

**CRIME**  
**STOPPERS**  
**U★S★A**



SM

# Awareness Survey

Friday, March 05, 2021

# 98

**Total Responses**

**Sample matched 2000 Census in age, geography, income and gender**

Date Created: Tuesday, March 02, 2021

Complete Responses: 98

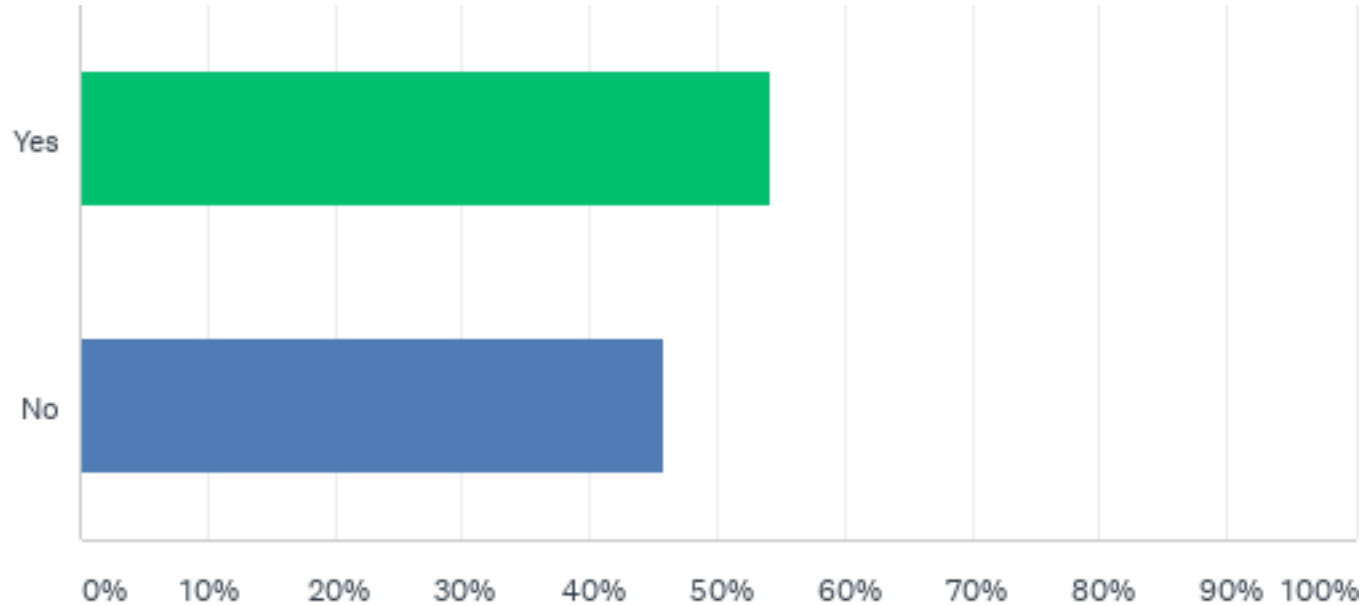
---

# Executive Summary

- High awareness of “an (un-named) organization that takes anonymous tips” – 54%
  - Low awareness of “Crime Stoppers” -- 24%
  - Only 6% claimed to have sent a tip to Crime Stoppers
  - When reminded that “Crime Stoppers takes anonymous tips” 28% said they were “very likely” to send Crime Stoppers a tip
  - If more people were reminded that “Crime Stoppers takes anonymous tips”, tips could increase by 500%
-

