LIVING ON THE EDGE

Why crime and anti-social behaviour is leaving rural communities and businesses frustrated, undervalued and isolated.

Report & Recommendations from the
2018 National Rural Crime Survey

NRCN

National Rural Crime Network

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NATIONAL RURAL CRIME SURVEY – THE RESEARCH

Foreword

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Almost three years ago, we published the report for the first National Rural Crime Survey - the largest survey of rural residents and businesses ever undertaken. Now, we have gone further, engaging over 20,000 people and businesses in the 2018 survey.

The results are no less stark, and raise important concerns about rural policing, where there could be said to be a wholesale loss of trust. Nationally, concerns about policing and its resources are growing, but this is not another report about reducing resources. This survey instead demonstrates that rural communities are being left behind, far and above of their urban counterparts, and it also shows that what rural communities need is very different to urban communities

I do not doubt the effort some police services have put into turning this tide, but if nothing more, this report demonstrates the sheer scale of the problem being faced. There are new developments too, not least growing anger and frustration, the increasing blight of fly-tipping and the overlooked impact of organised crime in rural areas.

The ramifications of this valuable feedback from our rural communities goes much further than specific policing matters which require further attention. Whilst those issues unquestionably need attention, there is a fundamental mismatch between the expectations of rural people and the service being delivered by policing. Rarely can rural crime compete with its urban counterpart when assessed against the police's narrow definition of 'threat, risk and harm', but this constant prioritisation of 'urban' issues has had very real consequences.

Crime is up. Anger is up. Frustration is up. Trust is down. Those rating the police as good is down. And with 10.3 million people living in rural areas[1] - these are trends we can no longer ignore.

Every decision affecting national policing moving forwards, from funding to safety and security, has to be set against the findings of this report. This report needs to be listened to in the future when decisions on funding are being made, we can no longer continue to see funding being sucked from rural areas to urban. It simply isn't good enough and politicians need to sit up and listen.

I will continue to fight for rural communities, who should not have to put up with sub-standard services just because of where they live. This simply cannot be tolerated. Despite the passionate and professional police officers working incredibly hard day-in, day-out, them and the communities they serve are being let down because priorities lie elsewhere.

The results of the National Rural Crime Survey, and the wider feedback from rural communities, should not be underestimated. It is incumbent on policing, partners and on government and us all to listen, and to act.

[1] Small Area Population Estimates 2013, Office for National Statistics.
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Executive Summary

Rural communities and businesses often feel like they are living on the edge – geographically isolated, remote from services those in urban areas take for granted, but more importantly, frustrated at the way crime, deprivation and vulnerability is hidden by a picture postcard view of the countryside.

The National Rural Crime Network was formed in 2014 to bring greater recognition and understanding of impact and problems of crime in rural areas with a simple aim – to support measures that kept people safe and made them feel safe too.

It brings together 30 Police and Crime Commissioners from across the country, supported by a wide range of other bodies with a deep interest in community safety and rural affairs. Together, these members and supporters represent millions of people and as such the Network is uniquely placed to champion the needs of rural communities.

We need to change the common view of what rural communities look like. Yes, there are picture postcard scenes with stunning scenery and, yes, there are many extremely isolated homes and businesses, but there are also large numbers of families and individuals of all ages and all social backgrounds living in all sorts of homes and working in all sorts of businesses.

Far from being the polar opposite of urban areas, there are many similarities in rural communities – a diversity of people with a range of important and competing issues. There are the obvious – of sparsity, of geography and of infrastructure. But more than that, rural communities face a huge number of unique and often hidden challenges which we fail to understand at our peril. The more questions we ask, the more we see out shortcomings, not least busting the myth that rural areas are 'safe'.

To change that common view and get the recognition of the challenges that are faced, we need evidence. Policy makers and operational leaders will only be forced to act if we are able to show that beyond that picture postcard view there are unique and serious challenges we need to address, not least the hidden vulnerability that is now so well understood in urban areas.

Those of us who live and work in the countryside know these challenges exist, and this survey illustrates that beyond doubt.

From the perception of police forces who are too remote and distant from people's lives, to the view that it is simply not worth reporting crimes because they will not be investigated.

From the frustration and anger that a fear of crime is having a detrimental impact on residents' quality of life, to the real risk that rural businesses will not invest in the countryside because of the threat that they will become a victim.

This survey, with its 20,000 plus responses, tells a real and compelling story of a significant part of England and Wales living on the edge – on the periphery, feeling ignored, unmistakeably isolated and vulnerable. It is time to give those who live and work in our countryside the support they need. It is time for those in positions of authority to sit up and take notice. It is time for rural communities to be listened to.

About the National Rural Crime Survey

In 2015, the National Rural Crime Network undertook what is thought to be the largest rural policing survey ever undertaken. 13,193 people from rural areas, as defined by the Office of National Statistics, took part then.

Three years on, we carried out another survey to identify any changes since the last survey, progress made towards the issues which those who live or work in rural communities told us were important in 2015 and determine the true personal, social and economic cost of rural crime and anti-social behaviour.

The survey was open to those that live, own a business or regularly visit a rural area. The main analysis of the data was confined to respondents who lived in an officially recognised rural area as defined by the Office of National Statistics (ONS) Output Areas 2011.

The scale of the response was significant. In total 20,252 responses were received from across England, Wales and Northern Ireland. We believe this in itself is testimony to the interest and concern amongst our rural population to the impact of crime.

Full details on the methodology of the National Rural Crime Survey can be found later in this report.

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About the National Rural Crime Network

The National Rural Crime Network is working to see greater recognition and understanding of the problems and impact of crime in rural areas so more can be done to keep people safe and make them feel safe too.

Established in July 2014, the Network is supported by 30 Police and Crime Commissioners and police forces across England and Wales. In addition to PCCs and the police, the Network is supported by a wide range of other bodies with a deep interest in community safety and rural affairs.

Together, these members and supporters represent millions of people and as such the Network is uniquely placed to champion the needs of rural communities.

Our Vision

A thriving rural community – all those who live, work or enjoy the countryside – that feels safe, understood and is secure.

Our Mission

Based on an in depth understanding of the needs, concerns and threats to rural communities, make substantive policy and practice improvements

Our Objectives

1. **Give rural communities a voice**

2. **Act as a multi-agency think tank on rural policing and criminal justice policy and practice, to ensure the needs of rural communities and victims are better served nationally and locally**

3. **Protect the rural economy by influencing and improving policy regarding rural policing and community safety, actively seeking to change legislation where necessary**

4. **Become a central hub for practitioners, encouraging national and regional outlets for discussions on rural crime issues between relevant rural partners, watch groups and appropriate national organisations, proactively sharing best practice**

5. **Increase reporting of rural crime and wider community safety issues**

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Key Findings

1

The perception of policing in rural communities is poor, and much worse than in urban areas

The proportion of people who think their local police do a good job is 11% lower than in 2015 (27% net good). This is dramatically lower than the national figure from the Crime Survey of England and Wales which finds 62% of respondents rate the police in their area as good or excellent.[2] Similarly, the proportion who would rate their local police as being good or excellent at crime prevention and reduction is also 11% lower than in 2015.

We can be very clear that this is not just about fewer resources as, while the perception of policing performance is getting worse across every force featured in this survey, there are significant differences in the level of this fall. We believe this indicates that there are positive steps being taken to address the challenges in some areas and there is best practice that must be shared so all forces can work to improve the perception of their performance among rural communities.

2

Some of the most common concerns are not solely policing matters, like fly-tipping and speeding – too many partners, like local authorities, are less able to respond to the needs of rural communities

Fly-tipping and speeding dominate the list of concerns with 57% seeing evidence of fly-tipping and 32% evidence of speeding in their communities in the last 12 months. Compared to 2015, the proportion of those mentioning fly-tipping has risen 6% but the proportion who mention speeding is down 21%.

Both of these issues are clearly important for rural communities, but they share a characteristic of not solely being policing issues with responsibility shared among local authorities and other agencies, such as the Environment Agency. While most respondents know, for example, that councils are responsible for fly-tipping, there is a clear view that not enough is being done and that councils can no longer cope given their financial constraints.

3

Crime is not just an inconvenience - crime, and the fear of crime, is leading to emotional strain and a loss of confidence within rural communities, particularly among young people, families and farmers

This survey busts the myths about who we tend to think of as vulnerable when we think of rural crime and shows that farmers, young people and hard working families are the most affected and feeling the most vulnerable. A third of rural people believe that crime has a moderate or great impact on their lives, with specific rural business owners – like farmers – most in fear of becoming a victim of crime. Fear of crime is highest amongst those in lower socio-economic groups and the family life stage, as well as younger people and women.

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Significantly, and concerningly, one in ten rural people are feeling unsafe in their own homes after dark. The emotional impact of crime in rural areas often doesn't just disappear within a few weeks but there is an emotional legacy of frustration, anger and disgust, particularly for rural business owners. Beyond that, fear is the legacy for a significant number of victims, whether general population or business victims.

4

Communities believe crime in rural areas is a big problem – and is getting worse

Not everyone in rural communities is affected personally by crime or anti-social behaviour but most (around three quarters) are aware of criminal activity that is happening; whether through friends and family, general hearsay or through seeing the evidence of criminal activity around them. All of this (alongside the influence of the media) feeds into people's perceptions of crime and feelings of safety.

5

Many crimes in rural communities go unreported – especially by business owners, because they don't feel the offence will be taken seriously or anything will be done

Around one third of crimes against our survey participants go unreported to the police – and that figure is rising. Compared to 2015, figures for non-reporting have increased by a third for rural dwellers and two-thirds for businesses. The reasons for this are complex – but the root cause

appears to be because they do not feel the police and criminal justice system understand the issues or do anything about them.

There is also a cumulative impact and, because what some would see as minor offences are not taken seriously, it opens the potential for more serious crimes to be committed in the future.

In 2015 we reported of a damaging cycle in rural communities whereby underreporting, fuelled by a lack of confidence in policing, means rural crime is underestimated officially then is not prioritised, leading to perceptions of poor response, which in turn discourages reporting, and so the cycle starts again. This survey shows this cycle is still very much in operation. It needs to be broken.

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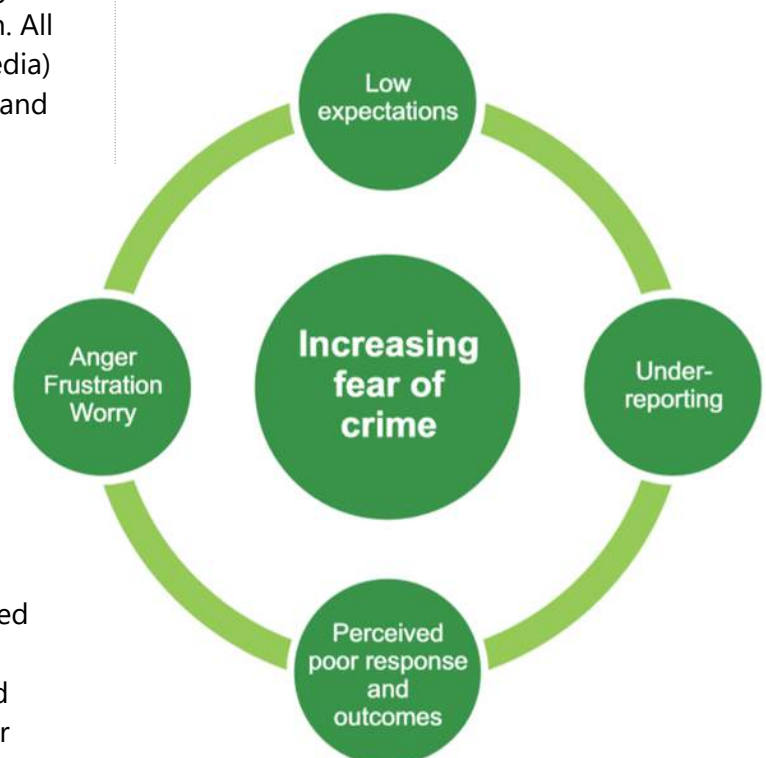
6

Residents and businesses in rural communities believe they are being specifically targeted – and, on balance, most believe the crime is organised

On balance, the perception is that most perpetrators of crime are part of an organised group, i.e. that they are not working alone. This is particularly the case for farms and specific rural business owners who we know are feeling increasingly victimised by organised crime gangs. However, contrary to anecdotal evidence the perception is that the criminals are more likely local than from outside of the area. What is not clear is what is perceived as local, for example criminals crossing county lines may still be local. The perception is that victims have been specifically targeted by the perpetrator and this feeling of being targeted increases the more remote the victim is in terms of geographical location.

7

Farmers and agricultural businesses are facing huge challenges – and they don't feel there is enough being done to support them

Half of rural businesses, such as farmers and other agricultural businesses, told us that crime has a moderate or great impact on their lives – significantly above the figure for rural residents (48% versus 30%). 60% are fairly or very worried about becoming a victim of crime (compared to 36% of rural residents), and there are indications that worry has risen since the last survey.

8

The financial impact of crime is substantial – for residents and, particularly, for businesses who are the lifeblood of the rural economy

The financial strain of crime is significant – the average financial impact of crime on rural business owners is £4,800, 13% up on 2015. It is not just the cost of replacement that has to be considered here but repairs, loss of earnings and upgrading of security. Around 40 – 50% of all victims – whether residential or business - incur some kind of financial cost. Despite this, claims against insurance are low at around one quarter. The costs of fly-tipping are particularly stark, the average financial impact to the business owner was over £1,000 a time. A clear up bill that falls to the business owner alone.

9

Rural victims feel angry and annoyed that they are not taken seriously by those in positions of power – and the extent of crime is making communities feel vulnerable

Rural communities are strong and there has been no drop in the strength of community cohesion over the past three years. What has increased is the levels of frustration and anger – it should never be assumed that rural crime is not as impactful as urban crime, but the National Rural Crime Network believes rural crime is not taken as seriously as urban crime and our research indicates rural communities – whether through perceptions of policing or the impact of crime – share that view.

10

Ultimately, rural communities are not understood and services do not match need – if nothing is done there is a risk of a wholesale loss of trust in rural policing

Too often rural communities are considered safe and prosperous places. This preconception stops serious needs analysis being done, and when the lid is lifted it is clear rural people and businesses are fundamentally misunderstood. The National Rural Crime Network believes this is true of many areas, not just crime and policing, and further work needs to be done to assess community safety and service provisions policy across the board in a specifically rural context.

[2] Crime Survey of England and Wales year ending March 2017 (urban and rural combined).

Recommendations

These key findings from the National Rural Crime Survey lead the National Rural Crime Network to make the following recommendations:

We need Chief Constables to change the policing of rural communities

Policing needs to urgently reassess the way 'threat, risk and harm' is understood and used as the principle measure with which to decide how to respond to crime and community safety. This approach is clearly flawed given it has led to rural communities feeling angry and frustrated at an industrial scale. The National Police Chief's Council and organisations such as the College of Policing should reassess 'threat, risk and harm' in light of this report, not least to better understand the cumulative impact crimes can have on communities.

We need to do more to understand rural crime and its impact

Policing and partner organisations have made little to no progress in understanding the needs of rural communities, and it shows. This has to change – be it locally or nationally, the public sector has to work better together to understand needs and demand, assess vulnerability and tailor services to rural communities.

We need to put that understanding into practice

For too long, resources have been focused on urban areas for convenience. This has impacted on rural communities. Government needs to recognise the impact that reducing rural services is having on those that live and work in that environment and a concerted effort is required to undo the disadvantage that has been created. A cross-departmental working group comprising representatives from DEFRA, MHCLG, the Home Office and health should undertake analysis to understand the needs of rural communities in the round. Such an approach would ensure any new initiatives are designed with rural communities in mind. From a policing perspective this should include funding and specialist capabilities.

We need to put more focus on farmers and specific rural businesses

More must be done to engage and communicate with farmers and specific rural businesses who are the lifeblood of our rural economy. Rural businesses are bearing the brunt of crime, it is often targeted and carried out by organised groups, and policing needs to provide action and reassurance to those specifically affected.

We need to work together on organised crime

The National Police Chiefs' Council should work with the National Rural Crime Network and other partners to undertake research into the impact of organised crime in rural areas, and specifically the cumulative impact of crimes which it is felt some in policing feel are 'less serious', such as theft, fly-tipping and poaching.

We need the criminal justice system to understand rural communities

It needs to be the common view that rural crime is repetitive and organised and has significant and pervasive consequences. Training needs to be provided at all levels, including Magistrates and prosecutors. The quantity and quality of the training provided to those engaging with rural issues in the criminal justice system, especially Magistrates, needs to be improved. Too

often, the impact of the crimes are not understood and, therefore, overlooked – including in regard to wildlife crimes where there are no direct human victims. One specialist in each CPS region is not enough.

We need justice to be done and be seen to be done for rural communities

Government must urgently assess sentencing guidelines for crimes which predominantly impact on and take place in rural communities, such as poaching, fly-tipping and organised theft or burglary. Too often the criminal justice system sees these as low-level crimes and does not recognise the impact they have, the cumulative impact and the links to serious and organised crime. Communities perceive hardened criminals to be receiving miserly fines which they see as 'the cost of doing business'. This needs to change, the judiciary should understand the interconnected and serious nature of rural crime as being on a par with serious acquisitive crime and specific guidelines are required that take into account key issues, such as:

- rural isolation as an aggravating factor
- the impact on a business of being unable to operate due to theft of machinery
- the cost of recovering kennelling costs when incurred
- greater understanding of the 'means' of criminals, with too many being assumed to have no means and therefore receiving the lowest fines

We need to make reporting crimes easier

Noting the distrust and apathy around reporting, we need to develop new ways to report crime so that we properly understand the extent of rural crime and its impact. Working with partners, such as the National Farmers Union and Crimestoppers, will help find ways which encourage reporting Communities and businesses have an important role to play in this – we need to encourage them to report offences but authorities need to play their part too and ensure communities feel it is worth it.

We need to do more to help rural residents and businesses with crime prevention

Rural financial services, insurers and the police need to do more to help rural people and businesses with effective crime prevention. The survey shows that there is good work being undertaken already and further work needs to be done to know and share which protections are most effective and for who, with support to then implement those security upgrades locally, particularly among young families and farmers. We would encourage research to be undertaken to help establish this – and will engage with the College of Policing to support this.

We need to ensure victims of fly-tipping are not left to pay the price of others' actions

Notwithstanding the emotional and practical impacts of being a victim of fly-tipping, each occurrence of fly-tipping will cost the business owner an average of £1,000 to clear up. Moreover, with nearly 6 in 10 business having been a victim of fly-tipping, the likelihood of being a repeat victim and incurring repeated expense only adds to this injustice. Once the DEFRA 'serious and organised crime in the waste sector in England' review is complete, we recommend that a focused review of fly-tipping is undertaken. At the least, victims of fly-tipping should not be charged after being a victim of crime, and the landfill tax should be waived for those victims.

National Rural Crime Survey 2018

The Research

The National Rural Crime Survey was conducted by independent research company The Buzzz who present their findings and conclusions on the following pages. Thank you to the team at The Buzzz for their work .

Approach

Methodology

The questionnaire was developed in conjunction with the NRCN. Much of the questionnaire replicated the Rural Crime Survey of 2015 although a number of redundant questions were removed. Questions were also added to build our understanding of the impact of crime on the rural population.

It was a self-completion questionnaire designed to be filled in online on PCs, tablets and smartphones i.e. it was not administered by an interviewer in the way that the Crime Survey of England and Wales (CSEW) is conducted. Two versions of the survey were made available; an English version and a Welsh Language version. Both versions were accessed via the National Rural Crime Network (NRCN) website.

A Word copy of the questionnaire used can be found in Appendix 3.

Sampling

The sample was one of convenience i.e. any member of the public could take part in the survey if they wished to do so. One of the main aims of this work was to give as many rural dwellers, business owners and regular rural visitors a voice as was possible. Participants were recruited via national and local marketing activity using a toolkit and direction provided by the NRCN. The survey was open to those that live, own a business or regularly visit a rural area. The main analysis of the data was confined to respondents who lived in an officially recognised rural area as defined by the Office of National Statistics (ONS) Output Areas 2011. A respondent's Output Area is defined by their postcode. More details on Urban-Rural classification can be found in Appendix 1.

The Response

The scale of the response was significant. In total **20,252** responses were received from across England, Wales and Northern Ireland. We believe this in itself is testimony to the interest and concern amongst our rural population to the impact of crime.

Respondent Profile

Figure 1. Demographic profile of research participants
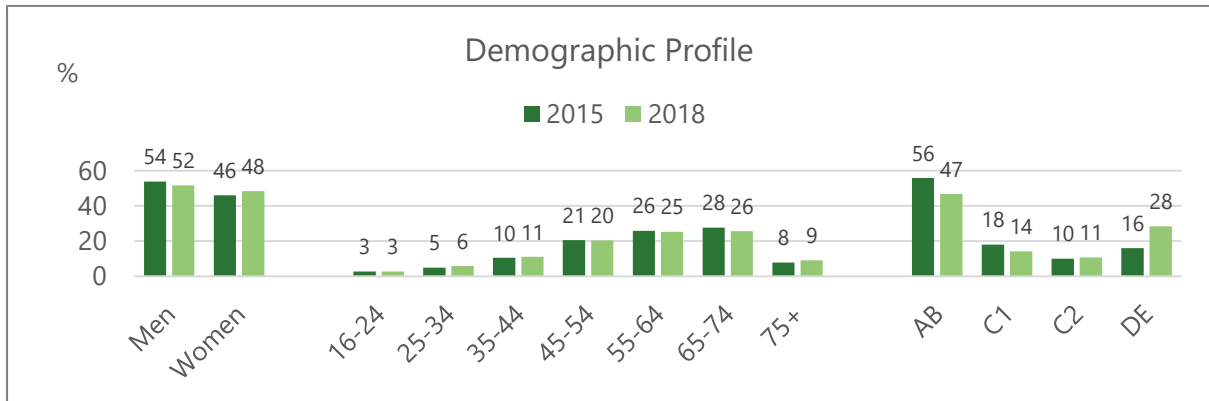
Base: All respondents 2018 n=20,252; all respondents 2015 n=22,807

The profile of survey respondents is broadly similar to that conducted in 2015. The one area where it deviates is in socio-economic group where we have increased the response from lower socio-economic groups which arguably gives us a more balanced viewpoint. This has also aided our analysis as lower socio-economic groups contain more of the vulnerable people we highlighted in the previous survey.

The relatively high incidence of older respondents to our survey is partly reflective of the rural population but is also indicative of a genuine concern amongst the rural elderly population to be heard.

