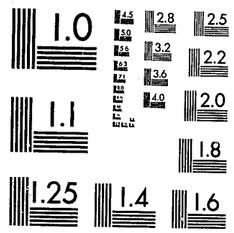

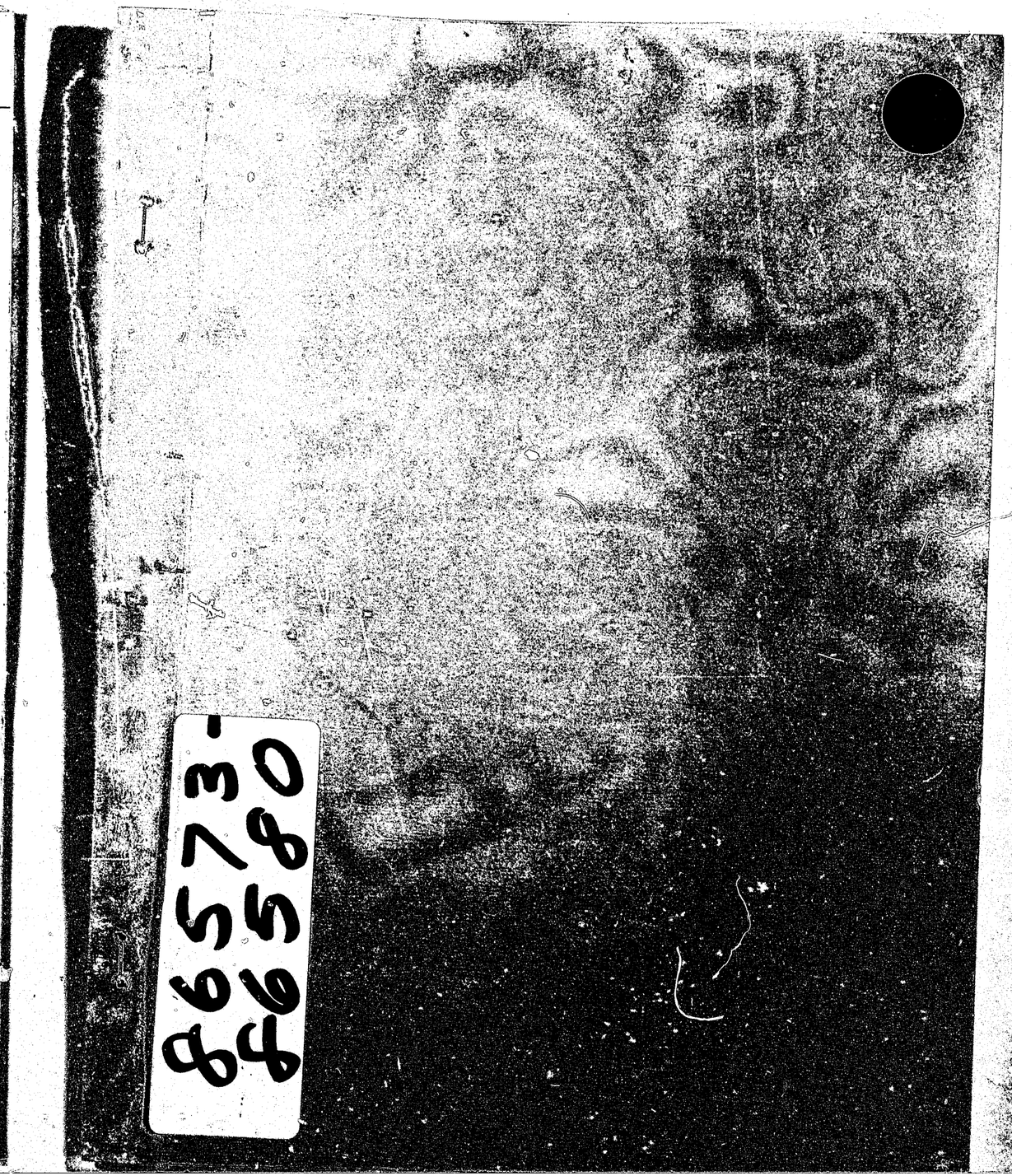

A Mass Communication Strategy for
Generating Citizen Action Against Crime

Center for Mass Communications
Research and Policy
University of Denver

TABLE OF CONTENTS

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Report I

A Content Analysis of Mass Communications Outputs Designed to Motivate Public Interest/Participation in Crime Prevention Activity

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Report I.

A Content Analysis of Mass Communications Outputs Designed to Motivate Public Interest/Participation in Crime Prevention Activity

The Study

Content analysis can serve as a scientifically empirical bridge between communications intent and effect. Consequently, if we are to learn from past experience it is important to explore in some depth the communications output of those media campaigns that were explicitly intended to generate citizen interest and participation in crime prevention activities and, which seemingly succeeded in doing so. Here, if we could uncover the symbol manipulations that were most closely linked to actual "effects," we would be in the enviable position of being able to make future communications recommendations on the basis of objective empiricism rather than on the basis of subjective speculation. Overall then, our objective was to learn what we could about effective mass communications in the service of creating/sustaining citizen interest and participation in crime prevention activity via analyses of media campaign content. At least that is what was intended initially.

Ordinarily, content analysis represents a quantitative frequency count of symbols making up specific messages--symbols that may have psychological as well as rhetorical meaning. With enough symbols on hand, by counting the frequencies with which they appear as well as the contexts in which they appear, it becomes possible eventually to discern patterns of symbol manipulation quantitatively so that statistically meaningful inferences can be made about whether and how certain of such manipulations are likely to be more "effective" than others.

As it turned out, because of the relative recency of such media efforts we simply were unable to uncover a universe of public oriented crime prevention messages large enough to warrant substantial quantitative measurement. We were forced, instead, to settle for a much softer qualitative approach. Simply put, qualitative analysis of content ascertains relationships between content elements on the basis of mass communications theory and past research rather than on the basis of statistical proof. Now, our objective shifted to trying to see whether it was possible to isolate structural and content elements which may appear to be uniquely powerful in contributing to the effectiveness of apparently successful public communications campaigns (as compared to campaigns considered to be relatively unsuccessful). To do this, five separate campaigns were identified by the project's expert consultants as representative of such efforts. Two criteria guided the selections--one being that the campaign relied on the media to an important extent for reaching publics, and the other being the availability of some evidence of sorts regarding the relative success of the campaign. The five campaigns chosen included ones from Minnesota, Denver, Seattle, Florida, and the State of Colorado.

Contexts for Media Campaigns for Crime Prevention

After selecting the campaign sites, the principals involved in each were interviewed in order to determine details of strategy, structure, implementation, and evaluation. During these interviews principals were asked to send copies of all materials that each campaign had made available to the public throughout its duration to the

Center for Mass Communications Research and Policy. Upon receipt of these materials, the Center's staff examined them in regard to their themes, appeals, and demands.

In order to understand the dynamics of symbol manipulation that were reflected in the materials analyzed it is first necessary to look into some pertinent "background" considerations.

Law enforcement activities in the United States historically have revolved around the broad concept of crime control. Although the more specific concept of crime prevention may have been understood by some as being implied within this broad notion, long-range strategies for preventing the occurrence of crimes have existed only since the beginning of this decade. First initiated by law enforcement agencies and later picked up by civilians and local governmental agencies, crime prevention has become the focus of literally thousands of law enforcement agency and community group activities contemporarily.

In all these efforts major focus has turned to the generation of ever-increasing citizen participation in a wide ranging spectrum of activity relating to burglary of home and business, vandalism, shoplifting, assault, vehicle and bicycle theft, robbery, rape, rural crime, and child abuse. In particular, the emphasis of the extant crime prevention programs has been related to protecting self and home. The underlying assumption here is that the individual citizen must take on a high degree of responsibility for his own well-being and that of his loved ones. The well-informed individual is presumed to be better able to protect himself and his family against crime than is anyone else--including the police. Of course, these assumptions require considerable examination before their validity is established. For

example, when society develops and supports an institution such as the police to protect the individual, how can it at the same time make its citizens "buy" the proposition that it is they, the citizens, rather than the police who must act to provide their own protection. Be all that as it may, these assumptions are present, and they underpin all efforts designed to generate/sustain active citizen participation in crime prevention today--including using the mass media.

The efforts to involve citizens in crime prevention have not been without their problems. In regard to the issues affecting the use of mass communications, five problems in particular stand out.

First, we have had difficulty in uncovering an overall integration of crime prevention programs throughout the United States. For the most part the programs appear to function randomly, and in isolation from each other. Little or no cooperation between programs within a community, programs throughout a state, local communities and state programs are discernible. Nor could we unearth any nationwide coordinated activity. While it is true that communities differ in needs and, as a consequence, solutions, the apparent lack of integration of effort undoubtedly can serve to generate confusion within the field, unrewarding duplication and overlapping of services directed to the public, and needless replication of mistakes. The lack of coordination in crime prevention activities calling for citizen involvement has prompted several efforts towards developing greater coordination of such activities. One outstanding example is the convening of a first-time National Crime Prevention Conference in November of 1978 under the aegis of the National Crime Prevention Institute.

A second problem emerges directly from the first. It is apparent that

the lack of coordination among agencies and organizations engaged in crime prevention often reflects a determination to "go it alone" without co-operating with others. The turf question of who is responsible for what frequently can be seen to evolve into open hostility between and within agencies and organizations as, for example, between and among the police, the courts, and civic groups. The public communications consequences of such goings on, it might be expected, would be a plethora of contradictory messages emanating from diverse sources--all of which serving more to confuse than to enlighten the various publics addressed. Similarly, it would be expected that it might prove difficult, under the circumstances, for publics to identify who really are the expert, reliable and trustworthy sources of information in regard to crime prevention overall.

The third problem surfaces as somewhat contradictory. Although there appears to be a considerable lack of programmatic cooperation between and among groups involved in crime prevention, there simultaneously seems to be an almost resigned sameness of approach to the public communications aspects of crime prevention. Thus, we find a generally unimaginative replication of public information formats and messages being disseminated throughout the country, even though local programs overall may differ from each other, sometimes drastically. It is as if local groups have thrown up their hands in frustration or lack of concern with regard to trying to tailor public communications imaginatively to local conditions. Instead they have accepted uncritically materials that have been used elsewhere repeatedly (materials which nearly always lack evaluation regarding effectiveness) in expressing a sort of "anything is better than nothing" point of view. The result is a highly visible lack of creative and unique crime prevention

materials that have been addressed to local publics so far.

Public attitudes towards a given phenomenon will always affect what is publicly communicated about it. Public information concerning citizen participation in crime prevention offers no exception to the rule. As such, public attitudes constitute the fourth problem to be considered.

Let us note just two sets of data as illustration. It is apparent that much of the crime prevention information that is directed to the public cites the police as the authoritative sources for the "what to do" stuff that usually makes up a good part of such messages. Yet, the public shows no universal acceptance of the police as models for guidance. Thus, for example, a Gallup poll published in August of 1977 noted that although the American public ranked police officers sixth among twenty occupational groups in regard to adhering to standards of ethics, no more than three or four in ten accorded the police a "high" rating in this regard.

The second data set stems first from a 1978 Gallup poll. This particular survey showed that the major problems facing the nation as reflected in the responses of the individuals were the high cost of living (cited by 54%) and unemployment (cited by 18%). "Crime" (cited by 3%) tied for fourth place with "dissatisfaction with government" and "moral decline." A November, 1977 Gallup poll opined, "For the first time in this decade, public concern with and perception of crime are leveling off, if not subsiding." Even so, 43% still believed that crime had increased in their neighborhoods during the previous year. Women, non-whites and residents of smaller cities and rural areas were most apt to express such an estimate. Given findings such as these it would not be too surprising to find considerable effort in available public information crime prevention

materials devoted to first establishing the "seriousness" of the "crime problem."

The fifth problem affecting public information efforts on behalf of crime prevention pertains to what such information might request the public to do.

All propaganda--including crime prevention propaganda--is made up of specific "demands." In the materials examined a serious dichotomy of demands appears. It is a dichotomy between demands for individual citizen crime prevention actions versus demands for community crime prevention actions. "When we speak of community crime prevention, we should be thinking only about activity that is done by several citizens jointly who are organized in some identifiable group, whether formal or informal," states Ed Good, project director of Seattle Community Crime Prevention Program. Citizen crime prevention refers to actions that can be taken by one citizen acting entirely alone. Campaigns have tended to emphasize just one or another of these modes rather than to point to possible productive interaction, between the two.

Structural Aspects of the Campaigns Examined

As previously stated, five recent crime prevention campaigns representing varying degrees of success were chosen for analysis in this study. Selections were based on existing evaluation data where there were such, and upon the judgments of experts in the crime prevention field. It was found that "superior" campaigns were readily distinguishable, with less discernible differences to be seen along the continuum stretching from superior to poor. Yet, it was possible to compare the outputs of the successful versus

ineffectual efforts. It must be noted again that "success" is determined and limited here operationally by what has been done in an area that is just some ten years old.

Because this study is in no way intended to serve as an evaluation of specific identifiable campaigns, they will be referred to by number as Campaign 1, Campaign 2, etc. Along the continuum of "success", Campaigns 1 and 2 can be considered superior. Campaign 5 ranks at the opposite extreme of poor with Campaigns 3 and 4 falling somewhere between the two extremes.

Two types of data from the study will be presented in the sections that follow.

First, we shall discuss the structure, or overall organization and scope, of each campaign.

Finally, the content elements of themes, appeals and demands appearing in the materials emanating from each campaign will be discussed.

Structures of Selected Campaigns

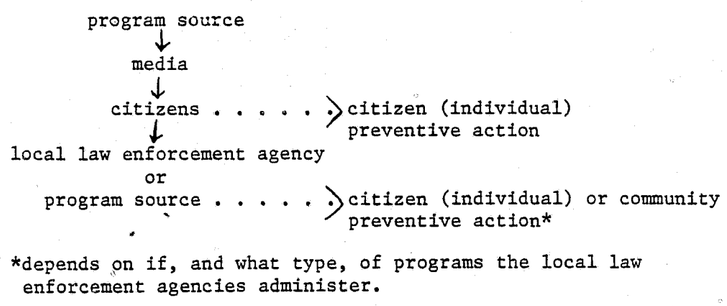
Campaign 1 - Superior

Campaign 1 is a statewide effort designed principally to decrease residential burglary. Secondarily, it addresses such diverse topics as robbery, rape, assault, rural crime, commercial crime and vehicle theft. The campaign relies on the mass media (radio and TV public service announcements, bus posters and billboards) primarily to alert citizens to the problems of crime. Additionally, information of a "what to do" nature is offered. Each information piece usually emphasizes just <u>one</u> specific ameliorative action to be taken while encouraging citizens to contact

local law enforcement agencies for brochures containing more detailed information. This campaign has been implemented by a prominent advertising agency. With regard to the professional quality of its content, layout and production, the campaign stands out as excellent.

Although Campaign 1 is reflective of a statewide coordinated crime prevention effort, it maintains that it exists merely as a supplement to the activities of local agencies. Campaign personnel ordinarily supply participating law enforcement agencies with advice, ideas, and with brochures, slide shows and films. They normally encourage local agencies to develop their own specific activities according to local community needs. In fact, campaign staffers have continued to provide training in crime prevention techniques for interested law enforcement personnel, and they have attempted to assist local agencies in instituting programs within their own operations.

Schematically, information regarding crime prevention in Campaign 1 originates in a program source and is disseminated via two tracks. Track 1 is directed to the individual citizen--without intermediaries--and requests (i.e. demands) that he/she take personal preventive action. Track 2 is more roundabout in that information may reach the citizen either directly or indirectly, and depending on local strategies, the citizen may be requested to take individual action or to join in community actions or to do both.



*depends on if, and what type, of programs the local law enforcement agencies administer.

Pre and post surveys were conducted in part to assess the effects of the mass media components of Campaign 1, and the results indicate an increase in awareness of crime as a problem as well as gains in public information about home security. As so frequently is the case with public information campaigns, little behavioral change as a consequence of exposure to the information that was disseminated was noted.

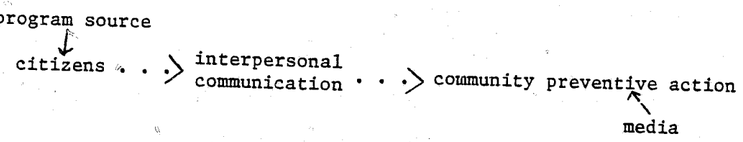
Campaign 1 is an excellent example of the way in which the mass media usually works--effective in creating awareness, but little success in influencing behavior. The directors of Campaign 1 seem to have realized the need for adjunct interpersonal communications efforts at the local level to aid in achieving the goals of the program in general. In the tandem relationships between interpersonal and mass communication, the media generally serve merely as base for the more effective interpersonal processes of persuasion. The same pattern was evident in Campaign 1 where the media were considered to be effective primarily in generating increases in public awareness.

Campaign 2 - Superior

Campaign 2 is a community effort that is directed to decreasing residential burglary in targeted neighborhoods. The campaign is entirely in the hands of a civilian group. Staff initiates the program in one neighborhood at a time, and then follow-up their initial organizational efforts with a long range program design to maintain the efforts over time. Here, the mass media are utilized only indirectly and mostly for softening up purposes. Local newspapers in an area are supplied with press releases describing the program prior to a particular neighborhood being organized.