# Q1: Have you heard of an organization that takes anonymous tips about criminals? If "No", go to Question 5.

Answered: 98 Skipped: 0



**Q1: Have you heard of an organization that takes anonymous tips about criminals? If "No", go to Question 5.**

---

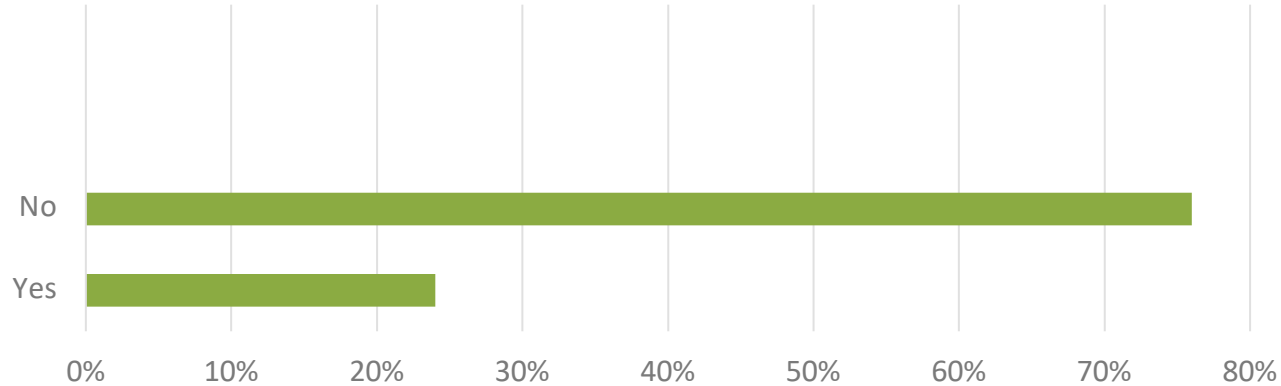
Answered: 98    Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	54.08%	53
No	45.92%	45
TOTAL		98

