CITY OF ATLANTA

BUREAU OF POLICE SERVICES

TARGET HARDENING OPPORTUNITY REDUCTION PROJECT (THOR) EVALUATION COMPONENT

FINAL REPORT

EVALUATION PERIOD
JANUARY 1, 1975 - MARCH 31, 1976

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August 30, 1976

Commissioner A. Reginald Eaves
Department of Public Safety
City of Atlanta
175 Decatur Street N.E.
Atlanta, Georgia 30303

Dear Commissioner Eaves:

We are pleased to present our final report concerning the evaluation of the THOR project for the City of Atlanta. This report covers the period from the first operations to March 31, 1976, and is divided into five sections. The first section is a management summary which gives a complete review of the THOR program, the scope and objectives of this report and a brief summary of the findings and recommendations. This Management Summary section was designed to stand alone and may be separated from the rest of the report for presentation to City Council members, City officials, LEAA executives and others interested in the results of the project without the detailed analysis.

The second, third and fourth sections of the report contain the detailed analysis of the evaluation component of the THOR grant, the final survey of the Media Impact/Baseline Density studies and the results of the Follow-Up Security Surveys. The fifth section of the report contains our recommendations for possible areas of improvement for future THOR programs.

Many other end products have been developed over the course of this project. These products may be reviewed and studied at the THOR Unit headquarters, the Division of Research and Planning at the Bureau of Police Services, and at the Crime Analysis Team offices. The materials available include:

- Progress Report #1 - January 9, 1976; which contains the results of the evaluation component for the period October 1, 1974 - June 30, 1975 and the first Media Impact/Baseline Density Study,

- Progress Report #2 - March 29, 1976; which contains the results of the evaluation component for the period October 1, 1974 - September 30, 1975, the second Media Impact/Baseline Density Survey and the first Follow-Up Security Survey.

- Activity Reporting Procedures Manual which contains the reporting system, the survey forms and the procedures to be used by the THOR unit for capturing and reporting operations activity.

- Data Control Procedures Manual which contains the procedures for handling the survey forms, property marking forms, etc. to ensure all THOR data is properly controlled and counted.

- Keypunch Instructions Manual which contains the procedures for keypunching and verifying all the security survey forms and property marking forms.

- Media Impact/Baseline Density Survey Questionnaire which contains the briefing instructions used in the administration of the questionnaire and a copy of" the questionnaire used.

- Follow-Up Security Survey Questionnaire which contains the briefing instructions used in the administration of the questionnaire and a copy of the questionnaire.

- Data Analysis and Printouts which contain all of the computer printouts and analysis performed.

The evaluation team consisted of the following consulting firms:

- Touche Ross & Co.
- ABC Management Consultants, Inc.
- Henry Sherry Associates, Inc.

This team represented a multi-disciplinary approach to evaluation. Our past experience has taught us that the complex nature of evaluation projects often necessitates an innovative and creative approach. In our opinion, the use of more than one specialized firm added perspective to the evaluation project.

Based on our evaluation of the THOR program, we believe that the program was successful. However, true success cannot be measured totally by the data presented in this report, for it is also reflected in the opinion of the citizens of Atlanta. Even in the

instances where THOR did not attain the specific pre-established goals as defined in the grant, it appears that THOR still significantly impacted the citizens[1] perception of the problem of crime in the City.

Very truly yours,

Touche Ross & Co

ABC Management Consultants
Arthur B. Cummings, President

TABLE OF CONTENTS

MANAGEMENT SUMMARY

MANAGEMENT SUMMARY

This report includes our final evaluation of the THOR Project in the City of Atlanta. In it we present our estimate of the effectiveness of the THOR program. Our evaluation is based on several factors:

- Crime rates at the beginning of the program versus present crime rates.

- Media Impact/Baseline Density studies which measured public awareness of the program and of crime prevention techniques.

- Follow-up activity on security surveys to determine compliance with recommended security measures.

Finally, we include recommendations for improving the THOR program in the future.

In our opinion, the THOR program has been successful. Most of the i crime rate reduction goals were met, although it is not possible to determine whether the rate reductions are due to the THOR program alone or to the THOR program combined with other Public Safety efforts.

The entire THOR project was directed at meeting a perceived need to combat the Atlanta burglary and robbery problem. This need has been addressed and met by the THOR project. THOR did increase the awareness of citizens concerning anti-burglary and anti-robbery measures and a significant number of those who had been made aware responded by implementing at least one of the recommendations.

Furthermore, public opinion of the program was very positive and it seems that a similar program can successfully impact public awareness in the future.

Recommendations

We feel that future THOR type projects in the City of Atlanta could be successful in aiding the reduction of burglaries and robberies. The first step would be to develop a plan including a set of objectives and goals that are well defined for both a short and a long-term program. A definite operational plan and budget which reflect a concrete approach to accomplishing the established goals and objectives should be developed.

Recommendations (Cont...)

The program elements of security survey, property marking, emergency contact, and organization involvement should be the core elements to any future THOR project. Given the initial thrust of the past two years, the program should be operated at a lower staffing level. Heavy emphasis should be given to keeping general public awareness up and to attacking these specific action oriented areas.

The short term plan should concentrate on residential surveys to increase the number of residences implementing recommendations and there by reducing the target for burglary or robbery.

Any future THOR project should also:

- Continue to perform follow-up surveys from incident reports of businesses and residences who have been burglarized or robbed and improve the program by positive feedback on the techniques being used to commit the crime and the weaknesses of particular security systems.

- Close most of the centers and organize the THOR Unit in a fashion to provide easy access to the principal target groups.

- Continue the participation in community organization activity as one way to maintain public awareness. Consider using a mobile display at community functions, shopping centers and highly populated functions.

- Develop an effective advertising and public relations program which will inform the public of burglary and robbery activities, and will cause people to want a security survey and take affirmative action on crime prevention measures. The emphasis should be on specific action steps rather than general awareness.

- Organize the THOR Unit to have easy and direct interface with the operations of the Bureau.

An aggressive advertising and public relations campaign, sustained over a long period of time can accomplish THOR's communications objectives both efficiently and effectively. In terms of efficiency, the various advertising media - radio, television and newspaper -- have the capability of reaching large audiences as well as targeting in on particular segments of the population.

Reconunendations (Cont. , .)

The findings from this research indicated that older citizens tend to be less aware and have a poorer understanding of THOR than younger Atlantans. Much of the advertising effort in the past has been concentrated in billboard advertising. Since older people tend to be less mobile, their exposure to billboard advertising could be a limiting factor. The selection of a more appropriate medium and targeting against the older age groups could be an important factor in improving awareness and understanding among these citizens.

In terms of effectiveness, advertising can motivate its audience to action given the right combination of creative execution, message content and advertising frequency. In the Media Impact research it was found that of those who became aware of THOR through advertising, 57% of the residents and 65% of the businesses could not recall what the advertising said. Perhaps if the message were designed to motivate as well as to build awareness, the advertising would leave a more indelible impression on its audience.

Although billboard advertising has the ability to reach a wide audience it is limited in terms of the message it can convey. Therefore, while it may be useful in building awareness, other media should be selected to establish understanding and to provide motivation.

As the majority of all Atlantans are already aware of THOR and have an understanding of what the program is about, special attention needs to be given to motivating the citizens to participate in the program elements and to comply with THOR's recommendations. They need to be made aware of the advantages of compliance or, rather, the disadvantages of non-compliance.

Among the residents who had not implemented all of THOR's recommendations, the Follow-Up Security Survey study indicates that one-fourth of these respondents cited financial reasons for failure to comply. An advertising message designed to show how some of the measures can be implemented rather inexpensively could help to overcome the objection of the cost of compliance.

The THOR program has proven to be a successful crime preventative program and can be continued in such a way as to be a positive and contributing program in the City of Atlanta.

Background of THOR Project

As the threat of crime became a large national problem, federal officials launched a nationwide anti-crime program in 1972. This program, known as IMPACT, was an ambitious experiment limited to eight cities and aimed at attacking specific crimes. Atlanta was selected as one of the eight cities and, consequently, was awarded approximately $20 million in federal funds.

The City of Atlanta elected to use some of its funds to establish the Target Hardening-Opportunity Reduction (THOR) Unit whose primary objective is to reduce burglary, robbery, and rape in Atlanta.

The $4 million THOR Program was developed from mid-1973 to early 1974. The original application for Grant Discretionary Funds was developed by the Bureau of Police Services, Atlanta Regional Commission (ARC) and the Georgia Institute of Technology (Georgia Tech). The project objectives for crime reduction were defined by using crime data for 1955 through July 1, 1973. The projected growth of crime through 1975 was presented in the THOR grant application. At that point, goals for the reduction of these crimes were established. Specific goals (e.g., a reduction of 4,756 burglaries or 17.5%) were determined after considering the results of similar programs elsewhere.

The attempt to establish accurate goals was affected by the length of time from preparation of the grant application (mid-1973) to the actual measurement of the attainment of goals (late 1975). For example, the Grant forecasted 17,458 burglaries in 1974, a period which was prior to THOR. The actual number was 16,802 or 4.3% less than forecasted in the grant application. Because THOR was a unique program, the authors of the grant were at a disadvantage in trying to project its impact.

Subsequent to the grant application, Georgia Tech entered into an agreement with ARC regarding evaluation of several of the IMPACT programs in Atlanta. One aspect of that agreement called for structuring an evaluation component for the THOR project. After approval of the concepts of the Evaluation Component, it was incorporated into the grant application, and ultimately into a Request for Proposal (RFP) for an evaluation consultant.

Objectives and Scope of Evaluation Project

The team of Touche Ross & Co., ABC Management Consultants, Inc. and Henry Sherry Associates, Inc. was selected as the Evaluation Consultants and as such, have complied with the RFP by executing certain tasks in order to evaluate the success of the program. These are:

- Direct collection of activity statistics. Part of the goals of THOR is performance of certain activities designed to encourage crime prevention; for example, conducting a predetermined number of home security surveys. Part of this evaluation project was to collect the data concerning actual activity performance.

- Measure the impact of THOR on crime by solving a system of equations. These equations are based on parameters given in the grant and were originally developed by Georgia Tech.

- Analysis of baseline densities. We have performed preliminary and follow-up research to determine public awareness of crime prevention techniques from the beginning of THOR to the present and have measured improvement in awareness as the project has progressed.

- Computer processing of security surveys. We have maintained records on surveys made and have produced input for the evaluation formulas.

- Development of historical crime rates and trends. Using past records of crimes, we developed charts to show how rates of the instance of robbery, burglary and rape have progressed.

- Forecasting of crime rates. Using the historical crime rates, we projected where crime rates might presently be, had no program been instituted.

- Development of estimates of the size of target groups. We estimated the size of the following groups of people;

  . Those who had received a security survey and were considered target hardened.

  . Those who had marked their property.

  . Those who were both target hardened and property marked.

  . Those who were neither.

THOR Structure and Goals (Cont...)

- Emergency Contact System (ECS) which addressed the need for contacting owners or managers of businesses in the event of a burglar)'. The system utilized a code which preserved the privacy of the owner, yet provided to the beat officer pertinent information about/persons to be contacted and the alarm system.

- Organizational Involvement which included presentations made to civic, social and business groups in Atlanta. These presentations drew upon publications, procedures and films maintained by THOR to communicate crime prevention techniques.

- Research Projects which were designed to provide insights into crime prevention techniques and to aid the ongoing operational elements of THOR. The projects included research in the areas of security device standards, burglary insurance premiums, false alarms and building security regulations.

These elements were designed to harden targets against crime, to reduce likelihood of theft, to make law enforcement more responsive to burglarized parties, to increase public awareness of crime prevention and to bring to light additional crime prevention techniques which could be included in the program. All of these factors, hopefully, would lower the rates of the crimes of interest to the desired levels.

Findings from the THOR Evaluation

While the THOR program as a whole has achieved very good results, operational functions have detracted from performance. The project was unofficially started in January 1974, with a small staff whose main efforts were planning and determining how to operate a program of the magnitude of THOR. The grant was approved in March 1974, and the project began its initial operations in October of 1974. At that time the complete staff was being hired and centers were being opened. Residents and businesses previously burglarized or robbed were surveyed to offer recommendations for security. The management and information systems were being designed.

The THOR program actually became fully operational in January, 1975./ Fully operational means that all the centers were open, over 90% of the staff was hired and most of the equipment was available. There were several major operational and management problems that were not solved by January, 1975. Some of these inhibited a clear evaluation of the THOR program -- example, there were not enough engravers available to provide citizens with the opportunity to mark

Findings from the THOR Evaluation (Cont...)

their property. The evaluation, consultant had not yet been hired to assist with the design and implementaion of an information and data retrieval system to efficiently and effectively rank program results or establish an awareness benchmark to measure the programs impact on the public.

Also at this time, the advertising consultant was not on board to assist in the devlopment of a good communications program. In spite of these early difficulties, the THOR Unit management continued to operate the program in as effective manner as possible.

The THOR program was at its height of operations effectiveness from about May, 1975 to October, 1975. During this period the THOR Unit was fully staffed with trained and experienced personnel. All centers were operational and the community organization element was receiving more requests than it had time to service. During this period both the evaluation consultant and the advertising consultant were hired and were starting their work efforts.

The program began to lose momentum in early 1976, as staff resigned or transferred in anticipation of the program ending. The household awareness of THOR has fallen since January, 1976, and is now below the August, 1975 level. The general public's awareness of the program elements -- property marking, security surveys, security displays -- has shown a decline since this evaluation study began in August 1975. Also, fewer Atlantans claim to have participated in some of the program elements or to have complied with THOR measures at the end of the evaluation than at the beginning.

The progress made prior to January, 1976, in building awareness, understanding and confidence has been the result of various efforts to communicate the program to the people of Atlanta. These efforts have included such methods as security surveys, direct mail, public information meetings, security displays, newspaper articles board avertising and to some extent, radio and television advertising.

As the great bulk of these efforts was concentrated earlier in the program, it appears that the level of THOR publicity and activity at the end of the program was not capable of increasing or even sustaining public awareness and participation in the program.

Findings from the THOR Evaluation (Cont...)

Advertising has never played a major role in communicating the THOR program to the public. Thus, there has probably been only minimum impact on awareness as advertising decreased over time. This is not to say, however, that given an aggressive advertising compaign, there would not have been higher awareness, greater understanding and, therefore, mor,e' participation and compliance. It is only a matter of conjecture as to how successful the THOR program could have been had there been a stronger advertising and public relations effort.

In the absence of this kind of promotional support, it appears that security surveys are the single, most critical element in the success of the program to date. This is evident in several of the findings from this study. However, since October, 1975, security surveys have been conducted at a much lower rate than in the earlier months of the program as a result of the lower number of THOR personnel. It can be expected that the effects of these reductions will manifest themselves in a continuing decline of awareness, understanding and participation levels.

One indication of the importance of security surveys lies in the fact that throughout the Media Impact research, both awareness and understanding of THOR was higher among businesses than households. THOR has conducted security surveys in almost 100% of the businesses in Atlanta. On the other hand, only 30% of the households have had security surveys. It is not surprising, then, that with little other reinforcement in the way of THOR publicity that the business community would be somewhat more informed than the general public.

From the data collected in the Baseline Density and Follow-up Security Surveys, the level of awareness of businesses has continued to increase since this research began in August, 1975, and by April, 1976, has achieved the 85.5% level. THOR awareness among households, however, was at its lowest point 63.5% in April, 1976, decreasing 5.8 percentage points below August, 1975. We view both of these awareness levels (business 86% and residential 64%) to be quite substantial.

Findings from the THOR Evaluation (Cont..,)

THOR Awareness

	Augus t 1975	January 1976	April 1976
Businesses	80.4%	83.4%	85.57.
Households	69.3%	73.6%	63.5%

As in general awareness of THOR, awareness of property marking is also higher among the commercial sector than among the general public. An extremely high awareness level, 93%, has been maintained since the beginning of this study for businesses. Household awareness of property marking reached its highest level, 85.3%, in January, 1976, but has since declined 8.2 percentage points since August, 1975, to the 76.1% level in April, 1976.

Awareness of Property Marking

	August 1975	January 1976	April 1976
Businesses	92.4%	90.7%	93.0%
Households	84.3%	85.3%	76.1%

Because property marking has been promoted by several programs prior to THOR, it is doubtful that the high awareness levels can be credited totally to surveying activity. However, it appears that the security surveys may be a reinforcing factor in the maintenance of property marking awareness at these higher levels

One of the few instances in this study where household levels were found to be above business levels was in participation of property marking. In the April, 1976 wave of the Media Impact/ Baseline Density Study, 25.3% of Atlanta residents reported that

Findings from the THOR Evaluation (Cont...)

they had marked their property, an increase of 4.5% from the August, 1975 level. Participation by businesses in property marking dropped from 24.6% in September, 1975, to 21% in April, 1976.

THOR's Operation ID Program may have had some bearing on the general public's higtier participation level in property marking. Although businesses have been surveyed at a higher rate than residents, participation in the Operation ID program has been predominantly among households.

Among businesses the decline in those claiming to have marked their property is probably the result of interviewing some people who were not informed that the company's property had been marked. In the Media Impact/Baseline Density research, owners, managers and persons in charge of security matters were interviewed. As a result of turnovers in personnel the probability of interviewing a person who was aware that property marking had taken place decreases over time- It should be remembered that property marking has been promoted even longer than the THOR program itself.

A comparison of findings from the Follow-Up Security Survey and the Baseline Density studies points to another positive effect of the security surveys. Of the residents studied in the Follow-Up Security Survey research (all of which had received security surveys), 70% implemented at least one THOR security recommendation. In the Baseline Density research, it was found that, of the total residential population of Atlanta, 23.5% have complied with at least one measure.

Implementation of at Least One Measure

	August 1975	January 1976	April 1975
Baseline Density (Random Survey of Atlanta)	32.8%	33.1%	23.5%
Follow-up Security Survey (Survey of citzens who have had THOR Security Survey)	-	64.0%	70.9%

Findings from the THOR Evaluation (Cont...)

Findings from the Evaluation Component (Media Impact/Baseline Density and Follow-Up Security Survey) studies showed that Atlantans consistently expressed their confidence in the THOR program. Approximately two-thirds of both the private and commercial sectors felt that the program was worth its $2,000,000 yearly budget. Also, 76.37$_0$ of the/general public and 80.5% of the business community said the THOR program will be successful. In fact, less than *1%* of all respondents predicted that it would be unsuccessful.

In addition, Atlantans who had security surveys conducted in their homes/businessas rated these surveys very highly. Almost all the respondents in both waves of the Follow-Up Security Survey research considered the surveys to be "helpful" and "worthwhile". They also found the THOR personnel conducting the surveys to be "helpful", "courteous" and "knowledgeable" in their jobs.

Even more indicative of the value these citizens place on the security surveys is the fact that over 957$_0$ of both residents and businesses who had surveys reported that they either recommended or would consider recommending a survey to others. The findings from the THOR Evaluation research indicate that THOR has made considerable progress in terms of:

- Obtaining most of the goals, sub-goals and objectives as outlined in the Evaluation Component of the grant applications.

- Building of Atlantans' awareness, understanding and confidence.

- Achieving a high degree of compliance and implementation of some THOR recommendations.

- Having a positive impact on the burglary and robbery crime rates in Atlanta.

As we mentioned earlier, it is impossible to determine whether a decrease in crime rates is due solely to THOR or to THOR and many other factors, such as the anti-robbery program and the helicopter squad. The Crime Analysis Team has performed several statistical analyses which show that there is a higher degree of correlation between the THOR security surveys and the reduction in the burglary crime rate than between helicopter hours flown and the burglary crime rate.

Findings from the THOK Evaluation (Cont...)

It was not within the scope of this project to validate or challenge any of the procedures for data collection employed by the Report Review Section of the Bureau of Police Service. The potential problems associated with Uniform Crime Reports (UCR) figures are documented in several LEAA publications. However, we used the data provided by the' City in the course of evaluating the THOR project . since it is the best available.

The following are some of the analytical results from solving the system of equations as presented in the THOR Evaluation Component grant. It should be noted that'several of the answers from solving the equations are not statistically reliable. We worked with Georgia Tech, who developed the formulas, to resolve the statistical problems but they could not all be eliminated. The results of the evaluation component should be viewed as indicators of the programs success and not as absolute answers.

Reduce Annual Rate of	Goal	Result
Burglary	17,5 %	22.83*
Robbery	6.4	30.6
Residential Burglary	20,4	26.4 *
Residential Robbery	6.89	29.5
Commercial Robbery	5.93	29.5 *
Commercial Burglary	10.86	25.4 *

It was the objective of the THOR program to conduct 49,140 residential and 20,021 commercial security surveys. They actually performed 52,704 and 19,856 respectively. An additional key objective was to have residents and business implement THOR recommendation at the rate of 68.75% for residence and 68.75% for business. The program actually achieved 70% for residence and 75% for business.

