



**POLICE**  
NORFOLK & SUFFOLK  
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## **Digital Public Contact (DPC)**

### **Public Consultation**

Transact Self-Serve Responses

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## Document Control

<b>Project Name</b>	Digital Public Contact (DPC)
<b>Document Name</b>	Public Consultation
<b>Document Version</b>	1.0
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## Revision History

Revision Date	Version No.	Summary of Changes
02/03/20	0.1	Initial draft
16/03/20	0.2	Formatting and additional data, ready for DPC Steering Group
03/04/20	1.0	Minor changes from DPC Steering Group on 02/04/20, approved for submission to Digital Portfolio Board

## 1. Executive Summary

### 1.1. Introduction

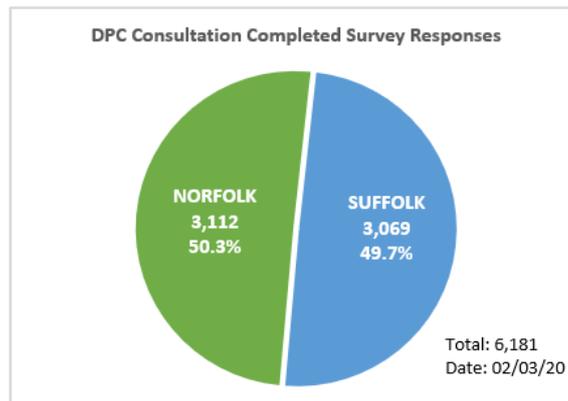
- 1.1.1. To support the Digital Public Contact project a public consultation has been conducted. It took place from 29 January 2020 to 28 February 2020.
- 1.1.2. The initial brief for the survey was collaborative, with feedback and engagement from key areas of the organisations.
- 1.1.3. The primary aim of the survey was to understand the public response to three key questions:
  - 1.1.3.1. How would you prefer us to communicate with you?
  - 1.1.3.2. How would you prefer to engage and interact with this us?
  - 1.1.3.3. How would you prefer to contact us in a non-emergency?
- 1.1.4. During this period there was a comprehensive promotion campaign to achieve the aims of the survey and to hit a total response target of 16,600 responses, equating to 1% of the joint population of Norfolk and Suffolk.
- 1.1.5. A variety of channels were used to engage with the public and capture their views:
  - 1.1.5.1. Online survey.
  - 1.1.5.2. Paper flyers handed out.
  - 1.1.5.3. Digital PDF forms.
  - 1.1.5.4. By post (form used in paper advertising).

### 1.2. Response Rates

- 1.2.1. While we did not achieve our target of 16,600 responses, we did receive 8,408 responses, 0.5% of the total population of Norfolk and Suffolk.

Total responses	Norfolk	Suffolk
<b>Completed Surveys</b>	3,112	3069
<b>Partial Surveys</b>	1,080	1091
<b>Emailed PDFs</b>	15	15
<b>Photos of PDF</b>	1	0
<b>Flyer Forms</b>	8	12
<b>Posted News Paper</b>	4	1
<b>SUB TOTAL:</b>	4,220	4,188
<b>GRAND TOTAL:</b>	8,408	

- 1.3. We saw a nearly 50/50 split in responses to the online survey, but a higher engagement was received from the public in Suffolk.



## 1.4. Response Demographics

- 1.4.1. We received responses from people under 12 and over 75 years of age.
- 1.4.2. We received marginally more responses from females than males.
- 1.4.3. We received responses from each of our geographies.
- 1.4.4. We received at least one response from each ethnic group except for Caribbean.

## 1.5. Document Focus

- 1.5.1. While the full consultation covered three key areas, this document focuses on the responses to the questions relating self-service transactions.

## 1.6. Key Insight

- 1.6.1. Of the people who responded to the online surveys, 20% in Norfolk and 23% in Suffolk do not receive or follow us on any of our communication channels, correspondingly 79% in Norfolk and 76% in Suffolk do. 1% for both Norfolk and Suffolk preferred not to say.
- 1.6.2. 60% of respondents have had no personal contact with Norfolk or Suffolk Constabulary in the past 12 months.
- 1.6.3. The overall response to a key DPC question, 'In non-emergencies how would you prefer to contact or report something to us?', by ranked preference, telephone scored highest. The top three ranked responses are:
- 1.6.3.1. Telephone call.
  - 1.6.3.2. Email.
  - 1.6.3.3. Text SMS.
- 1.6.4. These preferences are consistent for the majority of our demographics, the exceptions to this order are:
- 1.6.4.1. Under 15-year olds preferred: text, their second choice was telephone and third email.
  - 1.6.4.2. 65+ years of age preferred: email, their second choice was telephone and third text.

## **2. Background**

### **2.1. Date and Duration**

- 2.1.1. The public consultation survey, which ran for 5 weeks across both counties, was initiated with a view to understand the preferences of the public on how they would like us to communicate with them and how they would like to contact us in non-emergencies.
- 2.1.2. The survey had an aim to reach 16,600 responses, 1% of the population for both counties.

### **2.2. Scope**

- 2.2.1. The scope of the survey included:
  - 2.2.1.1. All geographic areas within Norfolk and Suffolk
  - 2.2.1.2. Children and young people (0 to 15 years)
  - 2.2.1.3. Young adults (16-24)
  - 2.2.1.4. Adults (25-64)
  - 2.2.1.5. Older generation (65+)
  - 2.2.1.6. Disability groups (Additional details required, or responsible staff/officers identified)
  - 2.2.1.7. All ethnic groups

### **2.3. Methodology**

- 2.3.1. The public will be invited to complete a survey with the ultimate aim in understanding how they would prefer to contact the Police in Norfolk and Suffolk.
- 2.3.2. The survey should be structured in such a way as to:
  - 2.3.2.1. Identify trends in key groups responses.
  - 2.3.2.2. Identify preferred options, which are scaled in response.
  - 2.3.2.3. Provide actionable insight.
  - 2.3.2.4. Asks, but limits, free text responses as harder to rank, score.
  - 2.3.2.5. Must work on both desktop and mobile devices.
  - 2.3.2.6. Could be available in PDF that could be completed and emailed.
  - 2.3.2.7. Should be quick (less than 5 minutes) to complete.
- 2.3.3. A range of channels should be used to ensure the maximum reach possible and direct people to complete an electronic survey, however even face to face captures should be conducted using electronic means to expedite analysis and remove the need to re-key captured information, however it is recognised that paper copies of the form should be provided where appropriate and/or a lack of signal is available.
- 2.3.4. Face to face:
  - 2.3.4.1. Norfolk IAG
  - 2.3.4.2. Via Engagement Officers and Beat Managers
  - 2.3.4.3. Safer Schools
  - 2.3.4.4. Digital Champions Network (Officers)

- 2.3.4.5. Recruitment events
- 2.3.5. Media:
  - 2.3.5.1. Local newspaper
- 2.3.6. Social Media:
  - 2.3.6.1. Facebook
  - 2.3.6.2. Instagram
  - 2.3.6.3. Twitter
  - 2.3.6.4. LinkedIn
  - 2.3.6.5. Nextdoor (Norfolk)
- 2.3.7. Digital:
  - 2.3.7.1. Force websites
  - 2.3.7.2. Police Connect
  - 2.3.7.3. Intranet encouraging officers and staff to share with friends and family
- 2.3.8. It should cater for those with access to the internet for online responses and also for face-to-face engagement.
- 2.3.9. The survey should reflect questions around three key categories of contact as referenced in the DPC aims:
  - 2.3.10. Interact: for people not in direct contact with us already, how would you like to be kept informed in general updates but also real-time incidents.
  - 2.3.11. Engage: for individuals or groups who want to be involved with the police service, how would you like to engage with us.
  - 2.3.12. Transact: when you have to make non-emergency contact with us, what would your preference be and would you consider supported self-service.
  - 2.3.13. The question set will be reviewed by Andrew Whinney (SBOS) and select group including Comms, representatives from CPC.
  - 2.3.14. The question set will be reviewed / approved by members (or nominees) of the Digital Public Contact Steering Group: T/ACC Stephen Mattin, Ralph Jackman, David Skevington.
- 2.3.15. It should be simple to 'forward' on or notify other people to include, possibly including a social media hash tag.