## Q2: Can you name an organization that takes tips? (unaided – write in name)

---

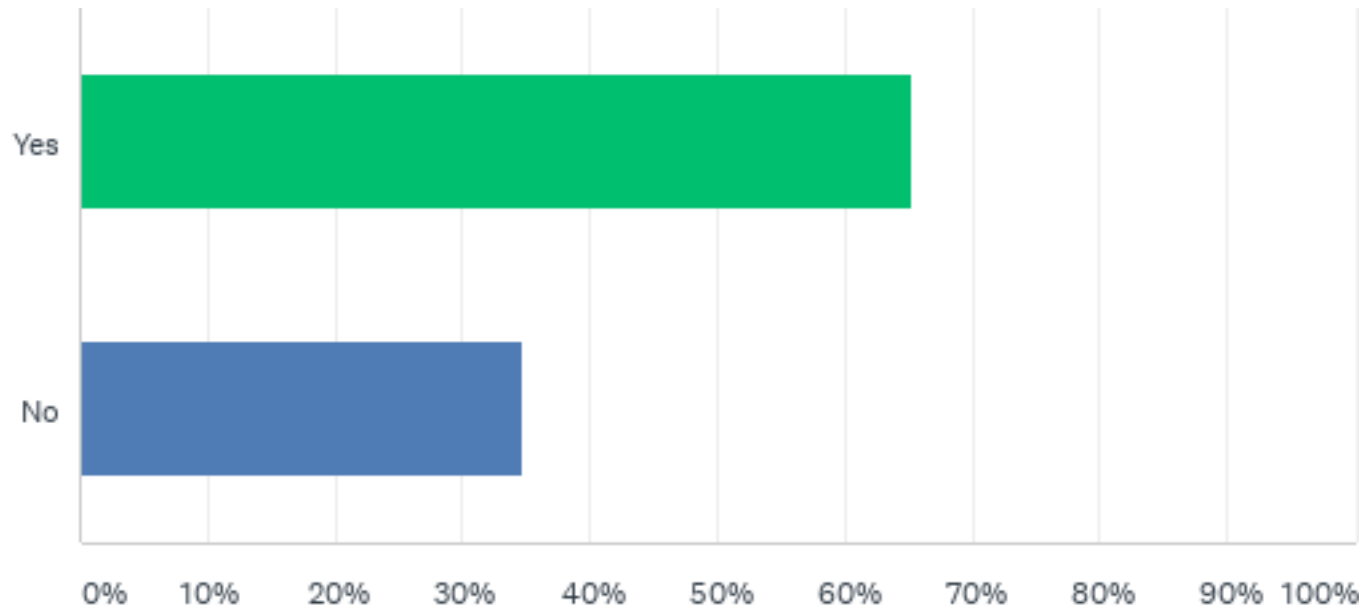
Answered: 98 Skipped: 0



**Q3: Have you heard of "Crime Stoppers"? If "Yes" go to Q. 4. If "No" go to Q. 5.**

---

Answered: 98 Skipped: 0



**Q3: Have you heard of "Crime Stoppers"? If "Yes" go to Q. 4. If "No" go to Q. 5.**

---

Answered: 98   Skipped: 0

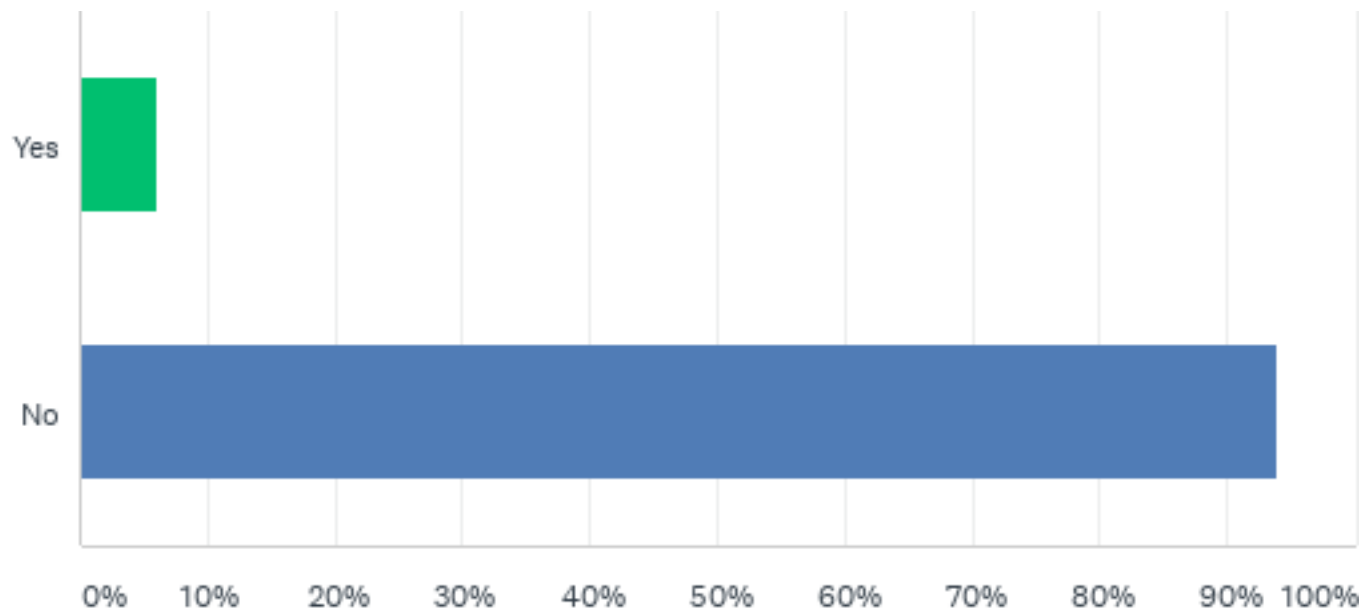
ANSWER CHOICES	RESPONSES	
Yes	65.31%	64
No	34.69%	34
Total Respondents: 98		