*Note: Result was not statistically significant.

EVALUATION RESULTS

EVALUATION RESULTS

Introduction

This section of the report presents the results of applying the operational data from the THOR program to the evaluation component as described in the grant. As will be noted later in the section on Recommendations for Improving Future THOR Programs, the formulas as initially ctefi-ned by previous work from Georgia Tech would not produce a meaningful result. We worked with Georgia Tech on this problem, and are able to present data results although not always statistically significant.

Also included in this section is additional data and analysis which we compiled to assist us in further evaluating the effectiveness of the THOR program.

Solutions to Evaluation Component in the Grant

The following goals, subgoals and objectives were identified by the Evaluation Component and presented below are the final results of the THOR program as measured by the component:

- Goal 1

  . Statement: By the end of the THOR project, reduce the annual rate of burglary in the City of Atlanta by 17.5% of the rate on Date THOR Initiated Operation (DTIO).

  • Status: Final goal was attained. Test was X-£ .175 where X was found to be .228. However, the result was not statistically significant.

- Goal 2

  • Statement: By the end of the THOR Project, reduce the annual rate of commercial and residential robbery in the City of Atlanta by 6.4% of the rate on DTIO.

  • Status: Final goal was attained. Test was X*: .064 where X was found to be .306.

- Subgoal 1

  • Statement: By the end of the THOR Project, reduce the annual rate of residential burglary by 20.4% of the rate on DTIO.

(Evaluation Results)

Solutions to Evaluation Component in the Grant

- Status: Final goal was attained. Test was X^ .204 where X was found to be ,262. However, the result was not statistically significant.

- Subgoal 2

- Statement: By the end of the THOR Project, reduce the rate of residential robbery in the City of Atlanta bv 6.89% of the rate on DTIO.

- Status: Final goal was attained. Test was X-^ .0689 where X was found to be .295, reflecting a decrease in residential robberies.

- Subgoal 3

- Statement: By the end of the THOR Project, reduce the annual rate of commercial robbery in the City of Atlanta by 5.93% of the rate on DTIO.

- Status: Final goal was attained. Test was X-^.0593 where X was found to be .295. However, the result was not statistically significant.

- Subgoal 4

- Statement: By the end of the THOR Project, reduce the annual rate of commercial burglary in the City of Atlanta by 10.86% of the rate on DTIO.

- Status: Final goal was attained. Test was Xa .1086 where X was found to be .254. However, the result was not statistically significant.

- Objective 1

- Statement: Conduct 49,140 residential security surveys and obtain a minimum of 68.75% compliance with recommendations in order to achieve a net reduction in annual rate of residential burglary and robbery in the City of Atlanta of 10.96% of the rate on DTIO.

- status: THOR had a target of 49,140 residential surveys. Acl-ual results were 52,704 (107%) or 3,564 more than the objective.

(Evaluation Results)

Solutions to Evaluation Component (Cont...)

.. Compliance was measured at 70%, the objective was attained.
.. Crime reduction goal was attained. Test was X^.1096 where X was found to be 2.88. However, the result was not statistically significant.

- Objective *2/*

• Statement: Conduct 20,021 commercial security surveys and obtain a minimum of 68.75% compliance with recommendations in order to achieve a net reduction in the annual rate of commercial burglary and robberies in the City of Atlanta of 8.27% of the rate on DTIO.

• Status:

.. THOR had an objective of 20,021 business surveys. Actual result was 19,856 surveys (99%) or 165 less than the objective.
.. Compliance was measured at 75%, objective was attained.
.. Crime reduction goal was attained. Test was X^ .0827 where X was found to be 8.54. However, the result was not statistically significant.

- Objective 3

• Statement: Mark and identify property in 25,220 residences in order to achieve a net reduction in the annual rate of residential burglary in the City of Atlanta of 7% of the rate of

DTIO. ;

• Status:

.. THOR had an objective of 25,220 residential members of . Operation ID. Actual result was 18,810 members (75%) or | 6,410 less than the objective. 1
.. Crime reduction goal was not attained. f
* Objective 4 \

. Statement: Mark and identify property in 1,613 businesses in order to achieve a net reduction in the annual rate of commercial burglary in the City of Atlanta of 1.04% of the rate on DTIO. *t*

(Evaluation Results)

Solutions to Evaluation Component (Cont...)

- Status:

  .. THOR had an objective of 1,613 business members of Operation ID. Actual result was 921 (57%) or 692 less than the objective.
  .. Crime ^reduction goal was not attained.

- Objective 5

  . Statement: Design and implement significant media impact and organizational involvement! programs which will include:

    .. Informing citizens of crime hazards in order to make a substantial portion of Atlanta residents aware of crime prevention possibilities and to achieve significant increases in the proportion of residences and businesses which comply with security survey recommendations and the proportion of residences and businesses which implement THOR measures without the benefit of a security survey.
    .. Conducting 30 meetings per week with civic and business groups

  . Status: The organizational involvement effort has resulted in an average of 33 meetings per week. The objective was achieved.

" Objective 6

  - Statement: Design and have operational by the end of the grant period a program of research to determine the security hardware standards and the alternative proposals for insurance companies to decrease theft insurance rates for commercial and residential units which meet minimal security standards,

  - Status: Research projects on security device standards and insurance premiums were conducted by Touche Ross & Co. and ABC Management Consultants, Inc.

In addition to the formal solution to the Evaluation Component just completed, we are submitting as further evaluation data;

- Surveying activity, forecast crime rates versus actual crime rates.

Solutions to Evaluation Component (Cont,..)

- Preventable crimes.

- Loss rate of engravable valuables.

- Crime rates against specific groups.

- General trends in the crimes of interest.

Surveying Activity

Exhibits 1-3 reflect the surveying and operation ID efforts of the THOR unit. The Exhibits illustrate that peak activity occurred in July through September, 1975 for residential surveys and Operation ID and in January through April, 1975 for business surveys.

The delay in securing the property markers for Operation ID accounts for the lack of high Operation ID activity at the outset of the THOR program. The Exhibits also indicate a relatively low rate of activity at the end of the THOR project. This is attributable to a loss of manpower through attrition and program phase-out.

Forecast Crime Rates versus Actual Crime Rates

Exhibits 4-7 depict the forecast 1975-76, actual 1975-76 and actual 1974 crime rates. Of the four crimes of interest, only residential robbery showed an actual 1975-76 rate which exceeded the forecast or actual 1974 rate. However, in early 1976, the actual rate for residential robbery began to decline below the forecast rate.

Exhibit 8 shows the number of crimes forecast by the Crime Analysis Team versus the actual rate. All crimes showed a significant variance from the forecast rate.

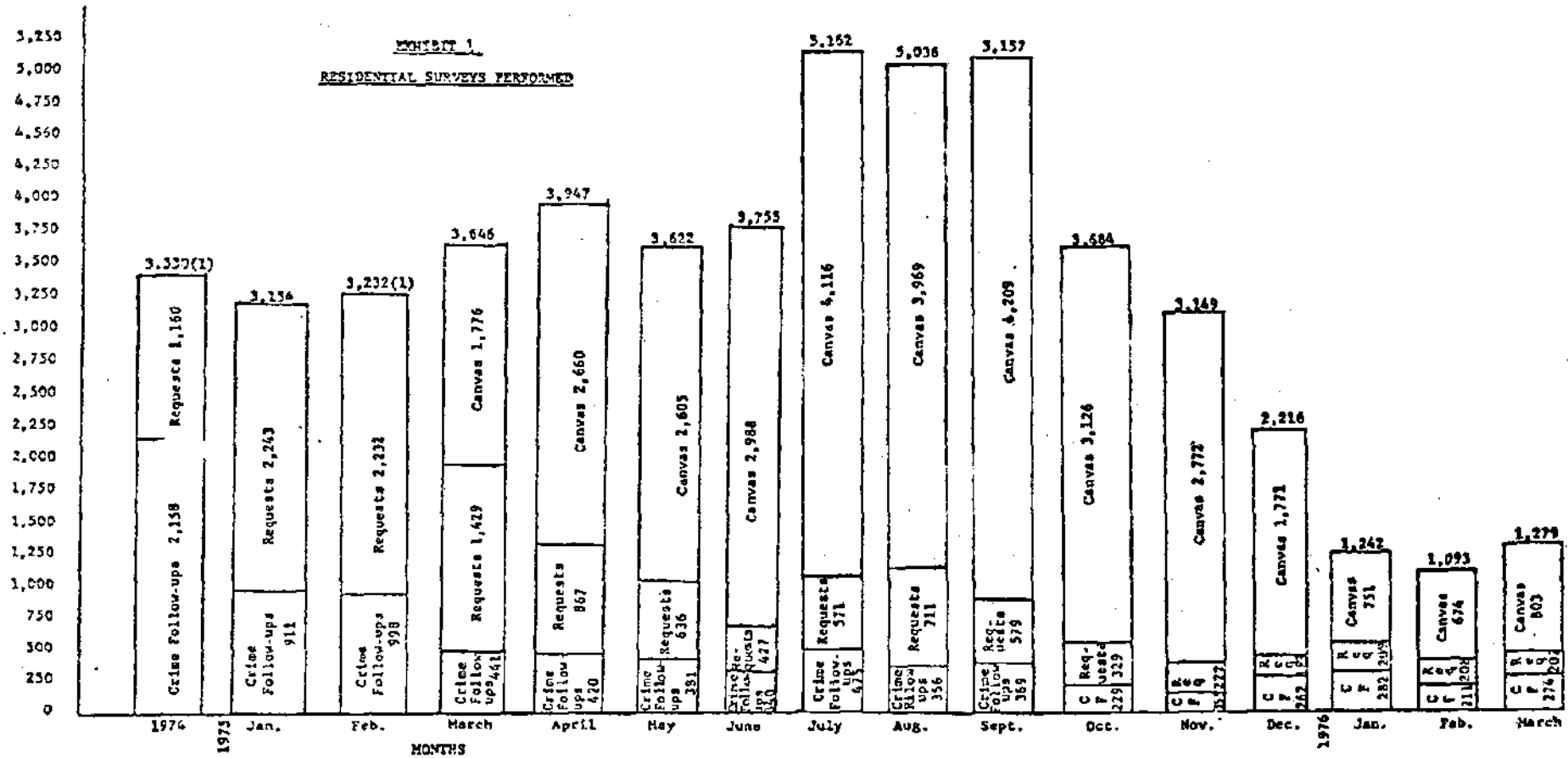
Preventable Crimes

Exhibit 9 shows our estimates of the proportion of crimes falling into two categories - preventable and non-preventable. During our detailed analysis of crime reports, we categorized each crime sampled as:

- Preventable - i.e., implementation of typical THOR Security Survey recommendations could have sufficiently hardened the target to preclude the crime sampled.

EXHIBIT 1

RESIDENTIAL SURVEYS PERFORMED



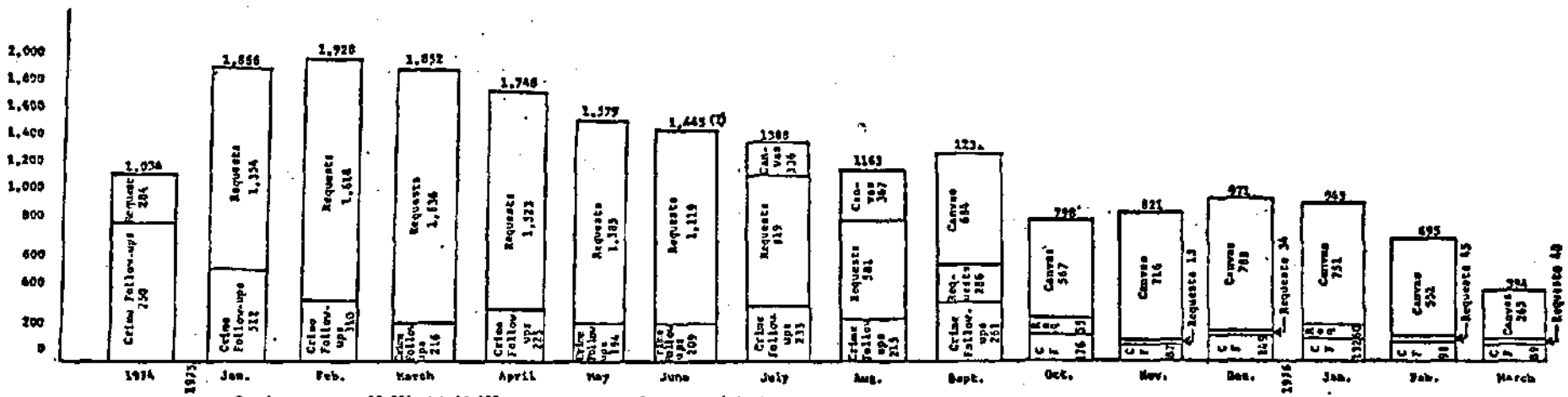
Total surveys to date are 52,704 with 3,262 originated from crime follow-ups, 12,209 done at the request of the citizen, and 32,234 done during canvassing.

(1) Canvassing efforts accounted for 12 surveys in 1974 and 2 surveys in February, 1975.

Source of Data: Survey Documents Prepared By Security Inspecters

EXHIBIT 5

BUSINESS SURVEY EFFORTS



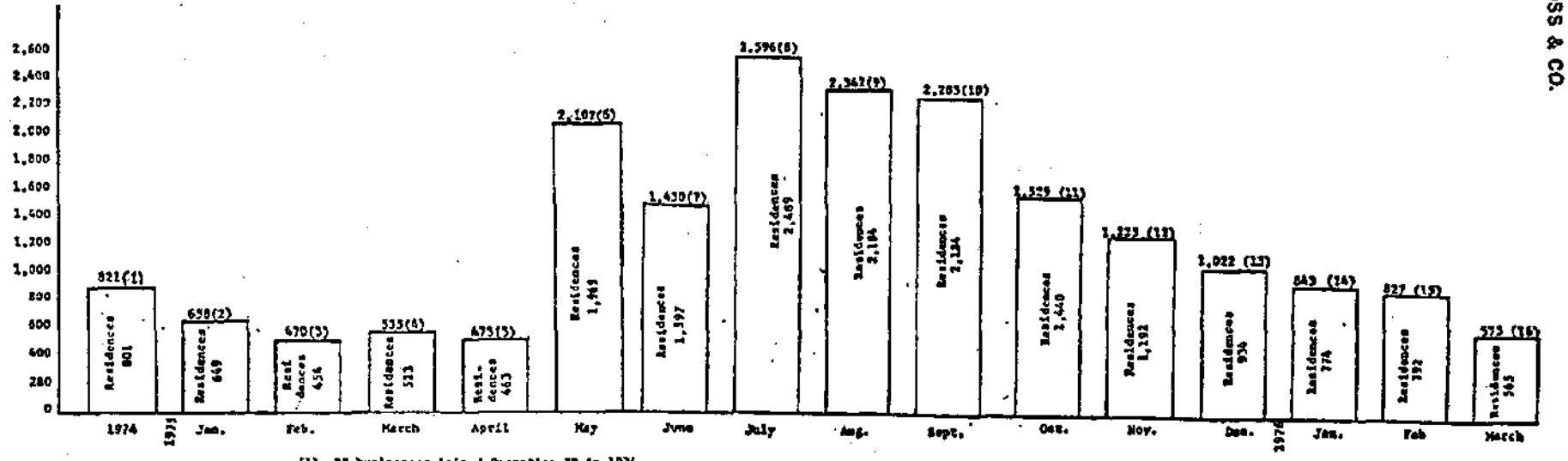
Total surveys are 19,856 with 10,857 surveys resulting from requests by businesses, 3,856 surveys resulting from follow-up to reported crimes, and 5,143 surveys resulting from canvassing.

(1) A total of 117 surveys resulted from canvassing in June.

Source of Data: Survey Documents Prepared By Security Inspectors

EXHIBIT 3

MEMBERS OF OPERATION ID



(1) 20 businesses joined Operation ID in 1974.
(2) 9 businesses joined Operation ID in January.
(3) 16 businesses joined Operation ID in February.
(4) 12 businesses joined Operation ID in March.
(5) 10 businesses joined Operation ID in April.
(6) 133 businesses joined Operation ID in May.
(7) 33 businesses joined Operation ID in June.
(8) 107 businesses joined Operation ID in July.
(9) 158 businesses joined Operation ID in August.
(10) 101 businesses joined Operation ID in September.
(11) 89 businesses joined Operation ID in October.
(12) 33 businesses joined Operation ID in November.
(13) 88 businesses joined Operation ID in December.
(14) 69 businesses joined Operation ID in January.
(15) 35 businesses joined Operation ID in February.
(16) 8 businesses joined Operation ID in March.

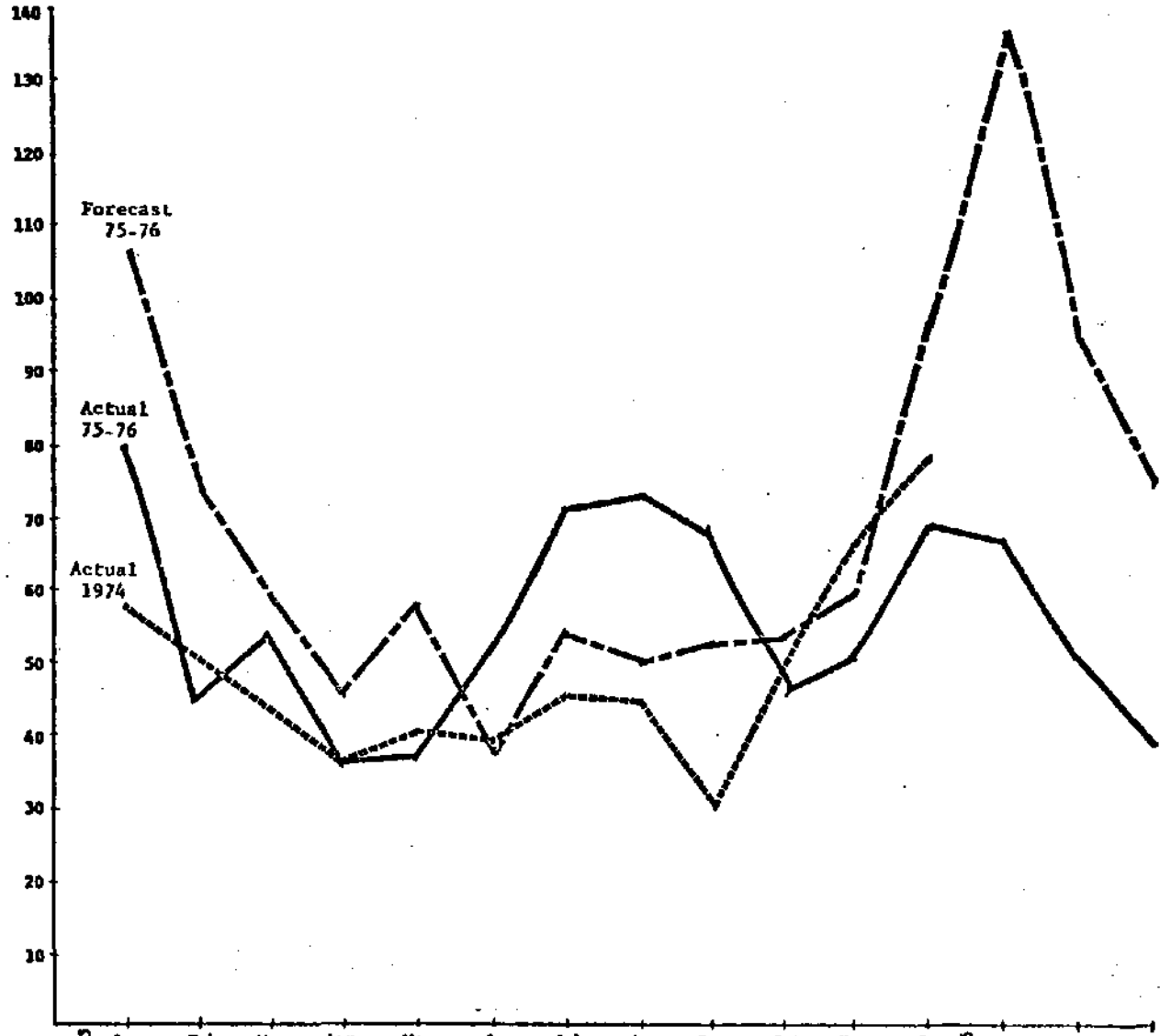
The total for members of Operation ID is 19,731 with 921 businesses joining and 18,810 residences joining.

