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on Drugs and Crime

Module 3: Planning and implementing a Victimization Survey

*30 May, 2017
Pattaya, Thailand*



Center of Excellence in

**STATISTICAL INFORMATION ON GOVERNMENT,
CRIME, VICTIMIZATION AND JUSTICE**



Key messages:

- Designing a victimization survey is a **multistage process**
- Defining the survey's **goals and objectives** is the first step in the process
- **Careful planning** is required to produce valid results
- The goal of survey design is to achieve the **highest quality results within the available resources** and within the existing constraints
- **Desired survey outputs** should be developed early in the survey process



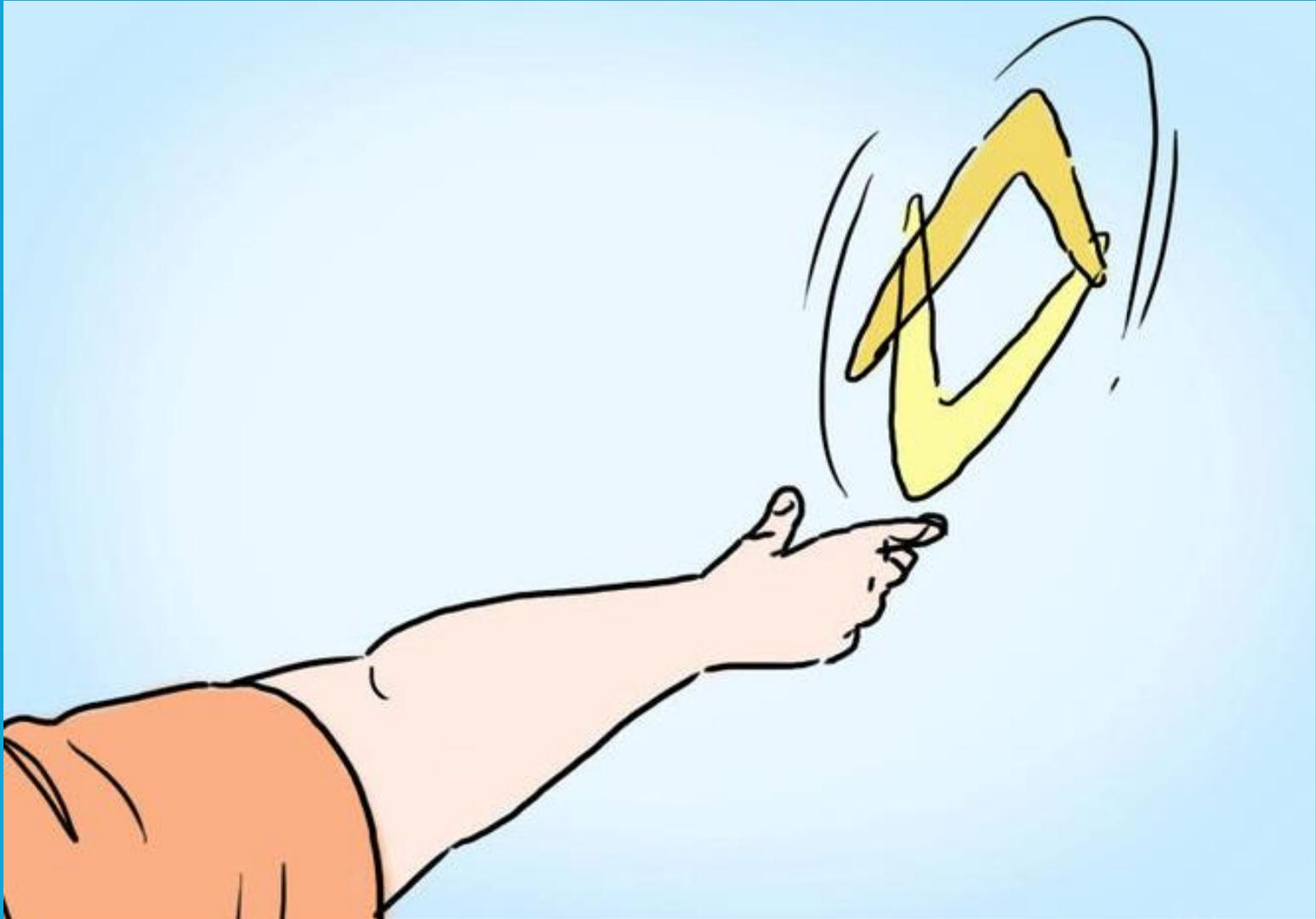
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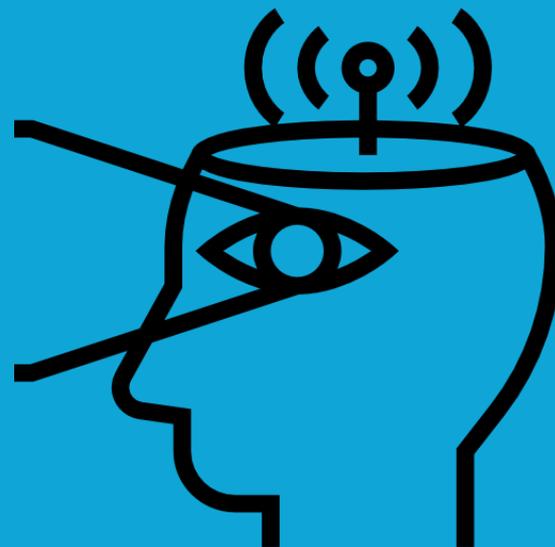
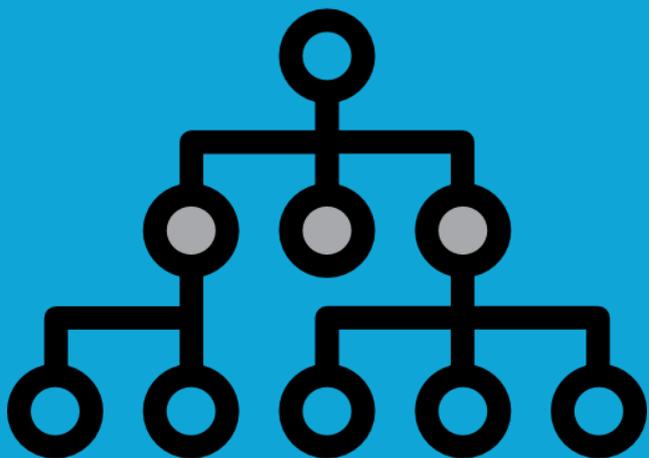


