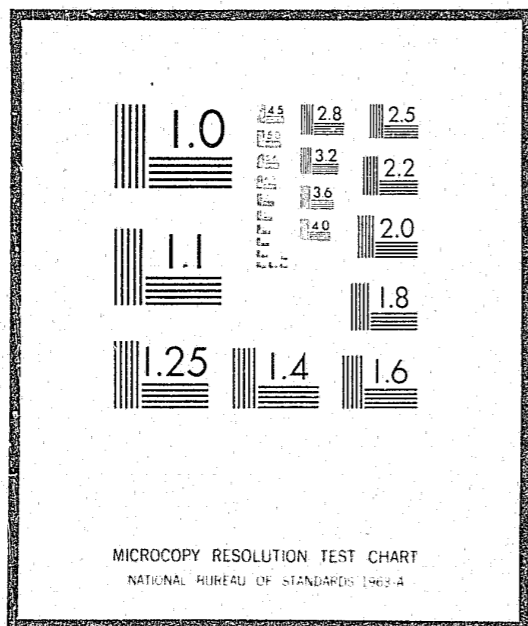


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5/23/77

Date filmed

STATE OF FLORIDA



WILLIAM A. TROELSTRUP
Commissioner

Department of Criminal Law Enforcement

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PHONE 904-488-7880

REUBIN O'D. ASKEW, *Governor*
BRUCE A. SMATHERS, *Secretary of State*
ROBERT L. SHEVIN, *Attorney General*
GERALD LEWIS, *Comptroller*
THOMAS D. O'MALLEY, *Treasurer*
DOYLE CONNER, *Commissioner of Agriculture*
RALPH D. TURLINGTON, *Commissioner of Education*

NCJRS

15 October 1976

DEC 7 1976

Mr. Charles R. Davoli, Chief
Bureau of Criminal Justice
Planning and Assistance
Bryant Building
620 South Meridian Street
Tallahassee, Florida 32304

OCT 17 1976

Re: 75-DF-04-0001 "Florida Organized
Crime Control Coordination Project"

Dear Mr. Davoli:

Attached is the final report for the Florida Organized Crime Control Coordination Project. This report is submitted for the period of 1 July 1976 through 30 September 1976, to cover the Contractual Services Category, the only funding category still outstanding in the grant.

Sincerely yours,

William A. Troelstrup
Commissioner

Lloyd E. First
Director
Division of Law Enforcement

LEF/DCvc

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BUREAU OF CRIMINAL JUSTICE PLANNING AND ASSISTANCE

FINAL REPORT

OCT 15 1976

Project Number 75-DF-04-0001 Subgrantee Florida Department of Criminal Law Enforcement
Project Title Florida Organized Crime Control Coordination Project
Name of Person Preparing Report Richard W. Scully Title Executive Officer Date 30 September 1976

The Following Format Should Be Utilized in the Preparation of the Final Report:

- I. Project Summary: Summarize (in 200 words or less) the project's goals and the progress made towards meeting these goals.
- II. Project Assessment: Assess the extent to which the project met its stated measurable objectives. Verify and validate with supporting data.
- III. Project Conclusions: What conclusions can be drawn and what recommendations can be made based on these considerations?
- IV. Project Side Effects: Were there any side effects, desirable or undesirable that resulted from project activities?
- V. Project By-Products: Include any by-products such as manuals, evaluation instruments, tests, etc. that were generated by project activities.

I. Project Summary

The final report for the Florida Organized Crime Control Coordination Project (75-DF-04-0001) was submitted on 7 January 1976, except for the contractual services category which was extended until 30 June 1976. Therefore, this report will be limited to a summation of the use of contractual services monies, in addressing the goals and objectives of (a) the public awareness program and (b) the study of the Florida Department of Business Regulation.

A. Public Awareness Goal

Four (4) objectives were established:

1. To produce and distribute three 30-second public interest spots for radio and television.
2. To write five newspaper articles and distribute them to the ten largest newspapers in the state.
3. To develop and distribute two large format public interest layouts for newspapers, magazines, and billboards in the state.

4. To meet with fifty (50) state publication editors and fifty (50) news directors of the electronic media to solicit interest, assign reporters and train personnel in covering organized crime news material.