Source of Data: Survey Documents Prepared By Security Inspecters

EXHIBIT 4

FORECASTED VERSUS ACTUAL CRIME

RESIDENTIAL ROBBERY



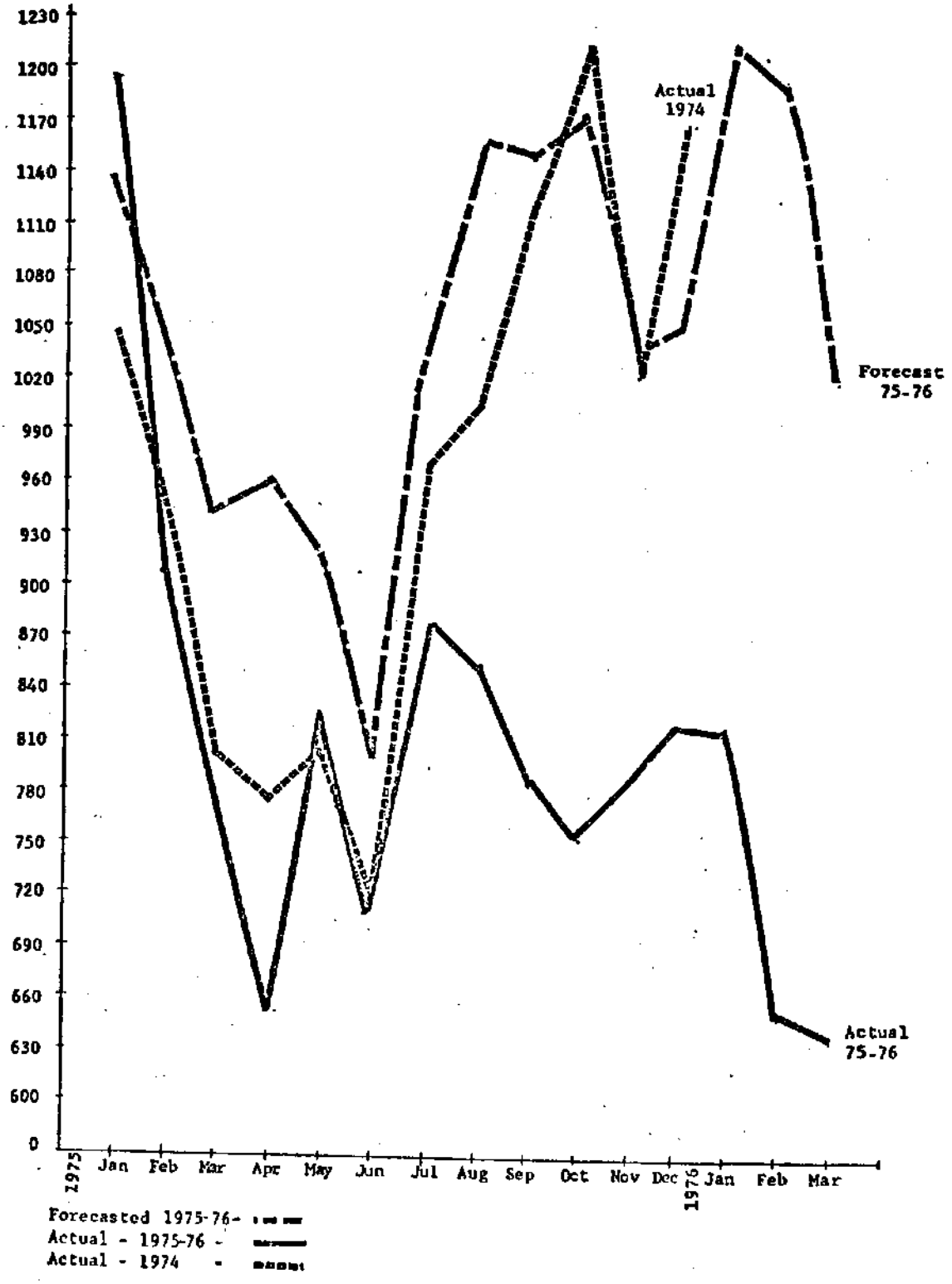
	Oct	Nov	Dec	Jan	Feb	Mar
Forecasted - 1975-76	54	60	97	137	94	75
Actual - 1975-76	46	52	69	67	51	39
Actual - 1974 -	50	67	79	0	0	0

Source of Data: City of Atlanta Crime Reports

EXHIBIT 6

FORECASTED VERSUS ACTUAL CRIME

RESIDENTIAL BURGLARY

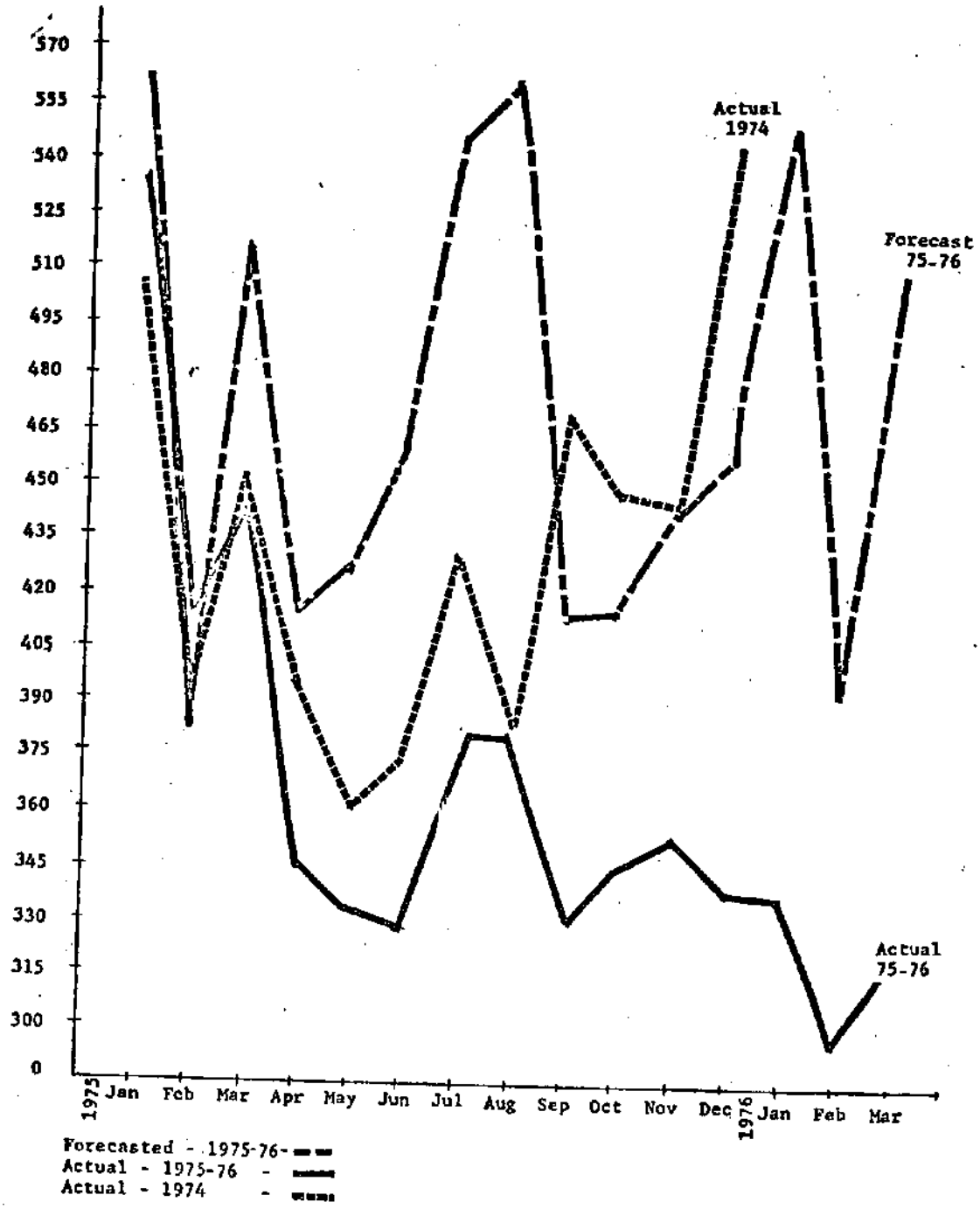


Source of Data: City of Atlanta Crime Reports

EXHIBIT 7

FORECASTED VERSUS ACTUAL CRIME

COMMERCIAL BURGLARY



Source of Data: City of Atlanta Crime Reports

Source of Data: Ctty of Atlanta Crime Reports

EXHIBIT 8

CRIME REDUCTION

FOR REPORT PERIOD

Crime	Forecast Rate	Actual Rate	Percent Reduction
Residential Burglary	15,955	12,075	24.3
Commercial Burglary	6,955	5,472	21.3
Total Burglary	22,910	17,547	23.4
Residential Robbery	1,057	840	20.5
Commercial Robbery	1,307	912	30.2
Total Robbery W	2,364	1,752	25.9

(1) Excludes open-space and miscellaneous robbery

Source of Data: City of Atlanta Crime pvports

EXHIBIT 9

PREVENTABLE VERSUS NON-PREVENTABLE CRIMES

REPORT PERIOD

Crime	Preventable	Non-Preventable
Residential Burglary	1007.	*0%*
Commercial Burglary	1007.	0%
Residential Robbery	927,	87.
Commercial Robbery	127.	887o

Source of Data: City of Atlanta.Crime Reports

Preventable Crimes (Cont.v.)

- Non-preventable - i.e., there was very little THOR could have recommended to forestall the crime.

Loss Rate of- Engravable Valuables

Exhibit 10 shows the percentage distribution for the type of valuables removed during all burglaries for the report period. Operation ID would have served as a deterrent in 42.4% of the burglaries.

Crime Rates Against Specific Groups

For purposes of evaluation, the population of the City was divided into four groups:

- Those residences or businesses which have been surveyed and joined Operation ID as Group One.

- Those residences or businesses which have been surveyed and have not joined Operation ID as Group Two.

- Those residences or businesses which have not been surveyed, but which have joined Operation ID as Group Three.

- Those residences or businesses which have neither been surveyed nor joined Operation ID as Group Four.

The substantive test of success for THOR was to determine if crime rates decreased for the protected groups (One, Two and Three) versus the unprotected members of Group Four. The evaluation component addressed this objective by developing an estimate of expected crime rates as compared to actual rates by group. As determined by the evaluation component, all groups including the unprotected group experienced a decrease in crime. We interpret this finding to mean that the decrease in crime affected all citizens regardless of whether the citizens had been surveyed.

Exhibits 11 and 12 depict the actual crime rates as determined by our sampling of crime reports. The Exhibits indicate that the probability of being victimized is reduced significantly if the business or residence has been surveyed.

EXHIBIT 10

TYPE OF ARTICLE OR VALUABLE

REMOVED DURING THE BURGLARY

REPORT PERIOD

Item	Crimes	%
Cash	2,581	14.7
Engravable valuables	7,441	42.4
Clothing or furs	770	4.4
Consumable goods	974	5.6
Unidentified goods	2,633	15.0
Jewelry	824	4.7
No loss	2,324	13.2
Total	17,547	100.0%

Source of Data: City of Atlanta Crime Reports

Residential Burglary

Group	Population of Group	% of Total Population	Victims	% of Total Population Victimized	Crime Rates per 10,000 Residences
1	8,800	4.7	70	.80	80
2	28,093	15.0	852	3.0	300
3	5,607	3.0	N/A	N/A	N/A
4	144,500	77.3	11,153	7.7	770
Total	187,000	100.0%	12,075	6.5	650

Commercial Burglary

Group	Population of Group	% of Total Population	Victims	7. of Total Population Victimized	Crime Rate per 1,000 Businesses
1	595	3.0	49	8.2	82
2	14,296	71.4	1,696	11.9	119
3	153	.8			N/A
4	4,965	24.8	3,727	75.1	751
Total	20,009	100.07.	5,472	27.3	273

Source of Data:
City of Atlanta Crime Reports
City of Atlanta Bureau of Planning

EXHIBIT 12

Residential Robbery

Group	Population of Group	% of Total Population	Victims	% of Total Population Victimized	Crime Rates per 10,000 Residences
1	8,800	4.7	20	.23	23
2	28,093	15.0	65	.23	23
3	5,607	3.0	4	.07	7
4	144,500	77.3	751	.52	52
Total	187,000	100.0%	840	.45	45

Commercial Robbery

Group	Population of Group	% of Total Population	Victims	% of Total Population Victimized	Crime Rate per 1,000 Businesses
1	595	3.0			
2	14,296	71.4	372	2.6	26
3	153	.8			
4	4,965	24.8	540	10.9	109
Total	20,009	100.0%	912	4.6	46

Source of Data:
City of Atlanta Crime Reports
City of Atlanta Bureau of Planning

General Trends in the Crimes of Interest

Exhibit 13 shows the number of crimes for each crime of interest for 1973, 1974, and 1975. As Exhibit 13 illustrates, the number of crimes reported has decreased from 1974 to 1975 for all crimes other than residential robberies. Commercial robberies have declined from 1973 to 1974 and 1974 to 1975.

The comparison below illustrates the crime reduction goal as stated in the Evaluation Component and the 1975 actual reduction.

Crime	Goal	Actual Reduction
Residential Burglary	20.4%	14.1%
Commercial Burglary	10.86%	12.7%
Residential Robbery	6.89%	(17.2%) Increase
Commercial Robbery	5.93%	41.7%
Total Burglary	17.5%	13.7%
Total Robbery	6.4%	22.1%

Thus, for 1975, THOR has attained its crime reduction goals for all crimes other than residential burglary, redidential robbery and total burglary.

EXHIBIT 13

1973, 1974 AND 1975 REPORTED CRIME RATES

Crime	Year	Total Reported	Percent Increase (Decrease)
Residential Burglary	1973	11,347	
	1974	11,597	2.2
	1975	9,959	(W.I)
Commercial Burglary	1973	4,554	
	1974	5,205	14,3
	1975	4,542	(12.7)
Residential Robbery	1973	435	
	1974	583	34.0
	1975	683	17.2
Commercial Robbery	1973	1,244	
	1974	1,167	(6.2)
	1975	680	(41.7)
Total Burglary	1973	15,901	
	1974	16,802	5.7
	1975	14,501	(13.7)
Total Robbery (*)	1973	1,679	
	1974	1,750	4,2
	1975	1,363	(22.1)

Source of Data: City of Atlanta Monthly Crime Report

(1) Excludes open-space and miscellaneous robberies

MEDIA IMPACT/BASELINE DENSITY STUDIES

MEDIA IMPACT/BASELINE DENSITY STUDIES

Summary of Media Impact/Baseline Density Surveys

The following represent the major findings of the Media Impact and Baseline Density studies of awareness, understanding and knowledge of the THOR program:

- Business Awareness of THOR was up 6.3% in the April, 1976 wave, to the 85.57o level, the highest awareness level of all three waves. This was the second increase in awareness since the first wave.

- Unaided awareness of THOR among Atlanta households fell 8.47$_0$ from September, 1975 to April, 1976. In April, 1976, residents[1] awareness of THOR was at the 63.5% level compared to 69.3% and 73.6% in August, 1975 and January, 1976, respectively.

- A large majority of Atlantans, who were aware of THOR, also had an understanding of what the program is about. Approximately 77%, of the general public and 82% of the business community were able to define THOR correctly. Both groups showed improvement in understanding levels since the August, 1975 wave.

- Throughout all three waves of the research, Atlantans over age 55 were less aware and had a poorer understanding of the THOR program than their younger counterparts. Awareness among these older citizens declined 3.1% since the August, 1975 wave to 50.8%; understanding of THOR went up in the April, 1976 wave from 33% to *31.1%.* Those residents age 25-34 exhibited the highest levels of awareness and understanding.... 74.4% and 62%, respectively.

- For the third consecutive time, awareness and understanding levels were slightly higher among upper income families than among lower and middle income residents. In the April, 1976 wave, there was almost no difference in awareness and understanding in the lower and middle income groups.

- Since the August, 1975 wave, the general public's awareness dropped for all three program elements. Awareness of property marking fell 9.7%, security surveys -- 8.6% and security displays -- 9.9%. In the business community, awareness levels were maintained for all three program elements: property marking, security surveys and the emergency contact system.

Summary of Media Impact/Baseline Density Surveys (Cont...)

- Participation, as perceived by household respondents, in two of the program elements increased from August, 1975 to April, 1976. In the final wave, the residential sector's participation in property marking rose 4.5% to the 25.3% level; participation in security displays went up from 11.3% to 15.7%. However, perceived participation in security surveys decreased from 29.0% since the first wave to the 23.1% level.

- In April, 1976, fewer business respondents said they had marked their property and had security surveys than in the first wave. Participation was down 14.6% in property marking and dropped 5.5% in security surveys.

- Of the sources of THOR awareness given by Atlanta residents in the April, 1976 wave, "word-of-mouth" was mentioned most frequently (22.1%). Businesses considered security surveys to be their primary source of awareness (33.2%). In the previous waves, TV advertising received much of the credit for THOR awareness, even though there has been minimal use of this medium as a means of communicating the program to the public.

- Approximately 57% of the private sector and 65% of the business community who were aware of THOR through advertising, could not recall the advertising content.

- Confidence in the THOR program has been expressed consistently throughout the research. In the most recent wave, 76.3% of the household respondents and 80.5% of the businesses felt that the THOR program would be successful. Less than 1% of both groups actually said it would be unsuccessful. In addition, approximately two-thirds of all Atlantans feel that the program is worth its $2,000,000 yearly budget. Only 5% of both the private and commercial sectors said that it was not worth this expenditure .

- The number of households and businesses implementing one or more measures declined since August, 1975. Of the total residential population, 23.5% said they have complied with at least one measure, compared to 32.8% in the first wave. The compliance rate for businesses fell from 33.7% to 19.5%. Contributing to this decline was a large increase in those businessmen who could not recall how many measures were put into effect.

(Media Impact/Baseline Density)

Summary of Media Impact/Baseline Density Surveys (Cont...)

- Of those respondents aware of THOR, lower income residents exhibited a higher compliance rate than middle and upper income residents. In the April, 1976 survey, 35.3% of the lower income families implemented one or more measures versus 25% of the middle income group and 30.3% of the upper income group. Lower income residents also had the highest Implementation rate in the January, 1976 wave of this research.

- Residents aware of THOR who were able to give a correct definition of the THOR program had a higher incidence of compliance than did those who could not define it___39.7% versus 15*3%.

(Media Impact/Baseline Density)

Media Impact

General Awareness and Understanding of THOR

To determine Atlantans[1] awareness and understanding of the THOR program: /

- All respondents were asked if they had heard of the THOR program (unaided awareness).
- Those respondents who said they had heard of THOR were asked to explain what it was about (unaided awareness and understanding of the program).
- A definition of THOR was read to those respondents who said they had not heard of THOR and also to those who had heard of THOR, but could not correctly explain it. After the definition was read, these respondents were asked if they were aware of such a program (aided awareness).

In the third and final wave of this study, unaided awareness of THOR among households reached the lowest level since the research began, while businesses[1] awareness levels continued to increase.

Despite the increase in the general public's awareness of THOR in the second wave, this awareness level has shown an overall drop of 8.4% when measured against the first wave. In this final wave 63,57o of Atlanta residents claimed awareness compared to 73.6% in the second wave and 69.3% in the first wave.

Awareness of THOR among the private sector appears to have reached a peak at some point between the second and third waves, and has since declined. This maximum awareness level was attained as a result of various efforts in communicating the THOR program to the public. With a lessening of these efforts, (i.e., cutbacks in personnel, advertising, etc.) the lack of reinforcement is gradually eroding recall of the program.

Business awareness, on the other hand, is still increasing. As of April, 1976, 85.5% of Atlanta businessmen said they were aware of THOR, up from both the first and second waves.

It is not surprising that business awareness continues to increase while residential awareness is declining. It should be remembered that businesses have been surveyed by THOR at a much higher rate

General Awareness and Understanding of THOR (Cont...)

than households. As of March 31, 1976, close to 100% of Atlanta businesses had been surveyed. The actual goal was 125% in order to compensate for changes in ownership of businesses over time. However, approximately 30% of the general public have had their homes surveyed.

Having become familiarized with THOR by actually having a survey conducted, it would seem logical that businesses[1] awareness rate would hold up better than that of households as a whole.

A second factor to consider in comparing the awareness levels of residents and businesses is that the business respondents interviewed were actually owners of the businesses or functioned in a management level capacity. Management level people are generally better read and more,.aware than the average citizen.

The fact that the commercial sector has exhibited higher absolute awareness levels than residents throughout all three waves of the research tends to substantiate the two points mentioned above.