## **2.4. Required Outcomes**

- 2.4.1. Data and insight that can be used to support or negate exploring options to improve digital contact with the public.
- 2.4.2. Must be able to show trends for preferences.
- 2.4.3. Represent qualitative feedback:
  - 2.4.3.1. Feelings
  - 2.4.3.2. Observations

- 2.4.3.3. Views
- 2.4.3.4. Perspectives
- 2.4.4. Represent quantitative feedback:
  - 2.4.4.1. Measurable, structured responses
  - 2.4.4.2. Ranked preferences
- 2.4.5. Validate or dispel existing thinking.

## 2.5. Departments and Groups Involved

- 2.5.1. The consultation was supported and promoted by:
  - 2.5.1.1. Comms.
  - 2.5.1.2. CPC: CCR, SNT, Safer Schools/Schools Liaison Officers and Engagement Officers.
  - 2.5.1.3. SBOS.
  - 2.5.1.4. HR.
  - 2.5.1.5. Digital Champions.
  - 2.5.1.6. Consultation with the respective Offices of the Police and Crime Commissioners.
  - 2.5.1.7. Force Change Teams (2020/2025)

## 2.6. Critical Success Factors

- 2.6.1. Data and insight reflect all demographics.
- 2.6.2. Represents both counties.
- 2.6.3. Does not seek to skew data to a digital only response.
- 2.6.4. All key contact owners are involved forming the question sets and during the consultation.

## 2.7. Publicity and Sources of Responses

- 2.7.1. A budget was allocated to the project of £1,000 for publicity and awareness.

ID	PLATFORM/ITEM	Cost	Date
1.	Suffolk Facebook/Instagram	£159.34	6/02-28/02
2.	Norfolk Facebook/Instagram	£132.43	6/02-28/02
3.	A6 leaflets – 2,000	£19.88	12/02
4.	EDP newspaper ad	£250 + VAT	15/02
5.	EADT newspaper ad	£195 + VAT	15/02
6.	Norfolk Facebook/Instagram	£120	19/02
7.	Suffolk Facebook/Instagram	£120	19/02
8.	A6 leaflets – 130 innovation day	£1.29	20/02

- 2.7.2. The campaign was promoted over:
  - 2.7.2.1. Facebook

- 2.7.2.2. Twitter
- 2.7.2.3. LinkedIn
- 2.7.2.4. Instagram
- 2.7.2.5. Police Connect (Norfolk and Suffolk)
- 2.7.2.6. Nextdoor (Norfolk only)
- 2.7.2.7. External websites
- 2.7.2.8. Intranets
- 2.7.2.9. Partner's social media and internal communication platforms
- 2.7.2.10. Via PCC Youth Commission
- 2.7.2.11. SNTs and Beat Officers

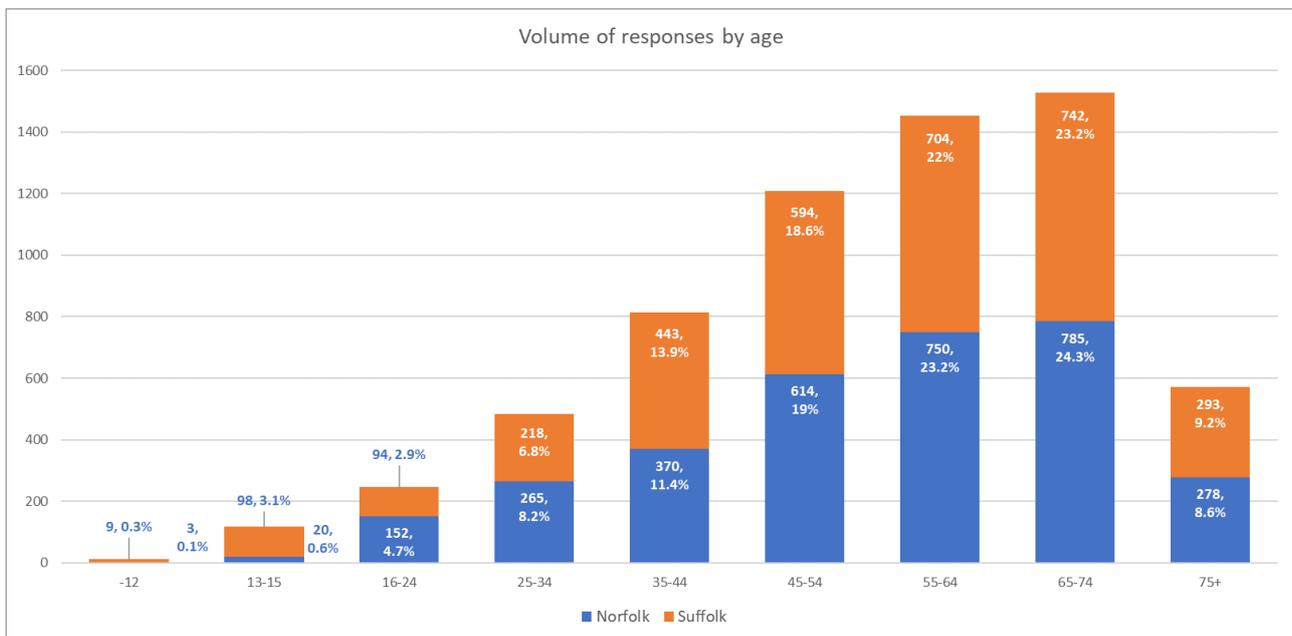
### 3. Overall Response Volumes by Demographic

#### 3.1. Age

3.1.1. We received responses from each of our age categories defined in the scope.

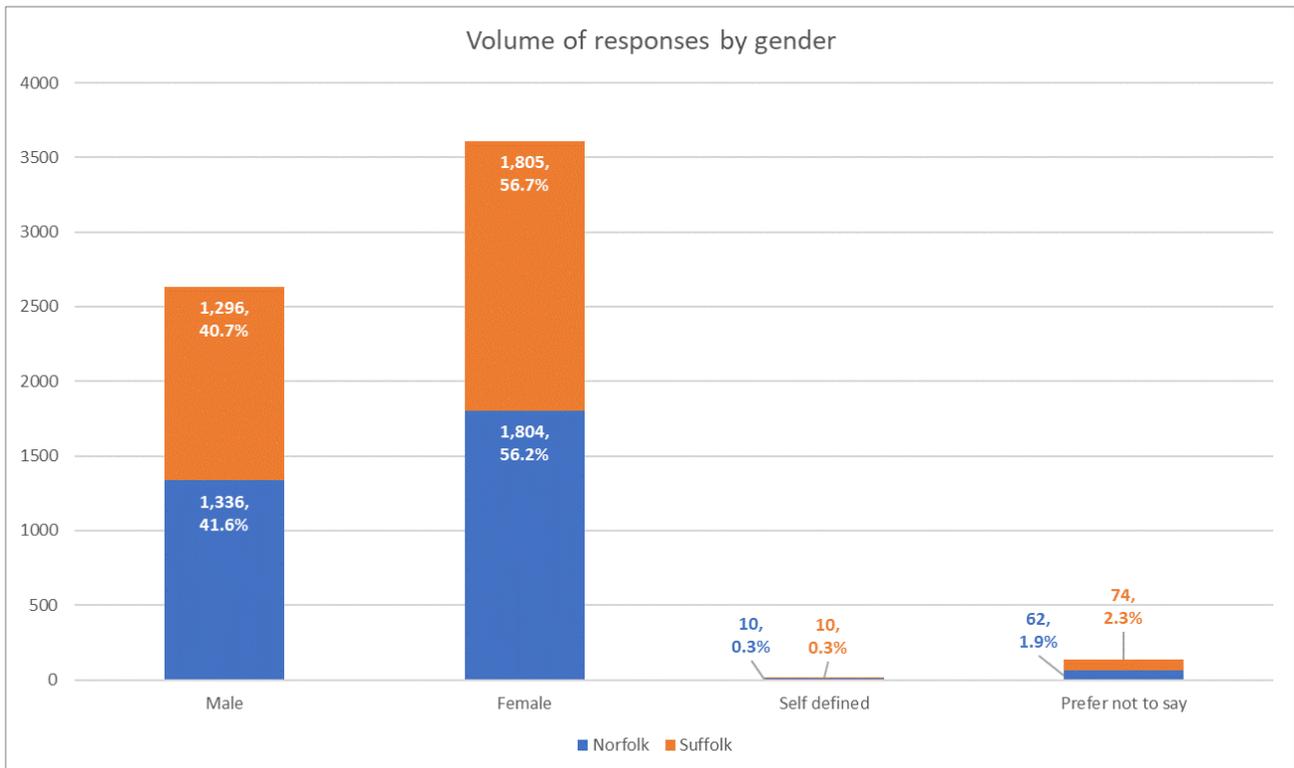
3.1.2. **Of Note:** 32.9% (1,063) of responses for Norfolk and 32.4% (1,035) responses for Suffolk came from the over 65s age category. We received the most responses from the 65-74 years old age category, which highlights this category has access to and is prepared to use online channels.

