

CRIME PREVENTION THROUGH  
MASS MEDIA: AN EVALUATION

FINAL REPORT

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THIS REPORT PREPARED UNDER CONTRACT WITH  
THE SOIICf6R GENERAL OF CANADA

THE VIEWS EXPRESSED IN THIS REPORT ARE  
THOSE OF THE AUTHORS AND DO NOT NECESSARILY  
REPRESENT THE VIEWS OF THE SOLICITOR GENERAL  
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ABSTRACT

The research described in this report was designed to evaluate the effects of a mass media crime prevention campaign. The campaign was sponsored by the Solicitor General of Alberta, while the evaluation was completed under contract with the Solicitor General of Canada.

The ultimate goal of this campaign was to reduce the volume of crime in the Province of Alberta. Toward this end the campaign designers launched a province-wide mass media public information campaign. Advertisements on Alberta television and radio and in all major local newspapers were intended to raise citizen awareness of the crime problem in Alberta and to inform them of specific actions which they could take to prevent crime.

In February/March 1978 (prior to the campaign) and in January/February 1979 (after the campaign had run for 10 months) the researchers conducted telephone surveys of Albertans living in towns or cities with populations greater than 10,000. Both surveys sought information about respondents' attitudes toward crime prevention, as well as actual involvement in crime prevention activities. In order to measure exposure to and possible effects of the mass media campaign, the second survey included a number of campaign-specific questions. Thus, the general research strategy was to determine the amount of change in crime prevention knowledge and behaviour which took place during the campaign period. In addition, official police data were examined with regard to changes in crime rates that might be related to the campaign.

Major findings and policy implications of the research were as follows:

- \* Eighty-seven percent of respondents to the second survey indicate recognition of the major theme slogan -- "Let's not give crime a chance"

\* Research involving media information campaigns indicate that while such campaigns may affect attitudes and behaviour, they do not necessarily do so.

\* All major analyses of the Alberta data show that the likelihood of taking crime prevention measures was not significantly related to exposure to the campaign.

\* Attempts to change attitudes and behaviour relating to crime prevention may be effective only if the issue of crime is salient to the audience. Albertans indicated that other social issues are more salient to them than is crime.

\* It is too early to invest large amounts of capital and other resources in attempts to prevent crime through the use of mass media. Research into the cost effectiveness of changing attitudes and behaviour in this manner should precede large scale commitments.

\* Campaigns which proceed prior to the suggested pre-tests should recognize the limitations of the approach and attempt to include longitudinal evaluation of the campaign in their planning.

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## SUMMARY

*Introduction*

In recent years, governments have attempted to employ diverse strategies in dealing with the problem of crime. Crime prevention through mass media is one such strategy which has begun to attract widespread interest. The principle which underlies programs of mass media crime prevention is a relatively simple one; to use radio, television and newspapers to educate citizens with respect to crime prevention behaviour.

In March 1978, the Solicitor General of Alberta launched such a campaign. The campaign was province-wide and was specifically concerned with increasing crime prevention behaviour as such behaviour relates to the crimes of residential break and enter, vandalism, shoplifting, hitchhiking, auto theft and theft from auto.

The campaign consisted of two phases. For the first six weeks of the campaign an attempt was made to raise public awareness of crime prevention generally, and of the new program specifically. This was accomplished through the employment of general advertisements which promoted the campaign theme "Let's not give crime a chance". The second phase of the campaign focused upon specific crime prevention behaviour relating to the crimes mentioned above. Continuity between the two phases of the campaign was maintained through the consistent utilization of the "Let's not give crime a chance" slogan.

It was the purpose of the research reported here to evaluate the success of the Alberta mass media crime prevention campaign and to determine the efficacy of the campaign in terms of public exposure to the campaign and the changes in attitudes and behaviour which might result from such exposure.

### *Design*

In attempting to construct a research design which would achieve the evaluation objectives, the researchers were faced with a number of problems. First, the mass media crime prevention effort sponsored by the provincial government was not the only program in operation during the evaluation period. A number of other such programs were being sponsored by local police, business groups and U. S. public service agencies. The U. S. crime prevention programs reached Alberta residents through cable television feeds from Spokane. As a result of these contaminating effects, the research could only attempt to assess the total change which took place as a result of any of these programs acting in combination.

A second major set of problems which confronted the researchers concerned the timing of the campaign. The mass media program moved from the stage of policy planning to policy implementation rather quickly. As a result the evaluative and the planning functions were not sufficiently integrated at the early campaign stages. It would have been advantageous, for instance, to have known the content of the campaign messages prior to the actual implementation of the campaign. Such information would have allowed the researchers to more effectively design the research.

Finally, the researchers had to contend with a number of methodological problems which are characteristic of any attempt to assess the effectiveness of social intervention within a naturalistic setting. Field research, unlike laboratory research, presents the investigator with numerous conditions over which it is impossible to exert control. As far as possible, an awareness of these problems informed both the design of the research and the interpretation of the data.



The principle part of the data collection involved two surveys of Alberta residents. The first survey was conducted in February and March 1978, prior to the commencement of the mass media crime prevention campaign. The purpose of the initial survey was to collect baseline data with respect to crime prevention attitudes and behaviour. The second survey took place in January and February 1979. By this time, the program had been in effect for almost a year. The second survey collected the same information that had been gathered in the first survey, as well as data relating to campaign exposure.

The overall analytic strategy of the survey research was two-fold:

1. to compare levels of crime prevention knowledge and behaviour before and after the commencement of the mass media crime prevention program, and
2. to assess levels of exposure to the crime prevention campaign and the relationship of that exposure to the likelihood of taking preventive measures.

A sample of households was selected from each of seven Alberta communities with populations greater than 10,000. Sample size was determined on the basis of the approximate proportion of the population represented by each community and the sampling unit was households with telephones. Respondents had to be at least 18 years of age and efforts were made to insure that at least one-third of the sample was male (in fact 40% males was achieved).

All interviews were conducted by telephone. Interviewers in each city were recruited locally and trained by one of the principle investigators. In order to minimize problems relating to differences in interviewing

styles a number of precautions were taken. Interviewers were trained according to a standardized procedure; questionnaires were pre-tested in order to eliminate ambiguous questions and other sources of error; both interview schedules relied heavily upon closed-ended items in order to minimize interviewer interpretation of responses. Overall, those measures were effective. That variation which did result across interviewers seems to have taken the form of differential response rates rather than differences in the quality of completed interviews.

Potential respondents were contacted by telephone between the hours of 9:00 A.M. and 9:30 P.M. on weekdays and noon and 9:30 P.M. on weekends. Subjects were informed regarding the nature of the interview, assured of their confidentiality and encouraged to cooperate. The majority of the interviews took between 20 and 35 minutes. The province-wide interviewing was completed in two to three weeks each time.

It should be pointed out that the same respondents were not interviewed in both the pre- and post-intervention surveys. Such a procedure would have built a source of error into the research. In other words, the first survey might have sensitized respondents to crime prevention issues and any increase in crime prevention knowledge or behaviour uncovered by the second survey would have been suspect. In total, 1,031 interviews were successfully completed in the first survey, while 1,288 respondents replied to the second survey.

It might be suggested that the pre- and post-intervention surveys were rather laborious means of acquiring the information necessary to evaluate the media campaign. The argument might be made that if the campaign had any effects, they would be revealed in an examination of crime rate data.

However, official data of all types contain serious errors and as a result do not necessarily serve as an accurate measure of the number of crimes occurring. Further, crime rates provide a gross measure, while the changes that occur are more subtle. Yet, in an attempt to make the analysis as comprehensive as possible, the researchers examined monthly police crime rate data relating to the period prior to and during the mass media crime prevention program. Because the crime rate analysis is of limited interest, only data from the city of Edmonton were examined. A previous analysis of crime statistics in that city suggested that these data would be reliable for our purposes.

### *Results*

Exposure to the "Let's not give crime a change" slogan was quite high. The post-intervention survey indicated that overall, 87% of the sample reported recognition of the slogan. The campaign goal of exposure was therefore achieved.

There were only minor variations in exposure across demographic and attitudinal categories. The only audience that might have had somewhat less awareness of the campaign than others was the elderly; but even for these sample members the recognition rate was reasonably high.

While awareness was high and did not vary much across attitudinal or demographic dimensions, it should be noted that the figures obtained are surely inflated somewhat. The major problems in this regard were social desirability and general recognition. The concept of social desirability refers to the tendency on the part of some respondents to answer a question in a way which they think will ensure interviewer approval. General

recognition, however, refers to those situations in which respondents indicate recognition of a slogan with which they are actually unfamiliar, but which in content or phrasing is similar to a slogan with which they are familiar. It was mentioned above that there were a number of crime prevention programs which ran concurrently with the Solicitor General's effort. Since most of these programs employed some sort of slogan, it is quite possible that a respondent could have honestly thought that he recognized "Let's not give crime a chance" when in reality he was unfamiliar with that particular campaign.

With respect to the question of campaign effects, the three analyses (before-after comparisons; investigation of relationship between campaign exposure and preventive behaviour and examination of police data) yielded consistent results. In total, they indicated that the amount of change in behaviour and attitudes which could be attributed to the Solicitor General Alberta campaign was negligible. Despite the fact that over 80% of the respondents to the post-intervention survey were familiar with the "Let's not give crime a chance" slogan, the various measures of effect employed in this study did not suggest that the campaign had a great deal of impact. The comparison of attitudes and self-reported crime prevention behaviour from the pre- and post-intervention survey periods revealed a remarkable consistency with respect to most measures. Likewise, the crime rate analysis for the city of Edmonton found continuities in the crime rate data prior to and during the intervention. The examination of changes in reported behaviour and their relationships to campaign exposures did suggest some changes in crime prevention behaviour on the part of Alberta residents. But the extent of this change may be interpreted as being minimal.

The apparent failure of this campaign to produce significant and widespread change regarding attitudes towards and actual involvement in crime prevention has implications for public information campaigns in general. In attempting to account for the absence of change, it may be suggested at the most superficial level that a sufficient period of time had not yet passed for the behavioural and attitudinal effects to have surfaced. It is probably more realistic, however, to suggest that the reasons for the lack of effect were much more basic.

It would, of course, be ludicrous to suggest that mass media information campaigns are incapable of producing effects, since they most certainly are capable of doing so. Yet, it is most reasonable to state that such campaigns are likely to produce effects only if certain conditions are met. It is quite possible that crime prevention cannot be sold through the utilization of traditional marketing techniques. Crime prevention is, after all, not a conventional "product". To attempt to market crime prevention is to attempt to sell something which is quite abstract. In a sense, an attempt is made to convince people to make changes, however subtle, in their lifestyles and to modify old habits. They are asked to make these changes in order to achieve rewards which they may not see as contingent upon their behaviour. In other words, the members of an audience are asked by the mass communicator to change their behaviour so that they will not be victimized and so that the community as a whole may benefit. But the achievement of such payoffs may be too uncertain and too distant to be motivated by conventional advertising programs. The uniqueness of the content of the message being communicated must, to some extent, be matched by a uniqueness in the way in which the message is communicated.

In this regard, it is possible that a very different type of campaign (than the one carried out) is necessary to motivate people to change their attitudes and behaviours concerning crime prevention.

According to Mendelsohn (1973) public information campaigns, of any type are likely to be successful only if they are predicated on certain assumptions. First, he states, a successful campaign assumes that those who will be exposed to the information will be only mildly interested or not interested at all in the message. The present campaign may have been somewhat deficient in this regard. The content of the advertisements may have failed to allow the campaign to attract sufficient attention in any motivational sense. Since the earliest evaluations of public information campaigns, it has been known that information flows to those who are already best informed and therefore least in need of the information. Thus, the motivation to act may only be communicated to those who are already acting and as a result the campaign reinforces rather than changes attitudes and behaviour. For the rest of the audience, crime (and hence crime prevention) may have been an issue that lacked salience. Attitude data from the two surveys suggest that crime was not a particularly salient issue for Albertans. They did not rank it high as a social issue; they did not express a high degree of fear of crime and they did not take many crime prevention measures. A second basis of the successful campaign according to Mendelsohn, is the establishment of modest middle range goals. The goals of the present campaign, even from the outset, were somewhat unclear. The communicators were interested in increasing crime prevention awareness and crime prevention behaviour among Alberta residents in order to achieve the long-range goal of crime reduction. However, such goals are themselves somewhat vague.

The essence of Mendelsohn's point in this regard is that the planning of campaign goals is an integral part of the campaign itself. Certainly, short-term and long-term goals must be distinguished such that some sort of goal-priority emerges and so that the achievement of each prior campaign goal logically precedes and facilitates the achievement of each successive campaign goal. Of course, evaluation is necessary at each stage of goal-formulation and campaign implementation in order to ensure the most efficient use of human and financial resources (Wright, 1955). The conceptualization of evaluation as an integral part of the campaign itself would not only further both the specific and general campaign goals, it would also further our social scientific understanding of this potentially valuable tool of social policy.

A final point made by Mendelsohn, which is relevant in the present context, involves the delineation of specific targets within the audience and the attempt to specify message transmission in terms of the social, demographic and psychological attributes of the target audience. This is, of course, quite consistent with the known principles underlying effective mass communications. While radio, television and newspapers may be effective in ensuring a wide audience, the use of such media does not necessarily ensure that the target audience is being reached and encouraged to act. The determination of what constitutes the appropriate target audience, like the decision regarding the establishment of campaign goals, must be an integral part of the planning stage of such information campaigns.

In sum, the failure of the present campaign to produce marked changes in public attitudes towards and public involvement in crime prevention does not suggest that campaigns are ineffective for these purposes. It merely

suggests that widespread exposure of the campaign message does not la  
itself make such change likely.

#### Policy Implications

\* It is too early to make large-scale commitments of time and funds to prevention of crime through the mass media.

On the basis of the research reported here and research previously completed, there is not enough evidence to warrant large-scale commitments to mass media crime prevention.

\* Research directed at determining the efficacy of mass media crime prevention (the general case) should be undertaken before new commitments to this type of program are made.

The research to be undertaken should incorporate different design types -- from the type of survey done in this research to experimental projects. Several different types of campaign should be explored. Further, the intensity of the campaign (number and type of message) necessary to bring about changes in attitudes and behaviour should be a concern of the researchers.

Ideally, potential sponsors would fund the suggested research before attempting to implement large-scale mass media crime prevention programs. Practically, we realize that some sponsors will wish to proceed before the preliminary research can be carried out. For those who do proceed, several of our findings are relevant even without the pre-tests.

\* Campaigns should establish both short term and long term goals.



Goals should be stated in such a way as to make achievement of the goals testable. In order for this to be done, a level of change which is considered "adequate change" should be established.

\* Monitoring of any program should be an integral part of the overall design.

Evaluation should be a part of any program from the outset. Evaluators should be drawn from outside of the sponsoring agency and should be involved in the process of structuring the program and delimiting both long and short term testable goals.

\* Policy makers should concentrate on short term programs and only after these have been shown to be successful should they make long term commitments.

\* There are several limitations to the mass media crime prevention approach. Policy makers should heed the findings of this research and other available literature on the topic.

Attitude change has taken place in some campaigns. Careful research and planning may achieve the goals desired by sponsors. However, until adequate research has been undertaken, the issue of the cost-effectiveness of changing attitudes and behaviours about crime through media programs will remain a guessing game.

\* The planners of the present campaign state that it may achieve its ultimate goals of changing behaviours and reducing crime at some time in the future (perhaps three to five years). If the present program is continued for that length of time, on-going longitudinal evaluation should be an integral part of it.

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The researchers take full responsibility for the contents of the report including all analyses and policy suggestions.

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## Chapter 1

### INTRODUCTION

Alberta is a province in the midst of a boom. In the past several years it has had an expanding economy and a rising population. While the economy booms, prices rise, and the major cities experience growth and a tendency to a more cosmopolitan outlook than has existed in Alberta in the past.

As one might expect, with rapid growth have come a number of social problems, not the least of which is a rising crime rate. When crime rates rise and are publicized, pressure is put on governments to "do something" about the problem. In Alberta the job of "doing something" is in part the responsibility of the Department of the Solicitor General. While they sponsor several programs, this research reports on one effort to prevent crime in Alberta.

Mass media crime prevention programs have become quite popular. U.S. television stations that are received in Alberta via cable have aired several different anti-crime advertising campaigns over the past several years. In response to this trend the Law Enforcement Division of the Solicitor General's Department decided that a mass media anti-crime and educational campaign would be a good idea for Alberta as part of their over-all crime prevention program.<sup>1</sup>

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<sup>1</sup> In order to facilitate the idea, the Law Enforcement Division recruited a communication expert to help with the media campaign.



This type of program attempts simultaneously to involve large groups of people in learning about crime and crime prevention. The approach generally relies upon advertising to a mass audience. Of course, the assumption is that the public will learn and act upon crime prevention techniques from radio, T.V., newspaper and billboard ads. It is hoped that as people become more informed regarding crime prevention and as they exhibit more defensive behaviour, the crime rate will decline.

When simplified to this extent such programs seem to be most reasonable. After all, if it is possible to sell soap and politicians through advertising it should be equally simple to sell crime prevention.

Our study attempts to evaluate a mass media public information campaign founded on such a principle. It has been argued that the success of such campaigns is based on wide-spread public exposure to messages. The goal of wide-spread public exposure makes these campaigns rather costly. Unfortunately, thought is rarely given to the evaluation of such campaigns as most sponsors assume campaign effectiveness. In general, evidence of the effectiveness of information campaigns could not be called overwhelming and, therefore, it is necessary that systematic program evaluations be undertaken. Preferably, the evaluation should be part of the overall program itself.

The campaign, sponsored by the Solicitor General of Alberta, was still underway as this report was being written. It involved province-wide exposure using newspapers, television, radio and billboards. More specifically, the campaign involved seven crimes. In each case the target population was the victim, the offender, or both, depending on the crime. The list of crimes and target populations were as follows: vandalism-victim; shoplifting-offender; residential break

and enter-victim; auto theft-offender and victim; theft from auto-victim; hitchhiking-offender and victim; credit card fraud-victim.<sup>2</sup>

Initially the campaign involved two phases. First, a theme intended to raise public awareness of crime prevention generally and of the new program specifically was introduced through the media. The theme, "Let's not give crime a chance", was reiterated in all advertisements regardless of media type. The program itself was promoted for a period of six weeks, after which time specific crime prevention ads were introduced. These specific ads were aimed at such behaviours as home security, auto security, vandalism and so on.

Program exposure began in March 1978 and peaked in November/December of that year. As the program has become established, peak advertising periods are May/June, September and November/December.

Because this report deals mainly with one campaign, we felt that the reader should be familiar with specific advertising content. Visual effects on T.V., drawings in newspapers and the announcer's voice on radio all add to the overall effectiveness of advertising, but we cannot reproduce those effects here, we can only offer the flavour of the campaign by reproducing newspaper copy, radio and T.V. scripts that were used in the most recent campaign.<sup>3</sup> While this type of presentation does not do the campaign justice, we hope that it will enhance an understanding of the research undertaken.

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<sup>2</sup>The credit card campaign had not started by the time this research was undertaken. As a result it is not included in the report or analysis.

<sup>3</sup>The examples to follow are from the 1979 campaign, but we have used only cases that were very similar to those in the 1978 campaign.

EXAMPLE 1: Theme Message - Newspaper Copy

HEAD: WE'VE GOT TO STOP GIVING CRIME A CHANCE

COPY: Crime is costing Albertans millions of dollars every year.  
And sometimes it's costing lives.  
A lot of it can be stopped.  
All we have to do is take some simple precautions.  
But we don't.  
what's the matter with us?  
what does it take to lock your car?  
How much time do you lose out of your vacation by takin<sup>g</sup> the  
time to stop deliveries and lock up your house?  
What does it take to report a shoplifter or vandals, or anything  
that looks suspicious?  
It costs nothing.  
It saves millions of dollars.  
If we want to stop crime, we've got to start by not giving  
it a chance to happen.  
LET'S NOT GIVE CRIME A CHANCE.

BASELINE: The Alberta Solicitor General Crime Prevention Program  
in Support of Your Police

EXAMPLE 2: Breaking and Entering - T.V. Script (30 seconds)

VIDEO

AUDIO

Establish interior of room  
looking toward window...  
shadowy figure seen outside  
window  
blinding light of flashlight...  
extinguished  
as figure opens window & enters

(Night sounds - )

(Sound of window opening and  
human sounds as figure enters  
room)

Cut to  
Camera follows figure as he  
searches the room for things of  
value...  
flashlight beam pierces darkness  
Cut to series of shots - photos,  
family pictures of kids, which he  
knocks aside... hands rummaging  
through a jewellery box - picks  
up pieces and disguards with  
disgust.

Cut to  
Hands pick up piggy bank.

Shake then cast it aside...  
Sudden stop in action as piggy  
bank bounces off bed.

(Voice Over)  
What if you came home to this?

Cut to  
Lights come on...  
Spokesperson on camera (addresses  
viewers)  
Camera follows spokesperson about  
house.

Take a good look. A bit of  
carelessness allowed this to  
happen. Someone forgot to lock  
up or couldn't be bothered.

We're losing millions each  
year in stolen and damaged  
property. What does it take to  
make you lock up?

Cut to  
Optical image inset - reverse  
super - let's not give crime  
a chance.

It can be prevented.  
So, let's stop giving  
crime a chance.

EXAMPLE 3: Breaking and Entering - Newspaper Copy

HEAD: IS YOURS AN OPEN DOOR POLICY?

COPY: Housebreaking costs Albertans millions of dollars every year.  
And it's not getting better, it's getting worse.  
A lot of housebreakers, like the amateurs, doing it for  
kicks could be stopped.  
If you just locked your house.  
If you're going out of the house for any length of time.  
Lock up.  
Lock doors, windows, and basement windows.  
If you are on vacation, stop all deliveries.  
And get together with your neighbours. Keep an eye on each  
other's homes and report anything suspicious.  
Housebreaking can be stopped.  
We've just got to stop giving it a chance to happen.  
LET'S NOT GIVE CRIME A CHANCE!

BASELINE: The Alberta Solicitor General Crime Prevention Program  
in Support of your Police.

EXAMPLE 4: Auto Theft - Radio Script

ANNCR: Auto theft. It's happening more and more lately.  
And a lot of us are helping it to happen.  
30% of all cars stolen are left unlocked.  
Does this tell you something?  
A lot of car theft and theft from cars can be

stopped, if we would only take some simple precautions.  
If we took the trouble to lock all the doors.  
And didn't leave the keys in the ignition or the motor running.  
But we don't.  
What's the matter with us?  
Don't you think it's about time we stopped giving car thieves a chance?

EXAMPLE 5: Shoplifting - Newspaper Copy

HEAD: NOBODY SHOUTS "STOP THIEF" ANYMORE

COPY: There are still plenty of shoplifters around but nobody shouts anymore.  
Why not?  
What's the matter with us?  
Let's be honest about it.  
Shoplifting is not something to be shrugged off and forgotten.  
It's a crime.  
And we're paying for it. Because shoplifting costs as much as 5 cents on every dollar...that's like having a sales tax in Alberta. So let's do our part to cut this needless loss.  
We've got to say "Stop Thief!"  
If you see a shoplifter, tell someone. Report it to a clerk.  
We've got to stop giving crime a chance.  
LET'S NOT GIVE CRIME A CHANCE!

BASELINE: The Alberta Solicitor General Crime Prevention Program  
in Support of Your Local Police Department.

The above provides a few specific examples of the advertising. The content of each ad is often repeated in the other media. For instance, the content of example 1 re-appeared on radio and T.V. with modified newspaper copy serving as the script.

As inferred by the authors, the goals of the program are to increase public awareness of crime prevention techniques, to increase citizen participation in crime prevention, and ultimately to reduce the volume of crime in Alberta.

Several issues were involved in evaluating the effectiveness of the mass media crime prevention campaign. First, it was necessary to learn whether campaigns of this type could be used to raise public awareness and change public attitudes. Second, it was necessary to determine whether the public would change certain behaviours as a result of such a campaign. Third, there were questions relating to the effect of the campaign upon official crime rates.

In the next two chapters we review the literature relating to the project and discuss issues of research design. The following chapters are concerned with the discussion of data analysis. Finally, a summary of findings and conclusions involving mass media crime prevention campaigns is offered.

## Chapter II

### TURE REVIEW OF RELATED LITERATURE

Several different research areas provide the resource material for the present study. The evaluation requires an understanding of mass media and information campaign research, crime prevention research, and the problems and techniques associated with evaluation research. In this chapter, an overview of the literature most relevant to this project is presented.

#### *Mass Media and Information Campaigns*

Any attempt to review the literature relating to some aspect of the mass communication process is certain to be a difficult undertaking. There are two reasons for this. First, mass media are best viewed as complex social systems (De Fleur and Ball-Rokeach 1975; McQuail, Pool, 1973; Siebert, et al., 1963; Wright, 1960; 1975a; 1975b) and thus concentrating upon some selected process or structure within such a system may lead to incomplete and misleading conclusions. Second, the study of mass communications is not the exclusive domain of any particular social science. Psychologists, sociologists, economists and others have all attempted to analyze mass media in terms of the conceptual frameworks of their respective disciplines.

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structure of interpersonal group ties, led theorists to seek new explanations of media effects. Generally, it became increasingly acceptable to conceptualize the audience as "obstinate" (Bauer, 1964) rather than passive, and as active rather than merely reactive. The simplistic stimulus-response model came to be viewed as an inadequate conceptualization of this extremely complex process.

Within the sociology of mass communications, it is possible to single out two major intellectual developments which led to these dramatic modifications of existing media-effect models. The first concerns the discovery of "opinion leaders". Early studies by Lazarsfeld, Berelson and Gaudet (1948) and Katz & Lazarsfeld (1955) reported that in many types of situations, media influence does not flow directly from the media to the individual audience members. Instead, they argued, there is a "two-step flow" in which the effects of media are filtered through interpersonal relationships. Influence flows first from the media to opinion leaders, individuals who have higher media exposure and are influential within their primary groups. The second stage of this "two-step flow" involves the channeling of influence from these opinion leaders to other audience members. The concept of opinion leadership has been of immense heuristic value in the study of media effects and the relevant literature is voluminous. Convenient summaries of the major findings of opinion leadership studies have been provided by Weiss (1969) and Rogers (1973).

In recent years, the notion of a "two-step flow" has been the subject of an intense debate and much has been written which is critical of this conceptualization (Marcus and Bauer, 1964; Allen, 1969; Arndt, 1968; Bostian, 1970; Lin, 1971; Troidahl, 1966-67). The substance of much of this criticism seems to be that the "two-step flow" model is itself an



overly simplistic representation of an extremely complex process. Increasingly, communication theorists have come to accept a "multi-step flow" model. According to Rogers (1973), such a model:

...suggests that there are a variable number of relays in the communication flow from a source to a large audience. Some members will obtain the message directly through channels from the source while others may be several times removed from the message's origin. The exact number of steps in this process depends on the intent of the source, the availability of mass media and the extent of their exposure, the nature of the message and its salience to the audience. (1973; 296)

The second major development which formed the basis of modern communications study is the conceptualization and empirical investigation of "intervening variables". Such variables, it has been argued, differentially affect the flow of influence from source to receiver and thereby mediate communication effects. As with opinion leadership, the literature relating to intervening variables is extensive. Systematic summaries of much of this literature, however, are found in the work of Klapper (1960) and McQuire (1973). Generally, it may be stated that intervening variables are of three types:

1. Psychological Variables. Here the concern is with the manner in which attitudes, predispositions, prejudices, and needs lead individuals to selectively perceive, interpret, and retain media messages (Sears and Freedman, 1967).
2. Sociological Variables. Interest is focussed upon the manner in which media exposure and impact differ with respect to such sociological dimensions as age, sex, education, and socioeconomic status (Lazarsfeld, 1949; Schramm and White, 1949; Beville, 1949).
3. Media-Related Variables. These variables are most directly concerned with the content of persuasive communications. An outgrowth of the "Yale School of Social Psychology" (Hovland, 1957;

Hovland et al., 1949; Hovland et al., 1953; Janis, 1959; Rosenberg et al., 1960), such analyses attempt to determine the manner in which the content, style, credibility of source, order of presentation, and other media-related variables affect the communication of persuasion.

In summary, then, it can be stated that models of persuasive communication have come to conceptualize this process in terms of increasing complexity. The early stimulus-response model has been replaced by a model which conceptualizes the audience in terms of activity rather than passivity and which views the flow of influence as a process which is mediated by interpersonal relationships and differentially affected by several types of intervening variables.

Social scientific interest in the use of mass media as tools in public information campaigns can be traced back to their use as wartime propaganda machines. An early effort by Merton, Fiske and Curtis (1946) for instance, studied the social psychological factors behind a successful war bond drive. During the bond drive the singer, Kate Smith, spoke on radio and stressed the themes of self-sacrifice and patriotism. Miss Smith's extreme popularity at the time, combined with her deliberately amaturish salesmanship, obtained pledges from the audience for approximately 39 million dollars worth of United State government bonds. The campaign appeared to be a demonstration of the tremendous power of the mass media to affect collective behaviour.

Despite the success of this campaign, the research revealed that its major effects were to induce changes in degree rather than kind. Of 75 respondents interviewed after they had phoned in pledges, 38 reported that they had already planned to buy bonds anyway and for them, at least,

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the marathon functioned more as a catalyst than as a direct stimulus to behave in a particular way. An additional 28 respondents admitted some degree of emotional involvement with the campaign but stated that prior to the campaign they had made no decisions to buy bonds. In this case, it appeared that the broadcast had created enough dissonance between their emotions and their indecision to lead them to act. There was another small group of respondents who reported being rather indifferent to the goals of the marathon but had decided to purchase bonds anyway. For this group, the fact that bonds were viewed as sound financial investments rather than as symbols of patriotism and self-sacrifice constituted a more salient issue. Finally, 4% of the sample (3 respondents) admitted that prior to the marathon they felt no emotional involvement in the fund raising drive and had not intended to purchase bonds. In these cases, an apparent "real change" took place. The program was able to make an appeal which was effective enough to lead to a reorganization of action. The majority of the sample with the exception of this 4% were merely directed into paths of action which were not inconsistent with previously held values and attitudes.

In a related study, Cartwright (1949) attempted to utilize research data on the sale of war bonds to derive some general principles regarding the nature of mass persuasion. She argued that persuasive communication can only be effective when a chain of processes is started within the audience member. The processes to which she referred are: the creation of a cognitive structure; the creation of a motivational structure; and, the creation of a behavioural structure. Cartwright argued that many campaigns of mass persuasion are unsuccessful because although they concern themselves with the first process, they devote relatively less attention to the second and barely consider the third. The creation of

the proper behavioural structure is essential in campaigns of this type to the extent that there is a desire to change behaviour. It is only when suitable conditions are created in all three structures that the induction of behaviour can occur.

In addition, Cartwright argued that many campaigns experience difficulty in achieving their goals because they are incapable of monopolizing information channels and often, such campaigns do not necessarily advocate change in the same direction as other sources.

In a now classic paper entitled "Some Reasons Why Information Campaigns Fail", Hyman and Sheatsley (1947) attempted to make explicit some of the problems involved in large scale efforts to inform or persuade the public. The study, based on data collected by the National Opinion Research Council in the United States concluded that the apparent lack of success experienced by many campaigns is a result of the failure of the communicators to take the psychological characteristics of audience members into account. According to the authors:

The physical barriers to communication merely impede the supply of information. In order to increase public knowledge not only is it necessary to present more information but it is essential that the mass audience be exposed to and that it absorb the information. And in order to ensure such absorption, the psychological characteristics of human beings must be taken into account. (Hyman and Sheatsley, 1947, 412).