THOR AWARENESS (UNAIDED)

TOUCHE ROSS & CO.
TOUCHE RC

Response	Households				Businesses			
	Sept.'75	Jan.'76 (N-501)	April'76	% Change Sept. to April	Sept'75 (N=199)	Jan.'76 205)	April'76 (N=200)	% Change Sept. to April
Yes	69.3%	73.6%	63.5%	(8.4%)	80..4%	83.4%	N85.5%	6.3%
No/Dont' know	30.7	26.4	36.5	18.9	19..6	16.6	14.5	(26.0)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

Those respondents who said they were aware of THOR (before the definition was read) were asked to explain what the program is about. In the most recent wave, over three-fourths of respondents in the private sector claiming awareness were able to give a correct definition of the program. Over time, the levels of understanding among residents have increased gradually from 73.9% in September, 1975 to 77.4% in April, 1976.

Understanding of the THOR program is again, somewhat higher in the business community than in the private sector.

Almost 82% of the businesses who said they had heard of THOR, could also define it correctly. This represents a very slight decline since the previous wave and an overall improvement of 16% since the first w-ave.

At this point in time it appears that Atlantans who are aware of THOR continue to understand the program. Understanding of the program among those already aware has not been affected by any cutbacks in promotional efforts or manpower.

The very high levels of understanding indicate that communication of the THOR program has been effective in building awareness, as well as understanding of what the program is about.

AIDED AND UNAIDED AWARENESS OF THOR

	Households				Businesses			
	Sept.'75 (N=521)	Jan.'76 (N=501)	April'76 (N=502)	% Change Sept. to April	Sept.'75 (N=199)	Jan.'76 (N=205)	April'76 (N=200)	% Change Sept. to April
Aware of THOR								
- Unaided and could define THOR correctly	54.9%	58.8%	49.2%	(10.4%)	63.3%	74.1%	70.0%	10.6%
- Aided (definition was read)	25.5	22.6	23.5%	(7.8)	22.1	12.2	15.5	(29.9)
Total aware of THOR	80.4%	81.4%	72.7%	(9.6%)	85.4%	86.3%	85.5%	.1%
Unaware of THOR even after definition was read	19.6	18.6	27.3	39.3	14.6	13.7	14.5	(.7)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

TOUCHE ROSS & CO.

UNAIDED AWARENESS AND UNDERSTANDING OF THE THOR PROGRAM

Aware of THOR	Households				Businesses			
	Sept.'75 (N=361)	Jan.'76 (N=369)	April'76 (N=319)	% Change Sept. to April	Sept 7*75 (N=160)	Jan.'76 (N=171)	April^6 (N=171)	% Change Sept. to April
Could define THOR correctly	73.9%	75.87.	77.47.	4.7%	70.6%	83.1%	81.9%	16.0%
Could not define THOR correctly	26.1	24.2	22.6	(13.4)	29.4	16.9	18.1%	(38.4%)
Total	100.0%	100.07.	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

A definition of THOR was read to the following respondents:

- Those whc/said they were not aware of THOR.
- Those who said they were aware of THOR, but could not explain what the program is about.

Respondents who claimed they had heard of THOR after having the definition read, comprise the "aided awareness[11] category in the following table.

Including both aided and unaided awareness, total THOR awareness decreased 9.6% among the private sector, but remained almost constant among businesses since the first wave.

This total awareness level for residents appears to be following the same pattern as unaided awareness shown in a previous table. Awareness increased from the first to second waves and then fell to its lowest point in the final wave.

In the preceding table pertaining to understanding of THOR, it was shown that of those aware of THOR, 77.4% of the households and 81.9% of the businesses could also correctly explain what the program is about. However, of the total population (not just those who are aware) 49.2% of the residents and 70% of the business community are now both aware and have an understanding of THOR.

Both private and commercial sectors exhibited their highest levels of awareness and understanding in the second wave. It appears that both groups may be experiencing some fall-off in recall as the intensity of THOR efforts declined over time.

It is also important to note that household respondents who are unaware of THOR, even after hearing a definition, increased 39.3% since last September. Businesses unaware of THOR remains at approximately the 14% level.

General Awareness and Understanding of THOR (Cont...)

In the following table all residential respondents were categorized by age to show differences across age groups in (1) total unaided awareness and (2) understanding of THOR. However because the Sample sizes of some age groups are very small, these finding should be viewed as highly directional rather than absolute.

Younger Atlantans, particularly those in the 25-34 age group, again appear to be more informed about the THOR program than older residents. In this latest wave of the research, both the unaided awareness and understanding levels are highest among those under 34 years of age.

As in the previous waves, Atlantans 55 years of age and older were the least aware and showed the poorest understanding of THOR. However, this older age group was the only group exhibiting any improvement in understanding since the first wave.

Declines were seen across all age categories in unaided awareness. The awareness levels now range from a low of 50.8% among those over age 55 to a high of 74.4% for the 25-34 age group.

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

Since the first wave, both unaided awareness and understanding levels fell in all three income categories.

Upper income, families, again, appear to be somewhat more aware of THOR and'have a better understanding of the program than the others income groups. However, the differences between groups is not substantial. Approximately 66% of the upper income residents said they had heard of THOR, compared to almost 63% of the remaining two groups. Understanding level ranged from 47.6% for the lower income families to 53.1% for those in the upper income group.

UNAIDED AWARENESS AND UNDERSTANDING OF THOR
BY FAMILY INCOME LEVEL

	Family Income Level											
	Lower			Middle			Upper			Total		
	Sept. '75 (N-232)	April '76 (N-254)	% Change	Sept. '75 (N-U8)	April '76 (N-U8)	% Change	Sept. '75 (N-135)	April '76 fN-130)	% Change	Sept. '-75 (N-485)	April '76 (N-502)	% Change
Aware of THOR (unaided)												
- Could define THOR correctly	**48.7%**	**47.6%**	**(2.3%)**	**53.7%**	**48.3***	**(10.1%)**	**53.37.**	**53.17.**	**(.4%)**	**51.4%**	**49.2%**	**(4.37.)**
- Could not define THOR correctly	**17.7**	**15.0**	**(15.3J**	**15.2**	**14.4**	**(5.3)**	**21.5**	**13.1**	**(39.1)**	**17.9**	**14.3**	**(20.1)**
Total aware of THOR (unaided)	**66.4X**	**62.6%**	**(5.7%)**	**68.9%**	**62.7%**	**(9.0)**	**74.8%**	**66.2%**	**(11.5%)**	**69.3%**	**63.5%**	**(8.4%)**
Unaware of THOR (before definition was read)	**33.6**	**37.4**	**11_3**	**31.1**	**37.3**	**19.9**	**25.2**	**33.8**	**34.1**	**30.7**	**36.5**	**18.9**
Total	**100.0%**	**100.0%**		**100.0%**	**100.0%**	***'	**100.0%**	**100.0%**		**100.0%**	**100.0%**	

The family Income categories are defined in the appendix.

2
Three respoadants reside in sip codes outside the City of Atlanta and were not Included In the tabulation.

TOUCHE ROSS & CO.

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

There does not appear to be any sizeable differences in unaided awareness and understanding of THOR between male and female respondents. Approximately 65% of the men and 63% of the women claimed awareness of THOR. Both group showed declines in awareness between the first and third waves... 12.7% among men and 7.1% among women.

Male respondents exhibited a slightly higher understanding of THOR than did females... 52.9% versus 47.2%. These levels also fell somewhat since the first wave.

UNAIDED AWARENESS AND UNDERSTANDING OF THOB BY SEX OF HOUSEHOLD RESPONDENT

	Male			Female			Total		
	Sept.'75 (N=132)	April'76 (N=176)	% Change	Sept.'75 (N=389)	April'76 (N=326)	% Change	Sept'75 (N=521)	April'76 (N=502)	% Change
Aware of THOR (unaided)	54.5%	52.9%	(2.9%)	50.1%	47.2%	(5.8%)	51.3%	49.2%	(4.1%)
- Could define THOR correctly	19.7	11.9	(39.6)	17.5	15.6	(10.9)	18.0	14.3	(20.6)
- Could not define THOR correctly									
Total aware of THOR (unaided)	74.2%	64.8%	(12.7%)	67.6%	62.8%	(7.1%)	69.3%	63.5%	(8.4%)
Unaware of THOR (before definition was read)	25.8	35.2	36.4	32.4	37.2	14.8	30.7	36.5	18.9
Total	100.0%	100.0%		100.0%	100.0%		100.0%	100.0%	

TOUCHE ROSS & CO.

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

Those who claimed awareness of THOR were asked to explain in their own words what the program was about. The vast majority of responses given by both households and businesses pertained to crime prevention and protection against crime. Approximately 71% of the residents and 76% of the business community defined THOR in this way.

As shown in a previous table, understanding of THOR among both groups has improved since the first wave. This is indicated in this table by the decreasing number of respondents giving incorrect and "don't know" responses.

DEFINITION OF THOR BY HOUSEHOLDS AND BUSINESSES

TOUCHE ROSS & CO.

Responses	Aware of THOR							
	Households				Businesses			
	Sept. '75 (N=361)	Jan. '76 (N=369)	April '76 (N=319)	% Change Sept. to April	Sept. '75 (N=160)	Jan '76 (N=171)	April '76 (N=171)	% Change Sept. to April
Prevention, reduction of/ protection against crime, robbery, burglary	65.9%	64.7%	70.5%	7.0%	63.7%	63.8%	76.1%	19.3%
Property marking	5.0	8.4	3.8	(24.0)	4.4	12.3	3.5	(20.5)
Target Hardening/Opportunity Reduction/LEAA program	1.9	2.7	2.8	47.4	2.5	7.0	2.3	(8.0)
Putting locks on doors, windows	1.1	-	.3	(72.7)	-	-	-	-
Incorrect responses/no/don't Know	26.1	24.2	22.6	L\3JQ	29.4	16,9	18.1	.(38.4)
Total	100.0%	100-0%	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

There was very little difference in the definitions given by male and female respondents. However, in this wave of the research fewer men gave incorrect or "don't know" responses than did women. . .''18.47$_0$ versus 24.9% respectively. This represented only a slight decrease since the first wave among women (3.5%) and a more dramatic decline among male respondents (30.6%).

HOUSEHOLD RESPONDENTS DEFINITION OF THOR BY SEX OF RESPONDENT

Responses	Sex of Respondent: Male Sept.'75 (N=98)	Male April'76 (N=114)	Male % Change	Female Sept.'75 (N=263)	Female April'76 (N=205)	Female % Change	Total Sept.'75 (N=361)	Total April'76 (N=319)	Total % Change
Prevention, reduction of/ protection against crime, robbery, burglary	63.3%	72.0%	13.7%	70.0%	69.7%	(.4%)	65.9%	70.5%	7.0%
Property Marking	3.1	2.6	(16.1)	5.7	4.4	(22.8)	5.0	3.8	(24.0)
Target Hardening Opportunity Reduction/LEAA program	6.1	6.1	-	.4	1.0	150.0	1.9	2.8	47.4
Putting locks on doors, windows	1.0	.9	(10.0)	1.1	-	-	1.1	.3	(72.7)
Incorrect responses/No/ don't know	26.5	18.4	(30.6)	25.8	24.9	(3.5)	26.1	22.6	(13.4)
Total	100.0%	100.0%		100.0%	100.0%		100.0%	100.0%	

(Ksdia Impact/Bassline Density)

General Awareness and Understanding of THOR (Cent...)

In this third wave of the research, the general public's awareness of all three THOR program elements was below that of the September, 1975 levels. Awareness of property marking procedures dropped 9% from the 85% level in the first two wjves to 76.1% in this most rt;=int wave. Awareness of security surveys showed little change from January to April, but fell 8.67. Irom the September, 1975 high of 63.7%.

Security displays increased .in awareness from tl • aucond wave, but registered an overall 9.9% decrease since the first wave.

Interestingly, awareness of these elements is declining at just about the same rate as residents[1] general awareness of THOR... 8.4%.

There is virtually no change since the first wave in business awareness of THOR elements. Awareness levels were maintained in property marking, security surveys, and the emergency contact system.

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

Households[1] claimed participation in two of the three program elements increased since the first wave. More residents reported that they visited security displays in.this last.wave, up from 11.3% in the first wave to 15.7%. Use of property marking procedures'rose 4.5% to the 25.3% level. Only security surveys showed a decrease in participation, falling from 29.0% in September, 1975 to 23.1% in April, 1976.

Because awareness is a precurson to action (in this case, participation in the program elements) participation levels ususlly tend to drop off some time after awareness levels peak and begin to decline. Thus, it is not unexpected that participation in security surveys and property marking would increase while awareness of these program elements is decreasing.

Both awareness and participation in security surveys, as perceived by Atlanta residents, has declined since the first wave, indicating that awareness may have peaked some time prior to the first wave. However, during this same period of time, approximately 20,000 security surveys were conducted in Atlanta households. As of the end of March, 1976 almost 30% of the residential population had their homes surveyed. Thus, perceived participation (23.1%) is somewhat lower than actual participation.

THOR has been conducting security surveys since late 1974. As a result of cutbacks in THOR personnel, the number of surveys conducted in the past six months has been decreasing. Because most of the surveys were conducted earlier in the program and as a result of a decline in THOR publicity, it appears that people are losing recall concerning the survey that had been conducted in their home.

HOUSEHOLD RESPONDENTS AWARENESS AND PARTICIPATION IN SPECIFIC THOR PROGRAM ELEMENTS

Awareness	Security Displays				Security Surveys				Property Marking			
	Sept.'75 (N=521)	Jan.'76 (N=501)	April'76 (N=502)	% Change Sept. to April	Sept'75 (N=521)	Jan.'76 (N=501)	April'76 (N=502)	% Change Sept. to April	Sept.'75 (N=521)	Jan.'76 (N=501)	April'76 (N=502)	% Change Sept.to April
Aware of Program Element												
- Participated	11.3%	11.4%	15.7%	38.9%	29.0%	24.8%	23.1%	(20.3%)	24.2%	22.1%	25.3%	4.5%
- Did not Participate	38.0	30.3	28.6	(24.7)	34.7	33.5	35.1	1.2	60.1	63.1	50.8	(15.5)
Total Aware	49.3%	41.7%	44.3%	(10.1)	63.7%	58.3%	58.2%	(8.6%)	84.3%	85.2%	76.1%	(9.7%)
Unaware of Program Element	50.7	58.3	55.7	9.9	36.3	41.7	41.8	15.2	15.7	14.8	23.9	52.2
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (COPE . *.)

Although businessmen's awareness of the program elements has remained stable since the first wave, perceived participation in security surveys and property marking decreased.

It was mentioned previously that THOR has surveyed over 100% of Atlanta businesses. This is possible because some of the businesses have changed ownership since the THOR program began. Yet, only 56.5% of the commercial section said they have had security surveys conducted, *a decline of 5.5% since September, 1975.

Several factors contribute to this variance between perceived and actual participation in the surveys.

1. In this research the interviewers were instructed to ask for the owner/manager or person in charge of security matters, not specifically the individual who was present when the security survey was conducted, as in the follow-up security survey research. It may be, therefore, that some of the respondents interviewed were not aware that their businesses were surveyed due to the fact that they were not actually involved in the security survey.

2. Since THOR has been conducting security surveys since late 1974, some respondents could have more readily forgotten that a survey had taken place. The poor recall also could have been due to the fact that the person interviewed was not present at the time the security survey was conducted.

3. The inability to recall the security surveys may also have been the result of a reduction in THOR publicity over time. This includes not only advertising but also other means of communication such as newspaper articles, meetings and the security surveys themselves.

Participation in property marking has also shown a decline... 14.6% since the first wave, perhaps for the same reasons cited above.

BUSINESS AWARENESS AND PARTICIPATION IN SPECIFIC THOR PROGRAM ELEMENTS

Paticipation	Security Surveys Sept.'75 (N=199)	Jan.'76 (N=205)	April'76 (N-200)	% Change Sept. to April	Property Marking Sept.'75 (N-199)	Jan.[1]76 (N=205)	April'76 (N=200)	% Change Sept. to April
Aware of Program Element								
- Participated	59.8%	45.8%	56.5%		24.6%	23.4%	21.0%	(14.6%)
- Did not Participate	18.6	21.5	22.0		67.8	67.3	72.0	...[6-2]
Total Aware	78.4%	- 67.3%	78.5%	.1%	92.4%	90.7%	93.0%	.6%
Unaware of Program Element	21.6	32.7	21.5	.0.5)	7.6	9.3	7.0	.(7^1)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

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(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

Those respondents who were aware of property marking were asked if they were also aware that an engraving tool can be borrowed from THOR. As in previous waves the commercial sector continues to be more aware than the general public concerning the borrowing of engraving tools. This indicates a consistency with findings shown in previous tables where business awareness levels have continually been higher than household awareness levels.

Residents[1] awareness that an. engraving tool can be borrowed fell 5.3% from September to April, In this third wave, 61.3% said they were aware. Of those businesses aware of property marking procedures, 78,5% said they were also aware that a tool could be borrowed. This was a 13.8% increase since the first wave.

Businesses may be somewhat more aware than households that an engraving tool can be borrowed as a result of their higher rate of participation in security surveys. THOR usually informs participants in security surveys that an engraving tool can be borrowed. Because perceived participation in security surveys is 56.5% among residents, it would be expected that the commercial sector would be more informed in this matter.

AWARENESS OF BORROWING ELECTRIC ENGRAVING TOOL FROM THOR

Aware of Property Marking Procedures

	Households				Businesses			
Response	Sept.[1] 75 (N=439)	Jan.[1] 76 (N-427)	April[1]76 (N=382)	% Change	Sept/ 75 (N=*184)	Jan.'76 (N=186)	April[1]76 (N-186)	% Change
Yes	64.7%	61.6%	61.3%	(5.3%)	69.0%	67.2%	78.5%	13.8%
No/No Answer	35.3	38.4	38.7	9.6	31.0	32.8	21.5	(30.6)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

As shown in a previous table business awareness of the emergency contact system is now at the 43.5% level, virtually the same as reported in September, 1975.

It should be noted, however, that this awareness level may be very high in view of the fact that not all businesses are affected by this system. For example, businesses which are located in an office building are not usually assigned emergency code numbers. The building itself would be given a code number rather than the individual businesses in it.

Most of the businesses which are aware of the system feel that it is useful. In this final wave less than 10% of the total business population said they did not think it was useful. This compares with 7% of the businesses that expressed this opinion in the first wave.

BUSINESS OPINION OF USEFULNESS OF EMERGENCY CONTACT SYSTEM

	Business Respondents			
	Sept. 175 (N~199)	Jan. 176 (N=205)	AprU76 (N=200)	% Change Sept. to April
Aware of Emergency Contact System				
- Think the System is useful	36.7%	34.6%	34.0%	(7.4%)
- Dont't know or Don't Think the System is useful	7.0	5.4	9.5	35.7
Total Aware	43.7%	40.0%	43.5%	(.5%)
Not Aware of Emergency Contact System	56.3	60.0	56.5	.4
Total	100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

For the first time since this research began, television advertising was not the primary source of THOR awareness for the^ private segment of the population. From September, 1975 to April 1976, television advertising dropped 34.4% in importance among residents as a source of THOR awareness.

All advertising sources combined comprised 26.5% of the general public's responses in the last wave, but the single most important source of awareness was "word-of-mouth," accounting for 22.1% of the responses.

It appears that security surveys are increasing in importance among Atlanta residents as a source of awareness, comprising 18.3% of the sources mentioned in this last wave, compared to 11.1% in the first wave.

In this wave, businesses attributed their awareness primarily to security surveys (33.2%). This represented almost no change since the first wave. Second in importance was "word-of-mouth" with 20.5% of the responses. In this third wave, all advertising sources combined accounted for only 147© of all sources, a 37% decline since the first wave.

In previous waves, television advertising received much of the credit for THOR awareness particularly among households. This occurred despite the fact that this medium has been used to promote THOR only on a minimal basis. However, because of the intrusiveness of the medium this is not an uncommon occurrence in advertising research.

It is interesting to note that of the actual methods used to communicate the THOR program to the public, only security surveys received credit for THOR awareness to any noticeable degree. Very few respondents said they became aware of THOR through direct mail advertising, billboards, security displays and meetings.