3.1.3. **Of Note:** We received 9 responses from children under 12 years of age, and a total of 118 responses young people aged 13 to 15 years of age.



#### 3.2. Gender

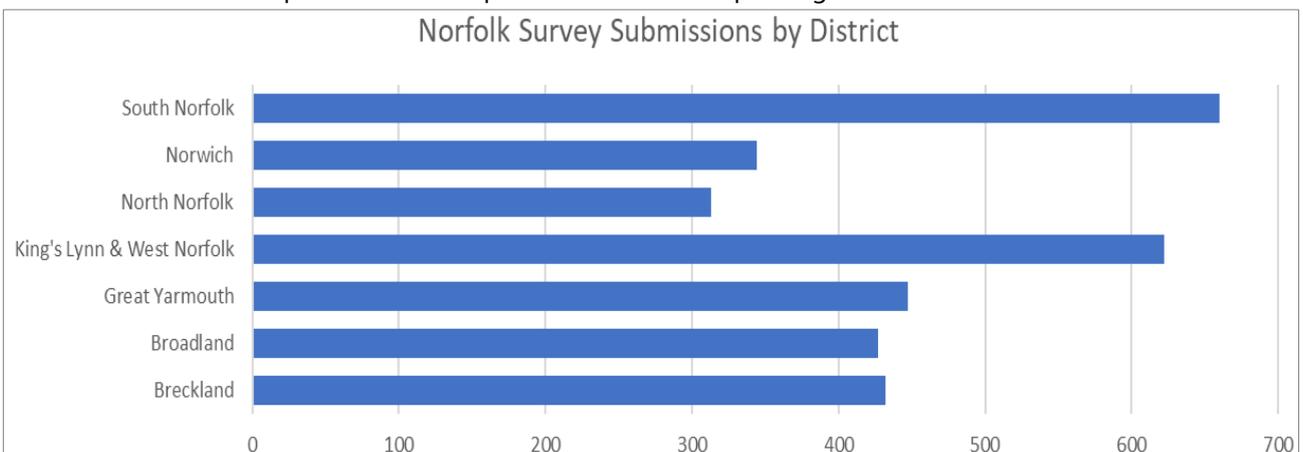
3.2.1. Counting responses for both forces, we received more submissions from people choosing to identify as a female, 56.4%, with 41.1% of responses choosing to identify as male. 4.2% chose not to say and 0.6% responded as self-defined.



### 3.3. County

#### 3.3.1. Norfolk

3.3.2. We received responses from the public in each of our policing districts.



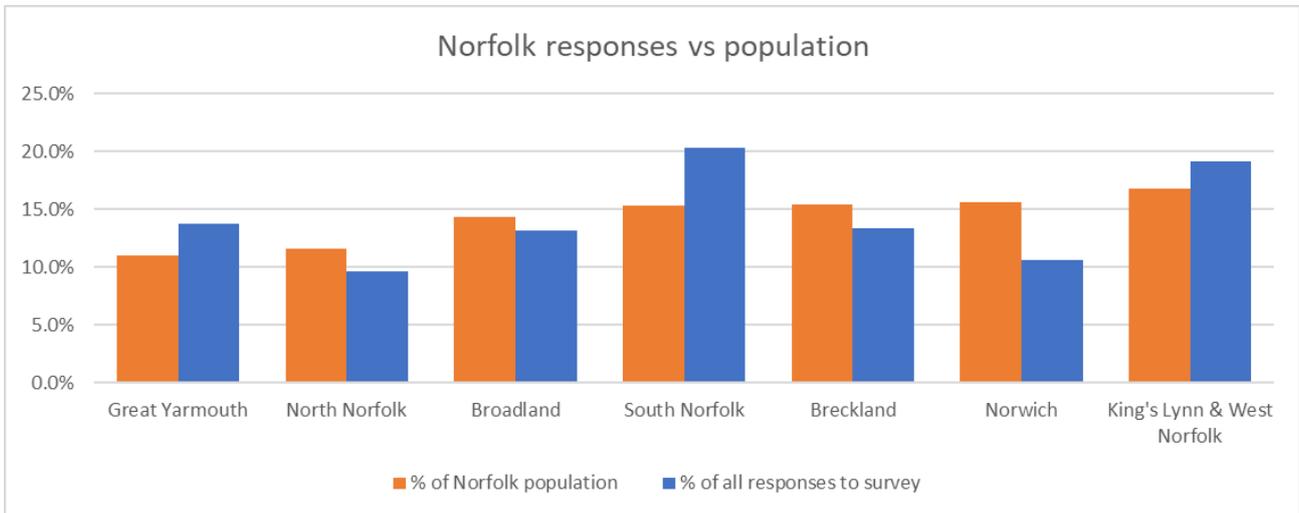
3.3.3. However, the volumes received are not wholly representative of the population for each.

3.3.4. By population, we might have expected to get responses in line with the following order:

- 3.3.4.1. King's Lynn and West Norfolk
- 3.3.4.2. Norwich
- 3.3.4.3. Breckland
- 3.3.4.4. South Norfolk
- 3.3.4.5. Broadland
- 3.3.4.6. North Norfolk

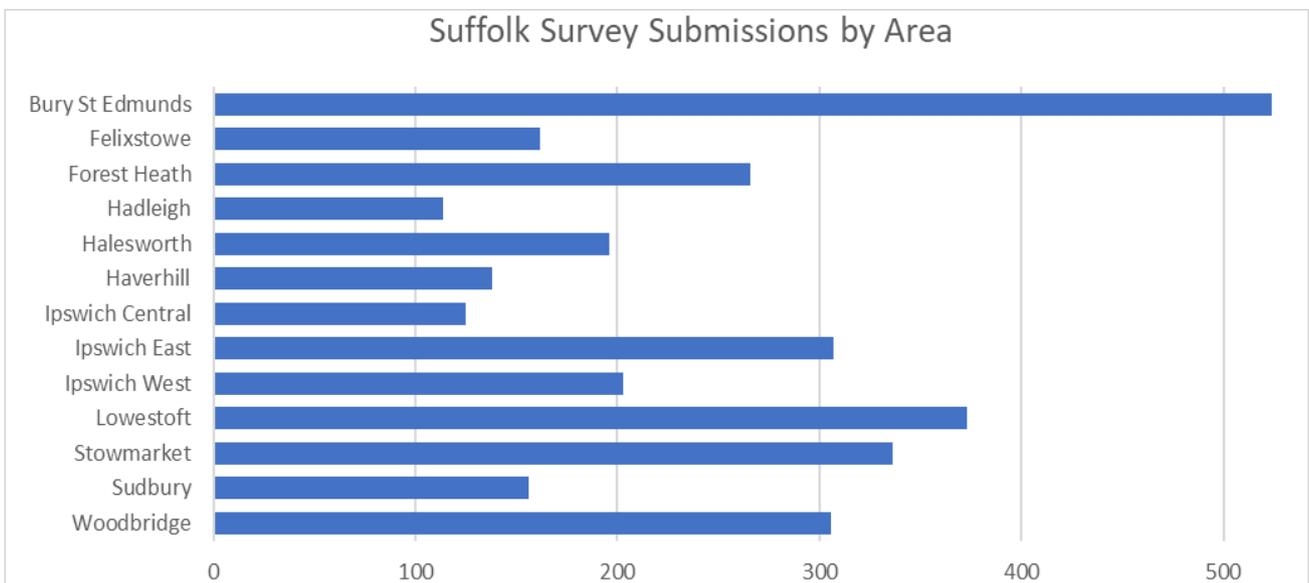
3.3.4.7. Great Yarmouth

3.3.5. **Of Note:** We would have expected a much higher level of responses and engagement from respondents living in Norwich based on population numbers. However, there is an assumption that the age of people living in Norwich is younger than other areas of Norfolk, and therefore is representative based on the responses by age.