The conclusions reached by Hyman and Sheatsley include the following:

1. There exists a hard core group of "chronic know-nothings" who, despite the level and availability of information, remain uninformed about a majority of public issues. There is something about this group, they argue, that makes them harder to reach no matter what the level or nature of the information.
2. People who report a prior interest in an issue tend to seek out and

acquire the greatest amount of information. The wide-spread dissemination of information is a futile undertaking unless such information is geared to the public's interest. Thus, equal opportunities to be informed are differentially affected by the level of interest. The authors argue that at the initial stages of many information campaigns, there exist large groups of people who express little or no interest in the issue. Such a problem cannot be solved by merely making information available.

3. People tend to seek out information that is consistent with prior attitudes.
4. Because of the influence of certain psychological or sociological variables, people will interpret the same information differently.
5. Exposure to new levels of information does not necessarily result in changes in attitudes.

Somewhat similar conclusions were reached by Star and Hughes (1950) in their analysis of an educational campaign conducted in Cincinnati. The campaign, conducted by the United Nations Association of Cincinnati, attempted through the use of a six-month media crusade to increase the awareness level of local residents regarding the United Nations and its role in world peace. The authors analyzed data collected prior to and after the campaign in order to assess the extent to which the campaign had achieved its goal of making Cincinnati "U.N. conscious". The researchers concluded that, although the campaign produced some change in the public level of awareness, its overall effect was not socially significant. As in the previous study, the Cincinnati research revealed that the people reached by the campaign were those who were already more highly informed and thus least in need of information. Conversely, those who were not reached by the campaign were those who were poorly

informed and thus most in need of the information. In addition, it was found that there was a tendency among those who were exposed to the campaign to selectively perceive and interpret the new information.

Noelle-Neuman (1959) reported on a campaign conducted in West Germany which was similar to the Cincinnati campaign, in terms of its goals and effects. This campaign grew out of a desire on the part of South German radio officials to increase public consciousness regarding the upper house of the federal legislature in Bonn, the Bundesrat. At the start of the campaign, opinion polls indicated that only about 10% of the population could give a definition of the function of the governmental body. For a two year period, South German radio used every opportunity to publicize the Bundesrat and to attempt to increase awareness regarding its structure and function. Public knowledge was measured at the end of the first year of the campaign and again at the end of the campaign. In neither case was there a noticeable change.

A somewhat more successful information campaign in Quincy Illinois in 1972 (Salcedo et al., 1974) was designed to alert residents to the dangers involved in the use of pesticides. It used a combination of media and was undertaken on a smaller scale than the Cincinnati campaign. A random sample evaluation revealed that about one-half of the respondents could recall the major points of the campaign. In addition, it was revealed that radio, television, and direct mail seemed to be equally effective in raising the level of information. The fact that newspapers seemed to be relatively less effective may be explained by the fact that they carried the campaign for only a few days.

Davison, Frederick, Boylan, and Yu (1976) attempted to account for the differences in success between the Cincinnati campaign on the one

hand and the Quincy campaign on the other. They argued that the differential may lie in the human capacity to be selective in processing information. In Cincinnati, information about the U.N. was readily available before the campaign and those who wanted such information could locate it. Seventy percent of the Cincinnati sample knew about the U.N. prior to the start of the campaign and the remaining individuals may have been those for whom the U.N. had no utility or those who rejected information relating to the U.N. because it created problems of consistency. In the Quincy study, however, there probably did not exist a widely available pool of information relating to the use of pesticides and thus there may have been a large number of people without prior access to this information who found it useful.

A successful information campaign was also reported by Douglas et al. (1970). The researchers evaluated the success of a community wide media campaign designed to affect information levels and attitudes regarding mental retardation. A community, in which no such campaign was conducted, was chosen as a "control". The general research hypothesis was that a media information campaign could increase information levels and change attitudes and that these changes would be interrelated and augmented by person-to-person influence. On the basis of pre- and post-campaign surveys conducted in both the experimental and control communities, the researchers concluded that the campaign was successful in bringing about changes in community attitudes. The positive correlation between information gain and attitude change is interpreted by the researchers as proof that such successful campaigns may be limited to topics on which informed persons are unlikely to differ.

In a recent article, Mendelsohn (1973) attempts to account for the differential success of information campaigns in a more systematic way.



He writes, in effect, that the central question is not to determine whether information campaigns have effects, but rather to discern under what conditions they have effects. There has been, he argues, a tendency among those who evaluate campaigns to place blame for a lack of success on the "know-nothings" who make up a large portion of the audience rather than on the communicator. He argues that the communicator is at fault to the extent that those who design such programs and those responsible for their evaluation often do not cooperate. Thus, most campaigns are not based on empirically grounded mass communications principles. Such cooperation, according to Mendelsohn, has characterized those campaigns generated by the Communications Arts Center at the University of Denver. He cites three campaigns which originated at the Center and, which were successful in terms of the goals specified by the communicators. Those campaigns which have been successful share certain features in common. Specifically,

1. Such campaigns are planned around the assumption that those who will be exposed to the information are either only mildly interested in its content or not interested at all.
2. Such campaigns set only modest or 'middle-range' goals which can be realistically achieved.
3. After middle range objectives have been set, such campaigns give careful consideration to delineating specific targets in terms of their demographic and psychological attributes, their lifestyles, values and belief systems and mass media habits.

*Generally speaking, the literature would seem to indicate that although media campaigns are often unsuccessful, they do have potential and, if properly conducted may prove to be valuable tools in educating the mass and in affecting public attitudes and behaviour. Because of the*

*costs involved in such campaigns and because of the importance of their policy implications, it is, of course, necessary that information campaigns be carefully evaluated.*

According to Wright (1955), media campaigns can be evaluated from three distinct perspectives: effects, effectiveness and efficiency. Since efficiency is more an administrative than a social scientific concern, he addresses his comments primarily to the first two issues.

With respect to effects, Wright states, that any attempt at evaluation must of course take into account the goals of the communicator. Only after these goals are known is it possible to determine what types of information must be gathered by the evaluators. These intended effects or communicator goals usually include: raising the level of interest with respect to some issue; increasing the level of information regarding some issue; and/or affecting attitudinal or behavioural change. In addition, distinctions must be made regarding the communicator's choice of target audience.

Intended effects, according to Wright, are usually measured using experimental designs, survey research, panel studies, or some combination of these methodologies. No matter which methodology is used, the concern is usually with short term rather than long term effects. The evaluator may also wish to measure unintended effects, which are not anticipated or consciously planned by the communicator. As Wright states, however, the problem inherent in the measurement of unintended effects, is that, since such effects are not anticipated, evaluation research is not designed to determine their presence.

Wright states that it is not enough to know whether or not the

campaign was a success. The evaluator should also want to determine something about the dynamics of the campaign (for example, what parts of the campaigns were most successful and for what reasons?). In this respect, the evaluator is interested in three factors:

1. Audience coverage. To be successful, a campaign must reach a certain proportion of the audience. Therefore, it is important to have a reliable estimate of the numbers being reached. As Wright points out, the task of determining who is and who is not in the audience is not a simple task. The evaluator must decide exactly what constitutes exposure to the campaign. Thus one or several definitions of 'audience member' must be developed. Also with respect to audience coverage, the evaluator may wish to measure the mediating effects of interpersonal relationships on the flow of campaign information. This requires an investigation of the nature of opinion leadership.
2. Response. Here the concern is with an analysis of the audience's immediate reaction to the content. To prevent the campaign from 'backfiring', the evaluator must determine for instance which parts of the message were best understood and which parts were most favorably received.
3. Process analysis. It may be that the researcher wishes to determine not only whether change took place, but the exact process by which such change took place. In order to answer this question, the evaluator may use a panel technique. The repeated interviewing of a panel of audience members at various stages in the campaign, allows the evaluator to intensively analyze this process as it occurs.

*Crime Prevention Through Media*

There is little in the voluminous crime prevention literature which indicates widespread use of or interest in use of media campaigns in the prevention of crime by arousal of public awareness. In an extensive bibliography of crime prevention material, MacFarlane and Giuliani (1975) cite only one information campaign item (O'Keefe and Mosley, n.d.).

There is some evidence that some such programs have been put into operation, but there is no indication that these programs have been evaluated. (For instance, in 1978, Spokane, Washington had a minor anti-auto theft program that used television to increase public awareness of auto theft prevention techniques). Simply knowing that the program exists, of course does not indicate its effectiveness.

One exception in this regard is a crime prevention project in Minnesota {White et al., 1975). In this campaign,

..newspaper advertisements, television and radio commercials, movie theater ads, bus cards, bumper stickers and outdoor billboards relating information on the residential burglary program have been distributed throughout Minnesota". (1975:45)

These messages were distributed in conjunction with other aspects of the more general crime prevention program known as Minnesota Crime Watch.

The media/crime prevention aspects of the Minnesota program were evaluated by Quayle and Associates of New York City (Evaluation Unit, 1976) and were generally considered to be successful. In arriving at this conclusion, the evaluators compared three population groups that had been exposed to the campaign. According to the published report (Evaluation Unit, 1976), the analysis relied upon tabular techniques and percentage comparisons. And generally, small percentage differences are presented as significant evidence of the campaign's effectiveness.

However, a major problem in evaluating this particular research effort concerns the fact that much necessary technical information is omitted from the report.

Another item of research that bears some resemblance to that of the Alberta program was carried out by McNeese et al., (1976). McNeese and his colleagues attempted to reduce shoplifting through the use of an information campaign designed to deter shoplifters. Two techniques were used. The first involved placement of general anti-shoplifting signs in the target areas of stores. The second technique involved specific identification (to the customer and shoplifter) of items frequently taken by shoplifters. While the second method proved to be more effective than the first, both reduced shoplifting to some extent. The authors' conclusion is that effective crime prevention (shoplifting) can be achieved through the use of an information campaign such as the one described. The relevance to the current work is somewhat tangential but the McNeese research at least indicates that some information programs have been effectively utilized in reducing a specific crime.

One crime-related type of behaviour which seems to have attracted the interest of media sociologists and program planners is the use and misuse of drugs. Most of the drug-related media research rests upon two assumptions. The first is that the media in general and television in particular are agencies of socialization. The second assumption is that exposure to particular messages will precipitate behavioural change (Winick and Winick, 1976). Most social scientists agree with the first assumption, but with regard to the second assumption, the evidence is

somewhat equivocal.

There is much evidence to support the notion that the media can and do increase levels of knowledge regarding drug abuse and that they do affect attitudes in the regard (Swisher and Norman, 1978 cited in Boldt, Reilly and Haberman, 1976). In their review of the literature, Boldt, Reilly and Haberman (1976) indicate that there has been little systematic evaluation of the effects of information campaigns on drug use and abuse. They demonstrate that even when such programs do exist in schools, for instance, evaluation is undertaken in less than one-half of the cases.

It has been suggested by some that information campaigns are not likely to be effective in the case of drug education for at least four reasons. First, there is not enough audience exposure to the campaign. Second, there are countermanding forces to the messages being presented (i.e. peer groups may support the behaviour that the media are attempting to discourage and/or commercial media may present an opposing view to the anti-drug campaign). Third, it IS argued that the quality of the campaign will itself affect the results. (To use an exaggerated example - one could not sell an anti-drug message using the ridiculous and inaccurate anti-drug films supported by the U.S. Bureau of Narcotics in the 1930's). Finally, the fact that most of these messages are presented to the audience in an atmosphere which allows for viewer distraction (Ray, Ward and Reed, 1976) may mean that such external variables may affect the success of the campaign. In the present research, the first of these problems is controlled for and the second should not be troublesome since the audience should be amenable to anti-crime messages

and have less opposing information than in the case of drug campaigns. However, the present data do not allow for measures of either the campaign quality or the influence of distracting effects which may be present (though these effects may be lessened by the fact that radio, newspapers and T.V. will be utilized).

A reading of Ostman's (1976) compendium of recent media/drug related studies reveals that most research has focussed on issues related to education, knowledge, and attitudes but avoids the issue of behavioural change. The most probable reason for this is that behavioural change is the most difficult effect to measure. In any case, the communications/drug research can only be of limited utility in guiding the present project.

In sum, specific media campaigns to prevent crime may have been tried in the past but their effectiveness has not been adequately measured as of this writing. On the other hand, there have been evaluations of more general social programs and the lessons learned in these efforts can be applied to the problems that are confronted by the present research.

#### *Evaluation Research*

The field of evaluation research is relatively new and as a substantive area, encompasses all research that is designed to evaluate social programs. Its most common usage in the past has been to evaluate health programs, poverty programs, and programs designed for delinquency intervention. Except for the Quayle study cited earlier (Evaluation Unit, 1976), virtually none of the evaluation research literature is concerned with the kind of research problem discussed here.

In several senses evaluation research is unlike other types of

social scientific endeavours. It does not start with theory from which one might develop testable propositions. Nor does it have a unique and obvious methodology associated with it. As Franklin and Thrasher (1976) indicate, it is a very approximate science with research strategies molded to fit the problem enunciated by the policy maker. The researcher is usually confronted with a situation in which he lacks control over the independent variable and as a result must face a number of concomitant issues that may undermine good research.

Policy makers introduce social programs (or interventions) into an existing social situation. The program is supposed to change the social situation (i.e. behaviour or attitudes) in some way. The success of the program is measured by the amount of change compared to a situation in which no intervention has taken place. In this case mass media is being used to attempt to raise public awareness of crime prevention techniques and to attempt to stimulate individuals to change their behaviours regarding crime prevention. The goal then is multi-fold in that it aims at changes in knowledge, attitudes and behaviours.

Ideally the evaluation researcher and the social policy maker should formulate realistic and testable goals together (Deutscher, 1976). In the present case, as with much evaluation research, the goals are determined by the nature of the social intervention itself (Franklin and Thrasher, 1976).

Generally, the ideal evaluation research design is the classical experimental design in which individuals are randomized into treatment and non-treatment groups (Riecken and Boruch, 1974; Campbell, 1971; Rossi, 1971; Franklin and Thrasher, 1976; Buchman, 1967; Gilbert, Mosteller and Tukey, 1976; Abt, 1976). In this design, R is randomization, O is



the group of subjects, and X is treatment.

RO<sub>1</sub> XO<sub>2</sub>

R O<sub>3</sub> O<sub>4</sub>

The present study is not amenable to the above design as it takes place in a naturalistic setting in which all potential subjects were confronted with the treatment (exposure to a mass media educational campaign). The naturalistic setting (a province-wide campaign) is not and cannot be subject to the same controls as a laboratory situation. Problems with naturalistic settings usually result from possible effects of extraneous variables. In such "natural experiments", it is best to use combined measures and multiple measures whenever possible (Gilbert, Mosteller and Tukey, 1976).

Since most field experiments have not been designed by the researcher, randomization into treatment and non-treatment groups is virtually impossible. The present research is no exception in this regard. When randomization is not possible then the best alternative is a quasi-experimental design based on the true experimental design. (Campbell and Stanley, 1963; Suchman, 1967; Weiss, 1972; Franklin and Thrasher, 1976; Riecken and Boruch, 1974; Epstein and Tripodi, 1977).

Although the problems of evaluative research are the same as those encountered in any social scientific research, they are compounded by the circumstances of evaluation (Hyman and Wright, 1971). Given the potential benefits or detriments that may arise from social interventions, it is clear that scientific evaluation of such social programs must be undertaken. (Weiss, 1977; Riecken and Boruch, 1974; Glaser, 1973; Cunningham, 1978).

Research related to the Alberta evaluation and to evaluation research

in general has been examined. As a result of the overview, certain conclusions may be drawn. First, there is little research that relates directly to this project. Second, the research that has been done deals far more often with attitudes than with behaviour. Third, information campaigns seem to fail more often than they succeed, but this may reflect the problems of specific information campaigns rather than the potential of the general approach. Fourth, there are several methodological problems associated with the evaluation of field experiments or quasi-experiments.

To some extent, the first three conclusions guided the present research design. Issues relating to the fourth conclusion are singled out for attention in the next chapter.

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## Chapter III

### METHODOLOGY

In the last chapter, the "natural experiment" was briefly discussed. In this chapter, the pragmatic realities of a field project are delineated. In an initial proposal, something approximating the ideal type of field study was presented. However, when the project was actually undertaken, many compromises resulted in a new design. The present discussion is thus concerned with the modified research design which actually formed the basis of the current project.

It has been suggested by several authors that the best way to begin an evaluation is for the agency providing the intervention and the evaluator to work out limited, realistic goals, which can be empirically assessed through evaluation research. This of course, does not reflect reality in most cases. In the present research, the evaluators were not involved in the decision making elements of program development.

After the decision to do a mass media educational project was formalized, commercial agencies were asked to submit proposals for the ad campaign. The guidelines presented to the ad agencies were very broad but the prevention of seven specific crimes was seen as the major goal by all of the agencies. While the evaluators were invited to see the final submissions by the ad agencies, they had no significant input into the selection of the campaign materials. In essence, the present research involves evaluating a campaign designed by a commercial agency to meet the needs of a sponsoring group that maintains that such a program is valuable. Again, it should be emphasized that this description typifies the realities of evaluation research more accurately than the descriptions offered by most methodologists.

Given these realities, how then do evaluators do evaluations? They compromise. But it is not only the type of situation described above that creates the need for compromise. There are also the exigencies of doing evaluations in a natural setting. In the case of the Alberta evaluation, for instance, it was not possible to use a control group.<sup>1)</sup>

One final mediator in the quest for a perfect design was a limited amount of funds. Ideally, we would have liked to use a control group as part of the design. However, both the Alberta Solicitor General's Department and the Federal Solicitor General's Department wished wide provincial coverage. We had a choice of using a small out-of-province control group and not being able to generalize to all of the cities in the province or not using the control group and being able to generalize. On the advice of a statistical consultant we chose the latter strategy.

The purpose of the above description is to alert readers, in general, and potential evaluators, in particular, to program evaluation as it is likely to occur in the field. One does not have the control that methodologists suggest is so desirable. It is necessary, of course, to be aware of the ideal design type so that the required compromises may result in the best possible evaluation under the given set of circumstances.

In the following sections, the compromises made in design and the controls used in order to insure a valid study are discussed.

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<sup>1</sup>One of the initial proposals, suggested that one area of the province have a media blackout so that it might be compared with the other areas. But this proved to be virtually impossible. With respect to television, for instance, each half of the province (north and south) is serviced by one major television feed (either Edmonton or Calgary). Hence no in-province control group was possible.

The type of design finally agreed upon by all parties is what Epstein and Tripodi (1977) characterize as a formative evaluation. "Formative evaluations do not generate knowledge that can be easily applied to other programs. They make possible inferences which are only suggestive of cause-effect relationships because they do not routinely employ control groups or random selection of subjects... However, the major advantages of formative evaluations are that they are less costly, require less expertise, present fewer practical and ethical problems, and provide more immediate feedback than do summative evaluations" (Epstein and Tripodi, 1977: 113) Because formative evaluations are quasi-experimental they are not characterized by problems of external validity.

At the same time, however, such designs may be confronted by any number of threats to the internal validity as delineated by Campbell and Stanley (1963). In the Alberta evaluation, the design itself and the use of multiple measures (Glaser, 1973; Cunningham, 1978) whenever possible, eliminates or reduces most of these threats. Nonetheless, the results will be generalizable only to the population from which the sample was drawn (discussed below).

One such threat involves the possibility of extraneous variables affecting the responses of subjects as those responses relate to attitudes and perception. This is particularly a problem when dealing with crime issues. For instance, if a heinous crime took place and received a great deal of media coverage just prior to or during an interviewing period, it would be necessary to view responses during that period with great caution. This is because attitudes toward crime seem to be greatly affected by such events. In the specific case however, no such event took place immediately prior to or during the reporting periods.

There is however, one extraneous variable which does affect all of the findings of this study. Specifically, it concerns the fact that while the Alberta Solicitor General was diffusing the mass mediated crime prevention, many other agencies were also involved in similar campaigns. The general messages of the other campaigns were not the same as the Alberta program but specific anti-crime messages were often quite similar. While the evaluators were able to isolate certain aspects of the specific program under consideration, general findings of change or no change will have to be discussed with reference to all of the campaigns as they act in concert. (This topic is pursued later).

The final design is the classic pre-test/post-test design symbolized as follows:

$$O_1 \\ X \quad O_2$$

A sample of the population was drawn and surveyed prior to the ad campaign ( $O_1$ ); the ad campaign was conducted by the commercial firm hired for that purpose (X); a sample of the population was drawn and surveyed after the campaign had been running for approximately one year and was in a temporary "no advertising" period ( $O_2$ ). In order to examine effects of the campaign, comparisons between  $O_1$  and  $O_2$  are made.

In the early stages of the program the goals of the mass media project were never really delineated by the sponsoring agency except in rather vague terms. It is necessary, therefore, that the evaluator infer goals. The dimensions which the evaluation attempts to tap are as follows: knowledge of the crime prevention message; changed attitudes concerning crime prevention; behavioural change as it relates to the campaign; changes in official crime rates due to the campaign.

Given that the goals suggest a change in attitudes and behaviour, a first survey was conducted to establish baseline information concerning attitudes, behaviour, and knowledge with respect to crime prevention. Further, much of that survey was devoted to discovering other variables that might effect crime prevention behaviour and knowledge.<sup>1</sup> The second survey (January/February, 1979) was designed to tap not only those same dimensions as measured on the first questionnaire, but also to assess knowledge of the specific program that had been underway for almost a year. The major analytic chapters of this report thus involve comparing the first and second surveys in these terms, as well as offering additional data, that might be used to measure some of the dependent variables.

#### *The Sample*

A sample of households was drawn from each of seven Alberta cities or towns with populations of 10,000 or more.<sup>2</sup> Separate samples were drawn for the first and second surveys as it was thought that the contaminating effects of the first survey could not be overcome. In other words, the first survey was itself an education for many of those questioned. The nature of the questions were such that they might precipitate attitudinal or behavioural changes as well as increased knowledge about crime prevention. As a result, a 'fresh' sample was chosen each time.

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<sup>1</sup>Unfortunately, the questions could not always be as specific as we would have liked because the content of the ads had not been decided on at the time the first survey was conducted (February/March, 1978)

<sup>2</sup>The town of Camrose was not included even though it has a population slightly over 10,000. The reason for exclusion is that interviewers could not be contracted and trained before the needed dates (simply time constraints). As this was the smallest community to be dealt with, we do not feel that the loss is significant.

The sampling unit was the household and two different types of sampling were done.<sup>1</sup> In Edmonton and Lethbridge, stratified random samples were drawn, while in the remaining sites (Calgary, Fort McMurray, Grande Prairie, Medicine Hat, Red Deer) prospective interviewees were selected by a technique known as random digit dialing (RDD).

Samples were drawn on the basis of approximate proportion of the population represented by each town or city. Quota sampling for males and females in the households was used so that at least one-third of the sample would be male.

Table 3.1 shows the desired sample size, sample yield and sampling type for each of the two surveys.

TABLE 3.1

Sampling in Alberta Cities for Mass Media Crime Prevention Evaluation

City	Time 1		Time 2		Type
	Desired	Obtained	Desired	Obtained	
Edmonton	350	338	500	390	Stratified Random
Calgary	350	220	350	327	RDD
Fort McMurray	108	60	177	177	RDD
Grande Prairie	143	126	143	101	RDD
Lethbridge	146	110	209	102	Stratified Random
Medicine Hat	102	99	103	103	RDD
Red Deer	102	78	102	88	RDD

<sup>1</sup>Two types of sampling were done in order that a methodological sub-study concerning the efficacy of each type could be undertaken. This sub-study appears as a separate technical addendum to the report (ie) it does not appear in this volume.

<sup>2</sup>Fort McMurray was an exception to this rule in the first survey. In fact, an underestimate of its population resulted from the use of census data that did not reflect the rapid growth of that town. This problem was remedied in the second survey.



The sampling success rate for the second survey was greater than that for the first. While the two samples are not significantly different (statistically) there are a number of reasons for the greater sample sizes in the second group. First, there was more time available to prepare the schedule and train interviewers during the second as opposed to the first survey period. Second, experience gained during the first phase of data collection better prepared the evaluators for the second survey. Finally, the second survey was conducted during a particularly cold period of a normally cold Alberta winter. It is possible that people 'stuck indoors' during a very dull and very cold period following the Christmas rush were more amenable to passing the time by answering questions.

### *Interviewing*

Interviewing of subjects was done by telephone. Again, cost and time determined the choice of this method. Interviewers were hired in each city or town and, as a result, the quality of the interviews varied across sites. However, this variation was controlled by use of a pre-tested questionnaire that contained mainly closed ended questions (particularly during the second phase). The variation seemed to result in differential completion rates rather than differential quality. While the second phase questionnaire overlapped considerably with the first one, it was not identical. Some questions which proved superfluous or which were unproductive the first time were omitted while other questions had to be added to the second survey.

Subjects were either preselected by stratified random sampling or by random digit dialing and contacted by phone during the hours of 9 am and 9:30 pm on weekdays and noon to 9:30 on weekends. Province wide interviewing was accomplished in two to three weeks each time. Subjects were in-

formed regarding the nature of the interview, asked for co-operation, and assured of confidentiality. The majority of interviews took between 20 and 35 minutes. When subjects were concerned about the legitimacy of the endeavour, they were asked to contact the local police for assurance that the survey was in fact legitimate. (The survey was cleared with all local police each time before it was carried out. With one exception, police relationships were generally excellent.) While some of the questions tapped sensitive information (particularly about self-protective behaviours) respondents who started the interview rarely failed to complete it. There were very few complaints about either the questions asked or the interview technique.

Because telephone interviewing has only recently been used for extensive questioning and because of its relationship to the present evaluation, a brief discussion of this methodology may be in order.

In recent years, the telephone interview has become an increasingly acceptable means by which to collect social science data. Its more general acceptability has been hampered by two related research concerns; the first involves the selection of a sample of respondents who can be interviewed by telephone; the second issue concerns the relative utility of telephone interviews as compared with other data collection techniques.

In the past, researchers interested in sampling telephone subscribers have usually used as their relevant universe the telephone directory. The problems inherent in such a technique are obvious. As Cooper(1964) notes, as high as 18% of the population of telephone subscribers may not be listed in the directory. Included in this group are those individuals who have requested that their telephone number not be listed, those who have recently moved, and those whose numbers have been omitted due to clerical errors. Similarly, Brunner and Brunner (1971) note that significant differences do

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exist with respect to the characteristics of populations who do and populations who do not voluntarily list their numbers in directories. A more general problem that is frequently cited in the literature concerns the notion that those in the population who have telephones may be socially or demographically distinguishable from those who do not.

A methodology known as Random Digit Dialing (RDD) has been developed in order to overcome some of these problems of sample selection. (Cooper, 1964; Hauk and Cox, 1974; Tuchfarber and Klecka, 1976). As used in our surveys, the technique of ROD involves the generation of a sample of telephone numbers through the utilization of random numbers. Four-digit random numbers which can be produced through the use of a random numbers table or by computer program can be paired with known three-digit telephone prefixes in such a way that a sample of telephone numbers rather than a sample of telephone subscribers is produced. As a result, the universe is not restricted to those who have their numbers recorded in the directory but is expanded to all numbers in existence, whether or not these numbers are listed.

The use of ROD reduces considerably the methodological flaws involved in the "directory" form of sample selection. Tuchfarber and Kleckas' comparison of a sample chosen in Cincinnati through RDD with one chosen by traditional multi-stage stratified, clustered sampling procedures show both to be demographically representative of the same population. The poor and blacks were not under-represented in the RDD sample, as had been feared, and although the sample was slightly skewed towards the more highly educated segments of the population, the difference was not serious. In addition, the researchers concluded that the omission of citizens without telephone service did not appear to bias the sample demographically, nor did it adversely affect the substantive information being collected.

Recent studies indicate that the quality of the data collected by telephone is quite high (Horton and Duncan, 1978). Hochstim (1967) critically compared three strategies of data collection. Each combined personal interviews, in-person interviews and mail questionnaires in different combinations. The data revealed that the response rates were highly comparable and that mail, telephone and in-person methods of data collection exhibited virtually no difference with respect to validity or substantive findings.

Rogers' (1976) study revealed the quality of data received by telephone to be the same as that collected by in-person interviews. Telephone respondents answered complex questions capably and were not reluctant to answer so-called "sensitive questions" relating to voter preferences, income or education. Rogers also reports no significant difference in response rate, interview length, number of contacts required or timing of the interview. He concluded that in some respects the telephone interview may be preferable in that there is some evidence that respondents are less likely to give inaccurate but socially desirable responses over the telephone and are less likely to be affected by interviewer style.

A national telephone survey conducted by Kegeles and Kirscht (1969) concluded that the telephone holds great promise in social research. Both the validity of responses and the response rate itself were judged to be comparable to the in-person interview.

The telephone has been used to collect fertility data (Coombs and Freedman, 1964), public health information (Colombotos, 1969), public opinion data (Wiseman, 1972) and consumer information (Sudman, 1966). The consensus of the literature seems to be that for most types of survey

research, telephone interviewing is quite acceptable with respect to its validity, and rate of response (Dillman, 1978).

The telephone interview is particularly appropriate to this survey since with respect to at least some questions, it allows subjects to discuss sensitive issues anonymously. In a related study, it has been found that telephone interviewing may be an excellent way of collecting victimization data (reported in Horton and Duncan, 1976).

#### *The Questionnaires*

The questionnaires were designed in such a way as to tap knowledge of specific crime prevention techniques, attitudes towards crime, defensive behaviours concerning crime as well as related concepts such as feelings of personal safety, media viewing habits and demographic variables. By comparing the results from the first questionnaire with the results of the second wave of interviewing, the effects of crime prevention campaigns may be cautiously inferred. (Copies of the questionnaires are found in Appendix C.)

#### *Measurements*

The interview schedules include both attitudinal and behavioural indicators. To be sure, these rest on reports of behaviours and perceptions of activities in certain circumstances, but there are a good many such indicators and they provide the necessary data for present purposes. There are also items which tap general attitudes toward crime and criminal justice. Both knowledge of crime prevention techniques and defensive behaviours are indicated by reports of behaviour as they relate to crime prevention. Specific items were designed to indicate knowledge of on-going crime prevention programs. (Even during the baseline period, certain programs were on-going.)

Of course, in the second survey it was necessary to include items designed to measure exposure to the campaign. In order to acquire this information very specific questions were included which attempted to tap recognition of campaign themes. Additionally, specific questions were included which attempted to assess the ability of respondents to recall specific campaign messages. For the sake of reliability, certain bogus items were included, and respondents were also asked questions about other on-going crime prevention community programs.

Since the long-range goal of such a campaign is the reduction of crime, an examination of crime rate data before, during and after the campaign was made. While direct links between the campaign and the crime rate were not possible, the police data can at least indicate unaccounted for change in crime rates during the period of the study. Because Edmonton has been shown to have high reliability in its data collection (Silverman, 1977) only that city was used in the crime rate analysis. Of course, no generalizations beyond Edmonton were possible in this part of the analysis.

In the next chapters, the data are described and the analysis and evaluation undertaken.