Peter J. Barton Productions, Inc., under contract to the Council, produced the following:

1. Conducted a public opinion survey to ascertain benchmark data concerning the public's level of awareness regarding organized crime prior to initiating the program. Contract was subcontracted to Premack Research, Inc., for the performance of this service.
2. Television Productions
Five 60 second announcements
Five 30 second announcements
Fifty copies of each announcement to be distributed to all Florida television stations.
3. Radio Productions
Five 30 second announcements
Five 10 second announcements
220 copies of each announcement to be distributed to all Florida radio stations.
4. Newspaper Productions
Six ¼ page advertisements
400 mats and reproduction proofs of each advertisement to be distributed to all Florida daily and weekly newspapers and to all Florida periodicals.
5. Outdoor Paper Poster Productions
Six black and white designs, total of 200 copies 30 sheet size.
6. Public School "Mini-Lesson"
Ten copies of each of one videotape cassette/study guide/workbook/teacher palms.
7. Law Enforcement Package
Brochure and Information Packet
2500 copies for distribution to all Florida law enforcement agencies.

8. Conducted a post test survey to measure results of the program and develop additional data for evaluation in conjunction with the State's long range public awareness program objectives. This post test survey was conducted by Premack Research, Inc.
9. The contractor submitted a written final report including his findings, conclusions, and recommendations to be considered by the Council for input to the State's long range public awareness plan.

Throughout the entire project by Barton Productions, the staff of the Organized Crime Control Council provided review and modifications of the work products of the contractor.

The staff in addition to review and modification of the contracted areas of the grant also wrote and distributed four (4) articles concerning organized crime in Florida and its effects on the public.

The staff also met with over one hundred (100) publication editors and news directors throughout the state to try to generate interest and train personnel in covering organized crime material.

The combined efforts of the staff and the contractor have enabled the first goal of the project to be completed with even more results than were expected at the on-set of the project.

B. Florida Department of Business Regulation (DBR) Research Study Goal

Four (4) objectives were established to meet this goal.

1. To produce a documentary accounting of existing authority of the Department of Business Regulation and the Department's ability to detect organized crime in regulated industries and businesses.
2. To produce a documentary position statement relating to the appropriate role of the Department of Business Regulation vis-a-vis law enforcement agencies at the state and local level in pursuit of matters that require application of the criminal laws of the State of Florida.
3. To recommend policy and procedures to upgrade the Department of Business Regulation capabilities to detect and pursue evidence and incursions within areas subject to its jurisdiction.

4. To recommend organizational or legislative changes, if required, to better equip the Department of Business Regulation to deal with organized crime incursions.

The firm of Cresap, McCormick and Paget, Inc., under contract to the Council produced a report containing the following:

- (a) A management analysis of the Florida Department of Business Regulation.
- (b) A legal analysis of organized crime control issues.
- (c) An examination of the relationship of the Department of Business Regulation with law enforcement agencies.
- (d) A workable strategy for the Department of Business Regulation in organized crime control.

The staff of the Council and key personnel of the Department of Business Regulation reviewed and modified the study during the project period.

The Council will confer with the Department of Business Regulation during the fall of 1976 to develop strategies for implementation of the recommendations contained within the final report of Cresap, McCormick and Paget, Inc.

II. Project Assessment

A. Public Awareness Program

The public awareness program exceeded the stated requirements of the grant by producing five (5) radio and television spots as opposed to only three (3) and producing six (6) large format public interest layouts for publications instead of the two (2) that were stated in the grant. The only area that was not totally fulfilled was the writing of four (4) newspaper articles instead of five (5). However, the Council staff coordinated the efforts of several investigative reporters resulting in enhanced coverage of organized crime matters by the media.

B. Study of the Florida Department of Business Regulation

The study of the Department of Business Regulation was accomplished as proposed in the grant. The Council and the Department of Business Regulation will endeavor to implement most of the recommendations during the continuation grant.

III. Project Conclusions

A. Public Awareness Program

1. During the public awareness survey of public attitudes (1206 face to face interviews) upwards of 94% of the respondents answered "yes" to the question, "Do you believe there is organized crime in the United State?" This was the case in the first survey conducted prior to the release of the media materials as well as in the second survey conducted three months later.

Of significance, however, is that the public does not generally relate organized crime to the occurrence of street crime and whether or not organized crime is active only in major Florida cities. It was this relationship that the Council's program was directed to.

The findings of the post test research report do indicate significant changes of public attitude in some of the areas addressed by the public awareness program.

(For a 30 page summary of the research findings refer to Exhibit A of this report.)

