therefore, although R has mentioned 4 incidents, in fact this should have been recorded as 3 incidents (one burglary/bike theft and 2 other bike thefts). At ZRELATE R states that at least one of the bike thefts was related to a previous incident:

ZRELATE



At the next question (ZCOUNTCHECK) R is able to adjust the bike theft count down to 2 to account for the fact that the one of the bike thefts was related to a previous incident. A total of three incidents has now been added to the crime count.

ZCOUNTCHECK



Conclusion: In general, these screens worked well in some cases, but not all. In particular, the simple version of ZRELATE (see example 1) which applied when comparing two single incidents was easy to understand and respondents could quickly establish if the incident was related or separate. The second more complex version together with ZCOUNTCHECK (see example 2) was much trickier. Respondents experienced particular difficulty where they were required to enter a 0 in order to 'discount' incidents which had been fully double-counted. However, most of the time the question sequence succeeded in detecting instances of double-counting and providing an accurate recount. It was not 100% fool-proof and double-counted crimes still slipped through on occasion, mainly on account of ZCOUNTCHECK being difficult to interpret and answer. However, this approach worked on a sufficient number of occasions for it to be considered worthy of retention for testing on a larger-scale.

5.8.5 Review of incidents at the end of each block

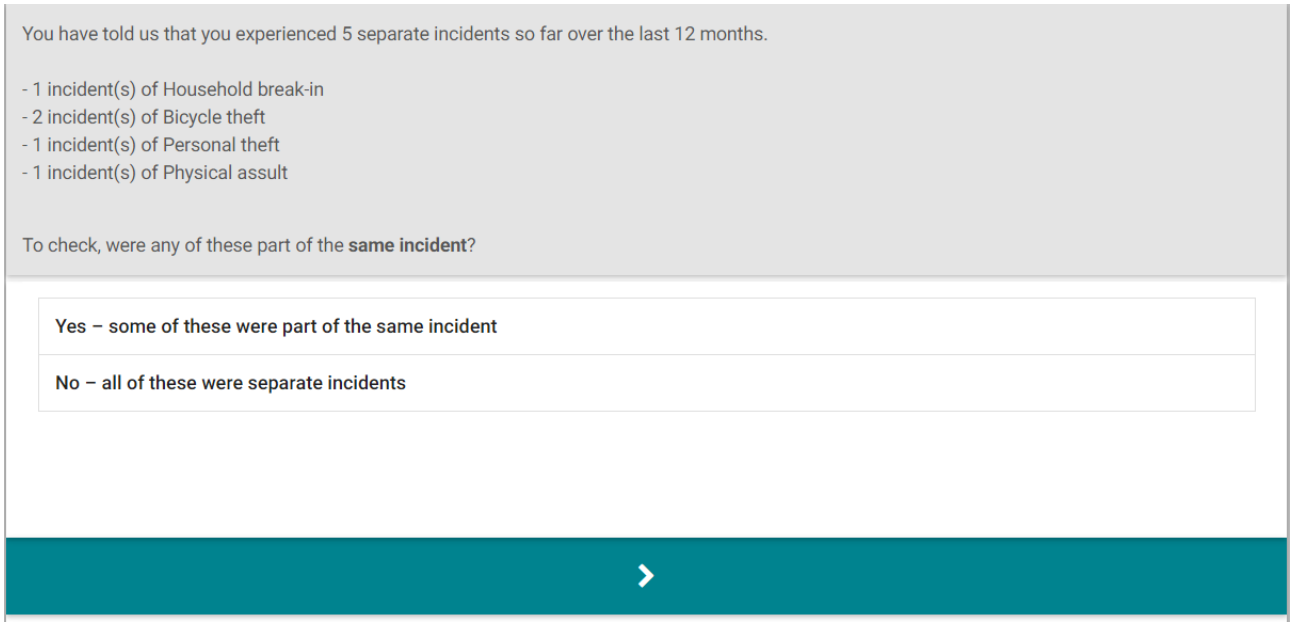
A review of incidents was included at the end of each block of screeners (i.e. the traditional screener block and the fraud screener block). The purpose of the review was to mimic the interviewer version of this screen. However, in the online version we wanted to use this to more explicitly detect instances of double-counting.

Therefore, at ZREVIEW1, in all cases where two or more incidents of different crimes were recorded a list was shown to the respondent. The respondent was then provided with a further opportunity to state whether any incidents were related. If any incidents were related, the respondent was asked to provide a recount at ZREVIEW 2. Finally, ZREVIEW3 asked the respondent to confirm the correct number of crimes. This sequence of screens would only appear for the minority of cases when two or more separate crimes were recorded. If a second/subsequent incident had been discounted as a result of ZRELATE/ZCOUNTCHECK and this resulted in only one crime type being recorded, then the series of ZREVIEW screens was not triggered.

The sequence of questions is illustrated with reference to a further example.

Example 3: Respondent (R) mentions a household break-in, 2 bike thefts, a personal theft and a physical assault. However, the physical assault happened at the same time as the personal theft but this was not detected at ZRELATE. Therefore, although R has actually experienced 4 incidents in total the crime count is currently 5. At ZREVIEW1 R is able to review all the crimes they have recorded:

ZREVIEW1



R reports at ZREVIEW1 that some of these were part of the same incident. R is then routed to ZREVIEW2 where they have the opportunity to amend the number of incidents:

ZREVIEW2

Please re-enter the number of times each of these happened but **please count each incident only once.**

You can record a zero for incidents you have already counted.
In the last 12 months I experienced:

	Previously entered	Please amend number of incidents since 1st October 2016 where necessary
Incident(s) of Household break-in	1	1
Incident(s) of Bicycle theft	2	2
Incident(s) of Personal theft	1	1
Incident(s) of Physical assult	1	1

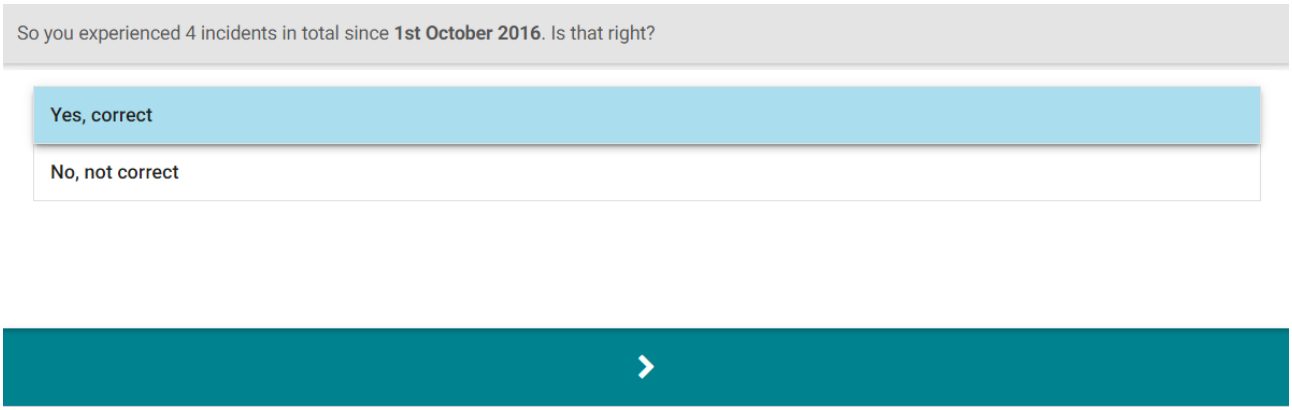
R adjusts the number of physical assaults at ZREVIEW2 to zero so the incident is not double-counted:

Please re-enter the number of times each of these happened but **please count each incident only once.**

You can record a zero for incidents you have already counted.
In the last 12 months I experienced:

	Previously entered	Please amend number of incidents since 1st October 2016 where necessary
Incident(s) of Household break-in	1	1
Incident(s) of Bicycle theft	2	2
Incident(s) of Personal theft	1	1
Incident(s) of Physical assult	1	0

R confirms at ZREVIEW3 the total number of incidents experienced, which has now been re-counted from 5 down to 4.:



Conclusion: The ZREVIEW sequence was undeniably complex and respondents found these screens cognitively challenging. However, in the relatively small number of cases where it applied the respondent was usually able to detect instances of double counting and correct the overall count. Despite the challenging nature of the questions, respondents often commented that they appreciated having a summary of their responses and the opportunity to review and edit their responses. One issue that did occur on a few occasions was that respondents who wanted to correct a double-counted incident were unsure which crime to discount. Although it does not matter from a scripting point of view where respondents record the incident, respondents wanted to feel that they had got it "right".

Ultimately, we feel that this sequence of questions - especially on top of the ZRELATE/ZCOUNTCHECK series of questions – is too complex. The need for their retention ultimately depends on how far we want to try to replicate the Crime Survey approach to crime estimation vs adopting a simpler approach.

5.9 The fraud screeners and dealing with the overlap/link between traditional and fraud crimes

There are some differences in the way that fraud and computer misuse crimes are counted compared with traditional crimes which made transitioning to an online setting challenging.

Across the traditional screeners, care is taken to ensure that an incident involving more than one event (e.g. a burglary which also involved criminal damage) is only recorded once. This reflects police recording practices.

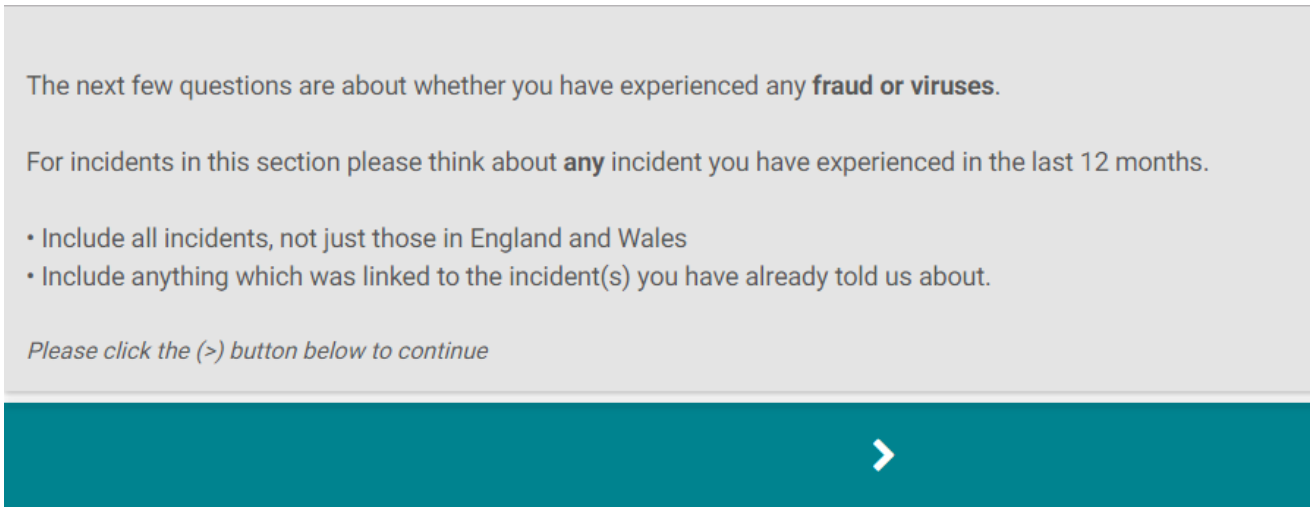
However, as already mentioned in section 5.8, the way that fraud crimes are counted by the police is different. Frauds which happen *as a consequence* of another crime are counted by police as separate incidents. For example, if a respondent is mugged and has their bag stolen containing their wallet (robbery, code 41) and as a result of this the respondent's credit card is used fraudulently (card fraud with loss, code 200 or 201) then the card fraud should be regarded as a separate incident to the robbery, even though the events are linked.

In the current Crime Survey, this issue is addressed by asking two sets of questions on fraud. Firstly, respondents are asked if they experienced any fraud events as a *direct result* of anything that they mentioned in the traditional crime block (a 'linked fraud'). Secondly, they are asked about any *other* incident of fraud which happened independently of crimes already mentioned (a 'non-linked fraud').

We trialled a version of this approach in Round 1 of the testing. However, this was found to be too complex to administer in an online setting. Most respondents completely missed the nuanced differences between linked frauds and non-linked frauds and therefore they tended to double-count fraud events across both linked fraud and non-linked fraud screeners, becoming confused as to why we were apparently asking the same questions twice.

At Round 2 we decided to drop the linked question (ZFININC) which asked about related frauds and instead included a preamble display screen which highlighted the change in inclusion criteria. This screen also highlighted the fact that, as opposed to the previous crimes asked about, incidents did not need to be restricted to England and Wales. This is due to the global nature of fraud and cyber-crimes. For example, if a respondent was abroad when their account details were hacked into, this should still be counted. Similarly, if they have been scammed by someone living outside of England and Wales this should also be counted.

The instruction screen shown to respondents at the start of the fraud screeners is shown below. This was not fool-proof – respondents did not always note the change in inclusion criteria. However, this approach represented a degree of improvement on the original version tested at Round 1.



As fraud crimes and traditional crimes are subject to these different inclusion criteria, the double counting checks (ZRELATE, ZCOUNTCHECK, ZREVIEW) described in sections 5.8.4 and 5.8.5 were formulated in two “blocks”. Therefore, while respondents were asked to check for an overlap between two traditional crimes (e.g. a car theft and vehicle damage) and between two fraud crimes (e.g. an identity theft and a virus), they were not asked to check for any overlap between a traditional and a fraud crime.

5.10 Recommendations

The findings presented in this chapter have demonstrated that re-developing the screener module was probably the most challenging component of the redesign project. This was mainly due to the complexities associated with counting incidents and ensuring that each incident is only counted once. Below is a summary of the key design features we have tested and recommend carrying forward:

- Extend the screeners to cover a wider range of attempted crimes which are not routinely picked up in the current survey. Placing actual and attempted crimes together in the form a paired grid screener helps reduce length and improve comprehension of individual questions.
- For respondents who have moved address in the past 12 months, we recommend asking about both/all addresses in one screener rather than across two sets of screeners. This helps reduce repetition and interview length for the household screeners.
- Wording of screener questions to be simplified and shortened to improve respondent comprehension and engagement.
- Re-order the screeners so that household crimes (e.g. burglary/household criminal damage) are asked before vehicle crimes (e.g. vehicle theft, bicycle theft). This helps reduce double-counting by ensuring that incidents are mostly captured at the most relevant screener.
- If respondents are unable to provide an exact number of incidents, allow them to provide a banded estimate; this should reduce the volume of missing data from "don't know" responses.
- When asking for a date, allow respondents to give a date outside of the reference period. 'Telescoped' events can then simply be screened out without the need to alert the respondent.
- Re-word the definition of a series applied to multiple incidents to ensure more accurate classification and improved respondent comprehension.
- Include a number of checks to detect and correct instances of double-counting. This includes providing explicit instructions, checking whether subsequent incidents are related to previous incidents and giving the respondent the opportunity to review all the incidents they have entered and making corrections if necessary.
- Remove the current survey question which asks about frauds related to traditional crimes. Instead only ask about fraud crimes *per se* and emphasise to respondents that all fraud incidents should be mentioned, even if linked to traditional crimes already mentioned.

While we made significant advances in understanding what works and what doesn't work in terms of improving the accuracy of the data collected, we fully recognise that there is still a need for substantial further development. In addition to the above, we feel that there are number of further improvements which should be considered in future development stages of the online self-completion questionnaire:

- The double counting rules and associated checks are undeniably complex. The need to continue to refine these depends on whether we decide it is important to continue to replicate the Crime Survey estimation rules, or whether an alternative, simpler approach can be considered. Assuming the former for the time being then, budget allowing, we recommend the development and trial of a very short animation/video (perhaps around 20-30 seconds) to explain the key concepts to respondents at the start of the screener section. This is likely to be more engaging than a simple text screen set of instructions which many respondents skim past or forget as they progress through the screeners. The animation could include an avatar to "explain" the concepts. This avatar could then reappear at

two to three further critical stages of the questionnaire to explain further key concepts: for example, to remind them about double-counting when they mention a second incident *(*e.g. *"Don't forget, you only need to tell us about each incident once"),* or to flag the changes in counting rules when introducing the fraud screeners.

- In the cognitive testing, respondents were recruited on the basis of specific crimes they had experienced. As a result, they knew in advance that questions pertaining to their incident would eventually appear. However, in a real survey, respondents who have experienced a fraud, for example, may feel that the survey, which initially covers household and vehicle crimes, is not relevant to them, risking early drop out. Therefore, we suggest that the survey includes an opening preamble which flags the type of incidents that will be asked about, alongside stressing the importance of the survey for non-victims. This could be included as part of the animation (see above).
- While the checks included within the script often helped to resolve double-counting, a small number of respondents who were multiple victims of crime found the checks annoying – once they understood the rules about avoiding double-counting they felt they didn't need several further reminders. One approach we have considered is to relocate the double-counting check ZRELATE to *after* the date question so that we *only* ask if two incidents are related if they both occurred in the same month (possibly with a buffer of one month either side to allow for recall error). However, this approach will further increase scripting complexity when multiple and series/separate incidents are reported, and so will be difficult to implement in practice.
- Due to scripting complexities, the double counting series of checks have not yet been implemented for banded number crimes[21]. This would need to be reviewed in any future development.
- One finding from the cognitive testing was that once respondents reported a crime (e.g. a burglary or an assault) they were keen to provide details of that incident straight away. If no fraud or cybercrime had been experienced, these questions could be regarded as an off-topic distraction. One approach might be to split the core survey into two sections: this would involve asking first about traditional crimes with their associated victimisation modules, and then moving on to fraud crimes with their associated victimisation modules. As fraud crimes are currently lowest in the priority ranking, the ranking algorithm would be unaffected by this change. The advantage of this approach would be a more logical flow for respondents and the opportunity to reduce confusion about the different double-counting rules for traditional and fraud crimes. A potential disadvantage however is that respondents may learn that saying "yes" to a screener leads to a set of detailed follow-on questions which could deter mentions of fraud crimes when this set of screeners is reached. As this would represent a radical change in approach it would certainly need to be tested.
- Once a crime is reported the script applies a short-hand label e.g. "*household break in", "vehicle theft", "physical assault"* to refer to this incident in subsequent questions. However, for the fraud crimes, the labels were regarded as similar and where multiple fraud types had been experienced there was sometimes confusion over which label applied to which. This reflected a more general confusion about the overlap between fraud screeners which were similarly worded. In future development, the wording of these labels could be reviewed for all crime types to make them as clear and distinct as possible.

[21] The scripting issues involved here were very complex and we decided that, given the scarcity of respondents selecting a banded crime count, it was not worth the additional effort to attempt to resolve this as part of the project.

6. Development of the open text description

Summary

In the Crime Survey, respondents are asked to provide an open description of the incident which is prompted for and typed in by the interviewer. Respondents' ability and motivation to self-report this information to the same level of detail was a key concern of this project, and we developed and trialled a number of approaches over the four stages of pre-testing.

Findings

Respondents were asked to provide a free-text description of the incident in one simple text box which was accompanied by three prompts. From Round 3 these included one general prompt ('*What happened?*') and two bespoke crime-specific prompts (e.g. for a burglary: '*How did they get into your home?*' and *'What was stolen?*') as this was found to elicit better quality data than three standardised prompts.

Respondents differed in their ability to provide the necessary level of detail and this depended on factors including: salience of the incident; whether they were reporting a personal crime or a household crime affecting another member of the household; the number of incidents (e.g. knowing which incident was being referred to when the incident was part of a series); and their overall understanding of the task. Usability issues included typing ability and overall ease of interaction with the device screen.

Broadly speaking, about half of respondents provided a good description with sufficient level of detail; around 30% provided a partial description; and the remaining 20% provided a poor description or one which focussed too narrowly on the prompts.

Recommendations and challenges

- While we found that most respondents could provide a good or at least a partial description, it should be noted that these respondents may have been more engaged than if this had been a 'real-life' situation.
- In the future, it is possible that auto-coding of offences without the requirement for open data will become possible. However, in the shorter-term we recommend that the open description is retained and trialled on a larger-scale. It can also be used as a quality control measure to test the agreement rate between offence codes assigned both with and without an open description.

In the face-to-face Crime Survey respondents are asked to provide a description, in their own words, of each incident they have experienced. This open description is an integral part of the victimisation module and coders use this data, alongside the closed questions, to verify and determine the exact circumstances of the incident and to assign an accurate offence code.

In the face-to-face survey, respondents are asked for a brief description of the incident and the interviewer listens while typing an edited version into the CAPI instrument which covers the necessary information for offence coding purposes. Interviewers are trained to use a standardised set of prompts to help the respondent recall the detail required. The scoping workshops with interviewers found that, although the process of collecting this open information could be time consuming, respondents often appreciate the opportunity to provide their own account of the incident.

Asking respondents to type in their own description of the incident represents a significant change as it shifts the burden of typing in the relevant detail from the interviewer to the respondent. Methodological literature provides mixed evidence regarding the quality of self-reported open data and how best to optimise this. Looking at device type, some studies have shown that respondents give shorter answers on smaller devices as opposed to ones with a larger screen[22],[23] while Wells et al (2014) found that, regardless of mode, providing larger open text boxes would yield longer open-ended responses[24]. This was a positive for our design given the Kantar Public script utilises an expanding text box design so that the more the respondent enters, the larger the box grows.

However, it was fair to assume that the quality of respondents' self-reported open incident descriptions would be of a lower quality than that yielded by interviewers, given the extensive training interviewers receive in how to administer this question. This shift means that respondents now control the delivery, pace and flow of the interview which can have a significant impact on how much time and effort respondents spend on each question[25].

While there may be an opportunity to move towards automated coding (based on only closed questions) in the future, we felt that is was important to trial respondent self-collection of open data, and this was therefore developed and tested across all four stages of pre-testing. The quality of these self-reported descriptions was put under further scrutiny as they were used in a coding exercise to determine whether, along with the victimisation module data, sufficient detail was provided to allow accurate offence coding where no interviewer was present (details of this coding exercise can be found in Chapter 9).

6.1 Underlying design

The underlying design of the open description question was a short piece of introductory text which referenced the selected incident and asked the respondent to provide a brief description. The question also included three probes as outlined in the table below. At Round 1 a 'chat' design (detailed below) was trialled where the probes appeared one by one and the respondent had to type some text in after each probe before the next one appeared. As respondents found this design to be problematic (see section 6.2.2) we reverted to a standard single open text box design from Round 2, which did not present as many usability problems for respondents.

[22] Tourangeau. R. et al (2017) "Web Surveys by Smartphone and Tablets. Effects on Survey Responses." Public Opinion Quarterly, Vol. 81, No. 4, Winter 2017, pp. 896-929.

[23] Mavletova, A. (2013) "Data Quality in PC and Mobile Web Surveys." *Social Science Computer Review*, 31(6): 725-743.

[24] Wells, T., Bailey, J., & Link, M.W. (2014) "Comparison of Smartphone and Online Computer Survey Administration." *Social Science Computer Review*, 32(2): 238-255.

[25] Dillman. D., Smyth, J. and Christian, L. (2009) "Internet, Mail and Mixed-mode Surveys. The Tailored Design Method." Wiley.

At Rounds 1 and 2, the three probes were uniform across the questionnaire for all types of crime, with some slight modification of the wording between the two rounds.

Initial analyses after Round 2 suggested that sometimes key details required for offence coding were missed by respondents. One issue was that sometimes the generic probes used were not relevant to the specific incident and so respondents simply ignored them. It was therefore decided to try probes which were more tailored to each crime type. From Round 3 the probes changed to a mix of one generic probe ('*What happened?*') and two tailored probes depending on the screener question from which the victimisation module was generated. For example, at the break-in screener (ZBREAKIN) the two tailored probes were '*How did they get into your home?*' and '*What was stolen?'*; while at the non-confidence fraud screener (ZNONCON) the bespoke probes were '*Did you lose any money?*' and '*Did you get all or some of it back?*'.

Analysis of Crime Survey data shows that the screener the respondent selects does not always match up with the offence code eventually used and therefore it was important that these probes were not too tightly tailored to the screener initially chosen.

The table below shows the instruction given to interviewers about probing on the face-to-face survey and also the probes included in the online survey at each round of testing.

Table 6a: Open description probes by Round

Face to face Crime Survey	Round 1 (online)	Round 2 (online)	Rounds 3 & 4
Interviewer instruction: PROBE FOR DETAILS OF NATURE AND CIRCUMSTANCES OF INCIDENT. (E.G. WHO WAS THE VICTIM, WHO WAS THE OFFENDER, WHERE DID IT HAPPEN, WHAT DID THEY DO?)	- What happened? - Where exactly did it happen? - What do you know about the person/people who did it?	- What happened? - Where did it happen (e.g. at home, at work, in the street)? - What do you know about the person/people who did it?	- What happened? - BESPOKE PROBE 1: *e.g. How did they get into your home?* - BESPOKE PROBE 2: *e.g. What was stolen?*

6.2 Understanding and completion of the task

Respondents differed in how well they understood what was expected of them at the open description question and how easy they found the task. Some saw the box and knew intuitively that they were expected to type into it. Others were slightly less sure but, importantly, could work out for themselves what to do. Respondents who were slightly less sure at first either felt that the task seemed a lot of effort at first glance or they were simply not expecting to have to type in information in this way. There were only one or two cases where respondents became completely unstuck at the open description question and required help to find out how to click in the text box and fill it in. In a couple of cases the respondent said they were unable to type in at all, and so the interviewer needed to take over.