Figure 2. Numbers of responses by Police Force Area
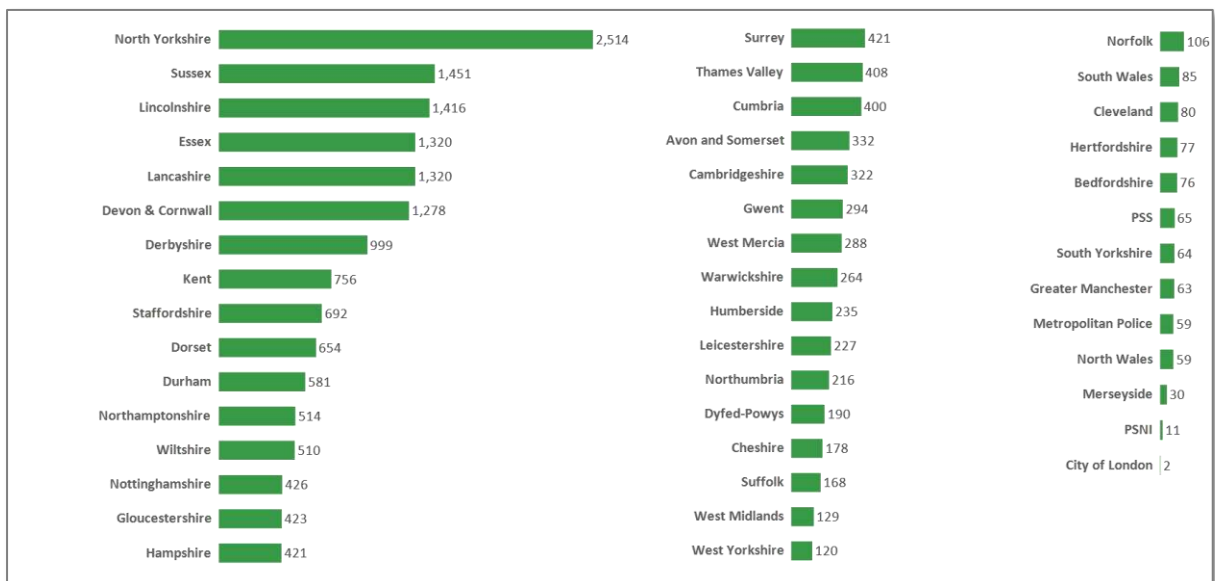
Classifying Rural Populations

Throughout the report we refer to the 6 different rural area clusters, as defined by the Government Statistical Service (GSS). There are 3 sizes of conurbation used (Town & Fringe, Village, Hamlets & Isolated), subdivided into whether they are located in a generally less populous area (sparse) or more populous areas (less sparse). It is important to understand the relative sizes of these areas when interpreting the findings of this research. Nearly half of the rural population live in a rural town or its outskirts. The two other most significant rural areas are Villages and Hamlets & Isolated Dwellings in more populated areas of the country (sometimes referred to as less sparse). This classification is important in that it represents rural enclaves which are relatively close to urban areas and are consequently more vulnerable to criminal activity.

Figure 3. Sizes of the different rural area types in England & Wales based upon Output Areas (Output areas contain similar numbers of households).
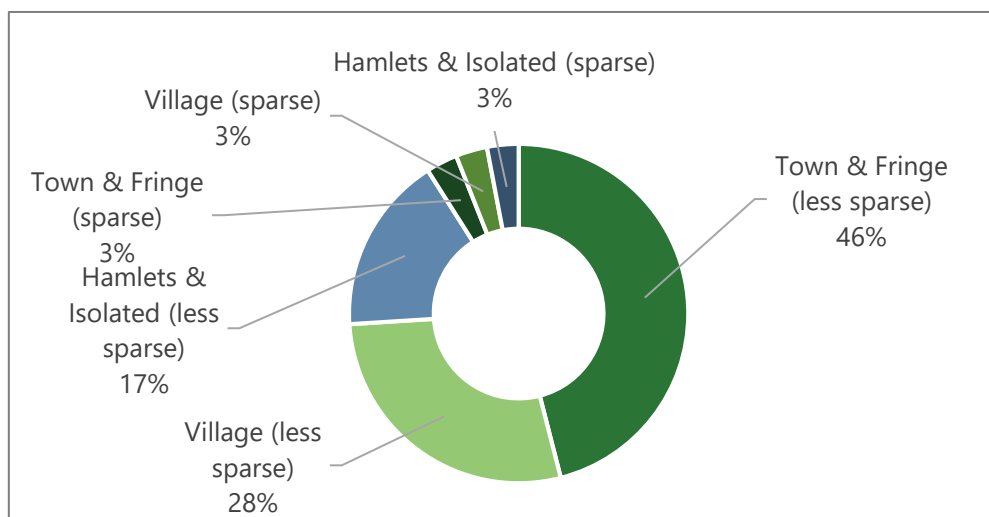
Our survey sample is a good reflection of the national split shown above. Where we are slightly over represented is in the rural villages and isolated hamlets in less sparse areas. Being over-represented here is important for our analysis as they represent the parts of rural society that are arguably most difficult to police – the rural enclaves which are relatively close to urban areas and are consequently more vulnerable to criminal activity.

Figure 4. Sizes of the different rural area types in our survey sample in 2015 and 2018
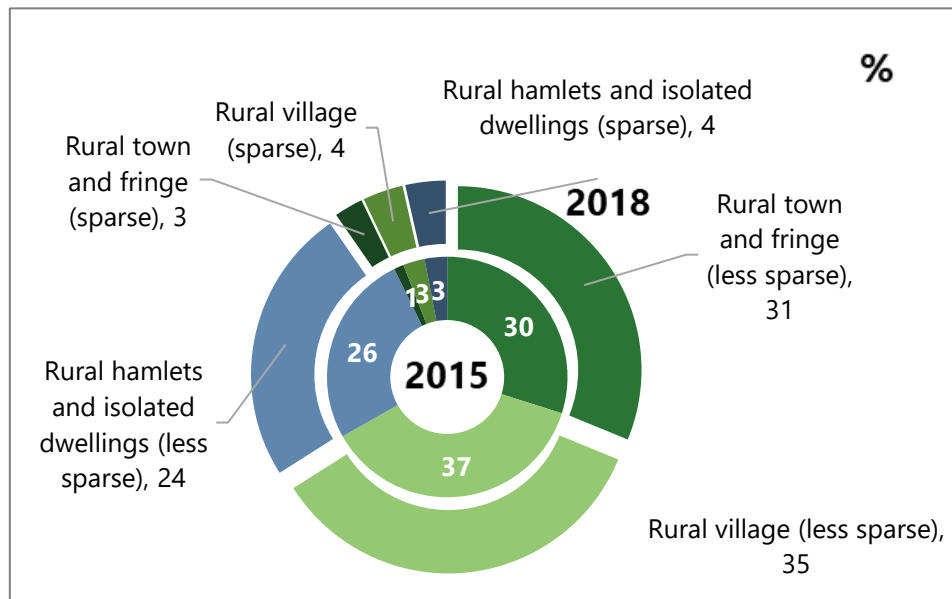
Statistical Tests

As we have not taken a random sample of the rural population we are not claiming that overall figures are absolutely representative of the population in question. We have therefore not assigned any statistical confidence intervals to these figures. As respondents across different parts of the country were recruited in a similar way then we feel justified in making statistical comparisons between sub groups of the population and between the 2015 survey and this one.

Statistically significant differences between sub groups are flagged on figures throughout the report in blue and red where useful to the interpretation. Blue highlights figures that are statistically higher than the net overall sample figure and red highlights those that are lower.

Base sizes for each question are referenced throughout the report. These vary according to whether the respondent was eligible for the question and whether the respondent reached that point in the survey (not all respondents completed the survey but we have used all the data collected).

Comparative Data and the Use of Weighting

Where possible, appropriate and useful, the data from this survey has been compared with data from the Rural Crime Survey 2015 and the Crime Survey of England & Wales.

1. Comparisons with the Rural Crime Survey 2015

The sample profile of the 2018 survey is very similar to that obtained in 2015 in terms of demographic and rural area types. The largest difference between the two surveys is the geographic split. The profile of each survey differed significantly by Police Force Area (PFA). As PFA is a significant determining factor in many of the key measures generated by this

survey, specifically those around police performance, we do use a simple weighting when comparing the two data sets. Further details on the weighting procedure can be found in Appendix B. No other weighting is used in the analysis of this data.

2. Comparisons with the CSEW

A number of questions in the survey replicate those found in the CSEW. There are two reasons why we have made comparisons with the CSEW. Firstly, it is useful where there is no published data from the CSEW for the rural population. Here we compare against CSEW data for the population as a whole to give us a sense of where differences might exist for the rural population. Secondly, particularly where data at a rural level may have been published, it gives us the ability to benchmark our survey and underline the credibility of our approach.

Where comparisons with the CSEW are made, we use the most recent published data. This can range from March 2016 through to March 2018**.**

Key Respondent Groups

Figure 5. below shows how our sample splits down by sample group. The main groups we talk about within this report are: 'Rural Dwellers'. 'Rural Visitors' (regular visitors to the countryside), Specific Rural Business Owners (Mainly farming and agriculture) and 'Other Business Owners'.

There is also a fifth group of people who took our survey. This group is made up of two sets of people: those whose postcodes aren't officially classified as rural and those we can't attribute to an area because they didn't give a postcode. As these people have taken the time to complete the survey we do use their data where we can, specifically in the section on 'crimes against society' and security measures.

Figure 5. Sample groups used in this report
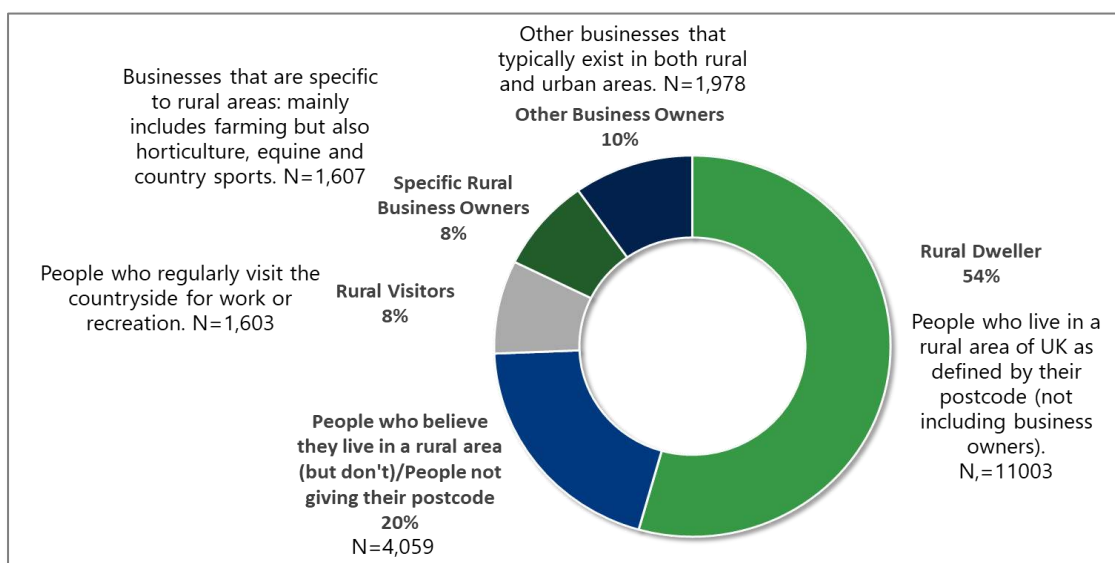
The Impact of Crime and Disorder on Victims

This section covers everything that relates to the impact of crime on the rural population: looking at the types of people and places that are most impacted by crime disorder; the nature of the crime experienced by these people and how these crimes impact them and their communities from both a financial and emotional perspective.

By the end of this section you should have a good understanding of who the most vulnerable parts of rural society are and how rural crime has just as great an impact on people as urban crime does, and in some cases more so.

Victimisation

Figure 6. Proportion who have been a victim of a crime in a rural area in the last 12 months by sample group
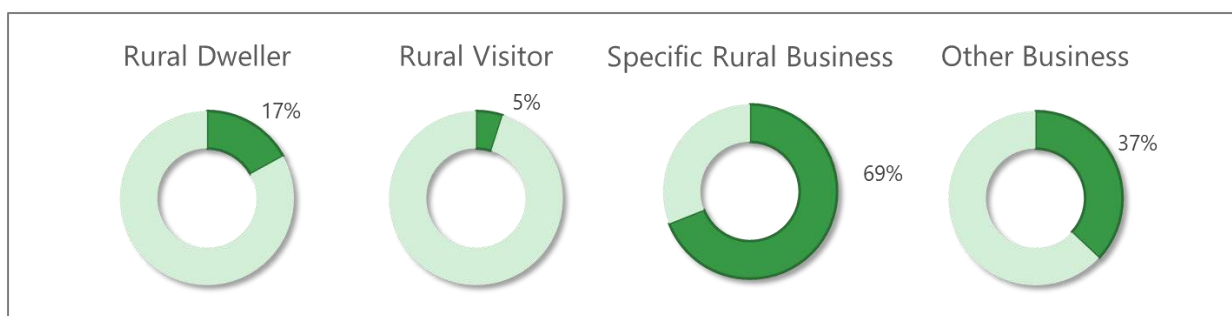
Question: Have you had any crimes committed against you either in the area where you live or another rural area in the last 12 months?
Base: All respondents eligible for question; n=16,193

Business owners, particularly those who own specific rural businesses (e.g. farming) were more likely than the rest of our sample to have experienced a crime in the last 12 months. This victimisation rate is high and highlights to us early on the impact that crime is having on this section of the rural population. We do not have any comparative data for this figure as crime recording figures aren't readily available for rural businesses and the CSEW doesn't deal with business crime. However, for context, the rate of victimisation captured by the CSEW (year ending March 2017) for rural dwellers is around **11%.**

If we then take a look at the types of people who are most likely to be victims of crime amongst our 'Rural Dweller' sample group (see Figure 7), then we also start to see who is most likely to be affected crime in rural areas. The people most likely to be victims of crime are young people and those who are bringing up families. They are also more likely to be a victim if they live in rural hamlets in less sparsely populated areas i.e. small conurbations in proximity to more urban areas (Figure 8.). This profile of victims is consistent to what we

found in 2015 and also fairly consistent with who is typically victimised across the country as a whole.

Figure 7. Proportion of 'Rural Dwellers' who have been a victim of crime in a rural area in the last 12 months by demographic
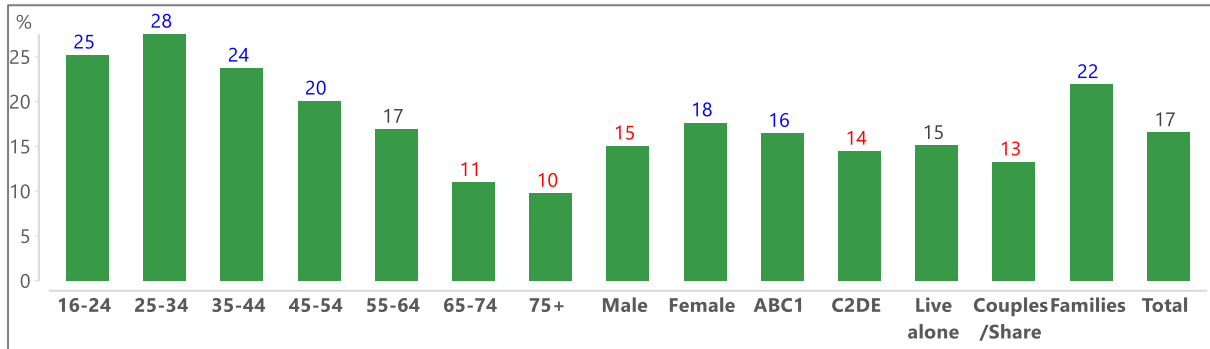
Base: All 'Rural Dwellers' (non-business); n=11,003

Figure 8. Proportion of people who have been a victim of crime in a rural area in the last 12 months by rural area type
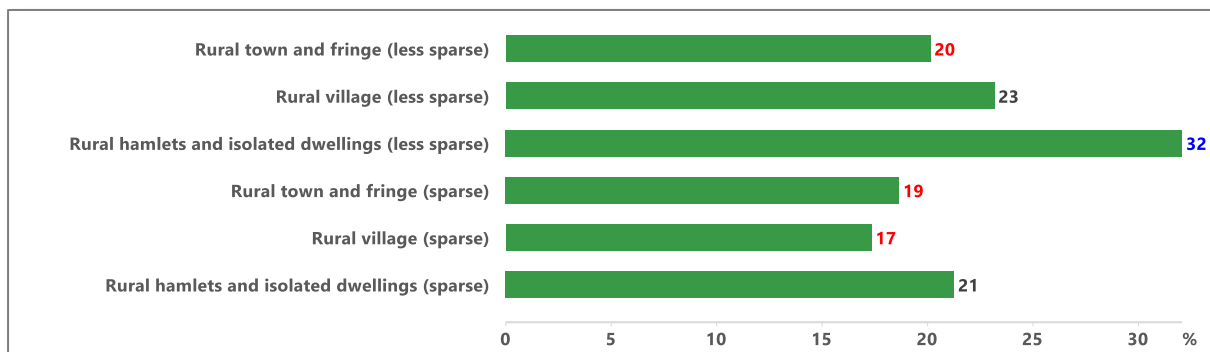
Base: All 'Rural Dwellers' (non-business); n=11,003

The proportions of people who had experienced Anti-Social Behaviour (ASB) over the last 12 months was around **50%** across each sample group (not applicable to rural visitors) with the exception of rural retailers where **63%** said they had been a victim. When we look at the profile of 'Rural Dwellers' affected by ASB we again see the emergence of the family life stage as being most affected (see Figure 9 below). No comparative data is available from the CSEW for rural areas alone but ASB experience rates for the whole population was **30%** (CSEW year ending March 2017). Again, this suggests our sample does have a bias to those most impacted by crime & disorder.

Figure 9. Proportion of 'Rural Dwellers' who have been a victim of ASB in a rural area in the last 12 months by demographic
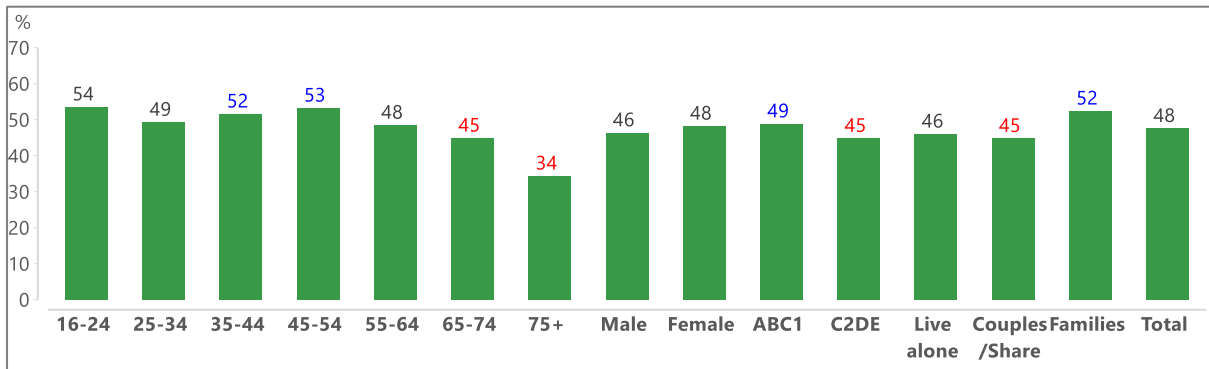
Base: All 'Rural Dwellers' (non-business); n=11,003

Whilst similar types of people are impacted by both crime and ASB, geographically people are more likely to suffer from ASB if they live in a rural town, where the opportunity to become a victim of ASB is clearly greater due to population size and a larger night time economy.

Figure 10. Proportion of people who have been a victim of crime in a rural area in the last 12 months by rural area type
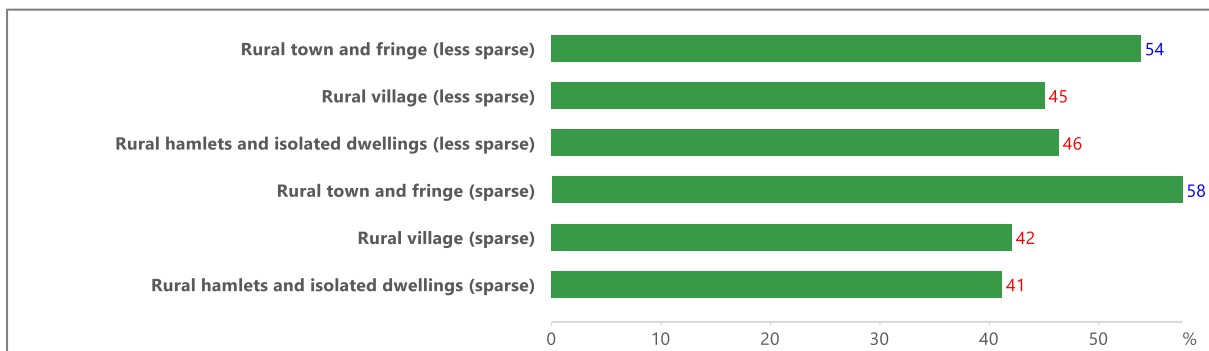
Base: All 'Rural Dwellers' (non-business); n=11,003

Types of crime

Broadly speaking, the types of crime that 'Rural Dwellers', 'Rural Visitors' and even 'Other Rural Businesses' are victims of, are the same as those experienced across the country as a whole i.e. they are not specific to rural areas. The following 3 Figures give an overview of the types of crime these people fall victim to.