2. Another important conclusion to be drawn from the Council's public awareness effort is that radio and television stations are mandated by the Federal Communications Commission to contribute a certain percentage of air time to the publication of free public service announcements. The response of the electronic media to donating free air time was limited only to the value a station placed on the Council's message and the overall quality of the media materials.

It is the Council's general opinion that the radio and television stations in Florida for the most part responded favorably and made considerable use of the Council's materials.

In contrast, however, the outdoor advertising agencies did not "donate" free billboard space for the Council's billboard posters. Reportedly, a couple of the Council's billboard ads were seen in Central Florida.

Also, the major newspapers and magazines in Florida did not "donate" free advertising space for the print ads.

Any future projects taking the multi-media approach should budget funds accordingly to convey their message via newspapers, magazines, and outdoor advertising.

- B. The findings of the research study of the Florida Department of Business Regulation documented the absence of coordination among existing regulatory and enforcement resources that could be more effectively utilized through implementation of the study recommendations.

Gaps in the legal authority required to preclude or further restrict organized crime's incursions into legitimate business were identified and remedial legislation proposed.

It is incumbent upon the Council members and the Board of Business Regulation to now implement the recommendations of the study. Overall success, therefore, will be contingent upon the degree of implementation.

IV. Project Side Effects

- A. Public Awareness Program

A favorable side effect of the program and related Council activities is the increased commitment to organized crime investigative reporting by the news media. A stimulated and responsible news media effort against organized crime will enhance the increased public understanding and awareness of the problem.

No detrimental side effects are known or anticipated.

- B. Research Study of the Florida Department of Business Regulation

Implementation of the report should produce desirable side effects by increased awareness on the part of the legislature and the executive as to the significance and problems of organized crime in Florida.

V. Project By-Products

- A. Public Awareness Program

Television Production

Five (5) 60 second announcements
Five (5) 30 second announcements

Radio Productions

Five (5) 30 second announcements
Five (5) 10 second announcements

Newspaper Productions

Six (6) ¼ page advertisements

Outdoor Paper Poster Productions

Six (6) black and white designs

Public School Mini-Lesson

Videotape Cassette
Study Guide
Workbook
Teacher Plans

Law Enforcement Brochure

Premack Research Corporation
Pre-test public opinion survey - 67 pages
Post-test public opinion survey - 232 pages
Four (4) newspaper articles

B. Department of Business Regulation (DBR) Research Study

Progress Report - 24 pages
Interim Final Report - 48 pages
Final Report - 167 pages

Originals of all by-products are being maintained by the Organized Crime Control Coordination Project and will be available for inspection by the state planning agency and LEAA.

Due to the types and volume of these materials it would be difficult and too expensive to provide multiple copies for the recipients of this report.

FINDINGS

In response to the question: "Do you believe there is or is not organized crime in the United States?", upwards of 94% of respondents answered "Yes", during each wave of the interviewing. This response was very consistent across regions, varying only from 92% to 99%. (Table 2).

TABLE 2

Do You Believe There Is Or Is Not Organized Crime In The United States?

	<u>Percent Responding "Yes"</u>					
	<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Wave I	94.5	95.0	95.2	99.1	96.0	92.4
Wave II	95.1	95.4	97.0	97.3	95.2	93.5

95% of all survey participants in the second wave indicated that they had heard of Organized Crime. (This question was asked differently during Wave I).



The rate of attribution of gambling operations to organized crime varied only slightly from Wave I to Wave II. While the proportion of respondents indicating that gambling is entirely controlled by organized crime increased from 12 to 17 percent, the proportion of the sample attributing at least some control of gambling to organized crime remained, across the two waves, at about 85%. No significant regional fluctuations were found regarding this response pattern (Table 3).



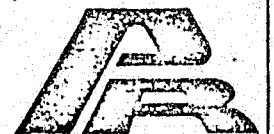
TABLE 3

To What Extent Is Gambling Controlled By Organized Crime?

