

CRIME STOPPERS AUSTRALIA NATIONAL RESEARCH RESULTS 2020

Crime Stoppers Australia commissioned research to better understand people's motivation and barriers to sharing information about unsolved crime and suspicious activity, as well as assess awareness and trust of Crime Stoppers in Australia. Conducted by Colmar Brunton in February and March 2020, the landmark national research surveyed a statistically significant sample of Australians aged 13 years and older, which was then followed by a series of focus groups and in-depth interviews.

CRIME CONCERNS



83% were most worried about **becoming a victim of theft/robbery** in their local community



43% were concerned about the **impact of drugs** in their local community



43% viewed **illicit drugs** as the nation's greatest crime threat



43% had **witnessed or heard about illegal activity** – especially those aged 18-29 (55%) and 30-39 (49%)

SPEAKING UP



1 in 5 people with information about illegal activity said **not having to provide their name** encouraged them to speak up



18% of respondents with information said they **would do nothing at all**



1 in 3 said they **would tell family or friends rather than authorities**

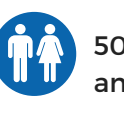


44% of males and 28% of females were more likely to **second guess whether something was serious enough to share what they know**



65% thought what they knew **wasn't worth sharing**

RESPONDENT PROFILE



50:50 males and females



10% under 18 years of age



68% metro and 32% regional



15% from non-English speaking backgrounds

TRUST AND AWARENESS



3 in 4 people knew **they could make a report** to Crime Stoppers

80% of people said Crime Stoppers **kept the community safe**



71% of people **trust** Crime Stoppers

63% of people said Crime Stoppers **helped prevent and solve crime**



77% of people in **regional areas** were **more aware** of Crime Stoppers compared to 67% of metro residents



CONTACTING CRIME STOPPERS



58% of people with information about illegal activities **shared what they knew with authorities**, including Crime Stoppers



68% preferred to contact via **phone**



65% preferred to contact via the **website**



32% preferred to contact via the **app**