After the neighborhood has been organized newspapers may publish stories on their progress.

Schematically, Campaign 2 is seen to rely upon interpersonal contact chiefly to develop and sustain community crime prevention activity on a very compact neighborhood level. The media are used to impinge on residents in an indirect "backgrounding" manner.



Coincidental with newspaper announcements, an introductory letter is sent to each resident of a 15-25 household neighborhood describing the program which usually includes three free services--property identification, home security checks and the establishment of neighborhood "block watch" groups. As follow up staff members actually contact each household in person or by phone to encourage their participation in the neighborhood program either by hosting or attending a future "Block Watch" meeting. From that point on staff and residents, including one chosen as block captain, work together to implement property identification and home security checks in the neighborhood. Block Watch is promoted as continuous and "part of daily neighborhood life--not just a series of meetings." The main focus in the long-term maintenance program about 1-1½ years later is an annual Block Watch meeting and a monthly newsletter reporting for each neighborhood's census tract the number of burglaries reported, day of week, time of day, that had been committed during the period. Evaluations of the neighborhood programs indicate a noticeable decrease in burglaries accompanied

by increases of reports of burglaries and burglaries in progress. It is based primarily on establishing lines of interpersonal communication between program staff and participants. Because staff wishes to maintain a "low profile," non-meddling image, the media are utilized primarily in the form of press releases to newspapers in an attempt to make people aware that such a program will be coming to their particular neighborhood. Follow-up feature stories are seen as useful in maintaining morale and encouraging a high level of participation.

The efforts of Campaign 2 are directed exclusively to small groups working together for a given neighborhood's benefit and, consequently, for their own well-being. The major advantages of such united behavior are said to be reductions in feelings of isolation that many neighborhood families may experience.

It is altogether likely that a combination of Campaigns 1 and 2 type efforts might very well prove to be significantly effective. Extensive media coverage could be developed in the service of creating public awareness of and interest in various crime problems and the means for avoiding them. Intensive interpersonal efforts could be wedded to those being promulgated by the media in motivating participation and in actually persuading citizens into specific crime prevention activity.

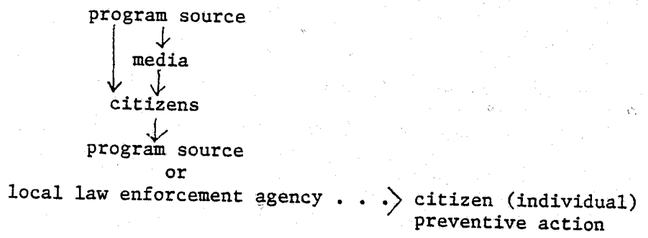
Campaign 3 - Average

Campaign 3 reflects a rather stereotyped effort at public communication. Here, the law enforcement "establishment" attempts to inform and persuade the public directly and indirectly via radio and television "public service announcements," pamphlets and through appearances at civic gatherings of

all sorts.

It is a rather simple model that is based on the assumption that once crime prevention information is disseminated, citizens first off will pay attention to it and secondly, that they will act on the basis of such information.

Schematically the model looks like this:



Public service announcements usually refer to some crime problem such as rape, robbery, shoplifting, automobile theft or child abuse and request that audiences contact the local crime prevention organization or law enforcement agency "for further information." During public appearances, representatives from these organizations and agencies distribute the same unitary omnibus pamphlet that public service announcement audiences receive when they ask for information. The omnibus booklet offers preventive information for all the crimes mentioned above. One additional pamphlet referring to personal property protection is also available to those who request it. In all the information output from Campaign 3 emphasis is placed on individual preventive action exclusively.

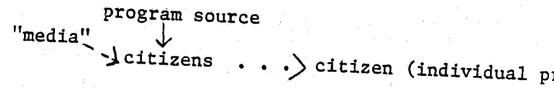
Campaign 4 - Average

Campaign 4 is similar to Campaign 3 in its pursuit of the notion that

"exposure" to messages is equated with "effect."

Campaign 4 was comprised of a month-long intense campaign to educate and motivate citizens in two target communities in preventing residential burglary. It was conducted by a local sheriff's department in cooperation with a continuous statewide program of crime prevention. Its specific goals were to make citizens generally aware of crime prevention and to increase their knowledge about home security measures. Campaign 4 was made up of posters, signs and billboards, abetted mainly by letters and pamphlets that were sent out to householders. Citizens received an introductory letter which described the program and requested their cooperation in two activities. First, they were asked to read the packet of information about residential burglary that was sent. Next, letter recipients were invited to a block party organized around the theme of home security.

Schematically, Campaign 4 can be described as follows:



The dominant component of Campaign 4 was the "National Neighborhood Watch" materials of The National Sheriffs' Association that were distributed to householders.

An evaluation of the campaign indicates that nearly three of every ten residents in one of the target areas who had been invited actually had attended the block gathering. However, no more than one in ten in the second area acted in a similar fashion. In both target areas about four-fifths of the residents claimed they had made use of the National Neighborhood Watch materials they had received in making arrangements to monitor neighbors'

homes during their absences. One possible interpretation here is that the brochures may have had a more powerful effect in generating this action, than did the block meetings per se. The block meetings were used essentially as convenient vehicles for dispensing information about proper crime reporting procedures, security hardware and "Operation Identification" to relatively large groups of people who were then urged to take individual, not community, preventive action.

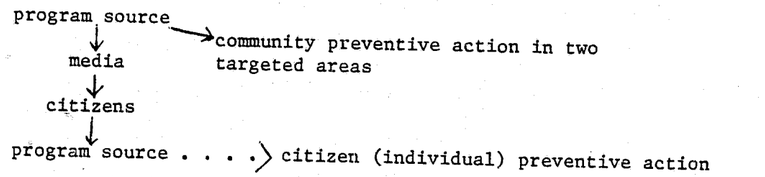
This campaign is superficially similar in structure, but lacking in the intensity, organization and long-range planning that was characteristic of Campaign 2. For example, in Campaign 4 mass media coverage was quite accidental; there was less staff and citizen interaction; pamphlets were delivered to each household, but not distributed at meetings; and no long-term maintenance was provided for. Perhaps the most important distinguishing structural element of Campaign 4 vis-a-vis Campaign 2 was the former's near exclusive focus on <u>individual</u> action versus <u>community</u> participation.

Campaign 5 - Poor

In Campaign 5, a non-police agency administered public information and educational project, residential burglary, robbery, rape and assault in a large metropolitan area was addressed via the mass media and community organization centered on a mass media informational campaign plus an intensive neighborhood crime prevention organizing effort in two selected high crime areas. A local advertising agency was engaged to develop radio and television public service announcements plus brochures for the campaign. The primary goal of the media campaign was to motivate people to send in for brochures detailing crime prevention techniques. No effort at crime

prevention "education" via the public service announcements was made.

Schematically, the model is a by-now familiar two-step one in which the mass media are used to generate awareness and interest in obtaining "further information"--that "information" to be provided by a follow-up brochure. The media effort is coupled to a more direct face-to-face community organization one.



Evaluation of Campaign 5 did indicate a good response to messages relating to requesting brochures, although whether the requested brochures were ever read or acted upon remains undetermined. Before-after surveys showed that approximately 40 percent of those interviewed were aware of the program. Other results showed severe problems within the community organizational portion of the activity along with other structural problems. The project was considered unsuccessful, and it was terminated mid-stream. Content of the media messages was also criticized, and that will be discussed in the next section. Suffice it to consider at this point the general ambiguity of the principal message--demand, "Join with your neighbors." Without specific instructions regarding precisely how this can be accomplished, such a message by itself is truly meaningless. An additional shortcoming was evidenced in the program's failure to key responses to requests for brochures to the local areas from where the requests came, so that statewide telephone requests all had to be directed

to one central place and only to that one place.

Themes, Appeals and Demands

As indicated previously, the three dimensions of content that will be discussed--in general terms rather than in relation to specific campaigns--relate to the themes, appeals and demands that appeared in the public communications messages that were examined in this study.

Themes refer to assertions about relationships between phenomena and are often stated as such in the form of "facts," issues, questions, or beliefs.

Appeals are the psychological "reasons why" communicators give their audiences for taking the actions they, the communicators recommend.

Demands in the form of imperatives usually are the requests and suggestions for specific actions that communicators of propaganda direct to their audiences.

Themes

Three themes--reconstituted as a general argument--make up the basic assertive thrust of the materials that were studied:

1. Crime is a community problem.
2. Prevention is part of the solution.
3. Prevention cannot be accomplished without active citizen participation either on an individual or community level--or on both.

The idea of citizen "participation" is given heavy play either explicitly or implicitly in all the campaigns that were studied. Yet, in most cases

audiences were offered very few explicit rational reasons for them actually to participate in crime prevention activities. Nor were the participatory roles of citizen versus police exposited clearly. This is a most interesting omission in light of the inferential structure on which the argument regarding the salutory effects of citizen participation rests--namely, that law enforcement agencies have failed in their community charge to eliminate crime. In the face of such failure the ordinary citizen is now identified as being capable of accomplishing what the police have not been able to do.

Failing in their responsibility to explain clearly just why citizens should participate in crime prevention activity, both the successful and the less effective campaigns studied characteristically resorted to obtuse sloganeering and substituting vague demands for detailed cogent exposition. For example,

"Don't give crime a chance to happen."

"You can let these crimes happen or you can get in the act."

"Burglary is a crime of opportunity. Eliminate the opportunity and you can avoid getting ripped off."

"It's a crime when you're not prepared."

Nowhere in the campaign materials analyzed was there a straight-forward discussion of the multi-causal nature of crime and criminal behavior. Curiously, the messages lay responsibility for criminal activity not so much at the feet of the criminal but rather upon the citizen recipient of the message. The less successful campaigns were most likely to single out the citizen as being somehow responsible for the crimes that may victimize him some day.

"Crime . . . is waiting for you to get careless."

"Crime . . . is waiting for you to let down your guard."

"Crime . . . is waiting for you to slip up."

In these instances the very people whose co-operation is being solicited are first insulted by being accused of irresponsibility. And then they--not the criminals--are singled out for blame for the presence of crime in the community. Small wonder such orientations fail in their attempts at generating high citizen participation in crime prevention activities.

That is not to say that the more successful campaigns avoided the trap of insulting and blaming their audiences. To the contrary, they too played a similar game, but they did so with some degree of reserve and restraint.

> "A lot of crimes happen because good and honest citizens, people just like you, don't want to be involved, or think someone else will take the action."

> "It's sadly true that most crimes need not happen. Too often victims are virtually asking for it."

Appeals

Fear of being victimized by far is the pervasive psychological device that the campaigns we studied utilized in efforts to motivate citizens to participate in crime prevention activities.

By now there is considerable scientific evidence to bear on the fact that fear-arousing communications are variable in their impacts on recipients. At best they can motivate small numbers of highly self-selected persons into prescribed actions. At worst they can be perceived as being so outlandish that they turn proscribed actions into the ludicrous; or they are so overwhelming in their threat that they immobilize audiences into inaction;

or they may be perceived so immediate and total in their potential consequence that they create panic. In other words without very precise control over what is being said by way of arousing people's fears; nor control over how it is being said; nor full information regarding specific audiences' capacities to act positively on the basis of their aroused fears, the likelihood of fear appeals not propelling large aggregates of recipients into positive behaviors is very high indeed.

Although we lack evidence regarding how fear appeals impact on people's motivations to involve themselves in crime prevention pursuits, it is clear that they received heavy utilization in campaigns that were judged to be both effective and ineffective.

Characteristically, the less effective efforts were hyperbolic in their fear-arousing materials. Nor were specific means for avoiding the consequences depicted offered as reassurance to audiences. "Crime"--depicted as an extra-terrestrial "thing"--arising grimly from the earth's bowels, proclaims a Stygian television commercial, "It's an evil presence out there!" "You have two choices," warns a newspaper advertisement from a relatively ineffectual campaign, "You can live in fear of your safety, shocked at what's happening here. Or you can take positive, personal action."

On the whole, superior campaigns showed a healthy skepticism towards the massive use of raw fear in their message outputs. Again, restraint was in evidence here coupled with reasonable suggestions for avoiding the fearsome consequences depicted. Note the following examples and in particular the "rational" suggestions that are salted in occasionally among the anxiety-provoking symbols:

> "It could be you driving home late at night. Is your gas tank full? Is that other door locked?"

"Every 11 seconds, a burglar enters someone's home. If you haven't joined Operation Identification, your chance of being a burglary victim is 4½ times greater than that of your neighbor who has."

"Rape, the universal crime against women, is the fastest growing and least reported crime of violence. Reputation, age, race or social status has nothing to do with becoming a victim. The rapist's motive is to humiliate and degrade his victim, and every woman is a potential victim."

"Operation Identification makes your property risky to steal, tough to dispose of and court evidence against the burglar when he's caught.

A burglar will think twice about taking things he knows are hard to unload and easy to trace."

Demands

The demands that are generally adhered to by audiences are characteristically brief, uncluttered, capable of ready accomplishment, and are directed to one action at a time--"Stop," "Look for it in the frozen food section," "Keep off the grass," "Mail the attached coupon today."

Overall, three basic demands appeared in the public communications that were examined:

1. Message recipients were requested to acquire "information" about various crime prevention actions from an identified police or crime prevention source.
2. Message recipients were invited either to initiate a crime prevention program locally or to participate in one that was already on-going.
3. Message recipients were asked to learn and to apply certain crime prevention techniques and measures.

Overall, the superior campaigns tended to be highly specific as well as explicit in making demands that appeared to be reasonable and capable of accomplishment:

"Contact your police or sheriff about a free home burglary brochure."

"For a free folder, 'What to do before the burglar comes,' contact your police or sheriff, or write (program source's address)."

"Call your police or sheriff for free Operation Identification folder, or write (program source's address)."

"To join Operation Identification, call your police."

One of the moderately successful campaigns we examined was seriously flawed by a certain noted lack of specificity. Here demands were vague about what it was that the responding citizens would actually be receiving or doing. Nor were message recipients offered explicit addresses to write to or telephone numbers to dial.

"By working with (program title) and your local law enforcement agency, you'll find out how to outwit the average thief before it's too late." (logo, no phone number or address)

"Working together we can stop crime." (logo, no phone number or address)

"Contact (program title) for further details." (logo, no phone number or address)

Of the campaigns studied the one that was considered to have been the least effective turned out to be a very paragon of ambiguity and confusion in regard to its demands. Here a typical TV spot first urges citizens to, "Join With Your Neighbors," and proceeding from this to suggest the use of the 911 emergency and number and then on to "Make Your Neighborhood a Safer Place to Live. For Information; call this number, --- ----."

On the matter of demanding individuals to take precautionary measures, again the effective campaigns were reasonable, concise, and offered sensible "reasons why." The less effective campaigns remained ambiguous.

Example:

> "When you leave your home, do you invite the neighborhood burglar in? When your home looks and sounds unoccupied, you're asking for trouble. Be sure to leave on a light or two and a few sound effects. Lock your doors and windows and close your garage. This sticker helps too. It warns a would-be burglar you've joined Operation Identification, a part of (program's name) and he better move on. Call your police or sheriff. It's working."

Conclusion

One major disappointment stemming from this study has been its rather thin yield of "findings." Paucity of data notwithstanding, our knowledge of mass communication on behalf of crime prevention has been enhanced somewhat, nevertheless.

For example, it is evident that the more sophisticated communicators represented in the study not only were aware of fundamental principles of mass communications but actually applied them as well:

1. The media are most apt to be effective in creating awareness and in contributing to knowledge (e.g. the use of deadbolt locks; leaving the lights on when away from home).
2. The media are least apt to be effective in causing changes in behavior.
3. Face-to-face communications are most effective in persuading people to act. Mass communications can serve as an adjunct to personal influence but not as a substitute for it.

4. If highly emotional appeals such as fear are used to motivate audiences, they must be tempered with reassurances that the consequences referred to either can be avoided or controlled successfully.
5. Demands must be reasonable and capable of being implemented by ordinary people.

   They must be tied to a high possibility for actually producing promised results if obeyed.

Perhaps the most important outcome of the study--as far as the researchers working on it were concerned--has been a realization of several paradoxes that have surfaced in its course. These paradoxes may have very serious implications for the production of effective public crime prevention communications in the future.

Paradox 1. The very institution which has shown considerable inability either to prevent or to control crime--the police--is presented most often as the prime source for authoritative information regarding the prevention of crime.

Paradox 2. The citizen who is not knowledgable is told that once he becomes so, he will be more capable of preventing crime than the police are. Yet, it is the police to whom the citizen is referred to as the authoritative source for this special knowledge.

Paradox 3. The very citizen who may become a victim of crime and whose cooperation is being solicited is actually blamed for the existence

of crime. By inference or explicit statement he is constantly reminded that crime is a result of his--the citizen's stupidity or carelessness.

Paradox 4. The citizen is often provided with two distinctly different pathways to follow in order to "prevent crime"--one is the path of individual action-taking and the second leads to a joining with others in concerted activity.

A Mass Communication Strategy for Generating Citizen Action Against Crime

Center for Mass Communications
Research and Policy
University of Denver
January, 1979

Report II

Mass Communications and Crime Prevention: What The Experts Think

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Report II

Mass Communications and Crime Prevention: What the Experts Think

A major component set in developing long-range strategies for mass communications for crime prevention stems from the pertinent experience, knowledge, and judgement of experts either in mass communications, crime prevention or both.