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North- east</u>	<u>North</u>	<u>South- east</u>
Entirely	Wave I	<u>12.0</u>	<u>12.4</u>	12.6	<u>10.1</u>	6.4	<u>13.5</u>
Controlled	Wave II	<u>17.1</u>	<u>18.4</u>	16.8	<u>18.4</u>	8.0	<u>18.7</u>
Mostly	Wave I	47.8	40.4	<u>54.3</u>	<u>46.8</u>	<u>53.6</u>	<u>47.6</u>
Controlled	Wave II	44.1	42.1	<u>46.1</u>	<u>56.0</u>	<u>43.2</u>	<u>41.7</u>
Some	Wave I	25.0	28.7	20.0	<u>27.5</u>	24.0	24.8
Control	Wave II	24.4	27.6	24.6	<u>16.5</u>	32.8	22.0
Entirely/ Mostly/ Some Control	Wave I	84.8	81.5	86.9	84.4	84.0	85.9
	Wave II	85.6	88.1	87.5	90.9	84.0	82.4
Hardly/No	Wave I	5.8	8.5	3.9	6.5	7.2	4.6
Control	Wave II	6.3	7.0	3.9	2.7	7.2	7.8

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



Regarding attribution of loan sharking operations to organized crime, there were significant increases in the proportion of respondents in the central and northern regions who attributed At Least Some Control to organized crime, although in the state as a whole, the increase is not statistically significant (Table 4).

TABLE 4

To What Extent Is Loan Sharking Controlled By Organized Crime?

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Entirely	Wave I'	14.8	15.6	13.0	9.2	10.4	17.6
Controlled	Wave II	15.8	15.6	15.5	13.8	12.0	17.6
Entirely/ Mostly/ Some Control	Wave I	76.5	79.7	<u>77.8</u>	70.7	<u>72.0</u>	75.3
	Wave II	78.3	78.9	<u>84.0</u>	78.0	<u>84.8</u>	74.5
Hardly Any/ No Control	Wave I	6.5	6.4	4.3	10.1	7.2	6.6
	Wave II	7.2	7.4	5.8	6.6	6.4	8.8

Underscored items exhibit statistically significant shifts from Wave I to Wave II, of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



Control of fencing operations was attributed to organized crime more often during Wave II than Wave I. This response pattern was exhibited consistently across all regions except the Southeast where the increase in such attribution was only directional, and a significantly larger proportion of respondents during Wave II attributed less control over fencing to organized crime.

TABLE 5

To What Extent Is Fencing Controlled By Organized Crime?

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Entirely	Wave I	9.0	11.0	5.2	6.4	6.4	10.9
Controlled	Wave II	11.0	13.1	11.2	10.1	6.4	11.1
Entirely/ Mostly/ Some Control	Wave I	<u>70.5</u>	<u>68.8</u>	<u>73.0</u>	<u>71.6</u>	<u>68.8</u>	70.5
	Wave II	<u>76.7</u>	<u>74.9</u>	<u>81.4</u>	<u>81.7</u>	<u>81.6</u>	73.1
Hardly Any/	Wave I	14.1	16.7	14.4	17.4	13.6	<u>11.7</u>
No Control	Wave II	13.6	16.9	10.8	7.4	10.4	<u>15.4</u>

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



The Wave II sample attributed At Least Some Control over narcotics operations to organized crime in greater proportions than the Wave I sample, exhibiting an increase to 87% from 83%. The proportion of respondents indicating during Wave II, that narcotics is Entirely Controlled by organized crime was also significantly increased over Wave I. (Table 6).

TABLE 6

To What Extent Is Narcotics Controlled By Organized Crime?

		<u>Total</u> <u>State</u>	<u>West</u>	<u>Central</u>	<u>North-</u> <u>east</u>	<u>North</u>	<u>South-</u> <u>east</u>
Entirely	Wave I	<u>18.1</u>	<u>24.1</u>	<u>13.9</u>	<u>14.7</u>	<u>10.4</u>	<u>19.3</u>
Controlled	Wave II	<u>30.9</u>	<u>38.2</u>	<u>28.9</u>	<u>22.9</u>	<u>18.4</u>	<u>32.8</u>
Entirely/ Mostly/ Some Control	Wave I	<u>83.6</u>	<u>83.7</u>	85.3	86.2	81.6	82.6
	Wave II	<u>87.3</u>	<u>91.2</u>	89.7	87.1	87.8	83.7
Hardly Any/	Wave I	5.7	5.3	6.1	5.6	4.8	6.1
No Control	Wave II	5.9	4.6	3.9	5.4	4.0	8.2

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



Of the four crimes of concern, the only one to be rated more serious during Wave II than Wave I is gambling. The proportion of the sample rating gambling Very Serious or Serious rose from 33% to 36%. Gambling is still perceived to be the least serious of the four crimes, as upwards of 2 out of 3 respondents have rated each of the other three crimes (loan sharking, fencing and narcotics) as Very Serious or Serious.

The increase in the rating of the seriousness of gambling is traceable to the central and northeast regions, where the proportion of Wave II respondents rating gambling Very Serious/Serious approaches 1 out of 2 (Table 7).