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## Chapter IV

### EXPOSURE TO THE CAMPAIGN

Although interest in mass media crime prevention campaigns usually centres around the question of effects, there is a set of questions logically prior to this issue. These concern the issue of exposure, that is, the extent to which audience members are aware of on-going mass communicated crime prevention and the degree to which such messages are salient to them. Despite the obvious importance of the exposure question, it is somewhat difficult to assess such exposure within the present research design for primarily two reasons. First, the campaign of interest was only one of several such campaigns to which Alberta residents were regularly being exposed. Other types of mass media crime prevention campaigns to which Alberta residents were being exposed during this period included those which were sponsored by local business groups (i.e. an anti-shoplifting campaign) and those which originated on American television stations and which were telecast to Alberta residents via television cable service. Such campaigns, to some extent at least, may be expected to have a contaminating effect with respect to recognition of the present Solicitor General Alberta Campaign. A second factor relates to the use of "visual aids". Often, in post-intervention surveys designed to assess exposure to mass media public information campaigns, it is possible to employ these devices in order to determine whether or not respondents recognize campaign material and whether or not they are able to quote the accompanying slogans. Since data in the pre- and post-intervention surveys relating to the present study were collected by telephone, such a strategy was not possible.

However, respondents to the post-intervention survey were asked a number of questions which were designed to allow for an estimate of exposure to the Solicitor General Alberta mass media crime prevention campaign. Early in the interview, respondents were read a series of "crime prevention" slogans and in each case, respondents were asked to indicate whether they had (1) heard of it, (2) not heard of it, or (3) were not sure. Of the five crime prevention slogans, three were non-existent ("pull together to prevent crime"; "crime prevention is a community affair"; "help cure the common crime") and one was a real on-going crime prevention campaign other than that sponsored by the Solicitor General Alberta ("shoplifting is no way to make your mark in life"). The fifth slogan on the list ("let's not give crime a chance") was being used in the present Solicitor General Alberta campaign. The adjusted percentage frequencies associated with recognition of these items are found in Table 4.1.

As is evident from Table 4.1, the slogans differ with respect to their apparent recognizability. The table suggests that the slogan with the greatest exposure is, in fact, the one which is associated with the campaign of interest (87%). Second in terms of exposure is "shoplifting is no way to make your mark in life". The relatively lower exposure of this latter campaign (79%) is to be expected given that the campaign has generally less visibility. It will also be noted in Table 4.1 that the three "bogus slogans" generally have much lower reported exposure than either of the two genuine slogans. Percentages which report having heard of these bogus slogans range from a low of 14 in the case of "help cure the common crime" to a high of 66 for "crime prevention is a community affair". That this latter item exhibits a higher than expected reported recognizability is instructive in that it may be interpreted as indicating that to some uncertain extent the



Table 4.1

## Recognition of Crime Prevention Slogans: Adjusted Percentages\*

Response	Pull Together To Prevent Crime	Crime Prevention Is A Community Affair	Help Cure The Common Crime	Shoplifting Is No Way To Make Your Mark In Life	Let's Not Give Crime a Chance
Heard Of It	24	66	14	79	87
Never Heard Of It	73	30	82	19	10
Not Sure	3	4	4	2	3
N	1 288	1282	1 278	1 285	1288

\*Adjusted percentages (in this table and all those that follow) refers to the fact that missing values are not included in calculating percentages.

recognition of real slogans is probably inflated. This issue is considered in greater detail later in the report.

A second post-intervention item attempted to assess the extent to which respondents were familiar with one of the specific campaign themes by asking the following:

Businessmen tell us that shoplifting costs consumers millions of dollars each year. How much do you think shoplifting adds to each dollar you spend?

The collapsed categories and their adjusted frequencies appear in Table 4.2

TABLE 4.2  
Proportions responding to  
"How Much do You Think Shoplifting Adds to Each Dollar You Spend?"

<u>Category</u>	<u>Adjusted frequencies (percentage)</u>
don't know	26
1t to 4t	10
5t	11
6t to 10t	21
11t to 25t	21
26t to 50t	10
more than 50t	1

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N = 1265

The "correct response" according to the Solicitor General crime prevention message is "5t". As is obvious from Table 4.2, either awareness or recall of this piece of information is quite low. In addition, of course, it might also be suggested that the 11% who answered correctly does not necessarily represent the percentage of the population exposed to the message. No doubt,

a certain proportion of that 11% either guessed at the answer or obtained the information elsewhere. Further, some people have a vested interest in knowing the amount that shoplifting adds to each dollar (i.e. business people) and would know the correct response before the campaign began. That only 11% of the respondents could correctly answer the question is not so surprising in terms of campaign goals in that the shoplifting campaign is a low priority aspect of the overall Solicitor General Alberta program.

In a more direct manner, respondents were asked whether or not they could recall anything that they saw on television or in the newspaper recently that informed them about something that they themselves could do to prevent crime. Thirty-five percent of the 1266 respondents answered in the affirmative.

As a follow-up question, respondents were asked to describe the message to which they had been exposed. On the basis of the open-ended descriptions, it was possible for coders to categorize respondents' replies according to the headings presented in Table 4.3

Table 4.3

Proportions Reporting Exposure to Specific Campaigns

<u>Type of Message</u>	<u>Adjusted Frequencies (Percentage)</u>
Target Ad	32
TV Program	8
Other Provincial Sol. Gen. Program	20
Commercial Ads	4
Other Type	7
Non-Classifiable	15
Other	15

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N=457

The category labels may require some explanation. "Target Ads", of course, refers to those mass media messages with which the present evaluation is most directly concerned. "TV Programs" refers to any description provided by respondents which suggested information contained within the context of a drama program, talk show, situation comedy, etc. The category "Other Solicitor General Programs" is used to separate out those crime prevention messages which were part of other on-going Solicitor General Programs such as Block Parent and Neighbourhood Watch.<sup>1</sup> The designation "Commercial Ads" indicates mass media commercial advertisements such as those for burglar alarms or other consumer goods intended to protect persons or property. "Other Types of Ads", "Non Classifiables" and "Other" are, of course, all residual categories which require no explanation.

It will be noted in Table 4.3 that 32% of the respondents supplied descriptions which suggested the current mass media crime prevention program. The fact that "target ads" is the modal category by a suitable margin may be interpreted as supportive evidence regarding the goals of campaign exposure. It should also be noticed, however, that the percentage breakdown provided in Table 4.3 is based upon an N of 457. This is because 827 respondents either answered "No" to the previous question or were unable to recall in any detail the crime prevention message to which they had been exposed.

In Table 4.3 we learn that 12% of the population recall (without prompting) the Solicitor General's Campaign. This contrasts with the 87%

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<sup>1</sup>This research is evaluating the Solicitor General Alberta mass media program "Let's Not Give Crime a Chance". The Solicitor General also has several on-going crime prevention campaigns which are made available through RCMP and local police (Block Parent, Lock It or Lose It, Ski Check, Lady Beware, Operation Identification, Neighbourhood Watch). We have used all of these in both surveys. In this report they are indicated in Appendix B, the Cities.

(Table 4.1) that claim recognition of the campaign slogan when prompted by having the slogan read to them. While 87% remember hearing the campaign phrase after it was repeated to them on the phone, only 12% of the population found the ads salient enough to remember them in an unprompted situation.

On the other hand, these results may be somewhat influenced by the way in which the questions were asked. In the case of slogan recognition, the slogan was read as one of several slogans and the subjects were asked if they had heard of it or not. In the case of the latter question they were asked for specific content. While some subjects responded by re-stating a slogan, most gave advertising content in answering the question.

A final item relating to campaign exposure may be briefly discussed. While this item does not deal with "campaign specific" information, it does have relevance in the present context. Respondents were asked to reply to the following item:

Quite frequently, the provincial government and the local police use radio, television and newspapers to inform people about preventing crime. In your opinion during the last six months, have the number of such crime prevention messages increased, decreased or remained about the same?

Fifty-four percent of the respondents accurately perceived an increase in such advertising. Thirty-two percent reported that they thought the amount of advertising had remained about the same while only 3% reported a decrease.

Overall, then, these items suggest that exposure to mass media crime prevention in general, and to this campaign in particular, is quite high. As discussed, 35% of the respondents reported seeing or hearing something that informed them about things that they themselves could do to prevent crime. Thirty-two percent of the respondents mentioned "the target ads" specifically in this regard. And, a majority of the respondents correctly perceived an

increase in the amount of crime prevention advertising in the Province of Alberta in the six month period preceding the post-intervention survey. while only 11% correctly responded to the "shoplifting item", this is not surprising in terms of the low priority attached to this phase of the campaign.

with respect to the recognition of slogans, a large majority of subjects responded positively to "let's not give crime a chance" and "shoplifting is no way to make your mark in life". Two of the bogus items elicited low response rates as was expected, but over 60% of the respondents replied positively to "crime prevention is a community affair". Does this result with respect to this bogus item indicate that people are lying? Does it represent the fact that there is a similar campaign on-going of which we are not aware? why have people responded in this way? We can only hypothesize regarding these matters, as the result was completely unexpected. In the first survey, when bogus items were included in questions about the on-going provincial solicitor General's campaign (Block Parent, etc.), we found a very low response rate (4 to 6%). why then does "crime prevention is a community affair" elicit such a high response rate? we feel that the best explanation involves the notions of social desirability and a generalized recognition factor. Social desirability refers to the subject's desire to give a "right answer" or to please the interviewer by giving answers that he or she thinks the interviewer wants to hear. Generalized recognition is best conceived as a type of unintentional error on the part of the individual. The subject hears something that sounds familiar and responds to it as if it were the item being asked about. The subject is responding with imprecision to a familiar sound or idea. In this specific

case the subject is indicating that he or she has heard a community crime prevention campaign by indicating recognition of the bogus slogan "crime prevention is a community affair". Recognition of the other items may stem partially from social desirability and partially from this general recognition factor. With respect to these slogans, the "sound" of the slogans as constructed by the researchers does not ring as true to the listener. However, some respondents (upwards of 20%) are reacting to the general notion of crime campaigns that are *on-going*. Again, we do not have evidence to directly test these hypotheses, but they seem to be plausible.

#### *Exposure and Demographic Variables*

It is possible that demographic variables may affect exposure to the crime prevention programs. Age, sex, socioeconomic status (measured by Blishen's Occupation Scale) and education were examined in terms of their relationships to the previously discussed "exposure items".

#### Age

There was a fairly consistent relationship between exposure to the crime prevention slogans and age. Younger people seem to be more aware of the advertising campaigns than older people (Table 4.4). However, the response rate was high for both of the legitimate campaigns ("shoplifting" and "let's not give crime a chance"). The patterns were much more erratic for the bogus campaigns. It should be pointed out that the proportion of the population above 60 is rather small and as a result these conclusions should not be overemphasized.

People between 30 and 59 had the most accurate information about the amount that shoplifting adds to each dollar (50). However, this finding

TABLE 4.4

Exposure to Crime Prevention Slogans By Age of Respondent  
(Proportion Responding "Heard of it")

Slogan	Age								N
	<20	20-29	30-39	40-49	50-59	60-69	70-79	80+	
Pull Together to Prevent Crime	23	21	24	26	31	27	12	23	1200
Shoplifting is No Way to Make Your Mark in Life	86	81	78	77	77	78	70	74	1285
Crime Prevention is a Community Affair	58	62	65	72	76	65	60	64	1282
LET'S NOT GIVE CRIME A CHANCE	93	93	85	87	81	87	69	65	1262
Help Cure the Common Crime	12	13	14	13	16	15	14	32	1278
How Much Does Shoplifting Add to Each Dollar You Spend Response = 5¢	7	10	17	12	12	7	2	3	1265



TABLE 4.5

"Have You Seen Or Heard Anything Recently That Informed You About Crime?" By Age of Respondent

Response	Age							
	<20	20-29	30-39	40-49	50-59	60-69	70-79	80+
YES	41	40	40	34	34	23	38	17
NO	59	61	60	66	66	77	62	83
N	44	430	312	187	146	77	40	30

p = .03

TABLE 4.6

"What Was It you Heard Or Saw? By Age of Respondent

Type of Message	Age							
	<20	20-29	30-39	40-49	50-59	60-69	70-79	80+
Target Ads	22	36	28	32	28	39	29	40
T.V. Programs	17	9	7	6	13	11		-
Other Provincial Ads	11	20	22	19	19	6	29	40
Commercial Ads	6	4	5		4	6		
Other Types	17	8	7	6	2	-	-	
Non-Classifiable	17	12	14	19	15	39	15	
Other	11	12	16	18	19		29	20
N	18	169	125	63	47	18	14	5

p = .61

cannot directly be related to the advertising campaign. People in that age group are more likely to be in business or concerned with business and hence, are more likely to have had that information before the campaign. In any case, all of the results indicate a lack of knowledge concerning this campaign. As was pointed out earlier, this campaign began rather late and did not involve a large share of the advertising resources. It was, therefore, not expected that this campaign would result in greatly increased knowledge on the part of the public -- at least not at this phase in the campaign.

Age was related in the same way to the item asking whether people had seen or heard anything that informed them about crime (Table 4.5). Again, those people in the older age brackets tended to be less responsive to the item than those in the younger age brackets.

The pattern was inconsistent when respondents were asked to identify the specific things that they had seen that informed them about preventing crime. This question was asked in open-ended fashion and re-coded later with the categories shown in Table 4.6

The "target ads" constituted the modal category for most of the age groups. This probably resulted from the recency of these ads. The majority of people who identified specific ads also indicated that they took the advice offered in those ads (Table 4.7). This varies somewhat by age group, but the number of respondents in each category is rather small and as a result conclusions are tentative at best.

Finally, in order to assess the accuracy with which people perceive the amount of advertising being done concerning crime, they were asked whether they thought that the amount of such advertising increased, decreased or remained about the same during the six month period preceding the survey (Table 4.8). The pattern that was evident in the earlier tables

TABLE 4.7

## "Did You Take The Advice?" By Age of Respondent

Response	Age							
	<20	20-29	30-39	40-49	50-59	60-69	70-79	80+
YES	67	56	46	54	54	67	64	60
NO	27	37	46	35	41	20	14	40
NOT SURE	7	6	8	11	4	13	21	
N	15	163	119	57	46	15	14	5

p = .33

TABLE 4.8

"Have The Number of Crime Prevention Messages Increased, Decreased Or  
Remained About the Same?" By Age of Respondent

Response	Age							
	<20	20-29	30-39	40-49	50-59	60-69	70-79	80+
Increase	70	63	52	49	44	47	48	43
Decrease	5	4	4	3	5	1		7
Remain About The Same	23	26	38	35	37	37	31	20
Don't Know Or Other	2	7	10	13	14	13	21	30
N	43	435	314	193	147	78	42	30

p = .0001

TABLE 4.9

## Exposure to Crime Prevention Slogans By Sex of Respondent

(Proportion Responding "Heard of it")

Slogan	Sex		N
	Male	female	
Pull Together to Prevent Crime	25	23	1 277
Shoplifting is No Way to Make Your Mark in Life	78	79	1 282
Crime Prevention is a Community Affair	60	70	1279
LET'S NOT GIVE CRIME A CHANCE	84	89	1279
Help Cure the Common Crime	12	15	1275
How Much Does Shoplifting Add to Each Dollar You Spend Response = 5t	16	8	1262

TABLE 4.10

"Have You Seen or Heard Anything Recently  
That Informed You About Crime? By Sex of Respondent

Response	Sex	
	Male	Female
YES	32	40
NO	68	60
<hr/>		
N	502	762
p = .0056		

TABLE 4.11

"What Did You See or Hear?" By Sex of Respondent

Type of Message	Sex	
	Male	Female
Target Ads	29	33
T.V. Program	10	8
Other Provincial Ads	22	19
Commercial Ads	3	4
Other Types	8	6
Non-Classifiable	14	16
Other	14	15
<hr/>		
N	157	300
P = .79		

again emerges quite clearly. Those under 20 perceived the most change, while those *in* the upper age group perceived the least change.

In sum, age was related to exposure and awareness in an inverse way. The older one was, the less likely one was to report recognition *of* the campaigns or of increased advertising in general. Again, it might be noted that due to the relatively small N in the upper age groups, the relationship should not be overemphasized.

#### Sex

There were no great differences in reported recognition of crime prevention campaigns (whether legitimate or bogus) by males and females. Males were more likely to know the amount that shoplifting adds to each dollar, but they were also more likely to be in a position to know that before the campaign. There was high recognition by both males and females of the two legitimate campaigns and *of* "crime prevention is a community affair" (Table 4.9).

Males were less likely to report having seen or heard specific items concerning crime (Table 4.10). Also, females were slightly more likely to identify the target ads as the type of crime prevention message to which they had been exposed. However, none of these categories suggested marked differences between males and females (Table 4.11). Females were more likely to report taking advice once they had identified a particular campaign, however, the difference between males and females was not statistically significant in this case (Table 4.12).

Females were much more apt to recognize an increase in advertising than males (Table 4.13). It is likely that females are exposed more frequently to advertising in general and pay more attention to it.



TABLE 4.12

"Did You Take The Advice?" By Sex of Respondent

Response	Sex	
	Male	Female
YES	47	57
NO	44	36
NOT SURE	9	7
<hr/>		
N	150	282

p = .13

TABLE 4.13

"Have The Number Of Crime Prevention Messages Increased, Decreased Or Remained About The Same?" By Sex of Respondent

Response	Sex	
	Male	Female
Increase	50	58
Decrease	4	4
Remain About The Same	35	29
Don't Know Or Other	11	
<hr/>		
N	508	774

p = .057

TABLE 4.14

Exposure to Crime Prevention Slogans By Education of Respondent\*  
 (Proportion responding "Heard of it")

Slogan	Education					N
	0-8 yrs.	9-17 yrs.	Certificate	B.A./B.Sc.	Professional	
Pull Together to Prevent Crime	29	25	23	19	18	1269
Shoplifting is No Way to Make Your Mark in Life	72	78	80	80	87	1274
Crime Prevention is a Community Affair	64	69	63	67	49	1271
LET'S NOT GIVE CRIME A CHANCE	81	90	86	81	78	1 271
Help Cure the Common Crime	24	14	16	12	6	1 267
How Much Does Shoplifting Add to Each Dollar You Spend Response = 5t	8	10	14	15	23	1254

\* 28 individuals fell into an "other" category and are not analyzed.

In sum, females were slightly more likely than males to be exposed to the advertising campaigns and to indicate a change in behaviour as a result. Sex is thus not an extremely important variable with respect to campaign exposure.

#### Education

In the case of "let's not give crime a chance", those with the most education tended to know the least about the campaign (Table 4.14). However, the difference was not great. Those individuals who had more than grade eight education but did not have a degree or certificate of any type reported the highest recognition of the "let's not give crime a chance" campaign, but professionals and those with other degrees and certificates were most highly exposed to the shoplifting campaign. In terms of the bogus items, "pull together to prevent crime", and "help cure the common crime", those with the least education reported most often having heard of the campaign. This may be the result of a social desirability factor or a higher "general recognition" propensity resulting from greater media exposure. This pattern did not hold for "crime prevention is a community affair" which had fairly high recognition among all groups except the professionals.

Recognition of the amount that shoplifting adds to each dollar was in a predictable direction. Professionals and those with other degrees were most likely to know the amount, while those with the least education were least likely to know the correct amount (Table 4.14).

Those with the least education were also the least likely to indicate that they had heard or seen something that informed them directly about crime prevention (Table 4.15). The other educational groups were more or less undifferentiated in terms of this item.

Thirty-one percent of all the respondents indicated having directly seen the target ads. Professionals were most likely to directly identify this item, while those with the least education were slightly less likely than average to identify such items. It should be noted in both of these cases, that the number of subjects involved was rather small (Table 4.16). The same problem entered into an examination of whether individuals took the advice suggested by the ads (Table 4.17). It might simply be indicated that over half of the subjects responding in all educational groups reported taking the advice.

Those with the least education were the least likely to perceive an increase in advertising, but the most likely to indicate that they were unsure. Over half of the subjects in all other categories, (peaking at 62% for B.A./ B.Sc. degrees) perceived an increase in such advertising (Table 4.18).

In sum, there was some differentiation in exposure to the advertising campaigns by education. In terms of the campaign under investigation, those with the least and the most education were somewhat less likely than other education groups to identify exposure to the ads. At the same time, it should be recognized again that exposure was high in all of the categories.

#### Occupation of Respondent

The variable occupation was measured in four different ways in this study. First, respondents were asked to identify their own occupation. Second, respondents were asked to state the occupation of the major contributor to family income. Third, the occupation of other wage earners was asked and finally, the pre-retirement occupation of anyone who was retired

TABLE 4.15

"Have You Seen or Heard Anything Recently That Informed  
You About Crime?" By Education of Respondent\*

Response	Education				
	0-8 yrs.	9-17 yrs.	Certificate	B.A./B.Sc.	Professional
YES	18	37	42	42	39
NO	82	63	58	58	68
N	104	728	212	96	89

p = .002

\*28 respondents are deleted from this table.

TABLE 4.16

"What Did You See or Hear?" By Education of Respondent\*

Type of Message	Education				
	0-8 yrs.	9-17 yrs.	Certificate	B.A./B.Sc.	Professional
Target Ads	25	30	30	32	49
T.V. Programs	5	10	7	8	-
Other Provincial Ads	15	20	18	24	18
Commercial Ads	-	4	5	3	
Other Types	5	5	8	13	6
Non-Classifiable	35	15	15	8	18
Other	15	16	16	13	9
N	20	261	94	38	33

p = .71

\* 28 responses are deleted from this table.

TABLE 4.17

"Did You Take The Advice?" By Education of Respondent\*

Response	Education				
	0-8 yrs.	9-17 yrs.	Certificate	B.A./B.Sc.	Professional
YES	53	55	52	60	58
NO	31	38	46	32	32
NOT SURE	16	7	3	8	10
N	19	247	87	31	37

P = .22

\*28 responses are deleted from this table.

TABLE 4.18

"Have The Number of Crime Prevention Messages Increased, Decreased or Remained About the Same " By Education of Respondent\*

Response	Education				
	0-8 yrs.	9-17 yrs.	Certificate	B.A./B.Sc.	Professional
Increase	39	56	55	62	52
Decrease	1	4	4	2	3
Remain About the Same	34	32	30	26	32
Don't Know or Other	26	8	10	10	12
N	107	737	214	96	90

p = .0002

\* 28 respondents are deleted from this table.



was asked. While the four methods indicated somewhat different proportions in each category, the patterns that emerged were the same in all four analyses. It was felt that the most reliable indicator of socioeconomic status would likely be the occupation of the respondent. As a result, in the analysis of occupation and exposure to the campaigns, only a discussion of the occupation of the respondent is presented. It should be noted that according to the occupational breakdown, housewives constitute approximately 20% of the sample. Further, several categories of occupation have been eliminated from the presentation as the numbers in those categories were too small for meaningful analysis.

The categories in the accompanying tables indicate "Blissen (1971) scores" which have been trichotomized such that "1" is the lowest set of scores (low status occupations) and "3" is the highest set of scores (high status occupations). About 25% of our population fell into the first group, another 30% in the second group and about 12% in the third group.

Housewives and students were the most likely to indicate recognition of the "let's not give crime a chance" campaign, while in the occupation groupings, those in the lower categories were more likely to recognize campaigns than those in the upper categories. This pattern reverses for the shoplifting campaign. Regarding the bogus campaigns, "*pull* together to prevent crime" and "crime prevention is a community affair", those in the lower categories were more likely to indicate recognition than were those in the upper categories. Housewives indicated a fairly high recognition of all of the campaign slogans (Table 4.19).

In terms of the amount that shoplifting adds to each dollar, those in the upper categories were more likely to indicate the correct amount than those in the lower categories. Again, this was in the predicted direction, *possibly because those in the upper categories would be more likely to find*

TABLE 4.19

## Exposure to Crime Prevention Slogans by Occupation of Respondent (Blishen Scores)

(Proportion Responding "Heard of it")

Slogan	Blishen Occupational Score or Occupation						N
	Low Scores	Middle Scores	High Scores	Retired	Housewife	Student	
Pull Together to Prevent Crime	31	25	19	22	22	6	1260
Shoplifting is No Way to Make Your Mark in Life	77	78	83	78	78	85	1263
Crime Prevention is a Community Affair	66	71	54	61	70	60	1260
LET'S NOT GIVE CRIME A CHANCE	87	86	84	76	93	91	1260
Help Cure the Common Crime	16	13	10	14	16	8	1256
How Much Does Shoplifting Add to Each Dollar You Spend Response = 5¢	9	13	23	4	8	15	1243

this a salient fact or would have known this information prior to the campaign.

The occupational categories did not differentiate well in terms of whether individuals have seen or heard anything that informed them about crime prevention. An exception in this regard involved those who were retired. This group was considerably less likely to report having seen or heard something regarding crime prevention. This is, of course, consistent with the data relating to age.

Again, the occupational categories did not differentiate well in terms of the types of ads specifically identified by respondents. It might be noted, however, that respondents in upper categories were more likely to have reported exposure to target ads (Table 4.21). In all categories except the upper occupational groups, over 50% of the respondents reported taking the crime prevention advice to which they were exposed (Table 4.22).

Finally, it may be noted that students were more likely to perceive an increase in the amount of advertising (Table 4.23). However, in terms of the other occupational groupings, there was little differentiation with respect to this item.

In sum, occupation does not differentiate well in terms of recognition or exposure to the campaign.

### *Exposure and Media Behaviour*

This section of the report concerns the manner in which the previously discussed exposure items are related to respondents' reported patterns of media consumption. Open-ended questions were employed in order to assess the number of hours respondents spent watching television and listening to the radio and the number of times that respondents had read a newspaper during the week preceding the survey. Such a line of inquiry, of course,

TABLE 4.20

"Have You Seen or Heard Anything Recently That Informed You About Crime?" By Occupation of Respondent (Blishen Scores)

Blishen Occupational Score or Occupation

Response	Low Score 1	Middle Score 2	High Score 3	Retired	Housewife	Student
YES	34	42	33	20	37	39
NO	66	58	67	80	63	61
N	318	370	155	70	267	65

p = .0033

TABLE 4.21

"What Was It You Heard or Saw?"  
By Occupation of Respondent (Blishen Score)

Blishen Occupational Score or Occupation

Type of Message	Low Scores 1	Middle Scores 2	High Scores 3	Housewife	Student
Target Ads	28	33	38	28	32
T.V. Programs	6	10	9	10	8
Other Provincial Ads	22	17	26	15	24
Commercial Ads	5	5	2	2	
Other Types	8	5	8	7	12
Non-Classifiable	13	14	11	20	16
Other	17	15	6	17	8
N	109	157	47	98	25

TABLE 4.22

"Did You Take the Advice?"  
By Occupation of Respondent (Blishen Score)

Response	Blishen Occupational Score or Occupation				
	Low Scores 1	Middle Scores 2	High Scores 3	Housewife	Student
YES	53	55	45	53	62
NO	39	40	47	40	19
NOT SURE	8	5	9	7	19
N	102	149	47	95	21

p = .76

TABLE 4.23

"Have the Number of Crime Prevention Messages Increased, Decreased  
or Remained About the Same?" By Occupation of Respondent (Blishen Score)

Response	Blishen Occupational Score or Occupation					
	Low Scores 1	Middle Scores 2	High Scores 3	Retired	Housewife	Student
Increase	53	56	55	44	56	62
Decrease	3	5	1	1	4	9
Remain About the Same	31	31	33	35	29	23
Don't Know or Other	9	9	11	19	11	6
N	322	375	155	72	272	65

p = .56

assumes that the previous week is typical in terms of respondents' habits of media consumption or that any atypicalities will be randomly distributed and will thus balance out. It is felt that such items regarding a typical week are preferable to items asking respondents to estimate their "average number of hours" of media exposure.

Since the Solicitor General Alberta Campaign employed radio, television and the press, it would be expected that as the amount of media exposure increases, so might recognition of campaign information. This hypothesis was investigated by examining the relationships existing between frequency of radio, television and newspaper exposure on one hand and the previously discussed exposure items on the other. In addition, a simple cumulative index of number of hours spent listening to the radio and number of hours spent watching television was related to the exposure items.

Table 4.24 presents cross-tabulations of recognition of the "Let's not give crime a chance" slogan by each of number of hours spent listening to the radio, number of hours spent watching television and number of newspapers read during the previous week.

As would be expected from the simple frequency distributions discussed earlier, recognition of the "Let's not give crime a chance" slogan appears to be high at all levels of exposure for all media. Although none of the relationships illustrated in Table 4.24 is significant, in the case of radio and television exposure the relationships are in the predicted direction. In other words, as the amount of exposure to television and radio increases, so does recognition of the slogan. Such a trend, however, is not indicated in the case of the "number of newspapers read" variable. This might be explained by the fact that respondents who read many newspapers per week are likely to increase the number of out-of-province newspapers.

Table 4.25 presents a simple cumulative index of number of hours spent

TABLE 4.24  
 Recognition of "Let's Not Give Crime a Chance"  
 By Amount of Television Viewed  
 Number of Hours

Response	None/Don't watch	1-2 hrs.	3-4 hrs.	5 or more	Don't Know
Never Heard Of It	16	10	9	10	27
Heard Of It	78	87	88	90	73
Not Sure	6	3	4	1	
N	73	687	343	182	15

p = .06

Recognition of "Let's Not Give Crime a Chance"  
 By Number of Hours Spent Listenin<sup>g</sup> to Radio

Response	None/Don't Listen	1-5 hrs.	6-10hrs.	5 or more	Don't Know
Never Heard Of It	13	12	8	7	13
Heard Of It	84	86	90	91	75
Not Sure	4	3	3	2	13
N	182	601	191	289	16

p = .08

Recognition of "Let's Not Give Crime a Chance"  
 By Number of Newspapers Read

Response	None/Don't Read	1-5	6-10	10 or more	Don't Know
Never Heard Of It	10	8	17	17	
Heard Of It	88	89	86	83	100
Not Sure	2	3	3		-
N	145	338	747	47	3

p = .60

watching television and number of hours spent listening to the radio cross-tabulated against recognition of the "Let's not give crime a chance" slogan. This relationship is not significant but again, it does suggest the presence of a trend in the expected direction.

TABLE 4.25

Recognition of "Let's Not Give Crime a Chance" By  
Cumulative Index of Number of Hours Spent Listening to the  
Radio and Number of Hours Spent Watching Television

Response	Index			
	0 - 2	3 - 5	6 - 10	11 or more
Never Heard Of It	13	12	8	6
Heard Of It	83	86	90	93
Not Sure	4	3	2	1
N	270	480	358	142

p = .06

Generally, the other crime prevention slogans, both genuine and bogus, proved to be uninteresting in terms of the variability which they exhibited when related to the various media variables. One exception in this regard was the bogus slogan "crime prevention is a community affair". Although the relationships were not significant, "recognition" of this slogan seems to increase as the four media variables increase in value. This phenomenon may indicate the influence of the "general recognition" factor discussed earlier.

In terms of the other exposure items, neither the "shoplifting" item nor the item which asked respondents whether or not they have seen or read anything regarding crime prevention show significant or patterned variation with respect to media consumption. With respect to the item which asked respondents specifically what it was they saw regarding crime prevention, interpretation is difficult due to the very small cell frequencies. Generally,



it appears, however, that the number of hours spent listening to the radio, the number of hours spent watching television and the number of newspapers read do not consistently affect the likelihood of seeing, reading or hearing any particular type of crime prevention information. Table 4.26 cross-tabulates the cumulative media index by the "what did you see" item and is illustrative in this respect.