Across all four stages of testing respondents can be divided into four main categories:

1. Those who provided a detailed written description matching the verbal report given to the interviewer in the face-to-face survey.
2. Those who provided a partial, shorter description, omitting some detail given verbally to the interviewer.

3. Those who limited their response by only giving direct answers to the three questions and which could only really be understood by referring back to the probes.
4. Those who provided minimal information (e.g. just one sentence or a few words) that fell far short of the verbal description provided in the face-to-face interview.

Using a rudimentary classification, it can be estimated that around half of respondents provided a good description with sufficient level of detail (type 1); around 30% provided a partial description (type 2); while the remaining c. 20% provided a poor description or one which focussed too narrowly on the probes (types 3 and 4).

Alongside the open description given by the respondents, interviewers also recorded a full description of the incident to check whether any key details had been missed by the respondent. In a small number of cases the interviewer description provided additional information which caused the offence code to be revised (see Chapter 9).

6.2.1 Comprehension issues

Barriers to respondents providing adequate information at the open description were:

- **Salience of incident**: depending on the nature of the incident and ease of recall respondents differed in how much they were prepared to type in. Where the incident had greatly affected respondents (e.g. burglary, theft from person, assault) respondents were generally willing to spend more time providing a full description. Conversely where the details of the incident were less clear or more trivial (e.g. minor damage to car, fraud attempt), descriptions tended to be shorter. In the current Crime Survey this issue can be counteracted by the interviewer probing for more detail.
- **Who the victim was**: this question was more difficult for respondents who were reporting on a crime that had affected another member of the household (applicable for household-based crimes such as vehicle crimes).
- **Confusion over which incident was being referred to**: at Round 1 respondents reported being unclear about which incident they were supposed to be thinking about where more than one had taken place. The introductory text which included a reference to the incident appeared on a previous screen at Round 1 which caused confusion. At subsequent rounds this was changed so that the reference to the incident appeared on the same screen as the type-in box.
- **Confusion over the level of detail required**: respondents differed in terms of how much detail they thought they needed to give and some felt this could be made clearer. Some respondents were unclear whether they should write in full sentences or whether bullet points or a shorthand version would suffice. Some respondents liked the inclusion of the tailored probes, re-visiting them after typing in their description and adding extra detail to ensure they were all addressed. On the other hand, others said that they could be restrictive and meant that important information was left out as the probes did not cover it. Some respondents would have liked to receive feedback on whether the level of detail entered was enough. Some respondents felt that they did not need to add many details here as they had already given information about the incident at the screeners – for example if they had already said ‘yes’ to a household break-in they may have felt that it was not necessary to type this in. In these cases, the respondent tended to provide only supplementary details about the crime (e.g. what was stolen) rather than providing a full account of the incident.

As an illustration of some of these issues, we have provided below some examples of open descriptions provided by respondents, alongside the offence code eventually assigned using the victimisation module data alongside these descriptions.

Table 6b: Examples of respondent-provided open descriptions

Good descriptions (*sic*)	Offence code assigned	Comments
"My car was parked on my drive for the night. When I went to the car the car the next morning I noticed the doors were shut but unlocked. Items from the dash glove compartment were on the passenger seat and in the passenger foot well. When I went to the rear of the my briefcase had been removed from the boot and placed on the drive. On further checking no items either from the car or boot appeared to be missing" *(R2, Male, 69)*	71 (attempted car theft)	Good description, clearly states that no items were stolen but an attempt had been made.
"I had internet connection problems and someone posing as my internet provider convinced me to allow them remote access to my laptop to resolve internet issues. Approx half hour later they asked for my bank details which i found suspicous as my broadband provider already had my banking details. Ended call and rung my provider who confirmed noone from the canpany had contacted me. I disabled all the links they used to get into my laptop. No i didnt lose any money. I told them i was going to contact my provider for clarification." *(R4, Mobile, Male, 17)*	208 (Non-investment fraud – no loss)	Clear description, clearly states that no money was lost.
"I was walking heading home in Queens Road Peckham and I was quite drunk. Some people attacked me from the back bunching me in the head and I have lost consciousness. They took money from my wallet but left phone and wallet on the crime area. I have slept unsconscious for 3 hours on the street." *(R3, Laptop, male, 30)*	41 (robbery)	Very clearly describes a robbery
"Purse and shopping taken from card store by 2 people. Incident happened in front of me and when I asked for my purse/shopping to be returned the person denied taking it. Store manager called local high street security who sent out a local alert to no avail. Asked if I wanted to report the incident to the police, but I declined on the basis I was too upset at the time felt the offenders might recognise me and felt that there was little chance of my goods being recovered. In hindsight I wish I had reported it but the 'anger feeling' hits you later." *(R3, Laptop, Female, 58)*	67 (Other personal theft)	Clearly describes nature of theft, and it is a clear it is not a robbery or snatch theft.
Poor descriptions (*sic*)	**Offence code assigned**	**Comments**
"the incident happened at with a friend of my daughter" *(R2, laptop, Female, 67)*	55 (Theft in a dwelling)	No details provided of the incident – respondent assumes prior knowledge based on earlier screener and omits a key word "home".
"Keys to car taken at knife point in a petrol station" *(R3, Tablet, Male, 55)*	41 (Robbery)	R dos not mention that the car was actually stolen (and was recovered a short while later)
"My wallet was stolen in a bar." *(R4, Laptop, Male, 64)*	44 (Other theft from person)	R does not state if they were aware of the incident at the time, whether they were robbed, whether the wallet was on his person or left unattended
"my card was cloned in another country yes i got it all back" *(R4, Laptop, Female, 31)*	201 (Bank and credit account fraud – with full loss reimbursed)	R is clearly answering the 3 prompt questions directly rather than giving a full description of the incident.

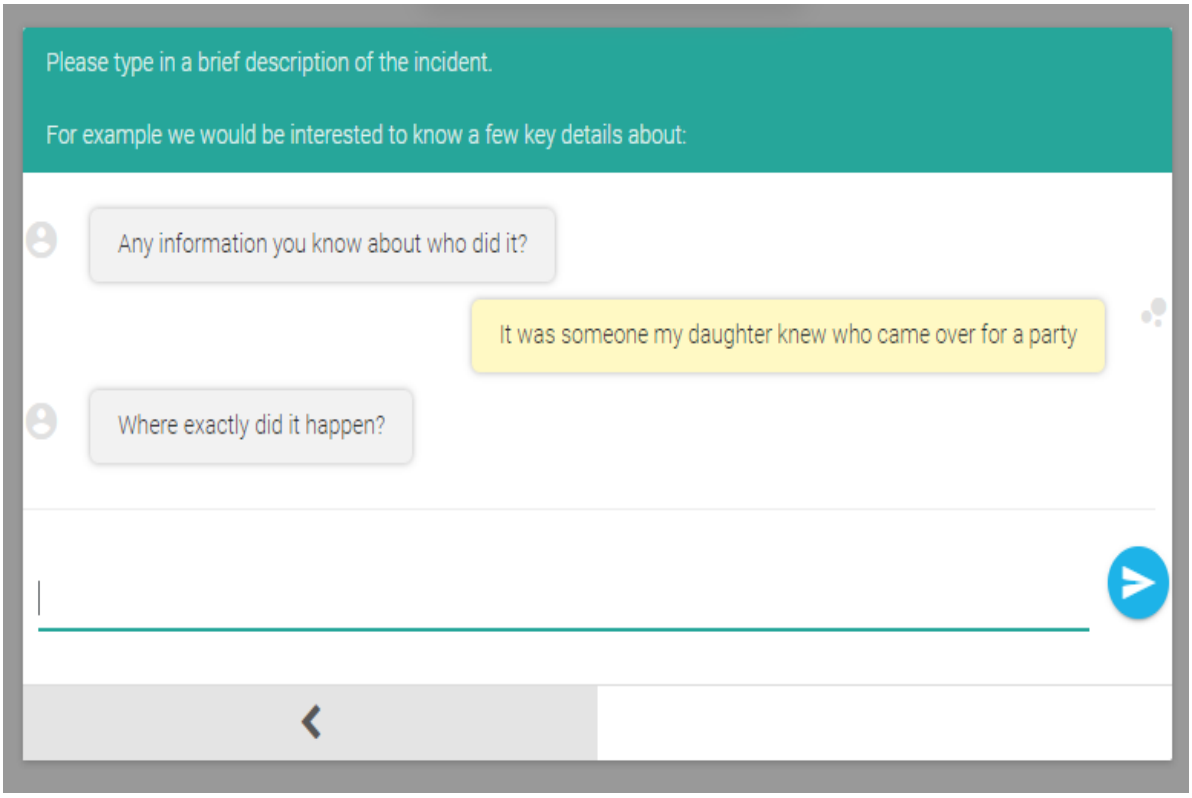
6.2.2 Usability issues

A general issue relating to usability was:

- **Respondents' typing ability**: some respondents struggled with using the keyboard or keypad to type in text and were only inclined to type a short sentence or two; this was a problem across all devices (including laptops) rather than being confined to smaller screen devices. The functionality of the device also affected the ease of typing. Some respondents also commented that in hindsight they would have preferred to complete the questionnaire on a laptop or desktop rather than a smartphone. Despite the instruction added at Round 2 to not worry about spelling, some respondents automatically corrected spelling errors and this could take a lot of time depending on the number of errors and how easy it was to correct them. Some respondents raised the idea of taking a voice recording of the open description. The key message from this is that any online survey will need to take account of the fact that respondents will have a range of IT skills and this is likely to affect both the quantity and quality of information they provide at an open text question, irrespective of how well it is worded.

Usability issues at Round 1 were:

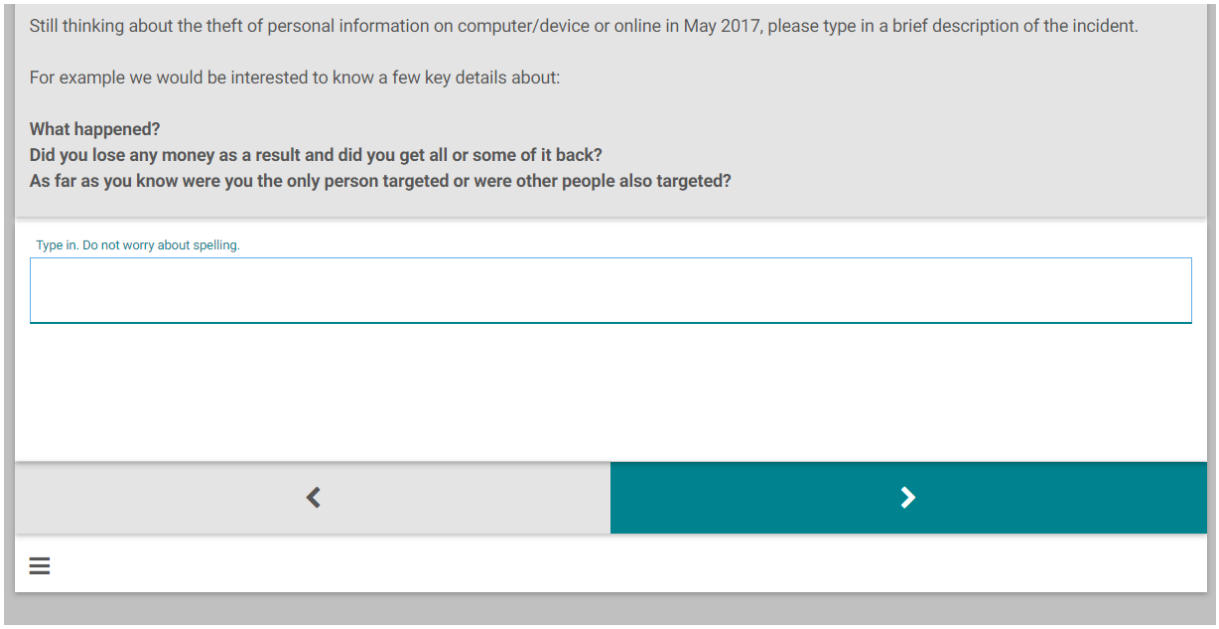
- **White space at the introduction screen**: as found at other introduction screens some respondents were confused by the inclusion of a white space underneath the grey introduction text and attempted to click on it, thinking they were being asked to enter some text in this space. This was a particular issue at the introductory screen to the open question as respondents assumed they were being asked to enter details about the incident there. This introduction screen was removed after Round 1 and more generally, the introduction screens were altered to remove the white space (see section 8.4.1).
- **Problems using the 'chat' feature**: as mentioned, at Round 1 a 'chat' feature was tested which asked for a brief description of the incident before giving three specific probes each of which had to be responded to before the next one appeared. These three questions were the same across all crime types and therefore needed to be as generic as possible.



The inclusion of this ‘chat’ feature drew mixed views from respondents. While some respondents liked the function as it prompted them for what to include, others were confused about what they were being asked to do. There were also various usability issues surrounding this feature:

- Attempting to click on the ‘probe’ box instead of the ‘reply’ box in error.
- Struggling to decipher the layout; some respondents found it harder to read the text on the screen with this feature.
- It was easy to press ‘Enter’ in error too early before finishing entering the answer and it was not possible to go back and edit the response. Respondents found this annoying; it also meant that information was missed.
- It could be difficult to work out how to move on because the arrow icon used (see screen above) was different from the ‘continue’ button that respondents were more familiar with.
- The subsequent probes were a surprise to some respondents as they had already included the relevant information at the first probe. This either annoyed respondents and/or led them to repeat information already provided.

Due to these issues the chat feature was replaced at Round 2 with a single open text box and three probes which appeared at the same time. This design used a feature called an ‘i-label’ where wording appears in grey the open text box (in this case ‘Type in. Do not worry about spelling’) and once the respondent clicks in the box the wording ‘jumps up’ to sit above the box in green (see example below).



Usability issues from Round 2 onwards were:

- **Visibility of screen**: for some models of smartphone it could be difficult to see all the question text on the screen at one time, particularly when the phone’s keypad was raised. The amount of information and the layout of some smaller screens could also make it difficult to scroll back up and see what text had already been entered.
- **Maximum word count**: in one case the respondent’s description exceeded the maximum word limit and this was increased to 4,000 words for later iterations.

- **Not noticing the open text box**: in a few cases respondents did not see the text box and were not sure where they were meant to enter the text. The box and instruction text are currently a very light grey and so could be made more prominent. One respondent suggested a flashing cursor in the box would help.
- **Missed 'spelling' instruction**: some respondents missed the i-label instruction text 'Type in. Do not worry about spelling' and so automatically corrected errors, perhaps due to the spell check feature. Despite the size of the instruction wording being increased at Round 4 many respondents still did not notice it.

6.3 Recommendations

Recommendations of issues covered in this phase of pre-testing

Taking these findings into account our recommendations are:

- Include a clear reference to the selected incident on the same screen as the respondent type-in box.
- Retain the layout of having a single open text box with a large upper limit on characters (the maximum in the tested script was 4,000) along with two open probes (one generic and two bespoke).

Recommendations for future pre-testing

- Investigate ways of making tailored probes stand out more (e.g. speech bubbles).
- Increase the size of the i-label above the open text box.
- Use a darker grey colour to denote the open description box and i-label.
- Ensure the coders have the full set of bespoke probes available so that in the cases where respondents answer the probes as individual questions the coders are aware of the three questions being answered.

There are clearly some conceptual issues that cannot be addressed through re-design alone, notably how salient respondents find the incidents, their motivation to recall necessary details and their general typing ability. However, it is important to emphasise that, in most cases, respondents' self-reported open descriptions were, alongside the rest of the information collected in the victimisation modules, sufficient to allow coding to a specific offence code (see Chapter 9 for further detail on the coding exercise). However, we should also acknowledge that respondents recruited to a cognitive interview may be more engaged than respondents completing in a real-life setting, and therefore the viability of collecting open data in this way can only be tested on a larger-scale field trial.

In the future, it is possible that auto-coding of offences without the requirement for open data will become possible (although there could still be an argument for retaining the open question as an optional field as some respondents appreciated the opportunity to give an account of the incident). However, in the shorter-term we recommend that the open description is retained and trialled on a larger-scale. It can then be used as a quality control measure to test the accuracy of offence coding both with and without the open description.

7. Development of the victimisation modules

Summary

The Crime Survey includes two victimisation modules, one for traditional crimes and one for fraud and cyber-crimes and both were re-developed to suit online self-completion. Re-development was restricted to the core victimisation questions, primarily those required for offence coding. A key objective for the re-development was to reduce and streamline the two victimisation modules to make them more tailored to the specific circumstances of each respondent. Compared with the face-to-face survey, three key structural changes were made:

1. Both victimisation modules were considerably reduced and streamlined. Questions were trimmed, simplified, re-formatted, combined with other questions where possible, and duplication and repetition was removed.
2. The order of the questions in the traditional (non-fraud) victimisation module was changed to be dependent on the screener the module is linked to. For example, if the module was triggered by an assault screener then the respondent was asked questions about the assault first, before being asked if the incident also involved other features such as theft and criminal damage. Questions relating to more peripheral details of the crime (e.g. location) were moved to the end.
3. The fraud module was not re-designed in the same way as fraud crimes tend to be less distinctive and many features apply across fraud types. However, the module was re-ordered to create a more logical flow for an online respondent.

Findings

These changes worked well in the field. In general, respondents experienced few problems and they were able to complete the modules quickly and easily without complication. However, the testing revealed some cognition and 'future-proofing' problems associated with some of the fraud questions. As a result, the fraud module was subject to a greater number of wording changes as the testing progressed.

Recommendations and challenges

- Retain the refined and streamlined set of questions used within both victimisation modules which respondents were able to complete quickly and easily.
- Restructure the traditional victimisation module into four 'blocks' (assault, theft, attempted theft, damage) and ask these in order of relevance to each respondent.
- Move questions about location of the incident to the end of the module so that the respondent is asked about the nature of the incident first, which feel more relevant to them.

In the main face-to-face Crime Survey, there are two different types of victimisation module: one for the crimes that have always been collected in the survey (referred to here as the traditional victimisation module) and one for fraud and computer misuse crimes added to the survey in 2015 (referred to here as the fraud victimisation module). In this chapter we outline the re-development and testing of both.

7.1 Scope of the re-development work

The current face-to-face Crime Survey contains two versions of the traditional victimisation module: a "long" version which records all details of the incident and a "short" version where only key details are collected, primarily those required for offence classification. Fraud victimisation modules cover a different set of questions and there is only one version, with all questions asked for every incident.

In the current survey, the script allows for the completion of up to six victimisation modules; the first three modules are "long", while the latter three are "short". This approach is used to reduce the burden on those respondents who are victims of multiple crimes and therefore face the longest interviews.

It is recognised that one consequence of moving to an online mode of administration is that the current survey length will need to be greatly reduced. Therefore, in the re-design we took the "short" version of the module as our starting point as this represents the critical information required for offence coding. However, we also included some other key classification questions such as location of the incident and knowledge of the offenders because, although these are not specifically required for offence coding, they provide important information to better understand the nature of the crime. We also included a small number of current victimisation module questions which, although not considered key questions, were thought to be particularly challenging in the context of moving the survey online. For example, the question asking about details of items stolen in a theft (question "WHAST") currently utilises a lengthy unprompted list of over 30 codes which cannot be replicated in a self-completion setting. Including these questions allowed for a more thorough test of the capabilities and limitations of the online instrument.

7.2 Traditional victimisation module

7.2.1 Overall approach

In the face-to-face survey the victimisation module (even the short version) takes a significant amount of time to complete. In the scoping workshops, interviewers frequently cited examples of questions which are duplicated, questions which seem to be asked unnecessarily, and questions asked of all respondents which appear overly generic and not sufficiently tailored to crime type.

Interviewers commented that in many cases the victimisation modules can feel repetitive and arduous for respondents, particularly when multiple modules are completed or when the crime is regarded as relatively trivial in nature. It is worth noting that the decision to have a standardised set of questions in the victimisation module for all crime types dates back to the original design of the survey in 1981, and was largely dictated by the need for greater simplicity when using a paper questionnaire.

With a CAPI survey, there is clearly much more flexibility to tailor to crime type. Therefore, a key objective of the development work was to reduce and streamline the victimisation modules, cut down on the repetitiveness and length, and produce questions which were more tailored to each respondent's individual circumstances.

While the aim was to make the victimisation modules as tailored as possible we also needed to ensure a degree of flexibility to cope with situations where the crime does not exactly match the screener question which triggered the victimisation module. For example, if a respondent has answered 'yes' to the burglary screener question the respondent might reasonably assume that the survey script "knows" their home was

burgled and items stolen. However, in practice the script does not yet know whether anything was stolen and, due to double counting rules, it does not yet know whether the incident involved other features such as vehicle theft, criminal damage or violence, which might result in it being classified as another offence type. Additionally, it is possible that the respondent recorded the burglary at the 'wrong' screener, and the incident should have in fact been recorded as a theft from a dwelling or a theft outside of the home – distinctions which the respondent cannot be expected to fully understand.

Another issue is the relationship between the open description and the rest of the victimisation module. At the start of the victimisation module the respondent will have entered a detailed description of the incident and therefore may be puzzled as to why they are then asked a set of further questions, many of which will capture the same information.

In summary, the challenge was to ensure that the victimisation module remained flexible enough to allow for the complexities outlined above, while also being sufficiently bespoke so as not to annoy respondents and cause them to become disengaged. Managing this tension was probably the most significant challenge in the re-development of the victimisation screeners.

7.2.2 Structure and order

If the existing face-to-face survey structure was used in a self-completion setting, the order of the victimisation modules may seem confusing, in the absence of an interviewer to help navigate the questionnaire. At the start of the face-to-face survey there is a series of "ask or record" questions to determine the main features of the incident (such as whether there was a theft, whether violence was involved, and so on). The questions are framed in this way to allow the interviewer flexibility to either ask the question or automatically record it if they already know the answer. Naturally, these 'ask or record' style questions are not an option for an online survey and therefore all questions needed to be 'asked'.

The main departure for the online version of the victimisation module was to completely re-structure this part of the module. The questions were re-structured so that those of a similar nature were clustered together within four 'blocks' to help create a more coherent order and flow. Grouping questions in this way also helped to remove duplicate or repetitive questions.

The victimisation module opened with some general incident details, for example questions about the offender(s), followed by four topic-focussed blocks which covered questions on theft, attempted theft, criminal damage, and violence.

A further key change was to tailor the order of questions in the victimisation module so that the 'block' of questions deemed to be most relevant to the incident was asked first. Each block began with an 'eligibility check' question which determined eligibility for the rest of the block. If the respondent was eligible then they continued with all questions in that block; if they were not eligible then they were routed to the next block in the sequence.

The first block presented to the respondent was dependent on which screener triggered the victimisation module. The 'eligibility check' question asked the respondent to confirm that a particular feature of the incident had occurred. For example, if the respondent had come through to the victimisation module because their car had been damaged, the first question the respondent would see after the general incident section would be*, "Just to confirm, was something damaged, vandalised or defaced?"*. This would then be followed by more detailed questions about the nature of the damage. When a block was completed the respondent was then asked the 'eligibility check' question for the next block until all four blocks had been completed.

The module concluded with questions about where the incident happened and a review of the incident. Questions about the location of the incident were moved to the end of the module, in contrast to the current survey where they are positioned near the start. The rationale for this decision is that it was felt to be

important to ask the respondent key questions specific to the incident first before asking the more generic question of where it happened. So, for example, if someone has been the victim of a violent assault the respondent might expect to start by giving information about the nature of the assault and their injuries, before being asked to describe exactly where the incident happened and some of the other more minor details.

This general structure is summarised below.

Table 7a: Structure of the traditional victimisation module

General incident details		e.g. whether happened in England and Wales, any knowledge about the offender(s)
The order of these blocks varied depending on the screener linked to the module	Theft	e.g. what items were stolen, who did the item(s) belong to, how was it stolen
	Attempted theft	e.g. what items did the offenders try to steal, who did the item(s) belong to
	Damage	e.g. what was damaged, who did the item(s) belong to, nature of the damage
	Assault	e.g. any injuries sustained, whether a weapon was used, medical attention sought
Location		e.g. specific details about where it happened (at home, at work, on the street, etc.)
Incident review		e.g. whether the police were informed, whether the respondent thought it was a crime, perceived severity or crime

In testing, this proved to be a successful structure, and respondents were usually able to complete the victimisation module relatively speedily with few overall issues.

7.2.3 Reducing length and repetition

As previously stated, reducing the length of the victimisation module was a key objective of the re-design to avoid lack of engagement and early dropout by respondents completing the survey online.

A reduction in overall length was achieved in several ways:

- Questions were removed if they were not considered strictly essential for offence coding purposes or for understanding the nature of the crime;
- Where possible, two or more questions were combined into a single question (e.g. a simple example would be yes/no question followed by a list which has been combined into a single question with a 'none of these' option);
- In a few places in the main survey there are several very similar questions; wherever possible duplicate versions of questions were removed.

7.2.4 Length and complexity of wording

As with the screener questions, all question wording was streamlined to reduce any unnecessary text and to try and improve clarity.

The victimisation module was introduced in Round 2 of the testing (Round 1 focused on the screener questions only) and further amendments to the questions were made at Rounds 3 and 4. At the outset, all answer codes were simplified wherever possible; lengthy response lists were trimmed; response categories were combined or consolidated; and more generally the wording was shortened to suit online rather than show card presentation. For example, the following question was amended to reduce the number of options available.