TABLE 7

How Serious Is Each Of These Crimes?
(Percent Responding Very Serious/Serious)

		<u>Total</u> <u>State</u>	<u>West</u>	<u>Central</u>	<u>North-</u> <u>east</u>	<u>North</u>	<u>South-</u> <u>east</u>
Gambling	Wave I	<u>32.9</u>	34.4	<u>36.9</u>	<u>31.2</u>	37.6	29.2
	Wave II	<u>36.3</u>	33.2	<u>44.9</u>	<u>46.8</u>	41.6	29.8
Loan	Wave I	69.0	67.1	73.0	68.8	67.2	68.7
	Wave II	69.6	73.2	73.7	70.7	65.6	66.1
Fencing	Wave I	68.6	<u>55.3</u>	74.4	83.5	72.0	69.3
	Wave II	68.7	<u>73.8</u>	68.6	76.2	64.8	65.0
Narcotics	Wave I	90.3	<u>88.0</u>	91.7	93.5	90.4	90.0
	Wave II	90.1	<u>95.7</u>	91.0	90.8	86.4	87.0

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



Feelings throughout the state have changed markedly concerning whether organized crime is confined to the "larger cities only" versus "everywhere". A significantly larger proportion of respondents to the second wave of interviewing feel that organized crime is everywhere (63% vs. 51% during Wave I). This pattern of shift is very consistent across all regions of the state.

Feeling about the proliferation of organized crime represents one of the most significant attitudinal changes manifested by the ~~Crime Commission's program~~
Organized Crime Control Council's program.



PREMACK RESEARCH CORP.

TABLE 8

Do You Feel Organized Crime Is Mainly In Our Larger Cities
Or Do You Believe It Is Everywhere, Including Rural Areas?

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North- east</u>	<u>North</u>	<u>South- east</u>
Larger	Wave I	<u>39.6</u>	38.3	<u>33.5</u>	<u>45.9</u>	<u>36.8</u>	<u>42.6</u>
Cities	Wave II	<u>30.3</u>	36.0	<u>25.0</u>	<u>33.0</u>	<u>28.0</u>	<u>29.4</u>
Every-	Wave I	<u>51.0</u>	<u>50.4</u>	<u>56.5</u>	<u>45.9</u>	<u>54.4</u>	<u>48.9</u>
where	Wave II	<u>62.5</u>	<u>59.4</u>	<u>69.8</u>	<u>59.6</u>	<u>66.4</u>	<u>60.4</u>

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



About 3 out of 5 Floridians still feel that there is a gambling operation in their own community. This represents no change from the first interviewing wave.

However, among those respondents who feel that there are local gambling operations in their community, there is a greater attribution of such operations to organized crime elements vs. local independents. From Wave I to Wave II the proportion of respondents saying organized crime runs the local gambling operations increased from 41% to 53% across the state, with similar shifts away from "independents" being exhibited in most regions of the state.

The proportion of respondents attributing at least partial control of local gambling operations to organized crime elements also increased from 68% to 77%.

There was a similar pattern of attitudinal shifting concerning the effects local gambling operations are felt to have upon community welfare. Whereas only 1 out of 2 (53%) ascribed



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serious effects to local gambling operations, during the first wave of interviewing, 2 out of 3 (67%) maintained this attitude at the time of the second wave of interviewing. (Table 9).

TABLE 9

Do You Think There Is A Gambling Operation In This Community?
(Percent Responding "Yes")

	<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Wave I	60.4	53.2	60.4	59.6	52.8	67.0
Wave II	61.4	56.2	59.5	75.2	59.2	62.0



TABLE 9
(continued)

Would You Say This Gambling Operation Is Run By Local Gamblers
Or Organized Crime?

(Base: Those Responding "Yes" To Local Gambling Operations)

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North- east</u>	<u>North</u>	<u>South- east</u>
Indepen- dents	Wave I	<u>24.7</u>	20.7	<u>33.1</u>	27.7	40.9	<u>18.8</u>
	Wave II	<u>18.8</u>	14.5	<u>23.2</u>	22.0	40.5	<u>12.6</u>
Organized Crime	Wave I	<u>40.7</u>	41.3	<u>42.4</u>	38.5	31.8	<u>41.9</u>
	Wave II	<u>52.7</u>	47.2	<u>52.9</u>	46.3	32.4	<u>62.8</u>
Organized Crime/Both	Wave I	<u>67.6</u>	74.0	<u>61.8</u>	<u>57.0</u>	43.9	<u>74.4</u>
	Wave II	<u>76.7</u>	80.5	<u>71.0</u>	<u>70.7</u>	52.7	<u>85.3</u>

Do You Believe This Gambling Operation Does Or Does Not Have
Serious Effects On The Welfare Of This Community?