HOUSEHOLD AND BUSINESS SOURCES OF THOR AWARENESS

Aware of THOR

Sources	Households				Businesses			
	Sept.'75 (N-588)	Jan.'76 (N=638)	April'76 (N=519)	% Change Sept. to April	Sept.'75 (N=225)	Jan.'76 (N-285)	April'76 (N=278)	% Change Sept. to April
Advertising								
- Televisioa	25.3%	28.0%	16.6%	(34.4%)	14.2%	21.7%	S.1%	(57.0%)
- Radio	4.6	5.3	3.9	(15.2)	4.9	4.6	1.4	(71.4)
- Direct Mail	5.6	2.4	3.7	(33.9)	1.8	3.2	4.7	161.1
- Newspaper	3.2	5.3	2.3	(28..1)	1.3	4.6	1.8	38.5
Total Advertising	38.7%	41.0%	26.5%	(31.5%) ,.	22.2%	34.1%	14.0%	(37.0%)
Word-of-Mouth	20.1%	15.5%	22.1%	10.1%	12.9%	13.3%	20.5%	58.9%
Security Surveys	11.1	8.5	18.3	64.9	33.4	20.7 .	33.2	(.6)
Newspaper Articles	7.7	7.8	10.4	35.1	11.6	9.1	14.7	.26.7
Discussed on the News	5.6	4.4	5.0	(10.7)	4.4	, 1.7	6.8	54.5
Discussed At Meetings	5.8	2.7	3.4	(41.4)	3.5	1.4	1.8	(48.6)
Discussed on Panel Programs	2.0	.8	.4	(80.0)	.9	.7	-	-
Other	4.6	14.4	5.0	8.6	6.2	15.1	6.5	4.8
Don't know/No Answer	4.4	4.9	8.9	,102.3	4.9	3.9	2.5	(49.0)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

Only younger Atlantans considered television advertising to be their primary source of THOR awareness. Decreasing 37% since the first wave, this medium still accounted for the largest number of responses among those under 25 years of age.

Word-of-mouth ranked first among most of the other age groups. Residents age 35-44 gave equal emphasis to security surveys. The sample sizes make these findings tentative.

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

More than half of those respondents who said they heard of THOR through advertising could not recall the advertising content. Approximately 57% of the residents and 64.5% of the businesses failed to give an adequate description of the advertising message. The findings on businesses are, however, tentative because of the small sample sizes.

Although there was an overall increase since the first wave in incorrect responses given by.the general public, there was some improvement in advertising recall since the second wave.

This relatively low recall of advertising content may be attributed to the content of the message communicated, the manner in which it is executed from a creative point of view and/or the frequency of the message being ^communicated.

RECALL OF ADVERTISING CONTENT

Responses	Households Sept.'75 (N=186)	Households Jan. 76 (N=212)	Households Apr 11/76 (N"113)	Households % Change Sept, to April	Businesses Sept.[1]75 (N*44)	Businesses Jan.'76 (N-73)	Businesses ApriT76 (N-31)	Businesses % Change Sept. to April
	Aware of THOR Through Avertising							
Prevention, reduction of/ protection from crime, robbery, burglaries	24.8%	27.3%	28.3%	14.1%	18.1%	28.8%	25.8%	42.5%
Installation of locks on doors	2.7	3.8	6.2	129.6	2.3			
Property marking	3.2	8.0	4.4	37.5-	9.1	4.1	6.5	(28.6)
Phone number to call THOR police for home surveys and property marking/How to contact THOR police	16.1		4.4	(72.7)	4.6	5.5	3.2	(30.4)
Incorrect response/Don't remember/Don't know	53.2	60.9	56.7	6.6	65.9	61.6	64.5	(2.1)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100-0%	

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General Awareness and Understanding of THOR (Cont...)

Atlantans, in general, continue to feel that the THOR program will be successful. In this final wave, 76.3% of the private sector and 80.5% of the commercial sector expressed this opinion.

This represents a slight decline for households since the previous waves where 81% of these, respondents said the program will be successful.

Although there has been no change among businesses since September 1975, in the second wave over 90% of these businessmen felt the program would be a success.

Less than 1% of both housholds and businesses actually said the program would not be successful.

OPINION OF HOW SUCCESSFUL THE THOR PROGRAM WILL BE

Opinion	Household Sept."75 (N=521)	Household Jan.'76 (N=501)	Household April'76 (N=502)	Household % Change Sept. to April	Business Sept.'75	Business Jan.'76	Business April[1]76	Business % Change Sept. to April
Very successful	52.0%	58.2%	41.4%	(20.4%)	49.7%	51.7%	52.0%	4.6%
Somewhat successful	29.4	23.0	34.9	18.7	31.2	38.5	28*5	(8.7)
Unsuccessful	1.7	2.2	.8	(53.0)	3.5	2.0	.5	(85.7)
Don't know	16.9	16.6	22.9	35.5	15.6	7.8	19.0	21.8
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

General Awareness and Understanding of THOR (Cont...)

While the majority of the residential population feels that the THOR program is worth $2,000,000 a year, 9.8% fewer residents expressed this opinion since the first wave. However, many households appear*to be reserving their opinions, as there was a substantial increase in "don't know" responses. At the same time there was also a sizeable drop in household respondents who felt that the program was not worth the money.

In the most recent wave, there was a 12.5% increase in businesses which felt that the program is worth its $2,000,000 budget. As of April 1976, 65% of the households were of this opinion.

IS THOR WORTH $2.000,000 PER YEAR?

Responses	Households				Businesses			
	Sept. '75 (N=521)	Jan. '76 (N=500)	April '76 (N=502)	% Change Sept. to April	Sept '75 (N=199)	Jan. '76 (N=205)	April '76 (N=200)	% Change Sept. to April
Yes	76.6%	76.8%	69.1%	(9.8%)	57.8%	65.4%	65.0%	12.5%
No	7.1	6.4	4.6	(35.2)	8.5	6.3	4.5	(47.1)
Don't Know/ No Answer	16.3	16.8	26.3	61.3	33.7	28.3	30.5	(9.5)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

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Baseline Density

Compliance with THOR recommendations has declined among both the general public and the commercial sector. Of those who are aware of THOR, there was a 45.3% drop among businesses and a 20.47« decrease in households who have implemented one or more measures.

Atlantans are apparently forgetting about measures they once implemented. Obviously the lapse of time is affecting their ability to recall the measures, particularly with little reinforcement in the way of THOR publicity.

Businesses experienced a larger decline in compliance than did residents as the result of a very large jump in "don't know" responses. This is probably due to the fact that the person interviewed may not have been involved in putting the measures into effect. Because of turnover in personnel the probability of interviewing one who is informed of these matters decreases over time.

Of those who are aware of THOR, 31.6% of the private sector and 21.1% of the businesses have implemented one or more measures. However, when all Atlantans are included (not just those who are aware), these compliance rates drop to 23.5% for households and 19.5% for the business community.

Number of Measures Implemented by Those Who are Aware of THOR

Number of Measures Implemented	Respondents Aware of THOR: Households 9/75 (N=430)	Households 1/76 (N=424)	Households 4/76 (N=374)	Households % Change Sept. to April	Businesses 9/75 (N=168)	Businesses 1/76 (N=180)	Businesses 4/76 (N=184)	Businesses % Change Sept. to April
None	53.8%	57.7%	60.1%	11.7%	52.5%	48.9%	57.7%	9.9%
One	16.7	12.3	12.0	(28.2)	7.1	11.1	4.3	(39.4)
Two	10.0	10.0	11.0	10.0	7.7	6.7	5.4	(29.8)
Three or More	13.0	13.0	8.6	(33.9)	23.8	20.0	11.4	(52.1)
Don't Know/ No Answer	6.5	3.1	8.3	27.7	8.9	13.3	21.2	138.2
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	
% of aware respondents implementing one or more measures	39.7%	39.2%	31.6%	(20.4%)	38.6%	37.8%	21.1%	(45.3%)
% of total respondents implementing one or more measures	32.8%	33.1%	23.5%	(28.4%)	33.7%	33.2%	19.5%	(42.1%)

Baseline Density (Cont...)

The average number of THOR measures implemented by residents and businesses aware of THOR is now virtually the same. The residential sector averaged .65 measures, a decrease from .81 measures in September, 1975.

Businesses[1] average number of measures fell more dramatically (39%) since the first wave from 1-04 to .63 measures. As shown in the previous table, there was a large increase since September, 1975 in those business respondents who did not know how many measures were implemented. This was probably due to the fact that the person interviewed was not actually involved in implementing the measures.

Because so many businesses did not know how many measures were implemented, the result was a substantial drop in the average number of measures implemented.

Number of Measures Implemented

Number of Measures Implemented	Implementation of Three or More Measures: Households 9/75 (N-402)	Households 1/76 (N-411)	Households 4/76 (N=343)	Businesses 9/75 (N=156)	Businesses 1/76 (N-156)	Businesses 4/76 (N-145)
One	72	52	45	12	20	8
Two	86	100	82	28	24	20
Three or More	168[1]	192[1]	-96[1]	123[1]	108[1]	63[1]
Total	326	344	223	163	152	91
Average number of measures	.81	.84	.65	1.04	.97	.63

[1] Assumes only three measures per respondent.

Baseline Density (Cont.•.)

In the third wave, lower income families aware of THOR exhibited a higher rate of compliance than the other income groups. However, declines were seen in the compliance rates in all three income categories.

Of those lower income residents who are aware of THOR, 35.3% have implemented at least one measure. This compares to 30.3% and 25.0%, of the upper and middle income groups, respectively.

In September, 1975, these rates were almost equal across all income categories. Approximately 40% of all respondents reported implementing one or more security measures.

Number of THOR Measures Implemented by Family Income Level

Number of THOR Measures Implemented	Family Income Level: Lower 9/75 (N=179)	Lower 4/76 (N=187)	Lower % Change	Middle 9/75 (N=131)	Middle 4/76 (N=88)	Middle % Change	Upper 9/75 (N=118)	Upper 4/76 (N=99)	Upper % Change	Total 9/75 (N=428[1])	Total 4/76 (N=374)	Total % Change
None	53.6%	54.5%	1.7%	53.4%	72.7%	36.1%	53.4%	59.6%	11.6%	53.6%	60.2%	12.3%
One	17.9	14.4	(19.6)	17.6	8.0	(54.6)	14.4	11.1	(22.9)	16.8	12.0	(28.6)
Two	10.1	12.3	21.8	11.5	6.8	(40.9)	8.5	12.1	42.4	10.0	11.0	10.0
Three or More	12.3	8.6	(30.1)	9.9	10.2	3.0	17.8	7.1	(60.1)	13.1	8.5	(35.1)
No Answer/Don't Know	6.1	10.2	67.2	7.6	2.3	(69.7)	5.9	10.1	71.2	6.5	8.3	27.7
Total	100.0%	100.0%		100.0%	100.0%		100.0%	100.0%		100.0%	100.0%	
% of aware respondents implementing one or more measures	40.3%	35.3%	(12.4%)	39.0%	25.0%	(35.9%)	40.7%	30.3%	(25.6%)	39.9%	31.5%	(21.1%

[1] Three respondents reside in zip codes outside the City of Atlanta and were not included in the tabulations-.

(Baseline Density)

Keeping in mind the samll sample sizes Atlantans 55 years of age and older and those age 25-34 exhibited, the highest rates of implementation. In the previous two waves, older Atlantans had the lowest compliance rate.

Decreases were seen in all age groups since the first wave, most significantly among those age 45-54 and those under 25. In this final wave respondents implementing one or more security measures ranged from 20.8% of the 45-54 age group to 36.3% of those 55 years of age and older.

Iluibpr of THR He • aura a Implemented by Age of Respondent

Number of Measures Implemented	Age of Respondents: Under 25 Sept. '76 (N=56)	Under 25 April '76 (N=58)	Under 25 % Change	25-34 Sept. '75 (N=91)	25-34 April '76 (N=106)	25-34 % Change	35-44 Sept. '75 (N=62)	35-44 April '76 (N=66)'2'	35-44 % Change	45-54 Sept. '75 (N=75)	45-54 April '76 (N=48)	45-54 % Change	55 & Over Sept. '75 (N=138)	55 & Over April (N=80	Total Sept. '75 (N=422[1])	Total April '76 (N=358[2])	Total % Change
None	50.0%	67.3%	34.6%	46.1%	56.6%	22.8%	58.1%	39.1%	56.0%	77.1%	37.1%	37.7%	56.5%	54.9%	53.6%	61.2%	14.2%
One	19.7	8.6	(56.4)	19.8	15.1	(23.7)	12.9	10.6	(17.8)	14.7	8.3	(43.5)	16.7	15.0	16.8	12.3	(26.8)
Two	7.1	8.6	21.1	12.1	10.4	(14.1)	9.7	10.6	9.3	10.7	8.3	(22.4)	9.4	13.8	9.9	10.6	7.1
Three or More	14.3	8.6	(39.9)	16.5	10.4	(37.0)	14.5	9.1	(37.2)	9.3	4.2	(54.8)	12.3	7.5	13.3	8.4	(36.9)
No Answer/Don't Know	8.9	6.9	(22.5)	5.5	7.5	36.4	6.8	10.6	120.6	9.3	2.1	(77.4)	5.1	8.8	6.6	7.5	17.2
Total	100.0%	100.0%		100.0%	100.0%		100.0%	100.0%		100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	
% Aware Respondents Implementing one or more Measures	41.1%	23.9%	(37.2%)	48.4%	35.9%	(25.8%)	37.1%	30.3%	(18.3%)	34.7%	20.8%	(40.1%)	38.4%	36.3%	40.0%	31.3%	(21.8%)

[1] Eight respondents who claimed awareness of THOR did not indicate their ages and were not included in the above tabulations.

[2] Sixteen respondents who claimed awareness of THOR did not indicate their ages and were not included in the above tabulation.

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(Media Impact/Baseline Density)

Baseline Density (Cont...)

In all three waves of this research, residential respondents who could correctly define THOR implemented more measures that those not able to define it. In this last wave, the compliance rate for households Correctly defining THOR was more than twice that of those who could not accurately explain the program....39.7% versus 15.3%.

No conclusions can be drawn from the data on businesses due to the extremely small sample sizes' of those who could not define THOR.

Number of THOR Measures Implemented by Those Who Could and Could Not Correctly Define THOR

Number of Measures Implemented	Household						Business					
	Could Define THOR			Could Not Define THOR			Could Define THOR			Could Not Define THOR		
	Sept. '75 (N=267)	April '76 (N=247)	% Change Sept. to April	Sept. '75 (N=94)	April '76 (N=72)	% Change Sept. to April	Sept. '75 (N=113)	April '76 (N=141)	% Change	Sept. '75 (N=47)	April '76 (N=29)	% Change
None	48.3%	53.4%	10.6%	68.1%	70.8%	4.0%	51.4%	58.9%	14.5%	51.1%	51.8%	1.4%
One	19.5	14.6	(25.1)	8.5	6.9	(18.8)	5.3	3.5	(34.0)	8.5	3.4	(60.0)
Two	10.9	14.2	30.3	7.4	4.2	(43.3)	8.8	6.4	(27.3)	6.4	3.4	(46.9)
Three or More	16.1	10.9	(32.3)	9.6	4.2	(56.3)	26.5	12.1	(54.3)	19.1	10.3	(46.1)
Don't Know	5.2	6.9	32.7	6.4	13.9	117.2	8.0	19.1	138.8	14.9	31.1	108.7
Total	100.0%	100.0%		100.0%	100.0%		100.0%	100.0%		100.0%	100.0%	
% of Aware respondents implementing One or More Measures	46.5%	39.7%	(14.6%)	25.5%	15.3%	(40.0%)	40.6%	22.0%	(45.8%)	34.0%	17.1%	(49.7%)

(Media Impact/Baseline Density)

Baseline Density (Cont...)

Throughout all three waves of this research, household respondents consistently gave these major reasons for adopting THOR measures:

- Prevention or protection against crime, robbery or burglary.

- Recommendation of THOR or police.

- Were robbed, burglarized or knew someone robbed, burglarized.

In this last wave, there was no mention of "high incidence of crime" as a reason for prompting implementation.

The tentative data on businesses suggests that the commercial sector put security measures into effect for the same reasons as households. However, Unlike Atlanta residents, businessmen gave the recommendation of THOR as their number one reason in all three waves.

Implementation of One or More Measures by Reasons for Taking Measures

Reasons for THOR Measures Taken	Households 9/75 (N=171)	1/76	4/76 (N=118)	% Change Sept. to April	Businesses 9/75	1/76 (N-68-)	4/76	% Change Sept. to April
Prevention/reduction of protection against crime, robbery, burglary	21.0%	15.0%	29.7%	41.4%	26.9%	22.1%	28.1%	4.5%
Recommendation of THOR, Police	19.9	15.1	23.7	19.1	22.4	32.3	33.3	48.7
Was robbed, burglarizes/know someone robbed, burglarized	18.1	18.1	19.5	7.7	28.4	23.5	15.4	(45.8)
Makes sense/good idea	8.2	-	8.5	3.7	13.4	4.4	7.7	(42.5)
Suggestion of others/group community, work discussion	4.7	3.0	3.4	(27.7)	-	-	-	
High incidence of crime, robberies, burglaries	11.7	17.5	-	-	-	4.4	-	
Company policy/already had it	-	-	-	.-	1.5	7.4	2.6	(73.3)
Other	14.1	28.8	11.0	(22.0)	7.5,	4.4	10.3	37.3
Don't know/no reason/no answer	2.3	2.4	4.2	82.6	—	1.5	2.6	→
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

(Media Impact/Baseline Density)

Baseline Density (Cont...)

Of those who are aware of the security displays, 35.4% have participated in this program element. This represents a sizeable jump from 22.9% in the first wave.

Visited Security Displays

	Households Aware of Displays			
Response	9/75 * (N=257)	1/76 (N-209)	4/76 (N-223)	Change Sept,, to April
Visited displays	22.9%	27.3%	35..4%	54.6%
Did not visit displays	77.1	72.7	64..6	(16.2)
	100.0%	100.0%	100,.0%	

(Media Impact/Baseline Density)

Baseline Density (Cont...)

Over three fourths of the citizens who are aware of security displays cited reasons of indifference for not visiting them. These reasons included "haven't had time[11], "haven't made time", "no reason" and 'Mon't know". These reasons were given by 54.6% of the households in the first wave and 63.3% in the second wave.

Reasons Given for Not Visiting Security Displays

Reasons	Households Aware of Displays 9/75 (N=198)	1/76	4/76 (N=144)	% Change Sept. to April
Haven't had time/haven't made time/not interested	22.77.	40.6%	25.6%	12.8%
Old age/illness	7.1	6.0	6.3	(11.3)
Had THOR Survey/saw THOR presentation at meeting, on TV	5.5	4.0	5.6	2.0
Have sufficient locks/home is secure	12.6	8.0	2.8	(77.8)
No need/no valuables/valuables already stolen/wouldn't help	4.0	4.0	2.8	(30.0)
Other	16.2	14.7	4.9	(69.8)
Don't know/no answer	31.9	22.7	52.0	63.0
Total	100.0%	100.0%	100.0%	

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(Media Impact/Baseline Density)

Baseline Density (Cont...)

In this wave, use of property marking has increased among Atlanta residents who said they were aware of the engraving procedures. One third of those aware of property marking have actually put it to use, an improvement of 16% since September, 1975.

Businesses[1] participation in this program element on the other hand, fell 15% since the first wave. Presently, 22.6% of the businesses aware of property marking have participated. It is possible that this decline is due to the fact that some of the business respondents interviewed were not informed of these matters.

Use of Property Marking Procedures

Response	Respondents Aware of Electric Engraving Procedures — Households 9/75	1/76 (N=427)	4/76 (N=381)	% Change Sept. to April	Businesses 9/75 (N=184)	1/76 (N=186)	4/76 (N=186)	% Change Sept. to April
Have not marked property	71.3%	74.0%	66.7%	(6.5%)	73.4%	74.2%	77.4%	5.4%
Have marked property	28.7	26.0	33.3	16.0	26.6	25.8	22.6	(15.0)
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

TOUCHE ROSS & CO.

Baseline Density (Cont...)

Two major reasons given by both residential and commercial sectors for marking property were:

- Protection/identification of property/crime prevention.

- THOR survey or recommendation of THOR,

These were the number one and two-ranked reasons in all three waves of the research.

A third reason, "was victimized[11] or "knows someone victimized" has dropped in importance among both groups in this final wave.

Reasons for Marking Property with Engraving Tool

Reasons	Household 9/75 (N=126)	Household 1/76 (N-1U)	Household 4/76 (N-127)	Household % Change Sept. to April	Business 9/75 (N=49)	Business 1/76 (N-48)	Business 4/76 (N=42)	Business % Change Sept. to April
Protection, identification of property/prevention, reduction of/protection against crime, robberies, burglaries	28.6%	19.8%	22.7%	(20.6%)	28.6%	20.8%	45.2%	58.0%
THOR Survey/recommendation of THOR, Police, EOA Workshop	23.8	20.8	21.3	(10.5)	12.2	16.7	16.7	36.9
Recommendation by others/ THOR publicity	6.3	5.4	12.6	(100.0)	-		4.8	
Was robbed, burglarized/knew someone robbed, burglarized	14.3	18.0	8.7	(39.2)	30.7	14.6	9.5	(69.1)
High incidence of crime	-	9.0	8.7	-	-	-	-	
Good idea/makes sense	9.5	12.6	-	-	12.2	10.4	-	
Company policy	-	-	-	-	-	14.6	-	
Other	16.7	10.8	14.2	(15.0)	16.3	8.3	21.4	31.3
Don't know/no particular reason/no answer	.8	3.6	11.8	1,375.0		14.6	2.4	
Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	

FOLLOW-UP SECURITY SURVEYS

FOLLOW-UP SECURITY SURVEYS

Summary of Follow-up Security Surveys

The following is a summary of the key findings of the Follow-up Security Surveys.