Figure 10. Relative occurrence of crimes against 'Rural Dwellers'
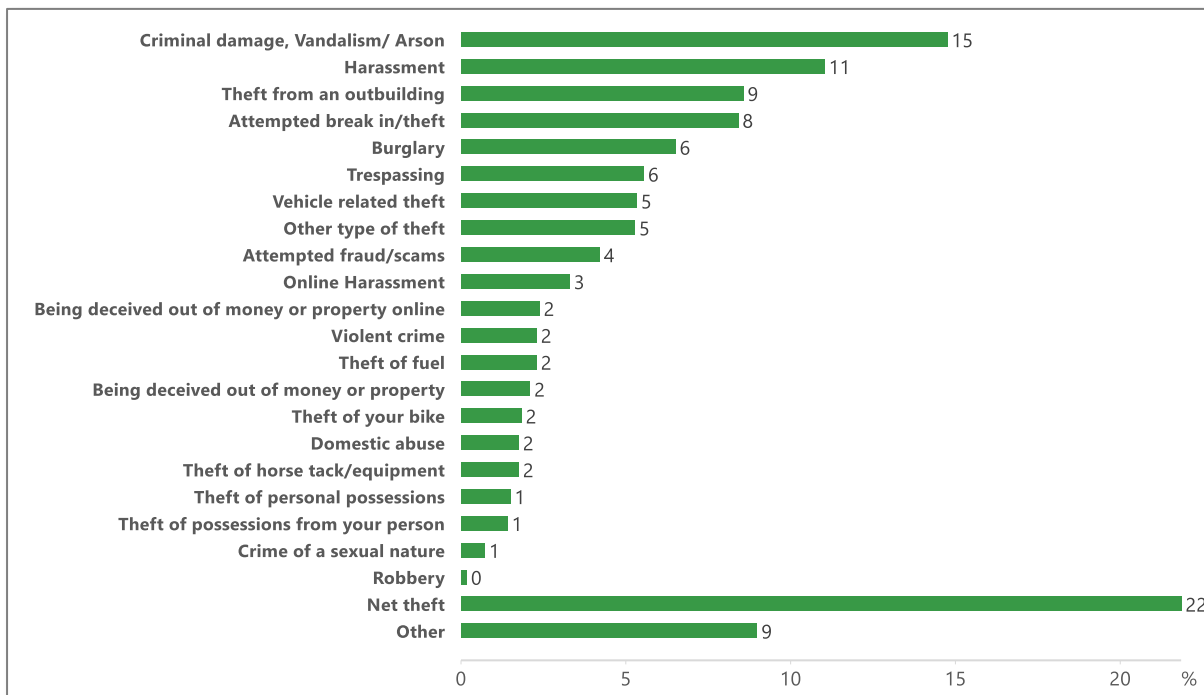
Question: Have you had any crimes committed against you either in the area where you live or another rural area in the last 12 months? To help you remember, here's a list of different crimes. If you can't find a description that fits then please write your own description in one of the boxes provided.
Base: 'Rural Dweller' victims of crime (non-business); n=1,915

Figure 11. Relative occurrence of crimes against 'Rural Visitors'
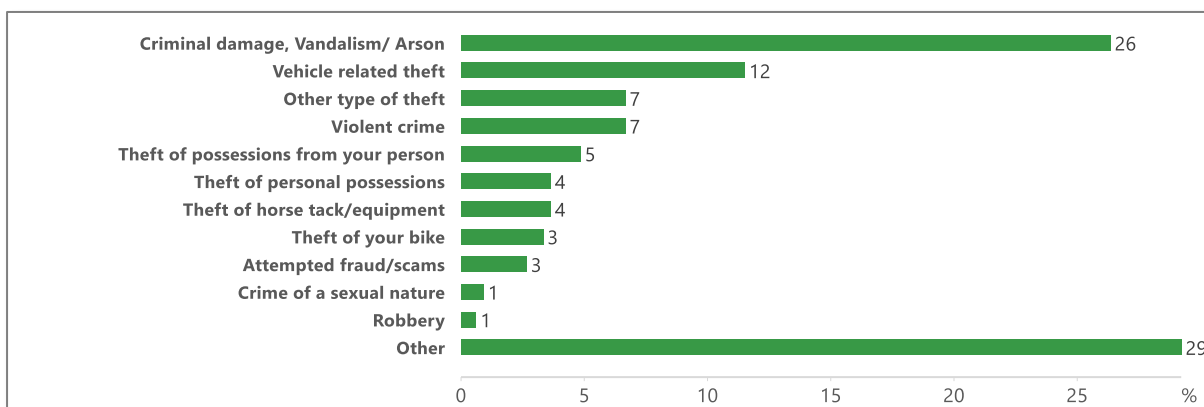
Question: Have you had any crimes committed against you when visiting a rural area for work or leisure pursuits, in the last 12 months? To help you remember, here's a list of different crimes. If you can't find a description that fits then please write your own description in one of the boxes provided.
Base: 'Rural Visitor' victims of crime; n=193

Figure 12. Relative occurrence of crimes against 'Other Rural Business Owners'

Crime	%
Criminal damage, Vandalism/ Arson	9
Fly tipping on your land different crimes	9
Burglary	8
Harassment	7
Theft from an outbuilding	6
Trespassing	5
Vehicle related theft	5
Wildlife crime or hare coursing on your land	5
Theft of agricultural machinery or equipment	5
Attempted break in/theft	4
Other type of theft	3
Theft of fuel	3
Attempted fraud/scams	3
Online Harassment	3
Shoplifting	2
Violent crime	2
Being deceived out of money or property	2
Being deceived out of money or property online	2
Theft of possessions from your person	2
Theft of personal possessions	2
Theft of your bike	1
Theft of horse tack/equipment	1
Domestic abuse	1
Sheep worrying/dog attacks	1
Theft of livestock	1
Crime of a sexual nature	1
Theft of agricultural materials	1
Robbery	0
Net Theft	17
Other	5

Question: Have you had any crimes committed against you either in the area where you live or another rural area in the last 12 months? To help you remember, here's a list of different crimes. If you can't find a description that fits then please write your own description in one of the boxes provided.
Base: 'Other Business Owner' victims of crime; n=773

Where what many people would think of as rural crimes start to emerge is when we look at 'Specific Rural Buiness Owners' (see Figure 13 below). Whilst these people (mainly farmers) can fall victim to any crime that anyone might fall victim to, the weight of crime is towards crimes that are peculiar to farming and related industries. Fly tipping is clearly a huge issue for this group and so too are wildlife crime (incluing hare coursing), theft of equipment and criminal damage. **57%** of this sample group had been a victim of fly tipping in the past 12 months which underlines the scale of the problem. While the survey didn't probe on the specifics of each crime we did ask them to value the financial impact. For victims of fly tipping the average finacial impact to the business owner was over **£1,000** a time. A clear up bill that fallls to the business owner alone.

Figure 13. Relative occurrence of crimes against 'Specific Rural Business Owners'. Blue highlights crimes that are peculiar to rural areas.
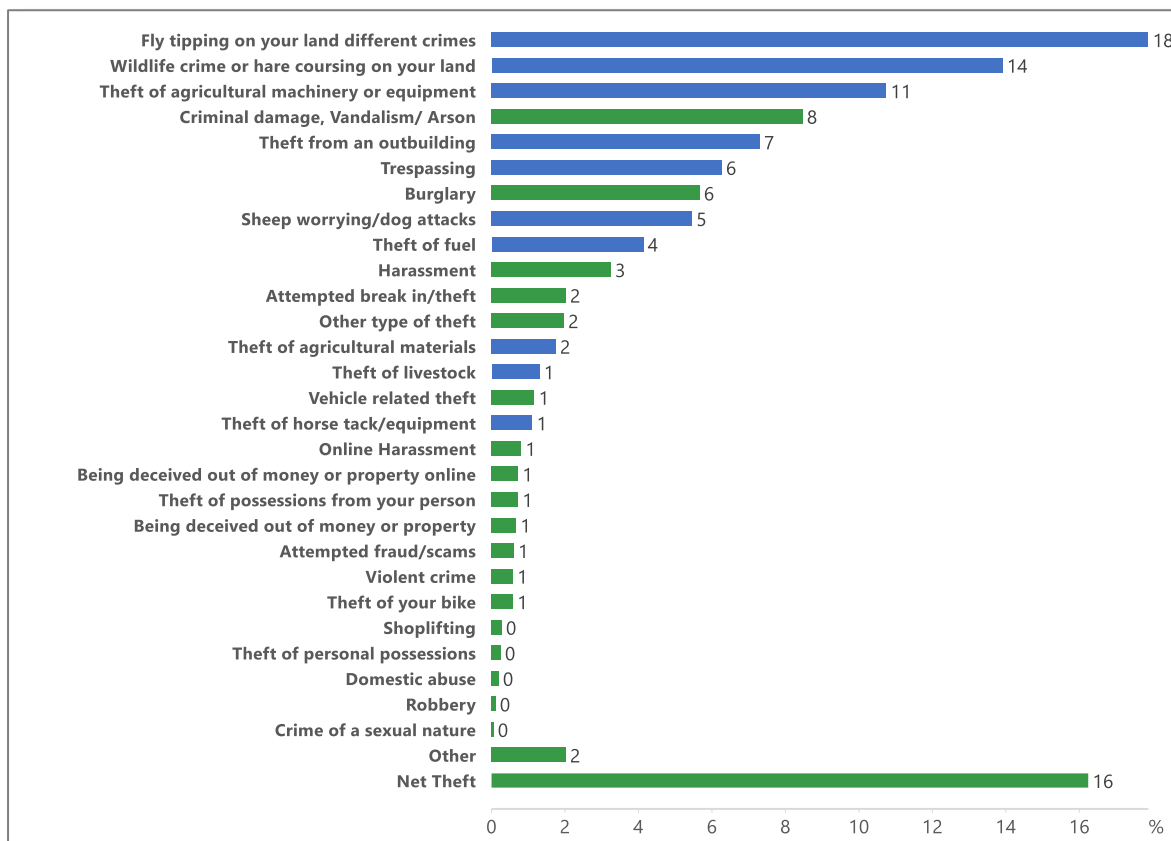
**Question:** Have you had any crimes committed against you either in the area where you live or another rural area in the last 12 months? To help you remember, here's a list of different crimes. If you can't find a description that fits then please write your own description in one of the boxes provided.
Base: 'Specific Business Owner' victims of crime; n=1,121

How are the victims of crime impacted?

We have already noted the financial impact of fly tipping on 'Specific Rural Business Owners' but what are the other impacts of crime on victims in rural areas?

Figure 14. Reactions to crime by sample group

Column n Column %	Rural Dweller 1,744	Rural Visitor 90	Specific Rural Business Owners 1,079	Other Business Owners 711	Total 3,615
Inconvenience	43	44	53	45	47
Loss of trust in other people/the public	37	38	34	38	37
Financial loss (including loss of earnings)	30	27	42	37	35
Took additional security precautions	33	17	31	35	33
Effect on personal confidence	22	11	10	16	17
Impact on health	14	9	6	10	11
Avoided social situations	9	9	3	7	7
Time off work	6	2	3	12	6
Loss of employment/ability to make a living	2	1	5	6	4
Relationship breakdown	2	2	1	2	2
Moved house	2	1	0	2	1
Time off from school/college/university	1	1	0	1	1
None of these	18	23	17	14	17

Question: Looking at this list what, if any, of these things happened to you as a result of this incident?
Base: Victims of crime in a rural area in last 12 months; n=3,615

Figure 14 above shows how victims in our 4 sample groups suffer a variety of different impacts. Yes, crime is an inconvenience that costs victims financially, but it also has other impacts, not least the erosion of trust in society. Beneath these broader impacts also lie a range of other more hidden impacts that are felt by many victims. Impacts such as damage to personal confidence, impact on health, social avoidance and time off work). While these types of impact are less likely for them, they are still felt by a significant number of business victims.

Figure 15 below shows that these more hidden, below the surface impacts are more likely to be experienced by certain types of people. Those most vulnerable appear to be younger people, those bringing up families, low socio-economic groups women and those living alone. So many of the same people who are most likely to be victimised are also the ones who are most likely to suffer the most as a consequence.

Figure 15. Hidden reactions to crime by victim demographic

Row %	Effect on personal confidence	Impact on health	Avoided social situations	Time off work
16-24	23	16	12	8
25-34	20	16	9	13
35-44	24	15	11	11
45-54	19	12	8	8
55-64	17	10	5	5
65-74	14	9	5	1
75+	12	5	2	1
Male	13	8	5	6
Female	24	15	10	7
ABC1	17	10	6	7
C2DE	23	16	11	6
Live alone	29	20	13	6
Couples/Share	16	9	5	5
Families	20	13	8	9
Total	18	12	7	7
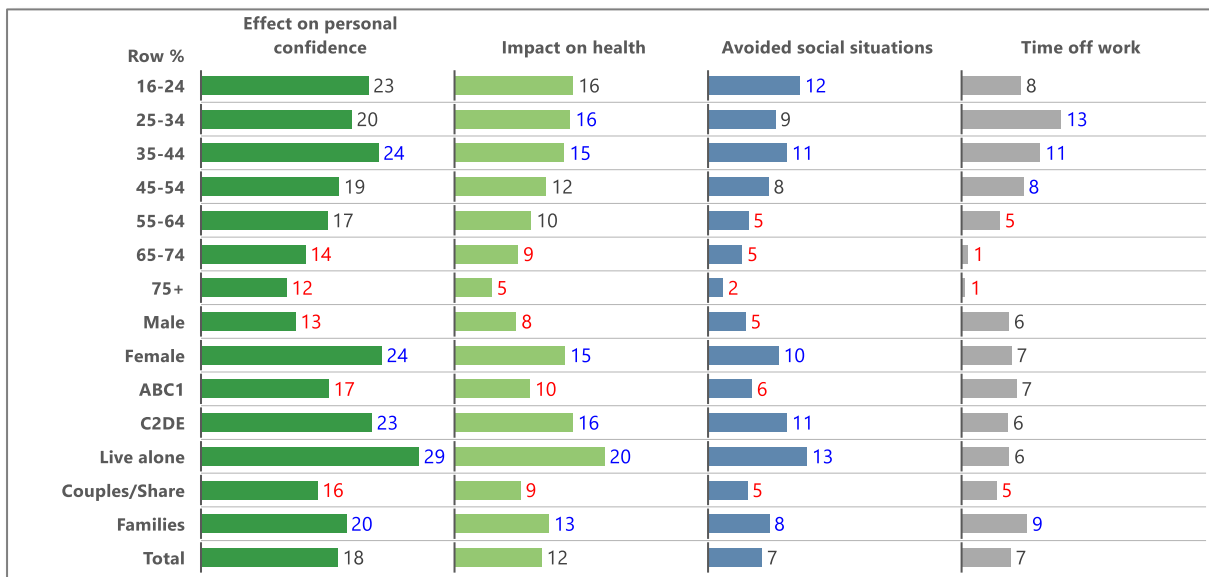
Base: Victims of crime in a rural area in last 12 months; n=4,308

The survey also focused in on the emotional response to the crime and Figure 16 below shows the range of emotions that result from being a victim of crime. The emotional impact of crime is clear to see. Anger and annoyance are felt my most people but shock, fear, anxiety and depression are felt by significant numbers of victims. More so for non-business victims of crime but still significantly for business owners.

Based on this evidence we should never assume that rural crime is not as impactful as urban crime.

Figure 16. Emotional reaction to crime by sample group

Column n / Column %	Rural Dweller 1,781	Rural Visitor 90	Specific Rural Business Owners 1,087	Other Business Owners 721	Total 3,670
Anger	69	66	72	73	71
Annoyance	54	48	59	54	55
It made me determined to protect my property/myself better in future	40	28	38	40	39
Loss of confidence/feeling vulnerable	36	29	27	30	32
Shock	31	21	19	26	26
Fear	29	21	20	24	25
Tempted to take matters into my own hands	19	23	23	24	21
Difficulty sleeping	21	11	15	18	18
Relieved my experience hadn't been worse	22	22	17	18	20
Anxiety/panic attacks	16	10	8	13	13
Depression	14	10	10	12	12
It made me determined to take a more active role in my community to help prevent crime	12	17	12	11	12
Crying/tears	11	9	3	8	8
None of the above	2	6	3	2	2

Question: Many people have emotional reactions after incidents in which they are victims of crime. Looking at this list, which of these reactions did you personally have?
Base: Victims of crime in a rural area in last 12 months; n=3,670

This question also allows us to compare our findings with those from the Crime Survey of England & Wales. We have looked specifically at data from burglary victims and compared the two sets of data in Figure 17 below. The first thing we notice is that the pattern of emotional response is similar from both surveys which we believe gives additional credibility to our approach. The second thing we notice is where the two data sets differ. Anger is very much higher amongst our sample, but more revealing is that as a rural victim of burglary you are highly likely to be left feeling vulnerable after a burglary. This suggests that some crimes can actually have more of an impact in rural areas than other areas of the country.

Figure 17. Emotional reaction to burglary as measured by this survey and the CSEW

Emotion	CSEW (n=525)	NRCN (n=345)
Anger	47	78
Annoyance	40	53
Shock	39	43
Fear	32	38
Difficulty sleeping	30	34
Loss of confidence or feeling vulnerable	29	45
Anxiety or panic attacks	22	15
Depression	14	11
Crying/tears	14	12
Other	1	2
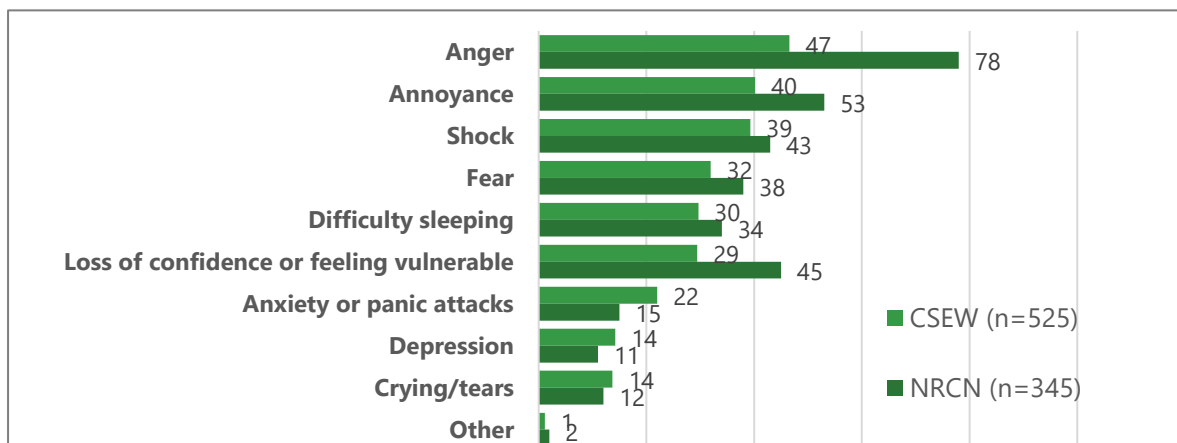
Base: Emotional impact of incidents of burglary, year ending March 2017 CSEW (urban and rural victims); Rural Dweller Burglary victims from NRCN 2018

To underline this point, it is useful to explore the impact of rural crime in a slightly different way. When we look at how safe victims of different crimes feel in their own home, particularly after dark, we notice that a number of what might be considered rural specific crimes victims appearing at the top of the list of those who feel unsafe. Albeit not proven to be directly causative there is a relationship that suggests that certain types of rural specific crime can be highly impactful on feelings of security. Figure 18 below shows the proportion of each victim type who feel unsafe in their own home with specific rural crimes highlighted in blue.

Figure 18. Proportion of each victim type who feel unsafe in their own home after dark

Victim type	Value
Crime of a sexual nature	35
Violent crime	34
Theft of possessions from your person	32
Theft of your vehicle	31
Domestic abuse	31
Theft of horse tack/equipment	28
Harassment	27
Theft of livestock	26
Theft of personal possessions	25
Burglary	25
Robbery	25
Theft of agricultural materials	24
Criminal damage, Vandalism/ Arson	23
Theft from an outbuilding	22
Other	22
Being deceived out of money or property	22
Theft of your bike	22
Theft of fuel	21
Theft of agricultural machinery or equipment	21
Online Harassment	20
Attempted fraud/scams	19
Theft from your vehicle	19
Attempted break in/theft	19
Wildlife crime or hare coursing on your land	18
Fly tipping on your land different crimes	17
Other type of thef	17
Shoplifting	15
Sheep worrying/dog attacks	12
Being deceived out of money or property online	10
Trespassing	8

Question: How safe do you feel in your own home after dark (% a bit unsafe/very unsafe)
Base: Victims of crime in a rural area in last 12 months; n=3,634

The emotional impact of crime in rural areas often doesn't just disappear within a few weeks but there is an emotional legacy that needs to be considered. Figure 19 below shows the types of emotions that dominate and persist. Frustration, anger and disgust, particularly for rural business owners, are the feelings that the majority of victims are left with and this is partly due to the response from the Police (which we will look at later). Beyond that, fear is the legacy for a significant number of victims, whether general population or business victims.

Figure 19. Emotional legacy of rural crime amongst victims by sample group
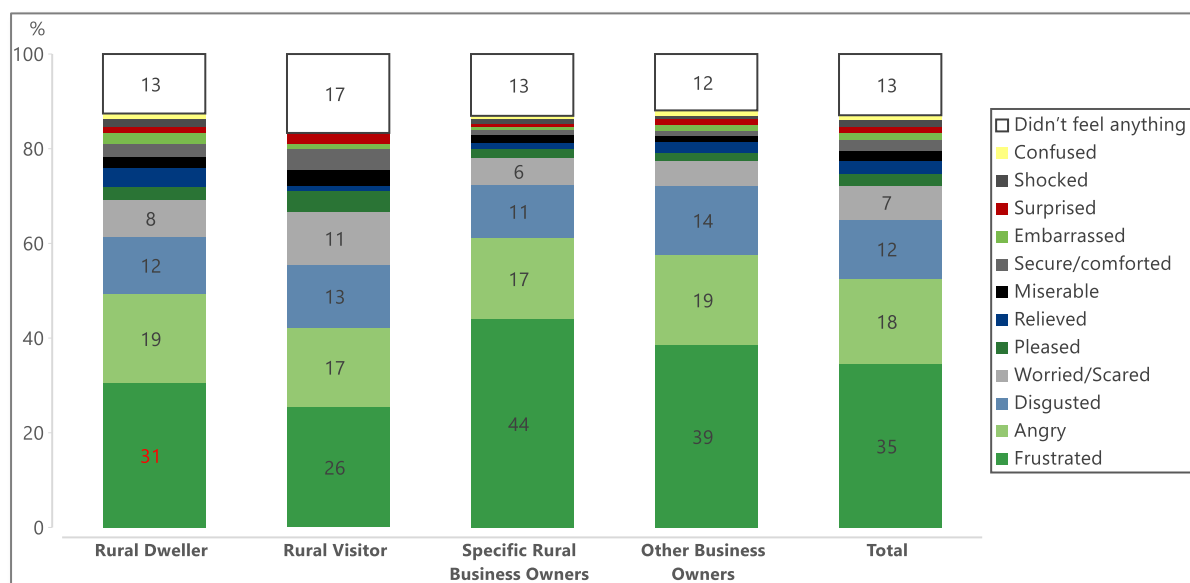
Question: Which of these words best describes how you feel now about what happened?
Base: Victims of crime in a rural area in last 12 months; n=3,634

There is also a financial burden to bear for many victims of crime and this certainly underpins some of those emotional impacts we have just been talking about, particularly feelings of anger and frustration. Figures 20 and 21 below show the scale of the financial impact on rural victims as well as the source of that financial impact – it is not just the cost of replacement that has to be considered here but repairs, loss of earnings and upgrading of security. Around **40 – 50%** incur some kind of financial cost. Despite this, claims against insurance are low at around one quarter. Average re-imbursement on a claim is two thirds for 'Rural dwellers' and even less for business owners who again appear to shoulder the greater burden when it comes to rural crime.

Figure 20. Financial impact of crime on victims

	Rural Dweller	Rural Visitor	Specific Rural Business Owner	Other Business Owner
Proportion of victims impacted financially	48%	40%	57%	54%
Average cost (per victim impacted)	£3,200 (29% up on 2015)	£800 (No comparison with 2015)	£4,800 (13% up on 2015)	£4,500
Proportion making an insurance claim	22%	23%	28%	18%
Average reimbursement on claim	66%	38%	52%	48%

Question: What if any financial costs did you incur as a result of this crime?
Base: Victims of crime in a rural area in last 12 months; n=4,376

Figure 21. Financial impact of crime on victims split by source of costs
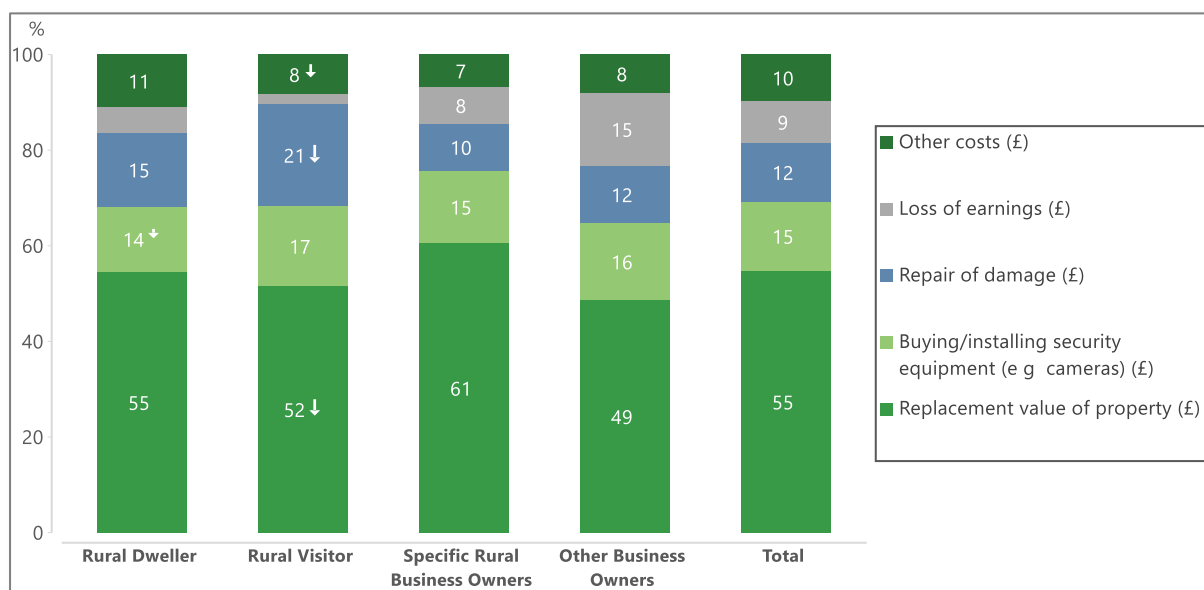
	Other costs (£)	Loss of earnings (£)	Repair of damage (£)	Buying/installing security equipment (e g cameras) (£)	Replacement value of property (£)
Rural Dweller	11		15	14 ↓	55
Rural Visitor	8 ↓		21 ↓	17	52 ↓
Specific Rural Business Owners	7	8	10	15	61
Other Business Owners	8	15	12	16	49
Total	10	9	12	15	55

Question: What if any financial costs did you incur as a result of this crime?
Base: Victims of crime in a rural area in last 12 months incurring a cost; n=1,326

Under Reporting of Crime

Around one third of crimes against our survey participants were not reported to the Police (and over half of those who were victimised whilst visiting a rural area).