TABLE 4.26

"What Was It You Saw Regarding Crime Prevention?" By Media Index  
(Cumulative Index of Number of Hours Spent Watching Television  
and Number of Hours Spent Listening to the Radio)

Type of Message	Index			
	0 - 2	3 - 5	6 - 10	11 and more
Target Ad	34	32	29	32
T.V. Programs	9	9	10	5
Other Provincial Sol. Gen. Programs	14	22	23	18
Commercial Ads	4	3	3	4
Other Type Ad	16	5	3	2
Non-Classifiable	15	14	16	18
Other	7	16	16	21
N	99	174	121	56

p = .0365

*Exposure and Experience With Crime*

An additional factor which might be expected to affect exposure to mass mediated crime prevention is actual experience with crime. Hypothetically, it might be suggested that the experience of being a victim or the experience of having family members victimized might in effect sensitize individuals to

crime prevention messages. The literature on public perceptions of crime would suggest, however, that such relationships, if they exist, are not likely to be of major significance. Numerous studies have found that actual experience with crime measured in terms of, for instance, personal victimization bears little relationship to various kinds of attitudinal measures (for examples see McIntyre, 1975; Block and Long, 1973). The argument made by these writers can be extended to suggest that since the bulk of criminal victimization incidents are of a minor nature and do not constitute significant life-events for respondents, they will not, in fact, make crime prevention information salient. The arguments against such a relationship aside, the present research attempted to determine if actual experience with crime does, in fact, seem to be related to the exposure items.

Respondents were asked the following:

1. Are you aware of a crime that was committed against you or your property in the last six months?
2. Has anything ever happened to you personally that makes you fear for your personal safety or the safety of your property in this neighbourhood?
3. Have you ever heard anything or read anything that makes you fear for your personal safety or the safety of your property in this neighbourhood?
4. Have you or any member of your household ever been the victim of a serious crime?

Generally, these items showed no consistent or interesting relationships to the exposure items. The exceptions in this regard are found in Tables 4.27 and 4.28.

TABLE 4.27

Crime Information By Fear Concerning Neighbourhood Safety

		"Have you heard anything or read anything that makes you fear for your personal safety or the safety of your property in this neighbourhood?"	
		YES	NO
Can you think of anything that you saw or heard that informed you about something that you yourself could do to prevent crime?	YES	43	33
	NO	58	67
N		405	839
p = .0007			

TABLE 4.28

Crime Information By Victimization

		"Have you or any member of your household ever been the victim of a serious crime?"	
		YES	NO
Can you think of anything that you saw or heard that informed you about something that you yourself could do to prevent crime?	YES	44	35
	NO	56	65
N		195	1065
P = .04			

It will be noted in Table 4.27 that respondents who report having heard or read something that makes them fear for their personal safety or the safety of their property are more likely than respondents who have not had this experience to report having heard or seen something that informed them about preventing crime. Although this may, in fact, suggest greater sensitivity on the part of these respondents, this in no way suggests that the crime prevention material to which they have been exposed is part of the current Solicitor General Alberta campaign. The lack of any relationships

between the experience with crime items and the other exposure items makes such an interpretation doubtful. Similarly, Table 4.28 suggests that respondents who themselves or whose family members have been victimized by serious crime are more likely to report having heard or read something that informed them about something that they themselves could do to prevent crime. Again, however, the interpretation of this relationship must be made with great caution.

*Exposure and Crime Prevention Behaviour of Friends and Acquaintances*

An attempt was also made to determine whether the crime prevention behaviour engaged in by friends or acquaintances of respondents in any way affected the likelihood of respondents' sensitivity to crime prevention messages<sup>1</sup>. Respondents were asked to indicate whether or not they had friends or acquaintances who had taken any or all of several crime prevention measures during the six month period preceding the survey. Specifically, the items included: the installation of additional locks; the installation of special lights to make homes safer from crime; buying a weapon and installing a burglar alarm system. A simple cumulative index was created out of these items in order to determine whether or not a greater likelihood of crime prevention behaviour on the part of friends or acquaintances was related to greater familiarity with mass mediated crime prevention.

Taken in total, the results in this regard suggest the absence of such a relationship. The tendency on the part of friends or acquaintances to engage in crime prevention behaviour appeared to be almost completely unrelated to the exposure items. One exception in this regard is found in Table 4.29. It will be noted that as the number of crime prevention measures taken by friends and acquaintances increases, so does the proportion

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<sup>1</sup> We are, of course, dealing with both knowledge and belief that friends took precautions.

of respondents who report having heard or read something that informed them about preventing crime. The apparent curvilinear nature of this relationship may be explained by the small number of respondents who reported having friends or acquaintances who took three such measures. Again, it should be pointed out that the absence of a relationship between the behaviour of friends and acquaintances on the one hand and the ability to recognize the "Let's not give crime a chance" slogan on the other makes doubtful the interpretation that the relationship suggested in Table 4.29 is, in fact, related to the current Solicitor General Alberta campaign.

TABLE 4.29

Crime Information by Number of Crime Prevention Measures Taken by Friends and Acquaintances of Respondent

		Index			
		0	1	2	3
Have you seen or heard anything that informed you about something that you yourself could do to prevent crime?	YES	31	38	50	36
	NO	70	62	50	64
	N	619	278	113	25
		p = .0006			

*Exposure and General Attitudes to Crime*

It might be expected that recognition of the Solicitor General Alberta crime prevention campaign or the tendency to perceive increases in the amount of crime prevention advertising generally would be related to the respondents' more general attitudes toward crime. This would, of course, suggest that more intense attitudes with respect to crime might sensitize respondents to such crime prevention messages. It has long been accepted in the sociology of mass communications that audience members tend to expose themselves to information in which they are already interested and with

which they already agree.

The present research attempted to determine whether or not respondents who differed with respect to their general attitudes to crime were also distinguishable on the basis of their responses to the previously discussed exposure items. General attitudes to crime were measured through the utilization of three composite indexes of respondents' replies to questionnaire items.

The first such index served as a measure of general problem awareness with respect to crime. Early in the interview, respondents were asked to choose from a list of six problems the one to which they had been "paying most attention lately". "Crime" was the third problem on the list. After replying, respondents were asked if there was another problem on that list to which they had been paying attention. Respondents were assigned an arbitrary score of "2" if they mentioned crime as the first problem to which they had been paying attention, a score of "1" if they mentioned crime as the second such problem, and a score of "0" if they mentioned crime in neither case. Such an index might serve as a general indicator of concern with crime as a problem *visa vis* other problem conditions. Scores on this problem index showed virtually no relationship to any of the exposure items. Table 4.30, for instance, illustrates the relationship between the problem index and recognition of the Solicitor General Alberta crime prevention slogan.

An interesting, although not significant relationship is presented in Table 4.31, which crosstabulates scores on this problem index with answers to the question "did you take the advice" referring to respondents' reports of crime prevention advice to which they had been exposed.

TABLE 4.30

Slogan Recognition By Problem Index

		Index		
		0	1	2
Recognition of "Let's Not Give Crime a Chance" Slogan	Never Heard Of It	11	10	8
	Heard Of It	86	89	89
	Not Sure	3	2	3
	N	743	294	197

P = .62

TABLE 4.31

Advice Taking By Problem Index

		Index		
		0	1	2
Did You Take the (Crime Prevention) Advice?	Yes	50	58	62
	No	43	34	33
	Not Sure	7	8	5
	N	251	105	66

p= .35

Although the relationship is not a significant one, this table suggests that respondents who report paying more attention to crime relative to other problems are also more likely to report that they had followed the crime prevention advice to which they had been exposed.

A second index was utilized to gauge general concern on the part of respondents regarding the possibility of criminal victimization. Respondents were provided with a list of crimes and asked if they were "concerned or not concerned about the possibility of becoming a victim of each of these crimes in the near future". Responses to these items were combined into a

single index such that higher scores on this index represent concern with victimization regarding a greater number of crimes than do lower scores. The only exposure item to which this "concern index" was significantly related was that which asked respondents whether or not they could identify the slogan "shoplifting is no way to make your mark in life". This relationship is represented in Table 4.32.

TABLE 4.32

Recognition of Shoplifting Slogan by Victimization Concern Index		Index					
		0	1	2	3	4	5
Recognition of the Slogan: "Shoplifting Is No Way To Make Your Mark In Life"	Never Heard Of It	34	21	17	19	19	16
	Heard Of It	65	75	81	81	79	83
	Not Sure	2	4	2	1	2	1
N =		107	100	192	220	247	314
p =		.0053					

It will be noted that as scores on this index increase so does the proportion of respondents who report having heard of the anti-shoplifting slogan. In view of this, it is somewhat surprising that a similar relationship does not exist between this concern index and recognition of the "let's not give crime a chance" slogan. The cross-tabulation of these two variables is presented in Table 4.33.

It will be noted that within the "heard of it" category with respect to the shoplifting slogan, high and low scores on this concern index differ by almost 20 percentage points. However, within the "heard of it" category for the "let's not give crime a chance" slogan, the differences between high and low scores is only 3 percentage points. The absence of important and significant relationships between this concern index and the other



exposure items and the generally high reported familiarity with the "let's not give crime a chance" slogan may combine to suggest that the media blitz with respect to the most recent Solicitor General Alberta campaign may have brought the "let 's not give crime a chance" slogan to the attention of most respondents - even those for whom the message is not particularly salient. By comparison, these data may be taken as suggesting that recognition of the shoplifting slogan on the other hand does show variation according to degree of salience as measured by general concern with respect to victimization.

TABLE 4.33  
Recognition of the Slogan "Let's Not Give Crime A Chance"  
By Victimization Concern

	Index					
	0	1	2	3	4	5
Never Heard Of It	12	9	11	10	9	9
Recognition of the Slogan: "Let's Not Give Crime A Chance"	86	86	89	88	90	89
Heard Of It	2	5	3	3	1	2
Not Sure						
N =	107	101	191	220	245	314
p =	.80					

The third attitude index was constructed by combining respondents' answers to questions which asked respondents whether or not they felt that their chances of being a victim of several specific crimes had "gone up, gone down or remained the same in recent years". Respondents were assigned an arbitrary score of "1" for each "gone down", "2" for each "remained the same" and "3" for each "gone up". Scores on this index thus ranged from a low of 5 to a high of 15. These scores were then collapsed into four categories for the purpose of tabular analysis with "4" representing higher

scores and "1" representing lower scores. Generally, the relationships involving the index of the subjects perception of the probability of victimization (which have been labeled "subjective probability of victimization") and the various exposure items did not prove to be interesting or significant. For example, relationships existing between this index on the one hand and recognition of the "shoplifting" and "let's not give crime a chance" slogans on the other are presented in Table 4.34 and 4.35.

TABLE 4.34

Recognition of Shoplifting Slogan By Index of Subjective Probability of Victimization

		Index			
		1	2	3	4
.Recognition of the Slogan "Shoplifting is No Way to Make Your Mark in Life"	Never Heard <i>Of It</i>	12	21	18	19
	Heard Of It	88	77	80	79
	Not Sure	0	2	2	2
	N =	34	189	292	619

p = .87

TABLE 4.35

Recognition of "Let's Not Give Crime a Chance" By Index of Subjective Probability of Victimization

		Index			
		1	2	3	4
Recognition of the Slogan "Let's Not Give Crime A Chance"	Never Heard <i>Of It</i>	6	10	7	10
	Heard Of It	91	89	91	87
	Not Sure	3	2	2	3
	N=	34	188	292	617

p = .67

The investigation of the relationships existing between this index and the exposure items did discover one relationship which proved to be statistically significant. As is evident in Table 4,36, respondents who score high on the index of subjective probability of victimization are more likely than respondents who score low on this index to perceive an increase in crime prevention advertising during the six-month period preceding the survey. Interpretation of this relationship is difficult in view of the absence of relationships between the index and the other exposure items. It may, of course, be that respondents who score high on this index would have perceived such an increase even if one had not, in fact, taken place. Or, the relationship may be a methodological artifact brought about by the relatively small number of respondents receiving low scores as compared with the greater number of respondents receiving higher scores.

TABLE 4.36

Perception of Amount of Advertising By Index of Subjective Probability of Victimization

		Index			
		1	2	3	4
Perception of Whether Crime Prevention Advertising by the Solicitor General and Local Police Increased, Decreased or Remained About the Same in the Six Month Period Preceding the Survey	Increased	46	52	58	57
	Decreased	11	4	5	2
	Remained the Same	28	38	30	31
	Other Response	3	0	0	1
	Don't Know	11	5	7	9
N		35	189	292	618

p = .0153

Based on the evidence reviewed in this chapter, it is safe to conclude that exposure to the "let's not give crime a chance" campaign is quite high. Well over 80% of the sample indicates recognition of the slogan. However, it is necessary to keep in mind that the figure is likely to be somewhat inflated for a variety of reasons. Of particular importance in this regard are the problems of social desirability and general recognition. Further, the analysis presented in this chapter does not suggest that recognition of the campaign varies importantly along socio-demographic or attitudinal dimensions. This is, of course, partly a function of the very high level of recognition apparent in the sample as a whole.

## Chapter V

### ATTITUDES AND BEHAVIOUR

More important than mere exposure is the manner in which exposure relates to behavioural change. To ask questions about the way information campaigns, of any type, affect behaviour is to attempt to understand an extremely complex social process. Although the present research design does not make a full understanding of this process possible, we deal with the question of behavioural change in three distinct ways. In the next section, we consider several items included in the post-intervention survey that were intended to permit examination of the possible links between campaign exposure and behavioural change. Later in this chapter, pre- and post-intervention samples are compared with respect to a number of measures of attitudes and reported behaviours. Finally, in Chapter 6, official crime rates for the city of Edmonton are analyzed in order to suggest how the volume and reportability of some specific crimes varies during the first 10 months of the crime prevention program.

#### *Behavioural Change*

Early in the post-intervention survey, respondents were asked:

"within the last six months, have you done anything to protect yourself or your property against crime?"

Thirty-six percent of the respondents replied to this question in the affirmative. A follow-up question attempted to discern with greater specificity the type (or types) of crime prevention measures taken. In descending order of frequency, this question yielded the following results shown in Table 5.1.

TABLE 5.1

Proportion of Sample Taking Various Crime Prevention Measures  
(in the last 6 months)

Preventive Measure	% of respondents
Installed New Locks	12
Started to Lock Doors and/or windows	11
Installed New Lights/Leave Lights on	4
Bought Insurance	4
Started to Secure Car	3
Bought a Dog	2
Put Valuables in Secure Place	1
Changed Activity Patterns (Don't Go Out Alone, Go Out Less)	1
Carry/Bought a Weapon for Protection	1
Installed Peephole	1

(N = 1287 for each item)

A simple cumulative index constructed in order to indicate the total number of crime prevention measures taken by each respondent yielded the results indicated in Table 5.2.

Overall, the frequency of crime prevention behaviour engaged in by respondents is quite low. More pertinent to the present issue, however, is the degree to which these measures might be attributed to on-going mass media crime prevention campaigns. Thus, respondents who reported taking any crime prevention measure during the six month period preceding the survey were also asked:

"What led you to take this action?"

Collapsed responses to this question and the associated adjusted percentage frequency are found in Table 5.3

TABLE 5.2

Number of Crime Prevention Measures Taken by Sample

<u>Number of Crime Prevention Measures Taken</u>	<u>% of Respondents</u>
	71
	21
	6
3	2
4	1
5	

---

N = 1287

TABLE 5.3

Reasons for Taking Preventive Measures

<u>Reason for Taking Preventive Measure</u>	<u>% of Respondents</u>
Don't Know	2
Concern with Crime	53
Respondent, Household or Members of Household Victimized	18
Respondent Knows Other People who Took Similar Action	2
Respondent Saw Ad or Publicity of some sort which suggested That Such Action be Taken	9
Other	16

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N = 433

If such data can be interpreted at the manifest level, they suggest that all on-going mass media crime prevention campaigns may account for only 9% of the reported behaviour.

In order to acquire information which more specifically related to the present Solicitor General Alberta crime prevention campaign, respondents were asked to report upon two types of behaviour which constituted central themes of the present campaign.

Respondents were asked, "Do you lock your car when you go shopping?" Seventy-six percent of those who responded indicate that they "always" locked their cars when shopping. A further 10% indicated that they did so "most of the time". Five percent report that they "sometimes" locked their cars while 37% stated that they "hardly ever" did so. Only 3% said that they "never" took this precaution.

A follow-up question attempted to discern the extent to which these patterns of reported behaviour were stable or if in fact respondents had recently changed their behaviour in this regard. Thirteen percent of respondents indicated that they had in fact changed their behaviour "recently". Interviewers were instructed to suggest to respondents that "recently" meant during the "last six months". Those respondents who reported that they had changed their behaviour (N = 173) were asked to indicate the reason for the change. Twenty-four percent of those respondents indicated that the change was the result of something that they had seen or heard in an anti-crime campaign. Sixteen percent cited personal victimization as the reason. All other answers to this question were grouped together and coded into a single "other" category which contained 60% of the responses.

In a similar vein, respondents were asked:

"When it is really cold out, do you ever leave your car running while you do an errand?"

Alberta residents, of course, experience extremely low temperatures during winter months and it is suggested that many auto thefts are related to the practice of leaving cars running while temporarily unoccupied. For that



reason, the Solicitor General Alberta crime prevention campaign specifically focused attention on this problem. Of those respondents who replied to this question. (N = 1102) 51% answered in the affirmative and 49% in the negative. The respondents who answered "Yes" to this question were then asked:

"Are the doors left locked or unlocked?"

Of those responding, 82% answered "locked" and 18% answered "unlocked". Again, respondents who gave the former answer were asked to indicate whether they had always done this or whether they had changed their behaviour recently. Of those respondents who had not been eliminated by previous questions (N = 487) 85% indicated that they had always done this and only 15% reported that they had changed their behaviour in recent times. As with the previous set of items, those respondents who reported changing their behaviour in this regard were asked to indicate the reason for the change. Only 18 respondents (24%) mentioned an anti-crime ad as the reason. Fifteen respondents (20%) mentioned personal victimization and miscellaneous "other" reasons given by 41 respondents (53%) constituted the modal category.

It would appear that overall the degree of change (reported by respondents) which can be attributed to crime prevention campaigns is very low vis a vis other sources of behavioural change. Additionally, it must be re-emphasized that Alberta residents are exposed to numerous crime prevention campaigns including those sponsored by local police, local private agencies and American public and private organizations. Whatever behavioural change is attributed to these campaigns must most cautiously be interpreted as some form of total effect and thus the change is not solely or directly attributable to the present Solicitor General Alberta campaign.

It is, however, possible to acquire a somewhat more accurate picture

of the relative influence of the campaign. As discussed in Chapter 4, if they could think of anything that they saw on television or in the newspaper or anything that they themselves could do to prevent crime. Thirty-seven percent of the respondents indicated that they had seen or heard a question asked respondents to describe the content of the advertisement. As indicated in Table 4.3 of Chapter 4, 32% of the respondents suggested "target ads", that is, ads associated with the current solicitor General. A final question in this series asked respondents whether they had followed the advice suggested to them by the crime prevention message to which they had been exposed. Fifty-four percent of the respondents reported that they had. Thirty-nine percent answered in the negative and 7% were unsure. A cross-tabulation of these last two items is presented in Table 5.4

TABLE 5.4  
Following Advice by Type of Ad Identified (Percent)

Response	Type of Message						
	Target AD	.T.V. Program	Provincial Sol.	Gen.	Commer- cial	Other'- Type	Non- Class
Yes	63	59	47	13	56	55	55
No	29	38	47	81	37	35	42
Not Sure	8	3	6	6	7	10	3
N	134	34	89	16	27	60	62

p = .0205

It will be noted that 63% of those respondents who were exposed to the Solicitor General Alberta current crime campaign (i.e. Target Ads) answered "yes" to the question "Did you take the advice?", indicating, with respect to this table at least, moderate influence. However, the proportion of all respondents is again very small.

As the above suggests, it might prove interesting to compare the apparent effectiveness of this crime prevention campaign with other types of campaigns. For instance, respondents to the present survey were asked whether or not they had changed their driving habits during the "last few months". Forty-two percent indicated that they had.

Respondents were then asked through the use of an open-ended question to indicate how they had changed their habits. The coded categories and their associated adjusted percentage frequencies are indicated in Table 5.5.

TABLE 5.5

Type of Driving Habit Change

<u>Type of Change in Driving Habits</u>	<u>% of Respondents</u>
More careful	29
Drive defensively	21
Slowed down	20
Special precautions because of winter	10
Began using seat belts	9
Other	11
<hr/>	
N	459

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<sup>1</sup>Two AM "rock" stations (sister stations in Calgary and Edmonton) had extensive radio and billboard safe driving campaigns with the theme "Drive Decent" on-going during the time of our survey. Eighty-four percent of Edmonton residents and 91% of Calgary residents indicated recognition of this campaign.

Respondents were then asked the reason for this change in their driving habits. The question was open-ended and responses were coded into only two categories as noted in Table 5.6.

TABLE 5.6

Reason for Changing Driving Habits

<u>Reasons for Change</u>	<u>% of Respondents</u>
Safe Driving Campaign	15
Other Reason	84
<hr/>	
N	433

As this table illustrates, 15% of those responding to this question attribute their changed driving habits to a safe-driving campaign.

In a somewhat different vein, respondents were asked whether or not there was a burglar alarm in their homes. Only 3% of the respondents answered in the affirmative (N = 1270). As a follow-up, respondents were asked to indicate the major factor which prompted the installation of the alarm. The responses to this question and the adjusted percentages are found in Table 5.7.

TABLE 5.7

Reason for Installing Burglar Alarm

<u>Reason for Installation of Burglar Alarm</u>	<u>% of Respondents</u>
Came with the house	19
Concerned with or afraid of crime generally	36
Victim of crime (respondent, household, household member)	8
Media messages	17
Other reason	19

It should be noted that the number of respondents is quite small. Still, consistent with previously discusses data the table suggests that media seem to be of only moderate importance in their effect on behavioural change.

#### *Before-After Comparisons*

In this section of the report, consideration is given to a comparison of respondents' attitudes and reported behaviours as revealed by the pre- and post-intervention surveys. Differences which do occur cannot, of course, automatically be attributed to the mass media campaign. Given the length of the intervening period, numerous other factors may account for and help explain changes which do occur. The following is, therefore, best thought of as an additional analytical approach which may aid in the understanding of the effects of mass media crime prevention programs.

This discussion is divided into two parts. First, attention will be given to those items which were intended to measure respondents' attitudes towards a variety of crime-related issues. The second part of the discussion will deal with changes in reported behaviour as revealed by the pre- and post-intervention surveys.

#### Attitudes

For the sake of comparison a number of identical attitudes to crime items were included on both the pre- and post-intervention surveys.

As discussed elsewhere, respondents to both surveys were read a list of "problems" and asked to indicate the one to which they had been paying most attention recently. Respondents who replied to this question were then asked if there was another problem to which they had been paying attention. The adjusted percentage frequencies for these items at Time 1 and Time 2 are as follows:

TABLE 5.8

Before-After Comparisons of Responses to the Question  
 "To What Problems Have You Been Paying Attention?"

		of Respondents	
		Time 1	Time 2
First Problem	Inflation	35	36
	Unemployment	16	10
	Crime	12	16
	Taxes	7	7
	National Unity	8	5
	Family Matters	18	24
	None of These	4	3
	N	1021	1279
Second Problem	Inflation	24	26
	Unemployment	16	10
	Crime	20	24
	Taxes	10	11
	National Unity	12	6
	Family Matters	10	14
	None of These	9	10
	N	983	1236

It will be noted that the proportion of respondents who have been paying attention to crime shows little change from Time 1 to Time 2. This is further illustrated in Table 5.9 which is an attempt to present these same data in somewhat different form. Respondents who mentioned crime as the first problem to which they were paying attention were assigned a score of "2".

Those who mentioned crime as the second problem were assigned a score of "1" and respondents who did not mention crime in either case were assigned a score of "0".

TABLE 5.9

Before-After Comparison of Relative Importance of Crime Index

Score	% of Respondents	
	T1	T2
0	68	60
1	20	24
2	12	16
N	988	1238

Respondents to both surveys were presented with a number of hypothetical crime situations and asked to indicate what they would do if they saw each of these events taking place. The comparative results of these questions appear in Table 5.10.

TABLE 5.10

Before-After Comparison of Self-Reported Response to Hypothetical Crime Situations

Someone is Breaking into a Neighbour's House

Response	% of Respondents	
	T1	T2
Do Nothing	.7	1
Call Police	91	91
Call Relative or Friend	.2	.4
Call Neighbour	1	1
Other	.7	.3
Not Sure	.5	.7
Intervene Self	6	6
N	1031	1287

Table 5.10 (cont'd.)

<u>Someone is Damaging Neighbour's Property</u>		
<u>Response</u>	T1	T2
Do Nothing	1	2
Call Police	60	61
Call Relative or Friend	.6	1
Call Neighbour	4	4
Other	2	1
Not Sure	2	1
Intervene Self	31	30
N	1031	1287

<u>Someone is Shoplifting</u>		
<u>Response</u>	T1	T2
Do Nothing	22	16
Call Police	3	2
Tell Store Personnel	57	62
Other	2	1
Not Sure	10	10
Intervene Self	7	8
N	1031	1287



Table 5.10 (cont'd.)

Someone is Breaking Into a Car on Your Street		
Response	T1	T2
Do Nothing	3	3
Call Police	66	67
Call Relative or Friend	2	2
Call Neighbour	4	4
Other	5	7
Not Sure	20	18
Intervene Self	.2	.1
N	1031	1287

Overall, these items show very little change in respondents' willingness to intervene in "hypothetical crime situations". It should, of course, be pointed out that since these replies represent the maximum likelihood of intervention rather than reported behaviour, such change over time may not be expected.

On both surveys respondents were asked a number of questions relating to feelings of safety in both the neighbourhood and the city in which they reside. The following tables (5.11 - 5,14) present the adjusted percentage frequencies for four such items at two points in time. In all cases, the amount of change over time is marginal.

TABLE 5.11

Before-After Comparison of Feelings  
of Neighbourhood Safety (Daytime)

How Safe Do You Feel Walking Alone in Neighbourhood During The Day?	% of Respondents	
	T1	T2
Very Safe	71	73
Reasonably Safe	25	25
Somewhat Unsafe	3	2
Very Unsafe	1	.3
Don't Know	.4	.4
N	1026	1283

TABLE 5.12

Before-After Comparison of Feelings  
of Neighbourhood Safety (Night)

How Safe Do You Feel Walking Alone in Your Neighbourhood at Night?	% of Respondents	
	T1	T2
Very Safe	29	30
Reasonably Safe	40	38
Somewhat Unsafe	18	20
Very Unsafe	12	11
Don't Know	1	2
N	1021	1272

TABLE 5.13

Before-After Comparison of Feelings of Probability of Subjective Victimization in Neighbourhood

<u>Response</u>	% of Respondents	
	T1	T2
Very Safe	36	33
About Average	57	59
Less Safe than Most	5	5
One of the worst in City	.6	1
Don't Know	2	2
N	1022	1281

TABLE 5.14

Before-After Comparison of Feelings of Probability of Subjective Victimization in City

<u>Response</u>	% of Respondents	
	T1	T2
Very Safe	13	13
About Average	55	62
Less Safe Than Most	15	14
One of the worst in Province	14	8
Don't Know	3	4
N	1023	1281

The following tables (5.15 - 5.16) deal with public attitudes towards six specific crimes (break and enter; theft from car; theft of car; vandalism; rape; assault). These crimes were singled out for attention because of their relevance to the present Solicitor General Alberta campaign. Res-

pondents were read the list of crimes and asked to indicate whether they were "concerned" or "not concerned" about becoming a victim of each of these crimes in the near future.

TABLE 5.15

Before-After Comparison of Concern with Becoming a Victim

Type of Crime	Percent Concerned About Becoming Victim	
	T1	T2
Break and Enter	72 (N = 1024)	77 (N = 1280)
Theft of Car	54 (N = 975)	57 (N = 1228)
Theft From Car	47 (N = 976)	53 (N = 1226)
Assault	53 (N = 1015)	53 (N = 1280)
Vandalism	62 (N = 1016)	71 (N = 1280)
Rape (females only)	66 (N = 599)	71 (N = 771)

Again, the overall change is negligible. The greatest change occurs in the case of vandalism for wbtbh the proportion of concerned respondents increases from 62 at Time 1 to 71 at Time 2. However, data to be discussed shortly are inconsistent with this finding. The negligible change in the amount of concern generally is also evident in Table 5.16 which presents a simple cumulative index of the five crimes (rape is excluded since it applies only to female respondents). These tables suggest in combination that not only is there a negligible difference in the amount of concern for each crime across the time points, but also that respondents at Time 2 are not significantly more likely to be concerned about more crimes than respondents at Time 1

TABLE 5.16

Before-After Comparison of Index of Concern

Score	Cumulative Index of Concern%	
	T1	T2
0	13	9
1	11	9
2	15	16
3	19	19
4	16	21
5	26	27
N	937	1182

The second set of tables dealing with these six specific crimes indicates the proportion of respondents at the two time points who subjectively estimated their chances of victimization with respect to each crime as having increased, decreased or remained about the same in recent years (Table 5.17).

TABLE 5.17

Before-After Comparison of Subjective Probability of Becoming a Victim

Type of Crime	Subjective Probability of Victimization%	
	T1	T2
Break and Enter	(N = 1025)	(N = 1283)
Gone Up	70	71
Gone Down	4	5
Remained Same	23	22
Don't Know	3	2
Vandalism	(N = 1023)	(N = 1280)
Gone Up	71	70
Gone Down	3	4
Remained Same	23	23
Don't Know	3	2

(cont'd.....)

Table 5.17 (cont'd.)

Type of Crime	Subjective Probability of Victimization	
	T1	T2
Theft of Car	(N = 984)	(N = 1243)
Gone Up	59	55
Gone Down	5	6
Remained Same	31	33
Don't Know	5	6
Theft From Car	(N = 982)	(N = 1244)
Gone Up	55	57
Gone Down	5	6
Remained Same	34	32
Don't Know	6	6
Assault	(N = 1023)	(N = 1280)
Gone Up	64	63
Gone Down	4	5
Remained Same	27	28
Don't Know	5	3
Rape (female only)	(N = 604)	(N = 785)
Gone Up	71	70
Gone Down	3	4
Remained Same	21	22
Don't Know	5	4

It is clear that the data are quite similar across the time points. Interesting, however, in terms of the data discussed above is the stability across time points with respect to the vandalism item. Table 5.18 presents a cumulative index for the five crimes (again, rape is omitted). Respondents were assigned scores on the basis of the number of times that they gave each reply (gone up; gone down; remained the same). The assignment of scores was adjusted so that higher scores on this index suggest greater subjective probabilities for more crimes while low scores represent generally lower subjective probabilities. The stability which scores on this index exhibit across time is consistent with the data discussed above,

TABLE 5.18

Before-After Comparison of Subjective Probability of Victimization Index

Score	Subject Probability of Victimization Index	
	T1	T2
5	1	2
6	.4	.2
7	1	1
8	1	1
9	2	3
10	15	13
11	7	8
12	9	8
13	11	11
14	9	10
15	46	46
N	890	1135

### Behaviour

In this section, the concern is with changes in reported behaviours across time points. On both the pre- and post- intervention surveys, respondents were asked a number of questions about crime prevention behaviour. Those items which allow for comparability are discussed below. It should be pointed out that for both the pre- and post-intervention surveys, attention is limited to reported as opposed to actual behaviour. To an extent, this may create problems of social desirability. There is, however, no reason to assume that such social desirability will be more problematic in assessing either the pre- or post intervention results. Thus, comparison of reported behaviours is possible,

Early in both interview situations, respondents were asked to indicate whether they had done anything to protect themselves or their property against crime during the six month period preceding the survey. These data are presented in Table 5.19.

TABLE 5.19

Before-After Comparison of Self-Reported Crime Prevention

"During the past six months have you done anything to protect yourself or your property <u>against crime?</u> "	% of Respondents	
	T1	T2
Yes	45	36
No	55	64
<hr/>		
N	999	1287

It will be noted that there is less of a tendency for respondents to reply "yes" to this question in the post survey. Thus, during the first 10 months of the current campaign, it does not appear that crime prevention behaviour increased - at least in terms of the reporting of that behaviour by respondents.