- THOR representatives conducting the surveys received high ratings. Or* the household and businesses surveyed 98% found the THOR personnel to be courteous, helpful and knowledgeable in their jobs.

- Atlantans rated the THOR security surveys very high. More than 97% of the residential and business communities considered the security surveys both "helpful" and "worthwhile".

- Improvement was seen since the December, 1975 study of the number of Atlanta residents complying with one or more of the security survey recommendations. Approximately 70% of the households had put at least one of the recommendations into effect, up from 64% in the previous study. The compliance rate for the commercial sector was at the 75% level.

- The major reasons given by the general public for non-compliance were the lack of time (accounting for 31.4% of the responses) arid the lack of money (26.4%). Since the December 1975 wave, almost 20% more residents found the lack of time to be a problem. Primary reasons cited by businesses were the lack of time and the opinion that the measures were not really necessary.

- Fewer Atlantans reported they were aware of property marking prior to having security surveys conducted in their homes and businesses. In the February 1976 wave, 70% of both private and commercial sectors claimed awareness.... down 7.3% among households and a more substantial decline (21.6%) among businesses.

- Over 90% of all respondents said they were informed by THOR during the security survey that an engraving tool could be borrowed. This represents a 31% increase among Atlanta businessmen and a 5.1% gain among residents since the December 1975 wave.

- To determine the implicit value Atlantans place on the security surveys, the respondents were asked if they had recommended the security surveys to others or, if not, would they consider recommending them. Extremely high levels were maintained in both waves for those who had recommended or were willing to recommend the surveys, in this February 1976 wave, only 1.2% of the households and 3.3% of the businesses said they would not consider recommending the surveys.

Summary of Follow-Up Security Surveys (Cont...)

- In the February 1976 wave of the research, fewer citizens reported being victimized since having security surveys. Victimization among households was 2.8%, down slightly from 3.2%; among businesses, ,it was 7.97o, down from 11.3%.

FOLLOW-UP SECURITY SURVEY

Ratings of THOR Security Surveys

Atlantans gave the THOR security surveys exceptionally high ratings in the second wave of the Follow-Up Security Survey research. Increasing 5.1% since the previous wave, approximately 97% of the commercial sedtor found the security surveys to be helpful in protecting their businesses.

Although there was very little change among households, almost all of these respondents (98,4%) again, considered the surveys helpful.

Helpfulness of THOR Security Surveys

	Households			Businesses		
Response	1st Wave (N=250)	2nd Wave (N=251)	% Change	1st Wave (N=150)	2nd Wave (N=151)	% Change
Helpful	97.6%	98.4%	.8%	92.0%	96.7%	5.1%
Not helpful	2.4	1.6	(33.3)	8.0	3.3	(58.7)
Total	100.0%	100.0%	-	100.0%	100.0%	-

(Follow-Up Security Survey)

Ratings of THOR Security Surveys (Cont..,)

High ratings for the security surveys were also maintained in respect to their "worthwhileness". Virtually all of both the residential and business communities felt the security surveys were worthwhile. Tbese ratings went up slightly (1.2%) among households since the previous wave and remained almost constant among businesses, decreasing only .7%.

Ratings of THOR Securtty Survey

	Households			Businesses		
Response	1st Wave (N=250)	2nd Wave (N=251)	% Change	1st Wave (N=150)	2nd Wave (N=151)	% Change
Worthwhile	97.6%	98.8%	1.2%	98.0%	97.3%	(.7%)
Not Worthwhile	-	-	-	2.0	2.0	-
Don't know	2.4	1.2	(50.0)	-	.7	-
Total	100.0%	100.0%	-	100.0%	100.0%	-

(Foliow-Up Security Survey)

Ratings of THOR Representatives

Public confidence in the security surveys was also reflected in the ratings of the THOR representatives conducting these surveys. At least 98% of both the private and commercial sectors considered the representatives courteous$_a$ helpful and knowledgeable in their jobs. There Was very little change in these ratings since the previous wave.

Household and Business Ratings of
THOR Representatives

	Household								
	Courteous			Helpful			Appeared to Know Their Job		
Response	1st Wave (N=250)	2nd Wave (N=251)	% Change	1st Wave (N=250)	2nd Wave (N=251)	% Change	1st Wave (N=250)	2nd Wave (N=251)	% Change
Yes	98.4%	100.0%	1.6%	99.2%	100.0%	.8%	98.0%	99.6%	1.6%
No	.4	-	-	.4	-	-	.8	-	-
Don't Know	1.2	-	-	.4	-	-	1.2	.4	(66.7)
Total	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-

	Business								
	Courteous			Helpful			Appeared to Know Their Job		
Response	1st Wave (N=150)	2nd Wave (N=151)	% Change	1st Wave (N=150)	2nd Wave (N=151)	% Change	1st Wave (N=150)	2nd Wave (N=151)	% Change
Yes	100.0%	99.3%	(.7%)	98.7%	98.0%	(.7%)	99.3%	100.0%	.7%
No	-	.7	-	1.3	2.0	53.8	.7	-	-
Total	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-

Recommendations Made During the Security Surveys

Atlanta businessmen reported receiving more security recommendations from THOR than in the previous wave. The average number of recommendations per business rose from 2.1 to 2.3.

Factors contributing to this increase were:

1. Fewer business respondents reporting that THOR made no recommendations during the security surveys.

2. More businesses were able to recall how many measures were recommended.

Specifically, there was a 44.3% decline in the commercial sector of those who said they did not receive any recommendations. Also, 34% fewer businessmen said they did not remember how many THOR recommendations were made.

Although residents averaged more claimed recommendations than businesses, the average number of recommendations dropped from 3.0 to 2.8. This drop occurred as fewer households said they had three or more measures suggested to them, and, as an increasing number of households reported receiving only one or two recommendations. Those citizens who received no THOR recommendations, or could not remember the number received, fell only slightly from 18.8% to 17.9% between waves of this research.

Despite the 15.7% decrease in residents claiming they had five or more measures recommended to them, this number of recommendations was again mentioned most frequently. Over one-fourth of the general public reported receiving five or more recommendations. However, fewer businesses said five or more security measures were suggested, falling 32% from the previous wave to the 17.2% level.

Respondents Receiving Recommendations During Security Surveys *

Recommendations	Households					Businesses				
	1st Wave (N-250)	2nd Wave (N-251)	% Change	No. of Rec's 1st Wave	No. of Rec's 2nd Wave	1st Wave (N-150)	2nd Wave (N-151)	% Change	No. of Rec's 1st Wave	No. of Rec's 2nd Wave
None	3.2%	4.4%	37.5%	-	-	16.7%	9.3%	(44.3%)	-	-
One	7.2	8.8	22.2	18	22	12.7	11.9	(6.3)	19	18
Two	8.8	19.5	121.6	44	98	12.0	25.2	110.0	36	76
Three	18.0	14.3	(20.6)	135	108	9.3	14.6	57.0	42	66
Four	16.0	13.1	(18.1)	160	132	4.0	8.6	115.0	24	52
Five or more	31.2	26.4	(15.7)	390[1]	330[1]	25.3	17.2	(32.0)	190[1]	136
Don't remember	15.6	13.5	(13.5)	-	-	20.0	13.2	(34.0)	-	-
Total	100.0%	100.0%	-	747	690	100.0%	100.0%	-	311	348
Average number of recommendations				3.0	2.8				2.1	2.3
% change since the previous wave					(6.7%)					9.5%

[1] Assumes only five recommendations per respondent.

Recommendations Made During the Security Surveys (Cont...)

Directionally, it would appear that upper income families had more security measures recommended to them than the lower and middle income groups. Although the findings are tenative due to the small sample sizes, the average number of recommendations per upper income resident was 3.2 measures versus 2.7 and 2.5 for middle and lower . income residents, respectively.

In the first wave, all groups had 30% or more respondents who claimed to have received five or more recommendations. While there was little change in this level among middle and upper income families, it dropped to 18.4% in the lower income group in the second wave.

Also, the lower income group had almost twice as many residents who could not recall how many recommendations were made than the upper income group.

Number of Security Survey Recommendations Made By Family Income Level

Number of Recommendations	Family Income Level: Lower 1st Wave (N=103)	Lower 2nd Wave (N=87)	Lower % Change	Middle 1st Wave (N=83)	Middle 2nd Wave (N=95)	Middle % Change	Upper 1st Wave (N=60)	Upper 2nd Wave (N=68)	Upper % Change	Total 1st Wave (N=246[1])	Total 2nd Wave (N=250[2])	Total % Change
None	5.8%	4.6%	(20.7%)	1.2%	6.3%	425.0%	1.7%	1.5%	(11.8%)	3.3%	4.4%	33.3%
One	9.7	12.6	29.9	6.0	6.3	5.0	5.0	7.4	48.0	7.3	8.8	20.6
Two	8.7	18.5	112.6	10.8	21.1	95.4	6.7	19.1	185.1	8.9	19.6	120.2
Three	17.5	14.9	(14.9)	18.1	12.6	(30.4)	16.7	16.2	(3.0)	17.5	14.4	17.7
Four	16.5	14.9	(9.7)	18.1	12.6	(30.4)	10.0	11.8	18.0	15.4	13.2	(14.3)
Five or More	30.1	18.4	(38.9)	31.3	27.4	(12.5)	34.9	35.2	.9	31.7	26.4	(16.7)
Don't Remember	11.7	16.1	37.6	14.5	13.7	(5.5)	25.0	8.8	(64.8)	15.9	13.2	(17.0)
TOTAL	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-

[1] Four respondents did not indicate their zip codes and could not be classified according to income level.

[2] One respondent did not indicate a zip code.

Average Number of Recommendations Received by Family Income Level

Number of Recommendations	Lower 1st Wave (N=103)	Lower 2nd Wave (N=87)	Middle 1st Wave (N=83)	Middle 2nd Wave (N=95)	Upper 1st Wave (N=60)	Upper 2nd Wave (N=68)	Total 1st Wave (N=246)	Total 2nd Wave (N=250)
One	10[1]	11	5	6	3	5	18	22
Two	18	32	18	40	8	26	44	98
Three	54	39	45	36	30	33	129	108
Four	68	52	60	48	24	32	152	132
Five or More	155[2]	80[2]	130[2]	130[2]	105[2]	120[2]	390[2]	330[2]
TOTAL	305	214	258	260	170	216	733	690
Average number of Recommendations	3.0	2.5	3.1	2.7	2.8	3.2	3.0	2.8

[1] Number of recommendations made times the number of respondents.

[2] Assumes only five recommendations per respondent.

Recommendations Made During the Security Surveys (Cont...)

Speaking again from a directional point of view, it appears that older Atlantans received fewer recommendations than younger residents.

The number of''respondents reporting that no recommendations were made to them did not vary much across age groups. However, the 34 and under residents had a lower incidence of "don't remember" responses than the other two groups.

There was a directional decline among all age categories in those who reported receiving three, four and five or more recommendations An exception to this was the increase shown in residents age 55 and older receiving four recommendations.

Number of Security Survey Recommendations Made by Age of Respondent

Number of Recommendations	Age of Respondent: 34 and Under 1st Wave (N=121)	34 and Under 2nd Wave (N=115)	34 and Under % Change	35-54 1st Wave (N=68)	35-54 2nd Wave (N=69)	35-54 % Change	55 and Over 1st Wave (N=55)	55 and Over 2nd Wave (N=61)	55 and Over % Change	Total 1st Wave (N=244[1])	Total 2nd Wave (N=245[2])	Total % Change
None	.8%	4.3%	437.5%	-	4.3%	-	12.7%	3.3%	(74.0%)	3.2%	4.1%	28.1%
One	3.3	3.5	6.1	10.3%	11.6	12.6%	10.9	16.4	50.5	7.0	9.0	28.6
Two	9.1	19.1	109.9	5.9	14.5	145.8	10.9	24.5	124.8	8.6	19.2	123.3
Three	22.3	20.0	(10.3)	17.6	11.6	(34.1)	10.9	8.2	(75.2)	18.4	14.7	(20.1)
Four	20.7	14.8	(28.5)	11.8	8.7	(26.3)	12.7	16.4	29.1	16.4	13.5	(17.7)
Five or More	34.7	29.6	(14.7)	32.3	30.5	(5.6)	23.7	16.4	(30.8)	31.6	26.4	(16.5)
Don't Remember	9.1	8.7	(4.4)	22.1	18.8	(14.9)	18.2	14.8	(18.7)	14.8	13.1	(11.5)
TOTAL	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-

[1] Six respondents did not indicate their ages and were not included in the tabulation.

[2] One respondent did not indicate his/her age.

Average Number of Recommendations Received by Age of Respondent

Number of Recommendations	Age of Respondent: 34 and Under 1st Wave (N=121)	34 and Under 2nd Wave (N=115)	35-54 1st Wave (N=68)	35-54 2nd Wave (N=69)	55 and Over 1st Wave (N=55)	55 and Over 2nd Wave (N=61)	Total 1st Wave (N=244)	Total 2nd Wave (N=245)
One	4[1]	4	7	8	6	10	17	22
Two	22	44	8	20	12	30	42	94
Three	81	69	36	24	18	15	135	108
Four	100	68	32	24	28	40	160	132
Five or More	210[2]	170[2]	110[2]	105[2]	65[2]	50[2]	385[2]	325[2]
TOTAL	417	355	193	181	129	145	739	681
Average Number of Recommendations	3.4	3.1	2.8	2.6	2.3	2.4	3.0	2.8

[1] Number of recommendations made times the number of respondents.

[2] Assumes only five recommendations per respondent.

(Follow-Up Security Survey)

Recommendations Made During the Security Surveys (Cont...)

In the first wave of this research, single-family residents reported receiving slightly more security survey recommendations than those living in multiple-family units. However, in this second wave, the^re is virtually no difference between the two groups in the number'of measures suggested by THOR. Both groups averaged approximately 2.7 measures per resident.

A very small number of all respondents said that no recommendations were made to them. More than 18% of Atlantans living in single-family dwellings could not recall how many measures were suggested. This was twice the rate for multi-family unit residents.

When the multiple-family category is broken down into public housing and non-public housing groups, the findings become highly tentative due to the small sample sizes. Directionally, however, it appears that public housing residents had more recommendations made to them than the non-public group. This is opposite of the first wave!s tentative findings.

Number of Security Survey Recommendations Received by Type of Residence

Number of Recommendations	Type of Residence: Single-Family 1st Wave (N=149)	Single-Family 2nd Wave (N=114)	Single-Family % Change	Multiple-Family: Total 1st Wave (N=101)	Total 2nd Wave (N=133)	Total % Change	Public 1st Wave (N=38)	Public 2nd Wave (N=38)	Public % Change	Non-Public 1st Wave (N=63)	Non-Public 2nd Wave (N=95)	Non-Public % Change	Total 1st Wave (N=250)	Total 2nd Wave (N=247[1])	Total % Change
None	2.7%	3.5%	29.6%	4.0%	5.3%	32.5%	5.3%	5.3%	-	3.2%	5.3%	65.6%	3.2%	4.5%	40.6%
One	6.7	9.6	43.3	7.9	8.3	5.1	5.3	5.3	-	9.5	9.5	-	7.2	8.9	23.6
Two	9.4	16.7	77.7	7.9	21.1	167.1	10.5	18.4	75.2%	6.3	22.0	249.2	8.8	19.0	115.9
Three	18.1	10.5	(42.0)	17.8	18.0	1.1	13.2	28.8	118.2	20.6	13.7	(33.5)	18.0	14.6	(18.9)
Four	16.1	8.8	(45.3)	15.8	17.2	8.9	13.2	15.8	19.7	17.5	17.9	2.3	16.0	13.4	(16.3)
Five or More	33.6	32.5	(3.3)	27.8	21.1	(24.1)	23.7	21.1	(11.0)	30.2	21.1	(30.1)	31.2	26.2	(16.0)
Don't Remember	13.4	18.4	37.3	18.8	9.0	(52.1)	28.8	5.3	(81.6)	12.7	10.5	(17.3)	15.6	13.4	(14.1)
TOTAL	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—

[1] Four respondents did not indicate type of residence.

Average Number of Recommendations Received by Type of Residence

Number of Recommendations	Single-Family 1st Wave (N=149)	Single-Family 2nd Wave (N=114)	Multiple-Family: Total 1st Wave (N=101)	Total 2nd Wave (N=133)	Public 1st Wave (N=38)	Public 2nd Wave (N=38)	Non-Public 1st Wave (N=63)	Non-Public 2nd Wave (N=95)	Total 1st Wave (N=250)	Total 2nd Wave (N=247)
One	10[1]	11	8	11	2	2	6	9	18	22
Two	28	38	16	56	8	14	8	42	44	94
Three	81	36	54	72	15	33	39	39	135	108
Four	96	40	64	92	20	24	44	68	160	132
Five or More	250[2]	185[2]	140[2]	140[2]	45[2]	40[2]	95[2]	100[2]	390[2]	325[2]
TOTAL	465	310	282	371	90	113	192	258	747	681
Average Number of Recommendations	3.1	2.7	2.8	2.8	2.4	3.0	3.1	2.7	3.0	2.8

[1] Number of recommendations made times the number of respondents.

[2] Assumes only five recommendations per respondent.

(Follow-Up Security Survey)

Implementation of Security Survey Recommendations

Compliance with security survey recommendations increased in both residential and business communities. Approximately 75% of the commercial sector and 70% of the general public put at least one recommendation, into effect in this second wave of the research.

Households not complying with THOR survey recommendations dropped 19.27« since the first wave. Non-compliance also decreased among businesses, but by only *1%.*

When the number of recommendations made by THOR is compared to the number of recommendations implemented, there appears to be some progress made since the previous wave. Businesses implemented 58.1% of the measures recommended to them, an increase of 11.5%. Households put 51.37_0 of the recommendations made to them into effect, 19.3% above the first wave level.

Respondents Implementing Recommendations

Number of Recommendations Implemented	Households					Businesses				
	1st Wave (N=203)	2nd Wave (N=206)	% Change	No. of Rec's 1st Wave	No. of Rec's 2nd Wave	1st Wave (N=95)	2nd Wave (N=117)	% Change	No. of Rec's 1st Wave	No. of Rec's 2nd Wave
None	36.0%	29.1%	(19.2%)	-	-	25.3%	24.8%	(2.0%)	-	-
One	19.2	18.9	(1.6)	39	39	25.2	27.4	8.7	24	32
Two	16.7	22.8	36.5	68	94	23.2	23.9	5.2	44	56
Three	14.3	14.6	2.1	87	90	12.6	5.1	(59.5)	36	18
Four	6.4	6.8	6.3	52	56	2.1	3.4	61.9	8	16
Five or More	7.4	7.3	(1.4)	75[1]	75[1]	10.5	13.7	30.5	50[1]	80[1]
Don't remember	-	.5	-	-	-	1.1	1.7	54.5	-	-
TOTAL	100.0%	100.0%		321	354	100.0%	100.0%		162	202
Number of Recommendations Made				747	690				311	348
% of Recommendations Implemented				43.0%	51.3%				52.1%	58.1%
% change since previous wave					19.3%					11.5%

[1] Assumes only five measures per respondent.

(Follow-Up Security Survey)

Implementation of Security Survey Recommendations (Cont...)

In view of the small sample sizes there appears to be very little difference in the compliance rates of the three income groups. Approximately 70% of all residents said they had implemented one or more measures. This represents an improvement since the first wave, as the'"number of respondents who said they had not implemented any measures dropped in all three income categories. Also more of the recommendations made by THOR were implemented in this wave. The lower and upper income residents registered the largest gains... 22.6% and 26.9%, respectively.

