

missing people

Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

Public insights surveys, 2024

In 2023, Missing People worked with Opinium research to conduct two public insight surveys, one in August and another in November.

These surveys were conducted with 2,000 adults across the UK, with results being weighted to be nationally representative.

This short document details some of the findings from the surveys.

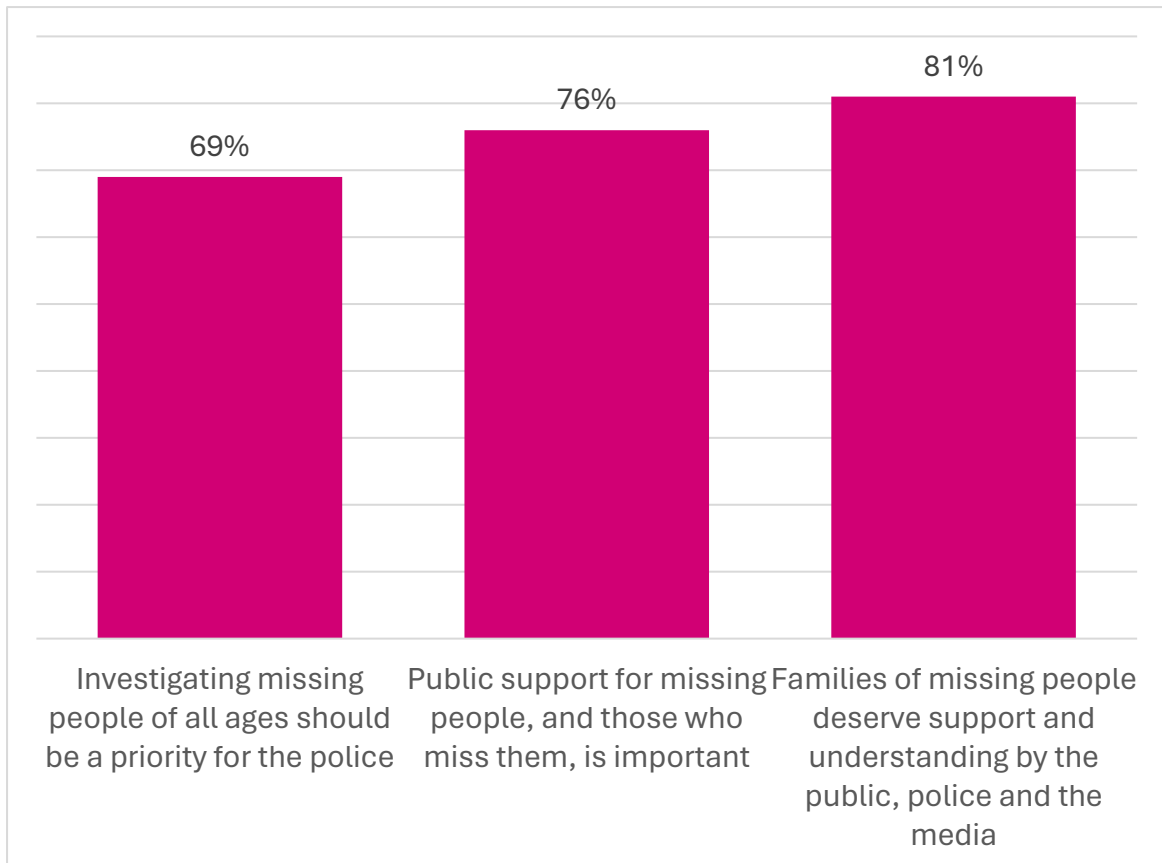
The aim of these surveys was to gain insight about:

- Public understanding of missing as an issue
- Public understanding of why people go missing
- What the public think the police should be prioritising

Survey findings

Q1. To what extent do you agree with the following statements?