Figure 22. proportion of victims not reporting rural crimes

Rural Dweller	Rural Visitor	Specific Rural Business	Other Business
36%	56%	38%	36%
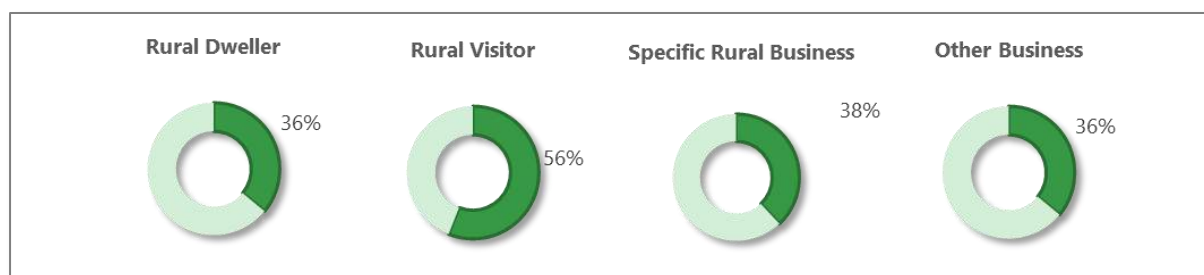
Question: Was this crime reported to the Police by you or any other person?
Base: Victims of crime in a rural area in last 12 months; n=4,462

Most notable for our research is that our figures for non-reporting have increased by a third since 2015 for 'Rural Dwellers' and by two thirds for businesses.

Figure 23. Reasons for not reporting to the Police

Column n Column %	Rural Dweller 659	Rural Visitor 45	Specific Rural Business Owners 427	Other Business Owners 261	Total 1,678
Waste of time/would be no point	28	31	35	34	31
Police couldn't have done anything	22	22	20	22	21
Too trivial/not worth reporting	15	9	8	7	12
I reported it to another authority (e g council)	6	9	11	7	7
I /We dealt with matter myself/ourselves	6	4	8	7	6
Previous bad experience with the Police/ Criminal Justice System	4	9	4	8	5
Fear of reprisals	3	2	4	5	3
It was only an attempted crime and no damage was done	4	0	0	2	2
I felt intimidated	1	0	0	1	1
I was threatened/intimidated	1	2	1	0	1
General dislike/fear of the Police	0	0	0	0	0
Other	11	11	9	8	10

Question: Why didn't you report the crime to the Police? Pre-coded list
Base: Victims of crime in a rural area not reporting to the police; n=1,678

There are many well researched reasons as to why people don't always report crimes to the Police. The reasons are no different for rural victims than they are for urban victim. The pattern of reasons uncovered in our survey is similar to that collected by the CSEW. Figure 23 above shows these reasons by our different sample groups.

Although not specifically evidenced by this research, we would suggest that the reporting of a crime needs to deliver some positive benefit to the victim, whether that be financial, the delivery of justice or a sense of public duty. However, if the victim does not perceive there to be a chance of any of these then they are unlikely to report. Hence the 'waste of time' or 'police couldn't do anything' response.

These reasons for not reporting show a consistent pattern across all types of demographic. We also find no evidence to suggest that reporting of crime is influenced by perceptions of the police or previous experience with the Police i.e. even if you have had a poor experience of reporting a crime previously you are no less likely to report a crime again.

In terms of likelihood to **not** report a crime it is older people and men who appear least likely (see figure 24 below).

Figure 24. Non-reporting by demographic

Bar chart showing non-reporting percentages by demographic group:
- 16-24: 34
- 25-34: 34
- 35-44: 33
- 45-54: 36
- 55-64: 38
- 65-74: 41
- 75+: 48
- Male: 40
- Female: 35
- ABC1: 40
- C2DE: 37
- Live alone: 41
- Couples/Share: 40
- Families: 36
- Total: 38
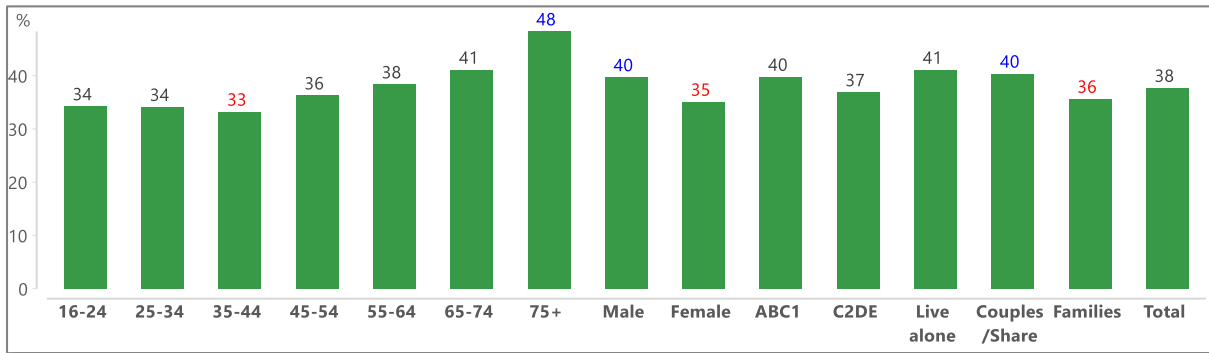
Base: Victims of crime in a rural area in last 12 months; n=4,462

Whether a crime gets reported **is** very much associated with what the crime is. Figure 25 below shows reporting rates for different types of crime. Most notable is the non-reporting of fly tipping which is a crime that is ever increasing across the country and ranges from small vans dumping rubbish to organised dumping of waste on an industrial scale.

It is worth noting that a quarter of those not reporting fly tipping to the police do still report to the local authority.

Figure 25. Non-reporting by crime type

Horizontal bar chart showing non-reporting by crime type:
- Fly tipping on your land: 72
- Theft of personal possessions: 71
- Attempted fraud/scams: 63
- Shoplifting: 58
- Online Harassment: 56
- Trespassing: 55
- Being deceived out of money or property online or by email: 52
- Being deceived out of money or property: 52
- Domestic abuse: 43
- Harassment: 43
- Theft of fuel: 42
- Criminal damage: 39
- Theft from an outbuilding: 39
- Theft of possessions from your person: 38
- Other type of theft: 36
- Theft of livestock: 35
- Wildlife crime or hare coursing on your land: 33
- Theft from your vehicle: 29
- Crime of a sexual nature: 28
- Attempted break in/theft: 26
- Theft of horse tack/equipment: 24
- Theft of agricultural materials (e g fertilizer): 23
- Robbery: 22
- Other Violent crime (being physically assaulted): 20
- Sheep worrying/dog attacks: 20
- Theft of agricultural machinery or equipment: 17
- Theft of your bike: 13
- Burglary: 5
- Theft of your vehicle: 0

Base: Victims of crime in a rural area in last 12 months; n=4,462

Perceptions of who the Criminals are

We hypothesised at the outset of this research that the nature of the perpetrators of crime would have an impact on whether a victim would report the crime or not e.g. perhaps if the perception that the perpetrator were local or part of an organised gang then there would be a fear of reprisals. This hypothesis has not been borne out in these results however the perceptions of the victims are still of interest as in some cases they run counter to what we have been hearing anecdotally. That is that the criminals are mostly from outside of the area and working in organised gangs.

Figure 26 below shows that on balance, the perception is that most perpetrators are part of an organised group i.e. they are not working alone. This is particularly the case for 'Rural Specific Business Owners' who we know anecdotally are feeling increasingly victimised by organised crime gangs. However contrary to anecdotal evidence the perception is that the criminals are more likely local than from outside of the area.

The perception across all sample groups is that they have been specifically targeted by the perpetrator. This feeling of being targeted increases the more remote the victim is in terms of geographical location (**53%** of those living in villages and hamlets felt they had been specifically targeted).

Figure 26. Perceptions of who the perpetrator was
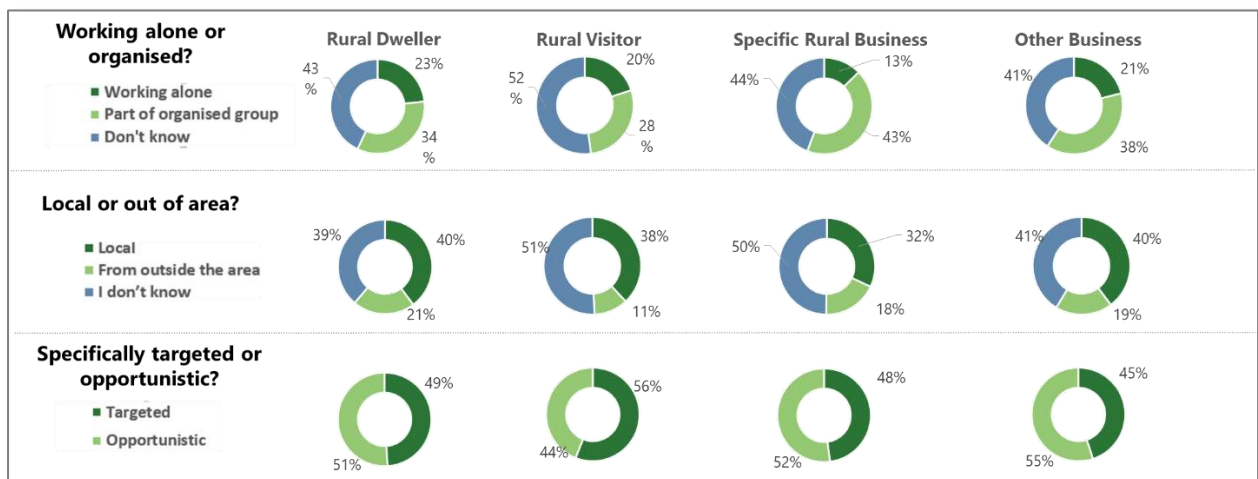
Questions: Do you think (or know if) the perpetrator was local or from outside the area?
Do you think (or know if) they were working alone or were they part of an organised group?
Do you think the crime was opportunistic or were you specifically targeted?
Base: Victims of relevant crimes (burglary, theft and fraud) in rural area in last year; n=3509

Figure 27 below shows how perceptions differ by crime type. Most notable is the proportion of victims of significant rural specific crimes who believe that the perpetrators are local. Crimes such as 'theft of agricultural machinery, theft of livestock, and theft of agricultural materials.

Figure 27. Perceptions of who the perpetrator was by crime type
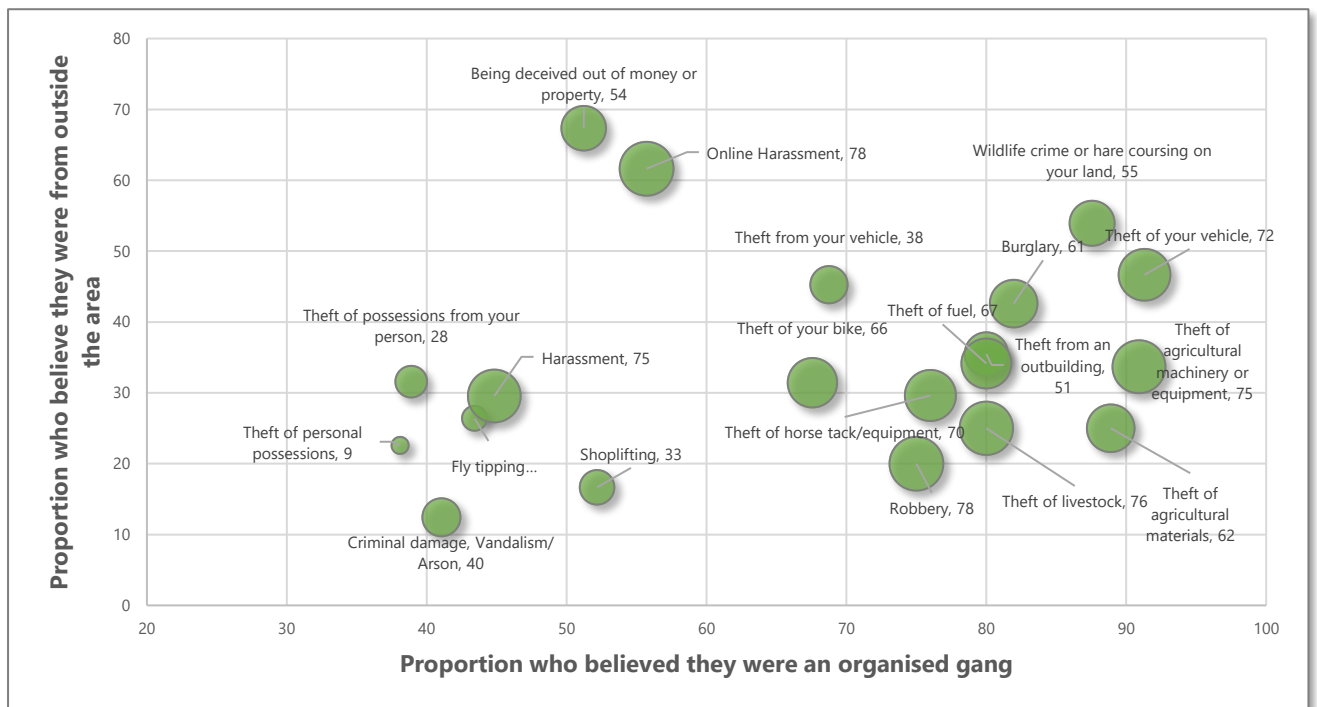
Key: Bubble size and numbers reflect the proportion who believe they were specifically targeted

The Impact of Crime and Disorder on the Wider Community

Not everyone in rural communities is affected personally by crime or ASB but most (around three quarters) are aware of criminal activity that is happening; whether through friends and family, general hearsay or through seeing the evidence of criminal activity around them. All of this (alongside the influence of the media) feeds into people's perceptions of crime and feelings of safety. We must also consider those crimes against society that, although don't have specific victims, do feed into these perceptions of crime and feelings of safety: drug crime, fly tipping and road related crime such as speeding.

This section will highlight how crime and ASB are impacting communities and who the most vulnerable members of these communities are.

Perceptions of Crime Rates

Figure 28. Perceptions of crime in Britain and local area

Column %	Britain as a whole	The area where you live
A very big problem	42	13
A fairly big problem	52	38
Not a very big problem	6	47
Not a problem at all	0	2
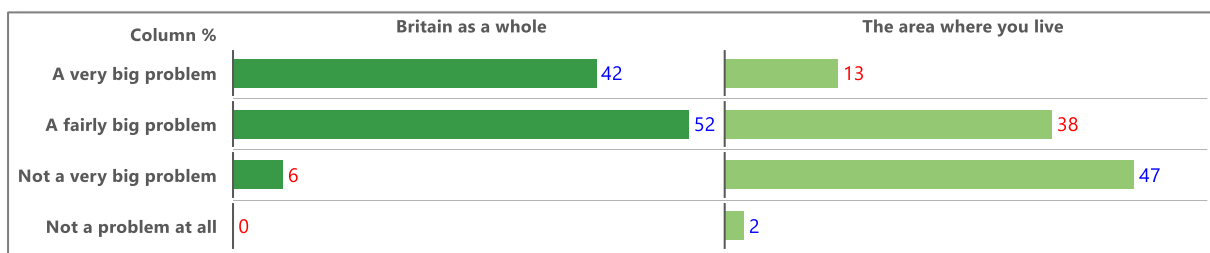
Question: How much of a problem do you think crime is in…..?
Base: All rural dwellers including business owners; n=11,683

It is fairly typical for people to believe that crime rates are higher in the country as a whole than in the area where they live. This phenomenon is borne out by the findings of our survey when we look at the data as a whole. However, if you ask one of our' Specific Rural Business Owners' then they are likely to tell you that crime rates are just as high where they live/work as the rest of the country (See Figure 29 below).

Figure 29. Perceptions of crime in local area by sample group (%fairly/very big problem)
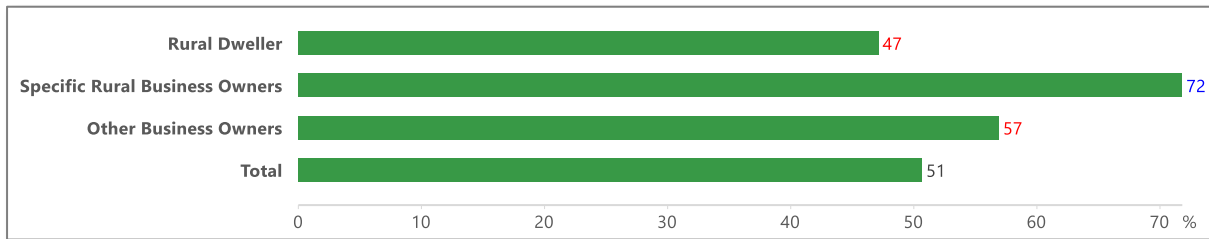
Base: All rural dwellers including business owners; n=11,683

Those 'Rural Dwellers' most likely to perceive crime to be a big problem in the area where they live are those from lower socio-economic groups and the family life stage (see Figure 30 below).

Figure 30. Perceptions of crime in local area of 'Rural Dwellers' by demographic (%fairly/very big problem)
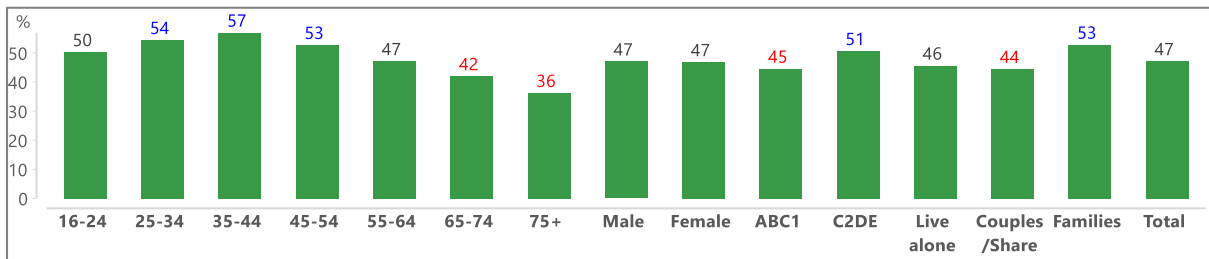
Base: All rural dwellers excluding business owners; n=9,215

In terms of geographical area (Figure 31 below), it is those living in rural towns in less sparse areas whom are most likely to see crime as a big problem in their area.

Figure 31. Perceptions of crime in local area of 'Rural Dwellers' by geography (%fairly/very big problem
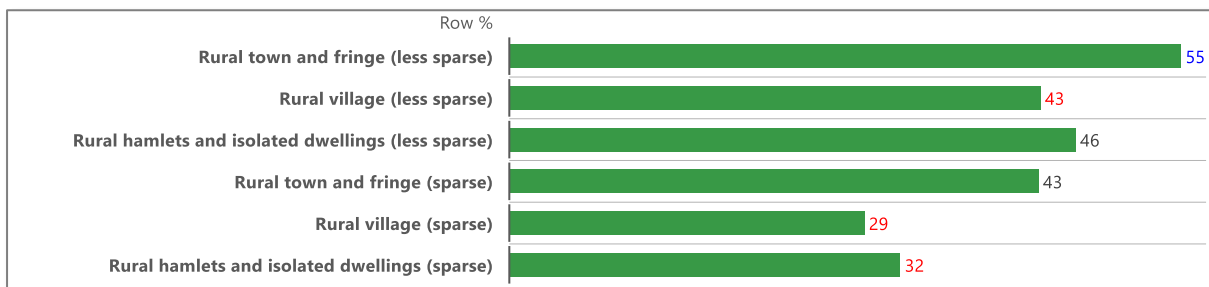
Base: All rural dwellers excluding business owners; n=9,215

We also found that 70% of 'Rural Dwellers' and 80% of 'Specific Rural Business Owners' believe crime is going up in their local area.

At this point in the report it is worth noting the emergence of two vulnerable groups from this research. Firstly 'Specific Rural Business Owners' (mainly farmers) and secondly families from lower socio-economic groups – 'Hard Working and Struggling Families'. These two groups will emerge again and again as we look at other indicators around crime and feelings of safety.

Quality of Life Impacts

Ultimately it is people's quality of life that is the priority for us as an organisation (NRCN) and for society as a whole. There are a number of indicators used to measure this and in this sub section we are looking at 3 such indicators; the impact of crime, fear of crime and feelings of safety.

Overall around a third of people (Figures 32a and 32b below) feel that crime (and fear of crime) have a moderate or great impact on their lives. This is most evident amongst 'Specific Rural Business Owners', half of whom indicate that crime, and fear of crime, has a moderate or great impact on their lives.