Round 2 wording	**Round 3 wording**
And where exactly did this happen? Please select all that apply. 1. On a train 2. At a railway station 3. On an underground/tube/metro train 4 At an underground/tube/metro station or stop 5. On a bus or tram 6. At a bus or tram stop / station / park and ride 7. On a plane 8. At an airport 9. In a taxi 10. At a taxi rank 11. On a ferry 12. At a port 13. While driving or travelling in a car/van/motorcycle 14. Somewhere else	And where exactly did this happen? Please select one only. 1. Train/railway station 2. Underground/tube/metro train or station 3. Bus or tram/bus or tram station or stop 4. Plane or airport 5. Taxi or taxi rank 6. Ferry or port 7. Somewhere else

7.2.5 Changes to format of "What was stolen?" question

One of the most challenging questions to re-develop was the "What was stolen?" question in the theft block, together with the equivalent question in the attempted theft block. In the current survey a very long list of potential items (over 30) is presented and the interviewer must find the correct codes based on an unprompted question. This design and format is unsuitable for self-completion mode as the volume of entries will not fit on a single screen and would be very difficult for respondents to navigate. For self-completion completion the list was split into a hierarchical format: the respondent was first asked into which broad category their item(s) fitted; this was then followed up by a question which probed for further detail in relation to each category chosen. An example of this format is shown below.

From this list please tell us what was actually stolen. Please include items you got back as well as items you didn't get back.
Please select all that apply

Vehicle parts/fittings/ accessories (including car music system, satellite navigation system,hub caps, licence plate)	Handbag/briefcase/backpack/shopping bag
Purse/wallet/cash/cash cards	**Jewellery/watches/clothes/glasses/sunglasses/fitness tracker**
Documents (e.g. passport, chequebook)	Mobile phone
Camera, video camera (e.g. gopro), portable audio or video device (e.g. MP3, portable DVD player)	Audio/visual electrical items (e.g. TV, stereo systems, headphones, speakers)
Computers/laptops/hand-held computers (e.g. tablet), computer equipment (e.g. printer)	Games consoles, hand-held games consoles (PlayStation, Xbox, Wii etc.)
CDs/tapes/videos/DVDs/computer games	Keys (house,car,other)
Tools	Outdoor items (garden furniture, garden equipment, bins)
Sports equipment (e.g. golf clubs, horse riding equipment)	Food/drink/alcohol/cigarettes/groceries/shopping
Household items/gadgets (e.g. children's toys, small electrical appliances, torch, penknife)	

Other (please type in)

You mentioned the following category in the list of items stolen:

Jewellery/watches/clothes/glasses/sunglasses/fitness tracker

More specifically, which of these items did they steal? Please select all that apply

Jewellery
Watch/smartwatch/fitness tracker
Clothes
Glasses/sunglasses

Other (please type in)

7.3 Fraud victimisation module

In general, the fraud victimisation module was subject to the same re-design features as documented above and therefore only features specific to the fraud version are reported on here.

7.3.1 Structure

Due to the nature of the incidents recorded in the fraud victimisation module, it was not possible to re-design the questions in the same way as the traditional module. The different types of fraud and cybercrime tend to be less distinctive and many of their features (e.g. theft of personal information) apply across multiple fraud types. Therefore, tailored ordering of questions based on the screener question was not attempted for this module. Nevertheless, we did re-order the module compared with the current survey to create a more logical flow. The structure is summarised below.

Table 7b: Structure of the fraud victimisation module

General incident details	e.g. any knowledge about the offender(s), internet involvement
Contact made	e.g. Did they access accounts (or attempt to), did they contact the respondent and how, what was the response?
ID theft, fraud and computer misuse	e.g. Did they fraudulently use PI (ID theft), was the respondent tricked or deceived into making an investment or buying bogus goods, any computer misuse
Virus	e.g. how was it infected, how many devices were infected, how did the respondent become aware
Theft	e.g. what items were stolen, who did it belong to
Attempted theft	e.g. what items did the offenders try to steal, who did it belong to
Incident review	e.g. whether the police knew about it, whether the respondent thought it was a crime, perceived severity or crime, details of financial loss

7.3.2 Length and question wording

The fraud victimisation module was similarly edited to reduce length and improve flow. Any repetitive or unnecessary questions were deleted, and all questions were thoroughly reviewed and streamlined to make them easier to read and quicker to answer. Compared with the traditional victimisation module, this was more difficult for the fraud module, as clarification was often required to help respondents understand some of the more complex concepts.

Testing revealed some problems associated with some of the fraud questions in the victimisation module. As a result, the fraud victimisation module was subject to a greater number of wording changes (compared with the current survey wording) as the testing progressed. For example, there were cognition problems relating to the 'cyber-flag' question about whether the internet was involved. There were also problems associated with classifying attempted frauds using the current question wording. Finally, there were some 'future-proofing' type issues which arose as a result of changes in the policy and technology landscape. For example, there was a need to update response lists to allow for more contemporary features, and to amend questions to allow for frauds which involved contactless payments.

7.4 Recommendations

Recommendations of issues covered in this phase of pre-testing

- Vary the order of questions in the traditional victimisation module to be dependent on the screener question the module is linked to.
- Reduce the length and repetition of the module by trimming back non-essential questions, consolidating questions, removing duplication, simplifying wording, and reducing the length of response lists.
- Move questions about location of the incident to the end of the module so that the respondent is asked first about the aspects of the incident likely to be more relevant to them.
- While the fraud victimisation module cannot be tailored to the same extent, we have made several similar recommendations in terms of streamlining the module and improving wording.

8. Usability across different devices

Summary

Respondents' interactions with the online questionnaire were explored during all four stages of pre-testing. Usability testing on Kantar Public's survey template was conducted across a range of devices including laptops, tablets, and smartphones.

Findings

Respondents differed in the degree to which they were prepared to read the question wording and supporting instructions. Respondents who read all of most of the information provided ('Readers') experienced fewer problems compared with those who skipped over text or ignored instructions ('Skimmers'). For the most part, respondents in these two groups could complete the questionnaire independently, resolving problems themselves where they were encountered. Feedback on the instrument was generally positive - it was considered easy to complete, intuitive to navigate and there were no major device-specific problems. The victimisation screeners were grouped so that actual and attempted crimes were presented in a grid format on the same page; this approach was also found to be successful.

Importantly there was a small group of respondents who were unable to access the survey instrument without help from the interviewer ('Strugglers'). Although these respondents were able to complete the questionnaire with guidance, this finding demonstrates that there is a segment of the population (along with the off-line population) who will require an alternative mode to enable them to be able to fully participate.

Recommendations and challenges

- Retain the existing approach, design and layout of the questionnaire but refine and trim wording where possible to further reduce respondent burden and to ensure wording is unimodal (i.e. the same wording used regardless of administration mode)
- Consider placing questions that are closely linked on the same screen to reduce the number of pages
- Investigate alternative ways to present information respondents routinely ignored (such as instructions) and ways to present 'Don't Know' and 'Prefer not to say' options
- Continue to optimise for device but consider carefully the balance between this and consistency of presentation
- Ensure the survey is fully mixed-mode to widen access to the survey across all groups of the population, including those who lack the necessary digital skills to access the survey online.

An important aspect of this phase of work was to investigate, how respondents interacted with the online questionnaire and to explore any usability difficulties they experienced. The questionnaire was produced using Kantar Public's survey template which has a 'Mobile First' design; that is designed with smartphone first in mind but also includes the facility to optimise by device. Usability testing interviews were conducted with a variety of respondents using a range of devices including laptops, tablets, and smartphones.

This chapter begins with a brief overview of strategies people use when approaching self-completion instruments before introducing Kantar Public's online survey template, discussing generally how respondents found completing the online survey and taking a closer look at some of the specific usability features of the questionnaire.

8.1 A recap on the literature: how people approach filling in forms and surveys

8.1.1 Taking shortcuts

Existing literature shows that taking shortcuts is an inherent trait which can be applied to completing questionnaires. Respondents differ in the extent to which they are prepared to read material provided. Some will take the time to read through all or most of the questions and supporting information while others (generally the majority) will opt to take shortcuts so they can complete a questionnaire as quickly and efficiently as they can. Examples of such shortcuts or 'rules of thumb' are skipping over introduction and instruction wordings, skim reading questions, and looking immediately at the answer boxes without having read the accompanying question text.

The face-to-face Crime Survey is administered by an interviewer who provides a clear path through the questionnaire, probing and providing explanation where necessary. Without the steer of an interviewer the extent to which respondents will 'shortcut' in an online survey is impossible to control. Supported by our usability findings from testing the online survey, a common practice among respondents is to head directly to where they are required to interact with the questions (e.g. writing in information, ticking boxes, or clicking the 'Next' arrow). In doing this they will often assume what is required of them rather than giving it careful thought. As noted in Table 3a, this type of behaviour is often referred to as 'satisficing'. When designing a self-completion questionnaire or, in the case of the Crime Survey, transitioning it from an interviewer-administered questionnaire to one the respondent completes alone, it is important to consider these kinds of inherent behaviours. Achieving a balance between providing enough information to allow the respondent to complete a self-completion questionnaire adequately and 'overloading' them with information is extremely tricky. If the respondent is to be discouraged from satisficing and taking short cuts it is of the utmost importance that the task is as simple and straightforward as possible.

8.1.2 'Readers, Skimmers and Strugglers'

Building on work by Jenkins *et al* (1992) [26], McGee & D'Ardenne (2009), identified three main strategies children adopted when completing an online questionnaire about sport and physical activity.[27] They categorised respondents into three different groups called 'Readers', 'Skimmers' and 'Strugglers'. 'Readers' were prepared to read all or most of the question wording and information presented to them; 'Skimmers' only read as much as they thought necessary to complete the task; and 'Strugglers' experienced multiple

[26] Jenkins, C.R., Ciochetto, S. and Davies, W. (1992) 'Results of cognitive research on the public school 1991-92 field test questionnaire for the schools and staffing survey'. Unpublished, in Collins, D. and White, A. (1995) 'Making the next Census form more respondent-friendly' in Survey Methodology Bulletin , 37, OPCS.

[27] McGee, A and D'Ardenne, J. (2009) 'Netting a winner': tackling ways to question children online. A good practice guide to asking children and young people about sport and physical activity. Prepared for the Sports Council for Wales http://sport.wales/media/351853/netting_a_winner_-_english.pdf

problems with the questionnaire, to the extent that in some cases they were unable to complete it without help.

This helpful typology can be applied also to adults completing the online Crime Survey. We found 'Readers' who were prepared to read the introductory wording, instructions and the full question text, sometimes reading it through twice to make sure they had fully understood it. As a result, these respondents experienced fewer usability issues than the other two groups. We also found 'Skimmers' who commonly skipped over text they felt was superfluous or repetitive, instead focusing on the answer categories. In doing this they often made assumptions (sometimes incorrectly) about the task. Although such behaviour did lead to some cognition problems (e.g. answering incorrectly because they did not read the question properly), from a usability perspective 'Skimmers' were generally able to complete the questionnaire without difficulty. If they became stuck they were usually able to resolve the issue without help. A common response to being asked how they found completing the questionnaire was 'it's fine as long as you read it'.

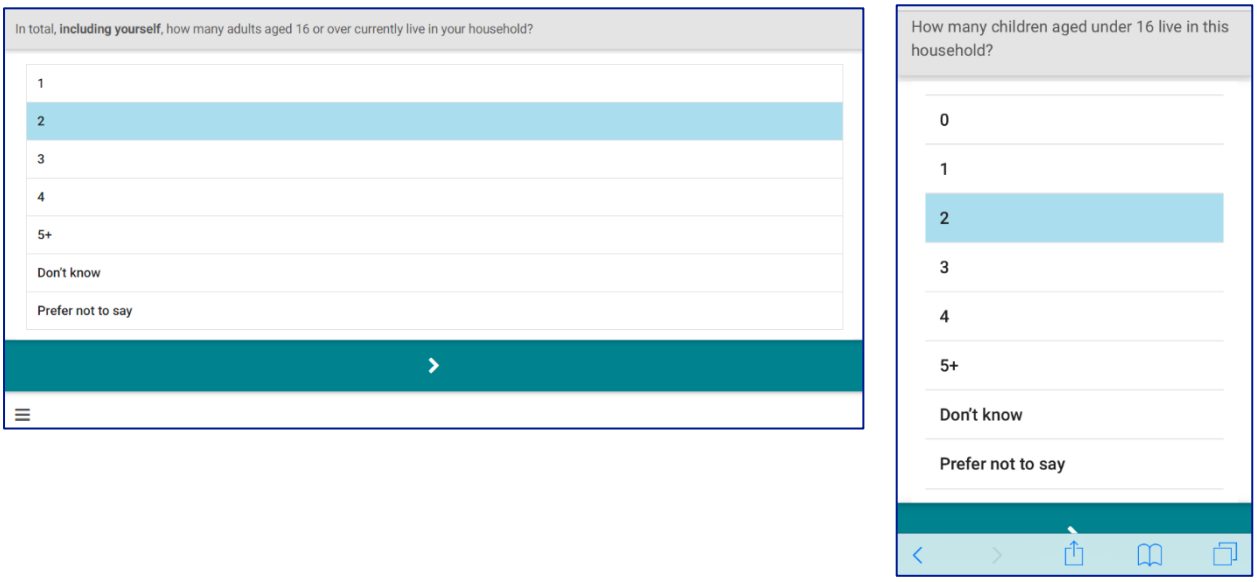
The few respondents in the group categorised as 'Strugglers' were not able to complete the questionnaire without the intervention of the interviewer. In most cases the interviewer needed to help them get started (e.g. showing them how to click the Next button, using a drop down menu, clicking forward from an introductory screen); however once they had seen an example of how the questionnaire worked in general they did not experience these problems again.

Identifying these three groups within our sample was useful in distinguishing the different kinds of problems experienced by each group.

8.2 Kantar Public's online survey template

Respondents completed the online survey using Kantar Public's standard template. Two examples of the layout (for laptop and smartphone) are shown below.

Figure 8a: Kantar Public's online survey template – optimised layout on laptop & smartphone



8.3 General findings on the look and feel of the online instrument

Respondents fell into two groups in terms of how they viewed the general style, layout, and colour of the online instrument:

- The first group found it to be simple, professional, and appropriate for the audience.
- The second group said they would like something a little more "exciting" (e.g. the incorporation of more visual features or an animation). There was also a feeling that the use of more colour throughout the questionnaire would help differentiate between the different sections. Despite these views it is important to note that the people in this group were still able to complete the survey without issue.

Comments of this type were rarely made spontaneously and were usually only uncovered after specifically prompting, suggesting that the layout and design were not obstacles to completing the survey *per se*.

Examples of the comments respondents made are:

One respondent described it as *"governmental"* (R3, Male, 30, Robbery, laptop)

"it's not jazzy or fun looking but ... it's clear and once you click here it moves quite quickly to the next screen. It's easy to find the options" (R1, Male, 44, Attempted personal theft, attempted assault, online fraud, laptop)

"very police, not trying to be flash". (R4, Male, 42, Fraud, smartphone)

"really, really useful and it trained your mind to figure out how to use the survey". (R3, Female, 19, bike theft, laptop)

"Everything was fine, it was quiet, it was easy, it seemed to be ok, that size is fine". (R3, Male, 72, theft by someone with permission to be in the home, laptop)

"simplistic, logical, easy to follow". (R4, Male, 35, theft from home laptop)

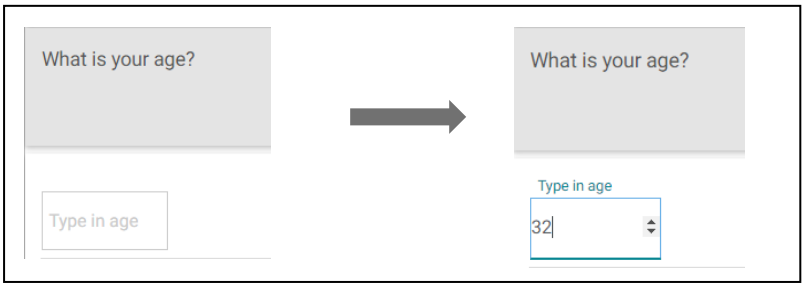
8.4 How respondents approach specific design features of the online survey

Next we look at specific features of the questionnaire. In the table below we give detail of the broad findings, whether the problems were device-specific or not, and the steps taken to address them throughout the four rounds of pre-testing.

Table 8a: Usability features in online survey across different devices

Findings	Whether device specific	Measures taken to reduce issues
Amount of text on screen Respondents, especially in the early rounds, said there was too much to read on the screen and that some of the information was too wordy/complex. Respondents regularly skipped over wording or ignored the question wording altogether, jumping directly to the answer boxes. This meant that they missed important differences or subtleties between the questions in order to answer as quickly as possible and move to the next screen. This behaviour increased as respondents became fatigued. *"If I can see it's not relevant to me I just say no".* (R3, female, 36, assault, smartphone)	Respondents using smartphones tended to rush through reading the text more than those completing on a laptop or tablet.	At each round steps were taken to reduce the amount of wording on the screen but there remains some room to refine further.
Asking questions one by one Some respondents commented that they would have liked more questions on a single screen. Examples were to group screener questions in categories (e.g. home, transport etc.) to facilitate easier checking across questions and to speed up the questionnaire. One respondent said he would prefer to scroll than having to arrow through each question separately. *"it's a bit laborious, you'd prefer to flick through it a bit quicker".* (R4, Female, 43, attempted assault, laptop) *"a little bit tedious but then these things are, I guess it has to be totally methodical".* (R4, Male, 53, theft from home, smartphone)	This problem was exacerbated where smartphones were on 3G connection as it took slightly longer to load each screen meaning it took longer to complete the questionnaire.	At Round 4 we trialled including two of the demographic questions on a single screen in one place and this was found to be successful. However, there would be risks associated with grouping screener questions into a smaller number of questions (see section 5.2).
Use of bold, italics Wording in bold stood out to respondents and helped differentiate between similar questions (e.g. actual vs attempted), as well as emphasise key words and clarifications. However, a common strategy was to ignore any wording in italics as these tended to be instructions, rather than an inherent part of the survey question.	-	Although the amount of instruction wording was trimmed between rounds, an alternative format for italics (e.g. coloured non-italic text) would be worth testing in future rounds.
Grey question box The format of providing the question wording in a separate grey box to the white background for the answer options worked well for the majority of respondents; the contrast was found to be helpful.	The colours present slightly differently depending on the device but this was not found to be a problem on any device in particular.	Between rounds the grey box was adapted to better fit with the amount of question text and this was felt to be an improvement.

Findings	Whether device specific	Measures taken to reduce issues
Drop down menus Some respondents found using the drop down feature problematic. Although it became simpler once they had 'got the hang of it', it could be difficult to scroll down if the answer that applied to them was towards the end of the list. Some respondents suggested answer buttons or typing in as preferred designs. *"could be a bit neater"* (R1, Female, 57, burglary, theft of vehicle, online fraud, laptop)	On iPhones which by default uses a picker wheel at drop down questions, it could be easy to miss the wheel which appeared at the bottom of the screen and this could also be tricky to close once selected. In most cases respondents noticed the wheel in the end and provided an answer.	Some questions using the drop down feature were replaced with response list or 'type in' questions (e.g. for numeric responses such as number of cars/motor vehicles) where this was practical. This was found to be an improvement at Rounds 3 and 4.
Red error messages on missing answers In general, we avoided using error messages to help minimise disruption to the flow of the interview. However, a standardised red error message appeared when a respondent omitted to fully answer a question. These error messages could initially be confusing when respondents did not realise there was any problem; however, the error messages did not usually hinder anyone moving forward in the questionnaire.	The addition of the error message at the top of the screen can lead to a large amount of text on the screen, especially on smartphones. Where this happens the error, introduction and question section covers the whole screen and the respondent is required to scroll down to find the answer categories.	
"i-labels" The i-label was introduced at Round 3 and is a 'help' label (*e.g. 'please type in')* that sits inside an open text box and 'jumps up' to sit on top once the box is clicked on (see example below). Respondents did not always notice the i-label although during discussion some said it had been helpful.	-	-
Requirement to type in open text Respondents varied in how adept they were at typing in open text on different devices. The open incident description was the most challenging free text question in terms of typing in (covered in more detail in Chapter 6). Problems experienced were: - Difficulty typing in - Making and correcting spelling errors - Difficulty clicking in the open box to type in - On one occasion, writing so long a description it exceeded the maximum word count.	Having to scroll up and down on smartphones meant open questions could be awkward to fill in, the incident description in particular, and possibly yielded less detailed responses compared with other devices.	The i-label (see above) introduced at Round 3 helped signpost what was expected at open questions but could be made larger so that it stands out more. A few respondents suggested making a voice recording of the open description to help respondents who found it difficult to type in. It would be worth considering the practicalities of such an approach going forwards.



Findings	Whether device specific	Measures taken to reduce issues
Multi-code questions It was not always obvious to respondents when they could choose only a single answer or more than one answer, mainly because they often skipped the instruction text in italics to '*Please select all that apply'*. Recognising a question as a multi-code tended to be a trial and error process rather than a result of having read the instruction.	-	-
Navigating the instrument Respondents usually found navigating the instrument intuitive, and it was clear how to use the Next and Back buttons. In a few cases respondents did not immediately understand how to navigate but picked it up quickly after they were shown. Two respondents said they would have preferred to be automatically moved forward on clicking the answer button rather than also having to click Next. There was a general reluctance to click the Back button by some respondents as they were concerned that this could involve going right back to the beginning of the questionnaire.	It was easier to miss the arrows on smartphones as more scrolling was required but this was not a problem in general; most respondents could navigate through the instrument with relative ease regardless of device.	-
Chat feature A 'chat' feature was used at Round 1 to probe at the open description. Details on how respondents found this are included in chapter 6. Generally, the chat feature was found to be problematic as respondents were unsure how to interact with it and it was not possible to go back and amend answers if a mistake was made or to add further detail.	-	This feature was replaced at Rounds 2-4 with one simple open text box and a set of probes (see section 6.2.2).
Help functions Hardly any respondents interacted with or noticed the 'Menu' button. Only one respondent clicked on the Menu button during the interview but did not go on to use it.	-	-
Slider/1-20 scale question Presentation of a question asking the respondent for a subjective measure of the severity of the incident proved challenging from a usability perspective given the number of points in the scale. Designs tested were: a horizontal slider and a row of buttons either horizontally or vertically depending on device.	All designs worked well on a laptop but proved more awkward to use on a smartphone, where the presentation was small, making it easier to make a mistake.	The format of the question was optimised by device, presenting horizontally on laptops and tablets and vertically on smartphones.

Findings	Whether device specific	Measures taken to reduce issues
Paired screeners Respondents were presented with sets of screener questions, as explained in section 5.1, with 'actual' and 'attempted' screener questions shown on the same page in a grid format. Respondents found this layout intuitive to answer, the pairing format helped differentiate between the two scenarios and there were few issues with this format. *"it's just easy. The questions are there, the answers are there and the tick boxes are there…everyone loves yes and no"* (R1, Male, 43, theft from vehicle, laptop) Some usability issues experienced by a minority of respondents included: - Skipping the question text at the top of the screen and looking directly at the response options underneath. - both actual and attempted incidents and needed to go through both loops of questions. - Missing the 'attempted' screener in error. In some instances, respondents felt the 'attempted' screener did not need to be answered if they had coded the 'actual' one as Yes. Where the 'attempted' screener was left blank an error message was raised. Some respondents felt it was intuitive to say 'yes there was an incident so, yes there was an attempt too'. Despite this, there were few respondents who double counted the same incident at both paired screeners; double counting tended to occur *across* rather than *within* screeners.	The paired screener grid sat close to the edge of the phone screen on a Samsung Galaxy 8; as a result, the respondent ended up rotating the phone to show a horizontal presentation for ease.	

8.4.1 Device specific issues

Next we look at a small number of generic issues relating to specific device types or features.

Device	Issue
Laptop	Respondents felt in places that there was too much white space on the laptop screen and there was a feeling that the text should better fill the screen. This usability issue was addressed in later rounds.
Smartphone	At some questions the text was a little smaller than respondents would have liked but this did not prevent anyone from completing the questionnaire.
Touch screen (tablet and smartphone)	In earlier rounds the lettered keypad did not automatically change to a numeric keypad at 'count' questions. The numeric keypad was set to appear at these questions at later rounds and this was found to be easier for respondents.

Respondent opinions on their choice of device

At the end of the interview respondents were asked in hindsight which device they would have preferred to use to complete the questionnaire. Opinion was mixed but generally most respondents said they would still choose to use the device which they had opted to use at the start. However, some respondents changed their device preference after they had completed the survey; some said they would have preferred the larger screen of a laptop, while others felt it would have been quicker and more efficient to complete the survey on a smartphone.

8.5 'Strugglers' and the suitability of online administration

In summary, most respondents were able to complete the survey on the device they used, with the exception of a minority of Strugglers who experienced a range of problems requiring intervention from the interviewer. These tended to be older, less 'tech-savvy' respondents. The issues they experienced were not device specific and would have probably have occurred whatever device they had used. These problems were:

- Becoming completely stuck at drop down/type in questions and requiring assistance;
- Attempting to type using an incorrect format (e.g. trying to type in a numeric date instead of using the drop down function);
- Not understanding how to click into or access open text answer boxes;
- Trying to click on the physical > key to continue to the next question instead of using the Next button.