3.3.6. Suffolk

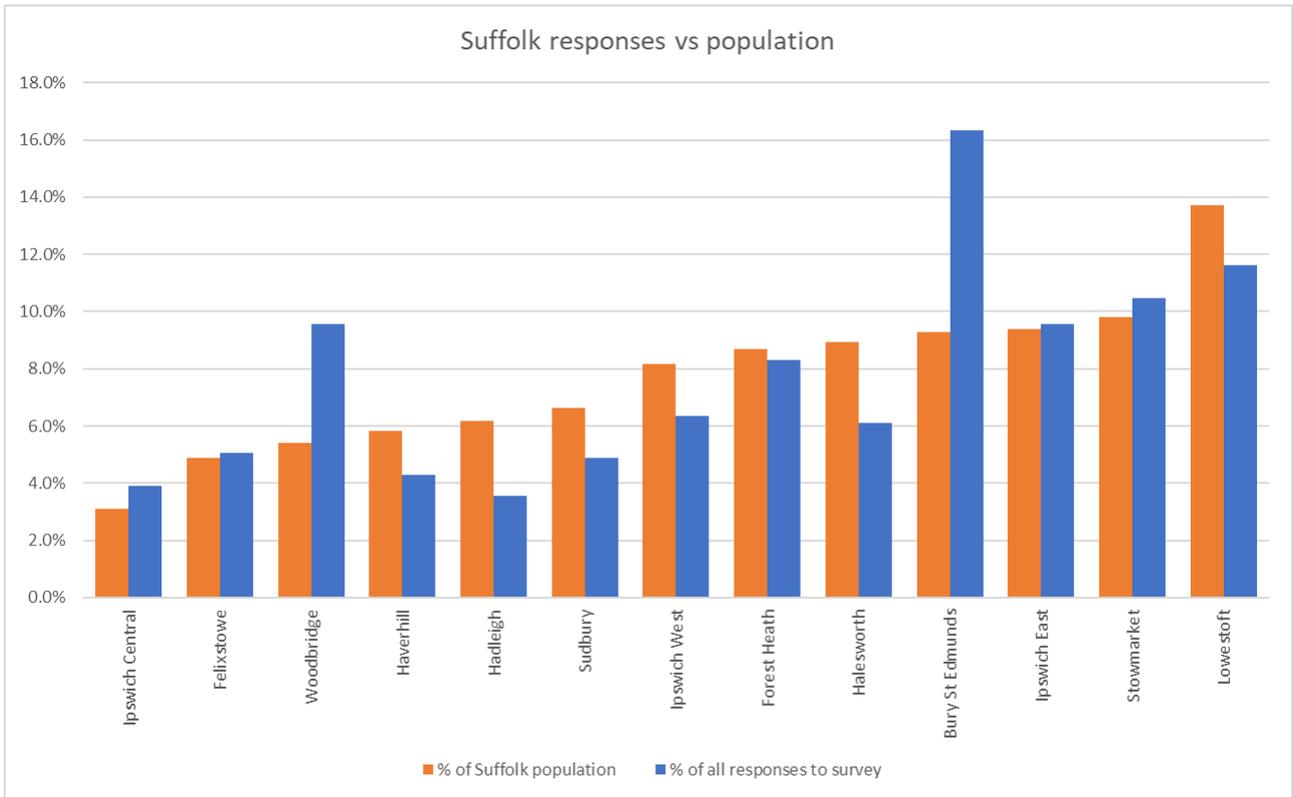
3.3.7. We received responses from each of our geographic locations.



3.3.8. Again, the responses do not reflect the population densities.

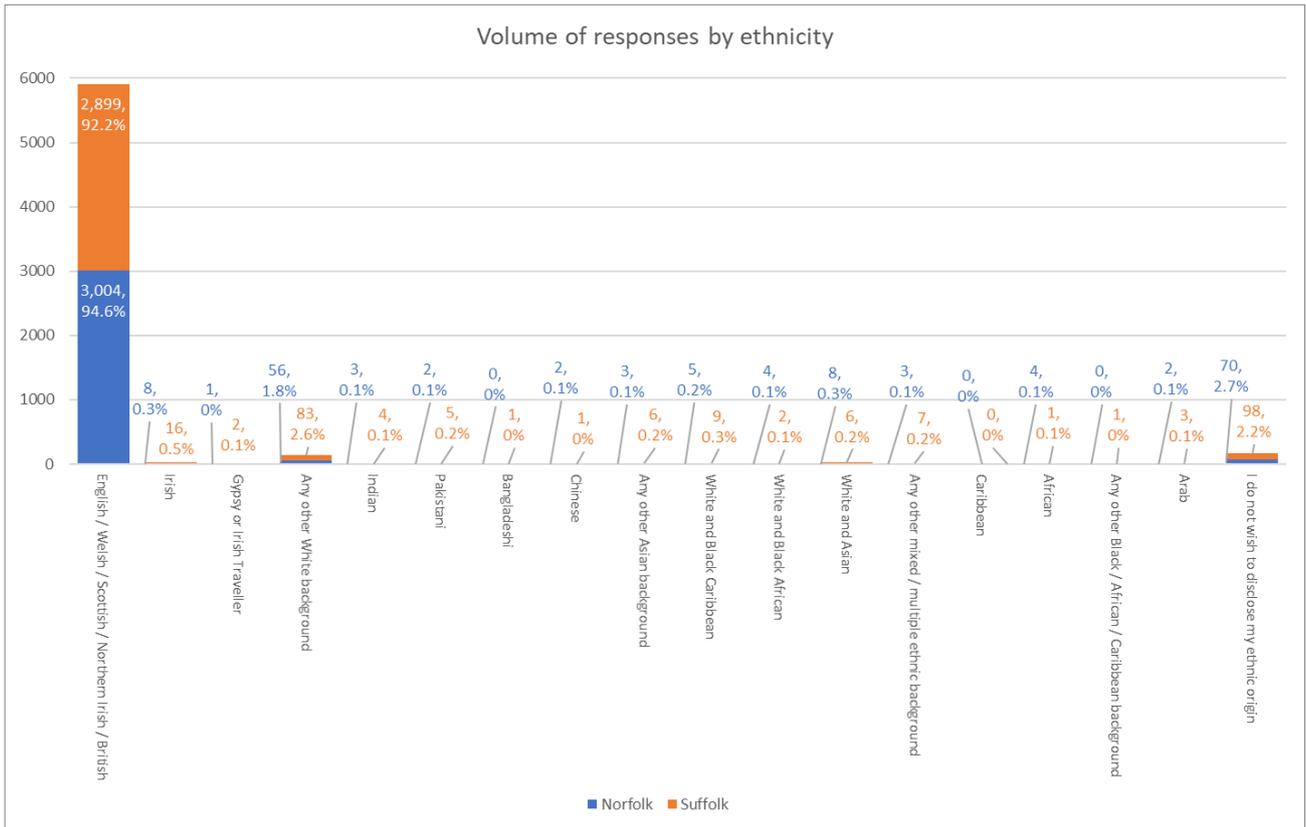
3.3.9. Based on population, we would have expected to see the greatest number of responses from:

- 3.3.9.1. Lowestoft
- 3.3.9.2. Stowmarket
- 3.3.9.3. Ipswich East



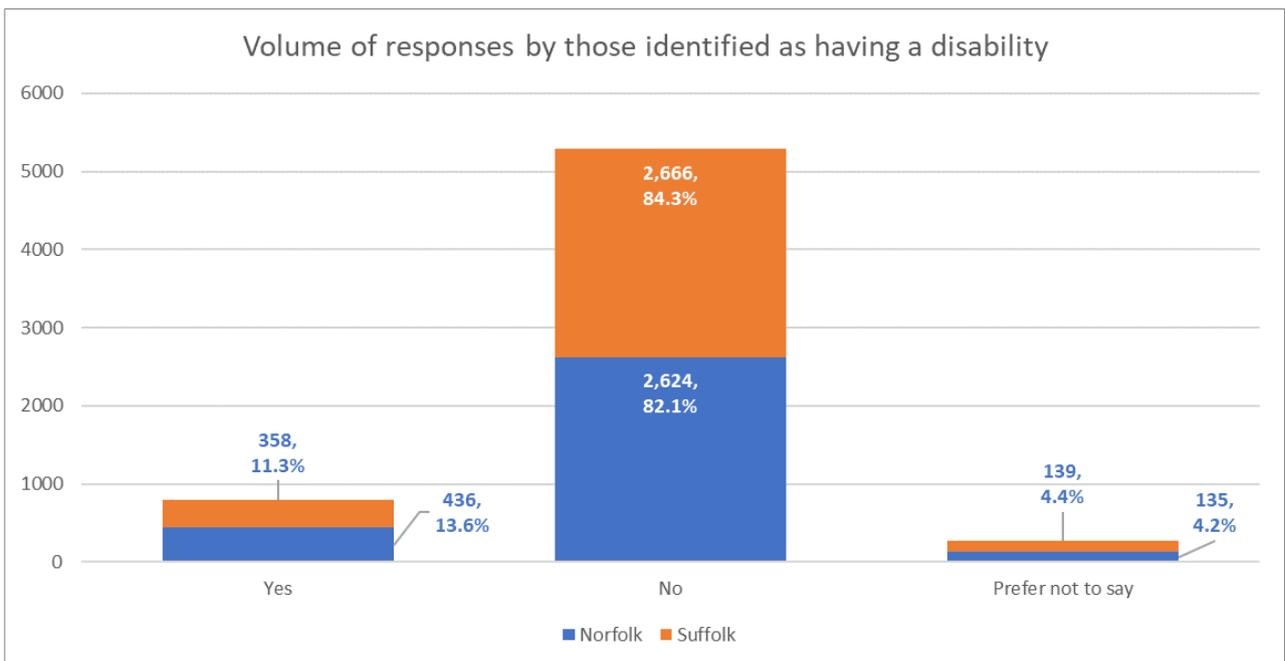
### 3.4. Ethnicity

- 3.4.1. All but one, Caribbean, of the 17 ethnic groups available in the survey received at least one response.
- 3.4.2. Only 168, on average 2.4% of respondents to the survey did not want to disclose their ethnic origin.
- 3.4.3. Based on ethnic diversity numbers across both counties, the responses by ethnic group is marginally under-represented.



### 3.5. Disability

- 3.5.1. The survey asked people to identify if they identified as having a disability.
- 3.5.2. A total of 794 people indicated they did, 14% (436) for Norfolk and 11% (358) for Suffolk.
- 3.5.3. A total of 274 people indicated they would prefer not to say.



## 4. Influencing Questions

4.1. As well as being able to analyse data based on demographic differences, we also asked some key questions to identify if other factors influenced their responses.

4.2. These questions include:

**4.2.1. Do you currently receive information from, or follow us on, any of our communication channels?**

4.2.1.1. Social media (Facebook, Instagram, Twitter, Vimeo)

4.2.1.2. LinkedIn

4.2.1.3. Nextdoor

4.2.1.4. Police Connect

4.2.1.5. Website

4.2.1.6. None

**4.2.2. In the past 12 months, have you had any personal contact with Norfolk Constabulary? (This could include police officers, police staff, special constables, police cadets or police volunteers).**

4.2.2.1. Yes

4.2.2.2. No

4.2.2.3. Prefer not say

**4.2.3. If you have contacted us, please would you state the nature of the enquiry?**

4.2.3.1. Advice and help

4.2.3.2. Report an incident or crime (including burglary, criminal damage, anti-social behaviour, road traffic incident)

4.2.3.3. Provide or request an update to an ongoing incident

4.2.3.4. Other (please specify)

**4.2.4. Has anything happened recently to influence your responses to the questions in this survey?**

4.2.4.1. No, nothing has happened to me

4.2.4.2. Yes, something has happened to me

4.2.4.3. Yes, something has happened to a friend / relative

4.2.4.4. Yes, something has happened to someone else

4.2.4.5. Yes, I saw / heard something in the media

## 5. Analysis and Insight – Transact Self-Serve

### 5.1. Key Transact (self-serve) Questions

- 5.1.1. There are over 20 questions in the public consultation survey which was designed to provide actionable insight for each of the three DPC categories: Interact, Engage and Transact (self-serve).
- 5.1.2. The first analysis and insight we have focussed on is to support the Transact Options Paper.

### 5.2. How does the public prefer to contact or report something in a non-emergency?

- 5.2.1. We received a total of 6,203 online responses to this question, 3,124 from Norfolk and 3,079 from Suffolk. The public were asked to rank their preference from the options presented, highest as their number one preference, lowest as their last preference.
- 5.2.2. **Of Note:** Overall the public preferred to contact or report something to us in a non-emergency over the telephone, using the ranking calculations via Smart Survey.
- 5.2.3. There are two ways the data has been analysed:
- 5.2.3.1. First in the calculated ranking, see table below.
  - 5.2.3.2. Second, the percentage of people who selected which method as their first choice of contact.

#### 5.2.4. Table of ranking scoring logic:

PREFERENCE CHOICE	SCORE ASSOCIATED WITH CHOICE
1	8
2	7
3	6
4	5
5	4
6	3
7	2
8	1

#### 5.2.5. Norfolk Response

21. In non-emergencies, how would you prefer to contact or report something to us? (Please rank the below options in order of preference) From the drop down boxes below, please select 1 as your highest preference, 8 as your lowest. As you make your selections the order of your choice will move, up or down, to represent your priority.

Item	Total Score <sup>1</sup>	Overall Rank
Telephone call	19589	1
Email	17976	2
Text / SMS	16669	3
Website (Online Form)	15119	4
Web (Live) Chat	14151	5
Facebook	12166	6
Twitter	8923	7
Instagram	7871	8
	answered	3124
	skipped	0

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.

### 5.2.6. Suffolk Response

20. In non-emergencies, how would you prefer to contact or report something to us? (Please rank the below options in order of preference) From the drop down boxes below, please select 1 as your highest preference, 8 as your lowest. As you make your selections the order of your choice will move, up or down, to represent your priority.

Item	Total Score <sup>1</sup>	Overall Rank
Telephone call	19762	1
Email	18023	2
Text / SMS	16338	3
Website (Online Form)	15088	4
Web (Live) Chat	13870	5
Facebook	11770	6
Twitter	8144	7
Instagram	7846	8
	answered	3079
	skipped	0

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.

5.2.7. Looking at the volume of responses and not using the ranking methodology, 47% of responses for Norfolk and Suffolk stated their number one preference for contacting or reporting something to us in a non-emergency was via the telephone.

5.2.8. The number of people who chose the telephone is significantly higher than the next most popular choice, as can be seen in the below table.

FIRST CONTACT PREFERENCES	NUMBER OF RESPONSES	PERCENTAGE
<b>Telephone</b>	2,980	47%
<b>Email</b>	1,175	19%
<b>Text/SMS</b>	621	10%
<b>Website (Online form)</b>	575	9%
<b>Web (Live) chat</b>	470	7%
<b>Facebook</b>	285	4%
<b>Twitter</b>	147	2%
<b>Instagram</b>	106	2%

5.2.9. When we look at peoples second contact preference, the number of people that have selected Email and Text/SMS is more similar, with little differences between them.

SECOND CONTACT PREFERENCES	NUMBER OF RESPONSES	PERCENTAGE
<b>Email</b>	1,532	24%
<b>Text/SMS</b>	1,374	22%
<b>Telephone</b>	895	14%
<b>Web (Live) chat</b>	891	14%
<b>Website (Online form)</b>	820	13%
<b>Facebook</b>	433	7%
<b>Twitter</b>	226	4%
<b>Instagram</b>	159	3%

5.2.10. The offline surveys also support the online results for reporting and contact preference.

## 5.3. Offline Survey Responses

5.3.1. 50% of responders stated telephone was one of their preferred options. 25% stated Text/SMS was another, however only 9% stated they wished to report or contact the police via Email. 25% did state Website (online form) was one of their reporting preferences.

## 5.4. Age: Does age change reporting and contact preference?

5.4.1. Of the 130 (23 Norfolk, 107 Suffolk) online responses from those **aged 15 years and under**, 99% responded to the non-emergency reporting/contact question.