Those respondents who did answer "yes" to this question were asked to indicate what it is that they had done. The possible responses to this question and their adjusted percentages appear in Table 5.20.

It will be noted that the proportion of respondents indicating that they had taken each of these crime prevention measures is fairly consistent across time. That change which does occur appears to be such that there is less crime prevention behaviour in the intervention period than before that period.



TABLE 5.20

Before-After Comparison of Specific Self-Reported  
Crime Prevention Activities

Activities	Percentage of respondents indicating that they had taken this action during the 6-month period preceding the survey	
	T1	T2
Started to Lock Doors and/or windows	18	11
Installed New Locks	18	12
Installed New Lights/ Leave Lights On	4	4
Bought a Dog	4	2
Carry/Bought a Weapon	1	.5
Bought Insurance	5	4
Put Valuables in Secure Place	2	1
Started to Secure Car	3	3
Changed Activity Pattern	1	1
N	1015	1287

These data are consistent with those presented in Table 5,21. The scores in Table 5.21 are derived from a simple cumulative index which assigns a score of "1" to each respondent for each crime prevention measure taken. It will be noted that for both Time points, the modal category is "0". The table further illustrates the tendency of respondents to report more crime prevention behaviour on the post- as opposed to the pre-intervention survey.

Using similar items, respondents were read a list of crime prevention measures and asked to indicate if they had "ever" taken these precautions. The items and their adjusted percentage frequencies appear in Table 5.22.

TABLE 5.21

Before-After Comparison of Number of Crime Prevention Measures Taken

Number of Crime Prevention Measures Taken	% of Respondents	
	T1	T2
0	61	71
1	28	21
2	9	6
3	2	2
4	.5	.5
5	.5	.1
6	.3	0
7	.1	0
N	1015	1287

TABLE 5.22

Before-After Comparison of Respondents who Report Ever Having Taken Specific Crime Prevention Measures

Type of Crime Prevention Measure	% of Respondents	
	T1	T2
Lock Doors	97	96
Lock windows	81	81
Tell Neighbour You will be Away	87	77
Use Alarm System	5	5
Leave Outside Lights On	38	52
Leave Inside Lights On	64	76
Have Automatic Timers for Lights	15	16
Leave Drapes and Shade Open	48	56
Have Special Lock	34	38
Have Through Frame Pins and Rods on Sliding Doors	8	11
Have a Guard Dog	18	21
Operation Identification	16	14
Tell Police You will be Away	19	14
Lock Garage	40	43
Stop Deliveries	72	68
Mow Grass in Summer/Shovel Snow in winter	57	60
N	1 030	1287

Again, the table is self-explanatory and does not provide a consistent picture of change. As was done previously, these items were combined into a cumulative index which is presented in Table 5.23. It will be noted that the mean number of measures taken by respondents differs only slightly from Time 1 to Time 2.

TABLE 5.23

Before-After Comparison of Number of Crime Prevention Measures "Ever" Taken Index

Number of Crime Prevention Measures "Ever" Taken	% of Respondents	
	T1	T2
0	1	1
1	1	1
2	4	3
3	4	5
4	8	7
5	10	9
6	12	11
7	15	14
8	15	14
9	12	13
10	9	9
11	4	7
12	2	3
13	1	1
14	.3	1
15	.3	0
N	1030	1286

The pre- and post-intervention surveys also contained questions relating to hitchhiking since one goal of the present Solicitor General Alberta campaign was to discourage individuals from both hitchhiking and picking up hitchhikers (Table 5.24).

TABLE 5.24

Before-After Comparison of Hitchhiking Behaviour		
Have You Hitchhiked in the Past Six Months?	% of Respondents	
	T1	T2
Yes	5	5
No	95	95
<hr/>		
N	1022	1234
Have You Picked Up Hitchhikers in the Past Six Months?	% of Respondents	
	T1	T2
Yes	12	18
No	88	82
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N	1007	1288

As is evident from Table 5.24, identical proportions of respondents at Time 1 and Time 2 (5%) reported having hitchhiked during the six month period preceding the survey. And slightly more respondents at Time 2 (18% as compared with 12% at Time 1) reported having picked up hitchhikers.

Respondents were asked to report upon several other specific crime prevention measures in order to detect the possibility of change over the intervention period. For instance, respondents were asked if they had attended crime prevention sessions offered by local police "in the last six months".

Seven percent of the respondents at Time Point 1 (N = 999) and slightly less than 7% at Time 2 (N = 1287) answered in the affirmative.

A number of items in the two surveys dealt with home security. For instance, respondents were asked:

"When you leave your home, even for a short time, do you keep the doors locked?"

The closed-ended choices and their associated adjusted percentage frequencies are found in Table 5.25.

TABLE 5.25

Before-After Comparison of Respondents Behaviours  
With Respect to Locking Doors

When you leave your home, even for a short time, do you keep the doors locked?	% of Respondents	
	T1	T2
Always	75	77
Most of the Time	12	11
Sometimes	6	4
Hardly Ever	4	4
Never	4	4
N	1022	1287

Again, the data are extremely consistent over time.

Another home security item dealt with insurance. Respondents were asked:

"Do you have an insurance policy that would cover theft and/or vandalism to your home?"

Seventy-eight percent of the respondents to the pre-intervention survey (N = 1026) and 76% of the respondents to the post-intervention survey (N = 1281) answered in the affirmative.

The pre- and post-surveys also contained an item which asked respondents

whether or not their homes were equipped with burglar alarms. Exactly the same proportion (3%) replied "yes" to this question at Time 1 and Time 2.

An additional set of items concerned the ownership of guns. These data for Time 1 and Time 2 are presented in Table 5.26. As with most of the items the comparability of the data is evident.

TABLE 5.26

Before-After Comparison of Items Dealing with Guns

Do you keep a gun or guns in your home?	% of respondents	
	T1	T2
Yes	38	38
No	62	62
N	1 022	1276

Are any of them kept loaded	% of respondents	
	T1	T2
Yes	3	4
No	96	96
Don't Know	1	0
N	389	487

Are any of the guns in the house handguns (or pistols)?	% of respondents	
	T1	T2
Yes	16	13
No	82	86
Refuse to Answer	1	.4
Don't Know	1	1
N	390	490

In the second survey, respondents were asked why they kept guns in their homes. Only 6% responded that the guns were for protection. The bulk of respondents (75%) indicated that they kept guns for hunting purposes.

A final set of questions, while not behavioural in the strict sense, may be briefly discussed. Respondents were asked whether they knew or had easy access to the police emergency number for their area. Eighty-eight percent of the respondents in the pre-intervention survey (N = 1027) and 86% of those responding to the question on the post-intervention survey (N = 1274) indicated that they either knew the number or had easy access to it.

As a follow-up question, however, interviewers asked the respondents "can you tell it to me now?". Of these responding, 37% answered "no" to this question on the pre-survey (N = 975) while 28% answered in the negative on the post-survey (N = 1132). And the correct response for the area was given by 58% of the respondents to the pre-survey and 66% of respondents to the post-survey.

This chapter has examined attitudinal and self-reported behavioural change as that change relates to mass communicated crime prevention. An examination of items involving changes in reported behaviour and campaign influence suggests that overall, the effect of mass media crime prevention is rather small. A comparison of attitude and behaviour as revealed in pre- and post-intervention surveys suggests a remarkable degree of consistency across these two time points. Overall, the evidence reviewed in this chapter does not suggest that mass media crime prevention campaigns are a major motivating influence with respect to either attitude or behavioural change.

## CHAPTER UI

### AN EXAMINATION OF OFFICIAL DATA

Ultimately the goal of most crime prevention campaigns is the reduction of the crime rate. The mass media campaign is no exception in the regard. It is hoped by the planners that people will respond to the campaign by taking more crime prevention precautions; by reporting more vandals and shoplifters; and so on. These behavioural changes on the part of the citizens will eventuate in a reduction of crime.

One way of examining the results of the campaign would be to analyze police statistics on crime during the period before the campaign, during the campaign and after the campaign. As the campaign was on-going at the time this report was being written, the last point is rather difficult. However, it is possible to describe crime trends during the year before the campaign and while it was on-going. It will be recalled that the campaign began in March 1978 and peaked in November/December of that year.

This chapter describes monthly crime trends for particular crimes occurring in Edmonton between January 1977 and May 1979. Linking the trends to the mass media program is difficult, however, because of the many intervening factors that cannot be controlled.

As part of our proposed research, we agreed to examine police statistics to attempt to discover changes in crime patterns over the time the campaign was running. For a number of reasons we do not expect these data to indicate change at this stage in the campaign.

One of the problems inherent in these types of data and relationships to social programs is that the data may be interpreted in a variety of ways. For instance, a lower crime rate can be said to support the notion that a particular program is working. However, a rise in the crime rate may be

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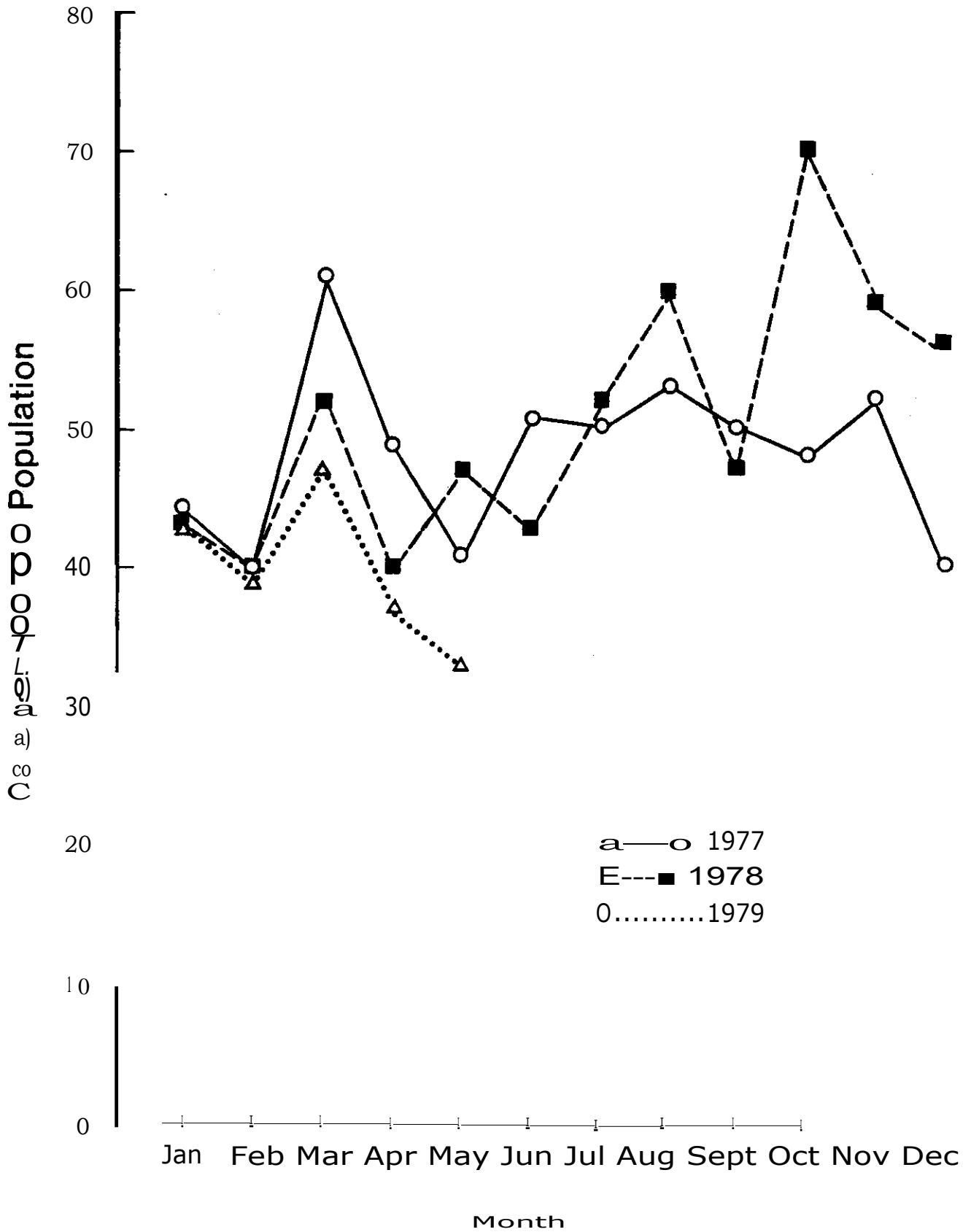


Figure 6.1 Monthly break and enter rate, Edmonton:  
January 1977 to May 1979

used to support the same argument by indicating that the efforts of the program result in police apprehension of more criminals.<sup>1</sup> In fact, the elements that enter into the final police statistics are complex and attempts at unravelling those data to isolate the effects of one program will likely not meet with success.

Another issue is the sensitivity of police statistics. It is clear from the analysis in chapters four and five that only a small number of people have responded to the campaign by 'doing something'. It is unlikely that these few efforts would show up in crime statistics as 1) their effect is likely too small to be felt, and 2) the possible result of the few efforts may be to drive potential thieves to alternative targets. It is only when large proportions of the audience respond by taking crime prevention measures that crime statistics will reflect that changed behaviour.

As a result of these limitations, it is our intent to describe crime trends in Edmonton during the period indicated, but no attempt to directly link the campaign to those trends will be made. The source of data is the monthly reports produced by the Edmonton City Police Department. The crimes to be examined are: housebreaking, shoplifting, theft of auto, theft from auto and willful damage. All of these are targets of the mass media campaign under investigation and most are targets of other campaigns as well. Edmonton was chosen as its highly reliable crime data (Silverman, 1977) were readily available in a useable form. Because we used only Edmonton data, findings are only generalizable to that city.

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<sup>1</sup>This argument might be used in a campaign that encourages people to report shoplifters.

*Break and Enter*

Figure 6.1 shows the monthly break and enter rate<sup>2</sup> from January 1977 to May 1979. The rates indicated here are based on the item 'housebreaking' only. Attempted housebreaking was excluded as the N for that crime was rather small and added little to the overall rate.

A pattern of break and enter appears in an examination of the three curves in Figure 6.1. There are repetitious peaks in March, August, and October/November. There is a drop in rate each January. This drop partially reflects the change in calculation base in the month of January. For instance, the December 1978 number of housebreakings is divided by 478,066 in order to obtain a rate, but the January figure is divided by 491,359. Of course, this difference does not reflect real population trends but is a convention followed in calculating rates.

For the first 4 months of 1979, the housebreaking rate is below those recorded for the previous years. However, it should be noted that a similar pattern existed in the first three months of 1978, at which time the trend reversed itself and resulted in a rate that was a good deal higher than the 1977 figures. While the data here is limited to 31 months, one would probably predict that the housebreaking rate will rise toward an August peak in 1979.

*Shoplifting*

Figure 6.2 indicates the monthly rates for shoplifting in Edmonton for the 31 months under consideration. The data are gleaned from the

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<sup>2</sup>All rates are per 100,000 and are based on the city census population figures. 1977 = 471,474; 1978 = 478,066; 1979 = 491,359.

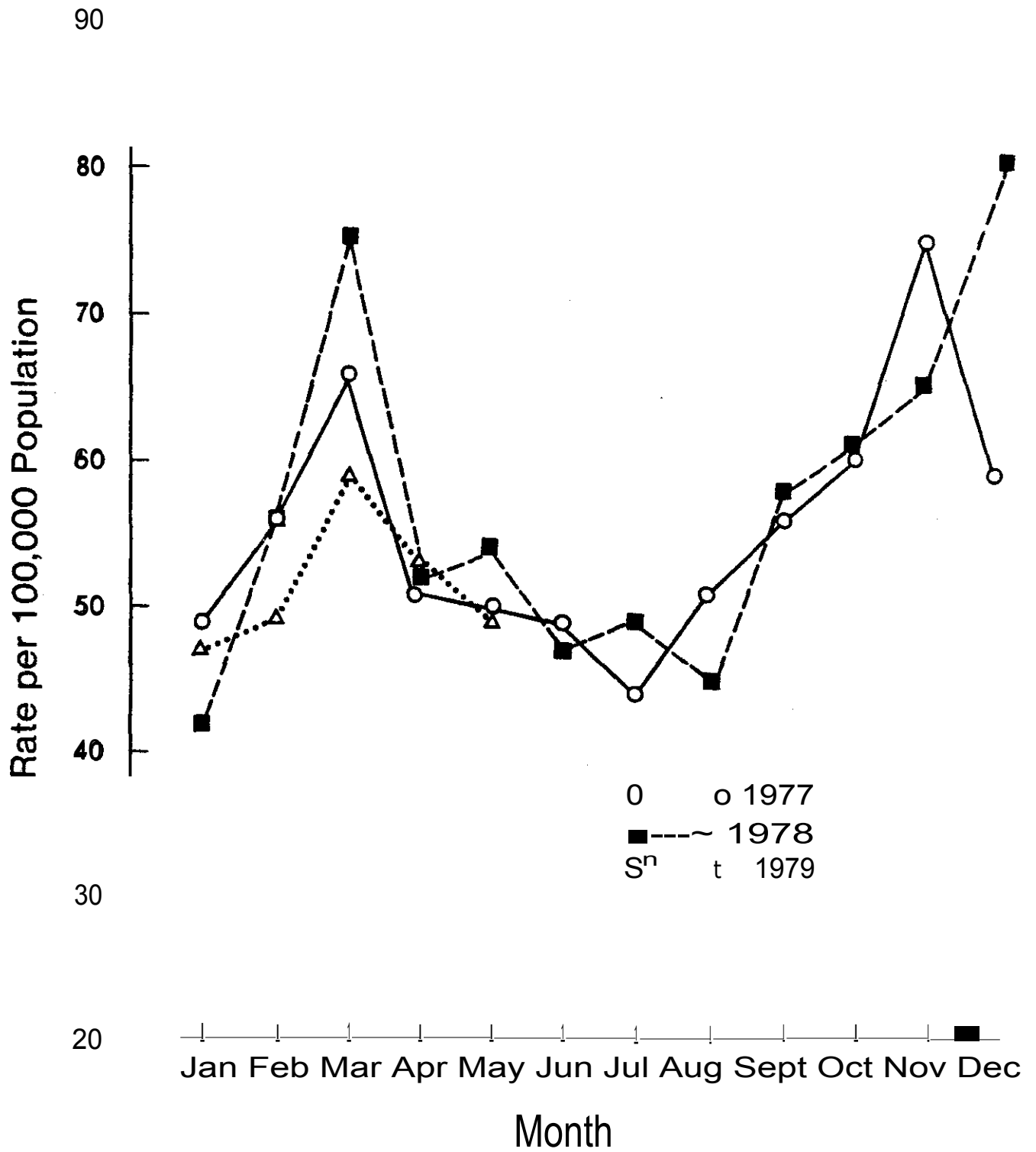


Figure 6.2 Monthly shoplifting rate, Edmonton:  
January 1977 to May 1979

category "shoplifting under \$200". The "shoplifting over \$200" category had very consistent small numbers per month that were negligible in terms of contribution to the rate of shoplifting over **all**.

In many ways the shoplifting data provide the 'neatest' curves in the graphic display. Rates vary little from year to year and the seasonal patterns are virtually identical. There are two peaks -- one in March and one in November/December. The low point is clearly the summer months.

The 1979 figures are only slightly lower than the previous years. This may be accounted for by the new denominator introduced in calculating the 1979 statistics. In any case, what emerges in Figure 6.2 is a picture of a crime that has been relatively stable over the last two and a half years and which exhibits clear seasonal patterns.

#### *Theft from Auto*

Figure 6.3 indicates theft from auto both over and under \$200. In the case of theft under \$200 (not illustrated) 1977 and 1978 rates were very similar as were their monthly patterns. But 1979 rates were higher for every month examined and reached a peak in March that was as high as the highest point in the previous two years. On the other hand, in the case of theft over \$200 from auto (not illustrated), the 1977 rates were higher on a comparable monthly basis for each 1978 month. The 1979 rates were similar to the 1978 rates but slightly lower in the last two months. Again, the seasonal patterns were very similar from year to year.

Since an attempt was being made to encourage people to lock their cars in order to reduce theft from cars (for instant, "lock it or lose it"), we felt that for illustrative purposes the combination figures shown in Figure 6.3 would serve our needs.

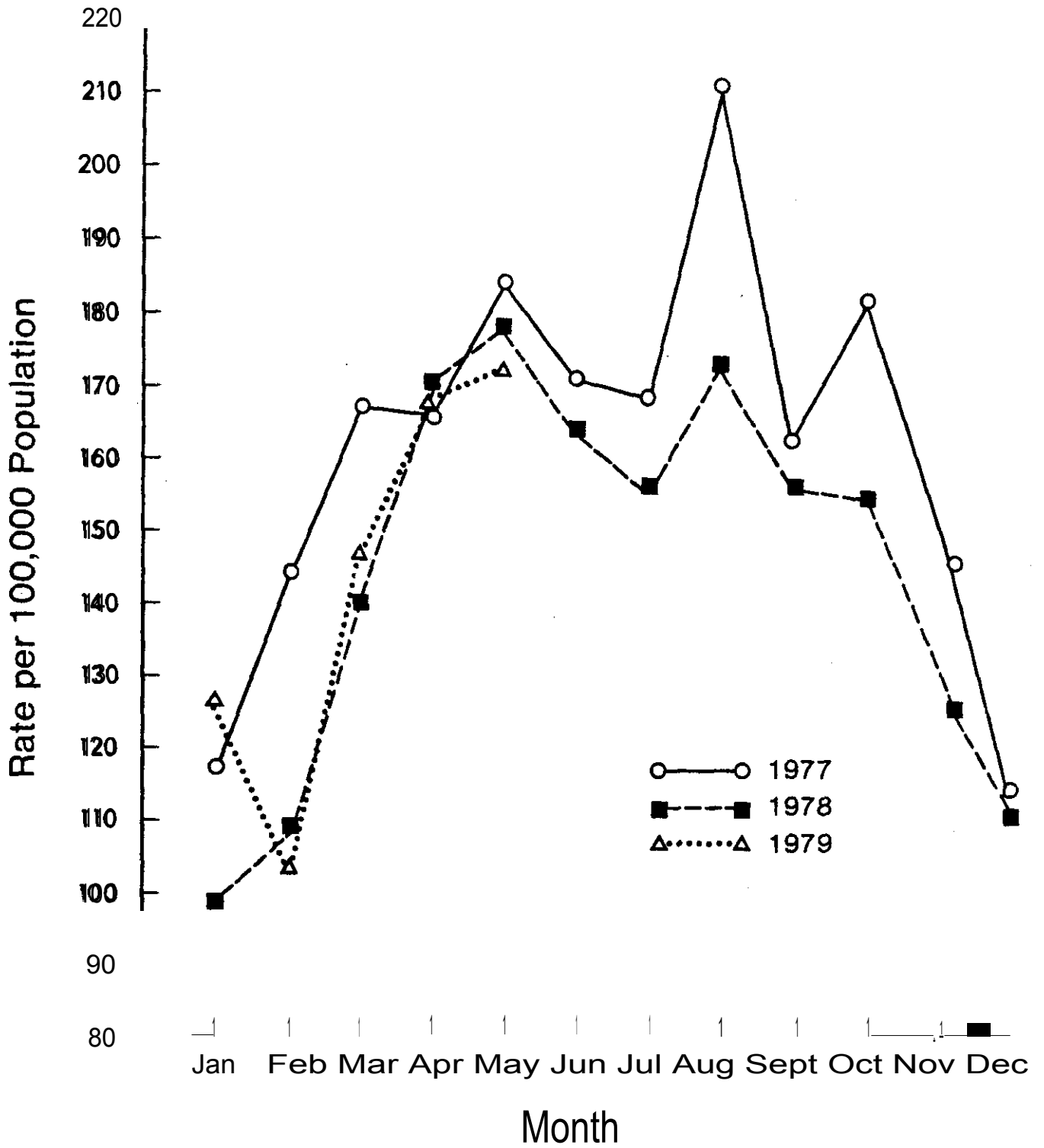


Figure 6.3 Monthly theft from Auto (combined) rate, Edmonton:  
January 1977 to May 1979

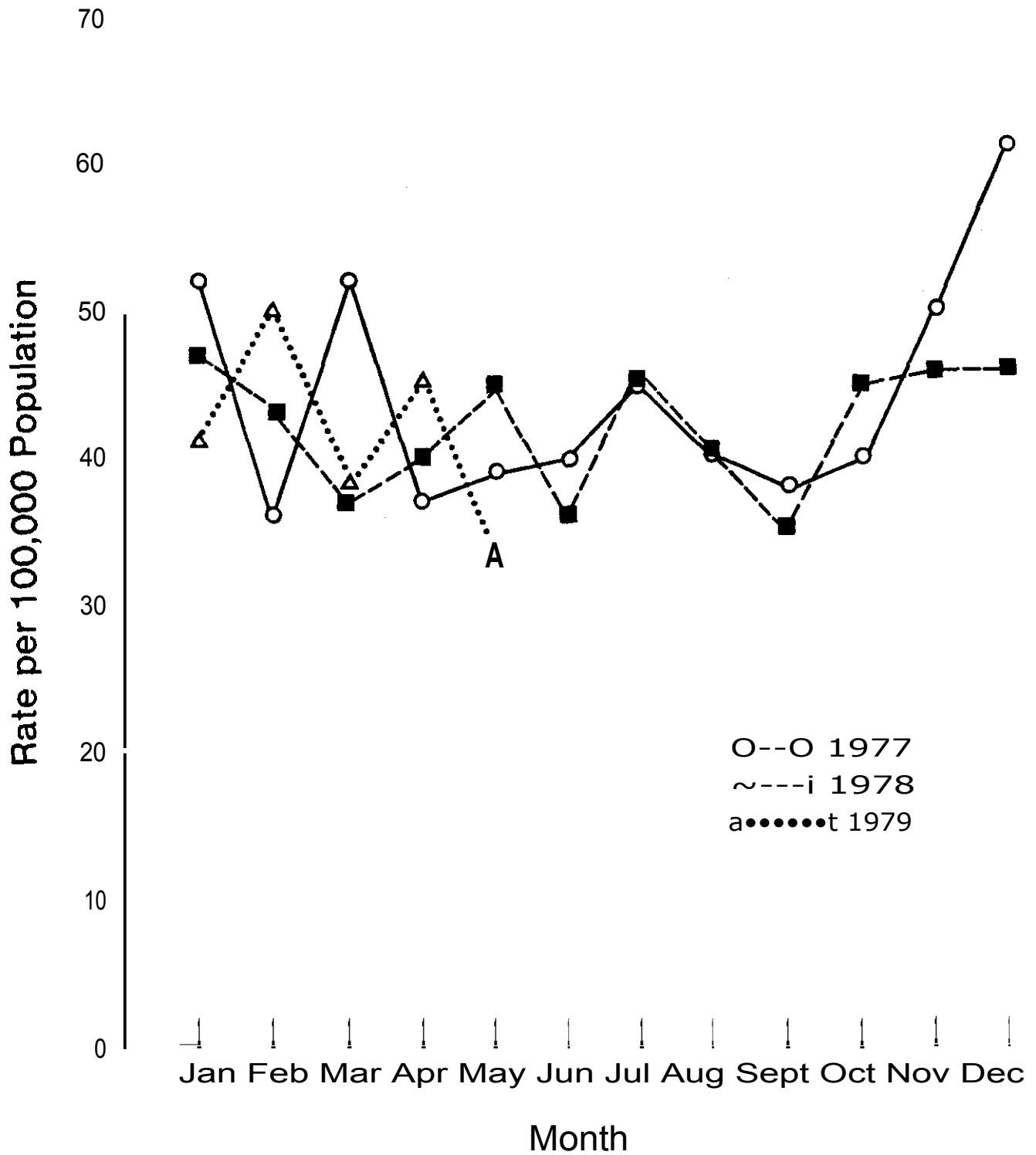


Figure 6.4 Monthly auto theft rate, Edmonton:  
January 1977 to May 1979

As with the crimes previously discussed, clear seasonal patterns emerge. The 'warmer' months are those in which most theft from cars takes place. Low points in all three years (to date) are December through February. Rates in 1979 are very similar to those in 1978, which tend to be somewhat lower than the 1977 rates. Finally, it should be noted that the rates for this crime are the highest of all of the crimes examined in this chapter.

#### *Auto Theft*

Figure 6.4 shows the rates for auto theft in Edmonton for the period in question. The rates are relatively consistent. There are no clear peaks or seasonal patterns which emerge. During the 31 month observation period all fluctuations (with one exception) take place in a range of 33 to 52 per 100,000 population. While May 1979 is the lowest rate, three other 1979 points were above comparable 1978 levels.

Auto theft, then, seems to be a fairly stable crime in the Edmonton area.

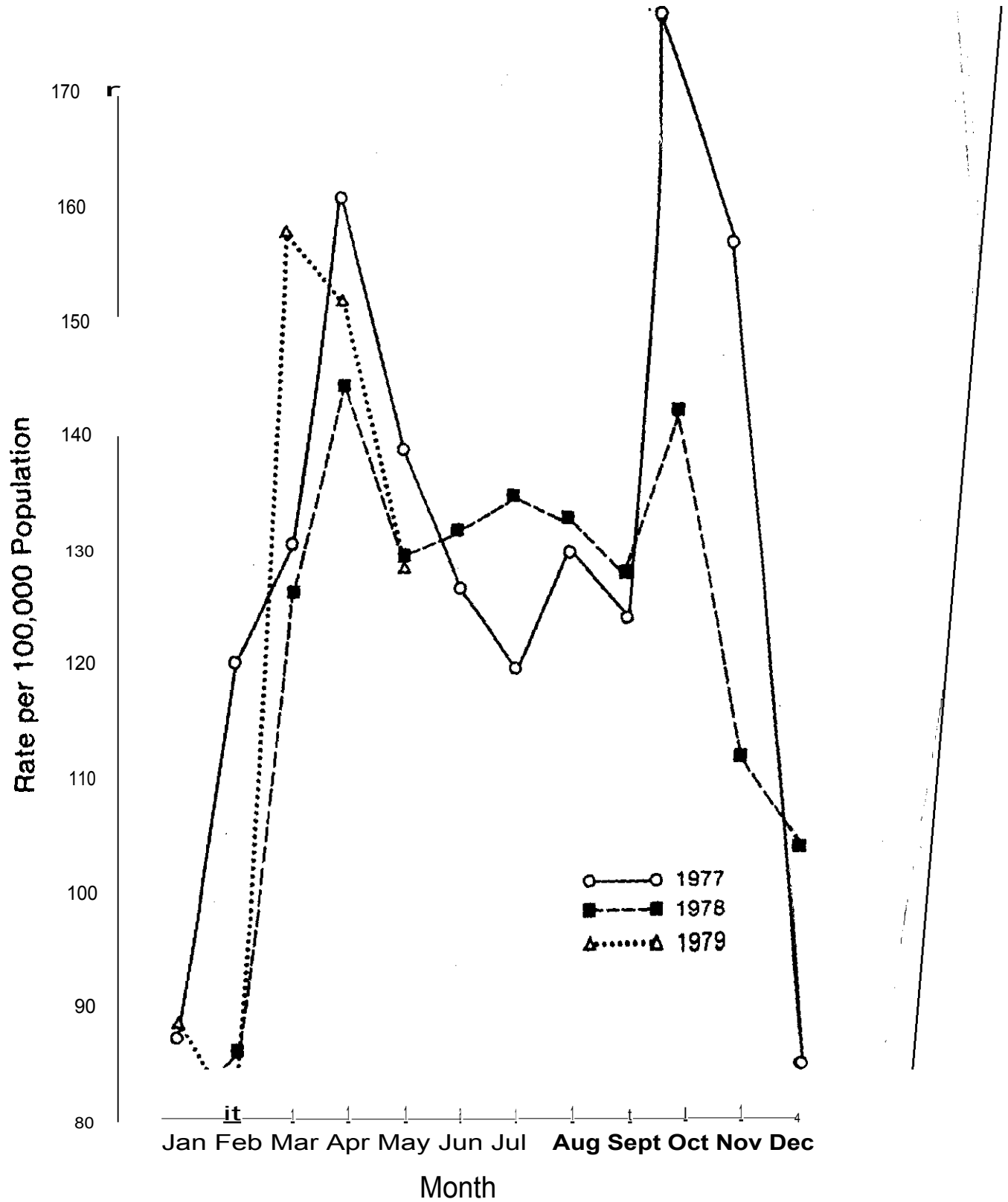
#### *Willful Damage*

The willful damage category has been used to represent the variety of acts that constitute vandalism. These particular data are "willful damage (private)". The category "willful damage (public)" had a consistently small monthly N and added little to the overall crime rate.