Respondents Implementing Recommendations by Family Income Level

Number of Recommendations Implemented	Family Income Level: Lower 1st Wave (N=85)	Lower 2nd Wave (N=69)	Lower % Change	Middle 1st Wave (N=70)	Middle 2nd Wave (N=76)	Middle % Change	Upper 1st Wave (N=44)	Upper 2nd Wave (N=61)	Upper % Change	Total 1st Wave (N=199)	Total 2nd Wave (N=206)	Total % Change
None	35.3%	29.0%	(17.8%)	40.0%	31.6%	(21.0%)	34.1%	26.3%	(22.9%)	36.7%	29.1	(20.7%)
One	17.6	18.8	6.8	18.6	19.7	5.9	22.7	18.0	(20.7)	19.1	18.9	(1.0)
Two	22.4	24.6	9.8	11.4	19.7	72.8	13.6	24.6	80.9	16.6	22.8	37.3
Three	10.6	14.5	36.8	12.9	13.2	2.3	20.4	16.4	(19.6)	13.6	14.6	7.4
Four	4.7	7.3	55.3	10.0	7.9	(21.0)	4.6	4.9	6.5	6.5	6.8	4.6
Five or More	9.4	5.8	(38.3)	7.1	7.9	11.3	4.6	8.2	78.3	7.5	7.3	(2.7)
Don't Remember	-	-	-	-	-	-	-	1.6	-	-	.5	-
TOTAL	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-

Total Number of Recommendations Implemented by Family Income Level

Number of Recommendations Implemented	Family Income Level: Lower 1st Wave (N=85)	Lower 2nd Wave (N=69)	Middle 1st Wave (N=70)	Middle 2nd Wave (N=76)	Upper 1st Wave (N=44)	Upper 2nd Wave (N=61)	Total 1st Wave (N=199)	Total 2nd Wave (N=206)
One	15[1]	13	13	15	10	11	38	39
Two	38	34	16	30	12	30	66	94
Three	27	30	27	30	27	30	81	90
Four	16	20	28	24	8	12	52	56
Five or More	40[2]	20[2]	25[2]	30[2]	10[2]	25[2]	75[2]	75[2]
Total Recommendations Implemented	136	117	109	129	67	108	312	354
Number of Recommendations Made	305	214	258	260	170	216	733	690
% of Recommendations Implemented	44.6%	54.7%	42.2%	49.6%	39.4%	50.0%	42.6%	51.3%
% change since the previous wave		22.6%		17.5%		26.9%		20.4%

[1] Number of recommendations implemented times number of respondents.

[2] Assumes only five measures per respondent.

Implementation of Security Survey Recommendations (Cont...)

Compliance rates also do not vary by classification of housing. Even when the multiple-family category is sub-classified into public and non-public housing groups, the compliance rates are close to the 70% level.

In addition, the percent of THOR recommendations implemented was fairly consistent across all housing groups. Although the findings are tentative, it is interesting to note that both public and non-public housing residents implemented approximately 50% of the recommendations made to them. In the previous wave, public housing residents implemented only 31% while the non-public housing group was at the 50% level.

Respondents Implementing Recommendations by Type of Residence

Number of Recommendations Implemented	Type of Residence: Single-Family 1st Wave (N=125)	Single-Family 2nd Wave (N=89)	Single-Family % Change	Multiple-Family: Total 1st Wave (N=78)	Total 2nd Wave (N=114)	Total % Change	Public 1st Wave (N=25)	Public 2nd Wave (N=34)	Public % Change	Non-Public 1st Wave (N=53)	Non-Public 2nd Wave (N=80)	Non-Public % Change	Total 1st Wave (N=203)	Total 2nd Wave (N=203)	Total % Change
None	39.2%	30.3%	(22.7%)	30.8%	29.0%	(5.8%)	36.0%	29.4%	(18.3%)	28.3%	28.7%	1.4%	36.0%	29.5%	(18.1%)
One	16.0	18.0	12.5	24.4	19.3	(20.9)	32.0	17.7	(44.7)	20.7	20.0	(3.4)	19.2	18.7	(2.6)
Two	16.0	19.1	19.4	17.9	25.4	41.9	20.0	23.5	17.5	17.0	26.2	54.1	16.7	22.7	35.9
Three	13.6	14.6	7.4	15.4	14.9	(3.2)	8.0	17.7	121.3	18.9	13.8	(27.0)	14.3	14.8	3.5
Four	8.0	7.9	(1.3)	3.8	6.1	60.5	4.0	8.8	120.0	3.8	5.0	31.6	6.4	6.9	7.8
Five or More	7.2	10.1	40.3	7.7	4.4	(42.9)	-	2.9	-	11.3	5.0	(55.8)	7.4	6.9	(6.8)
Don't Remember	-	-	-	-	.9	-	-	-	-	-	1.3	-	-	.5	-
TOTAL	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-

Total Number of Recommendations Implemented by Type of Residence

Number of Recommendations Implemented	Type of Residence: Single-Family 1st Wave (N=125)	Single-Family 2nd Wave (N=89)	Multiple-Family: Total 1st Wave (N=78)	Total 2nd Wave (N=114)	Public 1st Wave (N=25)	Public 2nd Wave (N=34)	Non-Public 1st Wave (N=53)	Non-Public 2nd Wave (N=80)	Total 1st Wave (N=203)	Total 2nd Wave (N=203)
One	20 [1]	16	19	22	8	6	11	16	39	38
Two	40	34	28	58	10	16	18	42	68	92
Three	51	39	36	51	6	18	30	33	87	90
Four	50	28	12	28	4	12	8	16	52	56
Five or More	45 [2]	45 [2]	30 [2]	25 [2]	-	5 [2]	30 [2]	20 [2]	75 [2]	70 [2]
TOTAL	206	162	125	184	28	57	97	127	321	346
Number of Recommendations Made	465	310	282	371	90	113	192	258	747	681
% of Recommendations Implemented	42.2%	52.3%	44.3%	49.6%	31.1%	50.4%	50.5%	49.2%	43.0%	50.8%
% Change since previous wave		23.9%		12.0%		62.1%		(2.6%)		18.1%

[1] Number of recommendations implemented times the number of respondents

[2] Assumes only five measures implemented per respondent.

(Follow-Up Security Survey)

Implementation of Security Survey Recommendations (Cont...)

The respondents who had not implemented all the security measures that were recommended to them were asked why they had not put the measures into effect. The major reasons given by the private sector were (in rank,order):

1. Lack of time, or unwillingness to make time

2. Lack of money

As in the first wave these reasons comprised better than 50% of the responses.

Although the findings on businesses are tentative, they, too, found the lack of time to be a problem. However, financial reasons were not as much of a deterrent in implementing measures as was the feeling among businesses that the recommendations were unnecessary.

Reasons For Not Putting All Security Survey Recommendations Into Effect

Reasons	Households			Businesses		
	1st Wave (N=149)	2nd Wave (N=140)	% Change	1st Wave (N=63)	2nd Wave (N=50)	% Change
Haven't had time/haven't gotten to it yet/too lazy	26.3%	31.4%	19.4%	28.6%	32.0%	11.9%
Too costly/can't affort it/financial problems or reasons/company not willing to pay for them	26.8	26.4	(1.5)	12.7	18.0	41.7
Did only important ones/suggestions not necessary/have enough security	8.1	12.1	49.4	12.7	26.0	104.7
Don't own apartment/apartment management responsible/apartment management will not allow or will not do some things	4.7	8.6	83.0	-	-	-
Planning on moving to new residence	2.7	5.0	85.2	-	-	-
Plan to finish later/will do eventually	5.2	4.3	(17.3)	-	-	-
Working on them now/in the near future	5.4	2.9	(46.3)	11.1	12.0	8.1
Have not gotten (or been able to get) certain equipment or materials	6.0	2.9	(51.7)	-	-	-
Impractical to implement/requires remodeling	-	-	-	4.8	8.0	66.7
No reason/no comment	-	-	-	12.7	-	-
Other	14.8	6.4	(56.7)	17.4	4.0	(77.0)
TOTAL	100.0%	100.0%	-	100.0%	100.0%	-

(Follow-Up Security Survey)

Awareness of Engraving Tool Prior to Security Survey

Approximately 70% of all Atlantans said they were aware of property marking procedures before security surveys were conducted in their homes/businesses. However, both residential and commercial segments of the population experienced declines in awareness since the first wave. 'Awareness of the engraving tool for property marking fell 6.3% among households and a more substantial 21.6% among businesses.

With the passage of time and with decreasing publicity concerning this THQR program element* Atlantans may be forgetting that they learned of property marking prior to having a security survey.

Table 12

Awareness of Engraving Tool for
Property Marking Prior to 1EHOR Security Survey

	Households			Businesses		
Response	1st Wave (N=*250)	2nd Wave (N=251)	% Change	1st Wave (N=150)	2nd Wave CN-151)	Change
Yes	75.2%	70.5%	(6.3%)	88.7%	69.5%	(21,.6%)
No	24.8	29.5	19.0	9.3	30.5	228..0
Don't Remember				2.0		
TOTAL	100.0%	100.0%		100.0%	100.0%	

(Follow-Up Security Survey)

Awareness of Engraving Tool Prior to Security Survey (Cont...)

It appears that lower income residents were somewhat more aware of property marking procedures before having security surveys than middle and upper income groups. Almost 80% of the lower income families said they were aware of the engraving tool prior to the surveys/ The awareness levels for the middle and upper income groups are now at 67.4% and 64.7%, respectively. However, this data is tentative due to the small sample sizes.

Table 13

Awareness of Engraving Tool Prior to THOR Security Survey-
by Family Income

	Family Income Level											
	Lower			Middle			Upper			Total		
Responses	1st Wave (N=103)	2nd Wave (N=87)	% Change	1st Wave (N=83)	2nd Wave (K=95)	% Change	1st Wave (N=60)	2nd Wave <N=68)	% Change	1st Wave (N~246l)	2nd Wave (N=250[z])	% Change
Yes	70.9%	78.2%	10.3%	77.1%	67.4%	(12.6%)	83.3%	64.7%	(22.3%)	76.0%	70.4%	(7.4%)
No	29.1	21.8	(25.1)	22.9	32.6	42.4	16.7	35.3	111.4	- 24.0	29.6	23.3
Total	100.0%	100.0%	--	100.0%	100.0%		100.0%	100.0%	—	100.0%	100.0%	

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Four respondents did not indicate their zip codes and could not*'be classified according^to income level.

One respondent did indicate a zip code and could not be Classified according to income level.

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Awareness of Engraving Tool Prior to Security Survey (Cont...)

Tentatively, it would appear that the age groups were equally aware of property marking prior to having security surveys. Approximately 70% of all residents said they knew of this procedure before having their homes surveyed.

Since the first wave, fewer Atlantans in the two older age groups claimed they were aware of the engraving tool before the THOR survey.

Awareness of Engraving Tool Prior to THOR Security Survey-
by Age of Respondent

	Age of Respondent											
	34 and Under			35-54			55 and Over			Total		
Response	1st wave (N=121)	2nd wave (N=115)	% Change	1st Wave (N-68)	2nd wave (N=69)	% Change	1st wave (N=55)	2nd wave (N=61)	% Change	1st wave (N=244[1]0	2nd wave (N=245[2])	U Change
Yes	69.4%	70.4%	1.4%	79.4%	71.0%	(10.6%)	80.0%	70.5%	(11.9%)	74.6%	70.6%	(5.4%
No	30.6	29.6	(3.3)	20.6	29.0	40.8	20.0	29.5	47.5	25.4	29.4	15.8
TOTAL	**100.0%**	**100.0%**	-	**100.0%**	**100.0%**		**100.0%**	**100.0%**				

Six respondents did not Indicate their ages and were not Included in the tabulation.

2 Five respondeats d.ld not indicate their ages.

Awareness of Engraving Tool Prior to Security Survey (Cont...)

Awareness of property marking procedures prior to THOR security surveys was slightly higher among those living in single-family homes than those in multiple-family units. This awareness level for single-family residents was 75.4%, down 3.27$_0$ since the previous wave, while multi-family residents were at the 66.2% level, down 7.2%.

Although the sample sizes in the public and non-public housing groups are too small to be conclusive, public housing residents tended to be somewhat more aware than those in non-public housing.

Awareness of Engraving Tool Prior To THOR Security Survey by Type of Residence

	Type of Residence														
	Single-Family			Multiple Family									Total		
				Total			Public			Non-Public					
Response	1st Wave (N=149)	2nd Wave (N=114)	% Change	1st Wave (N=101)	2nd Wave (N=133)	% Change	1st Wave (N=38)	2nd Wave (N=38)	% Change	1st Wave (N=63)	2nd Wave (N=95)	% Change	1st Wave (N=250)	2nd Wave (N=247[1])	% Change
Yes	77.9%	75.4%	(3.2%)	71.3%	66.2%	(7.2%)	68.4%	78.9%	15.4%	73.0%	61.1%	(16.3%)	75.2%	70.4%	(6.4%)
No	22.1	24.6	11.3	28.7	33.8	17.8	31.6	21.1	33.2	27.0	38.9	44.1	24.8	29.6	19.4
Total	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—

[1] Four respondents did not indicate type of residence.

Informed That an Engraving Tool Could be Borrowed From THOR

An overwhelming majority (about 91%) of both households and businesses said they were informed during the sucurity survey that an engraving tool could be borrowed from THOR. This represents a 5.1% increase in the private sector and a sizeable 31% jump in the business community. Business respondents tended to have better recall in this wave as the "don't remember[11] responses dropped from 16.0% to 2.6%.

Informed by THOR Representative That Engraving Tool Could Be Borrowed

	Households			Businesses		
Response	1st Wave (N=>250)	2nd Wave (N-251)	% Change	1st Wave (N=150)	2nd Wave (N-151)	% Change
Informed	87.2%	91.6%	5.1%	69.3%	90.8%	31.0%
Not Informed	8.8	5.2	(40.9)	14.7	6.6	(55.1)
Don't Remember	4.0	3.2	(20;pj;	16.0	2.6	(83.8)
TOTAL	100.0%	100.0%	-	100.0%	100.0%	

(Follow-Up Security Survey)

Informed That an Engraving Tool Could be Borrowed From THQR (Cont...)

In view of the small sample sizes, the number of residents reporting they were informed by THOR representatives that an engraving tool could be borrowed, does not vary substantially across income categories. The lower income group showed the greatest improvement since the previous wave, increasing 11.6%.

Informed That THOR Engraving Tool Could Be Borrowed by Family Income Level

Response	Family Income Level: Lower 1st Wave (N=103)	Lower 2nd Wave (N=87)	Lower % Change	Middle 1st Wave (N=83)	Middle 2nd Wave (N=95)	Middle % Change	Upper 1st Wave (N=60)	Upper 2nd Wave (N=68)	Upper % Change	Total 1st Wave (N=246[1])	Total 2nd Wave (N=250[2])	Total % Change
Informed	83.5%	93.2%	11.6%	89.2%	88.4%	(.9%)	90.0%	94.1%	4.6%	87.0%	91.6%	5.3%
Not Informed	13.6	3.4	(75.0)	8.4	7.4	(11.9)	1.7	4.4	158.8	8.9	5.2	(41.6)
Don't Remember	2.9	3.4	17.2	2.4	4.2	75.0	8.3	1.5	(18.1)	4.1	3.2	(22.0)
TOTAL	100.0%	100.0%	--	100.0%	100.0%	--	100.0%	100.0%	--	100.0%	100.0%	--

[1] Four respondents did not indicate their zip codes and could not be classified according to income level.

[2] One respondent did not indicate a zip code.

Informed That an Engraving Tool Could be Borrowed From THOR (Cont...)

Since the previous wave, more residents 55 years of age and older are now claiming they were informed by THOR that an engraving tool can be borrowed. With this increase among older Atlantans, all age groups appear,to be equally informed. Because of the sample sizes, however, thes'e findings are tentative.

Informed That THOR Engraving Tool Could Be Borrowed by Age of Respondent

Response	Age of Respondent: 34 and Under 1st Wave (N=121)	34 and Under 2nd Wave (N=115)	34 and Under % Change	35-54 1st Wave (N=68)	35-54 2nd Wave (N=69)	35-54 % Change	55 and Over 1st Wave (N=55)	55 and Over 2nd Wave (N=61)	55 and Over % Change	Total 1st Wave (N=244[1])	Total 2nd Wave (N=245[2])	Total % Change
Informed	92.6%	92.2%	(.4%)	86.7%	94.2%	8.6%	76.4%	86.8%	13.6%	87.3%	91.4%	4.7%
Not Informed	4.1	5.2	26.8	11.8	2.9	(75.4)	16.4	8.2	(50.0)	9.0	5.3	41.1
Don't Remember	3.3	2.6	(21.2)	1.5	2.9	93.3	7.3	4.9	(32.9)	3.7	3.3	(10.8)
TOTAL	100.0%	100.0%	--	100.0%	100.0%	--	100.0%	100.0%	--	100.0%	100.0%	--

1 Six respondents did not Indicate their ages and were not included in the tabulation.

2 Five respondents did not indicate their ages.

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Informed That an Engraving Tool Could be Borrowed From THOR (Cont. ..)

All residence groups showed some improvement in the number of respondents informed that an engraving tool can be borrowed from THOR. It appears, however, that there is very little difference in these groups classified by type of residence.

Informed That Engraving Tool Could Be Borrowed By Type of Residence

	Type of Residence														
	Single-Family			Mutiple-Family									Total		
				Total			Public			Non-Public					
Response	1st Wave (N=149)	2nd Wave (N=114)	% Change	1st Wave (N=101)	2nd Wave (N=133)	% Change	1st Wave (N=38)	2nd Wave (N=36)	% Change	1st Wave (N=63)	2nd Wave (N=95)	% Change	1st Wave (N=250)	2nd Wave (N=247[1])	% Change
Informed	87.2%	92.1%	5.6%	87.1%	91.0%	4.5%	86.8%	94.8%	9.2%	87.3%	89.4%	2.4%	87.2%	91.5%	4.9%
Not Informed	7.4	4.4	(40.5)	10.9	6.0	(45.0)	13.2	2.6	(80.3)	9.5	7.4	(22.1)	8.8	5.3	(39.8)
Don't Know	5.4	3.5	(35.2)	2.0	3.0	50.0	-	2.6	-	3.2	3.2	-	4.0	3.2	(20.0)
TOTAL	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	-

pour respondenta did not **Indicate type of residence.**

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Endorsement of THOR Security Surveys

As in the first wave of this research, the respondents were asked if they had recommended a security survey to others, and if they had not recommended it, would they consider doing so. The purpose in asking these questions was to get at the underlying value Atlantans plac'ed on the security surveys. If the respondents answered affirmatively to either one of the questions, it would seem to indicate, by action, that they considered the surveys to be of value.

Although there was little change since the first wave, residents endorsing the security surveys through recommendation remained at a sizeable 61% level. Businesses did not perform quite as well as the private sector, but almost 50% of these respondents felt that the THOR surveys were worth recommending to others.

However, almost all of 'the households and businesses who have not recommended the surveys said they would consider doing so. Only 1.2% of the general public and 3,3% of the business community said they would not even consider recommending a security survey to others.

Table 20

Recommendation of THOR Security Survey To Others

Response	Households 1st Wave (N=250)	Households 2nd Wave (N=251)	Households Change	Businesses 1st Wave (N-150)	Businesses 2nd Wave CS-151)	Businesses Change
Have recommended survey	60.8%	60.9%	.2%	53.3%	49.7%	(6.8%)
Have not recommended or don't remember remmend-ing THOR Survey:						
- Would consider recommend-ing	38.0	36.7	(3.4)	41.3	45.7	10.7
- Would not consider recom-mending	.8	1.2	50.0	2.7	3.3	22.2
- Don't know	J±	1.2	200.0	2.7	1.3	(51.9)
Total	100.0%	100.0%		100.0%	100.0%	

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('Follow-Up Security Survey)

Endorsement of THOR Security Surveys (Cont...)

Across all income groups there appears to be virtually no difference in the number of residents recommending THOR surveys. Approximately 60% of each income category have given the surveys their endorsement. Although the sample sizes are small, upper income families were 'somewhat more prone to recommend the surveys in this wave than in the previous wave.

For those in the income groups who have not yet recommended the security surveys all income groups appeared to be equally willing to consider recommending it.

Recommendation of Security Survey To Others
By Family Income Level

Response	Family Income Level: Lower 1st Wave (N=103)	Lower 2nd Wave (N=87)	Lower % Change	Middle 1st Wave (N=83)	Middle 2nd Wave (N=95)	Middle % Change	Upper 1st Wave (N=60)	Upper 2nd Wave (N=68)	Upper % Change	Total 1st Wave (N=246[1])	Total 2nd Wave (N=250[2])	Total % Change
Have recommended survey	61.2%	60.9%	(.5%)	66.3%	60.0%	(9.5%)	51.7%	61.7%	19.8%	60.6%	60.8%	.3%
Have not recommended or don't remember recommending THOR Survey:												
-Would consider recommending	38.8	36.9	(4.9)	32.5	36.8	13.2	45.0	36.8	(18.2)	38.2	36.8	(3.7)
-Would not consider recommending	-	1.1	-	-	2.1	-	3.3	-	-	.8	1.2	50.0
Don't know	-	1.1	-	1.2	1.1	(8.3)	-	1.5	-	.4	1.2	200.0
Total	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—

[1] Four respondents did not Indicate their zip codes and could not be classified acording to Income level.

[2] One respondent did not indicate a zip code.

