page1

I am Jack, an average Scottish. Now I am reading newspaper as usual.

Ding~a~ling

What’s this?

Who the hell are you?

Awwwwwwww

I am the helper from SCJS！just call me。。

SCJS, what does it mean?

Well, it is Scottish crime and justice survey actually. It’s a large-scale social survey. we usually ask people about their experiences and perceptions of crime.You see, it can help to provide a picture of crime in Scotland…

I am here to invite you to participate in our survey

page 2

Well let me ask a question first. What findings do you have now?

Ok, first of all, the crime rate over the decade are deceasing generally

and Scottish people do believe the crime rate is reducing as well

Wow that’s interesting

Of all crimes, property crime happened much more often than violent crime.

Do you know young people are more likely to experience crimes.so do two other groups

page 3

How scary I love my cozy home！

Calm down！Actually 86.6% of adults people never experience any crimes!

that’s comforting！since Scotland is so safe.I think it doesn’t make any difference whether I participate or not

Noooo

page 4

You know only 37% of all crimes were reported to the police! So more people join this survey, we can tackle crime more efficient in the future!

But you know your participation counts even though you never experienced crime!

You are not replaceable! We chose your address at random. if so this would bias the results.