This report is based on the responses of fifty-three experts throughout the United States and detailed telephone interviews that were conducted during October-November 1978.[1/] The objectives of the interviews were five-fold: 1) to identify bibliographic materials which may not be uncovered in the library search and which would be applicable to the development of an overall media crime prevention strategy in the long term; (2) to determine the characteristics of an outstanding media crime prevention campaign as viewed by experts; (3) to determine experts' views about the kinds of crime prevention activities about which media might try to create public awareness/ change public attitudes or/impel public actions; (4) to identify outstanding media crime prevention campaigns; and (5) to identify ineffective media crime prevention campaigns. Of the 53 experts surveyed, 10 are mass communications experts, 24 are both mass communications and crime prevention experts and 19 are crime prevention experts.

The initial list of experts was obtained by consulting with LEAA plus the consultants to the Project. Once an expert on the initial list was selected for an interview, he/she was asked to suggest additional persons to be contacted. This recommendation technique resulted in a snowballing of suggestions. The final roster was made up of names that surfaced with some repetition in the early go-arounds.

Bibliographic citations offered by the respondents appear in Appendix 3. The information/opinion data are presented in Tables 1 through 6 immediately following the text.

1/ See Appendix 1 for a list of the experts who were interviewed. See Appendix 2 for a copy of the questionnaire.

Characteristics of Outstanding Media Crime Prevention Campaigns

Table 1 shows that very little consensus exists among the experts surveyed with regard to the ingredients for effective communication on behalf of crime prevention. The one most frequently mentioned requisite was that successful media crime prevention campaigns should be tied to an on-going local crime prevention program (30%). An additional 11% of those surveyed also may have had this approach in mind when they opined that media crime prevention campaigns should be applied to local needs if they are to be successful. Additional recommendations worth noting include: use all available media (21%); emphasize citizen vulnerability without fear tactics (15%); concentrate on raising awareness (19%); and provide audiences with specific crime prevention directions (19%).

Creating Public Awareness/Changing Public Attitudes/Impelling Public Actions

Awareness

Experts in the survey suggested that media crime prevention campaigns ought to try to create public awareness about property crime (40%), about rape (26%), about the reality of the local crime situation (32%), and about those circumstances which people can directly influence (17%). Additional

suggestions appear in Table 2.

Attitudes

Changing public attitudes is more difficult than creating public awareness, the experts agreed. Nevertheless, most experts believed that mass communication crime prevention campaigns can do much to change public attitudes about crime and crime prevention activities in the long run. Respondents most frequently suggested that media campaigns attempt to convince citizens that they share in the responsibility for crime prevention (19%). Additional areas calling for public attitude modification--according to the experts--related to rape (13%), and to reporting crimes witnessed by citizens (13%). Table 3 presents the range of suggestions mentioned.

Actions

Table 4 presents the experts' public action recommendations. The most frequent action suggestion involved the use of the media for stimulating neighborhood community crime prevention actions through block watches (21%). Other frequent action recommendations include (1) motivating the public to participate in "Operation ID" types of activities (15%); (2) stimulating the public to take actions designed to prevent property crime (13%); and (3) motivating the public to take individual responsibility for preventing crimes of all types (13%). Table 4 presents additional action suggestions that the experts mentioned.

Outstanding Media Crime Prevention Campaigns

Respondents identified 26 separate media crime prevention campaigns that they considered to be outstanding. The campaign most frequently

mentioned here was the Minnesota Crime Watch effort (30%). The experts who identified the Minnesota campaign considered it to be outstanding for a variety of reasons including the following: it made use of polished, creative, quality media messages and advertisements (44%); it was tied to a local program (38%); it moved the public to act (25%); it raised public awareness (19%); it offered specific crime prevention directions that were easy to implement (19%); and it made use of all media (19%). Other mentions of outstanding media crime prevention campaigns are shown in Table 5.

Ineffective Media Crime Prevention Campaigns

Sixteen media crime prevention campaigns were identified as having been ineffective (Table 6). Curiously, seven of these were also identified as having been outstanding (Table 5). It appears that a campaign was regarded as effective or not effective much more on the basis of the experts' subjective feelings about it than on the basis of established fact. For example, the expert who labeled Minnesota Crime Watch ineffective did so because he/she felt that no follow-up component or linkage to a local program existed. Conversely, six of the sixteen experts who considered Minnesota's campaign to be outstanding did so because they felt that it was tied into a local program.

Of those surveyed a fourth of the experts were able to identify an ineffective crime prevention media campaign, and here no single campaign was designated as ineffective by more than two experts. Another 25% of those surveyed failed to identify an ineffective campaign, but were able to point out what they considered to be general attributes of a poor campaign. The experts who replied in this manner opined that media crime

prevention campaigns which provide no follow-up or are not linked to local programs (38%); those which disseminate incorrect information (15%); and the efforts that rely on fear tactics (15%) will be ineffective. Additional responses regarding the elements cited by respondents as contributors to communication failure appear in Table 6.

Conclusion

One finding stands out from this study; namely, that there is no consensus among experts regarding the components that should go into the development of effective crime prevention mass communications. Certainly the experts surveyed agree to some small extent on the following: (1) that all the media comprising the mass communications spectrum should be used in crime prevention efforts; (2) that some degree of public awareness can be created through the media with respect to property crime, rape and the realities of local crime situations and (3) that the media can be used to stimulate neighborhood crime prevention actions through "block watches." But for the most part the experts seem to be as perplexed about the steps to take for producing effective crime prevention mass communications as is every one else.

Once again it appears that the effort to develop a strategy for effective mass communications on behalf of crime prevention probably cannot rely on an available body of past empiricism for guidance. Rather, we seem to be faced with the task of beginning from the beginning.

Table 1. Characteristics of an Outstanding Media Crime Prevention Campaign.

M = Media Expert
MC = Media Crime Prevention Expert
C = Crime Prevention Expert

Question 3

From your perspective as an expert in MEDIA, MEDIA CRIME PREVENTION OR CRIME PREVENTION, what makes for an outstanding crime prevention media campaign?

A) Use all media
M/1 C/2 MC/8

B) Use personal contact
M/1 MC/3

C) Will be outstanding if the public reacts to it
MC/5

D) Use PSAs
MC/4 C/1

E) Use billboards
C/1 MC/2

F) Use brochures
MC/5

G) Contact civic organizations
MC/4

H) Make it apply to local needs
MC/6

I) Invite citizen input
MC/1

J) Must reach wide audience
M/3 MC/2

K) Good organization and management
MC/2

L) Use correct information
C/1 MC/1

M) State source of information
MC/1

N) Do not advocate any particular activity - just indicate the realm of possibilities
MC/1

O) Tie it to a local program
M/3 C/2 MC/11

P) Do not use fear appeals
MC/2

Q) Will be outstanding if improved police/citizen rapport results.
MC/1

R) Much program sponsor media interaction necessary
MC/3

S) Emphasize citizen vulnerability without fear tactics
C/2 MC/4 M/2

T) Much repetition - high frequency of media advertisement exposure
MC/1

U) Must be straight forward
MC/1

V) Polished, creative, quality media spots or messages
M/2 C/1 MC/6

W) Distinctive logo or catch phrase
M/1 MC/2

X) Media must help plan program
MC/1

Y) Buy some air time - not just public service announcements.
MC/2

Z) Focus on consciousness raising - behaviors cannot be changed
M/1

AA) Be believable
C/1

BB) Raise awareness
C/2 MC/8

CC) Do not use much media
C/1

DD) Concentrate on neighborhoods
M/1 C/2 MC/1

EE) Do not use billboards alone
C/2

FF) People must be frightened for program to work
C/1 MC/1

GG) Media usage depends on target audience and crime topic
M/3 C/2 MC/4

HH) Pursue specific objectives
M/5 C/1 MC/1

II) Media messages should not instruct criminals
M/1

JJ) Outstanding program can be judged by reduced crime and risk rate
MC/1

KK) Media should not be used to educate
M/1

LL) Raise fear level to make people act
MC/1

MM) Indicate where to write for more information
M/1 MC/1

NN) Stress economy crime prevention methods
MC/1

OO) Use hard news coverage
C/1 MC/3

PP) Use simple concepts
MC/1 M/2

QQ) Research area before beginning program
C/1 MC/1

RR) Results in behavior change
MC/1

SS) Media are not effective
M/1 C/1

TT) No opinion
M/1 MC/1

UU) Use film clips in movie theatres
C/1

VV) Give specific directions
C/5 MC/3 M/2

WW) Direct campaign toward individual action responsibility
C/2

XX) Use crime prevention vans
MC/1

YY) Focus on economic causes of crime (recession and unemployment)
C/1

ZZ) Use marketing strategies
C/1

A1) Do not offer solutions in message body
M/1

B1) Must be able to evaluate it
C/1

C1) Media blitz before organizing local program
MC/1

D1) Operation ID
MC/1

E1) Lots of funding
C/1

F1) Use humor
MC/1

G1) Use displays at fairs
MC/1

H1) Use a story line in advertisements and public service announcements
M/1

I1) Use bus posters
MC/1

Table 2. Media Crime Prevention Campaigns and Awareness.

3A. 1. About what kinds of crime or crime prevention activities should media crime prevention campaigns try to create public awareness?

No. Giving Each Response		
1	A.	Those which require a minor behavior change
5	B.	Operation ID
3	C.	Locking doors
6	D.	Local programs
21	E.	Property crime
17	F.	Tie to local needs (inform people about reality of local crime situation)
5	G.	Sense of responsibility and interdependence
2	H.	Violent crimes
1	I.	Gambling
1	J.	Nothing will work
2	K.	Make people conscious of risks they take
5	L.	Neighborhood action
14	M.	Rape
2	N.	No answer
1	O.	Economic causes of crime (recession and unemployment)
5	P.	Fraud (home repair, stock and bond, insurance)
1	Q.	Apathy
9	R.	Circumstances which people can directly influence
1	S.	Not commercial crime
1	T.	Use hard news stories
2	U.	Do not stress violence on street
1	V.	Crime reporting

No. Giving Each Response	
2	W. Auto theft
2	X. Pursesnatching, mugging
2	Y. All crimes
4	Z. White collar crime
3	AA. Do not instill fear
1	BB. Child abuse and molesting
2	CC. Personal security
1	DD. Change attitudes about minor infractions
1	EE. Rural crime
1	FF. Shoplifting
1	GG. Vandalism
1	HH. Inform young people about what constitutes a crime
1	II. Avoid discussing homicide

Table 3. Media Crime Prevention Campaigns and Attitudes.

3A. 2. About what kinds of crime or crime prevention activities should media crime prevention campaigns try to change public attitudes?

No. Giving Each Response	
7	A. Rape
5	B. Burglary
4	C. Auto theft
1	D. Amateur crime
1	E. Avoid drug use and abuse
7	F. Reporting crime
6	G. No answer
2	H. Public/police relations
10	I. Responsibility of individuals
1	J. Distinguishing between emergency and non-emergency problems
2	K. All crimes
1	L. Assault
1	M. Larceny
1	N. Fraud
1	O. Vulnerability of individuals
1	P. Enrolling in crime prevention course
1	Q. Nothing works
3	R. Home security/property crimes
5	S. Personal security
1	T. Unemployment and recession
1	U. Gambling
1	V. White collar crime

1	W. Career criminals
1	X. Street crime
5	Y. Accurate picture of crime problem - true risks, not fear
1	Z. Not rape
1	AA. Not criminal justice
4	BB. Neighborhood action
4	CC. Apathy
1	DD. Discredit vigilante groups
5	EE. Depends on local needs
1	FF. Not shoplifting
1	GG. Operation ID
1	HH. Not violence
1	II. Not assault
1	JJ. Not homicide
1	KK. Things they can directly influence
2	LL. Opportunity reduction
1	MM. Target toward youth - stealing is serious
1	NN. Child abuse
1	OO. Battered spouse
1	PP. Act before crime happens
1	QQ. Vandalism

Table 4. Media Crime Prevention Campaigns and Actions.

3A. 3. About what kinds of crime or crime prevention activities should media crime prevention campaigns try to impel public actions?

No. Giving Each Response	
9	A. No answer
11	B. Neighborhood action, block watches
7	C. Individual responsibility
1	D. Youth - theft is serious
8	E. Operation ID
4	F. Crime reporting
7	G. Property crime
3	H. Street crimes
1	I. Persuade audiences to call local office for more information
4	J. Matters that require minimum effort
4	K. Burglary
2	L. Personal security
3	M. Rape
2	N. Police/citizens relations
5	O. Depends on local need
1	P. Fear reduction
1	Q. Cannot do it on a national level
1	R. Specific actions
1	S. Examine how worthwhile the criminal justice system is.
1	T. White colar crime
1	U. Unemployment and recession
1	V. Nothing works

No. Giving Each Response

1 W. Any crime where victim's behavior contributes to the likelihood of crime.

3 X. Auto theft

1 Y. Crimes against elderly

1 Z. Persuade public to stimulate the legislature toward action.

1 AA. Shoplifting

1 BB. Form citizen band crime prevention organizations

1 CC. Opportunity reduction

2 DD. Mass communication is ineffective in efforts to change behavior.

Table 5. Outstanding Media Crime Prevention Campaigns.

3B. Do you know any mass media campaigns on behalf of crime prevention in the past five years which would fall under your notion of an "outstanding public information campaign?" (PROBE FOR SPECIFIC INFORMATION CONCERNING THE CAMPAIGN(S).

No. Giving Each Response

4 A. Washington Crime Check:

1 - Resulted in reduced crime and risk rate
1 - Made it apply to local needs
2 - Used Minnesota materials
3 - Polished, creative, quality media advertisements or messages
1 - Tied it to a local program
1 - Used simple concepts
1 - Gave specific directions
1 - Much repetition - high frequency of media advertisements
1 - Raised awareness
1 - Focused on consciousness raising - "you can't change their actions anyway"
2 - Emphasized citizen vulnerability without fear tactics

16 B. Minnesota Crime Watch

7 - Polished, creative, quality media advertisements or messages
3 - Raised awareness
3 - Gave specific directions
1 - Operation ID
1 - Lots of funding
3 - Used all media
2 - Good organization and management
6 - Tied it to a local program
2 - Was able to evaluate it
2 - Statewide program
1 - Used simple concepts
1 - Focused on consciousness raising - "you can't change their actions anyway"
2 - Emphasized citizen vulnerability without fear tactics
4 - Was outstanding because the public reacted to it
1 - Much program sponsor/media interaction
1 - Used personal contact
1 - Had specific objectives
1 - Used marketing strategies

5 C. Texas Crime Watch

3 - Polished, creative, quality media advertisements or messages
1 - Focused on consciousness raising - "you can't change their actions anyway"

No. Giving Each Response

Texas Crime Watch continued

- 2 - Emphasized citizen vulnerability without fear tactics
- 1 - Raised awareness
- 1 - Used humor
- 1 - Tied it to a local program
- 1 - Concentrated on neighborhoods
- 1 - Used all media

1 D. Crime Prevention Bureau 1976 Operation ID
Rockford Funded

- 1 - Used humor
- 1 - Was outstanding since public reacted to it
- 1 - Was able to evaluate it

18 E. No

2 F. Florida Help Stop Crime Program

- 1 - Emphasized citizen vulnerability without fear tactics
- 1 - Focused on consciousness raising - "you can't change their actions anyway"
- 2 - Raised awareness
- 1 - Used polished, creative, quality media advertisements or messages
- 1 - Used marketing strategies
- 1 - Gave specific directions

4 G. Kentucky Crime Check

- 2 - Emphasized citizen vulnerability without fear tactics
- 1 - Focused on consciousness raising - "you can't change their actions anyway"
- 2 - Raised awareness
- 2 - Used polished, creative, quality media spots or messages
- 2 - Used all media
- 1 - Bought some air time - did not rely on public service announcements exclusively
- 1 - Used billboards
- 1 - Used crime prevention vans
- 1 - Used brochures
- 1 - Used hard news coverage
- 1 - Tied it to a local program

1 H. Dallas Expanded Public Involvement in Crime Prevention

- 1 - Used hard news coverage
- 1 - Much program sponsor/media interaction was necessary
- 1 - Made it apply to local needs

No. Giving Each Response

- 1 - Tied it to a local program
- 1 - Did not use fear
- 1 - Used personal contact
- 1 - Good organization and management

2 I. FBI Crime Resistance Task Force

1 J. LEAA Programs

1 K. California Crime Resistance Task Force

- 1 - Used hard news coverage
- 1 - Much program sponsor/media interaction

1 L. Portland Oregon Crime Prevention Bureau

- 1 - Tied it to a local program
- 1 - Made it apply to local needs

1 M. Help Stop Crime - Florida

- 1 - Made it apply to local needs
- 1 - Tied it to a local program
- 1 - Used personal contact
- 1 - Had good organization and management
- 1 - Used all media
- 1 - Had polished, creative, quality media advertisements or messages
- 1 - Emphasized citizen vulnerability without fear tactics

1 N. Operation ID - Anywhere

- 1 - Was outstanding - public reacted to it
- 1 - ID made transfer of goods difficult

3 O. Seattle Community Crime Prevention Program

- 1 - Used polished, creative, quality media advertisements or messages
- 2 - Tied it to a local program
- 1 - Had good organization and management
- 1 - Reduced crime and risk rate
- 1 - Worked with commercial establishments

1 P. National League of Cities Media Project on Handguns

- 1 - Used polished, creative, quality media advertisement or messages
- 1 - Used correct information
- 1 - Researched area before beginning program
- 1 - Had specific objectives

No. Giving Each Response

1 Q. St. Louis Lockit and Pocket the Key

1 R. Colorado Crime Check

- 1 - Gave specific directions
- 1 - Operation ID

2 S. Whistlestop Denver, Ongoing

- 2 - Concentrated on neighborhoods
- 1 - Made it apply to local needs
- 1 - Tied it to a local program

1 T. Denver DA's Rape Prevention

- 1 - Used correct information
- 1 - Emphasized citizen vulnerability without fear tactics
- 1 - Gave specific directions

1 U. 911 Programs

1 V. Michigan Statewide Shoplifting Program

- 1 - Tied it to a local program

1 W. National Ad Council - Lockit and Pockit

- 1 - Had specific objectives

1 X. "Shoplifter - a label you'll wear for life" Washington D.C. Retail Bureau

- 1 - Had specific objectives

1 Y. Indiana Statewide Campaign

- 1 - Bought some air time - did not rely on public

1 Z. Utah-Antivandalism Campaign

- 1 - Henry Winkler appeared in ads
- 1 - Used hard news coverage
- 1 - Used public service announcements
- 1 - Used bus posters
- 1 - Worked through existing community organizations (PTA, etc.)