Endorsement of THOR Security Surveys (Cont...)

There was very little change since the previous wave in the endorsement of security surveys by age group. With a slight improvement among those 55 and over who have recommended the surveys, these older Atlantans appear to be somewhat more inclined to pass on their endorsement than the younger age groups. However, these findings are, again, tentative.

Most of the remaining respondents in all age groups who have not yet recommended the surveys to others said they would consider doing so.

Recommendation of Security Survey To Others
By Age of Household Respondent

Response	Age of Respondent: 34 and Under 1st Wave (N=121)	34 and Under 2nd Wave (N=115)	34 and Under % Change	35-54 1st Wave (N=68)	35-54 2nd Wave (N=69)	35-54 % Change	55 and Over 1st Wave (N=55)	55 and Over 2nd Wave (N=61)	55 and Over % Change	Total 1st Wave (N=244[1])	Total 2nd Wave (N=245[2])	Total % Change
Have recommended survey	62.0%	59.2%	(4.5%)	58.8%	56.6%	(3.9%)	61.8%	67.3%	8.7%	61.1%	60.4%	(1.1%)
Have not recommended or don't remember recommending THOR Survey:												
- Would consider recommending	38.0	39.1	2.9	39.7	39.1	(1.5)	38.2	31.1	(18.6)	38.5	37.2	(3.4)
- Would not consider recommending	-	-	-	-	4.3	-	-	-	-	-	1.2	-
- Don't know	-	1.7	-	1.5	-	-	-	1.6	-	.4	1.2	200.0
Total	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—

[1] Six respondents did not indicate their ages and were not included in the tabulation.

[2] Five respondents did not indicate their ages.

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(Follow-Up Security Survey)

Endorsement of THOR Security Surveys (Cont...)

Those living in multiple-family dwellings performed slightly better, in this wave, in recommending the THOR surveys than single-family residents. Fifty-seven percent of those living in houses have recommended security surveys versus 63.2% of the multiple-family residents.

There was not much difference in the two groups, however, in the number of respondents who said they would consider recommending the security surveys.

Recommendation of Security Survey CO Others
By Type of Residence

Response	Type of Residence: Single Family 1st Wave (N=149)	Single Family 2nd Wave (N=114)	Single Family % Change	Multiple-Family: Total 1st Wave (N=100)	Multiple-Family: Total 2nd Wave (N=133)	Multiple-Family: Total % Change	Multiple-Family: Public 1st Wave (N=38)	Multiple-Family: Public 2nd Wave (N=38)	Multiple-Family: Public % Change	Multiple-Family: Non-Public 1st Wave (N=63)	Multiple-Family: Non-Public 2nd Wave (N=95)	Multiple-Family: Non-Public % Change	Total 1st Wave (N=250)	Total 2nd Wave (N=247[1])	Total % Change
Have recommended survey	59.7%	57.0%	(4.5%)	62.4%	63.2%	1.3%	55.3%	65.8%	19.0%	66.7%	62.1%	(6.9%)	60.8%	60.4%	(.7%)
Have not recommended or don't remember recommending THOR Survey:															
- Would consider recommending	38.3	40.3	5.2	37.6	34.5	(8.2)	44.7	31.6	(29.3)	33.3	35.8	7.5	38.0	37.2	(2.1)
- Would not consider recommending	1.3	1.8	38.5	-	.8	-	-	2.6	-	-	-	-	.8	1.2	50.0
- Don't know	.7	.9	28.6	-	1.5	-	-	-	-	-	2.1	-	.4	1.2	200.0
Total	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—	100.0%	100.0%	—

[1] Four respondents did not Indicate type of residence.

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Endorsement of THOR Security Surveys (Cont...)

Since the previous wave of the research fewer residents and businessmen said they had thefts since their homes/businesses were surveyed by THOR. Almost 3% of the general public (down 14.3%) and 8% of the business community (down 30.1%) experienced some type of theft<

Table 24

Victimization Since THOR Security Survey

	Households			Businesses		
Response	1st Wave (N-250)	2nd Wave (N-251)	% Change	1st Wave (N-150)	2nd Wave (N=151)	Change
Had thefts	3.2%	2.0%	(14.3%)	11.3%	7.9%	(30..1%)
Did not havecthefts	96.8	97.2	.4	88.0	92.1	4.,7
Don '•t Know				.7		
Total	100.0%	100.0%		100.0%	100.0%	

Endorsement of THOR Security Surveys (Cont...)

Because of low victimization since the security surveys, the sample sizes of the types of theft experienced by households and businesses are extremely small. It appears that most of the thefts committed against both groups were burglaries.

Table 25

Type of Theft Experienced Since Security Survey

	Households		Businesses	
Type of Theft	1st Wave (N=8)	2nd Wave (N=7)	1st Wave (N=17)	2nd Wave (N=12)
Burglary	4	4	6	7
Robbery	1	1	5	3
Employee Pilferage	-	-	2	-
Can't describe	1	1	-	-
No answer	2	1	4	-
Other	-	-	-	2
Total	8	7	17	12

Endorsement of THOR Security Surveys (Cont...)

Almost all respondents who have been victimized since having security surveys reported the thefts to the police.

Reported Theft To Police

	Households		Businesses	
Response	1st Wave (N=8)	2nd Wave (N=7)	1st Wave (N=17)	2nd Wave (N=12)
Yes	5	5	8	11
No	1	1	5	1
No Answer	2	1	4	-
Total	8	7	17	12

RECOMMENDATIONS FOR IMPROVING FUTURE THOR PROGRAMS

RECOMMENDATIONS FOR IMPROVING FUTURE THOR PROGRAMS

This section of our report addresses specific findings and conclusions for improving THOR. The recommendations are offered to improve the planning cycle for similar programs which may be undertaken by Atlanta or other cities.

In terms of identification of principal pitfalls inherent in implementing massive programs such as THOR, we believe that the planning phase is critical to the anticipation and solution of problems. The recurring cause for many of the difficulties of THOR was a lack of cohesive and continuous planning, which happens with many new programs. Officials who are condidering similar THOR projects will be well advised to place emphasis on planning. In fact, these officials may be prudent to consider the services of an outside agency to review and critique its planning mechanism.

Design of the Evaluation Component

The primary evaluation activity of the Evaluation Consultant was to provide the data to be used in solving the system of equations designed by Georgia Tech. The solution of the equations was predicated on data to be collected and summarized by the Evaluation Consultant. In reality, the data collection effort was a considerable segment of the overall evaluation project. For example, we supervised the keypunching of over 200,000 cards and used approximately 200 hours of computer processing time,

The equations were the thrust of the evaluation component which was structured entirely by Georgia Tech in their consulting role to the Atlanta Impact programs. Based on our experience with the Evaluation Component, we have concluded that the component has certain shortcomings. Specifically, we noted the following weaknesses and have indicated our recommendations concerning the improvement of these weaknesses.

- The evaluation component's accuracy was never fully proven during the course of our work. We attempted to resolve this problem by reviewing the content of the component with the third-party consultants who designed the component. Additionally, we requested that the third-party consultants review our approach and methodology concerning data collection and summation. Based on that review, the third-party consultant affected several modifications to to the component. However, the consultant did not discover any significant problem with our approach and methodology. As of this writing, we have significant doubts as to the accuracy of the evaluation component included in the THOR grant applications.

(Recommendations For Improving Future THOR Programs)

Design of the Evaluation Component (Cont...)

- The evaluation component did not represent a cost-effective mechanism. The task of controlling, keypunching, and processing all surveys and .Operation ID documents was extremely expensive. Because THOR 'nad not budgeted for this task, Touche Ross assumed the financial responsibility.

- This activity represented a less than productive use of expensive consulting resources. Additionally, the 1007o processing of all documents did not yield a stronger data base than statistical sampling. It is entirely within the realm of possibility that statistical sampling could have produced fundamentally accurate data at a fraction of the cost of the approach outlined in the component.

Planning for Use of External Consultants

In our opinion, external consultants used in projects the size of THOR should be selected at the outset of the project so that they can be involved in the initial as well as continuing planning activities of the project. The Grant Application recognized the need for a timely selection of consultants. The exhibit labeled "Time-frame for Professional Services Schedule" a specified the timing of activities leading to the selection of consultants. For example, the specifications and Bid Process for the selection of the research consultant was scheduled for June, 1974 with work commencing in July, 1974. In actuality, the Bid Process started in late 1974 and work began in July, 1975 one year behind schedule.

The Evaluation Consultant was stated to begin in June of 1974.

Touche Ross & Co. received the RFP for evaluation services in November, 1974, and was seleated in March, 1975. We regret that we were not chosen earlier so that we could have advised in initial planning stages and could have designed the information systems early enough to affect project staffing. Also, greater lead time regarding acquisition of forms and data processing supplies, and training of security survey inspectors as well as other administrative personnel would have contributed to more efficient daily operation.

Secondly, if the advertising consultant had been selected early in the project, the advertising effort could have been under way much earlier in the project.

(Recommendations for Improving Future THOR Programs)

Planning for Use of External Consultants (Cont...)

With THOR as an example, the following sequence of events will illu-
the recommended approach:

- In January^'1975, project leadership was named and appointed to the respective positions.

- Early in 1974, request for proposals (RFP) regarding both the evaluation and advertising effort were written, reviewed and approved by the officials of the City, ARC, the State Crime Commission and LEAA.

- In late February, 1974, the RFP was issued with a deadline for response of mid-April, 1974.

- Both the evaluation and research consultants should have been selected and their credentials submitted to the City for contract compliance review by late April.

- Upon the completion of the compliance review by the City, the contracts could have been reviewed and approved by the State and the LEAA. It is conceivable that this process would have been completed by May or June, 1974.

This approach would have maximized the impact of both consultants by allowing for their full participation in the implementation for planning the THOR program.

(Recommendations for Improving Future THOR Programs)

Design of the Evaluation Component (Cont...)

- The THOR evaluation data originated from several disjointed data sources which were not subject to any external validation. Therefore, our reports could never convey an unqualified opinion as to the success of THOR. The component should have focused on the use of data''which was reliable and verifiable. In an instance . where different sources might yield inconsistent data, the third-party consultant should have eliminated the use of that data.

- The component did not weigh the short-term and future effects of THOR. The evaluation terminated as of March 31, 1976. However, the impact of THOR vis-a-vis security improvements to a residence will continue in the future. In fact, we believe that while THOR has resulted in an immediate impact, the true measure of the success of THOR is the future impact on crime. Additionally, the component assigned the same weights for evaluation to each month of the THOR project. Using that methodology, January of 1975, was assessed at the same weight as March of 1976. However, a review of the THOR activity statistics disclose the disparity of that method:

	Residential Surveys	Business Surveys	Operation ID Members
January, 1975	6,484	2,920	1,479
March, 1976	52,704	19,856	19,731

- The evaluation effort should have considered incidence of crime as the key factor in the determination of success. Consequently, the score of evaluation should have included a timeframe of three to five years.

- The component did not isolate the effect of THOR versus the effects of the other impact programs in Atlanta.

- THOR was only one program of many impact programs which were operational at the same time. Each program had unique and specific goals with respect to crime reduction. Additionally, many programs addressed the same target crimes for reduction.

- The Evaluation Component did not specifically address the duplication of effort in an attempt to isolate the true effect of THOR. Where two or more programs were operational with the same crimes of interest, the THOR Evaluation Component assumed that

Design of the Evaluation Component (Cont...)

only THOR could contribute to the reduction in crime. We believe that the assumption would magnify the effect of THOR inasmuch as other programs could actually impact crime, but credit for reduced crime ,figures would accrue to THOR.

- The component should have utilized only those data elements or measures of crime reduction which were identifiable strictly with THOR. In the event that other programs would overlap, the component could have defined geographical or economic areas of the City as targets for THOR. Thus, any reduction in crime for those specified areas would be caused only by THOR. An alternative approach is to plan massive programs such as Impact so that each program element has measurable and identifiable criteria for success.

- The Evaluation Project was structured so that the Evaluation Component was designed and executed by different parties. The project should have been structured in two phases, both of which to be performed by the same evaluation consultant. Under this concept, Phase I would entail the design of a cost-effective evaluation mechanism while Phase II would be the implementation of that mechanism. The mechanism would then be subjected to a review by THOR and City officials to assure that the mechanism:

  . Was clearly understood by all parties.

  . Used data known to be reliable and consistent.

  . Was cost-effective.

  . Identified success/failure in terms of results attributable to THOR.

  . Was flexible to permit adjustments to changes in the THOR environment.

- The component actually ignored the public oponion facet of THOR. We consider the effect of public opinion to be highly germaine. Accordingly, the component should have included significant measures of public opinion which were assigned the same weight in determining the success of THOR.

Effective Use of Manpower

The THOR unit was unable to maximize the use of manpower for a number of reasons. Virtually all of these reasons extend back to the authorship of the original grant application and the" operating concepts enumerated in that application.

One example of inefficient manpower utilization was the THOR operating hours. The original grant established the operating hours of all THOR centers to be from 7 a.m. to 11p.m. Perhaps the reason for the selection of these hours was to conform to traditional police hours in the City of Atlanta. In terms of being able to perform surveys for the citizenry of Atlanta, few surveys were performed at seven in the morning and at night.

Additionally, the stipulation that the centers would operate seven days per week proved to be an ineffective use of manpower because few people called for surveys on the weekend. Rather than operating at a full manpower complement on the weekends, the THOR project should have been structured at reduced levels with one center serving the entire city on the weekends. Actually, the center should have been open only when there was a demonstrable need for that center and all weekend surveys should have been performed on Saturdays. THOR management recognized some of these problems and decided to close all centers except the headquarters on Sundays; midway through the project. Management also cut operating hours and the number of centers in operation in response to these problems.

However, often each THOR center was manned solely to handle the return of electronic property engravers. During the course of a security survey, engravers were typically issued to the citizen. Upon the completion of the use of the engraver, the citizen would return the engraver to his local THOR center. Therefore, the people who manned the THOR centers were normally occupied checking in the engravers and pursuing delinquent engravers. This was an administrative task that could have been accomplished by warehousing the engravers at such public facilities as libraries, fire stations, etc. Prior to the THOR program, the NIP program was conducted by the City of Atlanta where engravers were both issued and returned to fire stations. Because the fire stations were typically manned seven days a week, 24 hours per day, this was a more convenient method of returning the engravers than paying police officers to man purely administrative positions.

(Recommendations for Improving Future THOR Programs)

Location of Centers

With regard to the number of centers operated, the THOR grant applications specified centers located throughout the City. This number was chosen to coincide with the number of patrol zones in the City. ,The number was not selected based on the inputs necessary to produce expected outputs or to attain crime reduction goals. Additionally, the centers were to be located contiguous to the operating centers of the Bureau of Police Services. Unfortunately, this resulted in low visibility and poor locations. For example, rather than locating THOR crime prevention centers in high traffic areas such as shopping centers, the THOR centers were located in low traffic areas. This directly conflicted with the goal of high traffic, high citizen interest in each center and the desire to acquaint citizens with security.

The lack of mobility on the part of certain individuals in the City precluded their visits to crime prevention centers. THOR might have been more successful if the philosophy had been to go to the people, e.g., mobile crime display units located in a public housing project for a week or two and manned by police officers to demonstrate security devices. This, of course, would provide access to people with limited mobility, transportation or resources.

Continuity of Leadership

In late 1974, the Bureau of Police Services was impacted by a comprehensive reorganization which included the THOR unit. These organizational changes resulted in displacement of key people at THOR who had been trained and counselled in the projected activities of THOR. Money was expended training individuals regarding crime prevention and acclimating them to THOR} and then these individuals were lost when the reorganization was effected. Also, the Media director and crime analyst left in the early stages of the program. It was extremely difficult for project management to attempt to attract competent individuals when the job was for a duration of nine months. The lack of continuity in leadership and the attrition rate adversely impacted the THOR project.

Effective Use of Advertising Consultant

During our work concerning the THOR project, we did not note a significant level of activity on the part of the Advertising Consultant. Moreover, the most visible advertising actually occurred.

Effective Use of Advertising Consultant (Cont...)

An alternative approach to the advertising effort would have been to secure the services of community leaders on a part-time basis and a gratuituous basis. Perhaps, $20,000-$30,000 could have been allocated to compensate one consultant to spearhead advertising effort, but the other individuals involved in the advertising effort would have contributed their services to THOR. All the public news media in Atlanta are extremely cooperative with regard to advertising for public services. We believe that the entire advertising campaign could have been carried on using the public information services from the local news media and the resources from the private sector. Therefore, the advertising effort could have accomplished the same results for a fraction of the actual cost. For example, City of Atlanta paid a substantial amount of money for billboard advertising throughout the City. There is a possibility that the billboard advertising could have been secured through an advertising agency at no charge or a nominal charge. This work should have been performed on a timely basis so that the real impact of the advertising effort was felt either before THOR started or during the program, not subsequent to its completion.

Experimental Nature of THOR Project

Out of the $20 million granted the City of Atlanta for the IMPACT program, THOR was estimated to be 25% of the total. As far as we know, THOR was the largest project in the City of Atlanta IMPACT program and could very well be the largest project in the entire Impact program which had allocated funds of $160 million.

At the time the grant application was written, relevant information or experience was limited. We understand that goals were established simply by inquiring about similar experiences in THOR programs in other cities. Obviously, no one had experienced a THOR program along the same magnitude as the City of Atlanta.

THOR should have contained an on-going mechanism to facilitate the modifications of planning and grant constraints. Such a massive and experimental program should have started on a reduced scale until its worth was tested. For example, the THOR program rather than starting with 151 people for an 18 month duration might have started on a phased approach such as three months with 35 people. If successful, then THOR should have continued three more months with 35 more people until it reached the point of diminishing returns. To maximize the use of the taxpayer's money, the program should have been implemented in controllable segments which could have proven their merit and warranted continuation of the project.

Mass Mailings to Citizens

THOR was charged with the responsibility of mailing pamphlets and crime prevention publications to citizens. We suggest that a more general form of serialized newsletter published by the Division of public Safety be used. Officials could use this newsletter as a vehicle to inform the public of the efforts to reduce crime, the need for cooperation and the steps that the citizens of Atlanta could take to reduce the crime problem. For example, we can envision an informative newsletter distributed to the citizens of the City on a monthly basis and containing tips on reducing or preventing crime. This information would have served as a report on the progress of the THOR unit and the concern of the Bureau of Police Service for the citizens of Atlanta.

Overall Planning Effort

As we stated earlier, in our opinion more thorough and coordinated planning would have enhanced the success of THOR. For example, when we first became involved in the THOR program, the leadership was provided by the Atlanta Regional Council. ARC in turn had contracted with various agencies to include Georgia Tech to provide services to the overall impact program. At present, neither ARC nor Georgia Tech is involved in the THOR project.

Involvement of varied agencies which did not remain part of the project created a disjointed approach to planning and executing the THOR project. This impaired the ability of THOR management to function effectively. The lack of cohesive planning on the part of the City resulted in the THOR program starting without the availability of much equipment that was needed for the THOR units. For example, an adequate supply of police cars was not available when the program started. Electric engravers were not issued to the THOR unit until May, 1975, approximately half way through the project.

Further, the entire planning process was very lengthy. For example, the approval of the contract took over nine months. Such a lengthy process makes it very difficult for project leadership to react to changes in the environment and to initiate program changes which will maximize the benefit to THOR. The planning process was constrained by a lack of continuity.

Establishments of Targets

As we mentioned earlier, the targets or goals of THOR were established by estimating the effect of the overall THOR program. These

Establishments of Targets (Cont...)

goals should have been assigned on a systematic basis, and reviewed on a regular cycle. Then the program scope and targets could have been revised as warranted with the possibility of lengthening the program through more productive use of its resources. For example, rather than expecting such a substantial decrease in crime at the outset of the program, it would have been more realistic to expect an immediate 2-5% decrease in crime. If that goal had been obtained, then the staffing levels could have been increased or use of resources could have been redirected.

It is conceivable that the program length could have been extended, therefore maximizing the benefits to the citizens of Atlanta.

Perception of THOR's Objectives

We also believe the real key for the entire THOR project had to be crime reduction, not the number of surveys performed and the members of Operation ID. These activity statistics were included by the author of the grant application and could have distorted the thrust of the THOR program.

APPENDICES

APPENDIX A

Progress Report # 1 January 9, 1976

TABLE OF CONTENTS

APPENDIX B

Progress Report # 2 March 29, 1976

TABLE OF CONTENTS

APPENDIX C

ACTIVITY REPORTING PROCEDURES MANUAL

TABLE OF CONTENTS

APPENDIX D

DATA CONTROL PROCEDURES MANUAL

TABLE OF CONTENTS

APPENDIX E

KEYPUNCH INSTRUCTIONS MANUAL

TABLE OF CONTENTS