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Sample size



Sensitive topic



Among the key questions that must be addressed are:

- ❖ What are the goals and objectives of the survey?
- ❖ What is the nature of the sample frame, and how large the sample?
- ❖ Who will be the respondents for the survey?
- ❖ Will the survey be a stand alone survey, or a module on another survey?
- ❖ What will be the mode of interview?
- ❖ How detailed will the questionnaire be?
- ❖ How will crimes be screened for?
- ❖ How will sensitive questions and situations be addressed?
- ❖ How will the questionnaires be tested?
- ❖ Who will conduct the interviews?
- ❖ How much training and supervision will interviewers receive?
- ❖ How will the survey results be evaluated for quality and consistency?
- ❖ Will the data be adjusted to account for errors that can be identified?



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Main steps in victimization survey design and implementation:

Manual on Victimization Surveys.
UNODC, 2010. (page 10)

1. Define the survey's goals and objectives
2. Select the mode of data collection
3. Develop and pretest the questionnaire(s)
and other survey materials
4. Select the sampling frame
5. Design and select the sample
6. Select and train interviewers
7. Conduct interviewing
8. Code and edit data
9. Adjust data as required
10. Analyze data
11. Report on results

Defining the survey's goals and objectives

Critical questions to be answered in developing survey goals and objectives:

- ❖ What is the need for the survey?
- ❖ How will the information be used?
- ❖ How will the survey results inform policy or provide needed information about a problem or provide the basis for further research?

Even when we will dedicate the next module to talk about stakeholders it is important to remember that the objectives of the survey will be affected by the interest of the stakeholders

Process used to translate user requirements into survey

TRANSLATING USER REQUIREMENTS INTO SURVEY METHODOLOGY

INITIAL
SURVEY
CONCEPT

BROAD
USER
NEEDS

DETAILED
SPECIFICATION
OF USER
NEEDS

SURVEY
GOALS

SURVEY
OBJECTIVES

Manual on Victimization Surveys. UNODC, 2010.



Typical goals for victimization surveys

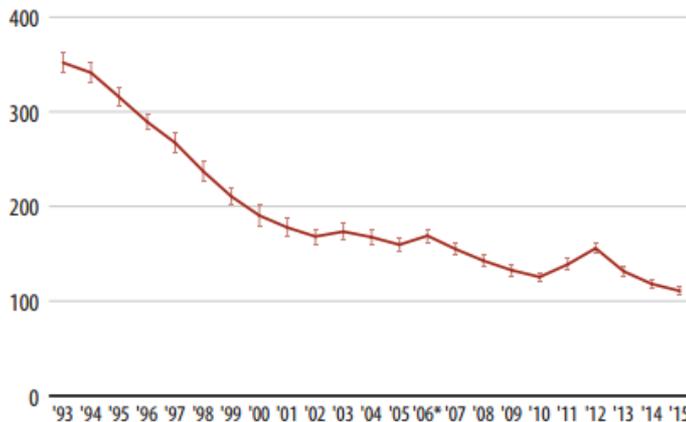
- Identifying the levels of a specified set of crimes in a country
- Measuring a rate or prevalence of crime
- Measuring year to year or long term changes in crime (for an ongoing or periodic survey)
- Measuring the characteristics of crimes, victims, and/or offenders
- Measuring the impact of crime on its victims
- Enabling comparisons with other countries in the rate or prevalence of crime
- Examining emerging crimes such as identity theft or stalking
- Obtaining information about attitudes towards safety and the operation of the criminal justice system
- Obtaining information about precautions taken to avoid or reduce risk of victimization