The chart shows the percentage of people who 'strongly agreed' or 'agreed' with these statements (n. 2000)

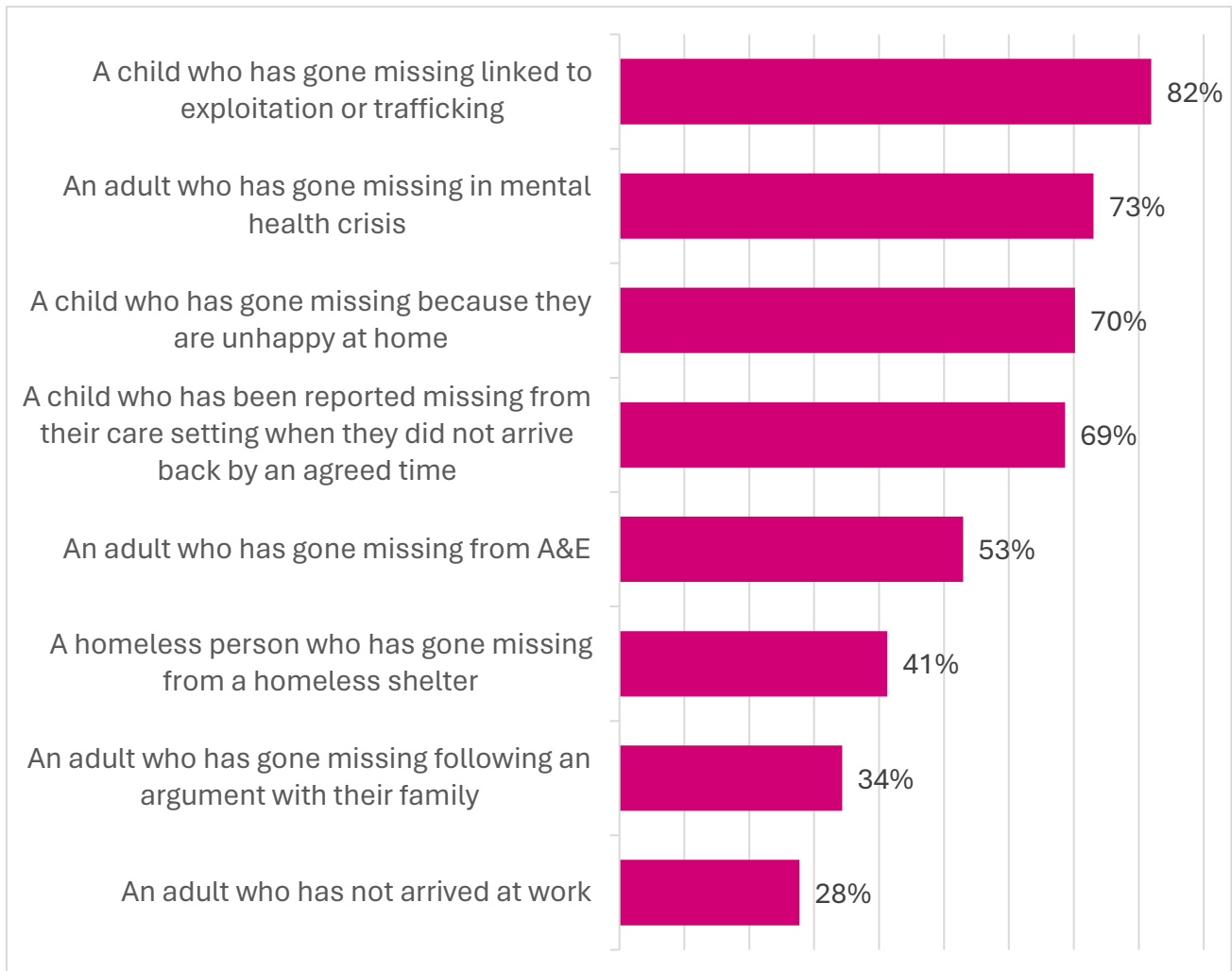


As can be seen in the above chart:

- Nearly 7 in 10 agreed that 'investigating missing people of all ages should be a priority for the police'
- 3 in 4 agreed that 'public support for missing people, and those who miss them, is important'
- 4 in 5 agreed that 'families of missing people deserve support and understanding by the public, police and the media'

Q2. How much of a priority do you think it should be for the police to investigate in the following circumstances?