It should be noted that, for the most part, after being shown how to work through each problem experienced, these respondents were usually able to continue with the questionnaire without further issue. However, in a live survey situation there is no guarantee that other household members will be able to help 'Strugglers' in completing the questionnaire. It also seems likely that Strugglers may be deterred from starting an online survey due to their perceived lack of digital skills in the first instance. As these respondents required help from the interviewer to resolve the issues, rather than finding ways to resolve them independently this shows clearly that, should the survey move to an online self-completion mode of administration, there is a segment of the population that would have insufficient computer skills to be able to complete the questionnaire independently. There would still need to be an option to participate in the survey with the support of an interviewer.

8.6 Recommendations

Recommendations of issues covered in this phase of pre-testing

Based on the findings from the testing our recommendations are:

- Further refine and reduce wording wherever possible to deter respondents from skim reading.
- Consider grouping questions that are closely linked, have the same filter or a similar theme or format onto one screen (maximum of three per page).
- Increase the size of the drop down arrow and restrict use to questions with fairly short lists (e.g. no more than 15 items).
- Retain separate grey question wording box and ensure this is tailored to the amount of question text displayed.
- Retain the design for introduction screens where white space is minimised;
- Ensure all answer categories are in column format and aligned to the left.

- Ensure the numeric keypad is automatically generated on tablet and smartphone at relevant questions.
- Retain paired screener design approach.

Recommendations for future testing

- Conduct further testing for specific screen layouts where some usability issues had been identified (e.g. paired screener and 1-20 scale) across a wider range of branded mobile devices (tablet and smartphones) and operating systems.
- Investigate alternative methods to make instruction text (e.g. 'select all that apply') stand out more.
- Investigate alternative ways to prompt at multi-code questions (e.g. probes such as 'Anything else?' could appear after each answer is coded).
- Investigate whether the standard 'missing response' error message can be made more bespoke and sit next to the missed item rather than at the top of the page.
- Consider carefully the trade-off between optimising for device and consistency of presentation.
- Retain use of the 'i-label' but investigate whether it can increase in size and a darker grey can be used for the wording and border.
- Consider ways to make the Menu button more obvious and consider relocating it to the top right.
- Consider whether and how to present 'Don't Know' and 'Prefer not to say' options to all demographic and victimisation module questions and review routing instructions to account for this (it would be difficult to add these to the screeners given the complexity of this section in terms of counting and double-counting).
- Investigate the feasibility and practicalities of providing a voice recording option at the open description.
- In general, the face-to-face and online modes should be unimodal, that is the same wording and presentation used for both modes. However, in some cases it would be helpful to review the wording for the interviewer-administered mode to see whether this can be made more 'interviewer -friendly'.
- Ensure the survey is fully mixed-mode to widen access to the survey across all groups of the population, including those who lack the necessary digital skills to access the survey online.

9. Offence coding stage

Summary

Crimes reported as part of the Crime Survey are assigned an offence code; this is generated by a combination of responses to the closed answers in the victimisation module and the respondent's free text description of the incident.

After the cognitive and usability interviews at Rounds 2 to 4, an offence code was assigned to all cases based on the victimisation module data and the open text description provided by the respondent. As a validation, a second coder also coded each crime, using both the respondent-provided data and a full interviewer description of the crime which was collected by the interviewer who conducted the testing.

Findings

Based on this verification, the match rate was 87% (54 out of 62*), although this was higher for traditional crimes (90%, 44 out of 49) than fraud crimes (77%, 10 out of 13) – noting the very small sample sizes. Inconsistencies between the two coders were largely due to unclear or insufficient respondent descriptive data which made it more difficult to code cases with certainty. Examples of such missing information were: whether or not there had been a theft from a vehicle, whether an item had been stolen from the person directly; and whether or not the full loss had been reimbursed in the case of a fraud.

In summary, results were encouraging in demonstrating that it is possible to assign an offence code to a reasonably high level of accuracy based on respondents' self-reported data. However, due to the small-scale nature of this test these results should be treated with caution.

Recommendations and challenges

- Review the victimisation modules (fraud in particular) to ensure that sufficient information is collected from the closed questions to allow offence coding for cases where the open description contains poor or missing information
- Consider including a facility for coders to contact respondents to check the details of offences where there is an outstanding query
- While the results from this small-scale exercise are encouraging in showing that there is potential to collect data for offence coding via an online self-completion instrument, further investigative work is needed to explore and verify this potential in the form of a much larger testing exercise.

* *Due to missing interviewer data, only 62 out of 99 interviews were able to be double-coded*

The online version of the Crime Survey questionnaire was extensively re-developed and included substantially modified versions of the open-ended victim description (see Chapter 6) and victimisation modules (see Chapter 7). As this information is used to derive the official offence classification code for each incident it was important to test the viability of using respondents' self-reported information to accurately code offences.

All interviews conducted as part of the testing where the respondent had experienced a crime were offence coded. This process provided us with an initial assessment of whether respondents' self-reported information within an online questionnaire provided the level of detail required to assign an offence code.

To allow for some verification of the quality of respondents' self-reported information, as part of the analysis the interviewer also recorded their own account of the incident. In order that we did not influence the way in which the respondent completed the open description, the interviewer collected full details of the incident only *after* the respondent had completed and submitted their version of the incident. Collecting an interviewer description of the incident in addition to the respondent's self-reported information meant we could compare the two and assess the quality of the respondent's description.

Crime incidents were coded using both respondent and interviewer descriptions to assess the level of agreement. This gave us an idea of the quality of the level of detail provided by the respondents and where there might be gaps in information provided by respondents.

In this chapter we outline the steps taken in the offence coding process, including:

- At Round 1 (which included the screeners and open description only) a preliminary investigation of the quality of the respondent open data in terms of accurately assigning an offence code, even without the supporting victimisation module data.
- At Rounds 2-4 a more complete investigation was conducted based on both the respondent open description and the closed answers derived from the victimisation module.

9.1 Offence coding in the Crime Survey

The Crime Survey Offence Coding System was developed for the original 1982 survey to match as closely as possible the way incidents are classified by the police. The survey counts crime according to the victim's account of events, rather than requiring criminal intent to be proven. This is reflected in how the police record crimes under the National Crime Recording Standard using the Counting Rules[28].

In order to classify offences in the Crime Survey, detailed information is collected about the incidents reported by respondents in the victimisation modules. Once this data is returned to the office, all victimisation modules are reviewed by specially trained coders to determine whether what has been reported represents a crime or not and, if so, what offence code should be assigned to the crime.

Apart from some minor changes, the code frame and the instructions to coders for the core survey have remained largely unchanged since 1982. The operational procedures used for assigning codes have been in place since 2001. In October 2015 the coding system was updated to include the classification of fraud and cyber offences. This change did not affect the way in which non-fraud incidents were coded.

In total, there are 60 offence codes that can be assigned to an incident routed through the adult traditional victimisation module and 19 that can be applied to those from the fraud victimisation module; this includes codes for incidents which are classified as invalid, out-of-scope or where there is insufficient information to assign an offence code.

28 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/340315/count-general-july-2014.pdf

9.2 Assessing the validity of the offence codes

9.2.1 Round 1

The first round of testing was restricted to the screeners and open-ended incident description. If the respondent had experienced more than one incident the interviewer picked one at random to test the open description.

As a very preliminary assessment of the quality of the open description, all self-reported open descriptions at the first round of testing were coded by an experienced member of the Crime Survey research team to assess whether respondents could provide sufficient detail to allow an offence code to be assigned, even in the absence of victimisation module data.

Codes were assigned in a two stage process, based on two pieces of information: firstly, the respondent description alone; and secondly, the respondent description together with the interviewer-recorded description.

Overall, based on the 13 respondents who had been a victim of crime at Round 1, an offence code was assigned in all 13 cases, although one was given a code 96 ('Invalid Victim Form e.g. no information/no offence') and some were based on a "best guess". Of these 13 cases, three were given a different code once the open data was augmented with the more complete interviewer description. The reasons behind any discrepancies and uncertainty in coding were generally caused by missing information. At Round 1, examples of the types of information missing were:

- Non-investment fraud: Respondent did not specify whether the stolen money was reimbursed
- Theft/attempted theft from a car: respondent did not detail whether the car had been damaged or whether anything had actually been stolen.
- Possible criminal damage by a builder: not clear from respondent description whether the incident was actually a trade dispute.

It should be noted that this test was conducted as a preliminary exercise as it was based on open data only, without any supporting victimisation module data. Therefore, the findings at this stage should be interpreted with a large degree of caution. At Rounds 2 to 4 we were able to provide a more complete investigation of the offence coding based on more complete information.

9.2.2 Rounds 2-4

After Round 2 of testing, the traditional victimisation module was introduced which allowed a more comprehensive assessment of the offence coding process, more closely mimicking the procedure used in the Crime Survey to assign offence codes. Coding was completed in two stages:

1) A spreadsheet was created containing a case-level set of data which included respondents' answers from the open ended description and closed questions from the victimisation module. This spreadsheet was then passed to an experienced member of the Crime Survey coding team who was tasked with providing an offence code for each incident recorded.

2) As a verification measure, a secondary offence code was assigned by a member of the Crime Survey research team based on additional information collected by the interviewers for each incident (as explained above).The secondary offence code was applied 'blind' i.e. without sight of the original code assigned. This allowed us to assess the level of coder agreement in the offence coding and where the codes did not match we investigated further to determine whether key data had been omitted in either the respondent open description or the victimisation module.

Feedback was gathered from the coders after each round and, as a result, some minor changes were made to the victimisation module at later rounds to allow the capture of additional information.

A list of final offence classifications for all 79 incidents is shown in Table 9a. This also includes a secondary offence code where interviewer open data was available (n=62)[29]. In the majority of these 62 cases the two codes matched (87%). Where discrepancies occurred, this was generally due to key information that was missing from either the respondent open description or the victimisation module.

Overall, the correspondence rate was 87%, though this was higher for traditional crimes (90%, 44 out of 49 cases) compared with fraud and cybercrimes (77%, 10 out of 13 cases). However, again, given the preliminary nature of this exercise and the very small sample sizes, these findings should be considered as indicative only and treated with caution.

Sample size caveats aside, the higher correspondence rate for traditional compared with fraud crimes could be an indication that respondents find it more difficult to provide full details of fraud incidents compared with traditional crimes, due to the greater complexity and degree of unknown details associated with these types of crimes. This is also the case with the current Crime Survey and therefore is likely to reflect more general difficulties associated with coding fraud crimes.

Table 9a: Offence code classification and verification

Crime category	Offence codes assigned by Coders based on respondent data only	Offence codes assigned by Researcher based on respondent and interviewer open data†	Correspondence rate	Reasons for discrepancies
Violence	21	21	4/5	* Injuries sustained and written in the full description indicated that the code should change from “other wounding” to “serious wounding”.
	11	11		
	13	13		
	12	**11***		
	13	n/a		
	12	n/a		
	11	11		
Robbery	42	42	7/7	
	42	42		
	42	42		
	41	41		
	41	41		
	41	41		
	42	42		
Burglary	53	53	4/5	*The full description implied that the offender had got into the house, which suggests an actual rather than attempted burglary took place though this was
	52	52		
	52	52		
	52	52		
	52	n/a		

[29] At Round 3 the Interviewer-level description was not available for all cases. Hence, only 62 out of 79 interviews at Rounds 2 to 4 were able to be double-coded

Crime category	Offence codes assigned by Coders based on respondent data only	Offence codes assigned by Researcher based on respondent and interviewer open data†	Correspondence rate	Reasons for discrepancies
	51	**51 or 53***		not completely clear from either description.
Theft from person	44	44	3/3	
	43	43		
	44	n/a		
	44	44		
Vehicle related theft	60	60	7/8	*The full description showed that access to the car had been gained and an item was removed, even though it was left on the drive. This suggests a theft from car instead of attempted theft of car.
	61	61		
	61	61		
	62	62		
	61	61		
	61	61		
	71	**61***		
	61	n/a		
	61	61		
Other theft of personal property	65	65	4/5	*From the full description the coder made the assumption that the respondent was holding on to the items that were stolen (so changed from “other personal theft” to “other theft from person”)
	65	65		
	67	n/a		
	67	67		
	67	**44***		
	65	65		
Other household theft	55	55	4/4	
	55	55		
	55	55		
	55	n/a		
	55	55		
Criminal damage	82	82	5/6	*Full description indicated damage to the house, not to the car
	82	82		
	82	82		
	82	82		
	82	82		
	82	**84***		
Bike theft	64	64	6/6	
	64	64		
	64	64		
	64	64		
	64	n/a		

Crime category	Offence codes assigned by Coders based on respondent data only	Offence codes assigned by Researcher based on respondent and interviewer open data†	Correspondence rate	Reasons for discrepancies
	64	n/a		
	64	64		
	64	64		
Fraud	208	208	6/9	* In both cases the full description stated that the full loss was reimbursed but this was not clear from the respondent data ** The full description indicates that there were three incidents in total and the code assigned was based on a different incident, one that was not covered in the victimisation module.
	200	**201***		
	200	**201***		
	201	201		
	201	201		
	201	201		
	208	n/a		
	219	n/a		
	201	n/a		
	219	**205****		
	208	208		
	201	n/a		
	206	206		
	201	n/a		
Computer misuse	323	323	4/4	
	321	321		
	320	320		
	321	n/a		
	323	n/a		
	320	n/a		
	320	320		
TOTAL Traditional			44/49 (90%)	
TOTAL Fraud			10/13 (77%)	
TOTAL (both)			54/62 (87%)	

† n/a refers to the n=17 cases where we had missing interviewer data.

Overall, the results from this small-scale exercise were encouraging. In all cases an offence code could be allocated, although sometimes this was based on assumptions. However, this is also true of the Crime Survey where contradictory or unclear information is also given by respondents in some cases. Based on this small-scale piece of work we conclude that the online self-completion questionnaire has the potential to collect data for offence coding, even when open data provided by respondents is relatively poor. However, further investigative work is needed, on the fraud victimisation module in particular, to ensure that it includes sufficient questions to enable coders to assign an offence code, in the absence of a good quality open description. It should be noted that this conclusion is based on a small sample size and it would be important to confirm these preliminary findings through a much larger testing exercise.

9.3 Recommendations

Our recommendations are:

- In future development, review the victimisation modules (the fraud module in particular) to ensure that sufficient information is collected from the closed questions to allow for cases where the open description is poor and does not contain all the information that might be required to assign an offence code.
- Budget allowing, a potential addition for future consideration would be to include a facility for research staff and/or coders to email or telephone respondents (where consent is given) to check the details of offences where there is an outstanding query.
- While the results from this small-scale exercise are encouraging in showing that there is potential to collect data for offence coding via an online self-completion instrument, further investigative work is needed to explore and verify this potential in the form of a much larger testing exercise.

Appendix A - Online screeners compared with Crime Survey screeners

Table A.1: Comparison of Crime Survey (CSEW) screeners and re-developed screeners for online version

CSEW Qn name **(original)**	Online Qn name **(new)**	Wording **(original)**	Wording **(revised)**	**Notes on changes made for online version**
Home break-in (paired screener)				
Yrhothef. (Also Prevthef/ Homethef/ YrHodam/ YrPrevdam)	zBreakin1	During the last 12 months, that is [since the first of ^DATE^] has anyone GOT INTO this house/flat without permission and STOLEN or TRIED TO STEAL anything?	In the last 12 months, **since DATE**, have any of the following happened at your home address [**IF RESYRAGO=NO:** or at any previous addresses you lived at during the last 12 months]? Someone got into your home without permission	In the CSEW, there are separate questions to pick up break-ins occurring at both current and previous addresses for those who have moved in the past year. For online, the questions regarding current and previous addresses were combined into one question. The "stolen or tried to steal" text has been removed as this is not required to classify a break-in. By removing the text the screener definition is broadened to also incorporate the original YrHomdam (break in with damage). Damage to the home without break-in is covered at zHomdam. Thus this question covers five CSEW screeners in one (more time-efficient and less scope for duplication/double-counting). "House/flat" has been reworded as "home" (here and elsewhere)
Yrhotry (Also Prevtry)	zBreakin2	In that time have you had any evidence that someone has TRIED to get in without permission to STEAL or to CAUSE DAMAGE?	Someone **tried** to get into your home without permission but didn't succeed	The difference between actual break-in (YrHothef) and attempted break-in (YrHotry) was thought to be unclear/ambiguous in CSEW. The actual and attempted crimes have been better differentiated in the online version. Current and previous addresses were combined into one question.
Dwelling theft (paired screener)				
Yrhostol (Also Prevstol)	zDweltheft1	In that time was anything STOLEN out of your house/flat?	This question is about theft by people **with permission to be in your home**: for example, babysitter, family, friends, tradesperson etc. S**ince DATE,** have any of the following happened at your home address [**IF RESYRAGO=NO:** or at any previous addresses you lived in during the last 12 months]? Someone with permission to be in your home stole from your home	Interviewers noted frequent confusion with Yrhostol, in that the distinction between this and Yrhothef was not clear. The online version provides greater clarity that this question is about theft from people invited into your home (as opposed to a break-in by strangers). Current and previous addresses were combined into one question. More generally (here and throughout) "In that time" is replaced with the explicit actual date reference as this wording caused confusion in testing.
n/a	ZDweltheft2	n/a	Someone with permission to be in your home **tried** to steal from your home but didn't succeed	New screener, not included in CSEW

Damage/Defacement to home (single screener)				
YrDeface (also PrDeface)	ZHomDam	In that time has anything else of yours been DELIBERATELY DAMAGED or tampered with by vandals or people out to steal?	**Since DATE,** at your home [**IF RESYRAGO=NO:** or at any previous addresses you lived in during the last 12 months] has the following happened….? Someone **deliberately** defaced or damaged your home, either inside or outside	In CSEW interviewers note confusion between YrDeface (damage to home/outside) and Delibdam (other damage). For online we made this distinction clearer (see ZHomDam vs ZPersdam). "Tampered with" (in the original CSEW question) was highlighted by interviewers as problematic as this could generate a victimisation module for a minor incident such as a respondent finding that their bins have been moved. The victimisation module is really focussed on incidents that involve damage or defacement and the online version has been reworded to reflect this. "Tampered with" was replaced with "defaced" which more accurately captures incidents such as graffiti, spray paint, soiling, eggs thrown at window etc. Also the qualification that the perpetrators had to be "vandals or people out to steal "was removed as the offender's motivation was not considered relevant here (and this might exclude other motives such as neighbourhood harassment for example). Current and previous addresses combined into one question.
Theft of vehicle (paired screener)				
Mottheft	ZMottheft1	During the last 12 months, that is [since ^DATE^,] have [you/ you or anyone else now in your household] had [your/their] car, van, motorcycle or other motor vehicle stolen or driven away without permission? INTERVIEWER: THEFT OF COMPANY CARS SHOULD BE INCLUDED. WORK VANS SHOULD ALSO BE INCLUDED IF THEY ARE USED BY ANYONE IN THE HOUSEHOLD FOR PERSONAL USE **OR** IF THE OWNER OF THE VAN IS SELF-EMPLOYED AND HAS NO EMPLOYEES (I.E. A ONE MAN/WOMAN BAND)	**Since DATE,** have any of the following happened to you [IF 2+ ADULTS: or anyone else living at your address]? *Please include any vehicles which you own or have regular use of, including company vehicles.* A car, van, motorcycle or other motor vehicle belonging to a household member has been stolen	Question wording and clarification simplified. We also clarified that the vehicle must belong to a household member since some respondents in testing queried if vehicles belonging to visitors should be included.
n/a	ZMottheft2	n/a	Someone **tried** to steal a vehicle belonging to your household but didn't succeed	New screener, not included in CSEW
Theft from vehicle (paired screener)				
Motstole	ZVehtheft1	In the time since [the first of ^DATE^] have [you/you or anyone else now in your household] had anything stolen off [your/their] vehicle or out of it (parts of the vehicle, personal possessions or other things)?	**Since DATE,** have any of the following happened to [IF 2+ ADULTS: you or anyone else living at your address]? Someone stole from **inside** your car, or vehicle parts from **outside** your car	Wording simplified and clarified.
n/a	ZVehtheft1	n/a	Someone **tried** to steal from off or inside a vehicle but didn't succeed	New screener, not included in CSEW

Vehicle-related damage (single screener)				
Cardamag	zVehdem	In that time [have you had your/has anyone had their] vehicle tampered with or damaged by vandals or people out to steal?	**Since DATE,** has the following happened to anyone living at your address? Someone **deliberately** damaged a car, van, motorbike or other motor vehicle	The word "deliberately" was added to make consistent with other damage-related questions. Interviewers noted that, without this qualification, respondents were often unsure whether to include accidental damage such as a clipped wing mirror. The phrase "tampered with" was removed for the same reasons as above (see Damage/defacement to home screener)
Bicycle theft (paired screener)				
Biktheft	ZBikthef1	During the last 12 months, that is since [the first of ^DATE^], [have you/has anyone in this household] had a bicycle stolen? NOTE: IF 2+ BICYCLES TAKEN AT ONE TIME IT COUNTS AS ONE INCIDENT	In the last 12 months, **since DATE,** have you experienced any of the following? *Please only include things that happened in England or Wales* *If 2+ bikes stolen on the same occasion, count as one incident* Someone stole your bike	The key change here was to change bike theft from a household-based crime to a personal crime as we considered that respondents may not know sufficient details about bike thefts associated with other members of the household.
n/a	ZBikthef2	n/a	Someone **tried** to steal your bike but didn't succeed	New screener, not included in CSEW
Theft from outside the home (paired screener)				
Yroside (also Proside)	ZOstheft1	And [apart from anything you have already mentioned], in that time was anything (else) that belonged to someone in your household stolen from OUTSIDE the house/flat - from the doorstep, the garden or the garage for example? NOTE: DO NOT COUNT MILK BOTTLE THEFT	**Since DATE,** have any of the following happened at this address [**IF RESYRAGO=NO:** or at any previous addresses you lived in during the last 12 months]? Someone stole from outside your home (e.g. from the doorstep, garden, shed, garage)	Wording simplified. 'Shed' was added in the list of examples as interviewers noted that thefts from a shed were common. Milk bottle theft clarification was removed given the decline in milk bottle use/theft over time. "House/flat" changed to "this address". Current and previous addresses combined into one question.
n/a	ZOstheft2	n/a	Someone **tried** to steal from outside your home but didn't succeed	New screener, not included in CSEW
Theft from person (paired screener)				
Persthef	zPersthef1	Since the first of [^DATE^], was anything you were carrying stolen out of your hands or from your pockets or from a bag or case?	**Since DATE,** have any of the following happened to **you personally**. *Please only include things that happened in England or Wales* Someone stole something you were carrying e.g. from your hands, shoulder, pockets or bag	Wording simplified.
Trypers	zPersthef2	In that time has anyone TRIED to STEAL something you were carrying out of your hands or from your pockets or from a bag or case?	Someone **tried** to steal something you were carrying but didn't succeed	Wording simplified

Theft away from home (paired screener)				
OthThef	zAwaythef1	In that time has anything (else) of yours been STOLEN, from a cloakroom, an office, a car or anywhere else you left it?	This question is about theft of items you were **not** carrying at the time. **Since DATE,** have any of the following happened to **you personally** . *Please only include things that happened in England or Wales* Someone stole something [else] of yours at a place away from home (e.g. at a pub, restaurant, station, at work etc)	When a similar version to the original was tested this caused a number of problems: respondents tended to focus only on the examples provided and did not consider other thefts away from home such as in a pub, restaurant etc.; theft from a car duplicated the earlier screener on this (zvehtheft); the clause "anywhere else that you had left it" was not clear and people included theft of cars outside their house or elsewhere; some respondents could not understand the difference between this question and the previous screener (zpersthef). To address these issues: the question was reworded to make it clearer that this question was specifically about thefts away from the home; the distinction between this question and the previous one was made more explicit; it was made clearer that the locations listed were only examples; car was removed from the list of examples; and more common theft locations such as pub, station etc. were added.
n/a	Zawaythef2	n/a	Someone **tried** to steal something [else] at a place away from home but didn't succeed	New screener, not included in CSEW
Damage to personal property (single screener)				
Delibdam	ZPersdam	In that time has anything else of yours been DELIBERATELY DAMAGED or tampered with by vandals or people?	**Since DATE,** have you personally experienced the following**?** *Please only include things that happened in England or Wales* Someone deliberately damaged personal belongings of yours that you haven't already mentioned.	In the CSEW, the distinction between this screener and damage to car/home was not thought to be clear. For the online version, we re-worded this to make it clearer that this was *other* damage to personal belongings not already mentioned. The phrase "tampered with" was removed for the same reasons as above (see Damage/defacement to home screener).
Assault/Violence (paired screener)				
Delibvio (also Hholdviol)		Since the first of[^DATE^] has anyone, including people you know well, DELIBERATELY hit you with their fists or with a weapon of any sort or kicked you or used force or violence in any other way?	This next question is about assaults and attempted assaults. **Since DATE,** have any of the following happened to you personally. *Please also include assaults or attempted assaults by people you came into contact with through your work, and people that you know* Someone deliberately hit, punched or kicked you, or used a weapon of any sort on you?	This question now combines violence perpetrated by strangers and by people known to the respondent (including domestic violence) and a specific prompt was added to ensure that all relevant incidents are recorded. As interviewers noted the frequent omission of workplace violence in CSEW (e.g. those working in the transport, police, care sector etc.) a specific prompt was added to ensure inclusion of these incidents. More generally, wording was simplified.
			Someone **tried to** use physical force or use a weapon of any sort on you	New screener, not included in CSEW

Sexual violence (single screener)				
SexAttak	ZSEXATTAK	PINK SHOW CARD M5 INTERVIEWER: DO NOT READ OUT DURING THE LAST 12 MONTHS, HAVE YOU BEEN SEXUALLY INTERFERED WITH, ASSAULTED OR ATTACKED, EITHER BY SOMEONE YOU KNEW OR BY A STRANGER?	In the last 12 months, **since DATE,** have you been sexually assaulted or sexually attacked, either by someone you know or by a stranger?	In CSEW, this question is read by the respondent on a card. In CSEW, interviewers notice confusion in the wording of the original "…assaulted or attacked…" as it is not clear that this means *sexually* assaulted and interviewers sometimes pick up non-sexual assaults here. For online, this has been clarified. More generally wording has been simplified.
Non-confidence fraud (single screener)				
Noncon	ZNONCON	in the time [since the first of ^DATE^] has your personal information or account details been used to obtain money, or buy goods or services without your permission or knowledge?	Since DATE have either your personal information or account details been used to obtain money, or buy goods or services without your permission?	Only very minor changes between the original and online version here
Confidence fraud (single screener)				
Con	ZCon	In that time has anyone tricked or deceived you out of money or goods, in person, by telephone or on-line?' INTERVIEWER NOTE: ONLY INCLUDE CASES WHERE PARTICIPANT LOST MONEY OR GOODS AS A RESULT OF BEING TRICKED OR DECEIVED. DO NOT INCLUDE ATTEMPTS WHERE PARTICIPANT DID NOT LOSE ANYTHING.	**Since DATE** has anyone deceived you out of money or goods (in person, by phone, by post or online)? *Please only count cases where you lost money or goods/services, even if you were later compensated for your loss*	The word "tricked" was removed as "deceived" was felt to cover this. Deception by post was added to the list of examples. The clarification text was simplified and a note added to ensure that incidents were captured even if the respondent was later compensated for their loss.
Attempted confidence fraud (single screener)				
Trycon	ZTrycon	In that time has anyone TRIED to trick you or deceive you out of money or goods, in person, by telephone or on-line?	**Since DATE** has anyone **tried to** deceive you out of money or goods (in person, by phone, by post, online)? *Only include cases where you **responded** to the communication. For example, do not include instances where you immediately cut off the call, or deleted or ignored a letter, email or text*	The question was re-worded to mirror the changes above. However, the key adaption here was to add a clarification to address the significant problem in the current CSEW whereby interviewers currently pick up many irrelevant incidents such as spam emails and phishing calls which leads to wasted victimisation module data collection and respondent frustration. The wording is added here to ensure that we generally only pick up cases where the respondent responded to the scam in some way and therefore was targeted as a "specific intended victim".