1 AA. National Sheriff's Association National Neighborhood Watch

- 1 - Tied it to a local program

Table 6. Ineffective Media Crime Prevention Campaigns

4. In your opinion, which, if any, public information campaigns on behalf of crime prevention in the last five years would you rate as "poor"?

A. What made the (NAME SPECIFIC CAMPAIGN) so ineffective? (REPEAT THIS QUESTION FOR EACH CAMPAIGN MENTIONED IN 4)

No. Giving Each Response

26 A. No

13 B. No answer, but listed attributes of poor campaign

- 2 - Inaccurate information
- 1 - Used poor quality paper in brochures
- 1 - Public service announcements were a waste of effort
- 1 - Used poor quality media materials
- 5 - No follow-up or local program
- 1 - Needed specific objectives
- 2 - Fear does not work
- 1 - Do not use brochures exclusively
- 1 - Personal contact was not used
- 1 - Needed total media involvement
- 1 - Amateurish
- 1 - Gave suggestions on how to commit crime
- 1 - Made deviant behavior appear a normal part of the scene
- 1 - People smarter than campaigns will acknowledge
- 1 - Asked for too much behavior change

1 C. Dallas Expanded Public Involvement in Crime Prevention

- 1 - No follow-up or local program
- 1 - Message too dry

1 D. Operation ID Lexington, Kentucky

- 1 - No follow-up or local program

1 E. HEW Drug Films

- 1 - Used peers in messages
- 1 - Message unrealistic
- 1 - Target audience not reachable with media messages

1 F. State Patrol - Drunk Driving

- 1 - Used emotion, not facts

1 G. Georgia Bureau of Investigation Statewide Program

- 1 - Needed more funding

No. Giving Each Response

1 H. Maryland Statewide Media Campaign

1 - Needed specific objectives
1 - No follow-up or local program

1 I. National Sheriff's Association Neighborhood Watch Program

1 - No follow-up or local program

2 J. Most LEAA Campaigns

1 - Impossible to evaluate them

2 K. Neighbors Act - Denver

1 - Poor quality of media
1 - Needed specific objectives
2 - Lack of good personnel
1 - No public service announcements

1 L. Antishoplifting Campaign - Denver

1 - Target audience not reachable with media messages

1 M. Indiana Statewide Program in its Early Stages

1 - No public service announcements

1 N. Utah Crime Reporting Campaign 1976

1 - No follow-up or local program
1 - Did not use paid advertising
1 - Target audience not reachable with media messages

1 O. Minnesota Crime Watch

1 - No follow-up or local program

1 P. Florida Help Stop Crime

1 - Target audience not reachable with media messages

1 Q. Illinois Statewide Program

1 - No follow-up or local program
1 - Should have used media
1 - Needed specific objectives

1 R. Kentucky Crime Check

1 - No follow-up or local program
1 - Needed specific objectives

Appendix 1.

Media Crime Prevention Respondents

Sgt. William Askin, Commanding Officer
Michigan State Police Crime Prevention Unit

Craig Beek, Director
Iowa Bureau of Criminal Investigation

Leonard Bickman
Westinghouse Evaluation Institute

Al Blumstein, expert on crime systems
University of Carnegie-Mellon

Leo Bogart
Newspaper Advertising Bureau

Barbara Bomar, Information Specialist
National Crime Prevention Institute

Robert T. Bower
Bureau of Social Science Research

Curtis Bridges, Director
Colorado Crime Check

George Comstock
Newhouse School of Communication

James F. Davis
Georgia Bureau of Information State Crime Prevention Program

Don Dettinger
Kentucky Crime Check

Roy Dixon
Strategic Planning, Inc.

Steve Fienberg, Chairman
Applied Statistics Department
University of Minnesota

Douglas Frisbie, Director
Minnesota Crime Prevention Center

Gerald Gersey, crime prevention specialist
Illinois Law Enforcement Commission

Ed Good, Director
Community Crime Prevention Program, Seattle

Margot Gordon
Center for Urban Affairs
Northwestern University

B. Mac Gray, II, Director
National Crime Prevention Institute

John Grenough
Pacemaker Planning
Louisville, Kentucky

Larry Gunn
Seattle Criminal Justice Planning Council

Peter Hartjens
American Institute of Research

James R. Heelan
National District Attorney's Association

Mike Hill
North Dakota Crime Watch

Ken Hollingsworth
Indiana Crime Prevention Office

David Horowitz, Director of Public Information
Texas Crime Prevention Institute

Vickie Jaycox, Director
Criminal Justice and the Elderly
National Council of Senior Citizens

Lt. Frank Jordan
Head of Crime Prevention Education
San Francisco Police Department

Darrell Joy, Deputy Director
Texas Crime Prevention Institute

Mary Dublin Keyserling, Chairman
National Consumers for Research & Education, Inc.

Joseph T. Klapper
Columbia Broadcasting System

Gerald Kline
School of Journalism
University of Minnesota

Pat Knous, Director
Whistlestop Crime Prevention Program, Denver

Herbert Krugman
General Electric Co.

Joe Lewis
Police Foundation

Dan McGillis
ABT Associates

Peter McLaughlin, President
Understanding Media

Marlys McPherson
Formerly with Minnesota Crime Watch

Paula Nelson
Utah Crime Check

Mike Ness
North Dakota Crime Watch

Thomas Reppetto, Assistant Dean
John Jay College of Criminal Justice

Chuck Ruhr
Chuck Ruhr Agency

Wilbur Rykert, Executive Director
National Crime Prevention Association

Lewis Shollenberger
National Advertising Council

Madonna Skinner
Crime Information Clearinghouse

Robert Soady
Law Enforcement Assistance Administration

Hy Swendiger
Expert on Juvenile Delinquency

Don Thieme
Formerly with Help Stop Crime Program, Florida

Raleigh Trait
Columbus, Ohio Police Department

Lynn Tropin
National Council on Crime and Delinquency

Clair Villano, Executive Director
Metropolitan District Attorney's Consumer Fraud Office, Denver

Elfrida von Nardroff
Dancer, Fitzgerald Sample Advertising

Denny Weller, Executive Director
Denver Anti-Crime Council

One individual who took part in the survey requested that he not be identified.

Appendix 2.

Crime Prevention Experts Interview Form

Date _____

Expert Interviewed _____

Telephone Number _____

Hello, I'm _____ from the Center for Mass Communications Research and Policy at the University of Denver. We are conducting a research project for the Law Enforcement Assistance Administration regarding use of mass media in crime prevention. If possible, I would like about 25 minutes of your time to ask you a few questions. Are you available to be interviewed now?

(IF NO):

When would be the best time for me to call on you again?

Date _____ Time _____ Day _____

(IF YES):
I am going to record this conversation. If you object I will not record it.

1. Can you recall any studies that attempt to evaluate the utilization of the mass media in crime prevention? (PROBE FOR SPECIFIC CITATIONS)

CHECK HERE IF "NO" _____

(AUTHOR) (TITLE) (PUBLISHER & DATE)

2. Can you think of any other specific studies in this or closely allied areas that we should be aware of? (PROBE FOR SPECIFIC CITATIONS)

CHECK HERE IF "NO" _____

(AUTHOR) (TITLE) (PUBLISHER & DATE)

3. From your perspective as an expert in (INSERT SPECIAL AREA OF INTEREST: MASS COMMUNICATIONS AND CRIME PREVENTION, MASS COMMUNICATIONS OR CRIME PREVENTION), what makes for an outstanding crime prevention media campaign? (PROBE FOR SPECIFIC SUGGESTIONS AND IDEAS ABOUT STRATEGIES, ETC.)

3A. About what kinds of crime or crime prevention activities should media crime prevention campaigns try:

1. To create public awareness?

2. To change public attitudes?

3. To impel public actions?

3B. Do you know any mass media campaigns on behalf of crime prevention in the past five years which would fall under your notion of an "outstanding public information campaign?" (PROBE FOR SPECIFIC INFORMATION CONCERNING THE CAMPAIGNS(S))

CHECK HERE IF "NO" _____

(CAMPAIGN TITLE)	(DATES)	(GOAL)	(LOCALE)	(SPONSOR)

3C. What made the (NAME SPECIFIC CAMPAIGN) outstanding? (REPEAT THIS QUESTION FOR EACH CAMPAIGN MENTIONED IN 3B)

4. In your opinion, which, if any, public information campaigns on behalf of crime prevention in the last five years would you rate as "poor"? (PROBE FOR SPECIFIC INFORMATION CONCERNING THE CAMPAIGN(S))

CHECK HERE IF "NO" _____

(CAMPAIGN TITLE)	(DATES)	(GOAL)	(LOCALE)	(SPONSOR)

4A. What made the (NAME SPECIFIC CAMPAIGN) so ineffective? (REPEAT THIS QUESTION FOR EACH CAMPAIGN MENTIONED IN 4)

5. Can you think of anyone else that ought to be asked these same questions?

(NAME)	(TITLE)	(ADDRESS)	(PHONE NO.)

Thank you very much for your time. We very much appreciate your willingness to help us.

Appendix 3. Bibliography Suggested by Experts

This bibliography was obtained by asking experts in media, media crime prevention and crime prevention, these two questions.

1. Can you recall any studies that attempt to evaluate the utilization of the mass media in crime prevention?

2. Can you think of any other specific studies in this or closely allied areas that we should be aware of?

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States Conducting On-Going Evaluations

California
June Sherwood, Director
Crime Prevention Unit
Attorney General's Office
3580 Wilshire Blvd., Suite 938
Los Angeles, CA 90010
(213) 736-2366

Kentucky - phone surveys
Don Dettinger
Kentucky Department of Justice
Office of Crime Prevention
625 Commanche Trail
Frankford, KY 40601
(502) 564-7370

North Dakota
Mike Ness
North Dakota Crime Watch
North Dakota Combined Law Enforcement Council
Box B
Bismark, N.D. 58501
(701) 224-2594

Ohio - logs calls received about program
Dr. Edmund James
30 East Broad St., 26th floor
Columbus, OH 43215
(614) 466-7682

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Public Service Advertising and Citizens' Participation in Crime Prevention

A Working Paper

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INTRODUCTION

Part One of this interim report primarily addresses the topic of citizen orientations toward public service advertising, with specific emphasis on crime prevention-related aspects. Included is an overview of preliminary analyses of data gathered in wave one of our two-part panel survey aimed at examining citizen reactions to the now ongoing Advertising Council crime prevention campaign. The purpose here is not only to supply the project sponsor with a progress report, but to put forth background material which will be of use to us in executing the remaining stages of the project. As will be seen below, previous research efforts on audience reactions to public service advertising have been quite limited. We have followed our original plan of analysis for the wave one panel results in attempting to describe overall characteristics of those citizens most likely to attend to public service advertisements, including descriptions of their demographic, psycho-sociographic, media-related, and crime prevention-related attributes. Apart from offering a description of who might be most likely to utilize the Advertising Council campaign, this analysis enables us to put into clearer context the influences which might result from the campaign. Data analyses specifically exclude many variables which will be considered in subsequent comparisons between both waves of the panel.

Part Two of this report will focus more upon preliminary data concerning citizen orientations toward crime and crime prevention per se.

PUBLIC SERVICE ADVERTISING: AN OVERVIEW

Public service advertisements are promotional materials which address problems assumed to be of general concern to citizens at large. PSAs typically attempt to increase public awareness of such problems and their possible solutions, and in many instances also try to affect public beliefs, attitudes, motivations and behaviors concerning them. Most PSAs emanate from non-profit or governmental organizations, and these usually receive gratis placement in broadcast and print media. The Advertising Council serves as something of a clearing house for many national public service ad campaigns, and enlists the services of major advertising companies to produce and distribute the ads while charging sponsoring groups for production costs only.

Those PSAs warranting free media placement are ordinarily relegated to status behind regular paid ads and are apt to appear only as space or time become available. Most televised PSAs, for example, run during the least watched viewing periods, while newspaper PSAs are rarely seen on the more heavily traveled pages. Competition between PSA sponsors for media placement is heavy, and many of the ads fail to be disseminated at all.

The ads of course reflect the individual concerns of their sponsors. Content analyses of televised PSAs in the early 1970s indicated that nearly half of them dealt with health or personal safety topics, including

alcohol and drug abuse, medical check-ups and care, traffic safety, nutrition and the like (Hanneman, McEwen and Coyne, 1973; Paletz, Pearson and Willis, 1977). Other ads were distributed over such subject areas as environmental concerns, community services, educational and occupational opportunities, consumer issues, volunteer recruitment, general humanitarian concerns, and crime prevention. While most ads offered informative and in some cases somewhat persuasive messages, others were funding appeals from the sponsoring organizations, the majority of which were non-profit national service groups. Government agencies were responsible for only about a quarter of the ads. Sixty-second spots outnumbered shorter ones, and nearly two-thirds of all PSA-devoted time was between 7:00 a.m. and 6:00 p.m. on weekdays. While comparable data on PSA placement on radio and in newspapers and magazines are unavailable, there is little reason to suspect sizeable differences in their content, distribution or sponsorship.

Considering the enormous financial and time commitments given PSAs by both their producers and exhibitors, surprisingly little is known about who attends to them and even less concerning their possible influences. In perhaps the only documented field study of PSA audiences per se, Paletz et al (1977) found that nearly half of the adults interviewed in a limited 200-person sample could recall having seen televised PSAs. Health and environmentally related ads received the most individual mentions. Over a third of the sample said they had been somehow "affected" by what they saw on PSAs and 15 percent had been prompted by PSA exposure to give money to a cause or organization. Five percent had written for further information on the basis of something they had heard about via PSAs.

Audience evaluations of television PSAs in experimental laboratory

situations have been found to be influenced to some extent by source, message and receiver characteristics. Ads with Advertising Council source identification, for example, tended to elicit more positive evaluations than those identified as emanating from other non-commercial or commercial groups (Lynn, Wyatt, Gaines, Pearce and Vanden Bergh, 1978). Furthermore, the type of appeal or persuasive argument used was more predictive of variance in PSA evaluations than was the issue or topic dealt with. Emotional appeals were likelier to generate positive evaluations (Lynn, 1974). While receiver characteristics were generally less predictive of PSA evaluations (perhaps in part due to the limited samples used), there was some tendency for higher socio-economic status individuals and those scoring high in fatalism to rate PSAs more positively (Lynn et al, 1978). Older and less educated persons, however, were likelier to be aware of sources of the PSAs (Lynn, 1973).

Well-planned and executed public information campaigns including PSAs as a main component often seem capable of triggering responses from at least some members of their target audiences. Two traditional indicators of such responses have been the volume of requests received for more information cconcerning an issue and the increase in financial contributions to sponsoring groups. Several successful national campaigns over the years based largely upon television PSAs have generated information requests numbering in the thousands per week over the short run, and even local campaign efforts can result in hundreds of such requests weekly. Of course, whether the recipients of that information are making use of it in any meaningful way is a largely unanswered question. However, the few rigorous empirical evaluations that have been carried out of the more consequential effects of such campaigns suggest minimal influences due to media components

by themselves. It appears particularly difficult to effect change in such deep-rooted behavioral patterns as alcohol and drug abuse and cigaret smoking (Hanneman and McEwen, 1973; Schmeling and Wotring, 1976; O'Keefe, 1971). Campaigns may enjoy more limited success in terms of increasing knowledge about some topics (Salcedo, Read, Evans and Kong, 1974) and attitude change may result under some conditions (Mendelsohn, 1973), particularly if non-media supports such as interpersonal communication channels are operative (Douglas, Westley and Chaffee, 1970).