5.4.2. **Of Note:** Text/SMS becomes the top preference for both Norfolk and Suffolk for under 15s, with telephone second. However, the scores are very close, therefore it can be said that these are a joint top preference.

5.4.3. Norfolk:

20. In non-emergencies, how would you prefer to contact or report something to us? (Please rank the below options in order of preference) From the drop down boxes below, please select 1 as your highest preference, 8 as your lowest. As you make your selections the order of your choice will move, up or down, to represent your priority.

Item	Total Score 1	Overall Rank
Text / SMS	633	1
Telephone call	618	2
Email	540	3
Instagram	503	4
Website (Online Form)	457	5
Facebook	400	6
Web (Live) Chat	377	7
Twitter	324	8
<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.		answered 107
		skipped 0

Suffolk:

21. In non-emergencies, how would you prefer to contact or report something to us? (Please rank the below options in order of preference) From the drop down boxes below, please select 1 as your highest preference, 8 as your lowest. As you make your selections the order of your choice will move, up or down, to represent your priority.

Item	Total Score 1	Overall Rank
Text / SMS	150	1
Telephone call	130	2
Email	102	3
Website (Online Form)	86	4
Web (Live) Chat	82	5
Instagram	77	6
Twitter	71	7
Facebook	58	8
<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.		answered 21
		skipped 0

5.4.4. **Of Note:** Choosing to report via Instagram is more popular for this age category. It ranks fourth for Suffolk, which received the largest number of responses. Looking at the first choice only, Instagram received 13% of the responses, whereas for overall responses it was only 2%. For second preferred choice 16% of under 15s chose this method, compared to 3% overall. This reflects national findings of young people being on Instagram more than any other age category.

5.4.5. Whilst these findings shouldn't be discounted, it needs to be recognised that the sample set for under 15's is a much lower representation of our population. The data equates for 0.5% of Norfolk submissions and 2.6% of Suffolk submissions, yet this age category is representative of 16.9% of our community in Norfolk an 18.1% in Suffolk.

5.4.6. Of the 2,098 (1,063 Norfolk, 1,035 Suffolk) online responses from those aged **65 years and over**, 98% responded to the non-emergency reporting/contact question.

5.4.7. **Of Note:** Email becomes the top preference for both Norfolk and Suffolk for over 65s, with telephone a close second. Again, the scores are very close, therefore it can be said that these are a joint top preference.

Suffolk:

20. In non-emergencies, how would you prefer to contact or report something to us? (Please rank the below options in order of preference) From the drop down boxes below, please select 1 as your highest preference, 8 as your lowest. As you make your selections the order of your choice will move, up or down, to represent your priority.

Item	Total Score 1	Overall Rank
Email	6585	1
Telephone call	6473	2
Text / SMS	5327	3
Website (Online Form)	4724	4
Web (Live) Chat	4188	5
Facebook	3756	6
Twitter	2749	7
Instagram	2665	8
	answered	1013
	skipped	0

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.

Norfolk:

21. In non-emergencies, how would you prefer to contact or report something to us? (Please rank the below options in order of preference) From the drop down boxes below, please select 1 as your highest preference, 8 as your lowest. As you make your selections the order of your choice will move, up or down, to represent your priority.

Item	Total Score 1	Overall Rank
Email	6608	1
Telephone call	6602	2
Text / SMS	5561	3
Website (Online Form)	4863	4
Web (Live) Chat	4232	5
Facebook	4139	6
Twitter	2947	7
Instagram	2776	8
	answered	1048
	skipped	0

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.

5.4.8. **Of Note:** Looking at first choice only, 5% over 65's have identified that their first choice would be to report through Facebook, compared to only 2% of under 15's. This challenges our thinking that children and young people would be the ones using social media channels to report. Looking at the three social media options, 167 respondents over 65 chose it as their first preference for reporting non-emergency crime.

5.4.9. 58% of over 65's who selected Facebook as their first choice reporting method, also identified that they preferred to hear about what we are doing through social media.

5.4.10. 27% in Norfolk and 25% in Suffolk of over 65's identified that they have been in contact with the respective Constabulary in the past 12 months. This is much lower than the figures for all the other age ranges. In Norfolk 45% had been in contact and in Suffolk it was 46%. As the contact is a lot less from this age range their data may not reflect an awareness of current digital offerings.

5.4.11. Of the 246 (152 Norfolk, 94 Suffolk) online responses from **adolescents, 16-24-year olds**, 91% responded to the non-emergency reporting/contact question.

5.4.12. **Of Note:** Email as a reporting/contact choice drops for both counties. For Norfolk it becomes fourth choice and Suffolk the fifth choice, whilst Website (Online Form) is more favourable in third choice for both forces.

5.4.13. This trend for 16-24 years preferring a website form doesn't reflect the current age of users for the online crime reports as 25-34-year olds make up the highest percentage (24%), over double of those aged 16-24 (9%).

5.4.14. For 25-64-year olds, adults, the non-emergency reporting/contact preference does not change to the overall results.

## 5.5. Gender: Does gender identity change reporting and contact preference?

5.5.1. Looking at those who identify as male or female, the ranking of non-emergency reporting/contact does not change.

5.5.2. The small number of responses from people who self-identify do show differences in their preference, however there were only nine responses in Norfolk and ten in Suffolk, therefore this data is greatly skewed.

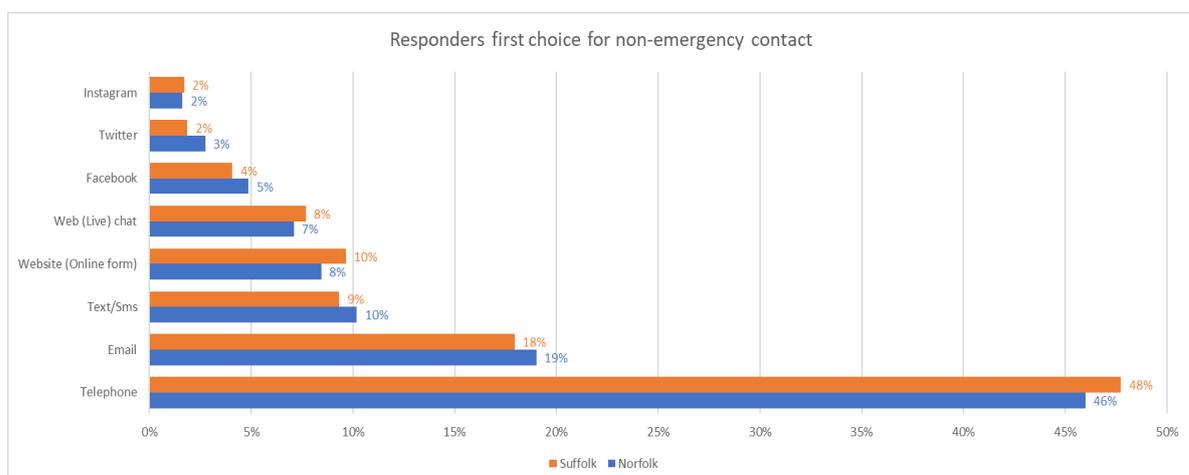
5.5.3. When looking at first preference only, males demonstrated a slight preference to report/contact for non-emergencies on Twitter (+1% to overall), where females showed a preference for Facebook (+1% to overall).