Does	Wave I	<u>53.2</u>	62.0	<u>54.0</u>	<u>61.5</u>	<u>50.0</u>	<u>47.4</u>
	Wave II	<u>67.0</u>	66.0	<u>66.7</u>	<u>75.6</u>	<u>64.9</u>	<u>63.2</u>
Does Not	Wave I	<u>41.3</u>	30.7	<u>40.3</u>	<u>35.4</u>	<u>43.9</u>	<u>47.7</u>
	Wave II	<u>30.5</u>	28.3	<u>32.6</u>	<u>20.0</u>	<u>29.7</u>	<u>33.3</u>

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



52% of the Wave II sample believes that local loan shark operations are present in their local communities. This represents a statistically significant increase over the comparable Wave I rate of 47%. The greatest shift toward this attitude (i.e. local loan shark operations) occurs in the northeast region, where upwards of 70% of respondents responded in the affirmative.

More than half the respondents have attributed the local loan shark operation to organized crime, and almost three-fourths (73%), attribute these operations to both local and organized crime elements or to organized crime alone. This represents a significant increase in the perceived involvement of organized crime in loan shark operations, over Wave I response rates.

In the state as a whole, the seriousness of loan shark operations has increased significantly from the first interviewing wave, from 75 to 82 percent.



Many regional shifts fail to attain statistical significance, though they often exhibit the same direction of shift, because of the somewhat small bases of respondents of whom the questions are asked, i.e. only those responding "Yes" to local loan shark operations are questioned further about local loan shark operations. (Table 10).

TABLE 10

Do You Think There Is A Loan Shark Operation In This Community?
(Percent Responding "Yes")

	<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North- east</u>	<u>North</u>	<u>South- east</u>
Wave I	<u>47.5</u>	44.3	43.9	<u>49.5</u>	37.6	53.5
Wave II	<u>52.0</u>	47.4	44.8	<u>71.6</u>	44.8	55.9



TABLE 10
(continued)

Would You Say This Loan Shark Operation Is Run By Independent Local People Or By Organized Crime?

(Base: Those responding "Yes" to local loan shark operations)

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Independents	Wave I	24.4	20.0	35.6	25.9	40.4	18.7
	Wave II	21.8	25.4	18.3	28.2	33.9	16.7
Organized Crime	Wave I	<u>40.5</u>	36.8	<u>40.6</u>	38.9	36.2	<u>43.5</u>
	Wave II	<u>51.2</u>	44.0	<u>56.7</u>	50.0	32.1	<u>57.2</u>
Organized Crime/ Both	Wave I	<u>68.4</u>	76.0	<u>58.4</u>	61.1	51.1	<u>73.6</u>
	Wave II	<u>73.4</u>	70.9	<u>74.0</u>	65.4	53.5	<u>80.9</u>

Do You Believe That This Loan Shark Operation Does Or Does Not Have Serious Effects On This Community?

Does	Wave I	<u>75.0</u>	80.8	76.2	79.6	80.9	<u>69.5</u>
	Wave II	<u>81.9</u>	83.6	83.7	82.1	82.1	<u>80.5</u>
Does Not	Wave I	<u>20.6</u>	13.6	20.8	14.8	17.0	<u>26.0</u>
	Wave II	<u>16.4</u>	14.9	15.4	11.5	14.5	<u>19.5</u>

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



Two out of three respondents (67%), feel that there are local fencing operations in their communities. This represents a statistically significant increase over the 61% rate attendant to Wave I.

Only 1 out of 3 respondents attributes local fencing operations only to organized crime. Almost 2 out of 3 (62%), attribute control to both independents and organized crime elements or organized crime alone. Both these figures are significant increases over Wave I rates.

The degree to which Floridians' attitudes about the effects of fencing operations upon the community have changed is not statistically significant though they show a directional shift toward "does have serious effects".

The failure of many regional shifts to attain statistical significance is again attributable to the somewhat small respondent bases upon which the percentages are based (Table 11).



