

# Studying Victimization Patterns with Local Level Victimization Surveys

**Ed McGarrell**

**Professor**

**Director**

**Michigan Justice Statistics Center**

**School of Criminal Justice**

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# Goals

- Successfully conduct local-level victimization surveys
- Focus on victimization experience, perceptions of neighborhood, perceptions of police
- Test different survey methods to generate adequate response rates, representative samples, more cost-efficient methods
- Compare patterns of victimization from survey with police data (NIBRS)

# Study Context

- Saginaw (2015)
- Detroit (2016)
- Battle Creek (in field)



# Michigan Victimization Surveys

## Detroit and Saginaw

- Long-term trend of economic disinvestment, population loss
- High rates of crime
- Loss of police resources

## Battle Creek

- Similar to Saginaw in population
- More representative of small MI and US cities (population trends, economically, crime)

# Michigan Secure Cities – 2014 Violent Crime Rates

City	Population	Violent Crime	Murder and Non-negligent Manslaughter	Forcible Rape	Robbery	Aggravated Assault
<b>Detroit</b>	684,694	13,616	298	557	3,570	9,191
<b>rate/10,000</b>		198.9	4.4	8.1	52.1	134.2
<b>Battle Creek</b>	61,225	480	3	54	66	357
<b>rate/10,000</b>		78.4	0.5	8.8	10.8	58.3
<b>Saginaw</b>	50,030	845	11	70	124	640
<b>rate/10,000</b>		168.9	2.2	14.0	24.8	127.9
<b>National Rate/10,000</b>	318 mil.	36.1	0.4	3.7	10.1	22.9

# National Versus Local Level Victimization Patterns

- **National Crime Victimization Survey**
  - Alternative measure of national crime and victimization patterns.
    - Dark figure of crime
  - Sub-national estimates are difficult
    - Not capable of efficiently estimating state and city level patterns
- **Local crime and victimization patterns do not necessarily match national trends**
- **Perceptions of neighborhood, fear, and attitudes toward police particularly relevant at local level**

# Local Level Survey Data

- Local level surveys are difficult to implement
  - Shift from landlines to cell phones
  - Costs associated with sending researchers into the field
  - Who responds?
    - Low base rates of victimization