5.5.4. Females also demonstrated a preference for reporting on a web (live) chat, to males, with an increase of 4%.

## 5.6. Location: Does location change reporting and contact preference?

5.6.1. By county there is no difference in the ranking of non-emergency contact preference.

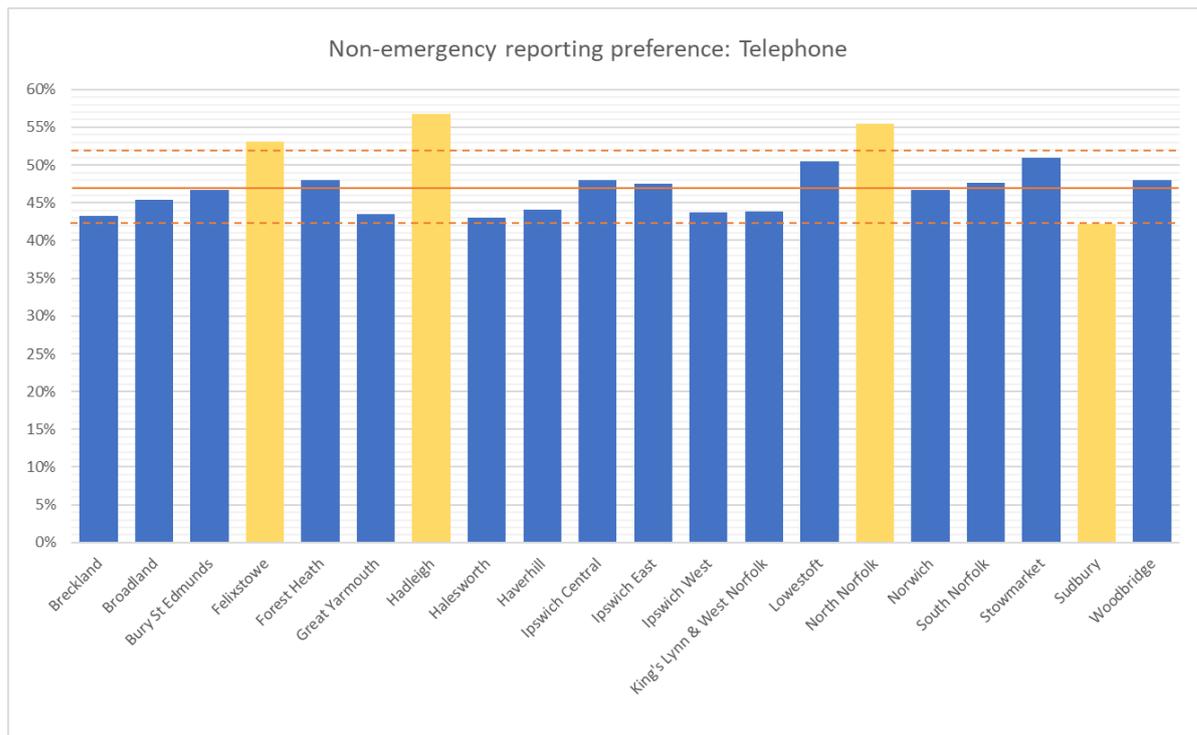
5.6.2. When looking at first choice only, there is a stronger preference for telephone in Suffolk, with an increase of 2% compared to Norfolk. Suffolk have also shown that they're more favourable of a website form and web chat than Norfolk. Norfolk have shown a preference for Email and Text/SMS, along with social media channels being slightly more favourable. However, there are no strong differences between the two counties, any difference is marginal as seen in the below graph.

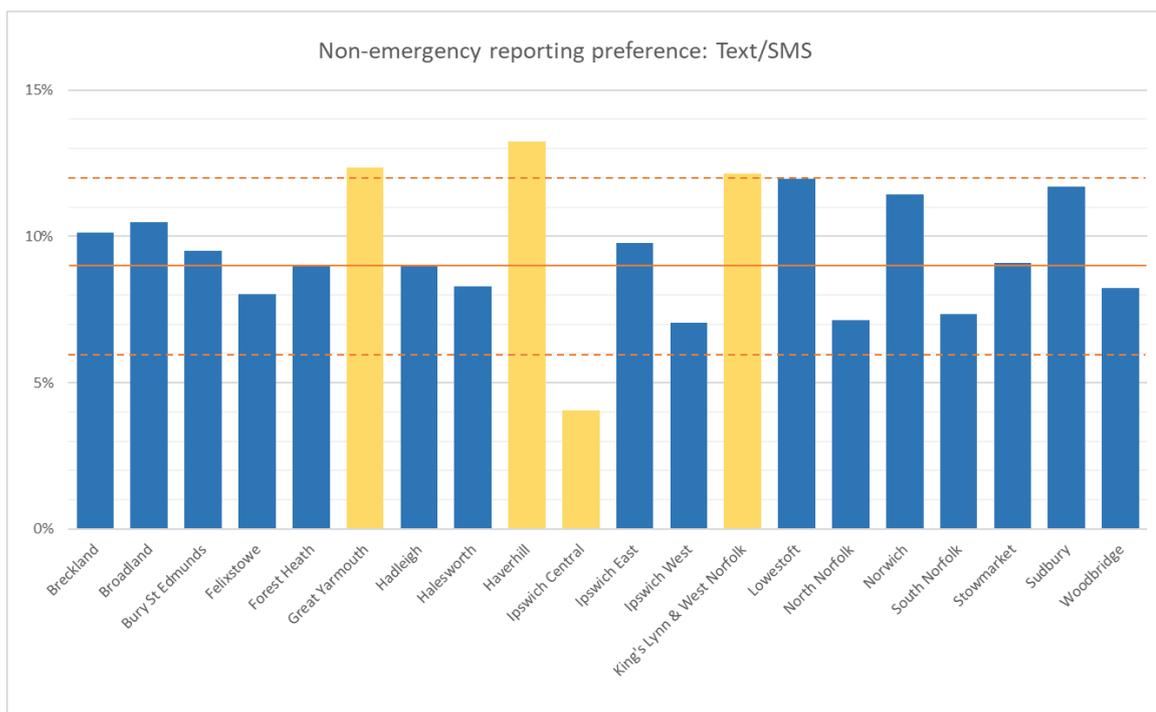
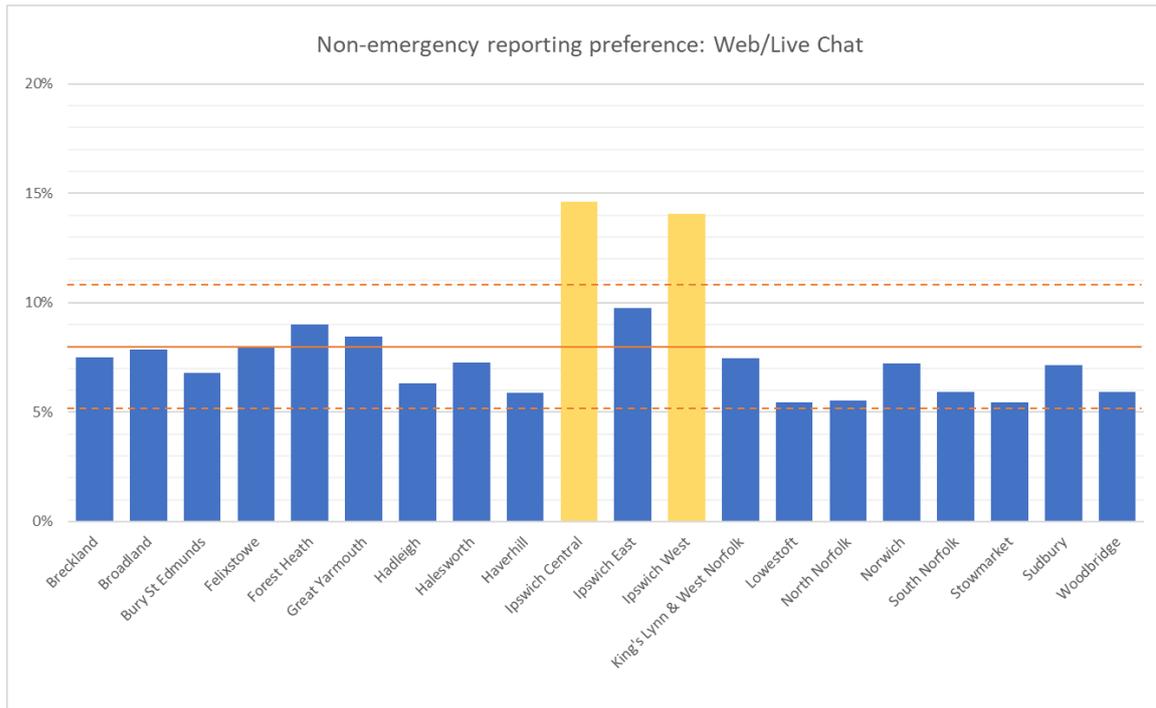


5.6.3. For Norfolk, the rank of preference does not change by location except for North Norfolk. Responders in this area showed a slight preference for Instagram over Twitter, re-ordering the last two ranked

choices. However, the ranking score is very close. 785 for Instagram and 759 for Twitter. The number of responses (296) are somewhat lower than other areas – between 335 and 27 less, which could also skew the data.