The patterns that emerge in Figure 6.5 are again clear and seem to be seasonal. Peaks occur in March/April and in October. The 1978 rates are somewhat lower than the 1977 rates but rates climb again in 1979.

Again there is nothing extraordinarily in these figures. A seasonal pattern emerges and rates are relatively consistent during comparable months.





Monthly willful damage rate, Edmonton:

### Implications

Had any unusual, unexpected or extraordinary patterns emerged in this analysis of monthly crime rates, perhaps a suggestion to examine those patterns in terms of a possible link to the on-going crime prevention campaigns would have been in order. But no such patterns emerged. In fact, in the case of all of the crimes (except auto theft) fairly clear seasonal patterns emerge. Further, for most, fairly consistent crime rates were observed from year to year. One need not investigate a link between crime rates and media programs at this time, but of course, these crime rates should be monitored as part of on-going evaluation of programs designed to reduce crime.

While no link can be made at this time, these data are instructive for at least one aspect of all crime prevention campaigns intending to reach mass audiences. Seasonal patterns for the various crimes are apparent in the graphs. The peaks and troughs indicating high or low rates vary among the crimes. While we do not suggest that policy should be based on a 31 month analysis, we suggest that further research in this area might aid program planners. If these patterns which have been isolated here re-occur from year to year on a regular basis, then planners will be able to judge the best time to initiate campaigns aimed at particular crimes.

It would seem to be a reasonable strategy to explore these types of data before initiating programs of this type.

## Chapter VII

### IMPLICATIONS AND CONCLUSIONS.

In the previous three chapters the results of this research have been presented. In the following pages conclusions and implications of the findings are offered.

#### *Exposure*

Exposure to the 'let's not give crime a chance' slogan was quite high. The survey indicates that overall 87% of the sample report recognition of the slogan. The campaign goal of exposure was therefore achieved. Wright's point concerning audience coverage is satisfied (discussed in chapter 2).

Because the response rate was so high, there were only minor variations in exposure across demographic and attitudinal categories. The only audience that might be singled out as having somewhat less awareness of the campaign than others is the elderly; but even among these members of the sample, response rate was reasonably high.

While the response rate was high and did not vary much across attitudinal or demographic dimensions, it must be reiterated that the figures presented are surely inflated somewhat. The major contributors to the inflation problem are the elements of social desirability in responding to questionnaire items and the general recognition factor discussed in Chapter 4.

In order to better understand the nature of exposure to media campaigns, the researchers asked recognition questions about four other on-going campaigns that attempt to reach mass audiences. One of these deals with crime, two with driving habits and one with parent/child relation -

ships. A summary of the recognition results for Alberta as a whole (the total sample), Edmonton and Calgary appear in Table 7.1.

TABLE 7.1

Proportion of People Indicating Recognition of Media Campaigns

Slogan	Alberta	Edmonton	Calgary
Let's Not Give Crime a Chance	87	86	87
Shoplifting is No way to Make Your Mark in Life	79	88	79
Buckle Up	94	92	96
Drive Decent	69	84	91
Have You Hugged Your Kid Today	53	56	56

As the table indicates, "Buckle-up" has been the most successful campaign in terms of recognition. This is a campaign designed to encourage people to wear seat belts. During the time of the present surveys that campaign exclusively employed display signs which pictured a seat belt being buckled. Such signs are pervasive on Alberta highways. Simultaneously, there were other Canadian and American campaigns (using TV) that attempted to instruct people regarding the value of wearing seat belts.

Our survey asked people to indicate recognition or non-recognition of the slogan "Buckle-up for safety". It is instructive to note that the Alberta campaign slogan is simply "Buckle-up." "Buckle-up for safety" was an Ontario campaign and yet 94% of the respondents indicate recognition. This adds some credence to the notion of a generalized recognition factor. Respondents recognized the slogan (Buckle-up) within the slogan they were asked to react to and responded to it as if it were the actual slogan. Hence, they may have been responding to a general notion. People are aware of a seat belt campaign that has something to do with 'buckling-up' just

as they are aware of crime campaigns in a general way. '

Second most successful in terms of recognition were the 'Drive Decent' and the 'Let's not give crime a chance' campaigns. Since Chapter 4 deals in detail with the latter, it is appropriate to address 'Drive Decent' here. This campaign was launched by two sister radio stations in Calgary and Edmonton. The theme, as stated in the slogan, was to encourage people to be better drivers. The slogan was promoted by the disc jockeys of the stations and was also displayed on billboards (particularly the backs of bus benches). The "Alberta" figure in Table 7.1 should be ignored since the prime targets of these campaigns were Edmonton and Calgary. The fact that 69% of the total sample indicate recognition is surprising. It might be noted that the two 'rock' stations promoting the slogan are very popular and can be heard in many cities beyond the boundaries of Edmonton and Calgary. During the campaign, the stations received a good deal of free press coverage because of complaints by critics that the slogan was gramatically incorrect.

The anti-shoplifting campaign was sponsored by community business associations and employed the slogan 'Shoplifting is no way to make your mark in life'. The primary target was Edmonton in which the proportion indicating recognition was 88%. Both the Calgary and overall provincial rate was 79%. The provincial rate of 79% was very high considering that the campaign had barely started in several of our sample cities. The

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<sup>1</sup>The buckle-up campaign gets high recognition probably not so much because of any media campaign or educational program but because it has become a political issue in Alberta. People are polarized in terms of whether or not the wearing of seat belts should be legislated. It is therefore a high visibility item even without the signs. In terms of behavioural change, those who are responsible for the program suggest that their instruction has not had positive effects, at least to this point in time.

only communications medium employed in this campaign was display cards in store windows. Each featured the slogan in bold type and a set of 'Police style finger prints' along the edge or bottom of the poster. (Variations on this theme also appeared.)

The 'Have you hugged your kid today' campaign was promoted through the use of bumper stickers and a limited number of public service radio announcements. Given their limited resources, the 53% recognition rate is quite acceptable.

All of the campaigns referred to in Table 7.1 utilize some sort of media and have public education as a primary goal. More directly, of course, all these campaigns have as goals recognition by the public and (for some more than others) ultimately behavioural change. The present research is not truly in a position to measure the success of the other campaigns in terms of the behavioural or educational goals. (Those goals for 'Let's not give crime a chance' are discussed below.) But it is safe to say that these campaigns have had varying rates of success in terms of public recognition.

One factor that influences that recognition is the amount of resources available to the sponsoring agency for mounting and promoting the campaign. Budget may be used as an indicator of resources. 'Have you hugged your kid today' (53%) had an Alberta budget of less than \$2,000; 'Shoplifting is no way to make your mark in life' (79%) had a budget of \$12,300; 'Let's not give crime a chance' (87%) had a budget of \$350,000; 'Drive Decent' (84-91% in cities) used about \$250,000 in Edmonton alone plus another \$20,000 start up funds during the seven month program. The Calgary campaign started earlier and was on-going in June 1979 so another \$400,000 might

serve as a conservative estimate of the amount that would have to be spent by a private organization in order to duplicate their campaign. In sum, over a half million dollars in resources went into the 'Drive decent' effort). The budget is not available for "Buckle-up" but the campaign involved simply printing metal signs which were made available to municipalities and provincial facilities. Hence, the budget is probably much closer to the shoplifting campaign than to the larger media efforts.

Budget is related to recognition in the predicted direction. The greater the budget, the more recognition. But the curve is certainly not monotonic. There seems to be something like a law of diminishing returns operating in producing recognition effects. (See Figure 7.1). In the examples used, an expenditure of under \$2,000 produces 53% recognition; \$12,300 produces 79%; \$350,000 produces 87% and more than \$500,000 produces a maximum of 91%. It seems that it should be possible to obtain simple recognition from a large proportion of ones audience rather inexpensively. At a certain point, saturation may simply cost more than it is worth.

Of course, factors other than cost influence recognition. For instance, public interest and currency of the campaign will be influential. The data from this survey do not allow for control of these factors, but findings concerning cost are consistent enough to warrant further study. For any agency that would spend large sums of money with 'recognition' as a major goal, there is a message here. Controlled study is suggested before such expenditures are made.

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<sup>1</sup>All estimates reported here were offered by persons directly involved with the specific campaigns.

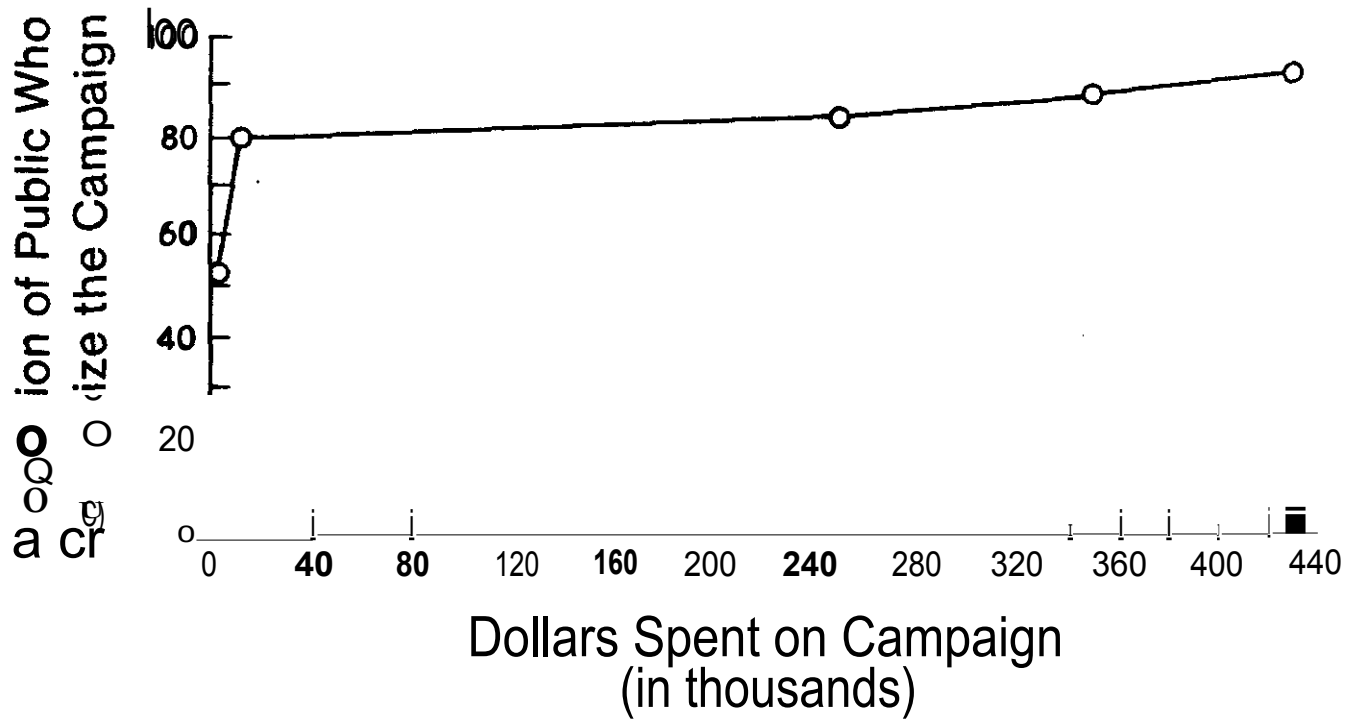


Figure 7.1 Amount of money spent on campaigns by proportion of public recognition of the slogan



### *Effects*

The analyses presented here have attempted to assess the effects of mass media crime prevention campaigns in three distinct ways:

1. through a comparative analysis of survey data collected prior to and 10 months after the commencement of the intervention: (These data concerned attitudes to crime and crime prevention and self-reported crime prevention behaviour.)
2. through an analysis of data drawn from the post-intervention survey. (These data related to changes in crime prevention behaviour and campaign exposure.)
3. through an examination of official crime statistics for the City of Edmonton. {These data relating to 5 specific crimes for a period of 31 months prior to and during the intervention were collected and analyzed in order to further explore the issue of behavioural change.)

Overall, these data are consistent with respect to the conclusions which they suggest. In total, they indicate that the amount of change in behaviour and attitudes which can be attributed to the present Solicitor General Alberta campaign is negligible. It is true, as reported above, that the level of exposure to this campaign is quite high. However, as is obvious, such exposure does not automatically translate itself into either attitudinal or behavioural change. Despite the fact that over 80% of the respondents to the post-intervention survey were familiar with the 'Let's not give crime a chance' slogan, the various measures of effect employed in this study do not suggest that the campaign has had a great deal of impact. The comparison of attitudes and self-reported crime prevention behaviour from the pre- to post-intervention survey periods

revealed a remarkable consistency with respect to most measures. Likewise, the crime rate analysis for the city of Edmonton found continuities in the crime rate data prior to and during the intervention. The examination of changes in reported behaviour and their relationships to campaign exposure do suggest some changes in crime prevention behaviour on the part of Alberta residents. But the extent of this change may be interpreted as being of marginal utility.

The apparent failure of this campaign to produce significant and widespread change regarding attitudes towards and actual involvement in crime prevention has implications for mass media crime prevention programs in general. While a sufficient period of time may not have passed for the behavioural and attitudinal effects to have surfaced, other reasons for the lack of effect, such as those suggested by Mendelsohn (1975) should be considered. These suggestions were discussed in some detail in Chapter 2 but they have relevance in the present context as well.

Mendelsohn (1973) contends that mass communication information campaigns are likely to be successful only if they are predicated upon certain assumptions. First he states, a successful campaign assumes that those who will be exposed to the information will be only mildly interested or not interested at all in the message. The present campaign may have been somewhat deficient in this regard. The use of television and radio spots and newspaper advertisements may have failed to allow the campaign to attract sufficient attention in any motivational sense. Since the earliest evaluations of public information campaigns, it has been known that information flows to those who are already best informed and therefore least in need of the information. Thus the motivation to act may only be

communicated to those who are already acting and as a result the campaign reinforces rather than changes attitudes and behaviour. To attempt to sell crime prevention is to attempt to sell an abstract and future-oriented commodity. In a sense, an attempt is made to convince people to make changes, however subtle, in their lifestyles and to modify old habits. They are asked to make these changes in order to achieve rewards which they may not see as contingent upon their behaviour. In other words, the members of an audience are asked by the mass communicator to change their behaviour so that they will not be victimized and so that the community as a whole may benefit. But the achievement of such payoffs may be too uncertain and too distant to be motivated by conventional advertising programs. The uniqueness of the content of the message being communicated must, to some extent, be matched by a uniqueness in the way in which the message is communicated. Selling crime prevention may not be like selling detergents or cigarettes at all. It may be more like selling not smoking--an expensive, tedious, time consuming effort with an uncertain payoff.

A second basis of successful information campaigns, according to Mendelsohn, is the establishment of modest middle range goals which can be realistically achieved. The goals of the present campaign, even from the outset, were somewhat unclear. The communicators were interested in increasing crime prevention awareness and crime prevention behaviour among Alberta residents in order to achieve the long-range goal of crime reduction. However, such goals are themselves somewhat vague. The essence of Mendelsohn's point in this regard is that the planning of campaign goals is an integral part of the campaign itself. Certainly, short-term and long-term goals must be distinguished such that some sort of goal-priority emerges and so that the achievement of each prior campaign goal logically

precedes and makes conducive the achievement of each successive campaign goal. Of course, evaluation is necessary at each stage of goal-formulation and campaign implementation in order to ensure the most efficient use of human and financial resources (Wright, 1955). The conceptualization of evaluation as an integral part of the campaign itself would not only further both the specific and general campaign goals, it would also further our social scientific understanding of this potentially valuable tool of social policy.

A final point made by Mendelsohn, which is relevant in the present context, involves the delineation of specific targets within the audience and the attempt to specify message transmission in terms of the social, demographic and psychological attributes of the target audience. This is, of course, quite consistent with the known principles underlying effective mass communication. While radio, television and newspapers may be effective in ensuring a wide audience, the use of such media does not necessarily ensure that the target audience is being reached and encouraged to act. The determination of what constitutes the appropriate target audience, like the decision regarding the establishment of campaign goals, must be an integral part of the planning stage of such information campaigns.

In sum, the failure of the present campaign to produce marked changes in public attitudes towards and public involvement in crime prevention does not suggest that campaigns are ineffective for these purposes. It merely suggests that widespread exposure of the campaign message does not by itself make such change likely.

#### Policy Implications

For reasons delineated above, the results or conclusions of this study cannot be as definitive as might be desired. This is the nature of

social science in general and evaluation research in particular. Our findings cannot legitimately be generalized beyond the boundaries of cities and towns in Alberta. It should be noted, however, that the results are consistent with those of a number of studies done in other cities.

In spite of the constraints, we have been led to a few important conclusions.

1. It is too early to make a large commitment of time and funds to prevention of crime through mass media.

On the basis of our research and the research previously completed, there is not enough evidence indicating the efficacy of mass media crime prevention to justify a large commitment of resources to this type of program at the present time.

As we indicated above (and as Mendelsohn suggested earlier) selling abstractions such as anti-crime prevention messages may be more difficult than selling commercial goods. If selling crime prevention proves to be like selling no-smoking then perhaps the investment necessary to get people to change their behaviours will be more than a sponsoring agency is willing to spend.

All of our attitude data suggest that crime is not a particularly salient issue for Albertans. They do not rank it high as a social issue; they feel safe in their neighbourhoods and cities; and while they feel that the crime rate is rising, they do not feel strongly enough to take precautions against the threat of crime. On the basis of these findings alone, a potential sponsor would be well advised to be wary of a large commitment to mass media crime prevention.

Our findings concerning the salience of crime may surprise some

readers. After all, some polls in Alberta have shown crime to be a major issue for Albertans. Our surveys contradict the polls for two reasons: first, both of our questioning periods were 'quiet' in terms of the types of crime that get a lot of publicity, raise public awareness, generate public anger and inflate poll results; second, we not only asked how important crime was as an issue but we also asked very specific questions about feelings of safety and potential victimization. We have not said that crime is of no interest to Albertans but rather that there are other social issues that concern them more than crime. They are concerned about crime but it is a lower priority than other surveys report. Because our results are consistent in the two surveys, and because of the number of indicators used and the way in which the questions were asked, we are confident that our results give a more accurate picture of the situation than the previously conducted polls.

2. Research directed at determining the efficacy of mass media crime prevention (the general case) should be undertaken before new commitments to this type of program are made.

It would be inappropriate for us to suggest a specific design at this time but we can suggest some elements of design that would help to settle questions concerning mass media crime prevention programs.

- a) The research should incorporate several different designs -- from the type of survey research done in this undertaking to experimental projects. (Multiple projects (designs) add the element of reliability to the proposed research.)

- b) Several different campaigns should be attempted on a smaller scale. One issue that was not taken up by our research was the efficacy

of the particular campaign designed by the advertising agency that took on this project. It is conceivable that a different kind of campaign would have been more effective than the one reported here. It has been a tacit assumption of most of the parties involved in this project 'that if mass media campaigns work at all, this one will'. The sponsors have placed a great deal of faith (not to mention money) in this agency. Multiple campaigns in the early stages is a way of being responsive to our suggestion that the message may have to be unique in this situation.

c) Not only are different campaigns required, but different levels of intensity should be explored. Perhaps the campaign under study would have been more successful if the number of advertisements had been doubled or tripled. Our findings showed that one could achieve recognition relatively inexpensively, but we never implied that behaviour or attitude change are also inexpensive. Given that Albertans do not seem to find crime particularly salient, it is likely that any campaign that would motivate them to change their behaviours would have to be quite expensive.

The research suggested is offered from our vantage point as researchers. Ideally, potential program sponsors would first sponsor the research needed to resolve the issues noted. It is rather like market-testing a product. Practically, we realize that some sponsors will wish to proceed before the preliminary research can be carried out. For those who do proceed, several of our findings are relevant even without the suggested pre-tests.

3. The campaigns should establish both short and long term goals from the outset.

These goals should be testable, and a level that is considered 'adequate change' should be established. With these as parameters there will be a way of determining level of campaign success.

4. Monitoring of any program established should be an integral part of the over-all design.

Evaluation must be a part of any program. Evaluators should be involved in the process of structuring the program and delimiting both long range and short range testable goals. Evaluators are preferably drawn from outside of the sponsoring agency. This avoids conflict of interest.

5. Policy makers would be well advised to concentrate on short term programs and only after they have been shown to be successful should long term commitments be made.
6. If one has as a goal the simple visibility or recognition of a slogan, this end may be achieved relatively cheaply and simply. Complex campaigns utilizing expensive resources do not seem to be necessary.

It is not the physical barrier in communication that is difficult to overcome, but rather the psychological barrier (Hyman and Sheatsley, 1947). As soon as one wishes to go beyond simple recognition to attitudinal or behavioural change, then one is faced with a far more difficult problem. This is not to deny that recognition may imply some attitude change (with potential for behavioural change).has occurred.



7. There are severe limitations of the mass media crime prevention approach. Policy makers should heed the findings of this report and of the other available literature on the topic.

Attitude change has taken place in some campaigns (Salcedo et al., 1972; Douglas et al., 1970). The sponsors of the present program apparently did not utilize the lessons of previous research in designing their program. Policy took precedence over planning. Policy indicated that the notion of the campaign was a good one; that a good deal of the program funds (total = approximately \$300,000) should be spent before the end of the fiscal year; that therefore, the campaign should proceed no matter what the costs in terms of quality of evaluation.

8. Research in the area of seasonal crime rates may be useful in the design of more efficient campaigns.

If the campaign designer has knowledge of peak periods of crime commission of particular crimes in specific cities (and those rates are cyclical) he should be able to more effectively pace various portions of a crime prevention effort. For instance, Figure 6.1 suggests that October to May would be the most appropriate time for anti-shoplifting messages in Edmonton.

Of course, we would not make policy recommendations based on only 31 months of observations. We would suggest continued research along the lines of the analysis in Chapter 6.

9. The planners of the present campaign state that it may achieve its ultimate goals of changing peoples behaviours and reducing crime at some time

in the future (perhaps three to five years). If the present program is continued for that length of time, on-going longitudinal evaluation should be an integral part of it.

In concluding this report we might ask the question: would the campaign have proceeded differently if what we learned here had been known in January 1978? Hopefully, the answer is yes. While some of our conclusions will be considered less than practical by sponsoring agencies, other suggestions may be instituted by any concerned policy maker.

Ultimately, we would like to see pre-program research made an integral part of policy. While the investment in research is large, the potential pay-off in funds saved is even greater.

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**APPENDIX A**

DEMOGRAPHIC CHARACTERISTICS OF THE TWO SURVEY SAMPLES

## Appendix A

This appendix consists of five tables which illustrate the demographic characteristics of the two samples. Included are the distributions for sex, age, socioeconomic status (measured by the Blishen Score), education and marital status.

The reader is reminded that the samples for the before/after discussions were drawn independently. It was felt that using the same subjects the second time would not be advisable because of the contamination effect of the first survey. There is good reason to believe that those who answered the first survey would learn a good deal from the simple answering of the survey questions and they would be sensitized to the issues of concern. As a result, a completely fresh sample was drawn for the second survey. While the sample was 'fresh' it was drawn in the same manner each time.

When two different samples are used for the types of comparisons that have been made in this report one must be wary of the fact that a different type of group may be answering the questions asked if the demographic characteristics of the two samples differ greatly. If any such differences are found, these differences should be statistically controlled when comparisons of the samples are made. If no such differences are found then we can compare the samples as equivalent demographically. With these issues so central to the present research we felt it best to directly compare the samples in terms of demographic characteristics that might affect the responses to the questionnaires.

An examination of the five tables reveals no percentage difference greater than 3% in any of the major categories of concern for age, sex, SES, marital status and education. The one place that larger differences do occur is in the education table under the degree, certificate and other categories. The great increase from Time 1 and Time 2 is indicative of more

precision in measurement at Time 2 in terms of these categories than a real increase. The questions did not allow for community college certificates as a separate category in the first questionnaire. If one combines the residual categories which include professional degrees, certificates and others, one finds 29% of the sample at Time 2 and 25% of the sample at Time 1 fell into these categories. Certainly this is not a great enough difference to pursue.

In sum, the samples were drawn in an identical manner approximately 11 months apart. The demographic similarity of the two samples is extraordinary and no controls for differences need be employed.

TABLE A.1

Proportion of Time 1 and Time II Samples in Age Categories

Age	T1	T2
< 20	3	3
20 - 29	31	34
30-- 39	23	25
40 - 49	13	15
50 - 59	14	12
60 - 69	9	6
70-79	6	3
80+	2	1
N	1015	1265

TABLE A2

Proportions of Males and Females in the Survey Samples  
at Time 1 and Time 2

	Sample	
Sex	T1	T2
Male	42	40
Female	58	60
N	1031	1284

TABLE A3

Proportions of Time 1 and Time 2 Samples  
falling into "Blisshen" Socioeconomic Score Categories

<u>Scores</u>	Sample	
	T1	T2
20 - 29	10	10
30 - 39	14	15
40 - 49	11	11
50 - 59	15	18
60 - 69	10	10
70 - 79	1	2
Civil servants	1	0
Retired	9	6
Self-Employed	2	0
Housewife	22	21
Unemployed	1	0
Students	6	5
N	1015	1 275

TABLE A4

Proportion of Time 1 and Time 2 Samples  
Falling into Various Educational Attainment Categories

<u>Education</u>	T1	Sample	T2
0 - 8 years	12		9
9 - 12 years	56		56
13 - 16 years	8		6
Community College	4		18
BA/B.Sc.	8		1
Professional	5		8
Other	8		2
N	1025		1192

TABLE A5

Proportion of Time 1 and Time 2 Samples  
in Marital Status Categories

<u>Marital Status</u>	T1	Sample	T2
Married	66		66
Widow or widower	6		5
Divorced	4		4
Separated	3		2
Common Law	1		2
Single	19		21
N	1017		1279





## Appendix B

It was determined early in the final design of this study that we would not be able to sample large enough groups in each city to allow for statistical comparisons between cities. This was simply a matter of economics. It was possible to sample a group large enough to generalize to all cities in the province with populations over 10,000 but not to break down the analysis by city. As a result, the body of this report contains no analysis by city.

While generalizations about cities are not possible, it is also known that many readers of this report will have as their primary concern a particular city or set of cities. This appendix is designed to allow those readers to view selected aspects of the data from both samples. However, in light of the discussion above, no analysis of those data is performed. Readers are warned that all of the city data must be viewed as tentative and neither generalizations nor policy decisions should be based on these data.

The first set of tables show demographic characteristics of the cities at Time 1 and Time 2. The second set of tables show responses to various items from the first survey. The next set of tables show responses to those items from the second survey that were utilized most in the analysis in the body of the report. Finally, a few tables comparing Time 1 and Time 2 responses to selected items are presented. The reader is again warned that variation in these tables may be entirely due to the small N in the sample.

NOTE: All cells in all tables are percentages unless otherwise noted.

TABLE B1

Sex by City at Time 1 and Time 2

	Male		Female	
	T1	T2	T1	T2
Calgary	44	43	56	57
Edmonton	43	42	57	58
Red Deer	44	38	56	63
Lethbridge	41	30	59	70
Medicine Hat	34	36	66	64
Grande Prairie	45	38	55	62
Fort McMurray	42	38	58	63

TABLE B2

Age by City, Time 1 and Time 2

	< 20		20-29		30-39		40-49		50-59		60-60		70-79		80-89	
	<u>T1</u>	<u>T2</u>	<u>T1</u>	<u>T2</u>	<u>T1</u>	<u>T2</u>	<u>T1</u>	<u>T2</u>	<u>T1</u>	<u>T2</u>	<u>T1</u>	<u>T2</u>	<u>T1</u>	<u>T2</u>	<u>T1</u>	<u>T2</u>
Calgary	2	4	34	35	24	27	12	15	15	11	6	6	5	2	1	1
Edmonton	3	3	29	35	21	20	13	17	13	12	11	7	7	5	3	1
Red Deer	1	5	45	30	17	30	8	14	13	17	7	2	8	3	1	0
Lethbridge	5	1	21	24	21	20	15	12	21	19	9	17	6	6	2	1
Medicine Hat	3	3	28	37	20	20	12	12	13	14	16	8	6	6	1	1
Grande Prairie	6	8	34	36	25	27	10	14	12	6	8	3	5	5	1	1
Fort McMurray	5	2	32	38	39	32	14	17	5	8	3	2	0	.5	2	0

TABLE B3

## Education by City, Time 1 and Time 2

	Calgary.		Edmonton		Red Deer		Lethbridge		Medicine Hat		Grande Prairie		Fort McMurray	
	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2
0 thru 8	9	8	11	12	9	9	12	4	25	10	11	9	5	3
9 thru 12	55	47	53	51	59	58	54	49	55	63	59	50	70	61
13 thru 16	12	7	7	6	13	6	7	5	5	4	6	6	3	4
Community College Certificate	4	18	3	16	5	14	8	23	0	10	7	20	0	15
BA/B.Sc.	10	11	8	6	1	6	16	7	5	3	4	6	2	9
Professional	3	7	8	8	1	4	1	7	6	9	5	7	10	5
Other	7	3	9	1	12	2	3	5	4	2	8	3	10	3

TABLE B2

## Age by City, Time 1 and Time 2

	< 20		20-29		30-39		40-49		50-59		60-60		70-79		80-89	
	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2
Calgary	2	4	34	35	24	27	12	15	15	11	6	6	5	2	1	1
Edmonton	3	3	29	35	21	20	13	17	13	12	11	7	7	5	3	1
Red Deer	1	5	45	30	17	30	8	14	13	17	7	2	8	3	1	0
Lethbridge	5	1	21	24	21	20	15	12	21	19	9	17	6	6	2	1
Medicine Hat	3	3	28	37	20	20	12	12	13	14	16	8	6	6	1	1
Grande Prairie	6	8	34	36	25	27	10	14	12	6	8	3	5	5	1	1
Fort McMurray	5	2	32	38	39	32	14	17	5	8	3	2	0	.5	2	0

TABLE B3  
Education by City, Time 1 and Time 2

	Calgary.		Edmonton		Red Deer		Lethbridge		Medicine Hat		Grande Prairie		Fort McMurray	
	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2
0 thru 8	9	8	11	12	9	9	12	4	25	10	11	9	5	3
9 thru 12	55	47	53	51	59	58	54	49	55	63	59	50	70	61
13 thru 16	12	7	7	6	13	6	7	5	5	4	6	6	3	4
Community College Certificate	4	18	3	16	5	14	8	23	0	10	7	20	0	15
BA/B.Sc.	10	11	8	6	1	6	16	7	5	3	4	6	2	9
Professional	3	7	8	8	1	4	1	7	6	9	5	7	10	5
Other	7	3	9	1	12	2	3	5	4	2	8	3	10	3

TABLE B4

Socioeconomic Status Utilizing X Blishen Scores  
By City, Time 1 and Time 2

	Calgary		Edmonton		Red Deer		Lethbridge		Medicine Hat		Grande Prairie		Fort McMurray	
	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2
20 thru 29	7	10	9	9	17	6	14	7	6	12	10	17	9	11
30 thru 39	11	11	15	19	17	25	7	11	12	14	13	15	21	14
40 thru 49	13	13	11	24	10	15	6	8	5	11	12	14	19	15
50 thru 59	14	20	15	17	16	15	17	18	10	13	16	10	14	23
60 thru 69	12	15	11	9	8	6	7	5	8	6	10	7	10	6
70 thru 79	1	3	1	3	0	2	0	4	0	6	2	4	0	1
80 thru 89	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Civil Servants	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Retired	6	3	11	8	14	2	11	16	12	10	5	3	2	0
Self-Employed	2	0	1	0	1	0	3	0	3	1	2	1	2	0
Housewife	26	18	18	18	6	20	27	28	37	24	21	26	21	29
welfare	0	0	0	0	0	2	1	1	0	0	2	0	0	0
Unemployed	0	0	1	1	0	1	2	0	3	0	2	0	2	1
Students	6	7	6	7	10	6	5	2	3	5	5	3	2	0

TABLE 85

## How Can We Reduce Crime? (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Don't know	22	14	9	15	18	14	37	17
Control Guns	0	2	4	0	2	1	2	1
Greater Defensive Behavior	11	6	13	7	2	5	13	7
Greater Social Control	15	19	12	21	29	19	12	18
Change Criminal Justice System	28	35	46	42	35	44	15	35
Greater Citizen Intervention	10	9	8	2	6	3	3	7
More Crime Prevention Knowledge	11	10	3	5	3	11	13	9
Other	3	4	5	8	4	5	5	5



TABLE B6

When You Think About The Chances of Being A Victim Of A Fairly Serious Crime, Would You Say That This City is  
 Very Safe As Compared To Other Cities, About Average, Less Safe Than Most, Or One Of The Worst In The Province?