Figure 32a. Impact of crime on quality of life by sample group
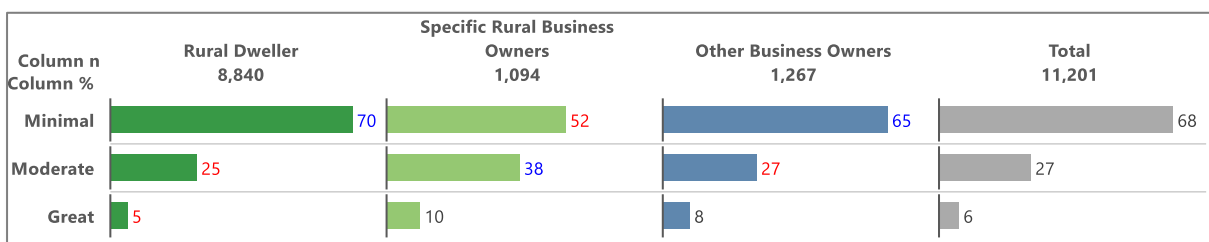
Column n Column %	Rural Dweller 8,840	Specific Rural Business Owners 1,094	Other Business Owners 1,267	Total 11,201
Minimal	70	52	65	68
Moderate	25	38	27	27
Great	5	10	8	6

Question: How much is your own quality of life affected by crime on a scale from 1 to 10, where 1 is no effect and 10 is a total effect on your quality of life? (1-3=minimal; 4-7= moderate; 8-10=great)
Base: All rural dwellers; n=11,201

Figure 32b. Impact of fear of crime on quality of life by sample group
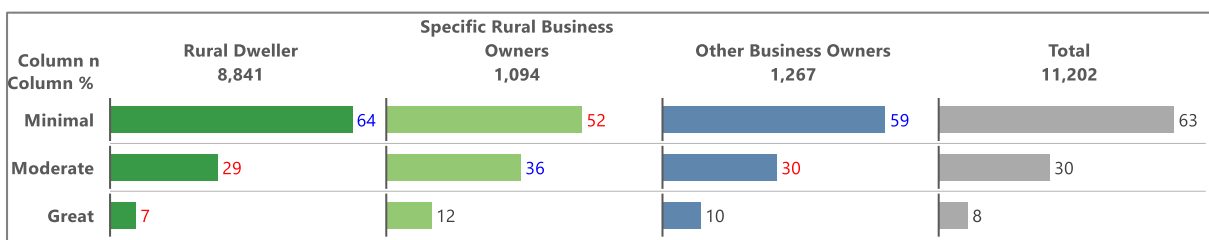
Column n Column %	Rural Dweller 8,841	Specific Rural Business Owners 1,094	Other Business Owners 1,267	Total 11,202
Minimal	64	52	59	63
Moderate	29	36	30	30
Great	7	12	10	8

Question: How much is your own quality of life affected by fear of crime on a scale from 1 to 10, where 1 is no effect and 10 is a total effect on your quality of life? (1-3=minimal; 4-7= moderate; 8-10=great)
Base: All rural dwellers; n=11,202

The profile of those who feel most impacted is shown in Figures 33 and 34 below.

Here again we see the impacts being greater amongst those in lower socio-economic groups and the family life stage as well as younger people in general. Also, amongst those living in rural towns (less sparse) and hamlets (less sparse).

Figure 33. Impact of crime on quality of life by demographic
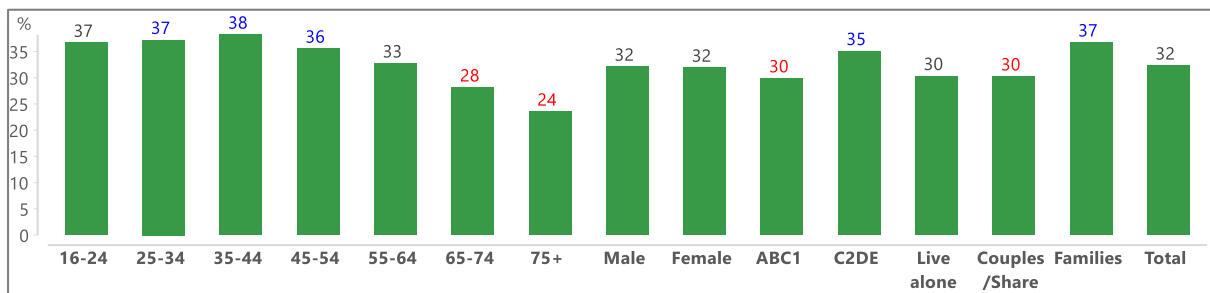
Base: All rural dwellers; n=11,201

Figure 34. Impact of crime on quality of life by rural geography
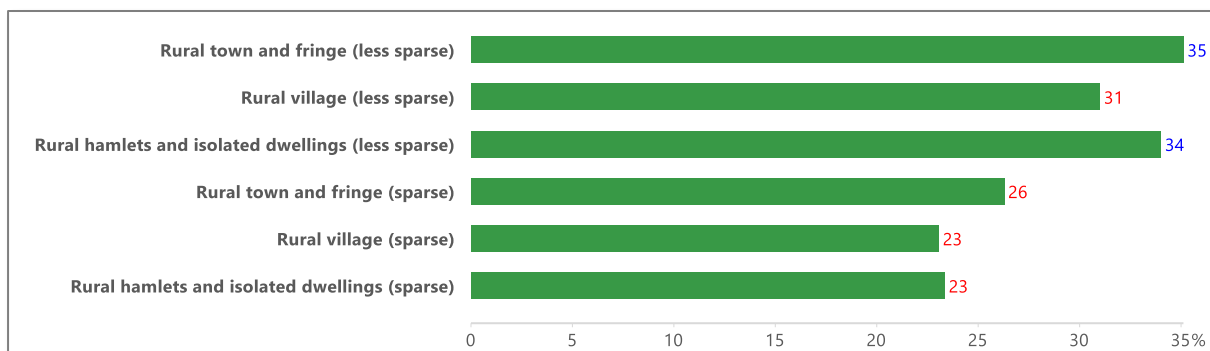
Base: All rural dwellers; n=11,201

As we can see in Figure 35 below, 'Specific Rural Business Owners' feel the most worried about becoming a victim of crime (60% fairly or very) and there is some evidence to say that the level of worry has increased since 2015, when we ran the last survey. It represents an increase of 4 percentage points based on a weighted comparison between the 2 surveys. No change in fear of crime has been observed amongst general 'Rural Dwellers'.

Figure 35. Fear of crime by sample group
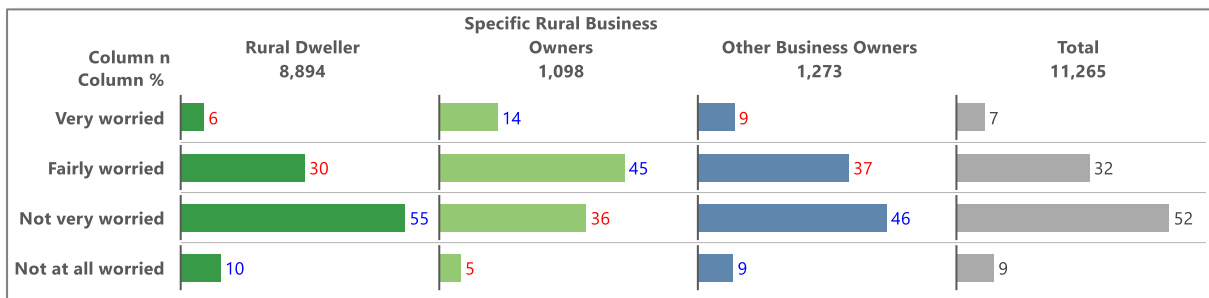
Column n Column %	Rural Dweller 8,894	Specific Rural Business Owners 1,098	Other Business Owners 1,273	Total 11,265
Very worried	6	14	9	7
Fairly worried	30	45	37	32
Not very worried	55	36	46	52
Not at all worried	10	5	9	9

Question: How worried are you about becoming a victim of crime in the area where you live?
Base: All rural dwellers; n=11,265

Fear of crime (see Figures 36 and 37 below) is highest amongst those in lower socio-economic groups and the family life stage as well as younger people and women. Also amongst those living in rural towns (less sparse) and hamlets & isolated dwellings (less sparse).

Figure 36. Fear of crime by demographic (% fairly or very worried)

16-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	ABC1	C2DE	Live alone	Couples /Share	Families	Total
43	45	49	40	36	30	26	34	37	35	39	34	33	43	36
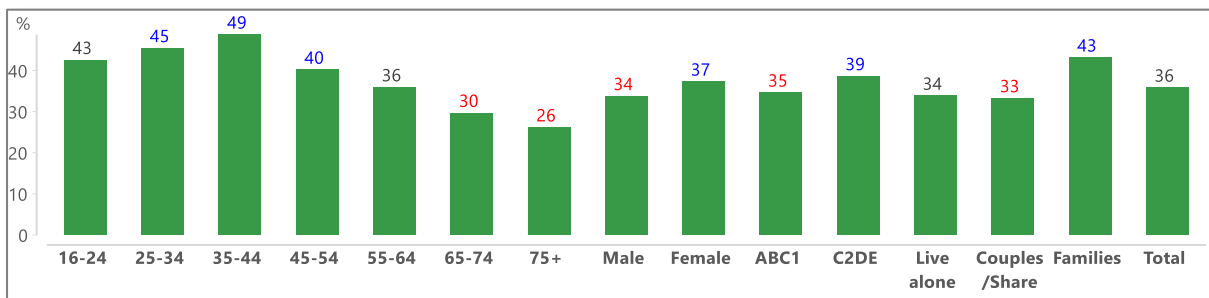
Base: All rural dwellers; n=11,265

Figure 37. Fear of crime by rural area (% fairly or very worried)

	%
Rural town and fringe (less sparse)	42
Rural village (less sparse)	37
Rural hamlets and isolated dwellings (less sparse)	43
Rural town and fringe (sparse)	28
Rural village (sparse)	25
Rural hamlets and isolated dwellings (sparse)	31
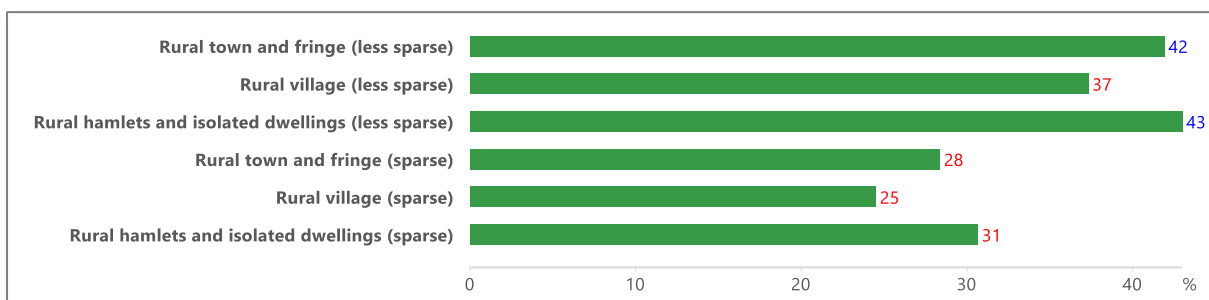
Base: All rural dwellers; n=11,265

When we look at people's feelings of safety in both their own home after dark (see Figure 38a below) we see that 'Rural Specific Business Owners' are most likely to feel unsafe. We aren't able to unpick which business owners live in their place of work but it will be a high proportion for 'Specific Business Owners' and as such this paints a picture of significant proportions of farmers who do not feel safe.

Figure 38a. Feelings of safety after dark in own home by sample group

Column n Column %	Rural Dweller 8,914	Specific Rural Business Owners 1,102	Other Business Owners 1,276	Total 11,292
Very safe	47	36	47	46
Fairly safe	45	51	43	45
A bit unsafe	7	11	8	7
Very unsafe	1	2	2	1
Net unsafe	8	13	10	9
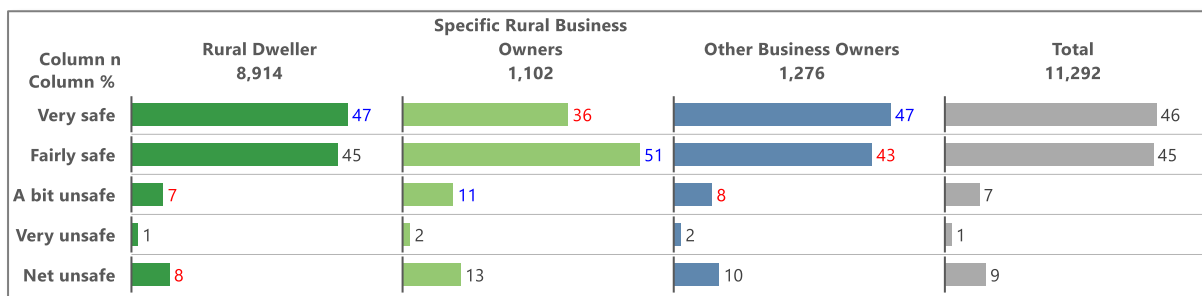
Question: How safe do you feel in your own home after dark?
Base: All rural dwellers; n=11,265

When we looked at the profile of those that feel unsafe by demographic and geography we see the same profile as we did for fear of crime: lower socio-economic groups and those in the family life stage as well as younger people and women. Also, those living in rural towns (less sparse) and hamlets & isolated dwellings (less sparse). It is also worth a mention that, as the CSEW and other similar surveys suggest, we also see fear of crime and feeling safe to be much higher amongst repeat victims of crime, victims of crime, victims of ASB and witnesses to crime, in that order.

A comparison with the NRCN Rural Crime Survey of 2015 shows no evidence of a change in feelings of safety in rural areas.

We asked people to compare their feelings of safety now with how they felt five years ago. We asked whether they were more or less worried about crime and if they felt more or less safe than they did 5 years ago. The chart below shows that on balance people feel more worried and less safe than they did five years previously.

Figure 38b. Feelings of safety after dark in own home by sample group
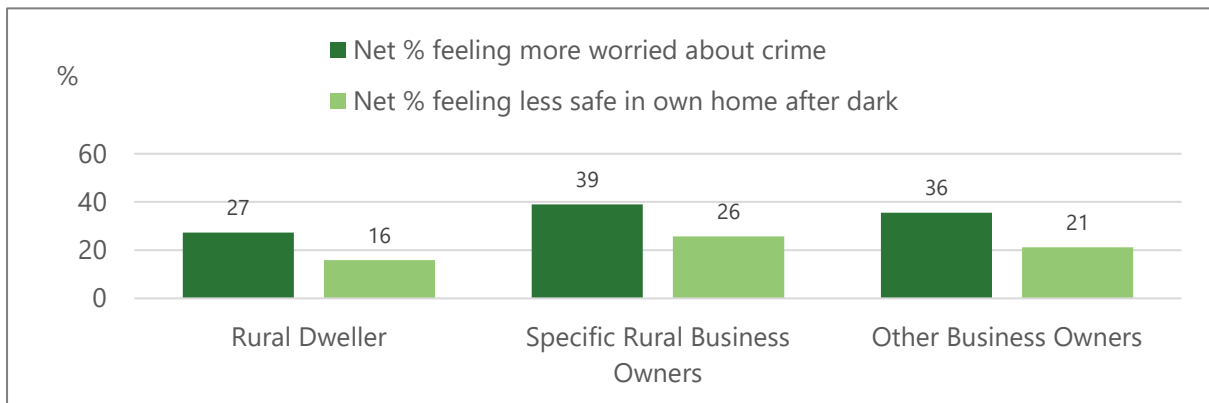
Question: How worried are you about becoming a victim of crime in the area where you live? How does this compare to 5 years ago? Net of % worried minus % less worried
How safe do you feel in your own home after dark? How does this compare to 5 years ago? Net of % worried minus % less worried
Base: All rural dwellers; n=11,292

A Broader View of Rural Crime and Disorder

This section takes a wider look at crime and disorder in rural areas of the country. The findings in this section are based on the views of everyone who participated in the survey and it looks beyond personal crime and personal ASB, bringing to our attention those crimes and behaviours that impact everyone: 'crimes against society'. These are the crimes that people see evidence of all around them as they go about their daily lives in rural areas or when they visit rural areas.

By the end of this section you will have a good understanding of what the 'Big' concerns are.

Types of Crimes

We asked what 'crimes against society' people have witnessed or seen evidence of in rural areas in the last 12 months. Around three quarters of survey participants mentioned a crime or behaviour in this section of the survey. This rose to 80%+ amongst 'Specific Rural Businesses', 30-54 year olds, families and higher socio-economic groups.

Figure 39 below shows how fly tipping and speeding dominate the list of concerns, particularly amongst non-business owners. Many 'Specific Rural Businesses' also mention theft, hare coursing, poaching trespass, livestock worrying and illegal off-roading. Again we see just how much of an issue fly tipping is for this particular group.

From a demographic perspective, older people are much more likely to mention fly tipping and speeding (60% and 40% respectively). Younger people and families are more likely to talk about drugs, theft and ASB (6%, 12% and 8%). That said, fly tipping, speeding and other vehicle related issues dominate concerns.

Figure 39. Crimes seen evidence of in rural areas in the last 12 months

Column n / Column %	Rural Dweller 7,452	Rural Visitor 3,323	Specific Rural Business Owners 1,184	Other Business Owners 1,437	Total 13,396
Fly Tipping	58	53	65	55	57
Speeding	36	29	14	27	32
Theft	9	8	21	14	11
Criminal Damage/Vandalism/Arson	9	12	8	10	10
Burglary/Break ins	10	8	6	11	9
ASB	7	9	2	7	7
Hare Coursing	4	2	22	6	6
Car and van theft/break ins	5	5	4	7	5
Drug Dealing/taking	4	7	1	7	5
Dangerous/anti social driving	4	6	3	4	4
Poaching	3	3	13	5	4
Illegal hunting	3	4	3	5	4
Littering	3	3	2	3	3
Using phone while driving	3	3	1	2	3
Wildlife crime	2	3	2	2	2
Illegal/dangerous parking	2	2	1	1	2
Violence	2	3	1	3	2
Illegal off roading by bikes and 4x4s	1	2	3	1	2
Trespass	1	1	7	3	2
Vehicle nuisance	1	1	1	1	1
Livestock worrying	1	1	5	1	1
Abusive/aggressive behaviour	1	2	1	2	1
Theft of fuel	1	0	2	1	1
Cold callers/fraud/scams	1	1	1	2	1
Drink driving	1	1	1	2	1
Rustling	1	0	2	1	1
Shoplifting	0	1	0	2	1
Other	9	9	9	10	9

Question: Have you witnessed or seen evidence of this sort of crime in rural areas in the last 12 months? Please give us a description of these crimes and how often they have happened in the last year?
Base: All who have seen evidence of crime in a rural area in the last 12 months; n=13,396

Compared to 2015 the proportion of people mentioning fly tipping has risen 6% and the proportion who mentioned speeding is down 21% from 53%.

Vehicle Related Nuisance

The fall in speeding as a concern is corroborated by another question we asked around vehicle related nuisance. Figure 40 below shows how the proportion of people saying that speeding cars and speeding motorbikes are a fairly or very big problem in the area where they live has fallen since 2015 by 8% and 10% respectively. This perhaps underlines that some progress has been made on this issue in the last 3 years although they are still the 2 'biggest' vehicle related issues.

Figure 40. Proportion of rural dwellers who think these vehicle related issues are a fairly or very big problem in the area where they live
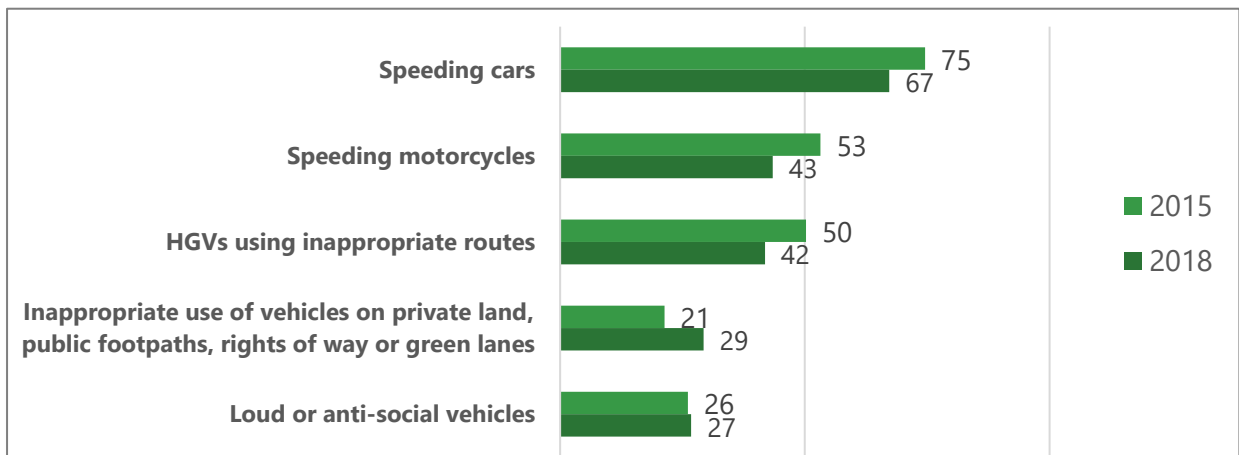
Question: So far as you are aware, how much of a problem do you think each of the following are in the area where you live?
Base: All those living in a rural area; n=11,372

Figure 41 below shows that whilst the patterns of vehicle nuisance are similar, the scale of different types of vehicle related nuisance experienced by people in rural areas varies by the type of rural area. Speeding cars and loud or anti-social vehicles are a bigger problem in rural town and fringe areas , whereas speeding motorcycles are more of a problem in sparse areas of the country – perhaps the weekend 'ride outs' enjoyed by groups of motor cyclists. Problems with HGVs are greater in less sparse areas, particularly villages.

Figure 41. Proportion of rural dwellers who think these vehicle related issues are a fairly or very big problem in the area where they live by rural geography

Column %	Rural town and fringe (less sparse)	Rural village (less sparse)	Rural hamlets and isolated dwellings (less sparse)	Rural town and fringe (sparse)	Rural village (sparse)	Rural hamlets and isolated dwellings (sparse)
Speeding cars	71	69	64	61	60	55
Speeding motorcycles	45	43	41	51	51	40
HGVs using inappropriate routes	41	44	42	29	37	36
Inappropriate use of vehicles on private land, public footpaths, rights of way or green lanes	29	28	33	29	27	29
Loud or anti-social vehicles	31	26	24	28	23	22

Base: All those living in a rural area; n=11,372

Fly Tipping

As we saw earlier when we looked at crimes against people, fly tipping was a big issue for 'Specific Rural Businesses' such as farmers. Fly tipping has been a notifiable crime for some

time now, however, we know anecdotally that the recording of it as a crime is patchy and this is partly down to the fact that responsibility falls somewhere between the local authority and the Police.

We asked the survey participants to give their view on whether fly tipping was rising and, as our comparison with 2015 confirmed, the overall perception is that it is certainly on the rise – over three quarters of survey participants took this view.

We also asked who they believed was responsible for dealing with fly tipping. Figure 42 below shows how most people believe it is a council matter and around a third believe the Police also have a part to play. 'Specific Rural Business Owners' are the most likely to believe that the Police have a role in this issue.

Figure 42. Perceptions of who is responsible for dealing with fly tipping by sample group

Column n Column %	Rural Dweller 10,098	Rural Visitor 4,914	Specific Rural Business Owners 1,434	Other Business Owners 1,805	Total 18,251
Police	34	33	40	35	35
Council	92	91	89	90	91
Other	7	7	12	9	8
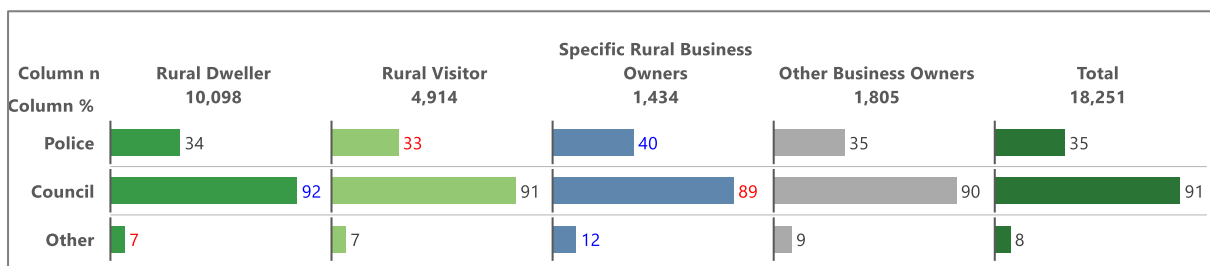
Question: Which organisation or organisations do you think are responsible for dealing with the problem of Fly Tipping? Multiple answers allowed
Base: All respondents answering question; n=18,251

The level of concern about this issue is clear to see and if we were to recommend one crime type/issue that should be pushed up the agenda then it would be this. This crime (and it is a crime) is a huge and serious issue for farmers/land owners. Perpetrators in many cases will be acting alone but in many other cases this crime is far more organised and, in a few cases,, of industrial scale.