## Q4: Have you ever placed a tip with Crime Stoppers?

---

Answered: 98   Skipped: 0



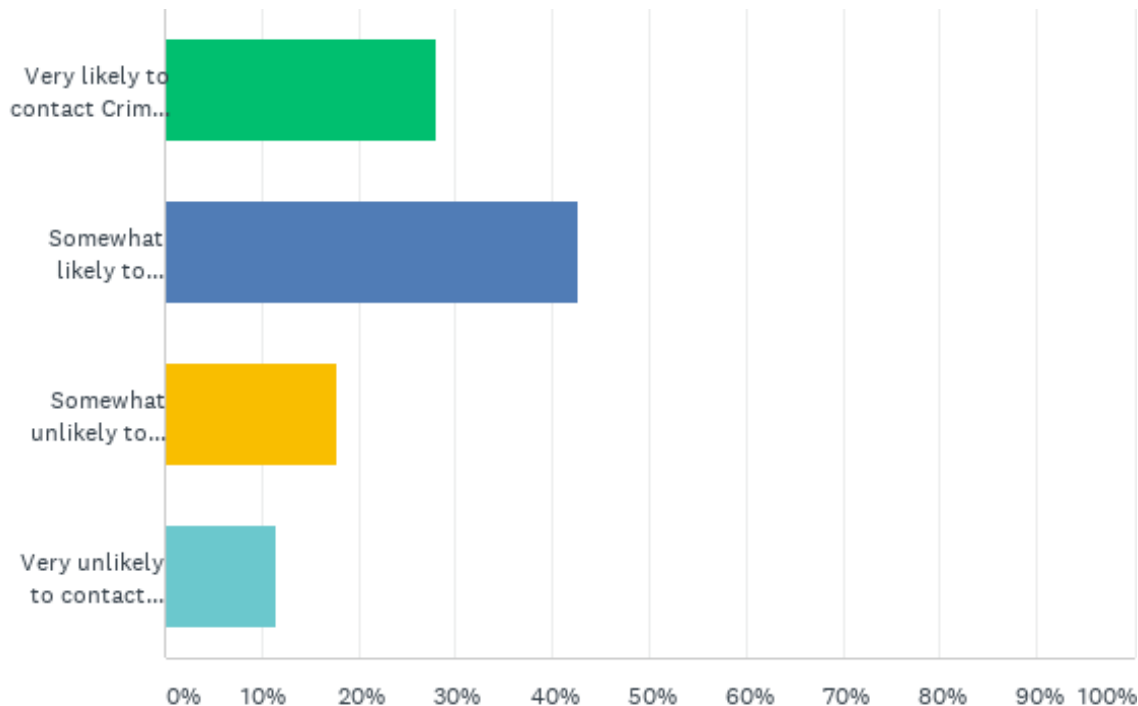
# Q4: Have you ever placed a tip with Crime Stoppers?

Answered: 98    Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	6.12%	6
No	93.88%	92
TOTAL		98

**Q5. Crime Stoppers takes anonymous tips about criminals. Now that you've heard about Crime Stoppers, how likely are you to use them in the future?**

Answered: 96 Skipped: 2



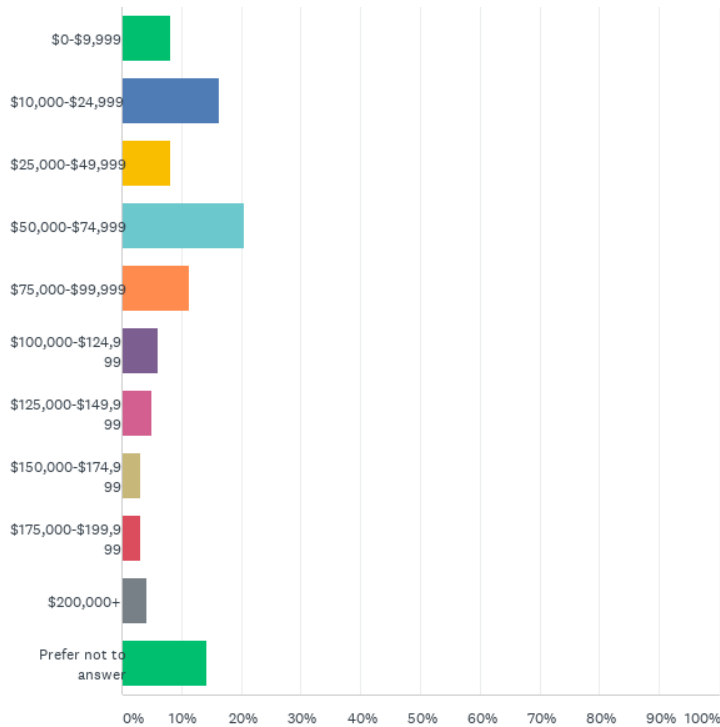
Q5. Crime Stoppers takes anonymous tips about criminals. Now that you've heard about Crime Stoppers, how likely are you to use them in the future?