It also may be that given their pervasiveness in media channels PSAs serve systemically important functions. If consumer advertising can be said to reinforce basic dispositions of the public toward capitalism, free enterprise and materialism, then perhaps PSAs to some extent bolster their audiences' feelings toward such expressed ideals as fellowship, humanitarianism, charity, cooperation, democracy, and governmental benevolence. Paletz et al go further in arguing that the social and political import of televised PSAs goes beyond their explicit contents in terms of "the values they contain, the images they collectively propound of authority and American institutions, their portrayals of the nature and causes of societal problems, and the solutions they designate for those problems...public service advertising should be considered as one way in which the American public is imbued with the values and attitudes that contribute to the current functioning and stability of the American political system" (p. 74).

Their abbreviated content analysis of television PSAs revealed that most of them included depictions of cooperation among citizens as an overriding theme. Moreover, cooperation, including increased individual awareness and concern as well as collective action, was often shown as a basis for solving many societal problems. Paletz et al found little if any PSA content indicating

social conflict as either a cause of or possible solution to the ills described. Controversy was generally avoided, as was mention of citizen participation through political channels as a means of problem attack. The authors note that the content also gave a consistently positive view of governmental agencies; health, religious and charitable organization; and traditional American institutions overall. While many PSAs urged some form of citizen action, Paletz et al suggest that most of it constituted "pseudo-participation" in the form of donating money or time, or seeking more information, as opposed to potentially more meaningful activities, including political ones, which might provide decision-making input into the sponsoring groups. The authors point to possible dangers in PSAs serving propagandistic functions which could simply reinforce status quo social and political relationships while at the same time giving the appearance of promoting action and change.

Similar claims, of course, have been made over the years about possible influences of many forms of media content, including news, on audiences. However, consistent data supporting or refuting these arguments have been difficult to come by. It has generally proved far easier for concerned investigators to read both socially damaging and socially beneficial portents into media messages than to trace their ultimate impacts on their audiences.

A critical element neglected in the above examinations of PSAs has been a most basic component in any audience research undertaking: Who makes up the audience for PSAs? What kinds of people actually attend to them? How are PSAs perceived by the public at large? It is questions of this order which must be broached before considering the scale of possible influences of the messages on the public, and the societal ramifications of those influences. That is the intent here.

While the paucity of previous data and theory addressing PSA audiences renders this investigation exploratory, some tentative propositions can be posed to guide the research. First, one might expect that persons more aware of and attentive to PSAs within each medium--television, radio, newspapers and magazines--would have higher exposure rates overall within each medium. People watching more television are likely to at least run into more televised PSAs, and perhaps attend to them more. More importantly, it was our strategy to seek out some of the more motivationally based components of media usage and relate those to public service ad attendance. It was expected that individuals using each medium more for purposes of seeking information, as opposed to entertainment, would pay greater attention to PSAs. And, the more attentive persons were to PSAs, the more credible and helpful they would be perceived as being. Further, it was predicted that persons paying more attention to commercial advertising within each medium would be heavier attenders to PSAs as well. While the characteristics of people paying attention to commercial ads are beyond our scope here, it was felt that at a minimum such persons are more keyed to heeding content appearing in media space and time formats associated with advertising overall.

Linking traditional demographic descriptors of audiences to PSA attendance is somewhat more speculative. While one can argue that many PSAs are employed as fundraising devices and as such may be aimed at higher income groups, many others aim at disseminating information and advice to socially and economically disadvantaged segments. Since distinctions between PSA contents were not possible here, the most that could be done was to determine if overall profiles of PSA users could be achieved. One might expect, for example, that because most televised PSAs appear during daytime viewing hours women working at home would be more available as an audience.

In line with Paletz et al's reasoning and the ambiance of PSAs overall, it was expected that individuals more attentive toward PSAs would exhibit greater trust in government institutions as well as in other people, and would feel less alienated from society. The same should hold for persons seeing PSAs as more credible and helpful in social problem solving. Presumably, to the extent that the ads were having broader-based social influences, their emphasis on themes of fellowship and cooperation should be associated with increased interpersonal trust among their audiences. Moreover, one would expect greater trust in the source of so many PSAs--governmental agencies. The positive and optimistic views of social problem solving and human behavior in general depicted in PSAs would seem related to decreased alienation among audiences.

One research issue more generally addressed here is the extent to which people attending to PSAs do so out of specific concern with PSA content, as opposed to paying attention to them more as a function of regular media use habits. If the attention stems from specific concern with PSAs, we would expect similar non-media variables to predict PSA attendance across all media, assuming that proper controls are inserted for within-media orientations. If, on the other hand, PSA attendance derives more from regular use habits pertinent to each medium, we would expect differences across media in the ability of various non-media indicators to predict PSA attendance.

More important, of course, for the present research effort is the identification of citizen orientations toward crime and examination of the extent to which those might be associated with citizen use of public service ads. This is especially critical since no previous research could be located specifically associating citizens' beliefs, attitudes and behaviors concerning crime prevention with their uses of public service advertisements. Since ads pertaining to crime prevention compose an insignificant fraction of all PSAs,

there is no reason to suspect that citizens regularly depend on them for prevention information and advice. On the other hand, one might argue that people concerned about crime prevention are apt to have other concerns related to social and physical well-being, and as such may be more drawn to PSAs for the range of content they provide on topical problems overall. This might apply to both persons who perceive crime and its prevention as personal problems to be coped with within their immediate environs as well as to persons who might perceive the problem as a more abstract societal concern but needing attention nonetheless.

Our focus at this juncture was on determining simply the extent to which various citizen orientations toward crime prevention are related to PSA attendance, credibility and perceived helpfulness. Crime orientations assumed most pertinent for the purposes here included citizens' levels of concern, felt responsibility, confidence, knowledge, and perceived effectiveness vis a vis crime prevention techniques, and their perceived need for crime prevention information. An overall objective was to investigate whether these citizen crime prevention orientations per se were associated with usage of public service advertising, regardless of regular media use characteristics and other demographic and socio-psychological factors.

METHODOLOGY AND RESULTS

The data presented below were gathered in personal interviews in September 1979 with adults residing in the Buffalo, Denver and Milwaukee metropolitan areas. Multi-stage probability sampling techniques were used at each site, and the overall sample tallied 1,049, with respondents evenly distributed over the three locations (Table 1).

Public service advertisements were described to respondents as being those which differ from product-type ads in that they "tell people about how they can stay healthy, what they can do to help themselves, where they can go for help at social service agencies, and so forth...they tell about things like traffic safety, cancer prevention, help with alcohol and drug problems, crime prevention and so on." Respondents were then asked whether they usually paid "a lot of attention, some attention, or hardly any attention at all" to PSAs on each medium--television, radio, newspapers and magazines respectively (Q. 10, 15, 20, 24).[1] They were also asked whether they found PSAs overall to be "very believable, somewhat believable, or hardly believable at all" (Q.32). As indicators of how helpful PSAs were perceived as being, respondents were asked whether they found them to be "very helpful, somewhat helpful, or hardly helpful at all" first in making people "aware of problems that may affect their well-being" (Q.34), and second in "helping people solve problems they may have" (Q. 35).

With respect to more general media orientations, items ascertained how much time respondents spent daily each with television, radio and newspapers, and how many magazines they read over a month's time (Q. 1, 11, 16, 21). For each medium, they were also asked if they attended to it mainly as a source of information and news, or mainly as a source of entertainment (Q. 2, 12, 17, 22). Lastly, amount of attention paid by respondents to advertisements on each medium for "products and other things to buy" was measured (Q. 9, 14, 19, 23).

Specific crime prevention orientation measures used in the present analyses included how concerned respondents thought they were compared to most other people about protecting themselves from crime (Q. 72), and the extent of responsibility they thought citizens had for helping prevent crime (Q. 73). Additionally, respondents were queried as to their level of confidence in protecting themselves from crime (Q. 74) and how much they thought they knew about crime prevention techniques (Q. 75). Another series of questions ascertained whether prevention techniques employed by ordinary citizens could help reduce crime (Q. 76), if respondents thought that their taking more preventative steps would reduce their risk in becoming a victim (Q. 81), and the likelihood that they would take more preventative steps (Q. 82). And, they were asked how much of a need they saw themselves as having for crime prevention information (Q. 85).

Other indices included the Michigan Survey Research Center "trust in people" scale (Q. 55-57) and the Srole anomie scale (Q. 58b, c, e, f, g). Trust in government was indexed by two items ascertaining how much of the time respondents thought their local government and the federal government could be trusted to "do what is best for the people" (Q. 59-60). Typical demographic indicators were also used.

General Indicators of PSA Orientations

As might be expected, the most attended-to PSAs were those appearing on television, with 40 percent of the respondents saying they paid "a lot" of attention to them and only 16 percent reporting paying "hardly any" attention. Twenty-two percent said they paid a lot of attention to radio PSAs, followed by 14 percent for newspapers and eight percent for magazines. Over half the respondents also named televised PSAs as being the type they paid the most attention to. Forty percent of the sample also said they found PSAs to be very believable, and nearly a third saw them as very helpful in both making people aware of problems and in helping people solve them (Table 2).

Not only were the respondents by-and-large attentive to the ads, but 55 percent could describe a particular one they had recently seen, and nearly half of the sample reported they had learned something from the ad that they hadn't known before and had discussed the PSA with at least one other person. A fifth of the group said they had written or phoned for more information concerning something they had heard about in a PSA. Thus the messages appear to be remembered by sizeable proportions of the public, and are capable of prompting action among a significant minority.

Turning to descriptors of what kinds of people are most attuned to public service ads, it is clear that certain media orientations are highly associated with PSA attendance. (Tables 4, 5). Respondents spending more time with television and newspapers were significantly more likely to pay greater attention to PSAs appearing in those media. The relationship was considerably weaker in the cases of radio and magazines. However, only in the instance of radio was higher PSA attention significantly associated with the use of a medium for informational purposes. This suggests that different degrees of motivation may be important in predicting attention, depending upon the medium being considered. It is interesting to note that information seeking was negatively correlated with time spent with both broadcast media, but positively associated with newspaper time and number of magazines read.

The strongest predictor of PSA attention across all media was attention to product ads. The relationship was particularly salient for print media. The distinct possibility is thus raised of an audience type more oriented toward advertising in general, regardless of source, content or type of appeal.

Table 5 depicts the efficacy of the demographic and psychological variables as predictors of PSA attention, with the media orientations controlled for.[2] While it is apparent from these results that the non-media indicators do have direct impact on PSA attendance, it is difficult to make a case for

audiences attending to the ads *per se* across all media channels. Rather, different audience types seem particularly attentive to PSAs within specific media.

Thus sex is the key discriminator only in the case of televised PSAs, with women significantly more attentive. That the majority of PSAs are on television during daytime hours when they are more available to many women could well be a factor here, even though actual time spent with television has been partialled out.

Older and more educated respondents were also somewhat more attentive to television PSAs, albeit nonsignificantly so. On the other hand, heavier radio PSA attenders were most marked by a higher degree of anomie, along with higher education and a tendency to place greater trust in government institutions. Of a different cut yet were persons paying greater attention to newspaper public service ads, with older age the strongest indicator, followed by trust in government. The only significant non-media predictor of magazine PSA attendance was marital status, with those married more attentive.

In spite of the statistical strengths of the above differences, there were more subtle similarities across all media which deserve mention. For one, women, older persons, and the more educated consistently reported greater attendance, regardless of medium. While the coefficients in some cases are slight, the trend is noteworthy. Also, a curious juxtapositioning occurs between anomie and trust in government with respect to PSA attendance. When the zero-order correlation between anomie and PSA attention is positive, as in the case of newspapers and radio, the association between trust in government and PSA attention is likewise positive. Given the moderatly negative zero-order coefficient between anomie and trust (-.21), the possibility exists that among some more alienated persons PSAs serve a function of establishing or, more likely, reinforcing a higher degree of institutional trust. Nonetheless, there appears to be little overall support here for Paletz et al's contention that PSAs reinforce particular dispositions toward government.

Variation in credibility accorded PSAs by the respondents was largely a function of degree of attention paid to both televised and radio broadcast ads. This replicates the consistent finding in studies of other media content areas that greater attention or exposure to a particular message type is positively associated with increased credibility, with the causal path quite likely a reciprocating one. Presented with these expectedly high associations between PSA attention and credibility, as well as perceived helpfulness, we found it appropriate to control for PSA attention levels across all media in our examination of non-media predictors of these evaluative components (Table 6).

Among the demographic and psychological audience factors, only anomie appeared as a strong, but nonsignificant, predictor of credibility of the ads when attention levels were controlled. That the more alienated found PSAs less credible parallels previous suggestions that such individuals ascribe less believability to media sources *per se* (McLeod, Ward and Tancill, 1965). It should be pointed out that sex was a significant indicator of credibility prior to insertion of the controls for attention, with women scoring higher. However, it seems that much of the variance in credibility accounted for by sex can be accounted for by the higher attention paid to PSAs by women.

There was a slight tendency for both older and higher income respondents to perceive PSAs as credible, but somewhat surprisingly trust in government and in other people were essentially unrelated to credibility. This leads to speculation that perhaps the credibility attached to PSAs derives more from the "expertise" component of that attribute than the trust component (Hovland and Weiss, 1951).

Credibility correlated moderately with perceptions of PSAs as being helpful in making people aware of problems (.34) and in solving problems (.26). However, sex proved to be the only significant predictor of both helpfulness dimensions, with or without controlling for PSA attention levels. Women were thus not only generally more attentive to PSAs, but saw them as providing

greater help to persons as well. Younger respondents were somewhat likelier to view the ads as increasing audience awareness, but not necessarily as facilitating problem solving.

Crime Prevention and PSA Orientations

There was a substantial amount of variation among the respondents in terms of the specific crime prevention orientations examined thus far (Table 7 and Appendix A data summary). While most persons scored near the middle of the range on the indices used, sizeable minorities within the sample: (1) saw citizens as having more responsibility than police for crime prevention (19 percent); (2) were "very confident" that they could do things to help protect themselves from crime (29 percent); (3) felt they knew a "great deal" about crime prevention techniques (20 percent); and (4) said that crime prevention steps taken by citizens could help reduce crime (34 percent). While only 11 percent indicated a "great need" for more information about crime prevention, nearly a fifth of the sample were disposed toward taking more steps themselves to help protect themselves against crime.

Respondents' crime prevention orientations varied to some extent with their demographic attributes (Table 8). The more educated and affluent were generally less concerned about crime and about what they could do to help prevent it. However, at the same time they reported feeling more confident and knowledgeable about preventing crime themselves. Subsequent analyses will examine the extent to which this is a result of their having already implemented prevention measures, their having less contact with crime in their immediate environments, or of other factors.

Not only were women a prime audience for public service advertising, but they also indicated greater concern about crime than did men and reported a greater need for information about crime prevention. They were also more willing

to implement prevention techniques. Women also felt less confident about being able to do things to protect themselves from crime, and less knowledgeable about protection methods. Thus women at this point appear as an audience well-disposed toward prevention messages via PSAs. As might be expected, older persons also indicated a need for and willingness to use prevention information. And, the more alienated and distrustful of other people reported greater concern over crime and need for prevention information. Future multivariate analyses will more fully address the above associations and their relationships with other variables.

Table 9 depicts the beta weights denoting the relative predictive power of each crime prevention orientation on attention to PSAs within each medium, controlling for the block effects of other media orientations and the demographic/socio-psychological characteristics discussed above. While significant effects are few and difficult to interpret, the prevention orientations overall add considerably to the variance explained by the previous characteristics, suggesting that the prevention orientations per se can serve as important indicators of PSA usage. The general picture across all media suggests that more "positive" orientations toward crime prevention are associated with greater attention to PSAs. The associations were particularly strong for concern over crime, confidence regarding prevention, likelihood of taking preventative measures and need for information. A tentative conclusion is that those persons apt to be more interested in and receptive toward crime prevention information are likewise more attentive to the main vehicle being utilized in the present campaign.

Table 10 shows the associations between crime prevention orientations and evaluations of PSAs in terms of their credibility and perceived helpfulness. While the beta weights were again appreciably low, positive prevention orientations tended to be related with favorable evaluations of PSAs. This was particularly true in the case of perceived effectiveness of prevention measures. However,

greater need for prevention information was negatively, albeit slightly, predictive of PSA credibility and helpfulness, perhaps suggesting that the information need felt was for more detailed or extensive knowledge. Respondents more concerned over crime apparently not only tend to be more alienated and distrustful of other people, but carry some of that suspicion over to PSAs as well. They were significantly less likely to see PSAs as credible, and slightly less likely to perceive them as helpful.

SUMMARY

Public service advertisements form a unique content subset in American mass communications systems. While the specific effects and consequences they may have on their target audiences remain open to question, the above results clearly indicate that they do have an attentive audience including good numbers of persons who believe them, find them helpful, and take certain kinds of actions as a result of having seen them. The makeup of this audience varies at least in part with the medium on which the ads are presented. Those persons regularly using a particular medium were the most likely to attend to PSAs within it. However, demographic/socio-psychological factors and crime orientations to some extent discriminated among levels of PSA attendance within the audience of a medium. Women, for example, were more attentive to televised PSAs regardless of the extent of their exposure to television or their attention to product commercials. They also tended to find PSAs more helpful.

This is not surprising, given that many women have roles which often include greater responsibility for health and social welfare within families. The results also suggest that some of this focus of concern includes crime and its prevention as well. More detailed analyses are needed to examine the extent to which women are more interested in prevention as a function of household roles versus self-protection. Subsequent research on the possible impacts of the Advertising Council crime prevention campaign will take advantage of these and other findings reported above by tracing the exposure to and uses made of campaign materials by respondent subgroups varying in their dispositions toward PSAs overall and crime prevention, as described in the proposal and analysis plans.