	Calgary	Edmonton	<u>Red Deer</u>	Lethbridge	<u>Medicine Hat</u>	<u>Grande Prairie</u>	<u>Fort McMurray</u>	<u>All Cities</u>
Very Safe	5	2	14	36	25	26	5	13
About Average	47	46	76	60	65	63	70	55
Less Safe Than Most	21	22	8	2	6	7	22	15
One of the Worst	19	27	3	1	2	2	3	14

TABLE B7

When Members of the Family Are At Home Do You Keep Your Doors Locked? (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Always	54	54	33	38	38	31	28	45
Most of the Time	27	17	26	24	25	24	23	23
Sometimes	8	12	18	18	10	16	23	13
Hardly Ever	3	9	10	7	12	13	8	9
Never	5	5	13	9	11	14	7	8
Some Day - All Night	2	3	0	4	3	2	0	3

TABLE B8

When You Are Away For A Short Time Do You Keep Your Doors Locked? (First Survey)

	Cal <sup>g</sup> ary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort. McMurray	All Cities
Always	85	85	59	60	75	58	73	75
Most of the Time	9	9	23	16	8	17	10	12
Sometime	3	3	5	9	6	11	12	6
Hardly Ever	1	2	6	8	3	7	2	4
Never	2	2	6	6	8	7	3	4

TABLE B9

Positive Responses To The Item Asking If Respondents Had Ever Taken Any Of The Crime Prevention Measures Listed  
(First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Lock Door	98	97	95	94	100	85	98	97
Lock windows	88	76	77	80	93	85	73	81
Told Neighbors You Will Be Away	87	84	94	86	93	93	85	88
Turn on Alarm	7	4	9	5	3	6	2	5
Turn On Outside Lights	45	25	39	39	49	44	52	38
Turn On Inside Lights	77	54	69	68	75	65	43	64
Have A Timer For Lights	17	20	14	17	11	7	3	15
Leave Drapes Open	49	38	58	63	58	48	48	48
Have Special Locks	56	34	32	19	20	32	8	34
Frame Pins or Rods On Sliding Doors	15	6	10	7	6	4	2	8
Guard Dog	23	13	19	18	21	21	8	18
Operation Identification	18	11	19	20	11	25	7	16
Tell The Police You Will Be Away	22	15	15	36	21	16	13	19
Stop Deliveries	78	69	69	75	79	67	78	73
Shovel snow/Mow Grass	64	55	59	70	61	52	23	57

TABLE B10

Positive Responses To - Insurance, Dog, Smoke Detector and Burglar Alarm Items (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Dog	29	20	24	29	26	27	23	25
Insurance	81	82	71	83	79	73	53	78
Smoke Detector	19	37	27	24	26	32	30	29
Burglar Alarm	4	2	4	4	3	4	0	3

TABLE B11

## Positive Responses to - Gun Items (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Do you keep a gun in your home	34	29	37	40	44	57	42	
Are any of the guns kept loaded	4	3	7	2	0	3	0	3
Are any of the guns hand <sup>g</sup> uns	21	10	26	15	7	20	16	16

TABLE B12

## How Safe is Your Neighborhood? (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	<u>All Cities</u>
Very Safe	37	35	49	39	34	36	19	36
Average	55	57	49	57	60	56	66	57
Less Safe Than Most	6	5	3	3	4	7	10	5
One of worst in the City	1	1	0	0	0	1	2	1

TABLE B13

Positive Responses to - Has Anything Happened To You Or Have You Heard Anything To Make You Fear For Your Safety?  
(First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine <u>Hat</u>	Grande <u>Prairie</u>	Fort <u>McMurray</u>	All <u>Cities</u>
Anything happened to you to make you fear for your safety	15	18	21	25	12	22	10	19
Have you heard anything to make you fear for your safety	46	40	33	26	30	32	23	37



TABLE B14

Positive Responses to - What Did You Hear That Led to Fear? (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Reports of violence	51	23	61	16	46	28	9	35
Reports of Vandalism	13	15	17	24	4	13	18	14
Reports of Break and Enter	10	24	13	8	14	8	36	16
Reports of Robbery	3	10	4	4	11	5	18	7
A Combination of some of the above categories	17	19	0	20	0	23	18	16
Other	6	10	4	28	25	23	0	12

TABLE B15

Positive Responses to - Do You Feel Safe Alone In Your Neighborhood In The Day Time?  
(First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Very Safe	70	70	73	80	80	71	40	71
Reasonably Safe	26	25	24	18	19	25	43	25
Somewhat Unsafe	2	4	3	2	0	3	13	3
Very Unsafe	1	1	0	0	1	1	2	1

TABLE B16

Do You Feel Safe Alone In Your Neighborhood At Night? (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Very Safe	26	24	30	44	38	31	13	29
Reasonably Safe	37	43	40	36	30	40	57	40
Somewhat Unsafe	20	18	22	12	21	15	18	18
Very Unsafe	14	14	8	7	8	12	8	12

TABLE B17

## Positive Responses to Hitchhiker Items (First Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray	All Cities
Have you hitchhiked in the past 6 months	5	6	5	4	1	2	10	5
Have you picked-up hitchhikers in the past 6 months	10	13	12	17	5	14	17	12

TABLE B18

Exposure to Crime Prevention Slogans (Proportion Responding "Hear of It")  
By City (Second Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
Pull Together to Prevent Crime	18	27	24	19	26	14	34
Shoplifting is No Way to Make Your Mark in Life	79	88	65	90	51	76	76
Crime Prevention is a Community Affair	67	60	76	68	69	68	69
LETS NOT GIVE CRIME A CHANCE	87	86	86	91	92	85	86
Help Cure the Common Crime	17	11	15	16	12	9	18
How Much Does Shoplifting Add to Each Dollar You Spend Response = 5Q	13	11	12	12	16	11	9
N	327	390	88	102	103	101	177

TABLE B19

Exposure to Slogans (Proportion Responding "Heard of It")  
By City (Second Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
Buckle-up For Safety	96	92	95	93	97	93	89
Drive Decent	91	84	68	36	43	37	50
Fire Watch	25	18	30	32	25	24	36
Have You Hugged Your Kid Today	56	55	53	55	52	46	44

TABLE B20

## Do You Lock Your Car When You Go Shopping? (Second Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
Always	78	84	63	79	64	74	67
Most of the Time	10	10	23	8	18	14	13
Some Times	6	4	4	5	11	8	10
Hardly Ever	3	2	7	2	4	2	6
Never	3	1	4	7	3	2	4

TABLE B21

Have You Seen or Heard Anything Recently that Informed You About Crime By City (Second Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
Yes	31	31	60	45	47	27	42
No	61	69	40	55	53	73	58
Useable N	324	382	84	102	103	99	172



TABLE B22

## What Was It You Saw (Second Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
Target Ads	29	35	24	56	30	29	21
TV Programs	16	8	2		4	3	16
Solicitor General Program Other Than Target	19	17	47	11	23	16	11
Commercial Ads	4	5		4	2	3	3
Other Types	6	2	4	11	2	16	13
Now Classifiable	10	13	16	9	32	13	17
Other	16	19	8	9	6	19	19
<b>Useable N</b>	<b>97</b>	<b>119</b>	<b>51</b>	<b>45</b>	<b>47</b>	<b>31</b>	<b>70</b>
Proportion of City N	29%	31%	58%	44%	46%	31%	40%

TABLE B23

## Did You Follow the Advice (Second Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
Yes	48	64	53	48	62	42	49
No	48	30	36	43	62	46	46
Not Sure	4	6	11	10	13	12	4
Useable N	96	111	45	40	47	26	69

TABLE B24

Have The Number of Crime Prevention Messages Increased, Decreased or Remained About The Same  
By City (Second Survey)

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
Increase	53	52	64	56	61	48	56
Decrease	5	4	2	3	3	2	3
Remain About The Same	35	27	31	32	26	36	35
Don't Know Or Other	7	16	3	9	10	15	6

TABLE B25

Time 1 and Time 2 Positive Responses to - Have You Ever Attended Crime Prevention Session Offered By Local Police?

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine <u>Hat</u>	Grande <u>Prairie</u>	Fort <u>McMurray</u>
Yes T1	11	9	4	4	7	5	2
T2	10	5	9	7	4	4	7

TABLE B26

Time 1 and Time 2 Correct Responses to - Can You Tell Me The Police Emergency Number?

	Calgary	Edmonton	Red Deer	Lethbridge	Medicine Hat	Grande Prairie	Fort McMurray
T1 911 or Correct Local Number	76	68	51	43	50	24	50
T2	86	68	42	62	56	48	50

TABLE B27

Proportion Responding "Never Heard of It" to Crime Prevention Campaigns  
By Cities and First and Second Survey

	Calgary		Edmonton		Red Deer		Lethbridge		Medicine Hat		Grande Prairie		Fort McMurray	
	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2
Block Parent	27	18	12	8	14	1	35	19	43	18	18	19	13	7
Lady Beware	40	37	65	61	63	48	70	70	57	38	82	75	52	43
Tele Alert (Bogus Item)	91	87	90	92	96	89	94	93	91	97	95	91	85	88
Operation Identification	32	35	42	33	29	39	64	53	76	48	48	49	68	46
Neighborhood Watch	10	8	67	46	27	11	46	26	56	23	62	54	70	50
Lock it Or Lose it	42	30	88	69	71	65	77	63	83	39	75	66	87	71
After Dark (Bogus)	95	91	94	89	95	90	100	94	90	98	99	87	87	93
Ski Check	68	71	80	76	68	67	73	74	97	83	70	82	87	91

**APPENDIX C**

**THE SURVEY INTERVIEW SCHEDULES**

CRIME PREVENTION SOLICITOR GENERAL OF CANADA

PRE-INTERVENTION SURVEY MARCH 1978

1. Interviewers name (print) \_\_\_\_\_
2. Interview I.D. Number \_\_\_\_\_
3. Census tract \_\_\_\_\_
4. Electoral District \_\_\_\_\_ Enumeration Area \_\_\_\_\_
5. Telephone number to be called \_\_\_\_\_
6. 

Call 1	Date	_____	Time	_____
Call 2	Date	_____	Time	_____
Call 3	Date	_____	Time	_____
Call 4	Date	_____	Time	_____
Call 5	Date	_____	Time	_____
Call 6	Date	_____	Time	_____
Call 7	Date	_____	Time	_____
Call 8	Date	_____	Time	_____
Call 9	Date	_____	Time	_____
Call 10	Date	_____	Time	_____
7. Non completion (reason) \_\_\_\_\_
8. Length of interview \_\_\_\_\_



CRIME PREVENTION - SOLICITOR GENERAL OF CANADA

PRE-INTERVENTION SURVEY

MARCH 1978

---

Hello, I am \_\_\_\_\_ and I am helping to conduct a crime prevention study for The University of Alberta. All your answers are strictly confidential and will be used only for statistical purposes. Your responses are very important as they should help to prevent crime in your community. Thank you for taking the time to do this.

---

*I. First, I would like to ask you some questions about crime prevention. The results of answers to these questions may well lead to improved safety for all of us.*

1. what do YOU think is the most important thing that can be done to reduce crime?

---

1. [ ] Don't know

2. [ ] N.A.

PLEASE LEAVE  
BLANK

2. I am going to read some hypothetical crime situations. In each case please tell me if you would do anything, if you saw this event happening.

A. Someone is breakin<sup>g</sup> into a neighbors house or apartment.

1.  Do nothing
  2.  Call police
  3.  Call relative/friend
  4.  Call neighbor
  5.  Other (specify \_\_\_\_\_)
  6.  Not sure
- INTERVIEWER: DO NOT READ THIS.

B. Someone is damaging your neighbors property (for example: soaping windows, or writing with spray paint on walls)

1.  Do nothing
  2.  Call police
  3.  Call relative/friend
  4.  Call neighbor
  5.  Other (specify \_\_\_\_\_)
  6.  Not sure
- INTERVIEWER: DO NOT READ THIS.

C. You see someone shoplifting in a department store.

1.  Do nothing
  2.  Call police
  3.  Tell store personnel
  4.  Other (specify \_\_\_\_\_)
  5.  Not sure
- INTERVIEWER: DO NOT READ THIS.

D. You see someone trying to break into a car on your street.

1.  Do nothing
  2.  Call police
  3.  Call relative/friend
  4.  Other (specify \_\_\_\_\_)
  5.  Not sure
- INTERVIEWER: DO NOT READ THIS.

3. A. By the way, what type of dwelling are you presently living in?

INTERVIEWER: READ LIST IF RESPONDENT IS NOT SURE

1.  House
2.  Hi-rise apartment
3.  Other apartment or flat
4.  Townhouse
5.  Other (Specify) \_\_\_\_\_
6.  NA

B. Do you rent or own this home?

1.  Rent
2.  Own
3.  NA

4. A. Within the last year or two, have you done anything to protect yourself or your property against crime.

1.  No (Skip to 5 if renter, 6 if not. renter)
2.  Yes

B. what did you do? (mark all that apply)

1.  Started to lock doors and/or windows
2.  Installed new locks
3.  Installed new lights; leave lights on
4.  Bought a dog
5.  Carry/bought a weapon for protection
6.  Bought insurance
7.  Put valuables in secure place
8.  Started to secure car (e.g., lock car, keep in garage)
9.  Changed activity pattern (e.g., go out less, don't go out alone, etc.)
10.  Other (Specify)
11.  NA

C. what lead you to take this action?

\_\_\_\_\_

\_\_\_\_\_

D. How much do you feel these actions have helped to protect you?

1.  A great deal
2.  Somewhat
3.  Not much
4.  Not at all
5.  Don't know
6.  NA

INTERVIEWER: IF NOT RENTER, GO TO #6

5. INTERVIEWER: ASK ONLY IF SUBJECT IS RENTER

Has the landlord or management of your building done anything to make this building secure from thieves and vandals?

1.  Yes
2.  No
3.  Don't know
4.  NA

PLEASE LEAVE  
BLANK

6. In the last six months, have you attended crime prevention sessions offered by local police?

1.  Yes
2.  No
3.  Don't know
4.  NA
5.  Other (specify)

7. A. In the last six months have you been aware of a crime committed against you or your property that you did not report to the police?

1.  Yes
2.  No (SKIP TO #8)
3.  Not sure
4.  NA

B. What was the reason for not reporting it?

1.  Was private, not criminal matter
2.  Police could not do anything about it
3.  Police would not want to be bothered
4.  Did not want to take the time
5.  Did not want to harm the offender
6.  Afraid of reprisal
7.  Did not know how or if they should notify the police
8.  Too confused or upset to notify police
9.  Not sure that real offenders would be caught
10.  Fear of insurance cancellation
11.  Other (specify)
12.  NA

8. When you (or other family members) are at home do you keep your doors locked?

1.  Always
  2.  Most of the time
  3.  Sometimes
  4.  Hardly ever
  5.  Never
  6.  NA
- INTERVIEWER: READ LIST

9. If you will be away from your home for less than a half hour, and no one else will be home, do you take any precautions to secure your home? Can you tell me what you do?

- 1. [ ] Lock doors INTERVIEWER: DO
- 2. [ ] Lock windows NOT READ ITEMS.
- 3. [ ] Tell a neighbor you will be away
- 4. [ ] Turn on alarm system
- 5. [ ] Leave outside lights on
- 6. [ ] Leave inside lights on
- 7. [ ] Have automatic timers for lights
- 8. [ ] Leave drapes and shades open
- 9. [ ] Have special locks (ie. deadbolt)
- 10. [ ] Have through frame pins on rods and sliding doors
- 11. [ ] Have guard dog
- 12. [ ] Operation identification
- 13. [ ] Tell police
- 14. [ ] Lock garage
- 15. [ ] Stop deliveries
- 16. [ ] Other (specify) \_\_\_\_\_
- 17. [ ] Don't do anything
- 18. [ ] NA

10. when you leave your home (even for a short time) do you keep the doors locked?

- 1. [ ] Always INTERVIEWER: READ LIST
- 2. [ ] Most of the time
- 3. [ ] Sometimes
- 4. [ ] Hardly ever
- 5. [ ] Never
- 6. [ ] NA

11. Do you take any steps to secure your (home, apartment) if you are going to be gone for a while (for instance on vacation) and no one will be home. Can you tell me what you do?

- 1. [ ] Lock doors INTERVIEWER: DO NOT
- 2. [ ] Lock windows READ LIST
- 3. [ ] Tell a neighbor you will be away
- 4. [ ] Turn on alarm system
- 5. [ ] Leave outside lights on
- 6. [ ] Leave inside lights on
- 7. [ ] Have automatic timers for lights
- 8. [ ] Leave drapes and shades open
- 9. [ ] Have special locks (ie. deadbolt)
- 10. [ ] Have through frame pins on rods and sliding doors
- 11. [ ] Have guard dog
- 12. [ ] Operation identification
- 13. [ ] Tell police
- 14. [ ] Lock garage
- 15. [ ] Stop deliveries
- 16. [ ] Other (Specify)
- 17. [ ] shovel snow/cut grass
- 18. [ ] Don't do anything
- 19. [ ] NA

12. I am going to read you a list of things that people have done to secure their homes. Have you ever done any of these things?

INTERVIEWER: MARK THOSE THAT THEY HAVE SAID THEY DO AND ASK THE REST

1.  Lock doors
2.  Lock windows
3.  Tell a neighbor you will be away
4.  Turn on alarm system
5.  Leave outside lights on
6.  Leave inside lights on
7.  Have automatic timers for lights
8.  Leave drapes and shades open
9.  Have special locks (ie. deadbolt)
10.  Have through frame pins and rods on sliding doors
11.  Have a guard dog
12.  Operation identification (ie. marked valuables with special pens)
13.  Tell police
14.  Lock garage
15.  Stop deliveries
16.  Mow grass in summer/shovel snow in winter
17.  Other (specify)
18.  NA

13. Can you tell me the things that a person might do to keep his/her car from being stolen?

1.  Keep it locked (close windows, lock doors)
2.  Don't leave keys in car
3.  Keep in garage
4.  Lock garage
5.  Leave car on well lit streets (or don't leave on dark streets)
6.  Other (Specify)
7.  Don't know
8.  NA

14. What kinds of things can a person do to keep things from being stolen from his/her car?

1.  Don't leave valuables in place where they can be seen
2.  Put valuables in trunk and lock it
3.  Lock car
4.  Leave car in garage (lock garage)
5.  Alarms in car
6.  Leave car on well lit streets
7.  Other (Specify)
8.  Don't know
9.  NA

15. A. Do you think hitchhiking is dangerous for hitchhikers?

1.  Yes
2.  No (SKIP TO C)
3.  Sometimes
4.  Don't know
5.  NA

B. Why?

---

---

C. Have you hitchhiked in the past 6 months?

1.  Yes
2.  No
3.  Not sure
4.  NA

---

16. A. would you pick up hitchhikers if you were driving alone in a car or truck?

1.  Yes
2.  No
3.  Not sure
4.  NA

B. Have you picked up hitchhikers in the past 6 months.

1.  Yes
2.  No
3.  NA

---

17. A. Can people do anything to keep their property from being vandalized?

1.  Yes
2.  No (SKIP TO #18)
3.  Don't know
4.  NA

B. Please list the things that could be done.

PLEASE LEAVE  
BLANK

18. A. Do you know the police emergency number or do you have easy access to it?.
- 1.  Yes (know it)
  - 2.  Yes (easy access)
  - 3.  Don't know it  SKIP TO 19
  - 4.  NA
- B. Can you tell it to me now?
- 1.  No
  - 2.  911
  - 3.  Other response

19. I am going to mention the names of some community programs. Please tell me if you have heard of them and what they do.
- A. Block Parent
- 1.  Never heard of it
  - 2.  \_\_\_\_\_
- B. Lady Beware
- 1.  Never heard of it
  - 2.  \_\_\_\_\_
- C. Tele-Alert
- 1.  Never heard of it
  - 2.  \_\_\_\_\_
- D. Operation Identification
- 1.  Never heard of it
  - 2.  \_\_\_\_\_
- E. Neighborhood Watch
- 1.  Never heard of it
  - 2.  \_\_\_\_\_
- F. Lock it or Lose it
- 1.  Never heard of it
  - 2.  \_\_\_\_\_
- G. After Dark
- 1.  Never heard of it
  - 2.  \_\_\_\_\_
- H. Ski Check
- 1.  Never heard of it
  - 2.  \_\_\_\_\_



PLEASE LEA  
BLANK

20. Do you have a dog that might protect you or your household?

- 1.  Yes
- 2.  No
- 3.  NA

21. Do you have an insurance policy that would cover theft and/or vandalism to your home?

- 1.  Yes
- 2.  No
- 3.  Don't know
- 4.  NA

22. A. Do you have a smoke or fire detector in your home?

- 1.  Yes
- 2.  No (SKIP TO #23)
- 3.  Don't know
- 4.  NA

B. Did you have it installed or did it come with your home?

- 1.  Installed self
- 2.  Came with home
- 3.  Other (specify)
- 4.  Don't know
- 5.  NA

23. A. Do you have a burglar alarm in your home?

- 1.  Yes
- 2.  No (SKIP TO #24)
- 3.  Don't know
- 4.  NA

B. What prompted you to install it?

- 1.  Came with house
- 2.  Other (specify)\_\_\_\_\_

24. A. Do you keep a gun or guns in your home?

- 1.  Yes
- 3.  NA ] SKIP TO PART II INTRODUCTION

B. Are any of them kept loaded?

- 1.  Yes
- 2.  No
- 3.  Don't know
- 4.  NA

C. Are any of the guns you keep in the house handguns (or pistols)?

- 1.  Yes
- 2.  No
- 3.  Refuse to answer
- 4.  Don't know
- 5.  NA

---

II. *Now, I would like to ask you some questions about TV, radio and newspapers.*

25. How many times did you read a newspaper in the last week?

- 0    1    2    3    4    5    6    7

---

26. A. Are there any T.V. sets in your house?

- 1.  Yes
- 2.  No

B. In the last week about how much time per day did you spend watching T.V.?

- 1.  Did not watch TV
  - 2.  Less than 1 hour
  - 3.  1 to 2 hours
  - 4.  2 to 3 hours
  - 5.  3 to 4 hours
  - 6.  4+ hours
  - 7.  Don't know
  - B.  NA
-

27. In the last week about how much time per day did you spend listening to the radio?

- 1.  Don't listen
- 2.  Less than 1/2 hour
- 3.  About an hour
- 4.  1 or 2 hours
- 5.  3 hours
- 6.  More than 3 hours
- 7.  Don't know
- 8.  NA

28. A. In the last week did you watch any Television news?

- 1.  Yes
- 2.  No
- 3.  Don't remember

B. When you watch television news do you generally watch:

INTERVIEWER: CHECK AS MANY AS APPLY

- 1.  Local Canadian
- 2.  National Canadian
- 3.  Local U.S.
- 4.  National U.S.
- 5.  Never watch Television news
- 6.  NA

29. A. If you could only watch one television program per week what would it be?

Don't watch TV (SKIP TO #31)

Name Program \_\_\_\_\_

B. What do you like about the program?

\_\_\_\_\_

30. A. If you could have on TV program taken off of the air which one would you choose?

Don't watch TV

Name of Program \_\_\_\_\_

B. Why?

31. Now I would like to get your opinion on how radio, television and the newspaper you read compare? INTERVIEWER: IF THEY DO NOT READ A NEWSPAPER, LEAVE THAT PART OUT, AND CHECK HERE [ ]. ASK THE QUESTIONS FOR THE OTHER MEDIA.
- A. Which presents the fairest most unbiased news? 1R 2T 3N 4DK 5NA
- B. Which is most important to you? 1R 2T 3N 4DK 5NA
- C. Which is the least important to you? 1R 2T 3N 4DK 5NA

PLEASE LEAVE  
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32. A. Have you heard or seen anything that informed you about preventing crime in your home?
1. [ ] Yes
2. [ ] No (SKIP TO PART III INTRODUCTION)
3. [ ] NA
- B. Can you tell me what it was? (specify)
- \_\_\_\_\_
- C. Did you follow any of the advice?
1. [ ] Yes
2. [ ] No
3. [ ] Not sure
4. [ ] NA

III. Now I would like to ask you some questions about you, your neighborhood and crime and the police in general.

33. How safe do you feel walking alone in your neighborhood during the day? would you say that you feel:
1. [ ] Very safe
2. [ ] Reasonably safe
3. [ ] Somewhat unsafe
4. [ ] Very unsafe
5. [ ] Don't know
6. [ ] NA

34. How safe do you feel walking alone in your neighborhood at night? would you say that you feel:
1. [ ] Very safe
2. [ ] Reasonably safe
3. [ ] Somewhat unsafe
4. [ ] Very unsafe
5. [ ] Don't know
6. [ ] NA

35. When a crime is committed in your neighborhood, is it committed by people who live in the area or by outsiders?

1.  In area
2.  Outsiders
3.  Some of each
4.  Don't know
5.  NA

36. A Has anything ever happened to you personally that makes you fear for your personal safety, or the safety of your property in this neighborhood?

1.  Yes
3.  NA ] (SKIP TO #37)

B. What was it?

---

---

37. A. Have you ever heard anything or read anything that makes you fear for your personal safety or the safety of your property in this neighborhood?

1.  Yes
2.  NO (SKIP TO #38)
3.  NA

B. (If yes) where did you receive this information from?

INTERVIEWERS: CODE ALL RESPONSES GIVEN

1.  Television
2.  Radio
3.  Newspaper
4.  Relative, neighbor or friend (who lives in the area)
5.  Relative, neighbor or friend (who does not live in the area)
6.  Other (specify)
7.  NA

C. What was it you found out?

38. When you think about the chances of being a victim of a fairly serious crime, would you say that your neighborhood is very safe as compared to other neighborhoods in town, about average, less safe than most or one of the worst in town?

- 1.  Very safe
- 2.  About average
- 3.  Less safe than most
- 4.  One of the worst in town
- 5.  Don't know
- 6.  NA

PLEASE LEAVE  
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39. (While we're on the subject), when you think about the chances of being a victim of a fairly serious crime, would you say that this city is very safe as compared to other cities, about average, less safe than most, or one of the worst in the province?

- 1.  Very safe
- 2.  About average
- 3.  Less safe than most
- 4.  One of the worst in the province
- 5.  Don't know
- 6.  NA

40. I am going to mention a few different crimes and I would like you to tell me if you are concerned or not concerned about the possibility of becoming a victim of these crimes at some time in the future.

	Concerned	Not Concerned	Don't Know	NA
A. Break and enter	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
B. Theft of your car	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
C. Theft FROM your car	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
D. Assault	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
E. Having your property vandalized	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
F. Rape (Ask only of females)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

41. Now, I would like you to tell me if you think your chances of being a victim of each of these same crimes has gone up, gone down or remained about the same in recent years.

		Gone Up	Gone Down	Same	DK	NA
A.	Break and Enter	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
B.	Vandalism	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
C.	Theft of your car	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
D.	Theft from your car	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
E.	Assault	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
F.	Rape (Ask only of females)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

42. What do you think is the most common sort of crime committed in your neighborhood?

1.  Burglary/Break-ins
2.  Robbery/Hold-ups
3.  Assault/Mugging
4.  Stealing/Theft
5.  Car Theft
6.  Bicycle Theft
7.  Shoplifting
8.  Vandalism/Juvenile Delinquency/Teen Gangs/Disorderly
9.  Traffic Violations
10.  Kidnapping
11.  Murder
12.  Drug Abuse
13.  Rape/Sex Crimes
14.  Pickpocketing/Purse Snatching
15.  Drinking
16.  NA
17.  Other (specify)

43. Are you in favour of changing the laws to give the police in your city more power, less power or would you like to see them have the same amount of power that they now have?

- 1.  More power
- 2.  Less power
- 3.  Keep their power the same
- 4.  Don't know
- 5.  NA

PLEASE LEAVE  
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44. A. Have you or a member of your household ever been the victim of a serious crime? (If hesitant give examples such as robbery, assault, arson, etc.)

- 1.  Yes
- 2.  No
- Don't know (SKIP TO #45)
- 4.

B. (If yes) who was the victim (respondent? or what was the relationship of the victim to the respondent).

C. What was the crime?

\_\_\_\_\_

INTERVIEWER: IF MORE  
THAN ONE CRIME AND  
VICTIM, TAKE MOST  
RECENT CRIMES UP TO  
THREE.

45. Do you have a close friend or a relative who is a policeman or policewoman?

- 1.  Yes
- 2.  No
- 3.  Don't know
- 4.  NA



46. I am going to read you a statement and I would like you to respond by telling me if you strongly agree with this statement, agree, disagree or strongly disagree. The statement is "Today most people can be trusted".

1.  Strongly agree
2.  Agree
3.  Disagree
4.  Strongly disagree
5.  Not sure
6.  NA

---

47. A. Which of the following problems (if any) have you been paying most attention to lately?

1.  Inflation
2.  Unemployment
3.  Crime
4.  Taxes
5.  National unity
6.  Family matters
7.  None of these]
8.  NA ] (SKIP TO PART IV INTRODUCTION)

B. Of those problems, is there another one you have been paying attention to lately?

1.  Inflation
2.  Unemployment
3.  Crime
4.  Taxes
5.  National unity
6.  Family matters
7.  None of these
8.  NA

IV. *Finally, I would like to ask you some questions about yourself.*

PLEASE LEAVE  
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48. A. what kind of work do you normally do? INTERVIEWER: GET SPECIFICS

INTERVIEWER: IF THE ABOVE ANSWER IMPLIES THAT THE SUBJECT IS A  
WAGE EARNER ASK B.