TABLE 11

Do You Think There Is A Fencing Operation In This Community?
(Percent Responding "Yes")

	<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Wave I	60.8	50.7	63.9	66.1	56.8	65.2
Wave II	67.0	66.8	66.0	78.0	64.0	65.9

Would You Say This Fencing Operation Is Run By Independent Local People Or By Organized Crime?

(Base: Those responding "Yes" to fencing operations)

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Independents	Wave I	37.0	30.1	45.6	40.3	56.3	30.7
	Wave II	32.7	29.6	33.3	32.9	46.3	30.9
Organized Crime	Wave I	26.1	24.5	24.5	30.6	15.5	29.0
	Wave II	32.8	32.8	39.2	34.1	21.3	32.3
Organized Crime/ Both	Wave I	56.9	66.5	48.3	52.8	33.8	63.0
	Wave II	62.3	66.7	62.7	61.2	46.3	64.0



TABLE 11
(continued)

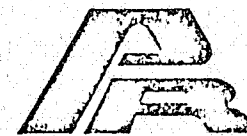
Do You Believe This Fencing Operation Does Or Does Not Have
A Serious Effect On This Community?

(Base: Those responding "Yes" to fencing operation)

		<u>Total</u> <u>State</u>	<u>West</u>	<u>Central</u>	<u>North-</u> <u>east</u>	<u>North</u>	<u>South-</u> <u>east</u>
Does	Wave I	80.9	81.8	83.7	90.3	78.9	77.3
	Wave II	84.0	87.3	83.7	85.9	77.5	83.2
Does	Wave I	15.8	14.7	15.0	8.3	16.9	18.3
Not	Wave II	14.4	12.2	14.4	11.8	17.5	15.8

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



Narcotics operations were believed to exist in local communities by a very large proportion of respondents to the first wave of interviewing (79%), so that a significant shift in attitudes was neither expected nor realized.

Attribution of local narcotics operations to organized crime elements does exhibit a significant shift between the two waves from 77 to 83 percent, across the entire state.

The proportion of the survey sample attributing serious effects upon the community's welfare to narcotics operations rose slightly from 93 to 95 percent, from Wave I to Wave II.



TABLE 12

Do You Think There Is A Narcotics Operation In This Community?
(Percent responding "Yes")

	<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North-east</u>	<u>North</u>	<u>South-east</u>
Wave I	78.7	70.9	78.7	77.1	81.6	83.0
Wave II	81.6	83.0	85.3	92.7	81.6	76.3

Would You Say This Narcotics Operation Is Run By Independent Local People Or Organized Crime?

(Base: Those responding "Yes" to narcotics operations)

Independents	Wave I	<u>18.5</u>	15.0	<u>23.2</u>	19.0	30.4	<u>14.9</u>
	Wave II	<u>13.8</u>	9.8	<u>16.2</u>	12.9	27.5	<u>11.0</u>
Organized Crime	Wave I	<u>38.4</u>	35.0	44.8	50.0	31.4	<u>36.4</u>
	Wave II	<u>47.2</u>	46.0	51.0	51.5	32.3	<u>49.0</u>
Organized Crime/ Both	Wave I	<u>76.8</u>	81.0	72.4	77.4	59.8	<u>80.9</u>
	Wave II	<u>82.5</u>	87.3	78.8	83.2	65.6	<u>86.0</u>

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.

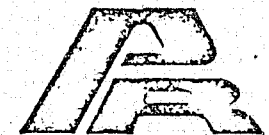


TABLE 12
(continued)

Do You Believe This Narcotics Operation Does Or Does Not Have
A Serious Effect On This Community?

(Base: Those responding "Yes" to narcotics operations)

		<u>Total State</u>	<u>West</u>	<u>Central</u>	<u>North- east</u>	<u>North</u>	<u>South- east</u>
Does	Wave I	93.2	93.0	95.6	95.2	90.2	92.4
	Wave II	95.1	97.5	92.4	95.1	91.2	96.3
Does	Wave I	4.4	3.5	2.2	2.4	6.9	5.8
Not	Wave II	4.2	2.6	6.6	2.0	7.8	3.4

Underscored items exhibit statistically significant shifts from Wave I to Wave II of the 90% significance level.

Percentages may not add to 100 because of Don't Know/No Reply responses.



Toward the end of the interview respondents were shown facsimiles of sample ads and were asked if they recall seeing the ads on T.V. or billboards or hearing certain others on radio.