Perceptions of Policing in Rural Areas

This section focuses on perceptions of how the police are dealing with crime in rural areas. There are some overarching measures of how well the police are doing in 2018 compared to 2015. As well as these it looks at people's direct experiences of the police as victims of crime and ASB as well as their perceptions of how well the police are dealing with some of the big issues raised in this report.

What this section does not do is paint a picture of a rural population who are happy and engaged with their local police force.

Overall Perceptions

The numbers shown in the charts below do not portray a good picture for police forces. In summary, we found that:

- The proportion of people who think their local police do a good job is **11% points lower** than in 2015.
- The proportion who would rate their local police as being good or excellent at crime prevention & reduction is **11% points lower** than in 2015.
- The proportion who would rate their local police as being good or excellent at solving crime when it happens is **7% points lower** than in 2015.
- The proportion who agree that the police in their local area can be relied upon to be their when needed is **11% points lower** than in 2015.
- The proportion who agree that the police in their local area are dealing with the things that matter to the people in your community **7% points lower** than in 2015.

Figure 43. Overall perceptions of local police by sample group

Column n Column %	Rural Dweller 8,632	Specific Rural Business Owners 1,054	Other Business Owners 1,225	Total 10,911
Excellent	4	3	3	4
Good	23	21	19	22
Fair	44	46	40	44
Poor	21	20	25	21
Very poor	9	9	13	9
Net Poor	29	30	38	30
Net Good/Excellent	27	25	21	26
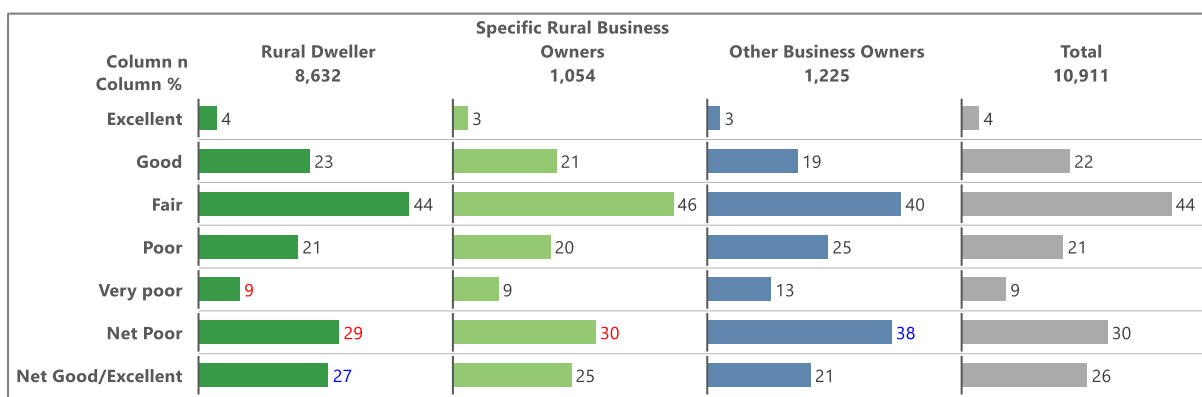
Question: Taking everything into account, what kind of job do you think the police in your area are doing?

Base: All those living in a rural area; n=10,911

Figure 43 above demonstrates the level of unhappiness with local policing amongst our survey sample, particularly 'Other Business Owners' who perhaps feel that their concerns are more overlooked than others when it comes to rural crime. Our self-selecting sample may be biased towards those who are most disgruntled, however, the numbers are none-the-less a stark reflection of the level of frustration and anger that is out there. Most important to note is the large drop in ratings since 2015, a survey that was conducted in the same way and with broadly the same types of people. For context, the proportion rating the police in their area as good or excellent as measured by the CSEW year ending March 2017 (urban and rural combined) was 62%.

If we look at perceptions of rural dwellers (excluding business owners) then the people most likely to perceive the police to be doing a poor job in their area are families and 34-54 year olds (net poor scores of 32% and 35% respectively). However, it has to be said that the level of poor ratings are significant across all types of people.

There is more variation in perceptions when we consider the type of rural area lived in. Figure 44 below shows how perceptions of the job done by the local police in sparse areas of the country are actually on balance better than in less sparse. Perhaps due to the impact of crime not being so great in these areas. Where perceptions are worst are in rural towns.

Figure 44. Overall perceptions of local police by rural area classification

Column n Column %	Rural town and fringe (less sparse) 3,272	Rural village (less sparse) 3,946	Rural hamlets and isolated dwellings (less sparse) 2,649	Rural town and fringe (sparse) 268	Rural village (sparse) 391	Rural hamlets and isolated dwellings (sparse) 385
Excellent	4	3	3	4	6	5
Good	21	24	21	24	32	24
Fair	42	43	46	34	42	49
Poor	23	22	20	19	12	17
Very poor	11	7	10	19	8	4
Net Poor	33	29	30	38	20	21
Net Good/Excellent	25	27	24	28	38	30

Base: All those living in a rural area; n=10,911

Figures from the other police rating questions paint the same overall picture.

Figure 45. Overall perceptions of local police for crime prevention and reduction

Column n	Rural Dweller 8,628	Specific Rural Business Owners 1,053	Other Business Owners 1,225	Total 10,906
Net Good or Excellent	20	19	14	19
Net Poor	38	38	48	39
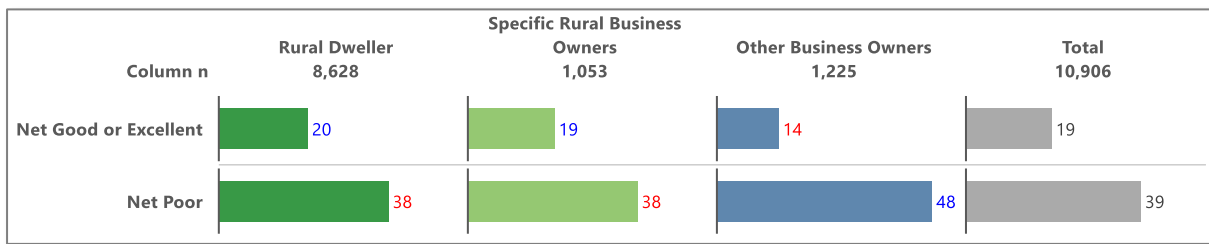
Question: How would you rate the Police in your area on the following issues? Crime prevention/reduction

Base: All those living in a rural area; n=10,906

Figure 46. Overall perceptions of local police for crime prevention and reduction

Column n	Rural Dweller 8,629	Specific Rural Business Owners 1,054	Other Business Owners 1,225	Total 10,908
Net Good or Excellent	17	13	13	16
Net Poor	40	51	51	42
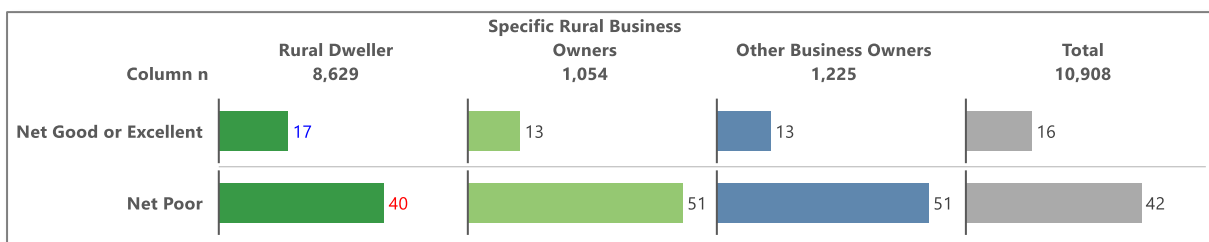
Question: How would you rate the Police in your area on the following issues? Solving crime when it happens

Base: All those living in a rural area; n=10,908

Figure 47. Overall perceptions of local police for dealing with organised crime

Column n	Rural Dweller 8,630	Specific Rural Business Owners 1,055	Other Business Owners 1,225	Total 10,910
Net Good or Excellent	24	21	20	24
Net Poor	27	38	37	29
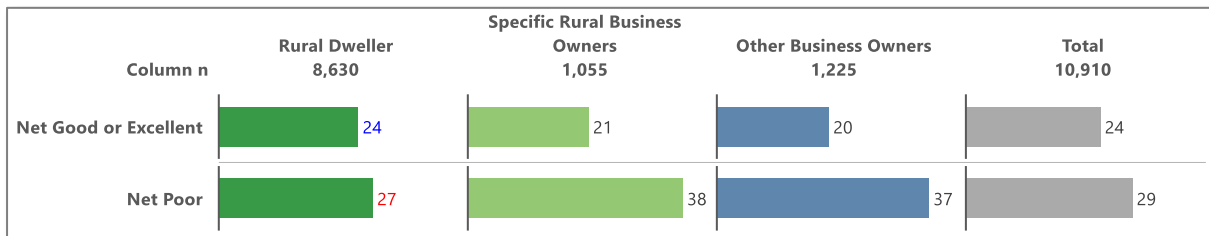
Question: How would you rate the Police in your area on the following issues? Dealing with organised crime

Base: All those living in a rural area; n=10,910

Figure 48. Proportion who agree that the police in their area can....by sample group

Column n / Column %	Rural Dweller 8,666	Specific Rural Business Owners 1,060	Other Business Owners 1,232	Total 10,958
Agree they can be relied on to be there when you need them	29	29	25	29
Agree they are dealing with the things that matter	28	28	23	27
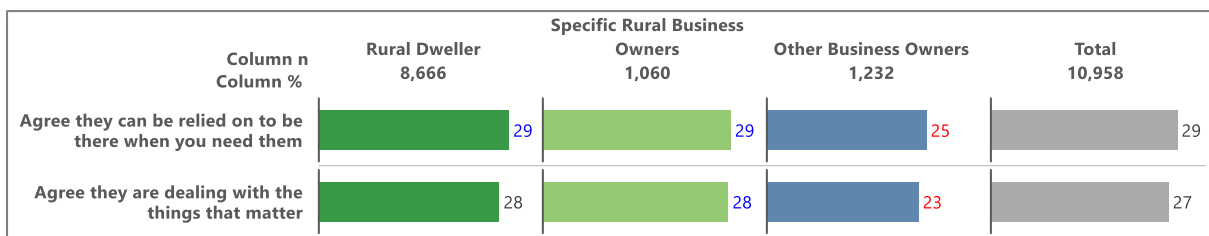
Question: How much you agree or disagree with each of the following statements about the police in your local area?

Base: All those living in a rural area; n=10,958

Whilst we see some marginal differences in the way people perceive the job done by the police in their local area by rural classification and demographic, we actually see much bigger differences when we look at police force areas (PFAs). This remit of this report is not to focus on different police force areas and the sampling approach does not make comparisons fair. However, Figure 49 below shows how the scale of change in perceptions of the police in rural areas since 2015 varies significantly by PFA (PFA identities hidden).

Figure 49. Percentage point change in proportion who think the police in their area do a good or excellent job by PFA
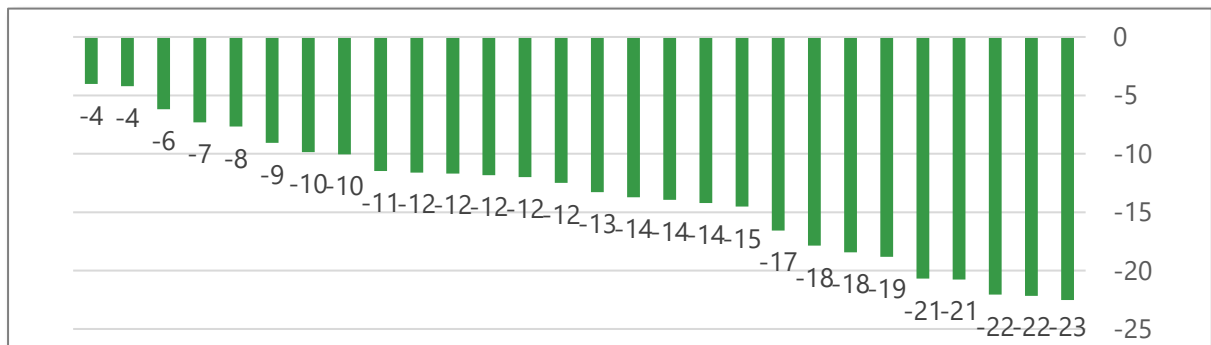
Base: All those living in a rural area; n=10,958

So why is the perception of the police in rural areas so poor at the moment? People's perceptions of the Police in their local area are based on a range of sources and signals not least their own direct experiences with the police or the experience of their friends and family members. As we have covered already, people see evidence of criminal activity all over the countryside. There is frustration, anger and disgust (particularly amongst farmers) that the Police are unable to (or choose not to) deal with and prevent certain crimes such as fly tipping. Nationally, there is an ongoing narrative of lack of resource and under funding for 'everyday' crime.

Direct experience plays a big part in forming perceptions of policing.

Service satisfaction

Figure 50 below shows the levels of satisfaction experienced by victims of crime from this survey. Almost half of all victims participating in the survey were dissatisfied with how the police dealt with their case. The highest rates of dissatisfaction were for violent crime (58%), Wildlife crime /hare coursing (52%), theft of agricultural machinery (48%) and Harassment (48%).

Figure 50. Satisfaction with the response received from the police by crime type

Column n Column %	Domestic 956	Business 460
Completely satisfied	11	6
Very satisfied	12	9
Fairly satisfied	18	17
Neither satisfied nor dissatisfied	17	19
Fairly dissatisfied	14	17
Very dissatisfied	10	11
Completely dissatisfied	19	21
Net dissatisfaction	42	49
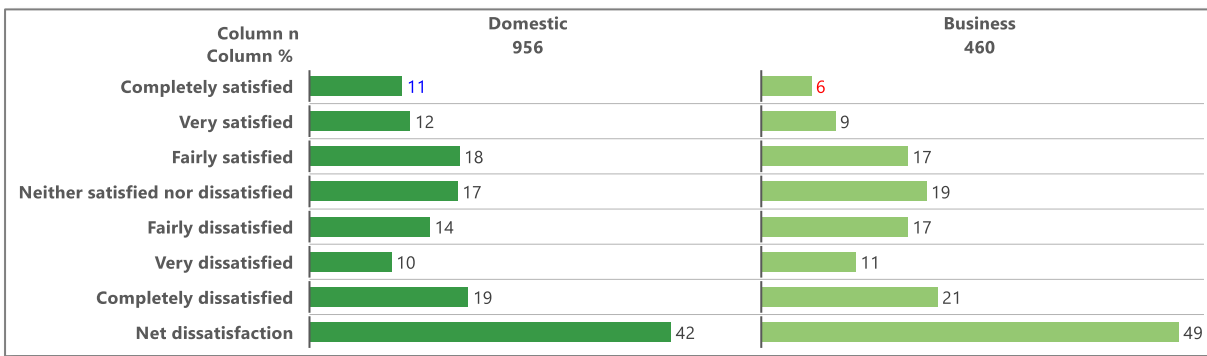
Question: Overall how satisfied were you with the response you received from the Police?

Base: All victims of crime in a rural area; n=1,416

The emotional response (see Figure 51 below) to the way in which the police responded gives clues as to why satisfaction is so low and restates that feeling that we have picked up throughout this survey – frustration. The fact that 10% chose disgust to describe the way they felt is also a big concern.

Figure 51. Emotional response of victims to the way the Police dealt with their crime by crime type
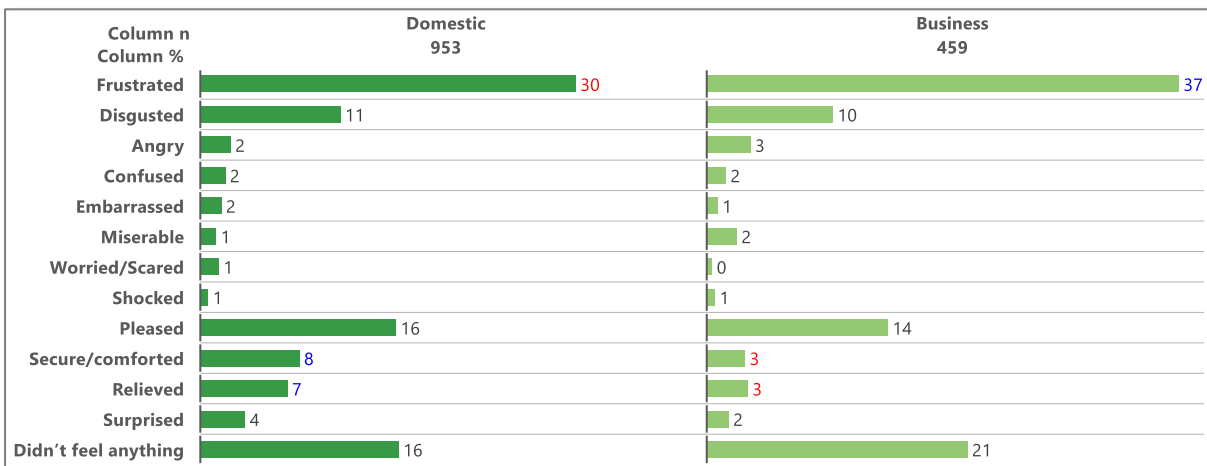
Column n Column %	Domestic 953	Business 459
Frustrated	30	37
Disgusted	11	10
Angry	2	3
Confused	2	2
Embarrassed	2	1
Miserable	1	2
Worried/Scared	1	0
Shocked	1	1
Pleased	16	14
Secure/comforted	8	3
Relieved	7	3
Surprised	4	2
Didn't feel anything	16	21

Question: Which of these words best describes how you felt about the response you received from the Police?

Base: All victims of crime in a rural area; n=1,412

This pattern of emotional response was observed across all demographics and rural geographies. The emotional response is even more negative when we look at how people feel about the response of the police to ASB.

Figure 52. Emotional response of victims to the way the Police dealt with their ASB incident
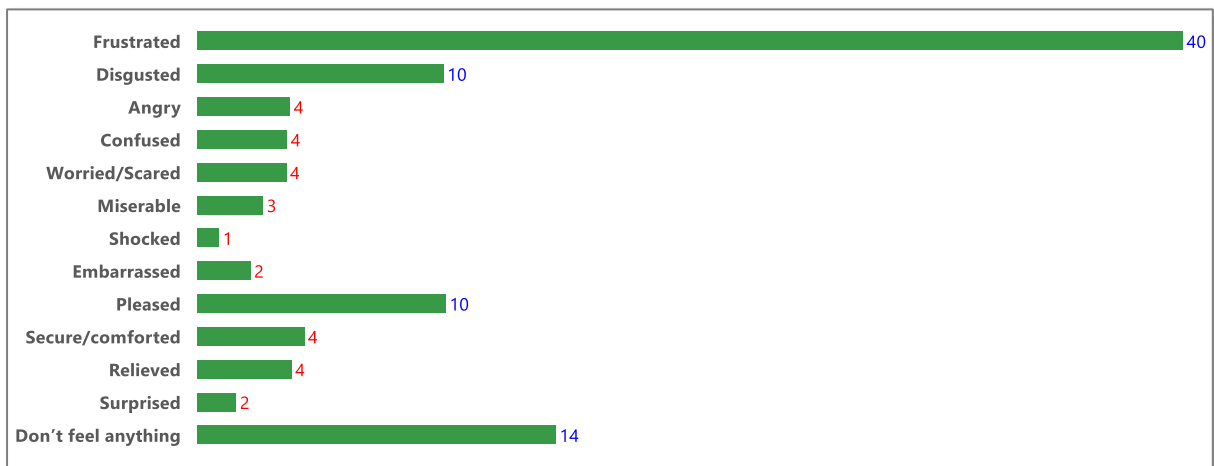
Response	Value
Frustrated	40
Disgusted	10
Angry	4
Confused	4
Worried/Scared	4
Miserable	3
Shocked	1
Embarrassed	2
Pleased	10
Secure/comforted	4
Relieved	4
Surprised	2
Don't feel anything	14

Question: Which of these words best describes how you felt about the response you received from the Police?

Base: All victims of ASB in a rural area; n=3,329

The rating of the police on some of those key 'crimes against society' discussed earlier is also not good, particularly fly tipping and speeding where around three quarters believe the police response to be poor.

Figure 53. Rating of police in dealing with key rural issues (% poor or very poor)

Issue	Value
Fly Tipping	74
Speeding	76
Theft	66
Criminal Damage/Vandalism/Arson	68
Burglary/Break ins	61
Hare Coursing	45
Poaching	56
Trespass	68
Livestock worrying	54

%

Question: How would you rate the way in which the Police in your area are dealing with this issue?

Base: Those mentioning each of the above crimes

Awareness of policing initiatives to tackle rural crime

A number of police forces have specific initiatives to tackle rural crime, but are the public aware of them? Figure 54 below suggests there is a lack of knowledge about these initiatives although 'Specific Rural Businesses' tend to be more aware than most.

Figure 54. Awareness of initiatives to tackle rural crime

Column n	Rural Dweller 9,754	Specific Rural Business Owners 1,222	Other Business Owners 1,402	Total 12,378
Awareness of police or Local Authority initiatives to tackle rural crime in your area?	30	46	27	31
Awareness of a rural crime team	30	51	29	32
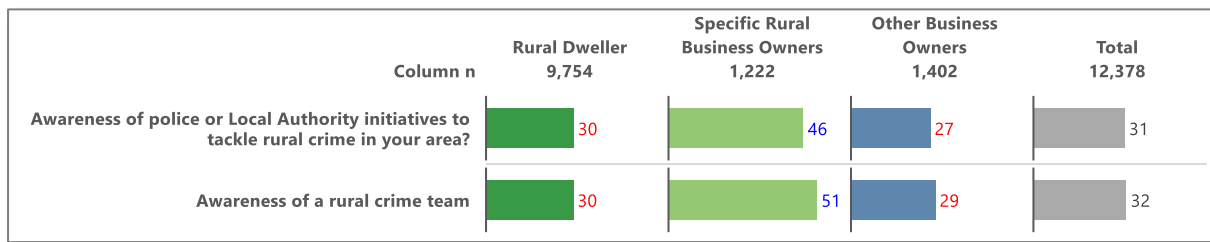
Question: Are you aware of any specific Police or Local Authority initiatives to tackle rural crime in your area? Some police forces have a dedicated rural crime team, comprising dedicated, expert rural officers and specialist resources. Are you aware of any such specific initiatives to tackle rural crime in your area?
Base: All those living in a rural area; n=12,378

Does this awareness impact perceptions of the police? We find that those who are aware of initiatives to tackle rural crime are more likely to rate the police in their area as good or excellent (**39%**) versus those who aren't aware (**21%**). This supports the theory that those who are engaged with the police will tend to be more supportive of the police which ultimately leads to better policing, higher feelings of security and lower fear of crime. Good policing depends upon strong police / public co-operation and engagement. Working with communities to deliver effective policing.

As we will see in the next section, one thing that rurality offers is the ability to 'belong' to a community. The physical boundary of living in a smaller town or village has traditionally seen an emphasis on local community and self-starter initiatives, involvement and engagement / participation.

Community Cohesion

In this section we look at the communities themselves to understand how strong they are and whether they are getting stronger or weaker. We will see that rural communities are strong and see how this strength manifests itself in increased feelings of security. We do however need to be mindful that a significant proportion of people don't feel that sense of belonging and don't have meaningful contact with their neighbours. This is often where we find some of the most vulnerable members of society.