FOOTNOTES

[1]Question numbers refer to items as they appear in the wave one field questionnaire.

[2]It should be made clear that at the present stage of analysis our primary concern is with identifying characteristics of PSA audiences, and not specifying causal paths which amplify on relationships between sets of independent, intervening and dependent variables. Subsequent analyses employing the full advantage of the panel design will make use of causal modeling as appropriate. However, for the purpose here we have used hierarchical regression analysis only as a descriptive technique which allows us to more adequately examine associations between demographic/socio-psychographic variables and PSA usage controlling for overall media use factors, and associations between crime prevention orientations and PSA usage controlling for both media use factors and demographic/socio-psychographic variables.

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Table 1

General Characteristics of the Sample

	Total (N=1049)	Buffalo (N=350)	Denver (N=349)	Milwaukee (N=350)
Sex				
Male	41%	39%	43%	42%
Female	58	61	56	58
Race				
Caucasian	85	88	81	87
Black	7	7	5	9
Hispanic	4	1	10	2
Other	1	0	1	1
Age				
18-24	11	11	10	13
25-34	25	21	27	25
35-44	16	14	14	19
45-64	30	33	32	26
65 +	17	20	16	16
Education				
1-11	21	23	20	19
12	35	42	27	35
Some college (tech school)	24	18	27	28
College degree +	19	15	26	17
Occupation				
Prof/tech	7	6	9	6
Business	3	1	5	3
White collar	14	11	12	19
Blue collar	18	18	15	20
Unemployed (incl. housewife, student, retired, etc)	0	0	0	0
Income				
Under 10,000	18	24	16	13
10,000-14,999	12	15	12	9
15,000-19,999	16	14	18	16
20,000-24,999	16	10	18	19
25,000 +	23	17	29	22

Table 1 (cont)

	Total (N=1049)	Buffalo (N=350)	Denver (N=349)	Milwaukee (N=350)
Marital Status				
Married/living with	73	73	73	71
Single	27	26	27	29
Residence				
Own	71	70	76	68
Rent	28	28	24	31

Table 2

Orientation to Public Service Advertising by Samples

	Total (N=1049)	Buffalo (N=350)	Denver (N=349)	Milwaukee (N=350)
A lot attention to PSAs				
TV	40%	45%	43%	33%
Radio	22	22	22	21
Newspaper	14	16	15	11
Magazines	8	9	10	6
Most attended to PSA source				
TV	57	58	56	57
Radio	9	8	9	9
Newspaper	25	26	24	25
Magazines	5	3	7	4
PSA "very believable"	40	44	42	34
PSA "very helpful" for awareness	38	41	39	34
PSA "very helpful" for solutions	29	37	24	26
Can recall specific PSAs				
Learned from PSA	25	29	19	27
Discussed PSA	23	23	25	20
Acted on PSA	14	14	13	15
Sought more info	20	23	19	17
Satisfied with info	12	13	11	11

Table 3

Correlations Among PSA Orientations

	TV PSA ATT	Radio PSA ATT	Newsp PSA ATT	Mag PSA ATT	PSA Cred	PSA Utility Aware	PSA Utility Action
TV PSA ATT							
Radio PSA ATT	.42[c]						
Newsp PSA ATT	.34[c]	.43[c]					
Mag PSA ATT	.31[c]	.42[c]	.50[c]				
PSA Cred	.25[c]	.18[c]	.13[c]	.11[c]			
PSA Utility Aware	.28[c]	.17[c]	.20[c]	.13[c]	.34[c]		
PSA Utility Action	.20[c]	.14[c]	.19[c]	.16[c]	.27[c]	.55[c]	

a P<.05
b P<.01
c P<.001

Table 4
Zero-Order Correlations
Between PSA Attention and Other Characteristics, by Medium
(N=1049)

	PSA Attention			
	Television	Radio	Newspapers	Magazines
Media Orientations				
Time spent	.14**	.07*	.13**	.09**
Info (hi.)/entertain	.03	.11**	.02	.08**
Product Adv. Att.	.22**	.19**	.31**	.28**
Other Characteristics				
Education	.00	.04	-.01	.05
Age	.05	.09**	.21**	.07*
Marital (M.=hi.)	.05	-.01	.01	.09**
Residence length	.03	.07*	.11**	.07*
Income	-.02	-.01	-.01	.00
Sex (F.=hi.)	.17**	-.02	.10**	.05
Anomie	.01	.06*	.03	.03
Trust in people	-.04	-.04	-.02	.04
Trust in government	.02	.06*	.06*	.00

*p<.05

**p<.01

Table 5. Regression Analyses for PSA Attention by Medium

Media Orientations[1]	PSA Attention			
	Television	Radio	Newspapers	Magazines
Time spent	.14*	.04	.11*	.04
Info. (hi.)/Entert.	.03	.09*	.04	.07
Product Ad Att.	.21**	.19**	.27**	.29**
(R^2)	(.06)	(.05)	(.09)	(.09)
Other Characteristics[2]				
Education	.08	.10*	.05	.05
Age	.07	.07	.16*	.05
Marital (M.=hi.)	.05	-.01	-.01	.12*
Residence length	.02	.05	.01	.06
Income	.00	.02	.00	.07
Sex (F.=hi.)	.13*	.03	.04	.03
Anomie	-.01	.11*	.07	-.01
Trust in people	-.03	-.04	-.03	.01
Trust in government	-.02	.07	.09*	-.04
(R^2)	(.09)	(.08)	(.12)	(.12)

*p < .05 **p < .01

[1]Beta values shown for media orientations reflect effects of each orientation on PSA attention controlling only for the other orientations.

[2]Beta values shown for other characteristics reflect the effect of each controlling for the others, and controlling for media orientations as a block.

Table 6. Regression Analyses for PSA Credibility and Helpfulness (N=1049)

PSA Attention[1]	PSA Credibility	PSA Helpful In Awareness	PSA Helpful In Solutions
Television	.18*	.23**	.12*
Radio	.13*	.02	.04
Newspapers	.08	.08	.06
Magazines	.07	.02	.08
(R^2)	(.07)	(.09)	(.05)
Other Characteristics[2]			
Education	.02	-.01	-.04
Age	-.07	.09	-.03
Marital (M.=hi.)	-.02	.02	.00
Residence length	.01	-.06	.08
Income	.05	.03	.00
Sex (F.=hi.)	.04	.11*	.14*
Anomie	-.08	-.03	.06
Trust in people	.03	.01	.02
Trust in government	-.02	.02	.03
(R^2)	(.10)	(.11)	(.08)

* p < .05 **p < .01

[1]Beta values shown for PSA attention reflect the effect of attention to PSAs for each medium controlling only for other media.

[2]Beta values shown for other characteristics reflect the effect of each controlling for the others, and controlling for PSA attention variables as a block.

Table 7

Crime Prevention Orientations by Samples

	Total (N=1049)	Buffalo (N-350)	Denver (N=349)	Milwaukee (N=350)
"More concerned" than other people	20%	21%	19%	19%
Citizens have "more responsibility" than police	19	17	23	16
"Very confident" can help protect self	29	29	37	20
"Know a great deal" about prevention methods	20	21	23	17
Prevention steps can reduce crime "a great deal"	34	37	37	27
More prev. steps would "greatly reduce" crime risk	17	19	18	15
"Very good chance" of taking more prev. steps	19	20	21	16
Have "great need" for prevention information	11	10	9	13

Table 8
Zero-Order Correlations Between
Crime Prevention Orientations and Other Characteristics
(N=1049)

	Crime Prevention:							
	Concern	Respon-sibility	Confidence	Knowledge	Effec-tiveness	Reduce Risk	Likelihood	Info Need
Education	-.08*	.07*	.07*	.12**	.02	.02	.07*	-.08*
Age	.01	-.01	-.15**	-.05	-.02	-.05	-.05	-.10**
Marital (M.=hi.)	.03	-.03	.00	.07*	.10**	.06*	.01	-.02
Residence length	-.02	-.09**	-.09**	-.04	-.03	-.08*	-.03	.03
Income	-.04	.00	.10**	.06*	.02	.02	-.01	-.07*
Sex (F.=hi.)	.07*	-.01	-.25**	-.06*	.01	.09**	.10**	.13**
Anomie	.16**	.00	-.01	-.02	-.06*	-.01	-.02	.10**
Trust in people	-.23**	.01	-.02	-.02	.03	.02	-.04	-.12**
Trust in government	.03	-.04	.02	-.05	.09**	.11**	.08*	-.05

*p < .05

**p < .01

CONTINUED

1 OF 4

Table 9

Regression Analyses for PSA Attention,
by Crime Orientations (N=1049)

	PSA Attention			
	Television	Radio	Newspapers	Magazines
Media Orientations (R^2)	(.07)	(.06)	(.11)	(.09)
Demog./ Socio-Psych. Variables (R^2)	(.10)	(.08)	(.15)	(.12)
Crime Orientations[1]				
Crime concern	.07	.05	.09*	.03
Prev. responsibility	.04	-.01	-.01	-.03
Prev. confidence	.03	.07	.10*	.06
Prev. knowledge	-.04	.04	-.04	.03
Prev. effectiveness	.08*	.00	.01	-.03
Prev. reduce risk	-.02	.09*	.07	-.04
Prev. likelihood	.05	..02	.04	.09
Prev. info. need	.00	.03	.06	.15*
(R^2)	(.12)	(.11)	(.18)	(.16)

*p<.05
**p<.01

[1]Beta values shown for the crime orientations reflect the effect of each orientation controlling for the others, and controlling for the media orientations and demographic/socio-psychological variables as blocks.

Table 10.
Regression Analyses for PSA Credibility and Helpfulness,
by Crime Orientations (N=1049)

	PSA Credibility	PSA Helpful in Awareness	PSA Helpful in Action
PSA Attention Variables (R^2)	(.09)	(.10)	(.05)
Demog./Socio-Psych. Variables (R^2)	(.12)	(.12)	(.09)
Crime Orientations[1]			
Crime concern	-.10*	-.04	-.01
Prev. responsibility	-.08	.05	.07
Prev. confidence	.06	.02	.04
Prev. knowledge	.01	-.05	-.08
Prev. effectiveness	.07	.11*	.08
Prev. reduce risk	.01	.09	.04
Prev. likelihood	-.04	.03	.05
Prev. info. need.	-.03	-.06	-.06
(R^2)	(.15)	(.15)	(.11)

*p<.05
**p<.01

[1]Beta values shown for the crime orientations reflect the effect of each orientation controlling for the others, and controlling for PSA attention and demographic/socio-psychological variables as blocks.

COMPLIANCE AND REJECTION:

PSYCHOLOGICAL REACTIONS TO MASS COMMUNICATED CRIME PREVENTION MESSAGES

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This is a working report of research conducted under LEAA Grant 78N1AX0105, submitted to Dr. Bernard Auchter, Community Crime Prevention Division, Law Enforcement Assistance Administration, U. S. Department of Justice. September, 1980.

INTRODUCTION

This report is an analysis of the psychological factors that affect the public's receptivity (or lack of it) vis-a-vis mass mediated messages about crime prevention.

The analysis is based upon focused group interviews that were conducted in Denver, Colorado in August, 1980. Totally six separate groups, each comprised of some 10 adult men and women aged 18 and over and representing a wide range of backgrounds (see Appendix A) were interviewed in six separate sessions. Subjects were selected to include representation from all social classes; from inner city and suburban residences; and from Hispanic and Black ethnic backgrounds.

The focused group interviews were conducted by two specially trained professional clinical interviewers -- Irene Mendelsohn, a psychiatric social worker and Margaret Spetnagel, a health educator.

A special guide was prepared for the interviews (See Appendix B) and the interviewers were instructed in its use. The focused group interview sessions averaged more than an hour and a quarter in length. Each session was audio-recorded in full.

Print versions from the initial "Detective Dog" campaign were exhibited to each group primarily as a triggering device to stimulate discussion (See example in Appendix C).

This report is a qualitative analysis of the data that were gathered from the six groups.

The Lore of Crime Prevention

From the focused group interviews it is clear that there is a prevalent lore about crime, its causes, its cures, and even its prevention. The word "lore" is used to convey the idea that as far as "the public" is concerned, its "knowledge" about crime is extensive and is made up of bits and pieces from fact, fancy, stereotypes, hearsay, maxims, slogans, wishes, beliefs, homilies, experiences, and even projective fantasies.

On the matter of "prevention" there appears to be a prevalent folk knowledge that is derived mainly from the news and entertainment media and from informal social networks of communication consisting of a wide variety of "tips" and "hints" about "what to do" to prevent crimes.

The depth interviews suggest that large chunks of the public already "know" many of the "do's" and "don't's" that time and time again continue to crop up in the formalized crime prevention information efforts of both the past and the present.

For example, subjects were quite familiar (in their words) with such standard proscriptions as:

1. "Don't go out alone."
2. "Don't walk around the city at night."
3. "Lock your doors - even when you are at home."
4. "Leave lights on in your home when you leave it (indoors and out)."
5. "Inform your neighbors about going on vacation."
6. "Cooperate with your neighbors in watching out for strangers."

7. "Always be alert, be aware of danger."

8. "Keep your keys ready to enter your home."

9. "Put IDs on personal property."

10. "Keep your pocketbook close to your body."

Not only are people aware of such "dos"/don'ts" but they practice much of them as well.

Two major concerns about public communications stem from this apparent state of public awareness and behavior.

One -- if majorities of the public already are quite aware of these "what-to-dos" and actually do them, then why do we spend so much effort on "tips" and"hints" information in our communications to them? "They're (the advertisement production team) trying to be nice-nice. That's all" proclaims a skeptical subject. "We already know how to lock our door."

In regard to our second concern we have uncovered a considerable residue of resignation, skepticism and even cynicism about the efficacy of many of these "tips" in actually preventing crimes from taking place. "There's no sense in locking your doors," shrugs a subject in untrammeled resignation. "If they want to get in, they'll get in."

If we want various publics to take recommended crime prevention actions we must be careful not to be redundant in the first instance and,in the second, to offer actions that people will believe will work and will directly benefit them with minimal requisite expenditures of time, effort or money on their part. We cannot expect audiences to comply with action requests that they, the audiences, believe either will not work or else are too complicated or expensive to implement.

A Crime Prevention Action Model - Four Typologies

Put a bit more formally, we can envisage a public "decision" model vis-a-vis taking mass mediated crime prevention actions which encompasses the following three components in a variety of complex interactions:

1. Perceived susceptibility to being victimized.
2. Perceived seriousness of the consequences of victimization.
3. Perceived benefits (minus costs in time, effort, money) of taking recommended actions in terms of reducing threat (1+2).

For people who believe they are vulnerable to crime, but who see no or little benefit to be derived from suggested preventive actions, such suggestions literally will be meaningless (Type 2 below).

At the same time, others who feel threatened and who even may see limited efficacy in the recommendations but who find the actions being proffered either too complicated, too costly, or too inconvenient -- they too will be non-compliers (Type 2 below).

Needless to point out, those whose perceptions of threats as well as benefits are both zero, will take zero recommended actions (Type 1 below).

Type 3 persons can see possibilities for actions in terms of benefits -- but not for themselves, since they personally have no reason to feel vulnerable. Consequently, they are highly unlikely to comply with recommendations.

The targets who are most likely to comply with recommended actions fall into the Type 4 cell. Here we find persons who perceive themselves to be highly vulnerable to crime victimization, and simultaneously believe that individuals can actually take steps to ward off such threats with success.

Type 4 targets promise the greatest likelihood of public communications success if properly addressed, while Type 1 targets afford the lowest success potential from the start.

Perceived Benefit \ Perceived Threat	Zero	Relatively high
Zero	Type 1	Type 2
Relatively High	Type 3	Type 4

All four types were represented in the focused group interviews that were conducted in Denver. The crime-related concerns, attitudes, experiences, and perceptions of these individuals all influenced their reactions to the initial "Detective Dog" ads that were tested in very important ways.

Type 1. "Macho" Cynicals.

Type 1 individuals generally were younger adult male subjects who on the one hand believe they can "handle" any crime situation that might threaten them personally; and on the other, are quite skeptical about the efficacy of the kind of preventive actions that the initial Detective Dog mass communication effort featured.

Here are several illustrative responses from Type 1 subjects:

- "If someone gets in your house when you're gone -- forget it -- it's a lost cause."
- "I.D.'ing your things is just plain nonsense. I don't know anyone who was robbed who ever got their stuff back."
- "Locks are made to keep honest men honest."
- "The law protects the criminal. The victim's got to protect himself. (Do you have a gun?) You bet I do. And I have no hesitancy to use it."

"I don't worry about myself. I can handle it. It's my wife and kids I worry about most -- rape and stuff like that."

The latter response is important to note, for where Type 1 individuals manifest little or no concern about being victimized personally, they exhibit a surprisingly high degree of worry about their "weak" loved ones.

In the cases we researched the anxiety generated by these concerns more often than not is directed to highly affective attacks on the "criminal justice system" rather than being directed to rational consideration of the efficacy of individual citizens taking precautionary actions to ward off crime. True, Type 1 individuals do lock doors, leave lights on and so on, but such actions appear to be purely ritualistic. Down deep, they really do not believe in the efficacy of such actions. Rather, Type 1 persons share a perception that the only way to stem crime is to mete out exemplary swift and devastating punishment to both perpetrator and suspect.