NCVS Objectives

- Measure the “dark figure of unreported crime”
- Obtain information on characteristics of crime victims and crime events
- Provide estimates of year to year change

FIGURE 3
Property victimization, 1993–2015

Rate per 1,000 households

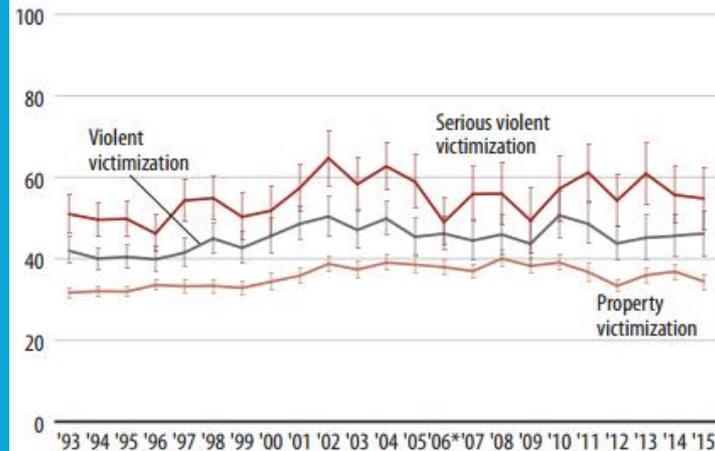


Note: Estimates include 95% confidence intervals. See appendix table 5 for estimates and standard errors.

*See *Criminal Victimization, 2007* (NCJ 224390, BJS web, December 2008) for information on changes in the 2006 NCVS.

Source: Bureau of Justice Statistics, National Crime Victimization Survey (NCVS), 1993–2015.

FIGURE 4
Percent of victimizations reported to police, 1993–2015



Note: Estimates include 95% confidence intervals. See appendix table 7 for estimates and standard errors.

*See *Criminal Victimization, 2007* (NCJ 224390, BJS web, December 2008) for information on changes in the 2006 NCVS.

Source: Bureau of Justice Statistics, National Crime Victimization Survey (NCVS), 1993–2015.



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Decisions required early in the planning process

1. Determine broad **survey parameters**, sample and technology
2. Determine broad **output requirements**
3. Identify **data constraints** and data quality requirements
4. Identify **issues and risks**



1. Survey Parameters

- Whether the survey will be a **stand-alone survey or be a module** to another survey
- The nature of the **sampling frame**
- The **mode of interview**
- What **technology** will be used to conduct interviews and collect and process the data
- Whether **screening and classifying crimes** will be done in one stage or in two stages
- Survey **output requirements**



2. Output requirements

- Determine the types of data and estimates the survey will produce to determine whether the survey design can accommodate the desired outputs.

Example: If estimates for sub-populations is required, is the sample large enough to enable viable estimates?



3. Constraints and data quality requirements

- Internal agency capabilities and policies
- Available resources/budget
- Time available to deliver “fit for purpose” data to clients
- Technology/system requirements
- Logistical considerations (geography, availability of telephones, etc.)
- Size of sample which impacts on workloads
- Organizational and operational constraints
- Low prevalence of selected offense types or events
- Questions that may not be appropriate for surveys
- Respondent burden
- Competing work program priorities
- Design of surveys to ensure appropriate coverage of those in scope
- Privacy/ confidentiality requirements



Manual on Victimization Surveys. UNODC, 2010. (page 23)

1. Development:	12%
2. Operations:	65%
3. Dissemination:	18%
4. Evaluation:	5%



The actual cost distribution for a survey would vary depending on a number of factors, including: **subject matter, sample size, methodology, resource availability, local conditions and the amount of experience the organization has with conducting victimization surveys.**



4. Data quality and precision

Data quality is a function of:

- the survey's error structure
- precision of the estimates

Reducing survey error requires **sound methodological design**.

Precision is a function of sample design, sample size and the magnitude of the estimate.

Planning should include **identifying acceptable levels of precision** for key estimates and building the design to achieve that level



Identify issues and risks

Identifying issues and risks early in the process enables constructing solutions and alternative methodologies to mitigate the risks.

Examples of risks for victimization surveys:

- Lack of buy-in and support from stakeholders
- Too few cases to produce viable estimates
- Sample not representative of the target population
- Low response rates
- Users conclude that survey results are poor quality
- Survey goals are not met

Summary points:

- Planning and implementing a victimization survey is a **complex and multi-stage process**
- There are a **range of experts from various fields** (sampling, questionnaire design, etc) that need to be involved
- **Stakeholders should be involved** from the beginning and throughout the project



Design is not just what it looks like and feels like.
Design is how it works.

Steve Jobs



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Thank you! Questions?

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