Figures 55, 56 and 57 below suggest that community cohesion is very strong within rural communities albeit there are a significant proportion of people who exist on the fringe of society. They also show that this strength of cohesion has not been diminished over the past 3 years in spite of everything we have seen in terms of anger and frustration from these people.

Figure 55. Strength of belonging
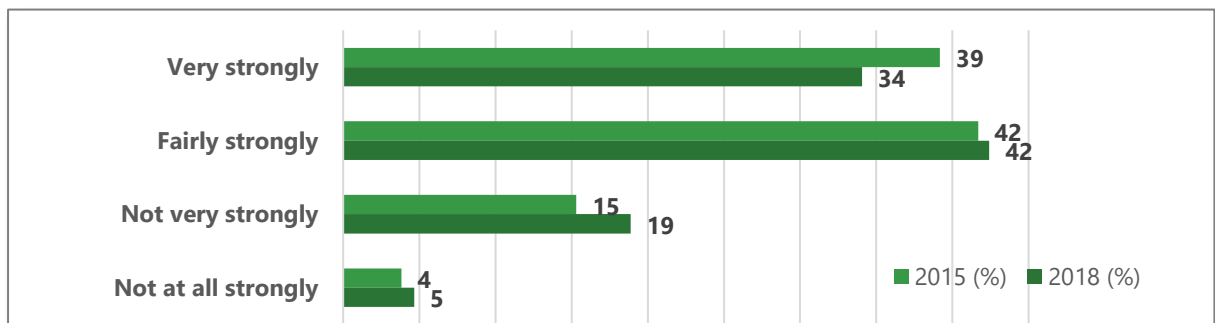
Question: How strongly do you feel you belong to your immediate neighbourhood?
Base: All rural dwellers; n=11,292

Figure 56. Amount talk to neighbours
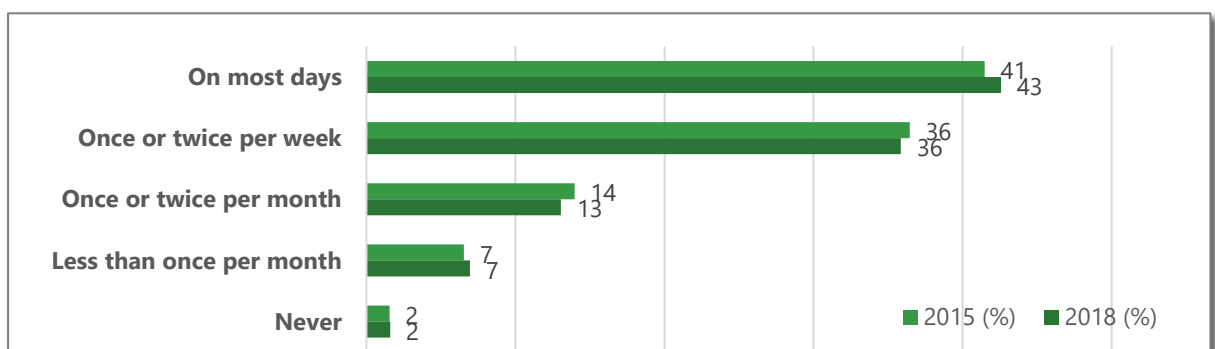
Question: How often do you chat to any of your neighbours, more than to say hello?
Base: All rural dwellers with neighbours; n=10,966

Figure 57. Agreement that people pull together to improve their community
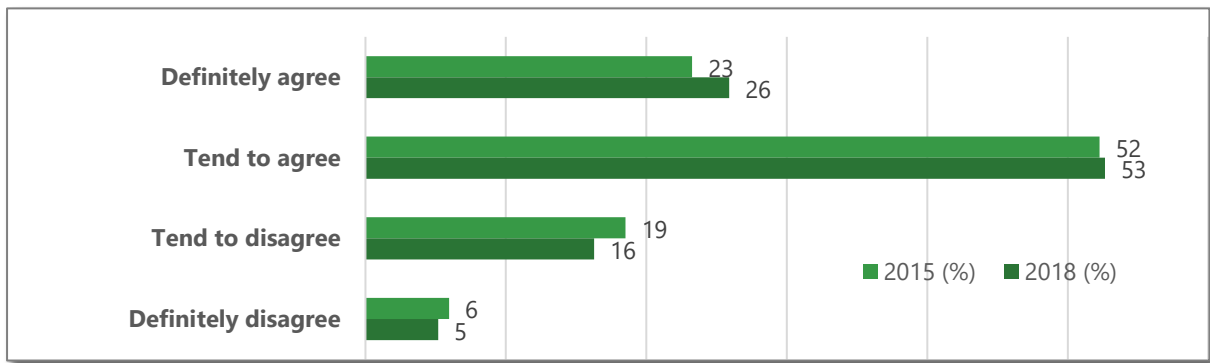
Question: To what extent would you agree or disagree that people in your neighbourhood pull together to improve the neighbourhood?
Base: All rural dwellers who believe neighbourhood could be improved; n=10,717

As we found in 2015, stronger communities feel safer, or to be more precise, people who feel their community is strong, feel safer. Figure 58 below shows how perceptions of community strength relate to feelings of safety.

Figure 58a. Proportion who feel unsafe at home after dark by agreement that people pull together to improve their community
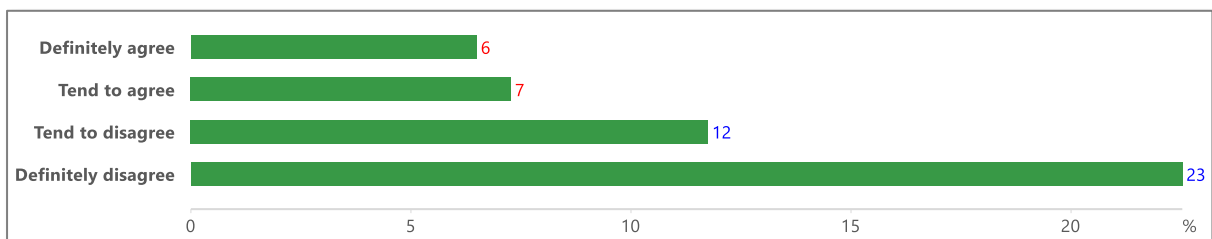
Base: All rural dwellers who believe neighbourhood could be improved; n=10,717

We also asked survey participants how they felt their communities had changed with regards to the three measures of cohesion and, although our key measures of cohesion shown above haven't changed between 2015 and 2018, people do on balance feel that communities are strengthening (see Figure 58b below). This more positive sentiment does at least provide a foundation for engaging better with our rural communities.

Figure 58b. Perceived change in community cohesion
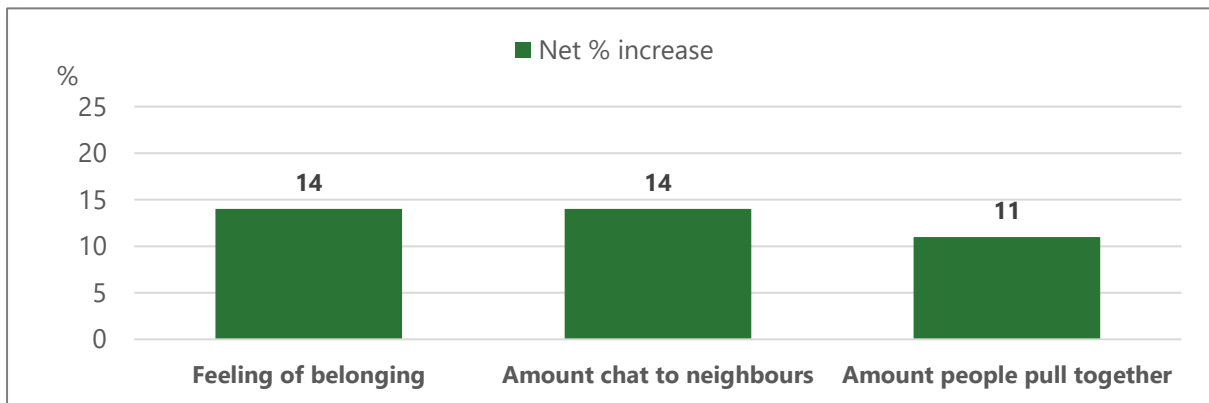
Question: Has this feeling of belonging increased, decreased or stayed the same in the last 5 years? Net of % increased minus % decreased

Has the amount you chat to your neighbours (more than to say hello) changed in the last 5 years? Net of % increased minus % decreased

Has the amount the people in your neighbourhood pull together changed in the last 5 years? Net of % increased minus % decreased

Base: All rural dwellers; n=11,292

A Review of Security Measures

We've already see that rural hamlets and isolated dwellings close to more populous areas are vulnerable to crime. Ensuring that rural dwellers and rural business owners understand the range of security measures available and ensuring that they are taking at the very least the basic security measures is hugely important in tackling crime. This section looks at a range of security measures to see which people already take and which they believe are effective in preventing or reducing the risk of being a victim of crime.

We will see that many people do not bother to take some of the simplest of steps either because they haven't got around to it or because they do not appreciate the risks. We will also see that for some security measures there remains a level of scepticism about their efficacy.

Domestic Security

Figure 59 below plots the proportion of people who have taken a range of security measures against the proportion who believe the measures to be effective deterrents to criminals. There are clearly some basic measures that most people take and believe are effective, these being using door and window locks, locking vehicles and securing keys, using security lighting and locking away personal items. CCTV, burglar alarms and keeping gates secure are believed by the majority to be effective, however uptake is lower for these more expensive measures.

Figure 59. Proportion of people (non-business owners) who believe different security measure to be effective versus proportion who have taken that security measure
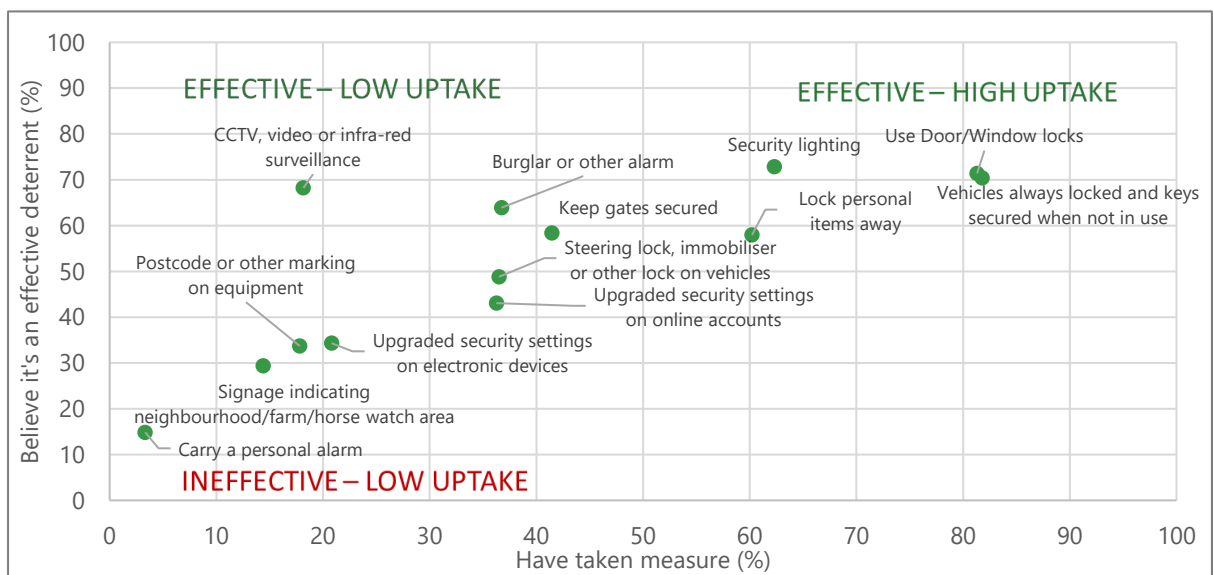
Base: All non-business respondents; n=14,820

Notable is the low uptake and belief in the effectiveness of upgrading security settings on online accounts and devices - particularly device security settings. This survey would suggest that there isn't a problem with the awareness of cyber-crime, but clearly the messaging around the effectiveness of keeping your device and online security up to date isn't getting through to everyone.

Younger people are more likely to stay on top of security settings on their devices (**25%**). Despite this younger people don't widely believe that such cyber security acts as a deterrent to criminals. That said, staying on top of cyber security is not the norm for any demographic. CCTV has only recently become cheap enough to be a viable security option and is being used by many instead of a burglar alarm. More people actually see CCTV as being effective than they do burglar alarms. Uptake is currently low although is highest amongst 35-54 year olds (**25%**). Postcode marking and neighbourhood watch signage are widely thought to be ineffective deterrents to criminals.

Vehicle Security

We have looked at vehicle security separately, particularly working vehicles. Figure 60 below shows that there are a couple of measures that people believe are not effective deterrents – forensic marking and photographing serial numbers. Although that's not to say that they don't believe it will help re-unite stolen vehicles with their owners. Whilst most of the other measures are often thought to be effective, use of them is not widespread. This may mean that more education is required around their effectiveness.

Figure 60. Proportion of working vehicle owners (quad bikes, trailers, horse boxes) who believe different security measure to be effective versus proportion who have taken that security measure
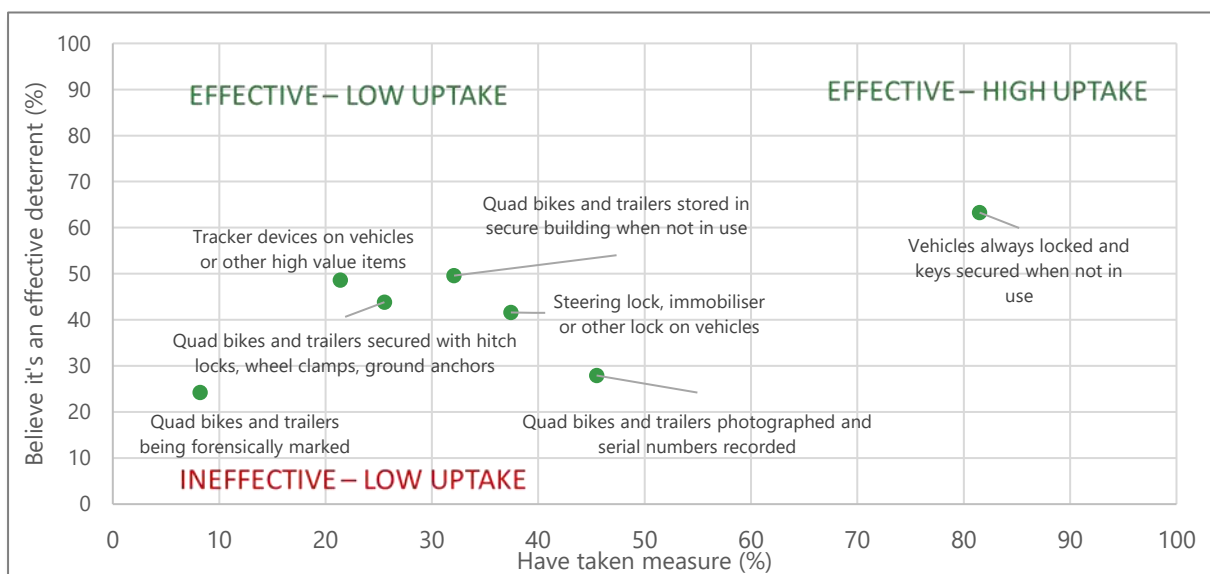
Base: All working vehicle owners; n=3732

Business Security

When we look at business owners in Figure 61 below, we see a similar pattern of belief in and uptake of security measures. The measures believed to be effective deterrents and with high uptake are all the physical/visible security measures. Where uptake and belief in effectiveness as a deterrent is lowest is for the 'marking' measures (traditional and modern ones). The suggestion from this is that while marking might help in re-uniting owners with property or help with the detection of crime, people don't believe that marking of property is deterring the criminals.

Figure 61. Proportion of business owners who believe different security measure to be effective versus proportion who have taken that security measure
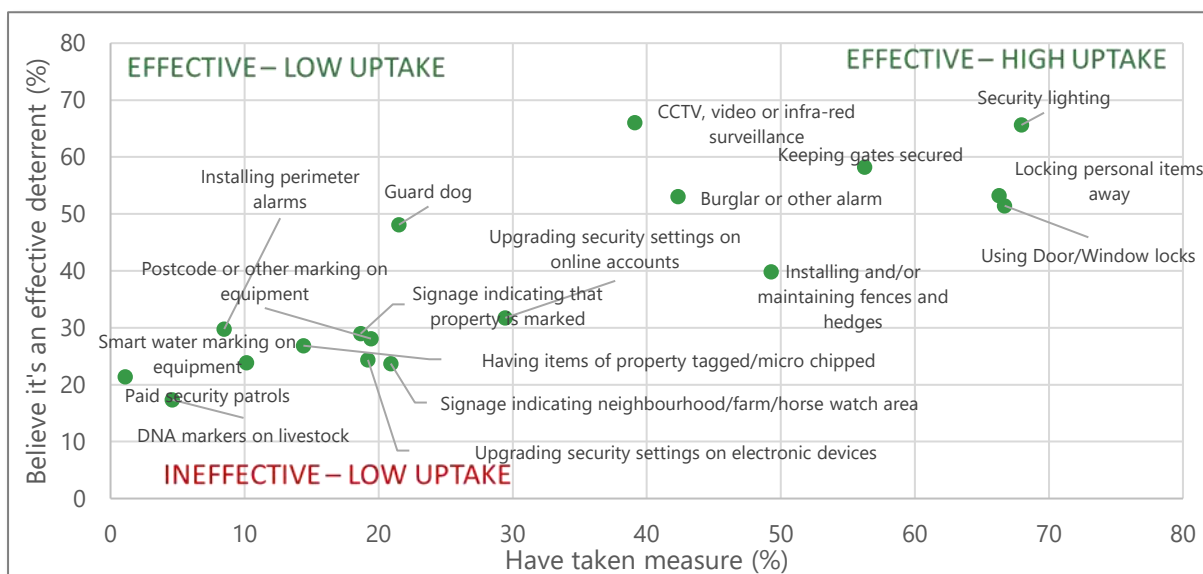
Base: All business owners; n=3585 (note: livestock figures based on livestock owners only)

Other Business Related Issues

Business owners were also asked a set of questions around what causes them concern on a day to day basis when running their business. We focused on 3 crime related issues and benchmarked these issues against another well know rural business issue: broadband quality.

Figure 62. Issues causing business owners concern

Column n Column %	Retail 167	Hospitality 186	Construction 161	Manufacturing 74	Professional services 443	Specific Rural Businesses 1,238
The response I would get from police should I need them	60	59	61	69	54	65
Broadband quality	46	48	47	54	64	58
Becoming a victim of crime	46	38	42	42	25	52
Feeling vulnerable due to being located in a rural area	28	27	19	26	15	38
None of the above	16	16	11	8	13	7

Question: As an owner of a business in a rural area, do any of the following cause you concern in the day to day running of your business?

On balance, more business owners are concerned about the response they will get from the police than broadband speeds. This underlines the level of concern about rural policing amongst business owners. Where broadband speeds are of most concern are amongst professional services businesses but clearly many businesses have concerns, particularly 'Specific Rural Businesses'.

Over half of 'Specific Rural Businesses' feel vulnerable to crime and worry about the response they will get from the Police. Again, this highlights the vulnerability of this group.

National Rural Crime Survey 2018

Appendix

Appendix A – Classifying Rural Areas

Our respondents to the survey were classified using the ONS Postcode Directory which is built on Output Area classifications. An overview of how urban and rural areas are classified is provided here:

Classification of Urban and Rural areas courtesy of Government Statistical Service.

- ❑ **Urban areas are** the connected **built up areas** identified by Ordnance Survey mapping **that have resident populations above 10,000 people** (2011 Census).

- ❑ **Rural areas are those areas that are not urban**, i.e. consisting of settlements below 10,000 people or are open countryside.

- ❑ For the 2011 Census, England was divided into 171,372 Census **Output Areas** (OAs) which on average have a resident population of 309 people. OAs are the smallest geographic unit for which Census data are available. Their geographical size will vary depending on the population density.

- ❑ **Each OA is assigned as urban or rural** based on whether its (population-weighted) centre is within or outside a built up area of greater than 10,000 people. The rural and urban labels can then be used to analyse Census or other data, to allow comparisons between rural and urban areas.

- ❑ A simple rural / urban statistical split may not be sufficient to reflect the diversity of rural and urban areas.

- ❑ By looking at dwelling densities for every 100m x 100m square and the density in squares at varying distances around each square, and then comparing these 'density profiles' for different types of settlement, the settlement form across the country can be mapped and this allows **every OA to be assigned a settlement type**. For the first time this has been done to provide a typology of urban areas (previously only classed as 'urban').

- ❑ As well as settlement form, the wider **context of each settlement** can be determined by looking at dwelling densities at greater distances, up to 30km beyond, to identify sparsely populated areas and thus **settlements in a sparse setting**.

- ❑ The **Rural-Urban Classification of Output Areas** (shown below) consists of six rural and four urban settlement / context combinations.

The Rural-Urban Classification of Output Areas

Appendix B – Other Data Sources

The following table gives details of external data sources used in our analysis and reporting.

Source	Data	Use
www.geoportal.statistics.gov.uk	Postcode Directory Output Area look up files	Assigning survey responses to specific rural areas, Police Force areas and other regional entities.
Crime Survey of England & Wales (CSEW) 2016-2018	Perceptions of Police	Comparison of survey data with CSEW data.
www.gov.uk/government/organisations/department-for-environment-food-rural-affairs	Explanatory notes	Reference for Rural-Urban Classifications.

Appendix C – Questionnaire

SECTION A INTRODUCTION AND SCREENING
Thank you for your interest in our survey.

First we would like to get some details about you and your relationship to the countryside.

OE POSTCODE BOX
A1   Please enter your home postcode in the box below.

We need your postcode so that we can identify which part of the country you live in, which Police Force serves your area, who your Local Authority is and (if applicable) the type of rural area you live in.

NOT SHOWN
A2   Rural urban classification

Urban, not sparse, major conurbation........................... 1
Urban, not sparse, minor conurbation 2
Urban, not sparse, city & town...................................... 3
Urban, sparse, city & town 4
Rural, not sparse, town & fringe.................................... 5
Rural, not sparse, villages 6
Rural, not sparse, hamlets and isolated dwellings 7
Rural, sparse, town & fringe 8
Rural, sparse, villages.. 9
Rural, sparse, hamlets and isolated dwellings............. 10

The next set of questions are about your relationship with the countryside.

SC
A3a   Do you live in a rural area?

Yes... 1
No.. 2

SC
A3b   Do you own a business in a rural area?

Yes... 1
No.. 2

A3c   Do you regularly visit rural areas (at least once per week) as part of your job or for leisure?

Yes... 1
No.. 2

SC
A3d   How often do you visit rural areas as part of your job, leisure or recreation activities?

Every day.. 1
Most days 2
2-3 times per week... 3
About once per week 4
Less often... 5

IF NO AT A3c OR CODE 5 AT A3d THEN SHOW MESSAGE

Thank you for your interest in the survey. Unfortunately, this survey requires you to live in, work in or regularly visit the countryside to take part. Please feel free to leave any comments you wish to make about crime in rural areas of England & Wales.