Here anxiety about loved ones possibly being harmed is translated into an ideology -- an ideology that places blame on perceived "soft" elements of society such as, to quote one angry subject, "lenient judges who turn hardened criminals back out on the streets not even a day after they are caught."

In sum, Macho Cynics feel powerless in the face of perceived threats. They repress that powerless feeling of ineptitude with the assumption of the "masculine" defender/protector role, and they seek out societal/political/ scapegoats on whom to place blame for their own feelings of malaise. They see no value whatever in educating the public about "crime prevention". They argue that it is up to a no-nonsense criminal justice system to prevent crime, not the individual who may its victim.

Type 1 reactions to Detective Dog messages were highly negative. They were angry that effort was being "wasted" on "crap like this" instead of "locking up the s.o.b. crooks." "It's just rhetoric...absolute rhetoric." These macho cynics ridiculed the information/suggestions in the ads -- "Four minutes to break into a house...that's absurd! It's more like four seconds... in four minutes they could get in and out of the Mint!" And they found the request to write for information to be quite unreasonable..."Write?... What the hell for? I never write to anybody...I don't even write my brother."

Rather than channeling their interest in crime into recommended actions, Detective Dog ads triggered latent anger and rage among Type 1 persons...such a virulent hostility that near total "derailment" occurs as a result.

Type 2. Anxious Skeptics.

Type 2 persons generally appear to be somewhat older and considerably less well-off financially. They reside either in high or moderate crime areas. Proportionately more female subjects fell into this classification. Many are widowed and live alone.

In general, the persons making up Typology 2 either have been victimized already or have reason to believe they are about to be victimized. "I am fearful every time I leave the house," a frightened subject worries aloud. "People should feel secure," states another, "but I don't feel secure. You just don't feel secure."

Two major feelings enter into the belief of vulnerability here -- the possibility of experiencing severe bodily harm coupled with a sense of near total powerlessness to prevent it -- two processes that result in a general expression of free-floating anxiety about crime.

Given the two percepts -- Type 2 people live in constant fear of potential victimization, a somewhat reasonable anxiety in light of their circumstances -- "knowing" essentially that as individuals, they alone are quite unable to ward off real threats. Anxious skeptics rely more on "luck" and on the seeming randomness of victimization than on specific preventive measures for protection. "Women simply are not competent to protect themselves," a female subject resignedly proclaims. "The only protection that might work is self-defense. And if you're lucky you might win. Otherwise there's really not much you can do. People change their protection habits only after crime events take place. And of course then it's too late."

For some Type 2 subjects anxiety may occasionally spur a particular preventive action, but as was the case with Mr._____, sometimes the action that is prescribed is just plain unfeasible. Result -- disappointment leading to frustration culminating in even more anxiety.

Consider Mr._____. His is a neighborhood of risk. His wife urges him to equip the entry door with a dead bolt lock. "You know what a dead bolt lock costs these days? Incredible -- $28, and I gotta do all the installing myself. That's a hell of a lot of money to shell out just for a lock on the door. I said to hell with it. Let 'em do whatever they want. We don't have that much anyway."

For the most part Type 2 persons don't "get" the idea about the individual taking steps that can actually prevent crimes from occurring. Theirs is a near fatalistic approach, and communications that require Anxious Skeptics to initiate precautionary measures on their own simply do not make sense to them -- given their perceptions of the inevitability of crime coupled with the perceived powerlessness of its victims to ward it off.

Type 2 persons just did not react to the initial Detective Dog messages at all. The ads tended to confuse them. They had trouble figuring out what they were about. They could not relate to the dog character nor could they relate the dog character to crime prevention. Consequently, the ambiguity of the character actually served to "derail" Anxious Skeptics into a variety of mis-readings and misinterpretations.

Remarks such as these are typical of Type 2 reactions:

- "I don't understand it. What has the dog got to do with carrying a purse? I don't carry a purse, and dogs don't carry a purse."
- "I didn't see any advantage to the ad. It didn't ask me to do anything I didn't do already. Anyway, what's the use when you got criminals running around free instead of being in jail?"
- "It doesn't look like the type of dog who would bite anything. The kids in school might pay attention to him. I'm looking for something that really can bite a criminal -- a doberman."
- "It doesn't do anything for me. They tell you not to take your purse. I can't figure when I don't need a purse."
- "The ad doesn't convey any assurance. The dog doesn't have personality."
- "It's for kids. Adults are too skeptical. They know nothing's going to change. I never send away for stuff anymore. I once sent away and didn't get any stuff until six months later. The only thing that happened was they put my name on a mailing list."
- "The dog will appeal to children. He's too friendly. He needs more punch. There's a need for him to be harsh. He should be saying, 'Hey, I really can get tough.'"
- "Why should I write to Rockville, Maryland? What do the people in Rockville, Maryland know about crime in Denver? Writing to Maryland isn't going to do away with crime here in Colorado."
- "I guess they want you to go out and get a watchdog for protection."

Type 3. Unconcerned Believers.

In contrast, Type 3 subjects generally feel rather secure about the prospect of victimization and consequently see little point in giving their attention to crime-prevention messages that are directed to them. Generally, Type 3 individuals either live in what they perceive to be no or low risk areas (i.e. suburbs), or else they already have taken considerable precautionary actions such as installing sophisticated burglar alarms, purchasing burglary insurance, and placing valuables in bank safe deposit boxes. Additionally, Type 3 individuals are least apt to have experienced victimization. They have an "if-it-hasn't-happened-yet,-it-probably-won't" attitude which is expressed in an up-beat approach to the problem of crime in general. "Nothing ever happened to me -- so why bother" is a sentiment epitomizing the orientations of these individuals. They are not apathetic. They are secure and confident.

Unconcerned believers see the general "educational" value of putting out crime prevention messages -- particularly ones that are directed to children.

- "We have to make the children aware of the possible dangers of crime without scaring them."
- "Crime prevention should begin in the schools."

Consistently, the Unconcerned Believers perceived the initial Detective Dog ads to be for children only, and as a consequence, they paid only the most rudimentary attention to the messages. They saw no utility in the ads for themselves, or for other adults for that matter. These responses are illustrative:

- "The ad would appeal to children because of the dog."
- "It's for kids...Jr. Scholastic Magazine -- Second grade. Who are they trying to reach, children or adults?"

Type 4. Anxious Believers.

Type 4 individuals are ideal targets for crime prevention communications, because they generally perceive themselves to be at risk, and they believe that information about precautionary actions can actually serve to reduce or eliminate the threats to them.

For the most part, Type 4 subjects tended to be female, younger, and fairly well educated. In listening to them, the observer comes away with the impression that Type 4 individuals are more rational overall. They are more cognitively oriented in that they appear to be generally more used to adopting information for their own instrumental purposes. For Type 4 persons who are not too knowledgeable to begin with, information regarding do's and don't's may indeed be quite useful.

The more potentially useful the information is likely to be, the more likely is it to be attended seriously. The lesson to be learned here is that crime prevention information must not only be truly "new"; it must be perceived as useful in an instrumental "real" sense as well.

Principally, Anxious Believers reacted to the "usefulness" of the information in the initial Detective Dog advertisements. Reaction such as follows were reflective of these subjects:

- "The ads give you good information -- information I can really use."
- "They give you information that I did not know before."
- "The ad offers some assurance that something actually be done about preventing crime."

"The suggestions are helpful. (WOULD YOU PASS THEM ON?) Sure I would. We need all the help we can get."

In contrast to the cynicism of Type 1 individuals, Anxious Believers are quite trusting of those in authority, and they are ready to accept their expertise. They exhibit a fair amount of self-confidence regarding their ability to control their own lives, and they show a willingness to pay attention to messages that will serve to enhance that control.

Why the Muted Reaction to Early Detective Dog Messages?

Regardless of their typological characteristics, subjects in the focused interview groups uniformly reacted to the Detective Dog ads in a very tepid manner. That is to say, even when forced to attend to the advertising under "captive audience" conditions, subjects were generally "turned off" by the ads rather than being stimulated by them. This happened even among "best bet" Type 4 subjects. At best, a handful of the latter subjects thought the ads were okay in an "educational" sense. For the most part, however, most non-Type 4 subjects either showed no interest in the ads or did not comprehend what the ads were all about. In a few instances, the ads merely served to stimulate and unleash their anger about the alleged failures of the establishment to control crime.

Very specific psychological reasons for the lukewarm to rather negative reactions that initial Detective Dog advertising was generating emerged from the focused group interviews.

Perhaps among the most important to note is the rather ambivalent reception the Dog character received from most subjects.

The Dog character evoked uniform positive associations with Sherlock Holmes, Columbo, and Smokey the Bear, and that is about all the positive expression the character managed to evoke from the subjects.

Most were neutral regarding the Dog. In this frame of reference, for many subjects, the cartoon aspect of the character did not allow for the projection of a unique "personality" for the character. Consequently, the character either was shrugged off altogether or relegated to the domain of "kid stuff" -- not for adults.

Another set of reactions placed the Dog in the realm of "cute" and "lovable" and as a consequence, the character was seen to be quite inappropriate as a representative of the hard, challenging and dangerous phenomenon of crime. These subjects wished the Dog would be portrayed as a tough instrumentality for really "taking a bite out of crime."

Most surprising were the highly negative reactions the Dog provoked among a number of older subjects in particular. Here we find a sub-set of true dog-haters who consider the animals to be outstandingly dangerous, uncontrollable, offensive and as posing serious threats to the very young, the old and the infirm. These persons literally fear dogs in almost an hysterical fashion. The reactions of this sub-set to the Detective Dog character were both intense and thoroughly hostile. As a consequence, dog-hating subjects generally ignored the body of the ads, being unable to get much beyond their initial fear and rage feelings vis-a-vis the Dog character. Dog haters simply detest "Detective Dog," period.

Another reason for audiences turning down the ads stems from the failure of the messages to address the important psychological dimensions of the public's concerns about crime.

One cannot help but be impressed with the deep, highly emotional aspects of people's psychological orientations to crime -- either within experiences as actual victims or in their fantasies regarding potential victimization. Such powerful words as "anger", "frustration", "violation", "rage", and "fury" constantly come up as expressions of people's profound feelings. And always they are expressed in the context of person victimization. In short, when people turn their attention to crime they do so primarily and almost exclusively in affective terms. Fundamentally, they are concerned about themselves being hurt or killed. Secondarily, they are concerned about their loved ones being hurt or killed. <u>They are far less concerned about the possible loss of possessions.</u>

As a consequence, "crime prevention" as viewed by the public pertains essentially and almost exclusively to the reduction of the threat to one's person (and to the persons of loved ones). To a great extent this explains why many people are interested in purchasing weapons, acquiring guard dogs, and taking self-defense instruction -- all being related to warding off possible harm to the self (and loved ones). In sharp contrast to this emotionally charged concern with elemental survival expressed by subjects are the cool, "rational" property-oriented messages of the early Detective Dog ads. In short, the two are on two completely separate tracks -- the people on one track asking for ways to protect the self -- the messages on their own track offering suggestions regarding the protection of property. Small wonder the two simply pass each other in the night.

Finally, many subjects who found the ads to be relatively unfruitful did so primarily because the messages call for considerable independence of action on the part of the message recipient. For the most part, producers of the ads assume that in crime prevention the "locus of control" regarding the recommended actions to be taken resides within each individual citizen. The truth of the matter seems to lie in just the opposite direction; namely, most subjects feel powerless in the face of crime most of the time. Powerlessness does not promote independence of action. To the contrary, the sense of powerlessness more often than not generates resignation and immobilization for some and frustration and anger for others. Rather than assuming that individuals are ready and able to act independently vis-a-vis crime, it appears that crime prevention communicators must first direct their efforts to instill a sense of individual power to control one's life in much of their potential audiences' self-perceptions.

To sum up, we see a number of serious incongruencies between targets' needs and message producers' assumptions that probably are responsible for much of the

"so-so" reception that was accorded to the initial Detective Dog campaign.

1. People are person-harm oriented.

   The ads were property-things oriented.

2. People are highly emotional in their orientations to crime.

   The ads were highly cognitive in their orientations to crime.

3. People feel powerless to control crime.

   The ads insisted that control rests exclusively with the individual.

How to eliminate such serious lacks of co-orientation between communicators and potential audiences remains a consequential task for all of us who are concerned with effective public communication for crime prevention.

APPENDIX A

SEX AND OCCUPATIONAL CHARACTERISTICS OF
FOCUSED GROUP INTERVIEW SUBJECTS

	Males	Females
Professionals/managers/ proprietors	2	2
Foremen/technicians	4	1
Skilled workers	9	6
White collar, clerical/sales	5	7
Homemaker	-	15
Retired	7	5
Unemployed	1	-
	28	36

APPENDIX B

APPENDIX B

Question/Interview Guide

LEAA Group Interview
H. Mendelsohn
University of Denver

1. Everybody has some things he or she worries or is concerned about more or less. What kinds of things do you worry about most?

1a. (ASK IF CRIME IS MENTIONED) When you worry about being robbed, burglarized or mugged, what concerns you the most?

(Here we are looking for the relative concern people have about crime versus other "worries" such as making ends meet, bringing up children and the like.)

In their concern about being robbed or mugged, probe for their worries in some depth - mostly their anxieties about being harmed versus taking something of value. We are looking additionally for psychological clues regarding possible feelings of helplessness, of being overwhelmed; of not having control; fantasies regarding being attacked, harmed.)

1b. (If crime is not mentioned) Do any of you ever worry about crime - that is about the possibility of becoming a victim of a robbery or a burglary or a mugging or something like that? Tell me about it.

2. Within the past year or two, do you think that crime in your neighborhood has increased, decreased, or remained about the same?

2a. (If increase) Were the crimes you had in mind mostly the kind that involve the loss of property and things that people value; or, do they mostly involve physical injury to people, or; are they mostly the so-called "victimless" crimes that don't involve loss or injury, such as gambling and prostitution?

2b. What do you think caused the crime in your neighborhood to increase (decrease)? (Get specific suggestions for coping with increases in crime.)

3. Has anyone in this group been a victim of a crime during the past year or two?

(Probe for loss of valuables; personal harm; police action; how Respondent felt afterwards; behaviors as result? Were such changes effective? Are there psychological scars?)

3a. What about members of your immediate family - has anyone in your immediate family been a victim of a crime during the past year or two?

4. When you hear the phrase "crime prevention" or "preventing crime" - what thoughts come to mind?

5. Overall, how interested are you in crime prevention?

6. Compared to a year ago - are you more interested in crime prevention or less interested? How come?

7. When it comes to preventing crimes, do you believe that individual citizens have more responsibility than the police, less responsibility, or equal responsibility with the police? Why is that?

8. How confident do you feel that you as individuals can do things to help protect yourself from crime - do you feel very confident, somewhat confident, or not very confident at all? Why is that?

(Here we want to know how efficacious is it to appeal to the individual citizen to take on responsibility for preventing crime in light of people's self-images as being able to do this vis-a-vis their attitudes regarding the protective responsibilities of the police in particular.)

9. Many people think that the crime rate can be reduced if ordinary citizens take more precautions to protect themselves, such as securing their homes against intruders. Others say that such precautions make little difference in reducing crime. What do you think?

9a. Specifically, what kinds of precautions do you have in mind?

(Here are some examples you can give to Respondents.)

Property engraved with I.D.
Local police do security check of home
Special locks on doors/windows
Peep-hole/window in door
Outdoor lights for security
Anti-theft stickers on doors
Operating burglar alarm system
Dog at least partly for security
Theft insurance
Personal security devices - gun, tear gas, etc.
Keeping doors locked

Locking windows, screens
Leaving on indoor lights
Leaving on outdoor lights
When away, notifying police
When away, stopping deliveries
When away, asking neighbors to watch
When away, using a timer
Using car instead of walking alone at night
Avoiding high risk places in neighborhood
Getting together with neighbors to form protective group

10. How good a job of prevention or reducing crime would you say....

    a. The local police are doing?
    b. The people who live in your neighborhood are doing?
    c. How good a job are the local courts doing to prevent crime?
    d. The local newspapers and TV and radio stations?
    e. Local volunteer organizations, clubs, and groups?
    f. Local elected officials?

11. How good a job are you as private citizens doing to prevent crime? What do you need in order to do a better job?

12. During the year that just passed have you been doing things to prevent crime and to protect yourself against crime - things that you had not done before?

12a. What things?

    (Probe for reasons for the behaviors, particularly possible exposure to ads, crime prevention activity in community, etc.)

13. What do you think of the idea that the people of a particular neighborhood should get together to protect each other from crimes?

    (Probe for willingness to join such groups; reasons for joining; obstacles to forming such groups; confidence in their effectiveness.)

14. What kinds of information would you find to be particularly helpful in letting you know what to do to protect you and your loved ones against crime?

14a. Where would you go to get such information?

15. Have any of you actually tried to get information about what to do to prevent crimes? Tell me about it. (How they went about it? Expectations, satisfactions/disappointments; usefulness.)

16. During the twelve months just gone by, do you remember seeing or hearing anything about crime prevention in the newspapers, on radio, in magazines, or on TV?

16a. Can you tell me about it? (them?)