Answered: 96   Skipped: 2

ANSWER CHOICES	RESPONSES	
Very likely to contact Crime Stoppers	28.13%	27
Somewhat likely to contact Crime Stoppers	42.71%	41
Somewhat unlikely to contact Crime Stoppers	17.71%	17
Very unlikely to contact Crime Stoppers	11.46%	11
TOTAL		96

# Q6: Household Income

Answered: 98    Skipped: 0



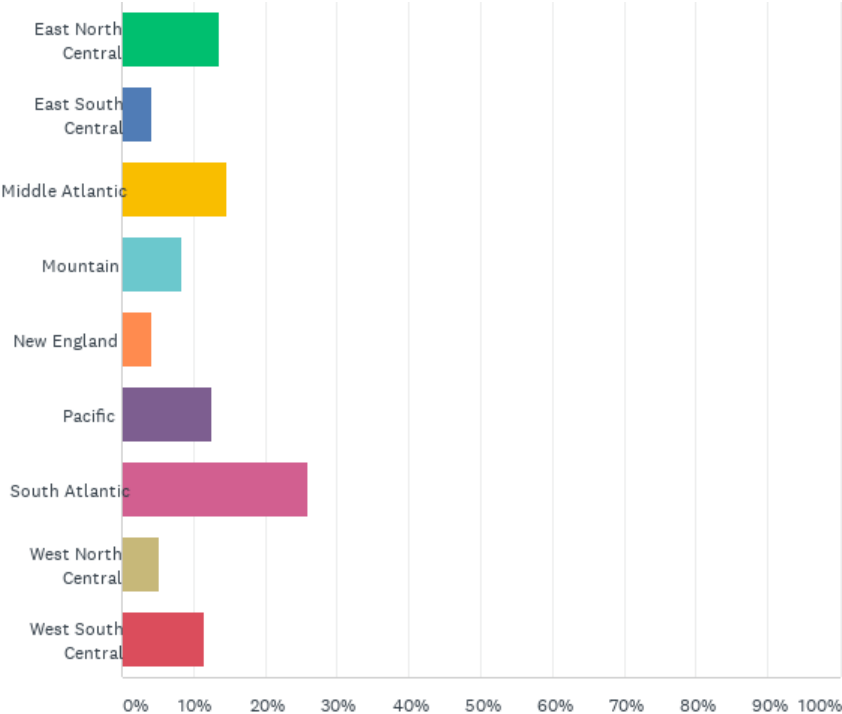
## Q6: Household Income

Answered: 98   Skipped: 0

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	8.16%	8
\$10,000-\$24,999	16.33%	16
\$25,000-\$49,999	8.16%	8
\$50,000-\$74,999	20.41%	20
\$75,000-\$99,999	11.22%	11
\$100,000-\$124,999	6.12%	6
\$125,000-\$149,999	5.10%	5
\$150,000-\$174,999	3.06%	3
\$175,000-\$199,999	3.06%	3
\$200,000+	4.08%	4
Prefer not to answer	14.29%	14
TOTAL		98