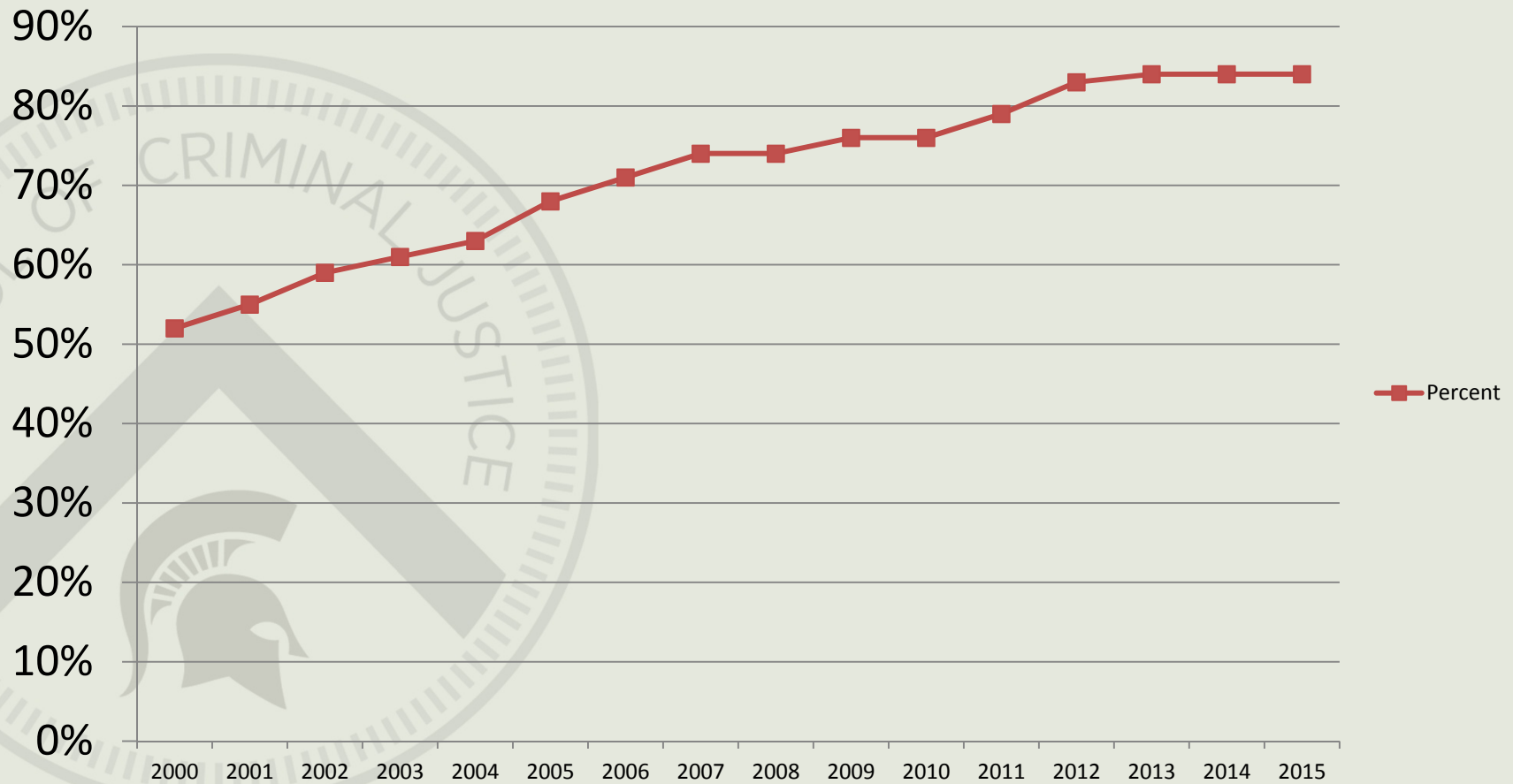
# Michigan Victimization Surveys

- Address based sample
- Multiple mode (paper and pencil mail, phone, online)
- Adult respondent reports for:
  - Household
  - Self
  - Other adults in household

# Pew Research Poll

<http://www.pewinternet.org/2015/06/26/americans-internet-access-2000-2015/>

## U.S. Adult Population that Uses the Internet



# Can we gather meaningful data using a web-based survey?

- The internet can be extremely cost-effective, if (and only if) people use it.
- Behavioral Economics:
  - Immediate vs. Distal Rewards
    - Intrinsic Motivation vs. Extrinsic Motivation
  - Random Allocation of a “Nudge”
    - Definition: Any feature of the social environment that affects people’s choices without imposing coercion or any kind of material incentive.
    - Disclosure of information
  - Choice Architecture

# Research Questions

1. Can we garner representative victimization data at the city level?
2. Will people use web-based surveys?
3. Can we influence their decision to use web-based surveys?
4. Does mode of data collection influence response patterns?

# Experimental design - Saginaw

- Stratified Sample by side of River
  - East = Relatively poor, African-American
  - West = Relatively more affluent, White
- Random Assignment of Mode of Data Collection
  - Paper
  - Phone (Toll free call-in number)
  - Web (Smartphone compatible)

# Saginaw Experiment

## Offer of Phone or Paper/Pencil

Dear Resident,

We would like to ask for your help with a research study that is being conducted by faculty at Michigan State University called **The Saginaw Community Study**. The purpose of this research is to gain a better understanding of how Saginaw residents feel about the conditions in their neighborhood, their experience with crime victimization, and their perceptions of the police.

In about a week, your household will receive a copy of the survey along with information that tells more about the project. We would very much appreciate an adult in your household completing the survey.

The survey should take about **15-20 minutes** of your time to complete. It may take more or less time depending on your answers and the level of detail you wish to provide.

If you would prefer to complete the survey over the telephone, we invite you to call the MSU Office for Survey Research at 1-800-XXX-XXXX during the hours of XX-XX.

**We hope that you will consider participating in this important research project. As a way of thanking you for returning your completed questionnaire, we will send you \$5.**

Should you have any questions about this study, how the results will be used, or need clarification on a question, please contact Debra Rusz, Project Director, by phone at (517) 353-XXXX, email at [ruszdebr@msu.edu](mailto:ruszdebr@msu.edu), or regular mail at 1407 South Harrison Road, Suite 343, Michigan State University, East Lansing, MI 48823.

Thank you and we look forward to your participation and input.

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**MICHIGAN STATE**  
UNIVERSITY

# Saginaw Experiment

## Offer of Phone, Paper/Pencil, or Web with “Nudge”

Participants who complete the online survey will have \$5 sent the next business day when they submit the electronic survey.