Identity theft (single screener)				
Cmact	ZCmact	In that time has anyone stolen your personal information or details held on a computer or in online accounts (e.g. email, social media)? Please include instances where personal information was stolen from your own computer or stolen from a company's computer that held the information.	As far as you are aware, s**ince DATE** has anyone stolen your personal information or details held on a device (e.g. smartphone, computer) or in an online account (e.g. email, social media)? *Please include instances where personal information was stolen either from your own computer/device or from a company's computer/device that held the information*	The wording was amended to ensure that incidents affecting any internet-enabled device were included, not just personal information held on a "computer". More generally this question was thought to duplicate ZNoncon (a problem inherent in CSEW too) but we did not find an obvious solution for this during development. "As far as you were aware" was added as some respondents commented that they were aware of a well-publicised hacking attack but they often didn't know if they personally had been affected.
Virus (single screener)				
Virus	ZVirus	In that time…has a computer or other internet-enabled device of yours been infected or interfered with, for example by a virus? DO NOT INCLUDE VIRUSES WHICH WERE BLOCKED BY ANTI VIRUS SOFTWARE BEFORE INFECTING THE DEVICE INTERVIEWER: IF RESPONDENT MENTIONS RANSOMWARE, BOTNETS, DDoS ATTACKS, MALWARE THEN CODE YES.	**Since DATE** has a computer or other device of yours been infected or interfered with, for example by a virus? Do **not** include viruses which were blocked by anti virus software before infecting the device. Include things like ransomware, botnets, malware	Only very minor changes between the original and online version here
Threats (not included in online version)				
Threviol	*n/a*	*In that time, has anyone THREATENED you in any way that actually frightened you?* *Please include threats that have been made by any means, for example in person, on-line or over the telephone.*	*n/a*	A decision was made to exclude this screener from the online version as it was recognised that the existing version needs to be re-developed within the main CSEW instrument to incorporate a wider range of incidents such as hate crime, intimidation, online trolling as well as less tangible threats (e.g. a feeling of intimidation, road rage incidents).

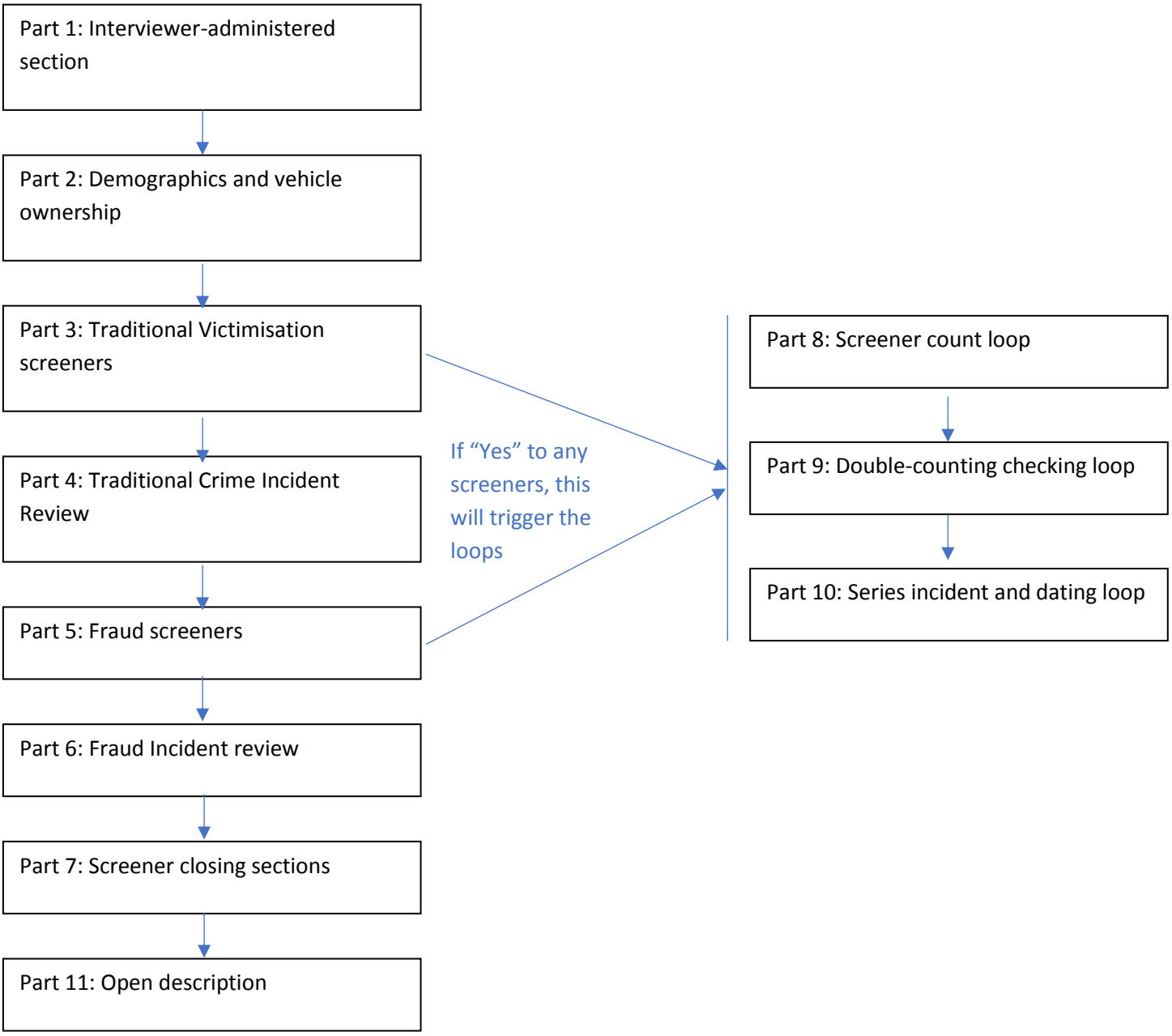
Appendix B - Screener questionnaire

Screener questionnaire version tested at Round 4

Contents

Further suggested changes following Round 4 are indicated where relevant

Structure overview



PART 1: INTERVIEWER-ADMINISTERED SECTION

MODE [ASK ALL]

INTERVEIWER: Firstly, please record how this survey is being completed

1. Online self-completion
2. Interviewer completion

DEVICE [IF MODE=1]

INTERVIEWER: Select device

1. Laptop
2. Tablet
3. Mobile

PART 2: DEMOGRAPHICS AND VEHICLE OWNERWHIP

INTRO [ASK ALL]

Thank you for choosing to take part in the Crime Survey for England and Wales pilot survey.

Please click the (>) button below to start the survey.

DISPLAY1 [ASK ALL]

In this first section we would like to find out a little about your household.

By 'your household' we mean the group of people (not necessarily related) living with you at your address who share cooking facilities and a living room or dining area.

Please click the (>) button below to continue

D1 **[ASK ALL]**

Are you…

1. Male
2. Female
3. Other (please write in)
4. Prefer not to say

D2 **[ASK ALL]**

What is your age? Please type in.

NUMERIC
RANGE 16…110

Prefer not to say

Usability issue: A few people tried to type their age in the grey bar. Reduce row height of grey bar so there is no extra space below the question

D3 **[ASK IF D2= Prefer not to say]**

Which of these age bands are you in?

1. 1. 16 to 19
2. 2. 20 to 24
3. 3. 25 to 29
4. 4. 30 to 34
5. 5. 35 to 39
6. 6. 40 to 44
7. 7. 45 to 49
8. 8. 50 to 54
9. 9. 55 to 59
10. 10. 60 to 64
11. 11. 65 to 69
12. 12. 70 to 74
13. 13. 75 to 79
14. 14. 80 or over

D4 **[ASK ALL]**

In total, **including yourself,** how many adults aged 16 or over currently live in your household?

1
2
3
4
5+

Don't know
Prefer not to say

D5 **[ASK ALL]**

How many children aged under 16 live in this household?

0
1
2
3
4
5+
Don't know
Prefer not to say

D6 **[ASK ALL]**

What is your **legal marital status**?

1. Single, that is never married and never registered in a same-sex civil partnership
2. Married
3. Separated, but still legally married
4. Divorced
5. Widowed
6. In a registered same-sex civil partnership
7. Separated, but still legally in a same-sex civil partnership
8. Formerly in a same-sex civil partnership which is now legally dissolved
9. Surviving partner from a same-sex civil partnership
10. Prefer not to say

Subject to ONS harmonisation, try to emphasise better that this is about legal marital status as cohabiting respondents often struggle to know where to code

D7 **[ASK IF D4>1 OR DK/PNTS AND D6 NE 2/6]**

Are you living with someone in your household as a couple?

1. Yes
2. No
3. Prefer not to say

YRSADDR **[ASK ALL]**

How long have you lived at your **current address**?

1. Less than 12 months
2. 12 months but less than 18 months
3. 18 months but less than 3 years
4. 3 years but less than 5 years
5. 5 years but less than 10 years
6. 10 years but less than 20 years
7. 20 years or longer

MTHSADDR **[ASK IF YRSADDR = 1 OR YRSADDR = 2]**

How many months have you lived at your current address?

0..23

RESYRAGO **[ASK IF YRSADDR = 1 OR YRSADDR= 2]**

And just to check, were you personally living at your current address 12 months ago, that is on 1st [^DATE^]?

1. Yes
2. No

MTHMOVE **[ASK IF RESYRAGO = NO]**

In what month did you move to your current address?

DROP-DOWN SHOWING MONTH/YEAR FOR LAST 18 MONTHS

VEHICOWN

Since [DATE] have [**IF D4=1, DK,PNTS** you/ **IF D4 >1** you or anyone else you now live with] owned or had regular use of:

1. A car, van or other motor vehicle *Please include any company cars that are also driven for private use*
2. A motorcycle or moped
3. Neither of the above

Respondents often thought the motorcycle question felt a bit random/oddly placed. As more people own cars, car ownership should come first. However, suggest we ask these in a single vehicle ownership question which will seem more logical.

NUMCAR **[ASK IF CAR = YES]**

How many cars, vans or other motor vehicles, (not including motorbikes) [**IF D4=1, DK,PNTS** do you/**IF D4 >1** does your household] own or have regular use of **now**?

0..10

NUMMOBI [ASK IF MOTORCYC = YES]

How many motorcycles or mopeds [**IF D4=1, DK,PNTS** do you/**IF D4 >1** does your household] own or have regular use of now?

0..10

OWNBIKE [ASK ALL]

[**IF D4=1/DK/PNTS:** Have you/**IF D4>1:** Have you personally owned a bicycle at any time since 1st MONTH?

1. Yes
2. No

NOWNBIKE [ASK IF OWNBIKE = YES]

How many bicycles do you personally own now?

0..10

PART 3: TRADITIONAL VICTIMISATION SCREENERS

Throughout this section the following text substitutions are used to refer to the different crimes:

CRIME TEXTSUB1	**CRIME TEXTSUB2**
Household break-in	Someone got into your home without permission
Attempted household break-in	Someone **tried** to get into your home without permission but didn't succeed
Theft from your home	Someone with permission to be in your home stole from your home
Attempted theft from your home	Someone with permission to be in your home **tried** to steal from your home but didn't succeed
Damage to your home	Someone deliberately defaced or damaged your home, either inside or outside
Vehicle theft	A car, van, motorcycle or other motor vehicle belonging to a household member was stolen
Attempted vehicle theft	Someone **tried** to steal a vehicle belonging to a household member but didn't succeed
Theft from a vehicle	Someone stole from **inside** your car or vehicle parts from **outside** your car
Attempted theft from a vehicle	Someone **tried** to steal something from off or inside your vehicle but didn't succeed
Vehicle damage	Someone deliberately damaged a car, van, motorbike or other motor vehicle
Bicycle theft	Someone stole your bike
Attempted bicycle theft	Someone **tried** to steal your bike but didn't succeed
Theft from outside your home	Someone stole from outside your home
Attempted theft from outside home	Someone **tried** to steal from outside your home but didn't succeed
Personal theft	Someone stole something you were carrying e.g. from your hands, shoulder, pockets or bag
Attempted personal theft	Someone **tried** to steal something you were carrying but didn't succeed
Personal theft away from home	Something of yours at a place away from home (e.g. at a pub, restaurant, station, at work etc)
Attempted personal theft away from home	Someone **tried** to steal something at a place away from home but didn't succeed
Damage to personal property	Someone deliberately damaged personal belongings of yours
Physical assault	Someone deliberately hit, punched or kicked you, or used a weapon of any sort on you?
Attempted physical assault	Someone **tried to** use physical force or use a weapon of any sort on you
Sexual assault	Someone sexually assaulted or sexually attacked you
Use of your personal information or account details without permission	Your personal information or account details were used to obtain money, goods or services without your permission
Being deceived out of money or goods	Someone deceived you out of money or goods
Attempted deception out of money or goods	Someone **tried** to deceive you out of money or goods
Theft of personal information on computer/device or online	Someone stole your personal information or details on a computer/device or online
Virus or other interference to computer/device or	A computer or other device of yours was infected or interfered with, for example by a virus

DISPLAY2

The next questions will ask you whether or not you have experienced any crimes over the last 12 months, that is **since 1st of [^MONTH^].**

Please click the (>) button below to continue

DISPLAY3

We are interested in **all** incidents, even if you don't consider it to be a crime and whether or not it was reported to the police. This includes minor incidents as well as serious ones,

It is just as important to hear from people who **haven't** experienced any incidents as well as those who have.

Please click the (>) button below to continue.

SCREENERS

ZBREAKIN [ASK ALL]

In the last 12 months, **since XXX**, have any of the following happened at your home address [**IF RESYRAGO=NO:** or at any previous addresses you lived at during the last 12 months]?

Someone got into your home without permission	Yes	No
Someone **tried** to get into your home without permission but didn't succeed	Yes	No

DISPLAY TO POP UP ONCE AN INCIDENT IS CODED AS YES

DISPLAY4

The next questions are about other incidents you may have experienced.

As we only want to include each incident once, please **don't** include anything that happened on the same occasion as [the CRIME TEXTSUB1]/[any of the CRIMETEXTSUB1s]

Please click the (>) button below to continue

ZDWELTHEFT [ASK ALL]

This question is about theft by people **with permission to be in your home**: for example, babysitter, family, friends, tradesperson etc.

S**ince xx,** have any of the following happened at your home address [**IF RESYRAGO=NO:** or at any previous addresses you lived in during the last 12 months]?

Someone with permission to be in your home stole from your home	Yes	No
Someone with permission to be in your home **tried** to steal from your home but didn't succeed	Yes	No

This question was regarded as rather long/wordy – look to cut down further if possible

ZHOMDAM [ASK ALL]

Since xx, at your home [**IF RESYRAGO=NO:** or at any previous addresses you lived in during the last 12 months] has the following happened….?

Someone **deliberately** defaced or damaged your home, either inside or outside	Yes	No

ZMOTTHEFT [IF MOTORCYC=YES OR CAR=YES]

Since xx, have any of the following happened to you [IF 2+ ADULTS: or anyone else living at your address]?

Please include any vehicles which you own or have regular use of, including company vehicles.

A car, van, motorcycle or other motor vehicle belonging to a household member has been stolen	Yes	No
Someone **tried** to steal a vehicle belonging to your household but didn't succeed	Yes	No

ZVETHEFT [IF MOTORCYC=YES OR CAR=YES]

Since xx, have any of the following happened to [IF 2+ ADULTS: you or anyone else living at your address]?

Someone stole from **inside** your car, or vehicle parts from **outside** your car	Yes	No
Someone **tried** to steal from off or inside a vehicle but didn't succeed	Yes	No

ZVEHDAM [ASK if MOTORCYC=YES OR CAR=YES]

Since xx, has the following happened to anyone living at your address?

Someone **deliberately** damaged a car, van, motorbike or other motor vehicle	Yes	No

ZBIKTHEF [if OWNBIKE=YES]

In the last 12 months, **since XX,** have you experienced any of the following?

Please only include things that happened in England or Wales

If 2+ bikes stolen on the same occasion, count as one incident

Someone stole your bicycle	Yes	No
Someone **tried** to steal your bicycle but didn't succeed	Yes	No

Suggest change to prevent some confusion between pedal bikes and motorbikes

ZOSTHEFT [ASK ALL]

Since xx, have any of the following happened at this address [**IF RESYRAGO=NO:** or at any previous addresses you lived in during the last 12 months]?

Someone stole from outside your home (e.g. from the doorstep, garden, shed, garage)	Yes	No
Someone **tried** to steal from outside your home but didn't succeed	Yes	No

DISPLAY5

The next few questions are about things that may have happened to **you personally.** [**IF D4>1 OR D5 >1:** Please do not include things that affected other people in your household].

Please only include things that happened in England or Wales.

Please click the (>) button below to continue

ZPERSTHEF [ASK ALL]

Since xx, have any of the following happened to **you personally**.

Please only include things that happened in England or Wales

Someone stole something you were carrying e.g. from your hands, shoulder, pockets or bag .	Yes	No
Someone **tried** to steal something you were carrying but didn't succeed	Yes	No

ZAWAYTHEF [ASK ALL]

This question is about theft of items you were **not** carrying at the time.

Since xx, have any of the following happened to **you personally**.

Please only include things that happened in England or Wales

Someone stole something [else] of yours at a place away from home (e.g. at a pub, restaurant, station, at work etc)	Yes	No
Someone **tried** to steal something [else] at a place away from home but didn't succeed	Yes	No

ZPERSDAM [ASK ALL]

since xx, have you personally experienced the following**?**

Please only include things that happened in England or Wales

	Yes	No
Someone deliberately damaged personal belongings of yours that you haven't already mentioned		

DISPLAY6 [ASK ALL]

The next few questions are more personal in nature. [IF MODE=1:You may wish to find a private place to complete this part of the survey]. Please remember that the answers you give are completely confidential.

Please click the (>) button below to continue

ZASSAULT [ASK ALL]

This next question is about assaults and attempted assaults. **Since xx,** have any of the following happened to you personally.

Please also include assaults or attempted assaults by people you came into contact with through your work, and people that you know.

Someone deliberately hit, punched or kicked you, or used a weapon of any sort on you? Yes No

Someone **tried to** use physical force or use a weapon of any sort on you Yes No

Some people misunderstand this thinking it refers to assaults on their family members, rather than themselves. There is a possibility to split it out this out again and to capture to domestic/workplace incidents in a separate question.

One R commented that this doesn't allow for spitting/biting etc. Could use same more general wording in both actual and attempts? i.e. someone deliberately used physical force or a weapon of any sort on you

SEXATTAK [ASK ALLL]

In the last 12 months, **since xx,** have you been sexually assaulted or sexually attacked, either by someone you know or by a stranger ?

1. Yes
2. No
3. Don't know
4. Prefer not to say

One R felt that sexual harassment (eg verbal, unwelcome touching etc.) wasn't really covered by this question. Flagging this as an issue for the wider survey but probably not one to deal with here as we are not following up sexual crimes

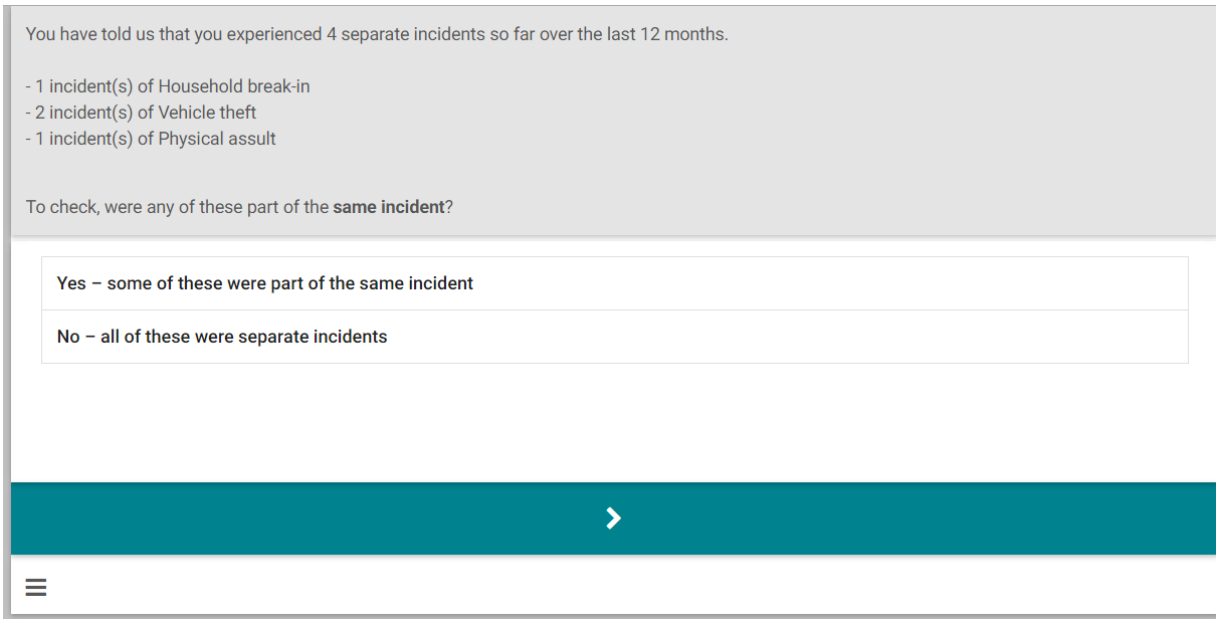
PART 4: TRADITIONAL CRIME INCIDENT REVIEW ONLY

ASK IF 2 OR MORE DIFFERENT TRADITIONAL SCREENERS CODED AS YES.