# Q7: Region

Answered: 96    Skipped: 2



## Q7: Region

Answered: 96   Skipped: 2

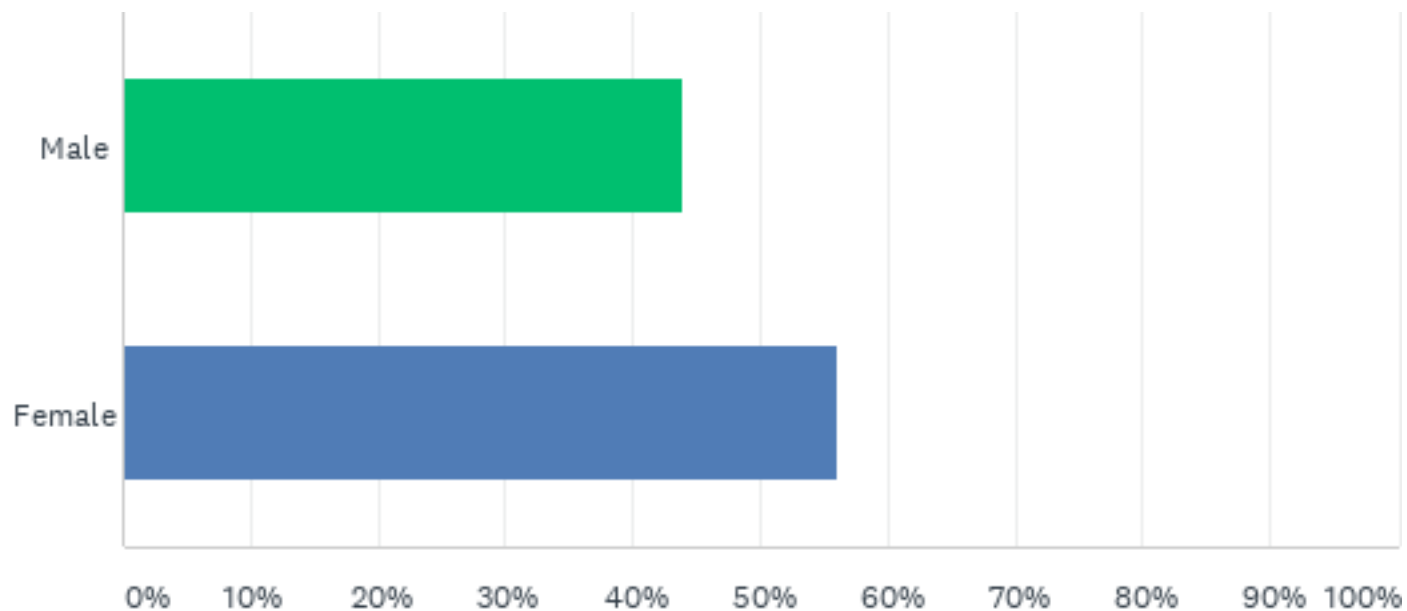
ANSWER CHOICES	RESPONSES	
East North Central	13.54%	13
East South Central	4.17%	4
Middle Atlantic	14.58%	14
Mountain	8.33%	8
New England	4.17%	4
Pacific	12.50%	12
South Atlantic	26.04%	25
West North Central	5.21%	5
West South Central	11.46%	11
TOTAL		96