IF THE ABOVE ANSWER DOES NOT IMPLY WAGE EARNER (ie. housewife)  
ASK D.

B. Are there any other people who work and contribute to the family  
income, in the household?

INTERVIEWER: WE ARE MOST INTERESTED IN MAJOR WAGE EARNERS.

1. [ ] Yes

2. [ ] NA  (SKIP TO #49)

C. what kind of work does he/she normally do?

D. what work does the person who contributes most to the household  
earning normally do?

49. what was the last grade you completed in school?

1. [ ] (write in number of years)

2. [ ] BA/BSc

3. [ ] Professional or graduate degree (engineering, law, M.D.,  
M.A., Ph.D.)

4. [ ] Other (specify)

5. [ ] NA

50. what is the intersection nearest to your home?

INTERVIEWER: BE SURE TO WRITE IN ST., AVE., CRES. ETC.  
IF YOU CANNOT GET THIS INFORMATION, TRY TO GET THE NAME OF  
A NEIGHBORHOOD. YOU MAY GIVE EXAMPLES.



Sex of respondent:

- 1.  Male
- 2.  Female

Thank you very much for your co-operation. I know that your answers will be useful in attempting to prevent crime in the future.

INTERVIEWER: STOP HERE.

Income area

CRIME PREVENTION SOLICITOR GENERAL OF CANADA

POST-INTERVENTION SURVEY JANUARY, 1979

1. City \_\_\_\_\_

2. Telephone number to be called \_\_\_\_\_

3. Interviewers name (print)

4. Interview I.D. Number

5. Census tract \_\_\_\_\_

6. Electoral District \_\_\_\_\_ Enumeration Area

7. Call 1 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 2 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 3 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 4 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 5 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 6 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 7 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 8 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 9 Date \_\_\_\_\_ Time \_\_\_\_\_

Call 10 Date \_\_\_\_\_ Time \_\_\_\_\_

8. Non completion (reason)

\_\_\_\_\_

9. Length of interview

## CRIME PREVENTION - SOLICITOR GENERAL OF CANADA

## POST-INTERVENTION SURVEY

OCTOBER-NOVEMBER 1978

Hello, I am \_\_\_\_\_ and I am helping to conduct a crime prevention study for The University of Alberta. All your answers are strictly confidential and will be used only for statistical purposes. Your responses are very important as they should help to prevent crime in your community. Thank you for taking the time to do this.

I. *First, I would like to ask you some questions about crime prevention. The results of answers to these questions may well lead to improved safety for all of us.*

1 A. Which of the following problems (if any) have you been paying most attention to lately?

1.  Inflation
2.  Unemployment
3.  Crime
4.  Taxes
5.  National unity
6.  Family matters
7.  None of these
8.  (SKIP TO QUESTION 2)

B. Of those problems, is there another one you have been paying attention to lately?

1.  Inflation
2.  Unemployment
3.  Crime
4.  Taxes
5.  National Unity
6.  Family matters
7.  None of these
8.  NA

2. would you agree or disagree with the following statement?  
 Many of our modern social problems result from the fact that we have gotten too far away from old moral standards.

PLEASE LE;  
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- 1. ( ) Agree
- 2. ( ) Disagree
- 3. ( ) Don't know
- 4. ( ) No answer

3. what do YOU think is the most important thing that can be done to reduce crime?

INTERVIEWER: DO NOT READ THESE

- 1. ( ) Don't know
- 2. ( ) No answer
- 3. ( ) Control firearms and restrict availability of guns
- 4. ( ) Greater defensive behavior on part of citizens (precautions which citizens could take to protect home)
- 5. ( ) Increase social control (relates to the role of school, family etc.)
- 6. ( ) Changes in criminal justice system (longer jail sentences, tougher laws, more police etc.)
- 7. ( ) Greater citizen involvement in crime prevention (helping police, reporting crimes, helping neighbors etc.)
- 8. ( ) Increase availability of crime prevention knowledge (educate public etc.)
- 9. ( ) Other

4. I am going to read you a list of crime orevention slogans. Can you tell me if you have heard or seen any of them used recently?

	Never Heard of it	Heard of it	Not Sure	No Answer
1. Pull together to prevent crime	( ) 1	( ) 2	( ) 3	( ) 4
2. Shoplifting is no way to make your mark in life	( ) 1	( ) 2	( ) 3	( ) 4
3. Crime prevention is a community affair	( ) 1	( ) 2	( ) 3	( ) 4
4. Let's not give crime a chance	( ) 1	( ) 2	( ) 3	( ) 4
5. Help cure the common crime	( ) 1	( ) 2	( ) 3	( ) 4

5. A. I am going to read you a list of other types of campaign that may or may not be going on in your city. Can you tell me if you have heard of any of them or seen them being used?

PLEASE LEAVE  
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	Never Heard <u>of it</u>	Heard <u>of it</u>	Not <u>Sure</u>	No <u>Answer</u>
1. Buckle-up for safety	( ) 1	( ) 2	( ) 3	( ) 4
2. Drive decent	( ) 1	( ) 2	( ) 3	( ) 4
3. Fire watch	( ) 1	( ) 2	( ) 3	( ) 4
4. Have you hugged your kid today	( ) 1	( ) 2	( ) 3	( ) 4

B. Do you think the way people drive in (name city) is a problem?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) NA

C. Have you changed your driving habits in the last few months?

- 1. ( ) Yes
  - 2. ( ) Ho
  - 3. ( ) Don't know
  - 4. ( ) Not sure
  - 5. ( ) Don't Drive
- (SKIP TO QUES. 6)

D. How? \_\_\_\_\_  
\_\_\_\_\_

E. Why did you change your habits?

- 1. ( ) Something they saw or heard in a safe driving campaign
- 2. ( ) Other (specify \_\_\_\_\_)
- 3. ( ) NA

6. Businessmen tell us that shoplifting costs consumers millions of dollars every year. How much do you think shoplifting adds to each dollar you spend?

\_\_\_\_\_ Code amount as t (cents)  
\_\_\_\_\_ (NA)  
Don't Know



7, I am going to read some hypothetical crime situations. In each case please tell me if you would do anything, if you saw this event happening.

A. Someone is breaking into a neighbors house or apartment.

1. ( ) Do nothing
  2. ( ) Call police
  3. ( ) Call relative/friend
  4. ( ) Call neighbor
  5. ( ) Other (specify\_\_\_\_\_)
  6. ( ) Not sure
  7. ( ) Intervene self
- INTERVIEWER: DO NOT READ THIS.

B. Someone is damaging your neighbors property (for example: soaping windows, or writing with spray paint on walls)

1. ( ) Do nothing
  2. ( ) Call police
  3. ( ) Call relative/friend
  4. ( ) Call neighbor
  5. ( ) Other (specify\_\_\_\_\_)
  6. ( ) Not sure
  7. ( ) Intervene self
- INTERVIEWER: DO NOT READ THIS.

C. You see someone shoplifting in a department store.

1. ( ) Do nothing
  2. ( ) Call police
  3. ( ) Tell store personnel
  4. ( ) Other (specify\_\_\_\_\_)
  5. ( ) Not sure
  6. ( ) Intervene self
- INTERVIEWER: DO NOT READ THIS.

D. You see someone trying to break into a car on your street.

1. ( ) Do nothing
  2. ( ) Call police
  3. ( ) Call relative/friend
  4. ( ) Other (specify\_\_\_\_\_)
  5. ( ) Not sure
  6. ( ) Intervene self
- INTERVIEWER: DO NOT READ THIS.

E. Someone is damagin<sup>9</sup> a school (for instance: breaking windows or spray painting walls).

1. ( ) Do nothing
  2. ( ) Call police
  3. ( ) Call relative/friend
  4. ( ) Other (specify\_\_\_\_\_)
  5. ( ) Not sure
  6. ( ) Intervene self
  7. ( ) Tell school personnel
- INTERVIEWER: DO NOT READ THIS.

8. A. By the way, what type of dwelling are you presently living in?

INTERVIEWER: READ LIST IF RESPONDENT IS NOT SURE

1. ( ) House
2. ( ) Hi-rise apartment
3. ( ) Other apartment or flat
4. ( ) Townhouse
5. ( ) Other (Specify)
6. ( ) Condominium
7. ( ) Mobile home
8. ( ) Institution
9. ( ) No answer

B. Do you rent or own this home?

1. ( ) Rent
2. ( ) Own
3. ( ) No answer

PLEASE LEAVE  
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9. Could you tell me how long you have lived at this present address?

INTERVIEWER: code number of years  
00 - less than a year

INTERVIEWER: THIS QUESTION REFERS TO NEW BEHAVIORS IN THE LAST 6 MONTHS TO PROTECT AGAINST CRIME

10. A. within the last six months, have you done anything to protect yourself or your property against crime?
1.  No (SKIP TO QUES. 11 IF RENTER, QUES. 12 IF NON-RENTER)
  2.  Yes
- B. what did you do? (Mark all that apply)
1.  Started to lock doors and/or windows
  2.  Installed new locks
  3.  Installed new lights; leave lights on
  4.  Bought a dog
  5.  Carry/bought a weapon for protection
  6.  Bought insurance
  7.  Put valuables in secure place
  8.  Started to secure car (e.o., lock car, keep in garage)
  9.  Changed activity pattern (e.g., go out less, don't go out alone, etc.)
  10.  Bars on windows
  11.  Installed peephole
  12.  Other
  13.  No answer
- C. what led you to take this action?
1.  No answer or not applicable
  2.  Don't know
  3.  Concern with crime (heard about crime in neighborhood, city etc.)
  4.  Respondent, household or members of household were victimized
  5.  Respondent knows other people who took similar action
  6.  Respondent saw ad or publicity of some sort that suggested that this type of action be taken
  7.  Other (specify\_\_\_\_\_)

INTERVIEWER:  
DO NOT READ  
THIS.

INTERVIEWER:  
DO NOT READ  
THIS.

PLEASE LEAV  
BLANK

11. INTERVIEWER: ASK ONLY IF SUBJECT IS RENTER

PLEASE LEAVE  
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Has the landlord or management of your building done anything to make this building secure from thieves and vandals?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) No answer

12. In the last six months, have you attended crime prevention sessions offered by local police?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) No answer
- 5. ( ) Other (specify)

13. A. Are you aware of a crime that was committed against you or your property in the last six months?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Not sure --- (SKIP TO (2UES. 14)
- 4. ( ) No answer
- 5. ( ) Other (specify)

B. What was the crime? \_\_\_\_\_

C. Was the crime reported to the police?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) No answer

<p>14. When you (or other family members) <u>are at home</u> do you keep your doors locked?</p> <p>1. ( ) Always  2. ( ) Most of the time  3. ( ) Sometimes  4. ( ) Hardly ever  5. ( ) Never  6. ( ) No answer  7. ( ) Sometimes during the day but always at night</p>	<p>PLEASE LEAV BLANK</p>
<p>15. When you leave your home <u>(even for a short time)</u> do you keep the doors locked?</p> <p>1. ( ) Always  2. ( ) Most of the time  3. ( ) Sometimes  4. ( ) Hardly ever  5. ( ) Never  6. ( ) No answer  7. ( ) Other</p>	
<p>16. I am going to read you a list of things that people have done to secure their homes. Have you ever done any of these things?</p> <p>1. ( ) Lock doors  2. ( ) Lock windows  3. ( ) Tell a neighbor you will be away  4. ( ) Turn on alarm system  5. ( ) Leave outside lights on  6. ( ) Leave inside lights on  7. ( ) Have automatic timers for lights  8. ( ) Leave drapes and shades open  9. ( ) Have special locks (i.e. deadbolt)  10. ( ) Have through frame pins and rods on sliding doors  11. ( ) Have a guard dog  12. ( ) Operation identification</p> <p>13. ( ) Tell police  14. ( ) Lock garage  15. ( ) Stop deliveries  16. ( ) Mow grass in summer/shovel snow in winter  17. ( ) Other (specify) _____  18. ( ) No answer  19. ( ) Install or use a peephole  20. ( ) Buy or carry a weapon  21. ( ) Put bars on windows  22. ( ) Did you ask a neighbor to park a car in your driveway, while you were away on vacation</p>	<p>INTERVIEWER: READ LIST</p> <p>INTERVIEWER: READ LIST</p> <p>INTERVIEWER: CHECK ALL THAT APPLY. YOU SHOULD INCLUDE APPROPRIATE ITEMS FROM QUES. 10B</p>

PLEASE LEAVE  
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17. Do you drive on a regular basis?

1.  Yes
2.  Noj (SKIP TO QUES. 18c)
3.  NA

18. A. Would you pick up hitchhikers if you were driving alone in a car or truck?

1.  Yes
2.  No
3.  Not sure
4.  No answer
5.  Under some circumstances (i.e. students or bad weather)

INTERVIEWER: DO NOT READ.

B. Have you picked up hitchhikers in the past six months?

1.  Yes
2.  No
3.  No answer

C. Have you hitchhiked in the past six months?

1.  Yes
2.  No
3.  Not sure
4.  No answer

INTERVIEWER: IF NON-DRIVER SKIP TO QUES. 21.

PLEASE LEAVE  
BLANK

19. A. Do you lock your car when you go shopping?
- 2.  Most of the time READ THIS
  - 3.  Sometimes
  - 4.  Hardly ever
  - 5.  Never} (SKIP TO QUES. 20A)
  - 6.  NA
- B. Have you always done this or have you changed your behavior in recent times?
- 1.  Always done this (SKIP TO QUES. 20A)
  - 2.  Changed behavior recently (INTERVIEWER: last 6 months)
  - 3.  NA
- C. Why did you change your behavior?
- 1.  Something they saw or heard in an anti-crime ad campaign
  - 2.  Personal victimization
  - 3.  Other (specify \_\_\_\_\_)
  - 4.  NA

- 
20. A. When it is really cold out do you ever leave your car running while you do an errand?
- 3.  No (SKIP TO QUES. 21)
- B. Are the doors left locked or unlocked?
- 1.  Locked
  - 2.  Unlocked (SKIP TO QUES. 21)
  - 3.  NA
- C. Have you always done this or have you changed your behavior in recent times?
- 1.  Always (SKIP TO QUES. 21)
  - 2.  Changed behavior recently (INTERVIEWER: last 6 months)
  - 3.  NA
- D. Why did you change your behavior?
- 1.  Something they saw or heard in an anti-crime ad
  - 2.  Personal victimization
  - 3.  Other (specify \_\_\_\_\_)
  - 4.  NA

21. A. Do you know the police emergency number or do you have easy access to it?

- 1. ( ) Yes (know it)
- 2. ( ) Yes (easy access)
- 3. ( ) Don't know it
- 4. ( ) No answer

(SKIP TO QUES. 22)

PLEASE LEAVE  
BLANK

B. Can you tell it to me now?

Correct Responses

- |                                |        |                |          |
|--------------------------------|--------|----------------|----------|
| 1. ( ) No                      | 911 or | Grande'Prairie | 532-7785 |
| 2. ( ) Correct number for area |        | Ft. McMurray   | 743-2286 |
| 3. ( ) Other response          |        | Red Deer       | 347-4431 |
|                                |        | Medicine Hat   | 527-2251 |
|                                |        | Lethbridge     | 328-4444 |

22. Do you have a dog that might protect you or your household?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) No answer

23. Do you have an insurance policy that would cover theft and/or vandalism to your home?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) No answer

24. Do you have a smoke or fire detector in your home?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) No answer

25. A. Do you have a burglar alarm in your home?

- 1. ( ) Yes
- 2. ( ) No (SKIP TO QUES. 26)
- 3. ( ) Don't know
- 4. ( ) No answer

B. What prompted you to install it?

- 1. ( ) Came with house
- 2. ( ) Concerned with or afraid of crime generally
- 3. ( ) Some sort of media message
- 4. ( ) Victim of crime (respondent, household, household member)
- 5. ( ) Other
- 6. ( ) Ho answer



26. I am going to mention the names of some community programs.  
Please tell me if you have heard of them and what they do.

PLEASE LISTEN  
BLANK

A. Block Parent

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Correct description
4. ( ) Incorrect description

B. Lady Beware

INTERVIEWER: DESCRIPTION IN  
MANUAL.

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Correct description
4. ( ) Incorrect description

C. Tele-Alert

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Incorrect description

D. Operation Identification

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Correct description
4. ( ) Incorrect description

E. Neighborhood watch

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Correct description
4. ( ) Incorrect description

F. Lock it or Lose it

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Correct description
4. ( ) Incorrect description

G. After Dark

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Incorrect description

H. Ski Check

1. ( ) Never heard of it
2. ( ) Heard of it but don't know what it is
3. ( ) Correct description
4. ( ) Incorrect description

PLEASE LEAVE  
BLANK

27. A. Do you keep a gun or guns in your home?

1.  Yes
2.  No (SKIP TO QUES, 27.1)
3.  No answer

B. Are any of them kept loaded?

1.  Yes
2.  No
3.  Don't know
4.  No answer

C. Are any of the guns you keep in the house handguns (or pistols)?

1.  Yes
2.  No
3.  Refuse to answer
4.  Don't know
5.  No answer

D. Could you tell me why you keep guns in your home?

INTERVIEWER: CHECK ALL THAT APPLY. DO NOT READ THESE ITEMS.

1.  Protection
2.  Hunting
3.  Collecting
4.  Other
5.  No answer

---

27.1 Do you have a neighborhood watch decal on your door or window?

1.  Yes
2.  No
3.  Don't know
4.  No Answer

28. Do you have any close friends or relatives who in the past six months did any of the following?

1. Installed additional locks

- 1.  Yes
- 2.  No
- 3.  Don't Know
- 4.  No answer

2. Installed special lights to make their homes safer from crime

- 1.  Yes
- 2.  No
- 3.  Don't Know
- 4.  No answer

3. Bought a weapon

- 1.  Yes
- 2.  No
- 3.  Don't Know
- 4.  No answer

4. Installed a burglar alar system

- 1.  Yes
- 2.  No
- 3.  Don't Know
- 4.  No answer

---

II. Now, I *would like to ask you some questions about T.V. radio and newspapers.*

29. How many times did you read a newspaper in the last week?

INTERVIEWER: PUT IN TIMES LAST WEEK

97  don't regularly read paper

98  don't know

99  No answer

PLEASE LEAVE  
BLANK

30. In the last week about how much time per day did you spend watching TV?

INTERVIEWER: CODE NEAREST NUMBER OF HOURS.

- 97 ( ) Never watch TV
- 98 ( ) Don't know
- 99 ( ) No answer

31. In the last week about how much time per day did you spend listening to the radio?

INTERVIEWER: CODE NEAREST NUMBER OF HOURS.

- 97 ( ) Don't regularly listen to the radio
- 98 ( ) Don't know
- 99 ( ) No answer

32. In the last week did you watch any TV news?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) No answer

33. Now I would like to get your opinion on how radio, television and the newspaper you read compare?

- |   |    |    |    |     |     |
|---|----|----|----|-----|-----|
| A. which presents the fairest most unbiased news? | 1R | 2T | 3N | 4DK | 5NA |
| B. which is most important to you?                | 1R | 2T | 3N | 4DK | 5NA |
| C. which is the least important to you?           | 1R | 2T | 3N | 4DK | 5NA |



35. Quite regularly, the provincial government and the local police use radio, television and newspapers to inform people about preventing crime. In your opinion, during the last six months have the number of such crime prevention messages increased, decreased or remained about the same?
1. ( ) Increased
  2. ( ) Decreased
  3. ( ) Remained the same
  4. ( ) Other response
  5. ( ) Don't know
  6. ( ) No answer

PLEASE LEAVE  
BLANK

III. Now I would like to ask you some questions about you, your neighborhood and crime and the police in general.

36. How safe do you feel walking alone in your neighborhood during the day? would you say that you feel:
1. ( ) Very safe
  2. ( ) Reasonably safe
  3. ( ) Somewhat unsafe
  4. ( ) Very unsafe
  5. ( ) Don't know
  6. ( ) No answer

READ

37. How safe do you feel walking alone in your neighborhood at night? would you say that you feel:
1. ( ) Very safe
  2. ( ) Reasonably safe
  3. ( ) Somewhat unsafe
  4. ( ) Very unsafe
  5. ( ) Don't know
  6. ( ) No answer

— READ

38. When a crime is committed in your neighborhood, is it committed by people who live in the area or by outsiders?
1. ( ) In area
  2. ( ) Outsiders
  3. ( ) Some of each
  4. ( ) Don't know
  5. ( ) No answer

—

— DO NOT READ

39. A. Has anything ever happened to you Personally that makes you fear for your personal safety, or the safety of your property in this neighborhood?

1.  Yes
2.  No (SKIP TO QUES. 40)
3.  No answer

B. What was it?

1.  Respondent victim of violence (Assault, rape, other sex crimes)
2.  Respondent victim of property crime (Break & Enter, theft)
3.  Respondent victim of robbery (Face to Face Theft, Hold-ups, purse snatching)
4.  Some other response
5.  No answer
6.  Refuse to answer

---

40. A. Have you ever heard anything or read anything that makes you fear for your personal safety or the safety of your property in this neighborhood?

1.  Yes
2.  ~~No~~ No answer. (SKIP TO QUES. 41)
3.

B. (If yes) Where did you receive this information from?

1.  Told by some other person (i.e. family member, neighbor, relative)
2.  Found out through some mass channel (i.e. radio, TV, newspaper)
3.  Other (specify \_\_\_\_\_)
4.  No answer

C. What was it you found out?

1.  Reports of interpersonal violence
2.  Reports of vandalism or destruction of property
3.  Reports of homes being broken into
4.  Reports of people being robbed
5.  Some combination of the above
6.  Other
7.  No answer

41. When you think about the chances of being a victim of a fairly serious crime, would you say that your neighborhood is very safe as compared to other neighborhoods in town, about average, less safe than most or one of the worst in town?

- 1. ( ) Very safe
- 2. ( ) About average
- 3. ( ) Less safe than most
- 4. ( ) One of the worst in town
- 5. ( ) Don't know
- 6. ( ) No answer

PLEASE LEAVE  
BLANK

42. (While we're on the subject), when you think about the chances of being a victim of a fairly serious crime, would you say that this city is very safe as compared to other cities, about average, less safe than most, or one of the worst in the province?

- 1. ( ) Very safe
- 2. ( ) About average
- 3. ( ) Less safe than most
- 4. ( ) One of the worst in the province
- 5. ( ) Don't know
- 6. ( ) No answer

43. How likely do you think it is that a person walking around in your neighborhood after dark will be held up or attacked? Do you think it is:

- 1. ( ) Very likely
- 2. ( ) Not very likely
- 3. ( ) Not sure or Don't know
- 4. ( ) No answer

INTERVIEWER: READ THESE

44. Is there any place around your home - when I say around your home, I mean within a mile - where you are afraid to walk alone at night?

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know
- 4. ( ) No answer



45. Have there been times recently when you wanted to go somewhere in your neighborhood but stayed home instead because you thought it would be unsafe to go there?

1.  Yes
2.  No
3.  Don't know
4.  No answer

---

46. Do you think that most of the people in your neighborhood can be trusted?

1.  Yes
2.  No
3.  Don't know
4.  No answer

---

47. Deleted

---

48. A. Do you think there is any particular group of people in your city that contributes to crime more than other groups?

1.  Yes
2.  No
3.  Don't know ( SKIP TO QUES. 49)
4.  No answer

B. (If yes) what is the group? INTERVIEWER: BE AS SPECIFIC AS POSSIBLE.

<p>49. On the whole, do you like living in (name city) or not?</p> <ol style="list-style-type: none"><li>1. ( ) I like it</li><li>2. ( ) Don't like it</li><li>3. ( ) Don't know</li><li>4. ( ) No answer</li></ol>	<p>PLEASE LEAVE BLANK</p>
<p>50. Do you think that (name city) is a good place to bring up children?</p> <ol style="list-style-type: none"><li>1. ( ) Yes</li><li>2. ( ) No</li><li>3. ( ) Don't know</li><li>4. ( ) No answer</li></ol>	
<p>51. would you someday like to move to another neighborhood?</p> <ol style="list-style-type: none"><li>1. ( ) Yes</li><li>2. ( ) No</li><li>3. ( ) Don't know</li><li>4. ( ) No answer</li></ol>	
<p>52. would you describe the attitude of your neighbors toward strangers from outside the neighborhood as friendly or unfriendly?</p> <ol style="list-style-type: none"><li>1. ( ) Friendly</li><li>2. ( ) Unfriendly</li><li>3. ( ) NA</li></ol>	
<p>53. some people have said that the population of (name city) is growing too quickly. would you strongly agree, agree, disagree or strongly disagree with this statement?</p> <ol style="list-style-type: none"><li>1. ( ) Strongly agree</li><li>2. ( ) Agree</li><li>3. ( ) Disagree</li><li>4. ( ) Strongly disagree</li><li>5. ( ) Don't know</li><li>6. ( ) No answer</li></ol>	

54. I am going to mention a few different crimes and I would like you to tell me if you are concerned or not concerned about the possibility of becoming a victim of these crimes at some time in the future.

	Concerned	Not Concerned	Don't Know	No Answer
A. Break and enter	( ) 1	( ) 2	( ) 3	( ) 4
B. Theft of your car	( ) 1	( ) 2	( ) 3	( ) 4
C. Theft FROM your car	( ) 1	( ) 2	( ) 3	( ) 4
D. Assault	( ) 1	( ) 2	( ) 3	( ) 4
E. Having your property vandalized	( ) 1	( ) 2	( ) 3	( ) 4
F. Rape (ask only of females)	( ) 1	( ) 2	( ) 3	( ) 4

55. Now, I would like you to tell me if you think your chances of being a victim of each of these same crimes has gone up, gone down or remained about the same in recent years.

	Gone Up	Gone Down	Same	Don't Know	No Answer
A. Break and Enter	( ) 1	( ) 2	( ) 3	( ) 4	( ) 5
B. Vandalism	( ) 1	( ) 2	( ) 3	( ) 4	( ) 5
C. Theft of your car	( ) 1	( ) 2	( ) 3	( ) 4	( ) 5
D. Theft from your car	( ) 1	( ) 2	( ) 3	( ) 4	( ) 5
E. Assault	( ) 1	( ) 2	( ) 3	( ) 4	( ) 5
F. Rape (ask only of females)	( ) 1	( ) 2	( ) 3	( ) 4	( ) 5

56. What do you think is the most common sort of crime committed in your neighborhood?

PLEASE LEAVE  
BLANK

- |   |                                    |
|---|------------------------------------|
| 1. ( ) Burglary/Break-ins                                   | INTERVIEWER: IF SUBJECT INSISTS ON |
| 2. ( ) Robbery/Hold-ups                                     | MORE THAN ONE RESPONSE, CHECK      |
| 3. ( ) Assault/Mugging                                      | ALL THAT APPLY.                    |
| 4. ( ) Stealing/Theft                                       |                                    |
| 5. ( ) Car Theft  |                                    |
| 6. ( ) Bicycle Theft  |                                    |
| 7. ( ) Shoplifting  |                                    |
| 8. ( ) Vandalism/Juvenile Delinquency/Teen Gangs/Disorderly |                                    |
| 9. ( ) Traffic Violations                                   |                                    |
| 10. ( ) Kidnapping  |                                    |
| 11. ( ) Murder  |                                    |
| 12. ( ) Drug Abuse  |                                    |
| 13. ( ) Rape/Sex Crimes                                     |                                    |
| 14. ( ) Pickpocketing/Purse Snatching                       |                                    |
| 15. ( ) Drinking  |                                    |
| 16. ( ) No Answer   |                                    |
| 17. ( ) Drunk Driving                                       |                                    |
| 18. ( ) Other (specify _____)                               |                                    |

57. Are you in favour of changing the laws to give the police in your city more power, less power or would you like to see them have the same amount of power that they now have?

1. ( ) More power
2. ( ) Less power
3. ( ) Keep their power the same
4. ( ) Don't know
5. ( ) No answer

PLEASE I  
REAP

5B. A. Have you or a member of your household ever been the victim of a serious crime? (If hesitant give examples such as robbery, assault, arson, etc.)

- 1. ( ) Yes
- 2. ( ) No
- 3. ( ) Don't know (SKIP TO QUES. 59)
- 4. ( ) No answer

B. Who was the victim?

- 1. ( ) Respondent
- 2. ( ) Family member
- 3. ( ) Other
- 4. ( ) No answer

C. What was the crime?      INTERVIEWER:      IF MORE THAN ONE CRIME AND VICTIM, TAKE MOST RECENT CRIMES UP TO THREE.

\_\_\_\_\_

\_\_\_\_\_

D. When did this occur?

- 1. ( ) Last six months
  - 2. ( ) More than six months, but less than a year
  - 3. ( ) More than a year ago
  - 4. ( ) Not sure or don't know
- DO NOT READ

59. I am going to read to you two statements and I would like you to tell me if you agree or disagree with the statements.

1. Nice as it is to have faith in your fellow man, it seldom pays off.

- 1. ( ) Agree
- 2. ( ) Disagree
- 3. ( ) Don't know
- 4. ( ) No answer

2. The world is full of people who will take advantage of you if you give them the slightest opportunity.

- 1. ( ) Agree
- 2. ( ) Disagree
- 3. ( ) Don't know
- 4. ( ) No answer

IV. Finally, I would like to ask you questions about yourself.

PLEASE LEAVE  
BLANK

60. A. what kind of work do you normally do? INTERVIEWER: GET SPECIFICS

INTERVIEWER: IF THE ABOVE ANSWER IMPLIES THAT THE SUBJECT IS A  
WAGE EARNER ASK B.

IF THE ABOVE ANSWER DOES NOT IMPLY WAGE EARNER (i.e. housewife)  
ASK D.

B. Are there any other people who work and contribute to the family  
income, in the household?

INTERVIEWER: WE ARE MOST INTERESTED IN MAJOR WAGE EARNERS.

1. ( ) Yes
2. ( ) No (SKIP TO ODES. 61)
3. ( ) No answer

C. what kind of work does he/she normally do?

D. what work does the person who contributes most to the household  
earning normally do?

INTERVIEWER: ASK ONLY IF RESPONSE TO 'A' IS "RETIRED".

E. what kind of work did you do before you were retired?

61. what was the last grade you completed in school?

INTERVIEWER: CODE NUMBER OF YEARS OR

- 95 ( ) No answer
- 96 ( ) Other
- 97 ( ) Community college certificates and other  
certificates
- 98 ( ) Professional or graduate degree (engineering,  
law, MD., M.A., Ph.D)
- 99 ( ) B.A./B.Sc.

PLEASE L  
BLAN

52. What is the intersection nearest to your home?

INTERVIEWER: BE SURE TO WRITE IN ST., AVE., CRES. ETC.  
IF YOU CANNOT GET THIS INFORMATION, TRY TO GET THE NAME OF  
A NEIGHBORHOOD. YOU MAY GIVE EXAMPLES.

63. What is your year of birth?

year

64. Could you tell me how long you have lived in (name city)

INTERVIEWER: CODE NUMBER OF YEARS

00 - less than 1 year

65. What is your present marital status?

1. ( ) Married
2. ( ) Widow or widower
3. ( ) Divorced
4. ( ) Separated
5. ( ) Common law
6. ( ) Single
7. ( ) other (specify \_\_\_\_\_)
8. ( ) No answer

Sex of respondent:

1. ( ) Male
2. ( ) Female

Thank you very much for your co-operation. I know that your answers will be useful in attempting to prevent crime in the future.

INTERVIEWER: STOP HERE

Income area