The penetration of the T.V. advertising campaign, throughout the state was 36%. Penetration of the campaign was not uniform across regions of the state, varying from a high of nearly 50% in the Northeast to below 30% in the North. These differences are statistically significant and are most likely evident of an erratic airing pattern among the T.V. stations to which the ads were made available.

(It is suggested that a simple study might be effected regarding actual airing rates of this campaign or other related public service messages availed to the T.V. media).



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TABLE 13

Do You Remember Seeing Any Of These Messages On Television?

	<u>Total</u> <u>State</u>	<u>West</u>	<u>Central</u>	<u>North-</u> <u>east</u>	<u>North</u>	<u>South-</u> <u>east</u>
No	64.5	66.5	57.3	52.4	72.4	67.9
Yes	35.5	33.5	42.7	47.6	27.6	32.1

TABLE 14

Do You Remember Seeing Any Of These Billboard Messages?

No	69.4	68.0	63.1	72.8	65.5	73.9
Yes	30.6	32.0	36.9	27.2	34.5	26.1

TABLE 15

Do You Remember Hearing Any Of These Messages on Radio?

No	61.6	57.3	60.1	68.9	75.0	59.5
Yes	38.4	42.7	39.9	31.1	25.0	40.5



The penetration of the radio campaign was slightly higher than for the other media, being measured at 38% of Floridians. Variation across regions was less pronounced though still significantly lower in the north of the state.

The penetration of billboard advertising was measured at 31%, lowest of all the three media. Since the billboard executions used only the standard logos of the overall ad campaign, it is likely that even this rate is highly inflated. That is, recall of billboard advertising is subject to respondent generalization and those claiming billboard ad recall may in fact be familiar with the campaign's logos from exposure to other advertising.

Deflating the billboard exposure rate accordingly would tend to indicate that the billboard campaign was not as extensive as it might have been.



SUMMARY OF FINDINGS

About 95% of respondents believe there is organized crime in the United States. This represents no change from the first wave of interviewing, conducted earlier this year.

Regarding gambling operations in Florida, about 85% of respondents attribute at least some control to organized crime. 17% believe gambling is Entirely Controlled by organized crime, up 5% from Wave I.

Attribution of loan shark operations to organized crime increased in the central and north regions to about 85% (from 78% and 72%, respectively) though in the state as a whole no significant changes were observed.

Control over fencing operations is attributed to organized crime significantly more often during Wave II and consistently across the state. Upwards of 3 out of 4 Floridians attribute at least some control over fencing operations to organized crime.



Gambling, which is perceived to be the least serious of the four crimes under examination, is the only crime to be rated as more serious during Wave II interviewing. But the increase, though statistically significant, is only from 33 to 36 percent.

Feelings about whether organized crime is present "everywhere" vs. confined to the larger cities only, have changed markedly over the course of the past several months. Now 63% vs. 51% previously, feel that organized crime has proliferated throughout the state.

Though no larger proportion of Floridians believe gambling is present in their local communities (it's still 3 out of 5), a significant shift is observed concerning who controls the local gambling operations; organized crime is perceived to be involved by 3 out of 4 respondents, up from 67%.



And among those who believe there are local gambling operations, a larger proportion (67 vs. 53 percent) now believes that these operations have a serious effect upon the welfare of the community.

A larger proportion of Floridians now believes that local loan shark operations are present in their communities - up from 47 to 52 percent over the two waves. The involvement of organized crime in these operations, as well as the perceived seriousness of their effects upon the community have also exhibited significant increases, reaching now into the 70 - 80 percent range.

Fencing operations are perceived to be present at the community level by 2 out of 3 Floridians, 67%, up from 60%. The proportion of these people who attribute at least some control over these fencing operations to organized crime has reached over 60%, also a significant increase.



Narcotics operations were perceived to be present locally and serious for the community during the first wave of interviewing and no significant shifts were expected nor realized. Narcotics is still seen to be the most serious of the crimes examined with 95% of all Floridians indicating that narcotics has serious effects upon the welfare of their communities.

Attribution of local narcotics operations to organized crime elements does exhibit a significant shift -- from 77 to 83 percent between the two waves.

The advertising campaign run by the Crime Commission attained a total audience throughout the state of about one in three Floridians. Radio (38%), appears to have been the most successful of the three media used and billboards (31%), the least successful as regards exposure rates. Exposure to T.V. advertising was measured at 36%.



(It is suggested that a simple study might be effected regarding actual airing rates of this campaign or other related public service messages availed to the T.V. media.)

The staff of Premack Research Corp. is available for consultation and discussion of the results.



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END

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