IF ALL TRADITIONAL SCREENERS ARE NUMERIC (NOT BANDED) *Banded versions were not developed for the testing version as this was complex to implement – should be included in future development if possible.*

ZTREVIEW1

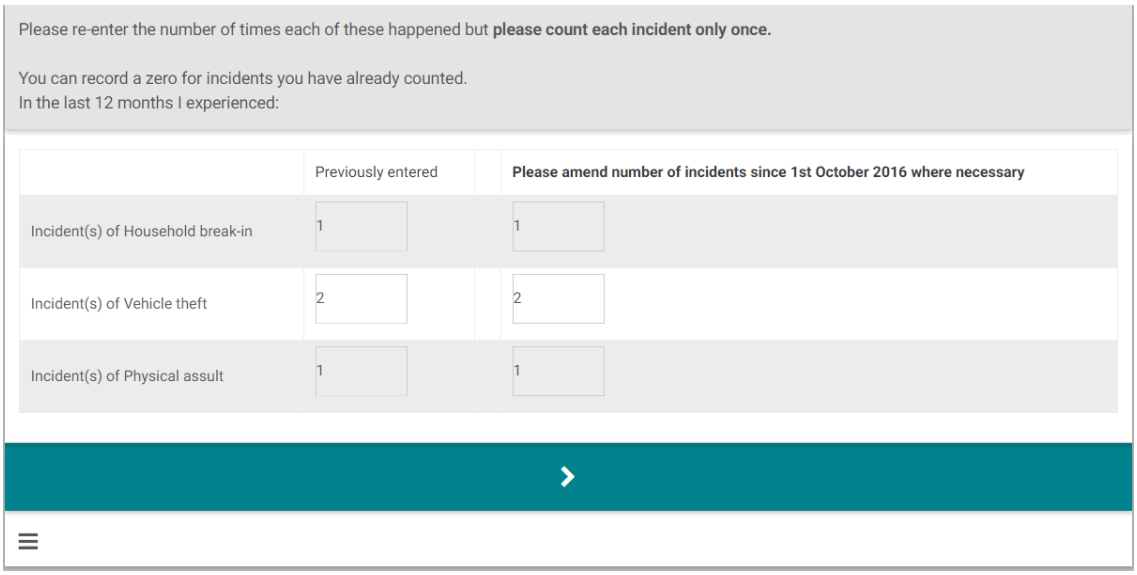
(Example)



ASK IF ZTREVIEW=Yes, part of same incident

ZTREVIEW2

Example – respondent can make amendments in the second column

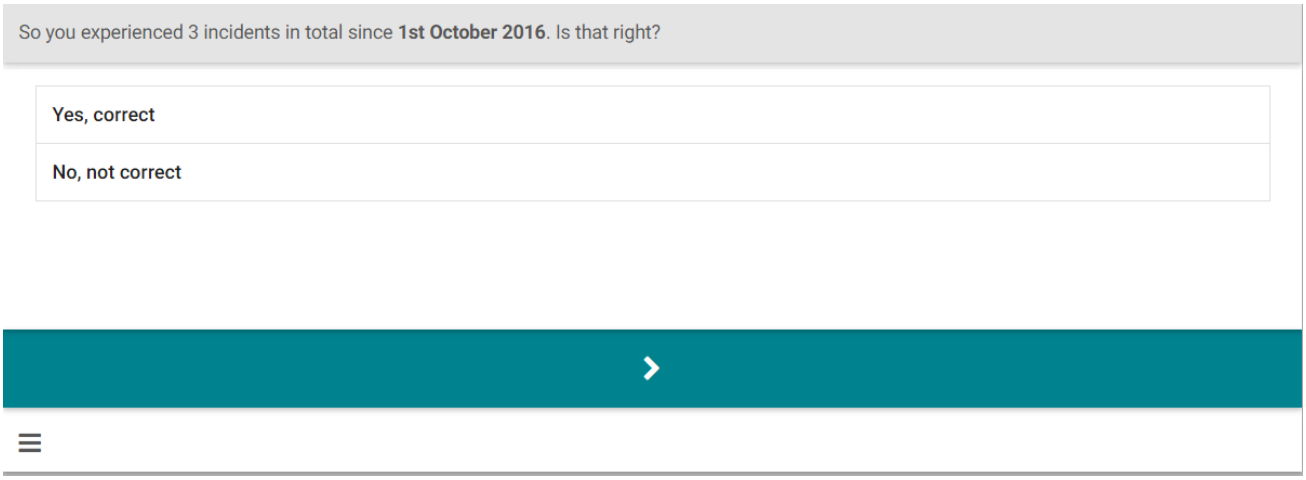


ASK IF 2 OR MORE DIFFERENT TRADITIONAL SCREENERS CODED AS YES.

IF ALL TRADITIONAL SCREENERS ARE NUMERIC (NOT BANDED)

ZTREVIEW3

Example – assumes the respondent adjusted the incidnt down by one in previous example



PART 5: FRAUD SCREENERS

In this section the count questions use more bespoke compared with the standard count loop (see section 8). Where they differ from standard, these are documented in this section.

DISPLAY7 [ASK ALL]

The next few questions are about whether you have experienced any **fraud or viruses.**

For incidents in this section please think about **any** incident you have experienced in the last 12 months.

- Include all incidents, not just those in England and Wales
- IF ANY TRADITIONAL SCREENERS CODED AS YES Include anything which was linked to the incident(s) you have already told us about].

Please click the (>) button below to continue

ZNONCON [ASK ALL] ***[USE OF PERSONAL DETAILS]***

Since xx have either your personal information or account details been used to obtain money, or buy goods or services without your permission?

1. Yes
2. No

ZNNONCON [ASK IF NONCON=YES]

As far as you are aware, how many times has this happened in the last 12 months, since xx? *If when you noticed the fraud you found two or more related fraudulent transactions please just count that once.*

If you unsure, please provide an estimate.
Drop down menu 0-9, 10+. Count and series incident questions as before.

ZCON [ASK ALL] *[TRICKED OUT OF MONEY OR GOODS]*

Since xx has anyone deceived you out of money or goods (in person, by phone, by post or online)?

Please only count cases where you lost money or goods/services, even if you were later compensated for your loss.

1. Yes
2. No

ZNCON [ASK IF CON=YES]

As far as you are aware, how many times has this happened? If you received multiple communications about the same scam from the same people please count as one incident.

If you unsure, please provide an estimate.
Drop down menu 0-9, 10+. Count and series incident questions as before.

ZTRYCON [ASK ALL] *[ATTEMPT TO TRICK OUT OF MONEY OR GOODS]*

Since xx has anyone **tried to** deceive you out of money or goods (in person, by phone, by post, online)?

*Only include cases where you **responded** to the communication. For example, do not include instances where you immediately cut off the call, or deleted or ignored a letter, email or text.*

1. Yes
2. No

ZNTRYCON [ASK IF TRYCON=YES]

As far as you are aware, how many times has this happened? If you received multiple communications about the same scam from the same people please count as one incident.

If you unsure, please provide an estimate.
Drop down menu 0-9, 10+. Count and series incident questions as before.

ZCMACT **[ASK ALL]** ***[UNAUTHORISED ACCESS TO PERSONAL INFORMATION]***

As far as you are aware, s**ince xx** has anyone stolen your personal information or details held on a device (e.g. smartphone, computer) or in an online account (e.g. email, social media)?

Please include instances where personal information was stolen either from your own computer/device or from a company's computer/device that held the information.

1. Yes
2. No

Wording a little lengthy here – look to see if further scope to cut down

ZNCMACT **[ASK IF CMACT2=YES]**

As far as you are aware, how many times has this happened?

If you unsure, please provide an estimate.
Drop down menu 0-9, 10+. Count and series incident questions as before.

ZVIRUS **[ASK ALL]** ***[COMPUTER VIRUS]***

Since xx has a computer or other device of yours been infected or interfered with, for example by a virus?

Do **not** include viruses which were blocked by anti virus software before infecting the device.

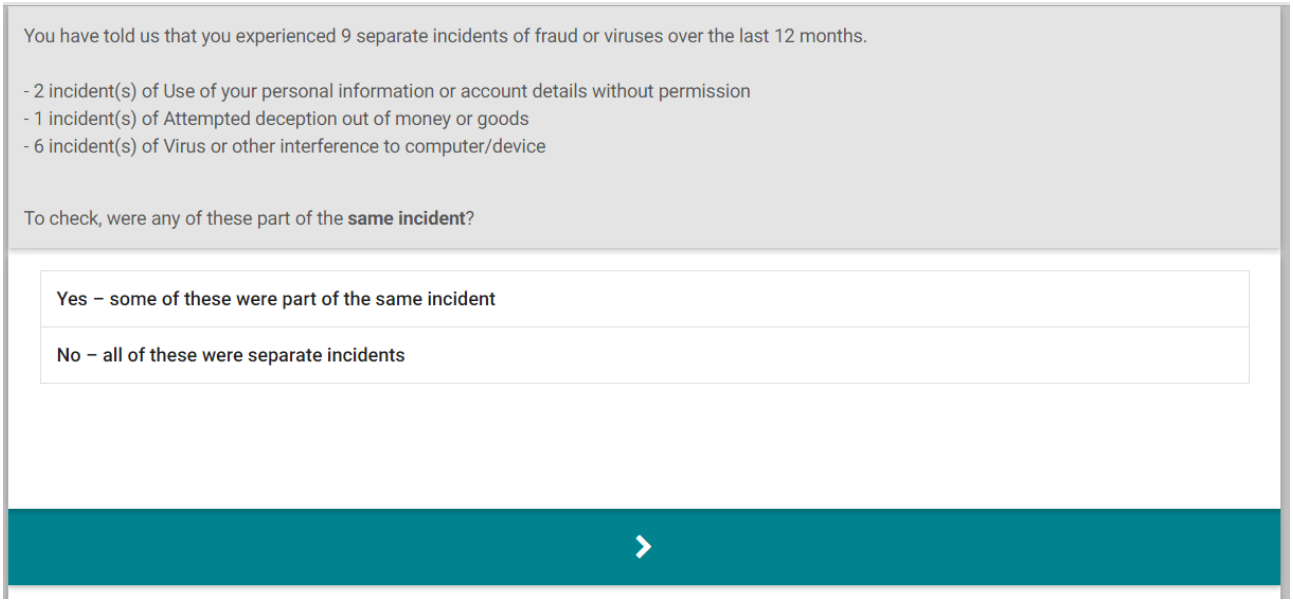
Include things like ransomware, botnets, malware.

1. Yes
2. No

PART 6: FRAUD INCIDENT REVIEW

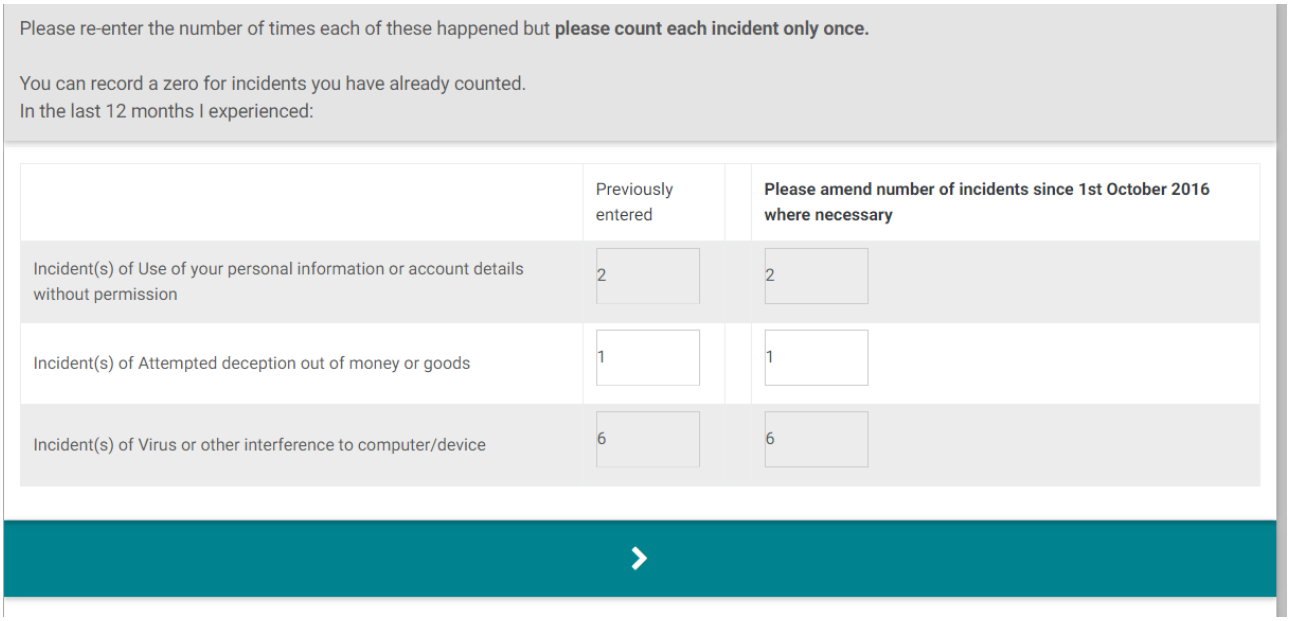
ASK IF 2 OR MORE DIFFERENT FRAUD SCREENERS CODED AS YES.
IF ALL FRAUD SCREENERS ARE NUMERIC (NOT BANDED) *Banded versions were not developed for the testing version as this was complex to implement – should be included in future development if possible.*

ZFREVIEW1
(Example)



ASK IF ZFREVIEW=Yes, part of same incident
ZFREVIEW2

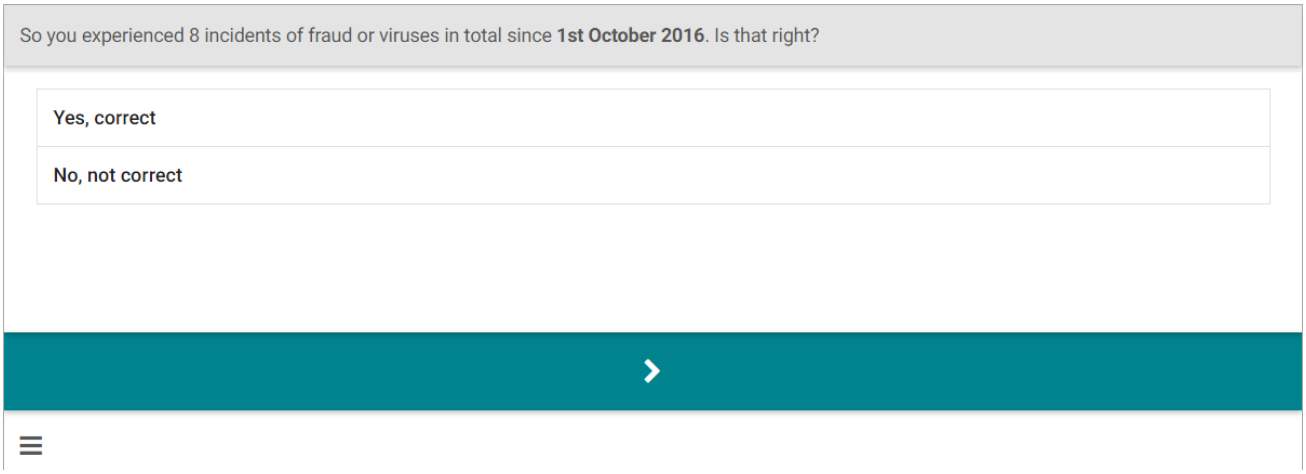
Example – respondent can make amendments in the second column



ASK IF 2 OR MORE DIFFERENT FRAUD SCREENERS CODED AS YES.
IF ALL TRADITIONAL SCREENERS ARE NUMERIC (NOT BANDED)

ZFREVIEW3

Example – assumes the respondent adjusted the incident down by one in previous example



PART 7: SCREENER CLOSING SECTIONS

ZCLOSE [ASK IF NO TRADITIONAL OR FRAUD CRIMES IN L12M]

Thank you very much for your help. That is all we need to ask you. You may now return this device to the researcher.

ZANYELSE [ASK ALL]

Have you experienced any other incident of crime in the last 12 months that you have not mentioned in this survey?

Yes

No

ZANYELSEWHAT [IF ZANYELSE=YES]

Please type in a brief description of this incident

(Open question)

ZREVIEW_FINAL

[*Interviewer-administered screen which involves manually choosing a crime to follow-up as part of the victimisation module]*

PART 8: SCREENER COUNT LOOP

This section documents the loop which applies each time a screener is coded as yes (i.e. each time someone records being a victim of a crime). The loop shown here is based on an example of a break-in being recorded as a "yes".

ZCOUNT [IF ZBREAKIN = Yes]

How many times has this happened in the last 12 months, since [DATE]? If you are unsure, please provide an estimate.

	Number of times since 1st MONTH
Someone got into your home without permission	Drop down menu 0-9, 10+

ZMCOUNT2 [IF ZCOUNT = 10+]

You mentioned 10+ occurrences of CRIME TEXTSUB1.

Please type in the box exactly how many times this has happened in the last 12 months, since DATE? If you are unsure, please provide an estimate.

	Number of times since 1st MONTH	
Someone got into your home without permission	☐	Don't know/too many to remember

ZBCOUNT [IF ZMCOUNT = DK]

About how many times since DATE has someone got into your home without permission?

10-14
15-19
20-24
25-29
30-39
40-49
50-99
100+
Don't know

PART 9: DOUBLE-COUNTING CHECKING LOOP

This additional set of questions attempts to work out if a respondent has double-counted any crimes. Each time someone mentions a second or subsequent crime a question ZRELATE seeks to check if these incidents overlap/were part of the same incident. The checks work in two blocks. The first block applies to the traditional screeners: ZBREAKIN to ZSEXATTAK. The second block applies to the fraud screeners: ZNONCON to ZVIRUS. Therefore we would not check if a fraud crime over-lapped with a traditional crime as, even if they were connected, both would be in scope according to counting rules.

As soon as someone records a second (or third, fourth etc.) screener as "yes" then they should be asked ZRELATE and ZCOUNTCHECK.

INSERT AFTER ZCOUNT WHEN A SECOND OR SUBSEQUENT SCREENER IS CODED AS YES

NOTE: IF ZCOUNT=0 DO NOT ASK ZRELATE

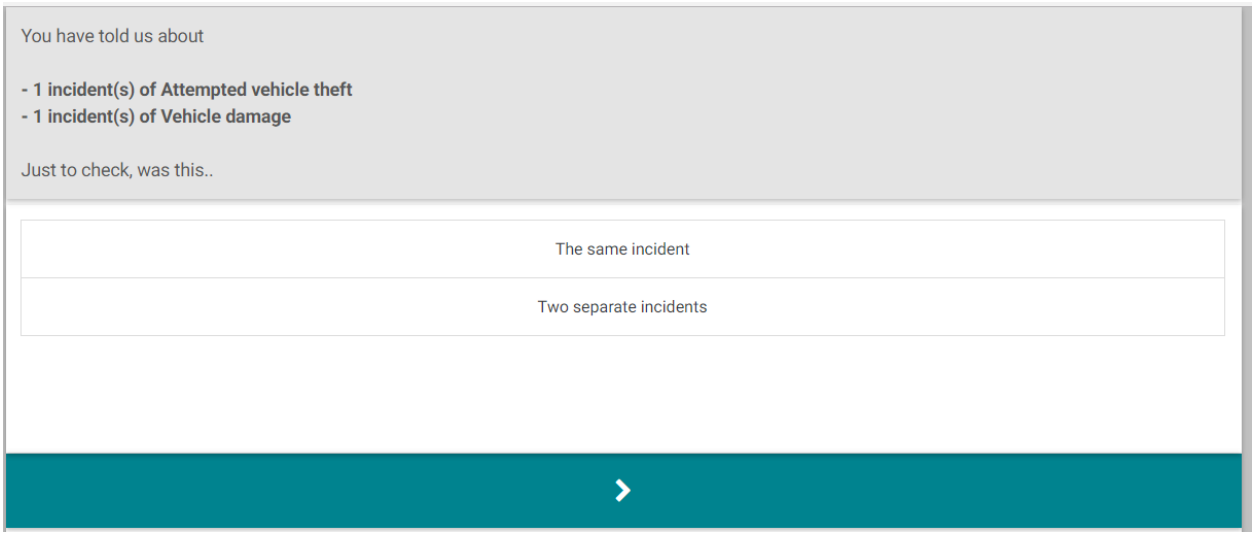
IF ANY SCREENER IS BANDED DO NOT ASK ZRELATE

ZRELATE

There were two versions of this question. A simple version which applied when we were comparing one single crime against another single crime.

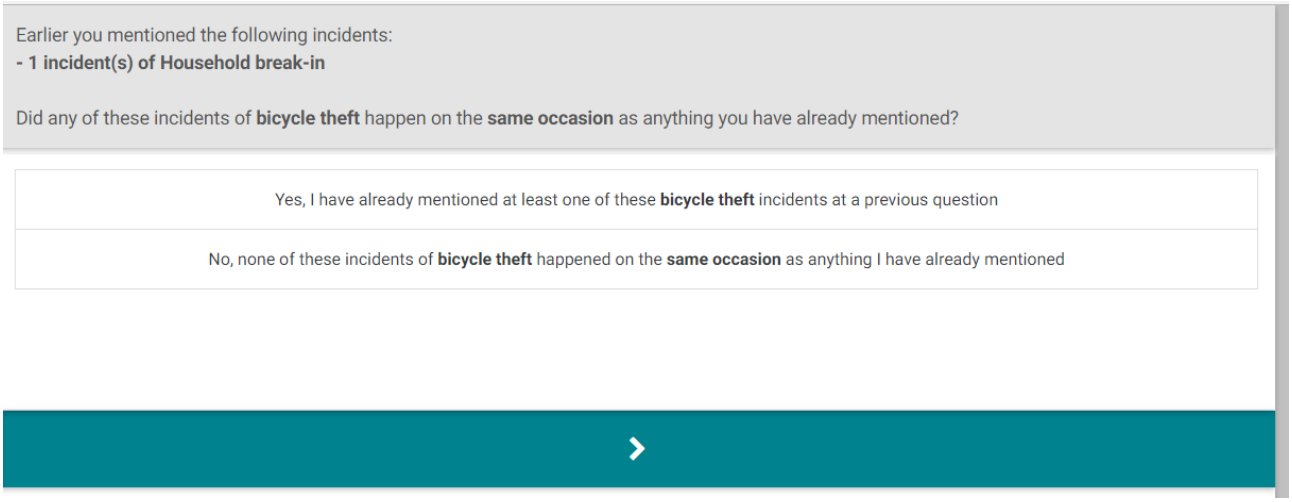
ZRELATE – SIMPLE VERSION WHEN COMPARING ONE CRIME AGAINST ONE CRIME

Example:



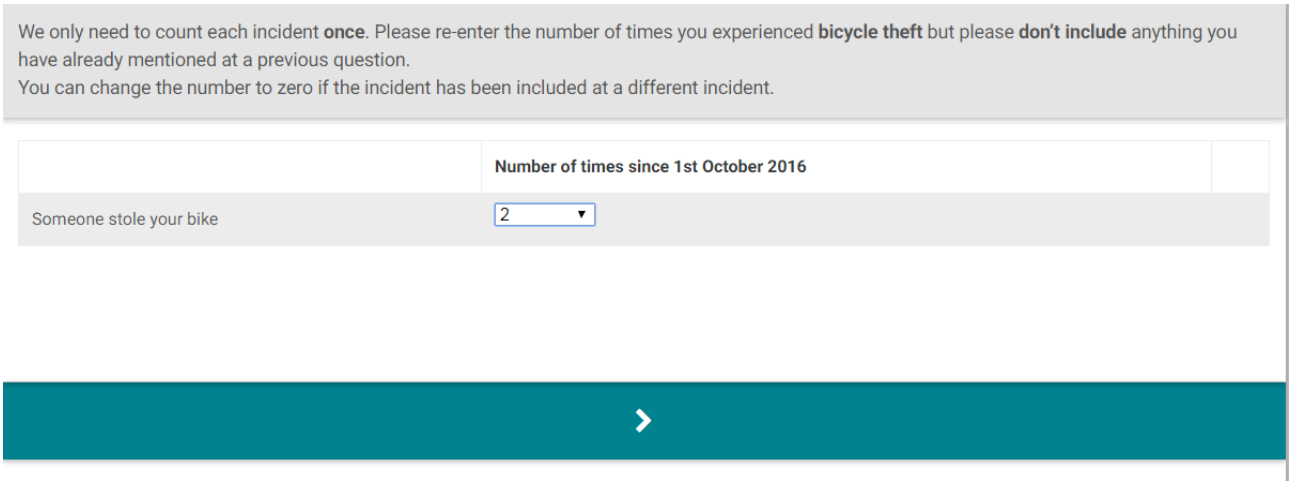
ZRELATE – MORE COMPLEX VERSION WHEN MULTIPLE CRIMES ARE BEING COMPARED

Example



ZCOUNTCHECK [ASK IF ZRELATE=YES AND NEW CRIME COUNT=2+]

Example – respondent can adjust the number of incidents if any have been double-counted.



PART 10: SERIES INCIDENTS AND DATING LOOP

Once an incident has been counted and any double-counting adjustments have been made the loop then checks whether multiple crimes are in a series and assigns a date to the incident/most recent incident.

ZSIMILAR [ASK IF ZCOUNT OR ZMCOUNT > 1]

You mentioned [NUMBER] incidents of **[CRIMETEXTSUB1].** Were any of these very similar incidents, where the same thing was done under similar circumstances.

1. Yes
2. No

ZALLPART [ASK IF ZCOUNT OR ZMCOUNT > 2 AND ZSIMILAR=Yes]

Were all the [NUMBER OF INCIDENTS] incidents of **[**CRIME TEXTSUB1**]** similar in nature or were some different, separate incidents?

1. All were similar
2. Some were different, separate incidents

ZNUMSER [ASK IF ZALLPART = 2 (SOME SEPARATE, SOME SERIES)]

How many of the [NUMBER OF INCIDENTS] incidents of [CRIME TEXTSUB1] were similar?

2.. (*range to only allow up to the number of incidents)*

ZNUMSEP [ASK IF ZALLPART = 2 (SOME SEPARATE, SOME SERIES)]

How many of the [NUMBER OF INCIDENTS] incidents of [CRIME TEXTSUB] were separate?

1.. (*range to only allow up to the number of incidents)*

NOW COLLECT DATE INFO:

ZDATE

IF ONE INCIDENT: You mentioned an occasion where [CRIME TEXTSUB2] in the last 12 months. When did this incident take place? If you're not sure please give your best estimate.

IF 2+ INCIDENTS AND ALL ARE IN SERIES: You mentioned that [CRIME TEXTSUB2], and that this has happened X times since 1st [MONTH]. When did the most recent incident take place? If you're not sure please give your best estimate.

IF 2+ INCIDENTS AND RESPONDENT HAS GIVEN A BANDED COUNT: You mentioned that [CRIME TEXTSUB2], and that this has happened X—Y TIMES since 1st [MONTH]. When did the most recent incident take place? If you're not sure please give your best estimate.