- 5.6.4. Looking at the ranking preference for Suffolk’s defined locations, Bury St Edmunds and Woodbridge also show the same trend to North Norfolk with the last two choices swapping making Instagram more favourable than Twitter, but only marginally.
- 5.6.5. Looking at first choice only, Hadleigh demonstrated that many more responders chose their top preference as reporting via telephone. Ipswich Central and Ipswich West are much more interested in reporting crime through a live webchat compared to all other areas. Ipswich Central is also show a strong lack of wanting to use text/SMS for non-emergency reporting.





## 5.7. Ethnicity: Does ethnicity change reporting and contact preference?

5.7.1. 94% of online responses in Norfolk came from those who identified as English / Welsh / Scottish / Northern Irish / British, 92% in Suffolk indicated the same. 3% in Norfolk and 4% in Suffolk chose not to give their ethnicity or indicated Other. Therefore, the other 16 ethnicities make up only 3% in Norfolk and 4% in Suffolk of responses. In order to analyse the results, they have been grouped into two categories, those that identify as English / Welsh / Scottish / Northern Irish / British and those who do not. Those who chose not to give their ethnicity or chose other have not been included in the analysis.

5.7.2. Those not English / Welsh / Scottish / Northern Irish / British have shown a preference for Text/SMS over email in Norfolk and Instagram over Twitter in Suffolk. However, in both cases the ranking scores are very close, meaning the difference in preference is only marginal.

## 5.8. Disability: Does this change reporting and contact preference?

5.8.1. For Norfolk the ranking preferences remain the same, with a minor change in the ranking of web (live) chat, which comes above website (online form).

5.8.2. Suffolk demonstrated no differences to the ranking for contact preference for those who identify as having a disability and those who do not.

5.8.3. The most popular first choice of telephone does not change when looking at first choice reporting/contact method only. However, there are small changes in the percentage of people who chose telephone and email as their first choice and small increases in the number of selections for first choice for text/SMS and Facebook.

5.8.4. Combined table showing first contact preference for those identifying as having a disability.

FIRST CONTACT PREFERENCES	PERCENTAGE FOR ALL RESPONSES	PERCENTAGE FOR THOSE IDENTIFYING AS HAVING A DISABILITY
Telephone	47%	46%
Email	19%	18%
Text/SMS	10%	11%
Website (Online form)	9%	8%
Web (Live) chat	7%	7%
Facebook	4%	6%
Twitter	2%	2%
Instagram	2%	2%

## 5.9. Influencing questions impact on preferences

5.9.1. Communication channels: Does following our communication channels change the responder's non-emergency reporting and contact preference?

5.9.1.1. Looking at the online responses, there are no changes to the ranking of contact preference for Norfolk regardless of whether they follow a communication channel or not.

5.9.1.2. For those who do not follow our communication channels in Suffolk, Instagram moves higher than Twitter.

5.9.2. Previous contact: When the responder has contacted either constabulary in the past 12 months, does it change their non-emergency reporting and contact preference?

5.9.2.1. Looking at the online responses, there are no changes to the ranking of contact preference for either county regardless of whether they have contacted the constabulary or not.

5.9.3. Victim of crime: When the responder has reported an incident or crime to us in the past 12 months, does it change their non-emergency reporting and contact preference?

5.9.3.1. 1,582 people indicated that they have been in contact with Norfolk or Suffolk Constabulary to report an incident or crime in the past year, making up 19% of all responses. Looking at this group of people, 1,371 (87%) gave information on their first choice for non-emergency report method.

5.9.3.2. The ranking for both Norfolk and Suffolk remained the same for those who have reported an incident to either of the constabularies.

5.9.3.3. **Of Note:** While the calculated ranking remained the same, when looking at first choice only for those who have reported an incident or crime, telephone came out as a much stronger preference with 51% - 4% more than the general findings. The pattern for the next most popular choice changes significantly. Web (live) chat is the second most popular choice for people that have recently been victims of crime, double the general findings. Website (online form) is the third most popular choice, with email and text/SMS becoming fourth and fifth.

5.9.3.4. Combined table showing first contact preference for those who have reported a crime in the previous 12 months.

FIRST CONTACT PREFERENCES	PERCENTAGE FOR ALL RESPONSES	PERCENTAGE FOR THOSE WHO HAVE REPORTED AN INCIDENT OR CRIME
Telephone	47%	51%
Email	19%	9%
Text/SMS	10%	8%
Website (Online form)	9%	10%
Web (Live) chat	7%	14%
Facebook	4%	4%
Twitter	2%	1%
Instagram	2%	3%

5.9.4. Influenced in their response: When influenced by something that's happened to them, others or something they've read/seen does the respondents non-emergency reporting and contact preference change?

5.9.4.1. 873 (21% of all online responses) in Norfolk, 924 (22% of all responses) in Suffolk indicated that something had influenced their response and responded to the non-emergency reporting or contact question.

5.9.4.2. Looking at the online responses, there are no changes to the ranking regardless of whether the responder has been influenced or not.

5.9.4.3. Looking at the first choice for contact/report preference only, responses from people who indicated something had happened to them (12%), they have chosen telephone more frequently as their first preference to any of the other influenced responders, except those who have been influenced by something that has happened to a friend or relative. They've also shown that web (live) chat is more popular compared to the others. It can be assumed that this is because someone already engaged with either of the constabularies wishes to have an instant, bespoke response.

FIRST CONTACT PREFERENCES	PERCENTAGE FOR ALL RESPONSES	PERCENTAGE FOR THOSE INFLUENCED AS SOMETHING HAS HAPPENED TO THEM	PERCENTAGE FOR THOSE INFLUENCED AS SOMETHING HAS HAPPENED TO A FRIEND/RELATIVE	PERCENTAGE FOR THOSE INFLUENCED AS SOMETHING HAS HAPPENED TO SOMEONE ELSE	PERCENTAGE FOR THOSE INFLUENCED BY SOMETHING IN THE MEDIA
Telephone	47%	52%	52%	49%	48%
Email	19%	13%	10%	17%	17%
Text/SMS	10%	9%	15%	10%	12%
Website (Online form)	9%	9%	9%	8%	7%
Web (Live) chat	7%	9%	5%	7%	6%
Facebook	4%	5%	5%	5%	7%



FIRST CONTACT PREFERENCES	PERCENTAGE FOR ALL RESPONSES	PERCENTAGE FOR THOSE INFLUENCED AS SOMETHING HAS HAPPENED TO THEM	PERCENTAGE FOR THOSE INFLUENCED AS SOMETHING HAS HAPPENED TO A FRIEND/RELATIVE	PERCENTAGE FOR THOSE INFLUENCED AS SOMETHING HAS HAPPENED TO SOMEONE ELSE	PERCENTAGE FOR THOSE INFLUENCED BY SOMETHING IN THE MEDIA
<b>Twitter</b>	2%	2%	3%	2%	2%
<b>Instagram</b>	2%	1%	0%	2%	1%

## Appendices

## Supporting Documents

DOCUMENT NAME	DESCRIPTION
<b>DPC Public Consultation - Brief and Plan v1.0.docx</b>	Original brief and plan, including stakeholder feedback.
<b>DPC Public Consultation – Survey Questions v1.0.docx</b>	Agreed and approved questions for DPC public consultation survey.
<b>DPC Public Consultation - Publicity Campaign v0.11.docx</b>	Publicity approach, material and calendar of events.
<b>DPC Public Consultation Response Tracker.xlsx</b>	Daily response tracker.

## Population Numbers

### Norfolk Districts

DISTRICT	POPULATION (2018)
King's Lynn and West Norfolk	151,811
Norwich	141,137
Breckland	139,329
South Norfolk	138,017
Broadland	129,464
North Norfolk	104,552
Great Yarmouth	99,370

### Suffolk Areas

AREA	POPULATION (2018)
Lowestoft	80,589
Stowmarket	73,572
Ipswich East	70,676
Bury St. Edmunds	69,693
Ipswich West	61,295
Sudbury	49,739
Hadleigh	46,360
Haverhill	43,789
Woodbridge	40,752
Felixstowe	36,683
Leiston	26,675
Brandon	25,559
Ipswich Central	23,429
Beccles	22,409
Halesworth	21,094
Mildenhall	20,803
Eye	19,459
Newmarket	19,037

**DOCUMENT ENDS**