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# Results

- **Research Question #1:**
  - Can we garner representative victimization data at the city level?
    - Goal: 900 survey responses
      - 450 from the East side of the river (poor)
      - 450 from the West side of the river (more affluent)
- **Pre-notification Letters**
  - East Side = 2,525 → 373 completed surveys
    - Needed 3,046 Letters (450/.1477)
  - West Side = 2,000 → 456 completed surveys
    - Needed 1,974 Letters (450/.228)

# Results

- Research Question #2:
  - Will people use web-based surveys?

Mode	Area					
	<u>West</u>		<u>East</u>		<u>Total</u>	
	n	%	n	%	n	%
Web	60	13.2	39	10.5	99	11.9
Phone	21	4.6	15	4.0	36	4.3
Paper	375	82.2	319	85.5	694	83.7

note: percents represent within area totals.

# Results

- **Research Question #3:**
  - Can we influence their decision to use web-based surveys?

## West Only

Mode	Area		Area		Area		Total	
	<u>Mail/Phone</u>		<u>Mail-Ph-Web</u>		<u>Mail Web-Nudge</u>		n	%
	n	%	n	%	n	%	n	%
Web	0	0.0	20	12.9	40	27.2	60	13.2
Paper	146	94.8	130	83.9	99	67.3	375	82.2
Phone	8	5.2	5	3.2	8	5.4	21	4.6

## East Only

Mode	Area		Area		Area		Total	
	<u>Mail/Phone</u>		<u>Mail-Ph-Web</u>		<u>Mail Web-Nudge</u>		n	%
	n	%	n	%	n	%	n	%
Web	0	0.0	13	10.2	26	20.6	39	10.5
Paper	117	98.3	107	83.6	95	75.4	319	85.5
Phone	2	1.7	8	6.3	5	4.0	15	4.0

note: percents represent within experiment totals.

# Results

- **Research Question #4:**
  - Does mode (mail, phone, web) of data collection influence response patterns?

## Mode Household Violent Victimization Prevalence

	<u>None</u>		<u>At Least 1</u>	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Web	90	89.1	11	10.9
Paper	668	93.4	47	6.6
Phone	27	79.4	7	20.6

note: Percentages are within mode of data collection.

chi-square  $p < .01$

# Results

- Research Question #4:
  - Does mode (mail, phone, web) of data collection influence response patterns?

## Mode Household Theft/Burglary Prevalence

Mode	<u>None</u>		<u>At Least 1</u>	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Web	75	74.3	26	25.7
Paper	599	83.8	116	16.2
Phone	21	61.8	13	38.2

note: Percentages are within mode of data collection.

chi-square  $p < .01$

# Results

- Research Question #4:
  - Does mode (mail, phone, web) of data collection influence response patterns?

## Mode Household Other Victimization Prevalence

Mode	<u>None</u>		<u>At Least 1</u>	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Web	78	77.2	23	22.8
Paper	645	90.2	70	9.8
Phone	27	88.2	7	20.6

note: Percentages are within mode of data collection.

chi-square  $p < .01$

# Saginaw Summary

1. Can we garner representative victimization data at the city level?

- Yes. Process of weighting revealed little bias in our sample; minor correction

2. Will people use web-based surveys?

- Not to a great extent, if offered a paper/pencil option.

3. Can we influence their decision to use web-based surveys?

- Yes, but of marginal utility in the current study

4. Does mode of data collection influence response patterns?

- Yes, it appears people report more victimization during web-based and telephone based interviews

# Detroit Experiment

Four conditions:

- \$5 incentive
- \$5 incentive plus \$5 if complete online within timeframe
- \$10 incentive
- \$10 incentive plus \$5 if complete online within timeframe



# Detroit Experiment Results

## Survey Response Mode by Experimental Condition

Mode	Experiment Condition									
	<u>\$5 Only</u>		<u>\$5 Plus \$5 Web Bonus</u>		<u>\$10 Only</u>		<u>\$10 Plus \$5 Web Bonus</u>		<u>Total</u>	
	n	%	n	%	n	%	n	%	n	%
Web	53	26.6%	57	29.8%	60	27.5%	89	37.7%	259	30.7
Phone	13	6.5%	11	5.8%	14	6.4%	13	5.5%	51	6.0
Mail	133	66.8%	123	64.4%	144	66.1%	134	56.8%	534	63.3
Chi <sup>2</sup> = 8.16 (df = 6); p > .05										
note: Percentages represent within experimental condition.										

# Next Steps

- **More experimentation**
  - **Battle Creek**
    - Does framing the survey as a web-based study produce greater response using this modality?
      - What if they don't immediately know a paper-pencil survey is an option?



Thank you!

A LEGACY OF LEADERSHIP IN CRIMINAL JUSTICE