IF 2+ INCIDENTS AND COUNT=DK: You mentioned that [CRIME TEXTSUB2] in the last 12 months When did the most recent incident take place? If you're not sure please give your best estimate.

IF 2+ INCIDENTS AND ALL ARE SEPARATE:
You mentioned that [CRIME TEXTSUB2], and that this has happened X TIMES since DATE. IF 4+ OF SAME TYPE OF CRIME: Thinking about the [two/three] most recent times this happened], when did these incidents take place? If you're not sure please give your best estimate.
Please enter the most recent incident first.

[select from three dropdown menus which show month/year]

IF 2+ INCIDENTS AND MIX OR SEPARATE/SERIES: *Suggest we don't ask about dates as too complex.*

Drop down menu to last 12 months with a buffer i.e.

Before June 2016
June 2016
July 2016
August 2016
…..
….
May 2017
June 2017

PART 11: OPEN DESCRIPTION

DISPLAY10 [ASK ALL VICTIMS]

IF ONLY ONE INCIDENT: We would now like to ask you a few questions about the [CRIME TEXTSUB1] in DATE.

IF TWO+ SEPARATE INCIDENTS OF SAME CRIME OR IF SERIES OR BANDED CRIME We would now like to ask you a few questions about the most recent incident of [CRIME TEXTSUB1], that is in DATE. Please think only about **this** incident [and do not include the other incident(s) you mentioned that happened in the last 12 months].

IF DATE UNKNOWN AND 1 CRIME: You mentioned an incident of [CRIME TEXTSUB1] in the last 12 months. We would now like to ask you a few questions about this incident. Please think only about **this** incident [and do not include the other incident(s) you mentioned that happened in the last 12 months]

IF DATE UNKNOWN AND 2+ CRIMES: You mentioned X incidents of [CRIME TEXTSUB1] in the last 12 months. We would now like to ask you a few questions about the most recent time this happened since DATE. Please think only about **this** incident [and do not include the other incident(s) you mentioned that happened in the last 12 months].

Please click the (>) button below to continue

ZDESCRINC [ASK ALL VICTIMS]

Still thinking about the [CRIME] in [DATE], please type in a brief description of the incident.

For example we would be interested to know a few key details about:

(NOTE: These probes are now crime-bespoke and vary depending on the crime type)

What happened?

Where did it happen (e.g. at home, at work, in the street)?

What do you know about the person/people who did it?

Appendix C - Traditional Victimisation module

Traditional Victimisation Module tested at Round 4

Contents

Further suggested changes following Round 4 are indicated where relevant

Structure overview

	Section	Qn name	Question description	Flag if/how respondent is screened out
Opening section	**General incident details**	ZPRIME	Incident primer	
		ZDESCRINC/ ZOPENCHK	Open description	
		ZVICTAREA	Eng/Wales check	Screen out non-EW cases from the VF
		ZV78	Contact with/knowledge of offenders	If no knowledge of offenders, screen out of this module and go to next
		Znumoff to zoffrel3m	Details of offenders - number, whether known to you	
		Zv88	Cyber-flag	
		Zv711	Were you threatened?	
Main VF modules: order will vary depending on which screeners respondent came through on	**Theft** (ask first if came through on zmottheft, zvetheft, zbikthef, zbreakin, zdwelthef, zostheft, zperstheft, zawaythef where an actual theft was recorded)	Zv71	Experienced a theft?	If no, screen out of this module and go to next
		zbelong	Who did it belong to?	
		Zv72/zstolelse/zwhast/zwhast2	What was stolen?	
		Zhowbrc	Car: How got in?	
		zholdstol	Was there a theft from person?	
		Zaware2	If snatch theft: aware of it?	
		zmobwho /Zmobcarr2	Details of mobile phone theft	
	Attempted theft (ask first if came through on zmottheft, zvetheft, zbikthef, zbreakin, zdwelthef, zostheft, zperstheft, zawaythef where an attempted theft was recorded)	Zv75	Was there an attempted theft?	If no, screen out of this module and go to next
		zbelong	Who property belonged to	
		Ztrywhat/ztryelse /zwhtrs/zwhtrs2	What did they try to steal	
		Zinveh	Vehicle theft -from inside or off vehicle	
		ztrstper	Was it an attempted theft from person?	
		Zv77	Any damage or defacement?	If no, screen out of this module and got to next

	Damage (ask first if zhomdam, zpersdam)	Zdamdelib	Was it deliberate?	If damage but not deliberate, screen out of this module and go to next
		Zbelong	Who did property belong to?	
		zwhatdam	What did they damage (overview)	
		Zdamveh/ zentercar	If car: specifics of damage	
		Zdamhom/ zenterhom	If home: specifics of damage	
		Zdamwall/Zdamgarag/ zentergar	If outside home: specifics of damage	
		zdelifire	Check for arson if not already mentioned	
	Force or violence (ask first if Zassult)	Zv710	Any force or violence?	If no, screen out of this module and got to next
		zassaulta	Who assaulted you?	
		Zweapon/ Zwhwea4	Details of weapons used	
		Zwhatfo3/zwhatforp	How was violence used?	
		Zinjury1 to zaccide	Details of injuries/medical treatment?	
Crime location	**Location and method of entry** (ask for all crime types)	Zwhere1 - zwherexac	Details of exact location of incident	
		Zoffinho2 - ztryfpins	Entry/attempted entry to property	
Closing section	**Incident review** (ask for all crime types)	zcopsknow	Reported to police?	
		Zscorcrm2	How serious (1 to 20 scale)	
		zcrime	Regarded as a crime?	

General incident details

Question	Filter	Wording
ZINTRO1	ASK ALL	Thank you. Next are a few questions about this incident. Even though you may have already given some of these details in the previous description, we need to be sure that we have all the information to classify the incident correctly.
ZVICTAREA	ASK ALL	Just to check did the incident happen in England and Wales? (Single code) - Yes - No, not in England or Wales (WILL SCREEN OUT IN MAIN SURVEY, KEPT IN FOR PILOT)
zV78	[ASK ALL]	Do you or anyone else in your household know anything about who did this? (Single code) 1. Yes, 2. No, but know some details about him/her/them (e.g. how many there were, age/gender etc.) 3. Know nothing about the person(s) who did this *This question wording sometimes caused confusion with people thinking they should only say yes if offender was known to other household members*
znumoff	if zv78=1/2	Thinking about the people who did this, how many were there? (Single code) 1. One 2. Two 3. Three 4. Four or more

zKNEWOFF 1-2	[ASK IF zv78=1/2]	ZKNEWOFF1:[IF ZNUMOFF=1] At the time it happened, did you know the person who did it? (Single code) 1. Yes I knew them 2. No, but it was someone I'd seen before 3. No, they were a stranger I hadn't seen before ZKNEWOFF2:[IF ZNUMOFF=2-4]At the time it happened, did you know any of the people who did it? (Single code) 1. I knew all of them 2. I knew some of them 3. I didn't know any of them but I'd seen some of them before 4. They were all strangers I hadn't seen before
zHOWKNOW1-2	[ASK IF zKNEWOFF1=1 or 2] [IF ZKNEWOFF2 =1/2/3]	ASK IF zKNEWOFF1=1 or 2 zHOWKNOW1: How well did you know this person? (Single code) 1. Just by sight or to speak to casually 2. Through online contact only 3. I knew them well [IF ZKNEWOFF2 =1/2/3] zHOWKNOW2:Did you know any of these people well? (Single code) 1. I knew one of them well 2. I knew more than one of them well 3. I didn't know any of them well IF NONE KNOWN WELL AT HOWKNOW2: ZHOWKNOW3: Did you know any of them casually, by sight or online)? (Single code) 1. Yes, one of them 2. Yes, more than one of them 3. No, none of them

zOFFREL3	[ASK IF zKNEWOFF1=1 OR ZHOWKNO2=1 OR ZHOWKNOW3=1]	How did you know this person? (Single code) 1. Husband/ wife/ partner 2. Son/daughter (in law) 3. Other household member 4. Current boyfriend/girlfriend 5. Former husband/wife/partner 6. Former boyfriend/girlfriend 7. Other relative 8. Workmate/colleague 9. Client/people come into contact with through work 10. Friend/acquaintance 11. Neighbour 12. Young person from local area 13. People working in your house 14. Spouse/partner/girlfriend/boyfriend of someone else in household (or their ex) 15. Someone else (SPECIFY)
zOFFREL3m	ASK IF ZHOWKNOW2=2 OR ZHOWKNOW3=2	How did you know these people? Please select all that apply. 1. Husband/ wife/ partner 2. Son/daughter (in law) 3. Other household member 4. Current boyfriend/girlfriend 5. Former husband/wife/partner 6. Former boyfriend/girlfriend 7. Other relative 8. Workmate/colleague 9. Client/people come into contact with through work 10. Friend/acquaintance 11. Neighbour 12. Young person from local area 13. People working in your house 14. Spouse/partner/girlfriend/boyfriend of someone else in household (or their ex) 15. In another way (SPECIFY)

Question	Filter	Wording
ZV88	ASK ALL	Just to confirm, did the incident involve the internet in any way? 1. Yes 2. No Don't know
zV711	ASK ALL	Did the offender(s) threaten or intimidate you as part of this incident? 1. Yes 2. No

Theft

Question	Filter	Wording
ZV71	ASK ALL	**ASK THIS FIRST IF RESPONDENT COMES THROUGH ON: zmottheft, zvetheft, zbikthef, zbreakin, zdwelthef, zostheft, zperstheft, zawaythef AND AN ACTUAL THEFT EWAS RECORDED** Still thinking about the CRIME TEXTSUB1 incident in DATE, was anything stolen or taken without permission? *Please think about any theft, including items you got back and items you didn't get back*. 1. Yes 2. No [IF CAME THROUGH ON ONE OF THE THEFT SCREENERS]: Still thinking about the CRIMETEXTSUB1 incident in DATE, just to confirm, was something stolen or taken without permission? *Please think about any theft, including items you got back and items you didn't get back*. 1. Yes - this is correct 2. No - this is incorrect
ZBELONGA-ZBELONGH	IF ZV71=YES	Who did the stolen property belong to? Please select all that apply "*belong to" means the person who would pay if the property was replaced* 1. Yourself 2. Another adult aged 16+ in your household 3. A child aged under 16 in your household 4. Employer/ work 5. Friend 6. Landlord 7. Someone else

ZV72A-ZV72I	IF ZV71=YES	Just to confirm, as part of the theft were any of the following stolen? You can tell us about any other items in the next questions. Please select all that apply 1. A car 2. A van 3. A motorbike/motorised scooter/moped 4. A bicycle 5. Items taken from inside a car/van 6. None of these IF MOTTHEFT=Yes and zv71 NE (1,2,3) then add a check question: "You mentioned earlier that a vehicle was stolen. Can you please check your answers" (go back). DITTO IF BIKTHEFT=1 and zv71 NE 4 DITTO IF VEHTHEFT=1 AND ZV71 NE 5 *Note: checks are not yet working*
Q020(Change to zVANCHK)	IF ZV72=van	Just to check, was the van used… 1. Only for personal use 2. For business use only 3. Mixture of personal and business use
ZSTOLELSE	IF ZV72 ANY OF (1 TO 4)	Apart from the [IF ZV72=CAR/VAN/MOTOBIKE vehicle(s)] [and] [IFZV72=BIKE bicycle(s)], was anything else stolen? 1. Yes 2. No *Note: text substitution not yet working exactly as shown*
***ZWHAST /ZWHAST 2**	IF ZV72=5 OR ZV72=6 or ZSTOLELSE=1	***Details of what was stolen – see section at the end***

Question	Filter	Wording
ZHOWBRC	[ASK IF zV72 = 1 /2/5]	How did they get into the car/van? Please code all that apply 1. Door was not locked 2. Window was left open 3. Offender forced lock 4. Offender broke or forced open window 5. Offender used/stole a key 6. Offender forced/broke/bent/prised open doors 7. Some other way (SPECIFY)
zholdstol	[(Zv72= 6) or zstolelse =1]	Just to check, were you holding, carrying or wearing any of what was stolen, including items in clothes' pockets? 1. Yes 2. No *Some filtering issues at zholdstol, zaware2, zmobcarr2 whereby if you say stolen items belonged to someone else the questions ask about "you".*
zaware2	[ASK IF zHOLDSTOL = YES]	At the time it happened, did you know that something was being stolen from you? 1. Aware of the theft 2. Unaware of the theft
zmobwho	ASK IF ZWHAST= MOBILE PHONE AND IF ZBELONG =BOTH 1 and any of (2-7)	Thinking about the mobile phone that was stolen, just to check did this belong to you or someone else? 1. Belonged to me 2. Belonged to someone else

zMOBCARR2	ASK IF ZWHAST= MOBILE PHONE] AND [ZBELONG=1 OR ZMOBWHO=1]	Where was your phone when it was stolen? Please code all that apply 1. In use/snatched from your hand 2. In your hand but not being used 3. On your person and visible (e.g. on a belt, clip, open pocket, etc.) 4. Carried but not visible (e.g. in bag/ case carried by person, from inside pocket) 5. Unattended and visible (e.g. in or on a table, dashboard, open bag/ briefcase that was not being carried) 6. Unattended but not visible (e.g. in a closed bag/briefcase, coat, drawer, car glove box) 7. Somewhere else (SPECIFY)

Attempted theft

Question	Filter	Wording
ZV75	ASK ALL - text subs dependent on if actual theft has been recorded at zv71	**ASK THIS FIRST IF COME THROUGH ON ANY OF THE FOLLOWING: zmottheft, zvetheft zbikthef, zbreakin, zdwelthef, zostheft, zperstheft, zawaythef WHERE AN ATTEMPTED THEFT WAS RECORDED** IF ALREADY ANSWERED THEFT MODULE: ? Still thinking about the same incident was there any **attempt** to steal something else where they **didn't succeed**. 1. Yes, there was also an attempted theft 2. No DK [IF CAME THROUGH ON ONE OF THE ATTEMPTED THEFT SCREENERS: Still thinking about this same incident, just to confirm, did someone **try** to steal something that belonged to you or another member of the household?. 1. Yes - this is correct 2. No - this is incorrect
ZBELONGAA-ZBELONGHH	IF ZV75=YES	Who did the property that someone **tried** to steal belong to? Please code all that apply *"belong to" means the person who would pay if the property was replaced* 1. Yourself 2. Another adult aged 16+ in your household 3. A child aged under 16 in your household 4. Employer/ work 5. Friend 6, Landlord 7. Someone else

ztrywhat	IF ZV75=YES	Just to check, did they **attempt to steal** any of the following ? You can tell us about any other items they attempted to steal in the next questions. *Please code all that apply* 1. A car 2. A van 3. A motorbike/motorised scooter/moped 4. A bicycle 5.None of the above
ZtryLELSE	IF (ztrywhat= 1 to 4)	Apart from the [IF ZTRYWHAT=CAR/VAN/MOTOBIKE vehicle(s)] [and] [IFZTRYWHAT=BIKE bicycle(s), did they **try** to steal anything else? Yes No *Note: text substitution not yet working exactly as shown*
***ZWHTRS**/ZWHTS2	IF [(Ztrywhat= 5 or ztryelse =1]	***Details of what they tried to steal – see section at the end***
zinveh	ask if zv75=yes	Just to check, did they try to steal anything…? *(code 1,2 can be multicoded)* 1. From inside a car or van 2. From off a car or van 3. None of the above
ztrstper	IF ZV75=YES	Thinking about the property that someone tried to steal. Just to check, were you, holding, carrying or wearing any of what they tried to steal, including items in your pockets? 1. Yes 2. No

Damage

Question	Filter	Wording
zV77	ASK ALL	**ASK THIS FIRST IF COME THROUGH ON ANY OF THE FOLLOWING: zhomdam, zvehdam, zpersdam** Was any property/belongings damaged, vandalised or defaced as part of this incident. Please think about buildings, vehicles or other possessions. IF BREAK-IN/ATTEMPTED BREAK-IN/VEHICLE THEFT/ATTEMPTED VEHICLE THEFT/THEFT FROM VEHICLE/ATTEMPTED THEFT FROM VEHICLE/THEFT FROM DWELLING/ATTEMPTED THEFT FROM DWELLING: Please include any damage done as a result of trying to get into a car or property (e.g. damage to locks). [IF CAME THROUGH ON ONE OF THE DAMAGE SCREENERS: Still thinking about this same incident, just to confirm, was something damaged, vandalised or defaced? IF BREAK-IN/ATTEMPTED BREAK-IN/VEHICLE THEFT/ATTEMPTED VEHICLE THEFT/THEFT FROM VEHICLE/ATTEMPTED THEFT FROM VEHICLE/THEFT FROM DWELLING/ATTEMPTED THEFT FROM DWELLING: Please include any damage done as a result of trying to get into a car or property (e.g. damage to locks). 1. Yes - this is correct 2. No - this is incorrect
zDAMDELIB	[ASK IF zV77 = YES]	Do you think that your property/belongings were damaged, vandalised or defaced **deliberately?** 1. Yes 2. No

zBELONGDA-BELONGDH	[ASK IF zDAMDELIB = YES]	Who did this damaged property belong to? Please select all that apply. *"belong to" means the person who would pay if the property was replaced* 1. Yourself 2. Another adult aged 16+ in your household 3. A child aged under 16 in your household 4. Employer/ work 5. Friend 6. Landlord 7. Someone else
zWHATDAMA-WHATDAMI	[zDAMDELIB = YES]	What did they damage? Please select all that apply. 1. Car/van 2. Motorcycle/motorised scooter/moped 3. Property inside the home 4. Outside of home (e.g. doors, windows, walls) 5. Fences, walls, gates or items in the garden 6. Garage, shed, greenhouse or outhouse 7. Other items
zDAMVEH1A-DAMVEH1M	[ASK IF zWHATDAM = 1 OR 2]	What damage did they do to the vehicle? Please select all that apply. 1. Broken side window 2. Smashed windscreen 3. Damage to door lock/steering lock 4. Other damage to door/bodywork 5. Slashed tyres 6. Let down tyres 7. Damaged wing mirrors 8. 9. Burnt out/fire damage 10. Damaged the Catalytic Converter 11. Something else

Question	Filter	Wording
zENTERCAR	[ASK IF zWHAT DAM = 1]	Was any of the damage to the car or van done in order to gain entry or try to gain entry to the vehicle? 1. Yes 2. No
zDAMHOMA-DAMHOMJ	[ASK IF zWHAT DAM = 3 OR 4]	What damage was done to your home either inside or outside? Please select all that apply. 1. Broke/damage to a window 2. Broke/damage to an outside door 3. Damage to door lock 4. Graffiti 5. Soiling 6. Damaged furniture/furnishings 7. Fire damage 8. Something else
zENTERHOM	[ASK IF zWHAT DAM = 3 OR 4]	Was any of the damage to your home done in order to gain entry or try to gain entry? 1. Yes 2. No
zDAMWALLA-DAMWALLF	[ASK IF zWHAT DAM = 5]	What damage was done to the fences, walls, gates or other items in your garden? Please select all that apply. 1. Graffiti 2. Broke or smashed fence/wall/gate/other items 3. Fire damage 4. Something else
zDAMGARA-DAMGARJ	[ASK IF WHATDAM = 6]	What damage was done to your garage, shed, greenhouse or outhouse? Please select all that apply. 1. Broke a window 2. Broke/damage to an outside door 3. Damage to door lock 4. Graffiti 5. Soiling 6. Damaged items inside 7. Fire damage 8. Other

zENTERGAR	[ASK IF WHATDAM = 6]	Was any of the damage to your garage, shed, greenhouse or outhouse done in order to gain entry or try to gain entry? 1. Yes 2. No
zdelifire	IF zdamdelib=yes AND DAMHOM/DAMWALL/DAMGARne fire damage	Just to check, was there deliberate damage by fire? 1. Yes 2. No

Force or violence

Question	Filter	Wording
zV710	[ASK ALL]	**ASK THIS FIRST IF CAME THROUGH ON ANY OF THE FOLLOWING: Zassult (ACTUAL OR ATTEMPTED)** And still thinking about this same incident, did anyone **deliberately** use force or violence on you in any way, even if this resulted in no injury? 1. Yes 2. No [IF CAME THROUGH ON ONE OF THE VIOLENCE SCREENERS: Still thinking about this same incident, just to confirm, did someone **deliberately** use force or violence on you in any way, even if this resulted in no injury? 1. Yes - this is correct 2. No - this is incorrect
ZASSAULTA	[ASK IF zV10=1	Who assaulted you? Select all that apply. 1. Partner/spouse or ex-partner/spouse 2. Another household member aged 16+ at the time 3. Another household member aged under 16 at the time 4. Someone you came into contact with through your work 5. Someone else you knew 6. Someone else you didn't know Prefer not to say *This duplicates Offrel so can probably be deleted*
zWEAPON	[ASK IF zV10=1	Did the person/any of the people who did it have a weapon or something they used or threatened to use as a weapon? 1. Yes 2. No

zWHWEA4A – zWHWEA4P	[ASK IF zweapon= no]	[IF NO ABOVE Just to check.] Did [the person/any of the people] who did it use or threaten to use any of the following as a weapon? Please select all that apply. 1. Knife 2. Something else used to stab you with 3. Bottle/drinking glass 4. Stick/club/hitting implement 5. Gun -any type 6.Acid//bleach/chemicals 7. Stones/bricks/concrete 8. Axes/cleavers/machete 9. Dogs 10. Vehicle used as a weapon 11. Something else (specify) 12. No weapon used Don't know
zWHATFO3A- WHATFO3W	[ASK IF zV710 =YES	In what way was force or violence used on you? Please select all that apply. 1. Grabbed, pushed, punched, slapped, kicked, scratched or head butted me 2. Hurt me with a weapon 3. Grabbed or pulled my bag/belongings 4. Biting, spitting, pulled hair 5. Strangle/choking action 7. Held down/physically blocked 6. Attempted/threatened to use a weapon 7. Used/attempted to use vehicle in forceful manner 8. Threw something at me 9. Threw/sprayed acid/bleach/chemicals 10. Rape/Sexual assault 11. Attempted sexual assault 12. Other (SPECIFY) 13. No force or violence used
zWHATFORP	IF ZWHATFO= "rape/sexual assault"	Were you… 1. Raped 2. Or sexually assaulted? 3. Don't know 4. Prefer not to say
zINJURY1	IF zWHATFO3NE none	Were you bruised, scratched, cut or injured in any way? 1. Yes 2. No

zWHINJU4A - WHINJU4R	[ASK IF zINJURY1 = YES]	What sort of injuries did you receive? Please select all that apply. 1. Minor bruising, black eye, nose bleed 2. Severe bruising 3. Scratches 4. Cuts 4. Puncture or stab wounds 5. Broken/cracked/fractured bones 6. Broken nose or broken/lost/chipped teeth 7. Dislocation of joints 8. Concussion/loss of consciousness 9. Internal injuries (e.g. internal bleeding) 10. Eye/facial injuries caused by acid, paint, sand, etc. thrown in face 11. Other facial/head/eye injuries 12. Other injury (specify) 13. No injury
zDOCATT3H	**IF zWHATFO3 NE none**	As a result of what happened did you have medical attention from any of the following? Please select all that apply. 1. Ambulance/paramedic 2. St John's ambulance/ Other trained first aider 3. A nurse 4. A doctor 5. A dentist 6. No medical attention
zACCIDE	[ASK IF zdocatt=1 to 5]	As a result of what happened did you visit an Accident and Emergency department within 24 hours of the incident? (single code) 1. Yes, within 24 hours of incident 2. Yes but at a later time 2. No

Location and method of entry

Question	Filter	Wording
		And now a few questions about where the incident happened.
zWHERE1	ASK ALL	Where did the incident happen? If more than one location, please say where it mainly happened. Please select one only 1. Inside my home 2. Inside my garage 3. Elsewhere on my property (eg drive, garden, shed, outhouse, etc.) 4. Not on my property but in the immediate surroundings (e.g. landing, stairwell, residents car park) 5.At work 6.Somewhere else
zHOMGARAG	[ASK IF zWHERE1 = 2]	Just to check, is your garage….? (single code) 1.Next to your home with an interconnecting door 2. Next to your home, no interconnecting door 3. Not next to your home
zWHEREOUT	[ASK IF zWHERE1 = 3/4]	In a bit more detail, where did the incident happen? Please select one only 1. In a communal area for residents (e.g. corridor, stairs, lift) 2. In a shed or other outbuilding on your property 3. In a garden 4. Outside your home e.g. doorstep, drive walkways, balconies, carport, , car space, etc. 5. In the street or pavement immediately outside your home 6. In a car park or parking area for residents 7. In or near a row of garages for residents 8. Somewhere else

zWHERWOR 2	[ASK IF WHERE1 = 5]	Where at work did the incident happen? Please select all that apply. 1. Inside a workplace building 2. Outside a workplace building 3. Workplace carpark 4. In the street near work 5. Somewhere else
zwhere4	[ASK IF WHERE1 =6]	Did the incident happen in or around...? Please one only. 1. A shop, supermarket, shopping centre 2. Public transport (eg station, airport, bus stop, train, bus, plane) 3. A street or road 4. A pub/ bar/ nightclub 5. Other place of leisure eg restaurant, cafe, cinema 6.A school/ college/ university 7. Someone else's home 8. While travelling in a car/van 9. Public car park 9. Sports centre/ sports club/gym 10. Football ground or other sports ground 11. Holiday home 12. Somewhere else (please type in)
Zwhertran	[ASK IF zWHERE4 = 2	And where exactly did this happen? Please select one only. 1. Train/railway station 2. Underground/tube/metro train or station 3. Bus or tram/bus or tram station or stop 4. Plane or airport 5. Taxi or taxi rank 6. Ferry or port 7. Somewhere else
zWHETRAN2	IF zwhere4=2	Did it happen… Please select all that apply. 1. While on the train/bus/plane/taxi/ferry 2. In the station, on the platform, at the stop, in the airport building, port, taxi rank 3. or in a car park? 4. In the street outside 5. Somewhere else

zWHEREXAC	[ASK IF zWHERE4 =1,4,5,6,7,10-12	Did it happen…? 1. Inside 2. In a car park/garage 3. Somewhere else outside?
zOFFINHO2	[ASK IF zWHERE1 IN (2,3,4)]	Did the person or people who did it actually get **inside** your home, garage, shed or other outbuilding at any time during the incident? *(codes 1,2 can be multi-coded)* 1. Yes – inside home 2. Yes – inside garage/shed or other outbuilding 3. No, neither of these applies
zOFFINVIT	ASK IF offinho2=1/2	Did they have permission to be inside your home or on your property? For example, guests, people who lived with you, tradesperson, babysitter etc. (single code) 1. Yes - they had permission be there 2. No - they did not have permission/they got in by false pretences
zTRYINSI2	[ASK IF offinho2=no or DK	And did they **try** to get inside your home or your garage, shed or other outbuilding at any time during the incident? *(codes 1,2 can be multi-coded)* 1. Yes – tried to get inside home 2. Yes – tried to get inside garage/shed or other outbuilding 3. No, neither of these applies Don't know
zTRYFPINS	[ASK IF TRYINSI2 = 1 or 2]	Did they use false pretences to try to get inside? 1. Yes 2. No

Incident review

Question	Filter	Wording
zCOPSKNOW	ASK ALL	Did the police come to know about the matter? 1. Yes 3. No
zSCORCRM2	ASK ALL	Please think about a scale of 1 to 20 with 1 being a very minor crime like theft of an outside bin, to 20 being the most serious crime of murder. How would you rate the seriousness of this crime on the scale from 1 to 20? 1..20 *Note: typo on visual anchor label "an outside bin"*
ZCRIME	ASK ALL	Did you think that what happened was… (single code) 1. A crime 2. wrong, but not a crime 3. or just something that happens?