SHOW IF WORK OR OWN BUSINESS IN RURAL AREA AT A3a (CODES 2 OR 3)
OE TWO BOXES
A4   Please enter the postcode of your business in the boxes below

ASK IF BUSINESS OWNER AT A3 (CODE 2)
SC
A5   Which of these best describes the business that you own?

Retail 1
Hospitality (e.g. pub, restaurant, hotel) 2
Construction.. 3
Manufacturing... 4
Professional and administrative services 5
Farming/Agriculture.. 6
Other (please specify)... 7

ASK IF BUSINESS OWNER AT A3 (CODE 2)
SC
A6   How many people are employed in your business?

Just me 1
1-4... 2
5-9... 3
10-49 4

50-249	5
250+	6

SC
A7 How long have you lived in this area?

Less than 1 year	1
1–2 years	2
3-5 years	3
6-10 years	4
More than 10 years	5

A8 How long have you owned a business in this area?

Less than 1 year	1
1–2 years	2
3-5 years	3
6-10 years	4
More than 10 years	5

COLLECT ACTUAL AGE AND CODE
OE + SC
A9 Please could you tell us your age?

Under 16	1
16-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65-74	7
75+	8
Prefer not to say	9

SC
A10 What is your gender?

Male	1
Female	2
I identify in another way	3
Prefer not to say	4

SC

A11a   Which Police Force looks after the area where you live?

    Don't Know 1
    Other.. 2

A11b   Which Police Force looks after the area where you own a business?

    Don't Know 1
    Other.. 2

A11c   Which Police Force looks after the rural area that you visit most often?

    Don't Know 1
    Other.. 2

SECTION B EXPERIENCE OF CRIME

This next section is all about your experience of crime over the past 12 months in the area where you live or other rural areas. We are interested in any crimes that have been committed against you, including ones that were not reported to the Police. Towards the end of the section we will also ask you about crimes that you have witnessed or have seen evidence of in the area where you live or other rural areas.

Please note that this section is specifically about crime and that there is a section later in the survey that focuses on your experiences of anti-social behaviour (ASB).

If you have moved to the area more recently 12 months ago then only tell us about experiences of crime since you moved.

This next section is all about your experience of crime in rural areas over the past 12 months. We are interested in any crimes that have been committed against you whilst you have been visiting rural areas, including ones that were not reported to the Police.

B1a   Have you had any crimes committed against you either in the area where you live or another rural area in the last 12 months?

MC
B1b Have you had any crimes committed against you when visiting a rural area for work or leisure pursuits, in the last 12 months?

We want to know about any crimes committed against you in the last 12 months and not just those that were reported to the Police.

To help you remember, here's a list of different crimes. If you can't find a description that fits then please write your own description in one of the boxes provided.

Please note we are just focusing on crimes <u>where you are the victim</u> at the moment. We will be talking about more general crimes against society later in the survey as well as your experiences of anti-social behaviour (ASB).

Please select all that apply to you

No I haven't had a crime committed against me in the last 12 months	1	SKIP TO B13b
Burglary (having your house/business broken in to)	2	
Robbery (having something forcefully taken from you (your person)	3	
Theft of possessions from your person – without using force (e.g. from your bag, pockets or hands)		
Theft of your car	4	
Theft from your car	5	
Theft of your bike	6	
Theft of personal possessions you have left in a public place (e.g. the office, a cloakroom)	7	
Theft of agricultural machinery or equipment	8	
Theft of livestock	8	
Theft of fuel	9	
Theft of agricultural materials (e.g. fertilizer)	10	
Theft from an outbuilding	11	
Theft of horse tack/equipment	12	
Shoplifting	13	
Other type of theft (please specify)	14	
Domestic abuse (any controlling, coercive, threatening or violent behaviour, including sexual violence, between partners or ex-partners)		
Crime of a sexual nature	15	
Other Violent crime (being physically assaulted)	16	
Harassment (repetitive threatening behaviour causing you distress e.g. unwanted phone calls, letters, visits to your home, stalking) excluding domestic abuse (see above)	19	
Online Harassment (as above but on the internet or via email)	20	
Criminal damage, Vandalism/ Arson or damage of your property or possessions	16	

Fly tipping on your land	17
Wildlife crime or hare coursing on **your** land	18
Being deceived out of money or property	21
Being deceived out of money or property online or by email	22
Other (please specify)	23

B2   And which of these was the most recent?

Burglary (having your house/business broken in to)	2
Robbery (having something forcefully taken from you (your person)	3
Theft of possessions from your person – without using force (e.g. from your bag, pockets or hands)	
Theft of your car	4
Theft from your car	5
Theft of your bike	6
Theft of personal possessions you have left in a public place (e.g. the office, a cloakroom)	
Theft of agricultural machinery or equipment	7
Theft of livestock	8
Theft of fuel	9
Theft of agricultural materials (e.g. fertilizer)	10
Theft from an outbuilding	11
Theft of horse tack/equipment	12
Shoplifting	13
Other type of theft (please specify)	14
Domestic abuse (any controlling, coercive, threatening or violent behaviour, including sexual violence, between partners or ex-partners)	
Crime of a sexual nature	15
Other Violent crime (being physically assaulted)	16
Harassment (repetitive threatening behaviour causing you distress e.g. unwanted phone calls, letters, visits to your home, stalking) excluding domestic abuse (see above)	19
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Criminal damage, Vandalism/ Arson or damage of your property or possessions	16
Fly tipping on your land	17
Wildlife crime or hare coursing on **your** land	18

Being deceived out of money or property	21
Being deceived out of money or property online or by email	22
Other (please specify)	23

B3a Please confirm that the crime happened in a rural area

Yes, in a rural area... 1
No, in an urban area 2

DROPDOWN OF FORCES IN SURVEY+ OTHER AND DON'Y KNOW OPTION
B3b Please confirm which police force area the crime happened in

Don't Know 1
Derbyshire... 2
Devon & Cornwall.. 3
Dorset 4
Durham 5
Hampshire 6
Lancashire 7
Lincolnshire 8
North Yorkshire 9
Nottinghamshire 10
Staffordshire... 11
Sussex 12
Other...

ASK IF RESIDENT AND BUSINESS OWNER AT A3
B4 Would you say the crime was more to do with you as a resident or as the owner of a business?

Resident... 1
Business 2
Both.. 3

DROP DOWN
B5 In which month and year did this crime happen?

An approximation is fine

SC
B6 Was this crime reported to the Police by you or any other person?

Yes, by me 1
Yes, by someone else 2
No, although Police already knew about it e.g. were present at the scene ___ 3
No (so far as I know) it was never reported as a crime ___ 4

MC/OE
RANDOMISE
B7a Why didn't you report the crime to the Police?

I /We dealt with matter myself/ourselves 1
Previous bad experience with the Police/Criminal Justice System 2
General dislike/fear of the Police 3
Police couldn't have done anything 4
Fear of reprisals 5
Too trivial/not worth reporting 6
Waste of time/would be no point 7
I **felt** intimidated 8
I **was** threatened/intimidated 9
I reported it to another authority (e.g. council) 10
It was only an attempted crime and no damage was done ___ 11
Other (please specify) 12

OE
B7b What did you do to deal with the matter yourself?

SC
B7c Do you think (or know if) the perpetrator was local or from outside the area?

Local 1
From outside the area 2
I don't know 3

SC
B7d Do you think (or know if) they were working alone or were they part of an organised group?

Working alone 1
Part of an organised group 2
I don't know 3

B7e Do you think the crime was opportunistic or were you specifically targeted?

Opportunistic...1
Targeted...2

B8a Many people have emotional reactions after incidents in which they are victims of crime. Looking at this list, which of these reactions did you PERSONALLY have?

Select all that apply

Anger 1
Shock 2
Fear 3
Depression 4
Anxiety/panic attacks 5
Loss of confidence/feeling vulnerable 6
Difficulty sleeping 7
Crying/tears 8
Annoyance..9
Tempted to make matters into my own hands 10
Relieved my experience hadn't been worse...............11
It made me determined to protect my property/myself better in future   12
It made me determined to take a more active role in my community to help prevent crime 13
None of the above 13

B8b Overall, how much were you affected by [INSERT EMOTION]

Very much   1
Quite alot...2
A little 3

B9a Overall how satisfied were you with the response you received from the Police?

Completely satisfied...1
Very satisfied...2
Fairly satisfied..3
Neither satisfied nor dissatisfies....................................4

Fairly dissatisfied.. 5
Very dissatisfied... 6
Completely dissatisfied 7

SC
B9b Which of these words best describes **how you felt about the response** you received from the Police?

Pleased.. 1
Secure/comforted... 2
Relieved... 3
Surprised... 4
Embarrassed... 5
Confused... 6
Worried/Scared 7
Miserable... 8
Angry 9
Frustrated 10
Shocked.. 11
Disgusted 12
Didn't feel anything... 15

SC/OE
B10 Which of these words best describes **how you feel now** about what happened?
RANDOMISE

Pleased.. 1
Secure/comforted... 2
Relieved... 3
Surprised... 4
Embarrassed... 5
Confused... 6
Worried/Scared 7
Miserable... 8
Angry 9
Frustrated 10
Shocked.. 11
Disgusted 12
Don't feel anything 15

MC
B11a Looking at this list what, if any, of these things happened to you as a result of this incident?

Select all that apply

Financial loss (including loss of earnings)
Time off work
Loss of employment/ability to make a living
Relationship breakdown
Avoided social situations
Inconvenience
Moved house
Took additional security precautions (e.g. installing a burglar alarm)
Loss of trust in other people/the public
Time off from school/college/university
Impact on health
Effect on personal confidence
No impact

B11b   What if any financial costs did you incur as a result of this crime?

Knowing this will help us calculate the true financial cost of crime in rural areas

	Enter your best estimate in pounds
None	
Replacement value of property	
Repair of damage	
Loss of earnings	
Buying/installing security equipment (e.g. cameras)	
Other costs	
Total	CREATE SUM

B12   Did you make an insurance claim?

Yes.. 1
No.. 2

B13   How much did you receive from your insurance claim?

Please give your best estimate in pounds

B13b   How many times have you had a crime committed against you in the last 12 months?

Please count ones that were reported to the Police as well as ones that were not

None.. 1

Once 2

Twice 3

Three times 4

Four times 5

Five or more times... 6

We would now like you to think about other crimes that you might have witnessed or seen evidence of in rural areas. We are talking about crimes that are not specifically targeted at you but that are more general crimes against society. These might include speeding, fly tipping, poaching, illegal hunting or other wildlife crime.

B14   Have you witnessed or seen evidence of this sort of crime in rural areas in the last 12 months?

Yes... 1

No 2

B15   Please give us a description of these crimes and how often they have happened in the last year?

Please write in one issue per box

Description of crime	Has the situation improved, got worse or stayed the same in the last 3 years? DROPDOWN	How often happened in last year

B16   How would you rate the way in which the Police in your area are dealing with the issues you have mentioned?

Excellent... 1

Good... 2

Fair.. 3

Poor 4

Very Poor 5

B17   Are you aware of any specific Police or Local Authority initiatives to tackle rural crime in your area?

No 1
Yes (Please describe below).. 2

B18

Some police forces have a dedicated rural crime team, comprising dedicated, expert rural officers and specialist resources. Are you aware of any such specific initiatives to tackle rural crime in your area?

Yes.. 1
No 2

B19   Thinking about Fly Tipping only. Do you think the problem of Fly Tipping is increasing, decreasing or staying about the same?

Increasing 1
Staying about the same.. 2
Decreasing.. 3

B20   Which organisation or organisations do you think are responsible for dealing with the problem of Fly Tipping?

Please select all that apply

Police 1
Council 2
Other.. 3

B22   The next few questions are about security; either for your home or your business.

Which of the following do you own/lease or have at home/your place of business?

Livestock.. 1
Working vehicles such as a quad bike, trailer, horse box or tractor   2
Stored fuel (oil or diesel).. 3
Horse(s) 4
None of the above 5

B22a   Here's a list of different security measures and crime prevention activities.

Please tick all the crime prevention activities you take part in and all the security measures you have taken for your home or business?

B22b   Here's a list of the security measures that you have already taken.

Please tick the ones that you believe are effective deterrents against crime for people living or owning a business, in a rural area?

B22c   Here's a list of the security measures that you haven't yet taken.

Please tick the ones that you believe are effective deterrents against crime for people living or owning a business, in a rural area?

	LIST DICTATED BY B22
Burglar or other alarm	
Use Door/Window locks	
Guard dog	
CCTV, video or infra-red surveillance	
Security lighting	
Paid security patrols	
Tracker devices on vehicles or other high value items	
Steering lock, immobiliser or other lock on vehicles	
Smart water marking on equipment	
Postcode or other marking on equipment	
DNA markers on livestock	
Signage indicating that property is marked	
Signage indicating neighbourhood/farm/horse watch area	

Regular police patrols	
Attended community meetings/local events about crime prevention	
Become part of a neighbourhood watch scheme	
Carry a personal alarm	
Had items of property tagged/micro chipped	
Installed and/or maintained fences and hedges	
Installed perimeter alarms	
Keep gates secured	
Lock personal items away	
Researched crime prevention methods	
Started a neighbourhood watch scheme	
Upgraded security settings on electronic devices	
Upgraded security settings on online accounts	
Vehicles always locked and keys secured when not in use	
Quad bikes and trailers are stored in secure building when not in use	
Quad bikes and trailers are forensically marked	
Quad bikes and trailers photographed and serial numbers recorded	
Quad bikes and trailers secured with hitch locks, wheel clamps, ground anchors	

SHOW IF LIVE/OWN BUSINESS IN A RURAL AREA AT A3
OE

B23 Are there any other security measures that you have successfully taken to protect yourself and your property?

Please describe in the box.

SHOW IF LIVE IN A RURAL AREA AT A3
SC
B24 What do you think has happened to crime in the COUNTRY AS A WHOLE over the past few years?

Gone up a lot.. 1

Gone up a little 2

Stayed about the same 3

Gone down a little 4

Gone down a lot 5

SC

B25   How much of a problem do you think crime is in the COUNTRY AS A WHOLE?

A very big problem 1

A fairly big problem 2

Not a very big problem 3

Not a problem at all 4

SC

B26   And what do you think has happened to crime in YOUR LOCAL AREA over the past few years?

If you haven't lived in this area for 5 years then please think about the time since you moved

in.

Gone up a lot 1

Gone up a little 2

Stayed about the same 3

Gone down a little 4

Gone down a lot 5

SC

B27   How much of a problem do you think crime is in the AREA WHERE YOU LIVE?

A very big problem 1

A fairly big problem 2

Not a very big problem 3

Not a problem at all 4

SECTION C EXPERIENCE OF ASB

This next section is all about your experiences of Anti-Social Behaviour. Anti-Social behaviour can range from litter and dog fouling through to noisy neighbours, rowdy and intimidating behaviour and vehicle related disturbance and disorder.
NEXT PAGE

SC
C2   Have you been affected by Anti-Social Behaviour in the last 12 months?

Yes.. 1
No 2

ASK IF YES AT C2
OE
C3   How many times have you been affected by Anti-Social Behaviour in the last 12 months?

ASK IF YES AT C2
OE
C4   Please briefly describe the types of ASB that have personally affected you in the last 12 months.

ASK IF YES AT C2
MC
RANDOMISE
C5   Please tick the issues below that best describe the types of ASB you just mentioned

Young people hanging about 1
Drunken or rowdy behaviour in the streets................. 2
Nuisance neighbours... 3
Environmental noise (including loud music, vehicle noise, dogs barking)   4
Environmental (including fly tipping, litter, dog fouling, burning rubbish)   5
Drug taking or dealing.. 6
Prostitution 7
Vandalism.. 8
Harassment/Intimidation.. 9
None of the above 10

ASK IF YES AT C2
SC
C6   Were any of these incidents reported to the Police by you or any other person?

Yes.. 1
No... 2

SC/OE

C7   Which of these words best describes how you feel about the response of the Police to Anti-Social Behaviour in your area?

RANDOMISE

Pleased.. 1
Secure/comforted 2
Relieved.. 3
Surprised.. 4
Embarrassed.. 5
Confused... 6
Worried/Scared 7
Miserable.. 8
Angry 9
Frustrated 10
Shocked... 11
Disgusted 12
Don't feel anything 15

We would now like you to think about some specific vehicle related issues.

C1 So far as you are aware, how much of a problem do you think each of the following are in the area where you live?

We would like you to select an answer based on your perception of each issue.

Speeding cars
Speeding motorcycles
Inappropriate use of vehicles on private land, public footpaths, rights of way or green lanes
Loud or anti-social vehicles
HGVs using inappropriate routes

A very big problem.. 1
A fairly big problem 2
Not a very big problem 3
Not a problem at all 4

SECTION D COMMUNITY

This section is all about your community. This can mean different things to different people, it could be your neighbourhood, your village, or the general area that you feel you are part of.

NEXT PAGE

SC

D1   How safe do you feel in your own home after dark?

Very safe 1
Fairly safe 2
A bit unsafe 3
Very unsafe 4

SHOW ON SAME PAGE SCREEN AS ABOVE
SC

D2   How does this compare to 5 years ago?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

I feel a lot safer now 1
I feel a little safer now 2
Stayed the same...3
I feel a little less safe now..4
I feel a lot less safe now 5

SC
D3   How safe do you feel walking in the area where you live after dark?

Very safe 1
Fairly safe 2
A bit unsafe 3
Very unsafe 4

SHOW ON SAME PAGE SCREEN AS ABOVE
SC
D4   How does this compare to 5 years ago?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

I feel a lot safer now 1
I feel a little safer now 2

Stayed the same..3

I feel a little less safe now 4

I feel a lot less safe now 5

D5   How worried are you about becoming a victim of crime in the area where you live?

Very worried 1

Fairly worried 2

Not very worried..3

Not at all worried 4

D6   How does this compare to 5 years ago?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

I am a lot less worried now 1

I am a little less worried now 2

Stayed the same..3

I am a little more worried now 4

I am a lot more worried now 5

D13   How much is YOUR OWN quality of life affected by crime on a scale from 1 to 10, where 1 is no effect and 10 is a total effect on your quality of life?

D14   How much is YOUR OWN quality of life affected by fear of crime on a scale from 1 to 10, where 1 is no effect and 10 is a total effect on your quality of life??

D7   How strongly do you feel you belong to your immediate neighbourhood?

Very strongly 1

Fairly strongly..2

Not very strongly...3

Not at all strongly..4

D8   Has this feeling of belonging increased, decreased or stayed the same in the last 5 years?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

Increased a lot 1
Increased a little.. 2
Stayed the same 3
Decreased a little... 4
Decreased a lot 5

D9   How often do you chat to any of your neighbours, more than to say hello?

On most days 1
Once or twice per week.. 2
Once or twice per month 3
Less than once per month.. 4
Never.. 5
Don't have any neighbours.. 6

SHOW ON SAME PAGE SCREEN AS ABOVE
D10   Has the amount you chat to your neighbours (more than to say hello) changed in the last 5 years?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

Increased a lot 1
Increased a little.. 2
Stayed the same 3
Decreased a little... 4
Decreased a lot 5
I don't have any/I don't talk to my neighbours 6

D11   To what extent would you agree or disagree that people in your neighbourhood pull together to improve the neighbourhood?

Definitely agree 1
Tend to agree 2
Tend to disagree 3
Definitely disagree 4
Neighbourhood doesn't need improving...................... 5

SHOW ON SAME PAGE SCREEN AS ABOVE
D12   Has the amount the people in your neighbourhood pull together changed in the last 5 years?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

Increased a lot 1

Increased a little 2

Stayed the same 3

Decreased a little 4

Decreased a lot 5

I don't have any/I don't talk to my neighbours 6

D15 As an owner of a business in a rural area, do any of the following cause you concern in the day to day running of your business?

The response I would get from police should I need them 1

Feeling vulnerable due to being located in a rural area 2

Broadband quality 3

Becoming a victim of crime 4

None of the above 5

D16 To what extent do each of these cause you concern?

	Very much	Quite a lot	A little
The response I would get from police should I need them			
Feeling vulnerable due to being located in a rural area			
Broad band connection/and or speed			
Becoming a victim of crime			

SECTION E PERCEPTIONS OF THE POLICE
ASK SECTION TO THOSE WHO LIVE OR OWN A BUSINESS IN A RURAL AREA AT A3 ONLY

This section is all about your thoughts on the job that the Police do in the area where you live.

If you are answering this survey as someone who owns a business in a rural area then please think about the area where your business is located.

SC

E1   How much you agree or disagree with each of the following statements about the police in your local area?

You do not need to have had contact with the Police, we are interested in your opinion based upon what you know or believe to be the case.

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
They can be relied on to be there when you need them	1	2	3	4	5
They are dealing with the things that matter to the people in your community	1	2	3	4	5

SC

E2   How would you rate the Police in your area on the following issues?

You do not need to have had contact with the Police, we are interested in your opinion based upon what you know or believe to be the case.

	Very poor	Poor	Fair	Good	Excellent
Crime prevention/reduction	1	2	3	4	5
Solving crime when it happens	1	2	3	4	5
Dealing with organised crime	1	2	3	4	5

SC

E3   Taking everything into account, what kind of job do you think the police in your area are doing?

You do not need to have had contact with the Police, we are interested in your opinion based upon what you know or believe to be the case.

Excellent.. 1
Good.. 2
Fair.. 3
Poor 4
Very poor 5

SECTION F FURTHER PROFILING

And finally, a few questions about you and your household to help us get a picture of the people taking part in the survey.

F1   **Including yourself** how many people live in your home?

F2   Do you have children living with you?

Select all that apply

No	1	SC ONLY
Yes, over 17	2	
Yes, 12-17	3	
Yes, 5-11	4	
Yes, under 5	5	

F3   Which of these descriptions best represents the type of occupation of the main income earner in your household?

If you can't find a group that fits then please tick other and write in details of the main income earner's occupation.

If the main income earner is retired with a pension other than the state pension then please use the occupation prior to retirement.

- Semi or unskilled manual worker Semi or unskilled manual worker (e.g. Manual workers, agricultural workers. labourer, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)
- Skilled manual worker Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)
- Supervisory or clerical/ junior managerial/ professional/ administrative Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)
- Intermediate managerial/ professional/ administrative Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/local government)

- Higher managerial/ professional/ administrative Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Land owner, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))
- Student
- Casual worker – not in permanent employment
- Housewife/Househusband/Homemaker
- Retired and living on state pension
- Unemployed or not working due to long-term sickness
- Full-time carer of other household member
- Other (please specify?
- Prefer not to say

F4   Which of these best reflects your total household income?

Less than £10,000 1
£10,000 - £15,000 2
£15,001 - £20,000 3
£20,001 - £30,000 4
£30,001 - £40,000 5
£40,001 - £50,000 6
£50,001 - £75,000 7
£75,001 - £100,000 8
£100,001 -£125,000 9
£125,001-£150,000 10
More than- £150,000 11
Prefer not to say 12

That's the end of the survey. Thank you very much for your time.

F5   If you would like to give us feedback on the survey you have just completed then please do so below.

F6   This survey was previously run in 2015. Would you be interested in taking part in this survey next time it is run? If so then enter your email details in the boxes below.

Thanks again for completing this survey, if you have remembered something that you now think would like to report to the Police then you can call them on 101.

If you would prefer to report a crime anonymously then you can call Crimestoppers. [INSERT CS DETAILS/LOGO]

If you have been a victim of crime and would like some practical or emotional support then you can contact victim support. You don't have to have reported the crime to the Police to get this support. [INSERT VS DETAILS/LOGO]