## Q8: Gender

---

Answered: 98   Skipped: 0



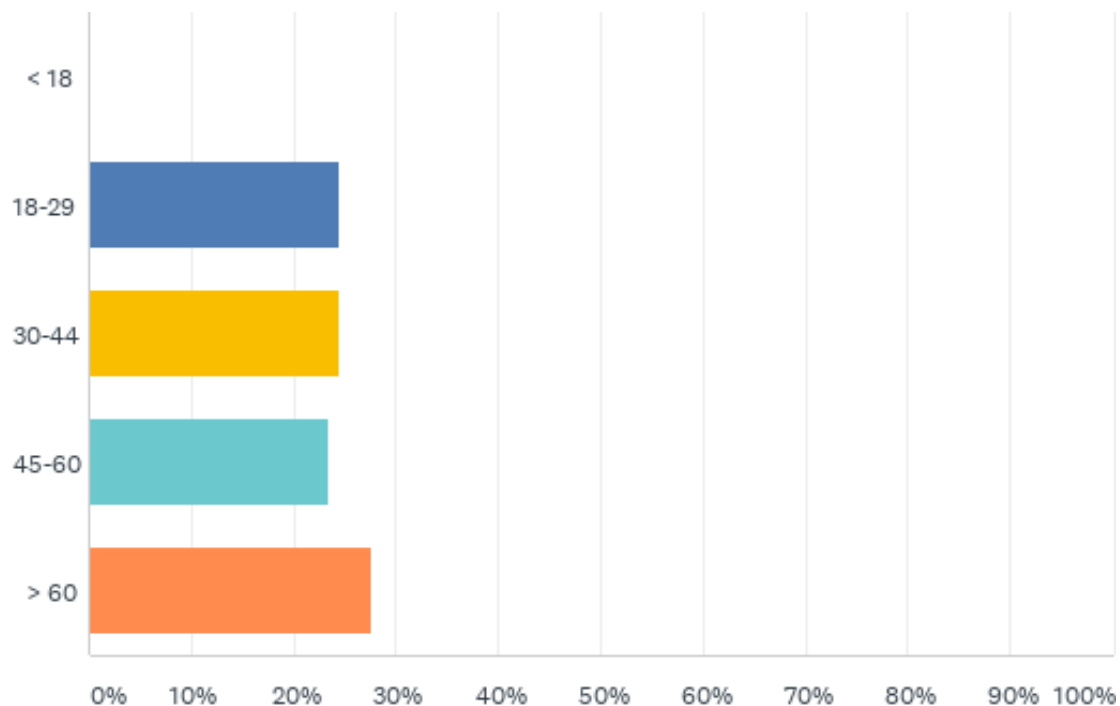
# Q8: Gender

Answered: 98    Skipped: 0

ANSWER CHOICES	RESPONSES	
Male	43.88%	43
Female	56.12%	55
TOTAL		98

## Q9: Age

Answered: 98 Skipped: 0



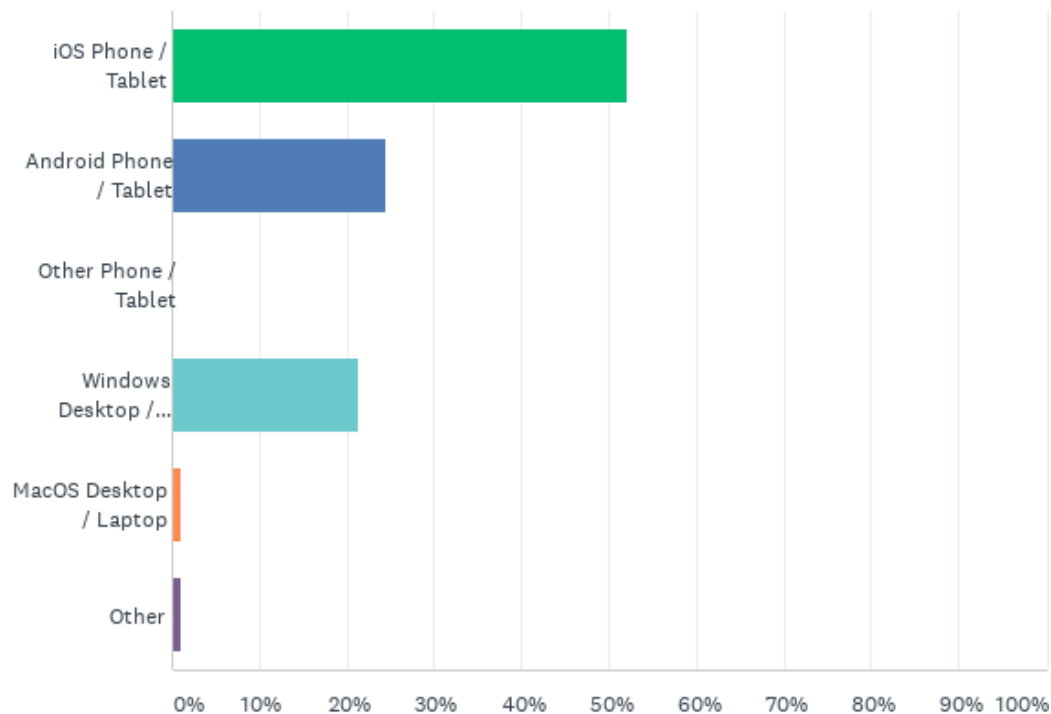
## Q9: Age

Answered: 98   Skipped: 0

ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	24.49%	24
30-44	24.49%	24
45-60	23.47%	23
> 60	27.55%	27
TOTAL		98

## Q10: Device Type

Answered: 98 Skipped: 0



## Q10: Device Type

Answered: 98   Skipped: 0

ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	52.04%	51
Android Phone / Tablet	24.49%	24
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	21.43%	21
MacOS Desktop / Laptop	1.02%	1
Other	1.02%	1
TOTAL		98