ZWHAST and ZWHTRS

ZWHAST (Theft) [ASK IF VZ71=YES]

From this list please tell us what was actually stolen. Please include items you got back as well as items you didn't get back Please select all that apply. [IF Zstolelse=1: What else was stolen? Please select all that apply].

ZWHAST1 FOLLOW UP [ASK FOLLOW UP FOR WHAST10 CODES 1,3,4, 7, 8, 9,10,12,14,17]

You mentioned the theft of:

[INSERT CATEGORY DETAILS HERE]

More specifically, which of these items did they steal? Please select all that apply

ZWHTRS (Attempted theft) [ASK IF VZ75=YES]

From this list please tell us what (IF ZTRYELSE=YES: else] they **tried** to steal. Please select all that apply.

ZWHAST1 FOLLOW UP [ASK FOLLOW UP FOR WHTRS10 CODES ,3,4, 7, 8, 9, 12,14,17]

You mentioned the attempted theft of:

[INSERT CATEGORY DETAILS HERE]

More specifically, which of these items did they **try** to steal. Please select all that apply

ZWHAST10A-WHAST10R ZWHTRS10A-WHTRS10R	**Follow-ups**
1. Vehicle parts, fittings or accessories **(**eg car music system, satellite navigation system, hub caps, licence plate**)**	1.
	2.
2. Handbag/briefcase/backpack/shopping bag	

3. Purse/wallet/cash/cash cards	1. Purse/wallet
	2. Cash (not from meter) (inc. foreign currency)
	3. Credit card/ /debit card/store card/
	4. Other (please type in)
4. Jewellery/watches/clothes/ glasses/sunglasses/fitness tracker	1. Jewellery
	2. Watch/smartwatch/fitness tracker
	3. Clothes
	4. Glasses/sunglasses
	5. Other (please type in)
5. Documents (e.g. passport, chequebook)	
6. Mobile phone	
7. Camera, video camera (e.g. gopro), portable audio or video device (e.g. MP3, portable DVD player)	1. Camera (inc. video camera/camcorder, gopro)
	2. Portable audio or video device (e.g. MP3 player, iPod, DVD player)
	3. Other (please type in)
8. Audio/visual electrical items (e.g. TV, stereo systems, headphones, speakers)	1. DVD players/recorders (inc. Blu-ray) *consider removing or combining with TV*
	2. Television
	3. Stereo/Hi-fi equipment/speakers/ radio/headphones (inc. other home audio equipment)
	4. Other (please type in)
9. Computers/laptops/hand-held computers (e.g. tablet), computer equipment (e.g. printer)	1. Laptop or handheld computer (e.g. iPad, tablet, e-reader)
	2. Computers and computer equipment (e.g. PC, Mac, printers, scanners)

	3. Other (please type in)
10. Games consoles, hand-held games consoles (PlayStation, Xbox, Wii etc.)	
11. CDs/tapes/videos/DVDs/computer games	
12. Keys (house,car, other)	1. House keys
	2. Car keys
	3. Other (please type in)
13. Tools	
14. Outdoor items (garden furniture, garden equipment, bins)	1. Garden furniture, ornaments, plants, or equipment (e.g. lawnmowers, spades, wheel barrows, BBQ)
	2. Bins (wheelie bin, dustbin, recycling bins)
	3. Other (please type in)
15. Sports equipment (e.g. golf clubs, horse riding equipment)	
16. Food/drink/alcohol/cigarettes/ groceries/shopping	
17. Various household items/gadgets (e.g. children's toys, small electrical appliances, torch, penknife)	1. Children's toys
	2. Other household items
Other (please type in)	

Appendix D - Fraud/computer misuse Victimisation Module

Fraud/computer misuse Victimisation Module tested at Round 4

Contents

Further suggested changes following Round 4 are indicated where relevant

Structure overview

Module/tab	Qn name	Question description	Flag if/how respondent is screened out
General incident details	FZPRIME	Incident primer	
	FZDESCRINC	Open ended description	
	fZV88	Cyberflag	
	fzV78 / fzOFFREL3	Do you know the offenders/how?	
Contact made	fz81B	Did they access accounts to your accounts?	
	FzHOWCONT	Did they contact you/how?	
	FzFRCONT2	Was contact with you or someone else?	
	FzMFRDTYP/FzMFRDTYP2	What was contact related to/type of scam	
	FzHWRSPND1	Did you respond? How?	If attempted fraud (trycon screener) and did not respond, screen out of VF
ID theft, fraud and computer misuse	fzv81	Did they fraudulently use PI? (ID theft)	
	fzv82- FzID2A	Use PI to make fraudulent application?	
	FzIDPROB	Consequences of ID theft	
	fzv83	Were you tricked or deceived into investment, bogus goods/services etc.	
	fzlegit	Was it a legitimate company?	
	fzv86	Anyone steal PI by hacking into online accounts?	
Virus	fzv87	Virus?	If no , screen out and go to next section
	FzEEXPVIR - FzBROKEDEVCE	Details of virus infection	
Theft	fzV71	Any theft?	If no , screen out and go to next section

	FzV72/ FzSTOLITEM/ ZWHAST/zwhast2	What was stolen?	
		Anything else stolen?	
	ZBELONGA-ZBELONGH	Who belonged to?	
Attempted theft	fZV75	Attempted theft?	If no , screen out and go to next section
	fZBELONG	Who belonged to?	
	Fztrywhat/ fZtryLELSE/ fZWHTRS/fzwhtrs2	What did they try to steal?	
	zCOPSKNOW	Reported to police/Action Fraud?	
	zSCORCRM2	Severity of crime (1 to 20 scale)	
	ZCRIME	Was it a crime?	
	FzIMPACT2 - FzIMPLOSS2	Suffered financial losses? Details of loss	

General incident details

Question	Filter	Wording
FZINTRO1	ASK ALL	Thank you. Next are a few questions about this incident. Even though you may have already given some of these details in the previous description, we need to be sure that we have all the information to classify the incident correctly.
fZV88	ASK ALL .	Just to confirm, did the incident involve the internet in any way? 1. Yes 2. No Don't know
FzV78	[ASK ALL]	Do you know the offender(s) or people who did this in any way? (single code only) 1. No - I did not know them 2. Yes - I knew at least one of them personally 3.Not known personally, but it was someone I had seen before 4.Not known personally, but I had contact with them online
fzOFFREL3	[ASK IF fzv78=2/3]	[IF FZV78=2 SHOW ALL CODES] [IF FZV78=3 SHOW ALL CODES IN BLUE] How did you know this person/these people? (please select all that apply) 1. Husband/ wife/ partner 2. Son/daughter (in law) 3. Other household member 4. Current boyfriend/girlfriend 5. Former husband/wife/partner 6. Former boyfriend/girlfriend 7. Other relative 8. Workmate/colleague 9. Client/people come into contact with through work 10. Friend/acquaintance 11. Neighbour 12. People working in your house 13. Spouse/partner/girlfriend/boyfriend of someone else in household (or their ex) **14. Someone I met online** **15. Someone from the local area** 16. Someone else (SPECIFY)

Contact made

Question	Filter	Wording
fz81B	ASK ALL	**Did anyone gain** access to your bank, credit card accounts? 1. Yes 2. No *Need to add clarification/revise wording to ensure that people include gaining access via contactless transactions screen themselves in here.*
FzHOWCONTA-fhowconti	ASK ALL	Can I just check, did people who did it contact you or try to contact you or another member of your household in any of the following ways? Please select all that apply. 1. In person 2. By Telephone 3. By text message 4. Email 5. Pop-up or ad 6.Message via social media 7. By post/letter 8. Message via website/online forum 9. In some other way (specify) 10. None of the above *Move up to make pop-ups more prominent (some people coding pop-ups under other codes).*
FzFRCONT2	[ASK IF zFHOWCONT IN 1..9 AND MORE THAN 1 PERSON IN HOUSEHOLD]	Was this contact with... 1. You personally 2. Or someone else in the household

FzMFRDTYPA-FzMFRDTYPP	[ASK IF FzHOWCONT IN 1..9]	Was the contact related to any of the following? Please select all that apply. 1. Lottery, prize draw, sweepstake, competition win 2. Investment opportunity (e.g. shares, art, fine wine, carbon credit etc.) 3. A friendship or relationship contact which led to a request for money 4. Help to transfer large sums of money from abroad 5. Help in releasing an inheritance 6. An urgent request to help someone get out of financial trouble 7. A offer for a job, franchise or other business opportunity 8. None of these

Question	Filter	Wording
FzMFRDTYP2A-FzMFRDTYP2P	[ASK IF FzHOWCONT IN 1..9]	And was the contact related to any of the following? Please select all that apply. 1. A loan on very attractive terms 2. Help to recover money lost from a previous scam 3. Releasing pension savings early without any warning of tax implications 4. Paying an urgent debt 5. Unsolicited help to repair your computer/laptop (e.g. to deal with viruses) 6. Some other type of similar request 7. None of these
FzHWRSPND1A-FzHWRSPND1N	[ASK IF FHOWCONT IN 1..9]	Did you respond to the communication in any of these ways? Please select all that apply. 1. Contacted the other party (e.g. phone call, email, webchat) 2. Requested further information 3. Provided bank details 4. Provided other personal information (e.g. address, passport number) 5. Provided other financial details (e.g. credit card number, PayPal account) 6. Provided device login details/allowed access to your device 7. Clicked on a link to a website/downloaded a file 8. Sent or transferred money (e.g. by Western Union, Moneygram) 9. Contacted the sender to complain 10. Some other way 12. None of the above (NOTING THAT IN THE MAIN SURVEY THIS WILL LEAD TO A SCREEN-OUT)

ID theft, fraud, CMACT

Question	Filter	Wording
fzv81	ASK ALL	Still thinking about this same incident, did the people who did it use or attempt to use your personal details to purchase goods or make payments **without your permission**? 1. Yes 2. No [IF CAME THROUGH ON NONCON: Still thinking about this same incident, just to confirm that your personal details were used to purchase goods or make payments **without your permission?** 1. Yes - this is correct 2. No – incorrect *As before, needs to allow for capture of contactless payments*
fzv82	ASK ALL	And, as far as you know, did they use or attempt to use your personal details to make an application e.g. for a mortgage, loan or credit card or to apply for state benefits? 1. Yes 2. No
FzID2AA-FzID2AM	[ASK IF FzV82=1]	Were any of your personal details used without your permission to apply for or obtain any of the following? Please select all that apply 1. A credit or debit card 2. A store card 3. A bank or building society account 4. A mobile phone account 5. A loan 6. A mortgage 7. Another credit agreement 8. State benefits e.g. child benefit, tax credits etc. 9. A passport 10. Something else (please type in) 11. None of these *Potential to add broadband/TV subscription*

Question	Filter	Wording
FzIDPROBA-FzIDPROBK	[ASK IF FzV82=1]	Have you experienced any of the following as a direct result of **any** personal details being used without your permission or knowledge? Please select all that apply 1. Your identity was used to commit a crime 2. Letters from debt collection agencies 3. Visits from bailiffs 4. Unable to obtain a loan 5. Unable to obtain a credit card 6. Unable to open a bank account 7. Delays at the border when coming back into the country 8. Something else (please type in) 9. None of these
fzv83	ASK ALL	As part of the incident, did someone deceive or attempt to deceive you into any of the following? Please select all that apply 1. Making an investment that you later discovered was fraudulent 2. Sending or transferring money to someone who turned out to be not who they said they were 3. Paying for goods or services that did not arrive or were fake or substandard 4. Something else (please type in) 5. None of the above
FzLEGIT	[ASK IF fzv83=3]	As far as you are aware were the people who did it acting on behalf of a company or organisation that is still contactable now? 1. Yes - people/company still contactable 2. No - I tried to contact them but couldn't 3. Don't know/I didn't try to contact them
fzv86	ASK ALL	Still thinking about this same incident, did the people who did it steal your personal information or details by accessing or hacking into your computer or on-line accounts such as social media, e-mail etc.? 1. Yes 2. No [IF CAME THROUGH ON CMACT2: Still thinking about this same incident, just to confirm that your personal details were stolen by someone accessing or hacking into your computer or on-line accounts such as social media, e-mail etc? 1. Yes - this is correct 2. No – incorrect Don't know

Virus

Question	Filter	Wording
fzv87	ASK ALL	**And as part of this incident,** was a computer or other device of yours infected, attacked or interfered with, for example by a virus? 1. Yes 2. No [IF CAME THROUGH ON VIRUS: **Still thinking about this same incident,** just to confirm that a computer or other device of yours was infected, attacked or interfered with, for example by a virus? 1. Yes - this is correct 2. No - this is incorrect
FzEEXPVIR	[ASK IF FzV87=1]	Did this infect your computer as a direct result of opening an email, attachment or a web link that was sent to you or by clicking on an internet pop-up? 1. Yes 2. No
FzNODEVICE	[ASK IF FzV87=1]	In total how many different devices in the household were infected by this virus?
FzDBELONGA-FzDBELONGH	[ASK IF FzV87=1]	Who did the infected device(s) belong to? Please code all that apply "belong to" means the person who would pay if it was replaced 1. Yourself 2. Other adult household member 3. Child under 16 in household 4. Employer/ work 5. Friend 6. Other

FzAWARE	[ASK IF FzV87=1]	How did you first know that your computer(s) or device(s) had become infected or attacked? Please code all that apply 1. Virus was detected by anti-virus software before infecting your device 2. Virus was detected by anti-virus software after infecting your device 3. Pop ups constantly appearing on screen 4. Computer performing badly/stopped working 5. Message that files were blocked/encrypted, a request to pay a fee to regain access 6. Some other way – please type in
FzBROKEDEVCE	[IF FzV87=1]	Following the virus, were you still able to use the affected device(s)? 1. Yes - but [it/at least one of them] needed to be repaired before I could use it 2. Yes - no repair was necessary [on any devices] 2. No, not able to use [it/any of them] and hasn't/couldn't be repaired

Theft

Question	Filter	Wording
fzV71	ASK ALL	Still thinking about this same incident, did you lose any money, documents or property, even if you later got it back or you were reimbursed? 1. Yes 2. No
FzV72A-V72F	[ASK IF fzV71 = YES]	Were any of the following lost or stolen as part of this incident? 1. Money from bank account 2. Money from a credit or debit card, store card 3. Cash (not including money taken from account) 4. Credit card/switch card/debit card/store card 5. Documents (e.g. savings account book, cheque book, passport) 6. Personal information (passwords, PIN numbers, login details etc) 7. Mobile phone or smartphone 8. Laptops or handheld computer (e.g. iPad, tablet, e-reader) 9. Computers and computer equipment (e.g. PC, Mac, printers, scanners) 10. None of these (EXCLUSIVE) *Try to make it clearer that we mean the physical card at code 4 otherwise some people people think code 1 and code 4 overlap.*
FzSTOLITEM	if fzv72=any of [1 to 9] and not 10	Was anything **else** stolen, even if you later got it back? 1. Yes 2. No
FZBELONGA-ZBELONGH	IF fZV71=YES or fzv72=10	Who did the stolen property or money belong to? Select all that apply *In the case of stolen items, "belong to" means the person who would pay if it was replaced* 1. You 2. Another adult aged 16+ in your household 3. A child aged under 16 in your household 4. Employer/ work 5. Friend 6. Someone else
***FZWHAST/fzwhast2**	if fzv72=10 or zstolitem=yes	**What (else) was stolen – refer to section at the end**

Attempted theft

Question	Filter	Wording
fZV75	ASK ALL - text subs dependent on if actual theft has been recorded at fzv71	[Was/Apart from what was actually stolen, was] an attempt made to steal or deceive you out of money or anything [else] that belonged to you? 1. Yes 2. No
fZBELONGAA-fZBELONGHH	IF fZV75=YES	Who did the property or money that someone tried to steal or deceive you out of belong to? Select all that apply *In the case of stolen items, "belong to" means the person who would pay if it was replaced* 1. You 2. Another adult aged 16+ in your household 3. A child aged under 16 in your household 4. Employer/ work 5. Friend 6. Someone else

Question	Filter	Wording
fztrywhat	IF fZV75=YES	Did they try to steal or deceive you out of any of the following?....*select all that apply* 1. Money from bank account/bank transfer 2. Money from a payment services provider eg. paypal 2. Money from a credit or debit card, store card 3. Cash (not including money taken from account) 4. Credit card/switch card/debit card/store card/cheque card 5. Documents (e.g. savings account book, cheque book, passport) 6. Personal information (passwords, PIN numbers, login details etc) 7. Mobile phone or smartphone 8. Laptops or handheld computer (e.g. iPad, tablet, e-reader) 9. Computers and computer equipment (e.g. PC, Mac, printers, scanners) 10. None of these (EXCLUSIVE) *Codes 1 to 3: Do we need to split these or can we just have a single code of "money"? If an attempted fraud people know that they are trying to deceive you out of money but as you haven't made the payment then this doesn't make sense as the payment is hypothetical.*
fZtryLELSE	IF fZtrywhat=ANY OF (1 TO 9) AND NOT CODE 10	Apart from this, did they try to steal anything **else**? Yes No
***fZWHTRS/fzwhtrs2**	IF fZV75=YES and ztryelse ne NO/DK	***What (else) did they try to steal? See section at the end***

Incident review

Question	Filter	Wording
zCOPSKNOW	ASK ALL	Did the police or Action Fraud come to know about the matter? [codes 1/2 can be multi-coded] 1. Yes - police 2. Yes - Action Fraud 3. Neither of the above *Rs are mentioning the fraud department at banks. Possibly add other codes e.g. bank, website provides (amazon, ebay etc.) so that people have somewhere to code this. Also explain more fully what we mean by AF.* *We could also ask if they got a Crime Ref Number since this is the reason many people report the fraud to AF.*
zSCORCRM2	ASK ALL	Please think about a scale of 1 to 20 with 1 being a very minor crime like theft of an outside bin, to 20 being the most serious crime of murder. How would you rate the seriousness of this crime on the scale from 1 to 20? 1..20
ZCRIME	ASK ALL	Did you think that what happened was… 1. A crime 2. wrong, but not a crime 3. or just something that happens?
FzIMPACT2A-FzIMPACT2C	[ASK ALL]	Still thinking about this incident, did you experience any of the following, even if the money was eventually refunded? (codes 1-4 can be multi-coded) 1. Additional charges/fees e.g. bank charges, overdraft fees 2. Costs to repair/replace any devices affected 3. Other financial loss 4. Loss of earnings 5. None of the above *Is this supposed to include the money they were defrauded out of (which they may have got back)? This isn't clear – some people were including this, others were only including the additional charges.*

Question	Filter	Wording
FZIMPLOSS1	[ASK IF (FIMPACT2A=1-4)	Approximately how much money did you lose as a result of this incident [IF FZIMPCAT=2: including the loss of earnings]. Please include any money that was eventually refunded by your bank, building society or credit card company. Please do not include any additional charges or costs that you incurred as a result of the incident. ENTER AMOUNT IN POUNDS BELOW £ WRITE IN_____ Include code: If the incident is not yet resolved click here
		Second clarification: check what this should mean. Sounds like they shouldn't include the additional charges mentioned at previous question?
FzIMPLOSS2	[ASK IF FzIMPLOSS1>0]	Was this money…? (single code only) 1. Refunded in full 2. Partially refunded 3. Not refunded at all 4. The incident is not yet fully resolved
FzREFUNDA-FzREFUNDF	[ASK IF FzIMPLOSS2=1 OR 2]	Who refunded the money? 1. Bank/building society or credit card company 2. Website acting as agent for seller (e.g. E-bay, Gumtree etc) 3. Original seller/recipient 4. Someone else (please type in)

FZWHAST and FZWHTRS

FZWHAST (Theft) [ASK IF fzv72=10 or zstolitem=Yes]

From this list please tell us what was actually stolen. Please include items you got back as well as items you didn't get back. Please select all that apply.

FZWHAST1 FOLLOW UP [ASK FOLLOW UP AT SPECIFIED CODES ONLY]

And in a bit more detail, which of these was actually stolen, even if you later got it back. Please select all that apply.

You mentioned the theft of:

[INSERT CATEGORY DETAILS]

More specifically, which of these items did they steal? Please select all that apply.

FZWHTRS (Attempted theft) [ASK IF fZV75=YES and fztryelse ne NO/DK]

From this list please tell us what (IF ZTRYELSE ne NO/DK] they **tried** to steal. Please select all that apply.

FZWHAST1 FOLLOW UP [ASK FOLLOW UP AT SPECIFIED CODES ONLY]

You mentioned the attempted theft of:

[INSERT CATEGORY DETAILS]

More specifically, which of these items did they try to steal? Please select all that apply.

FZWHAST10A FZWHAST10R FZWHTRS10A FZWHTRS10R	Follow ups
1. Car/van	
2. Motorcycle/motorised scooter/moped	
3. Bicycle	
4. Vehicle parts, fittings or accessories **(**eg car music system, satellite navigation system, hub caps, licence plate**)**	1.
5. Handbag/briefcase/backpack/shopping bag	
6. Purse/wallet	1. Purse/wallet
	2. Other (please type in)
7. Jewellery/watches/clothes/ glasses/sunglasses/fitness tracker	1. Jewellery
	2. Watch/smartwatch/fitness tracker
	3. Clothes
	4. Glasses/sunglasses
	5. Other (please type in)
8. Documents (e.g. passport, chequebook)	
9. Camera, video camera (e.g. gopro), portable audio or video device (e.g. MP3, portable DVD player)	1. Camera (inc. video camera/camcorder, gopro)
	2. Portable audio or video device (e.g. MP3 player, iPod, DVD player)
	3. Other (please type in)
10. Audio/visual electrical items (e.g. TV, stereo systems, headphones, speakers)	1. DVD players/recorders (inc. Blu-ray) *consider removing or combining with TV*
	2. Television
	3. Stereo/Hi-fi equipment/speakers/ radio/headphones (inc. other home audio equipment)
	4. Other (please type in)
11. Computers/laptops/hand-held computers (e.g. tablet), computer equipment (e.g. printer)	1. Laptop or handheld computer (e.g. iPad, tablet, e-reader)
	2. Computers and computer equipment (e.g. PC, Mac, printers, scanners)
	3. Other (please type in)

FZWHAST10A-FZWHAST10R FZWHTRS10A-FZWHTRS10R	Follow-ups
12. Games consoles, hand-held games consoles (PlayStation, Xbox, Wii etc.)	
13. CDs/tapes/videos/DVDs/computer games	
14. Keys (house,car, other)	1. House keys
	2. Car keys
	3. Other (please type in)
15. Tools	
16. Outdoor items (garden furniture, garden equipment, bins)	1. Garden furniture, ornaments, plants, or equipment (e.g. lawnmowers, spades, wheel barrows, BBQ)
	2. Bins (wheelie bin, dustbin, recycling bins)
	3. Other (please type in)
17. Sports equipment (e.g. golf clubs, horse riding equipment)	
18. Food/drink/alcohol/cigarettes/ groceries/shopping	
19. Various household items/gadgets (e.g. children's toys, small electrical appliances, torch, penknife)	1. Children's toys
	2. Other household items
20 Other (please type in)	