The chart shows the percentage of people who said that it should be a 'very high' or 'high' priority for the police to investigate (n. 2000)

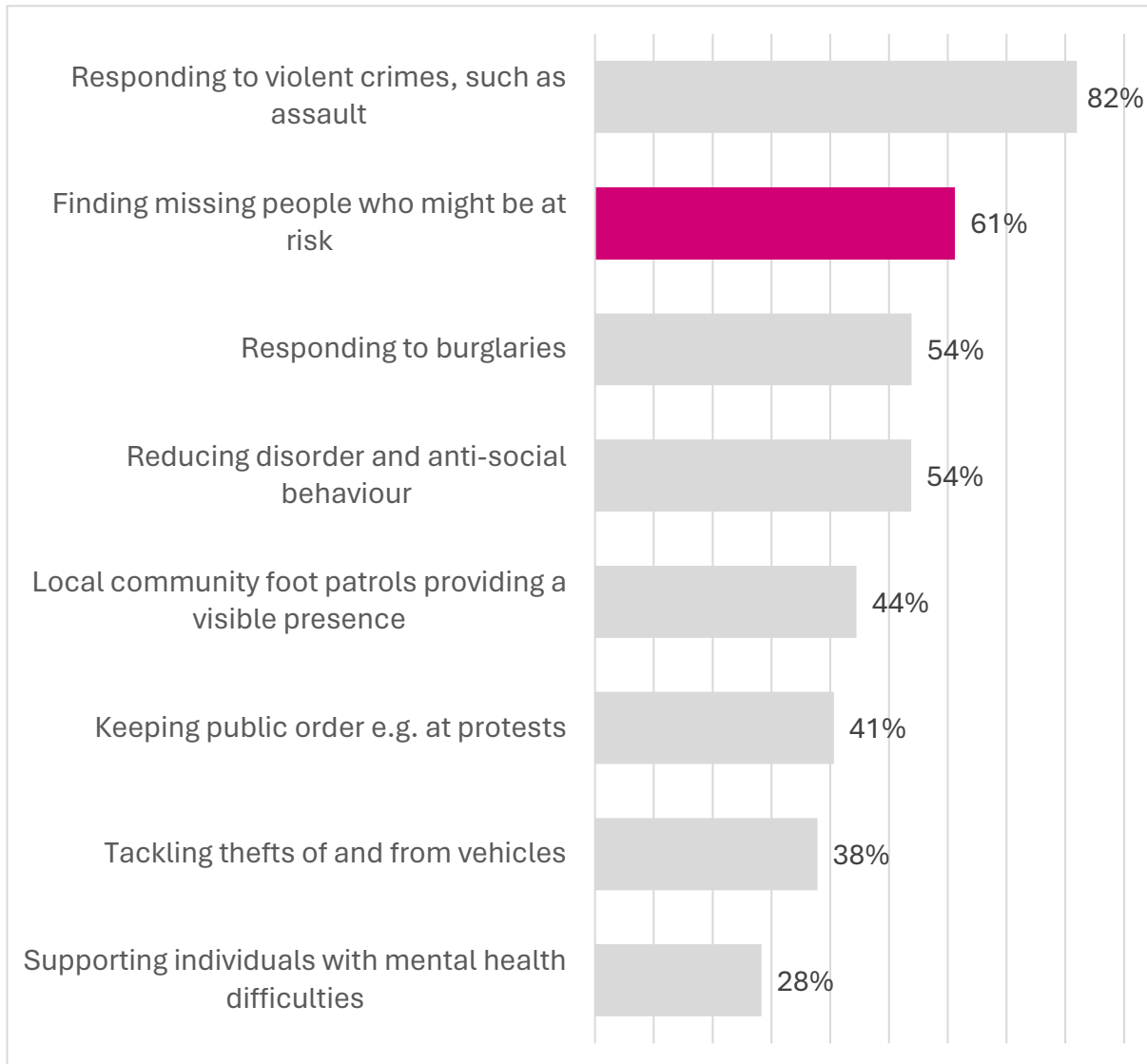


Those responding to our survey thought that the highest priority for the police to investigate should be:

- A child who has gone missing linked to exploitation of trafficking (4 in 5 people)
- An adult who has gone missing in mental health crisis (3 in 4 people)
- A child who has gone missing because they are unhappy at home (7 in 10 people)

Q3. To what extent do you think the police should prioritise the following things?

The chart shows the percentage of people who said that it should be a high priority for the police (n. 2000)



The chart above shows that, within the list provided, finding missing people who might be at risk was the second most common thing people thought should be a high priority for policing: 3 in 5 thought this should be a high priority.