    (Probe for reactions in terms of usefulness and actions taken by Respondent as consequence of exposure.)

17. Now we want to get your reactions to an ad that you may have seen in a magazine, newspaper, on TV or heard over radio.

    (How many remember this ad?)

    After you've consentrated on the ad for a few minutes - I want you to tell us how you feel about it - for example: what you like and dislike about it; how useful it might be to people like you?; what you learned from it; and what others will learn from it. Is it easy to understand, or is it difficult? How believable is it?

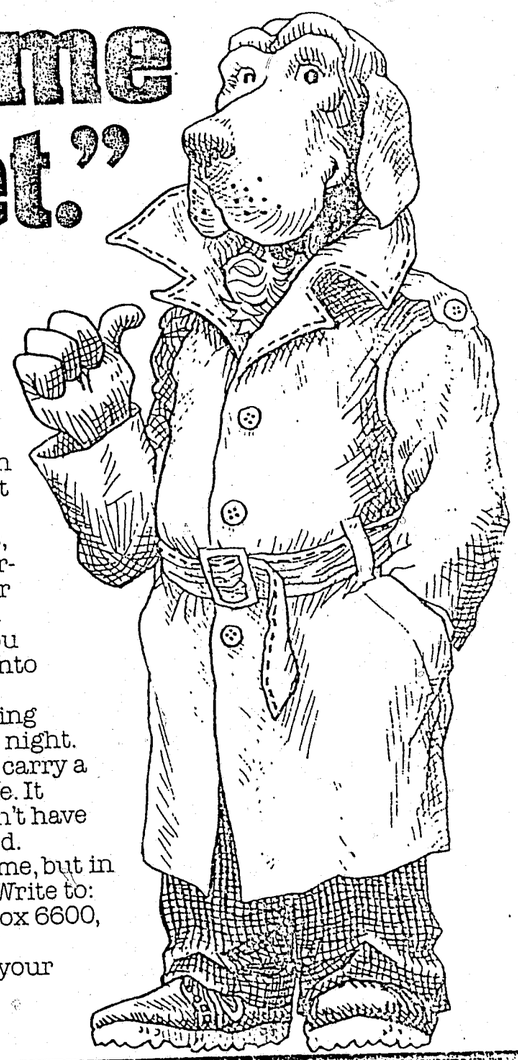
    Now we'd like to know -

    How convincing this ad is? How you feel about the dog character; whether the ad makes you want to do something you ordinarily would not have done (what is that?) Would you pass on what you've gotten out of the ad to others?

    Finally, we want your suggestions for changing the ad so it can be more helpful to the people who come across it.

APPENDIX C

"You don't know me ...yet."



"But you will. See, I've been assigned to help you learn how to protect yourself against crime. I'll be giving you tips on how to discourage burglars, disappoint muggers, and generally make life a little harder for criminals.

"Like, for instance, did you know if a burglar can't break into your place after four minutes, chances are he'll quit? So locking your door could ruin a crook's night.

"Another example. Don't carry a purse when you don't need one. It makes a lot of sense; if you don't have your purse, it can't be snatched.

"You'll be seeing a lot of me, but in the meantime, find out more. Write to: Crime Prevention Coalition, Box 6600, Rockville, Maryland 20850.

"Find out what you and your neighbors can do to prevent crime. That's one way to..."

TAKE A BITE OUT OF CRIME

86578

CITIZENS' REACTIONS TO A NATIONAL CRIME PREVENTION CAMPAIGN: A SURVEY EVALUATION

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This is a working report of research conducted under LEAA Grant 78NIAX0105 and submitted to Dr. Bernard Auchter, Community Crime Prevention Division, Law Enforcement Assistance Administration, U. S. Department of Justice, September 1980.

TABLE OF CONTENTS

INTRODUCTION

This interim report addresses the principal findings of a national sample survey evaluating the impact of the first phase of the Advertising Council's "Take a Bite Out of Crime" crime prevention information campaign.

The data presented are derived from 1,502 personal interviews conducted with a national probability sample of U. S. adults aged 18 and over during April 1980. The results reported here are concerned primarily with the extent of citizen exposure to the campaign and the effectiveness of the campaign, particularly in terms of information gain and attitudinal and behavioral change on the part of those exposed.

In sum, thirty percent of those interviewed recalled having seen at least one of the "Detective Dog" advertisements. Most respondents saw it on television. Well over half of those exposed could verbalize what the ad they saw was about, and most thought the ad to be both effective and favorably impressive. Over a quarter of those recalling a specific ad said they had learned something about crime prevention as a consequence, 43 percent changed their attitudes regarding prevention, and 15 percent said they had changed a behavior as a result of their exposure.

Those exposed to the campaign were heavier users of mass media in general, and paid particular attention to public service-type advertisements overall. They were decidedly younger, likelier to be male, and situated in middle to lower social class strata. The elderly were conspicuously low in exposure. The more altruistic respondents, as well as those more distrustful of others, were somewhat likelier to be exposed, as were those who were more interested in crime prevention and those who perceived themselves to be more competent regarding crime prevention.

No clear profile emerged of the characteristics of persons who gained information or who changed attitudes as a result of exposure to the campaign. However, these respondents tended to be found in lower social strata and to be less trustful of other people. Women and persons in lower income groups were likelier to report changing behavior as a consequence of exposure to the campaign.

All in all, the campaign appears to have reached a substantial portion of the adult public, with generally positive results. However, several questions remain open regarding the effectiveness of the campaign in reaching various viable population segments. These are treated in the closing sections of the report.

Some preliminary findings and considerations concerning citizen orientations toward crime and crime prevention, with an eye toward the design of more effective future campaign strategies, are also presented.

Further conclusions regarding campaign effectiveness will be presented in reports under preparation encompassing results from the three-city panel survey and from a series of focused group interviews. Additional data from the national survey will be presented as warranted for elaboration purposes in those reports, and in the final report on campaign strategies.

METHODOLOGY AND ANALYSIS PLAN

The overall design called for personal interviews to be completed with a national probability sample of 1,500 persons over age 17. On the basis of previous experience, reliability of performance and cost effectiveness, The Roper Organization was contracted to perform the sampling and field work, utilizing a questionnaire instrument developed by the Center for Mass Communication Research and Policy staff. Study Director for the Roper Organization was Dr. Irving Crespi.

Questionnaire Development

Questionnaire items were developed on the basis of their meeting the research goals envisioned for the national sample study, and their compatibility with the concurrent panel survey study. Initial drafts of the questionnaire were reviewed by the LEAA project monitors. The final draft was submitted to the Roper Organization in late February for final editing and pretesting.

Pretesting was conducted during the period March 7-10th in the greater New York metropolitan areas. Five pretest interviewers conducted five interviews each, for a total of 25. The use of five interviewers provided a diversity in interviewing experience which enhanced the productivity of the pretest. The interviewers were personally debriefed by Dr. Crespi, and some further relatively minor modifications were made in the questionnaire, upon consultation with CMCRP staff.

Sampling

The population examined included national civilian non-institutional U.S. residents aged 18 and older. A one call quasi-probability sample design was employed, based upon the Roper Organization's master national probability sample of interviewing areas. The sample goal was 1,500 completed interviews.

At the first selection stage, 100 counties were chosen at random proportionate to population after all the counties in the nation had been stratified by population size within geographic region. At the second stage, cities and towns within the sample counties were drawn at random proportionate to population. Four blocks or segments were then drawn within each location. Where block statistics were available, blocks were drawn within the cities and towns at random proportionate to population. Where no block statistics were available, blocks or rural route segments were drawn at random.

A specified method of proceeding from the starting household was prescribed at the block (or route) level. Quotas for sex and age levels, as well as for employed women, were imposed in order to assure proper representation of each group in the sample. In addition, hours were restricted for interviewing men to after 5 p.m. on weekdays and to weekends in order to obtain proper representation for employment.

Interviewing Recruitment and Supervision

Interviewing was conducted by the Roper Organization's national staff of regularly employed personnel. The interviewers had extensive experience in administering both attitudinal and behavioral questions on a wide range of topics, including social issues and communication behavior. Their work was consistently monitored by the home office staff and regional monitors. In addition, a sample of their work was systematically validated by an outside organization.

An interviewer's manual was prepared reviewing sampling procedures and providing special instructions where needed for the proper administration of the questionnaire. Regional supervisors maintained close telephone contact to resolve any sampling or interviewing problems that arose in the course of the survey. Supervisors also provided weekly reports on field progress and completion rates.

Field Work

Interviewing was conducted during the period April 12th - May 5th, with the bulk of the work completed by April 19th. A total of 1502 interviews were completed. The average time per interview was approximately 50 minutes. A demographic breakdown of the sample appears in Table 1.

Analysis Preparation

The Roper Organization submitted data tapes from the survey, as well as their own marginal tabulations based on the data, to the Center's staff in late May. The tapes were processed on the University of Denver Computing Center's Burroughs 6500 computer, and minor editing procedures were carried out to assure maximum utility of the data. All analyses presented and referred to below were carried out by CMCRP staff, typically using standard Statistical Package for the Social Sciences library programs.

Statistical Techniques

Most of the analyses presented in this interim report are based upon cross-tabulations, with many involving somewhat complex third and fourth orders of variables. The reliance upon cross tabulations is in keeping with the primarily descriptive theme of this report; that of delineating patterns of exposure and response to the Advertising Council crime prevention campaign as well as providing an overview of communication orientations of crime prevention-relevant social groups, and posing inferences more directly testable through the panel study analyses to follow. However, in many instances the task was an exploratory one in the sense of attempting to analyze numerous sets of variables in terms of their relative impacts upon prevention-related communication behavior. Thus, multivariate correlational analyses were incorporated into several phases of the investigation. The appropriateness of such techniques, including multiple

regression analysis, given the limitations of the data used below has been the source of some debate. Our view generally follows that of many sociologists who argue that the advantages in explanatory power and efficiency to be gained by use of such techniques override the theoretical risks involved of not always meeting some of the more stringent mathematical assumptions of the models. In any case, we have used the techniques here as primarily exploratory devices for the purposes of providing a clearer perspective on the relative power of prediction of rather complex sets of variables. Then we have relied upon cross-tabulation to "validate" the more interesting relationships pointed to by the multivariate analyses.

General Plan for Analysis

The overall strategy involves first identifying specific indicators of public reaction to the campaign, including simple measures of exposure and respondent self-reports of campaign effects based upon the Mendelsohn Active Response Test measures. Then, emphasis turns to identifying the make-up of the exposed audiences in terms of their media patterns, demographics, psychological attributes, crime orientations and other relevant factors. The characteristics of individuals reporting having been affected by the campaign are then identified. Once the campaign audience has been analyzed, more general profiles concerning crime prevention-related communication behaviors are presented.

CAMPAIGN EXPOSURE AND EFFECTIVENESS

Thirty percent of the sample recalled having seen at least one of the "Take a Bite Out of Crime" advertisements. Most saw it on television. Well over half of those exposed could verbalize what it was about, and felt the ad to be effective and making a positive impression. Over a quarter of those recalling it said they had learned something about crime prevention, 43 percent changed attitudes, and 15 percent said they had changed their behavior.

General public reaction to the campaign was measured along several dimensions based upon the Mendelsohn Active Response Test. Unlike many single-attribute measures of communication effectiveness, MART assumes that reactions to mass communications involve cumulative patterns or processes within audience members. These cumulative patterns incorporate successively, involving degrees of response, beginning with simple "learning" or awareness of the message, moving into psychological integration of what is learned, and then to more favorable dispositions with regard to the intent of the message. Such dispositions may include information gain, attitude change, and/or behavioral change. For the purposes here, responses to the "Detective Dog" crime prevention campaign were organized into three main categories, including:

1. Simple exposure as indicated by recall or awareness of having seen or heard any of the public service advertisements;
2. Integration of the message as measured by:
   a. Ability to verbalize the ad's intent;
   b. Self-perception of the ad's effectiveness;

   c. Affective evaluation of the ad;
   d. Value of the message for other persons;
   e. Predisposition for action based upon the ad.
3. Change in levels of information, in attitudes and in behaviors as a result of exposure to the ad.

Taken together, investigation of these various levels of responsiveness to the ad provides a wide-ranging view of the campaign's impact upon audiences.

Campaign Exposure

Simple exposure to campaign stimuli was measured in terms of respondents' ability to recall having seen any of the "Detective Dog" advertisements in any of the media. Respondents were classified as having been exposed if they either: (1) mentioned the Advertising Council "Take a Bite Out of Crime" ad when they were asked to describe any one particular recent public service ad that stood out in their memory; or (2) indicated recognition of the ads when they were shown to them by the interviewer. Only six respondents mentioned the ad without interviewer aid, and 441 said they recalled the ad when prompted by the interviewer. Both groups together constituted 29.7 percent of the sample.

Of those exposed:

--66 percent said they saw it on television:

--Seven percent heard it over the radio;

--Seven percent saw it in a magazine;

--Seven percent saw it on a billboard;

--Six percent saw it in a newspaper;

--Five percent saw it on a poster;

--Two percent saw it on a car card.

Message Integration

Seventy percent of those exposed to the campaign were able to verbalize at least a general response related to crime or crime prevention when asked what they thought "the ad was trying to get across, (Table 2). Forty percent were able to give a more specific response, ranging from "watch out for criminals" and "work together to stop crime" to "lock all doors and windows" and "keep a light on". It should be noted that lack of ability to verbalize the campaign's intent did not necessarily mean that the content was lost or misunderstood. In many instances, respondents were able to answer subsequent questions pertaining to the ads which indicated they had remembered some of the content.

Sixty-four percent of the exposed group said they felt that the ad was effective in the sense of "getting through" to them. While responses to a subsequent open-ended item asking why they felt so were generally quite vague, the modal response appeared to be along the lines of the ad "reminding" them of things they should know, or generally being informative. Respondents indicating that they felt the ad was ineffective generally referred to it as too vague or cartoon-like.

As for affective evaluations, over half of the respondents exposed reported being more pleased than annoyed with the ad, with only nine percent saying it left a negative impression. Of those more pleased by the ad and giving meaningful open-end responses, about two-thirds said they liked it for reasons associated with it being "informative" or "helpful" or providing a good service, while the remainder found the format itself appealing. Audience members more annoyed generally gave vagueness or lack of specifics as the reasons, with a minority reacting negatively to the cartoon format and the dog character.

Over half of those recalling the ad considered the content worth passing on to friends or relatives, and 17 percent said they were thinking about eventually doing something suggested by the ad. The open-end responses were consistently general and in terms of "doing more to prevent crime" and the like.

Information Gain, Attitude Change and Behavior Change

Respondents were classified as having gained information if they indicated that they had learned or found out anything about crime prevention that they had not known before. Twenty-eight percent of the exposed group answered affirmatively (Table 3). When asked what they had learned, most answered in such general terms as "being more alert" and "protecting the house from burglars." However, over a third named specific measures, with the modal response being locking up doors and/or windows in the home.

Attitudinal change was indexed by two items ascertaining whether the ad made them any more concerned or any less concerned about crime, and whether it made them feel any more confident or less confident about being able to protect themselves from crime. Only eleven respondents indicated that they had become less concerned or less confident. Individuals were counted as having changed their attitude in the positive sense if they reported that the ad made them either more concerned about crime or more confident about prevention, or both. Forty-three percent were so classified.

Fifteen percent said that they had changed their behavior in the sense of doing something that they probably would not have done if they hadn't seen the ad. Of the 66 respondents in this group, 43 specifically mentioned locking of doors and windows as the activity undertaken. Another five mentioned leaving on lights, with the remainder noting such steps as removing car keys, having a neighbor check the house while away, and removing property from their parked automobiles.

Summary

The data presented thus far are of course difficult to assess in terms of any absolute standard as to whether the campaign "succeeded" in reaching its goals. Such decisions must rest in part on criteria established by the campaign sponsors and producers. Moreover, comparable evidence pertaining to public service campaigns, particularly in the crime prevention sector, is most difficult to come by. (Hence one of the rationales underlying this study.) However, the fact that the campaign was recalled by nearly 30 percent of this sample, and by inference by approximately that proportion of the adult public, appears most noteworthy. It seems a particularly strong accomplishment given the reliance of the campaign on "free" air time and print space, and the great competition for that access from other public service sector organizations.

The above findings also reveal that the majority of people who saw or heard the ad were left with a positive impression of it in terms of both its substance and format. The ad did not appear to "turn off" more than a miniscule portion of its audience, and there was no evidence of a boomerang effect in the sense of its making audience members any less concerned about crime or feeling less competent about their ability to help prevent it.

While the intended effects of information gain, attitude change and behavior change appeared to occur only among a minority of those exposed, the same result is found in nearly all public communication ventures, and again absolute criteria for success are open to debate. Applying the respective percentages found to the sample as a whole and generalizing to the population:

--Approximately eight percent gained information from the campaign;

--13 percent underwent attitude change;

--Four percent indicated change in behavior with respect to prevention.

Several caveats are in order at this point, however. First, the above data reflect only respondent self-reports concerning their reactions to the campaign. More definitive empirical tests of campaign impact will have to await analyses of more objective change measures utilized in the two-wave panel study. Second, below we will address who were most likely to be counted among attenders to the campaign, and who among them were most affected. Such analyses are critical for determining whether the ads were reaching, for example, individuals already interested in and knowledgeable about crime prevention, or relatively uninvolved citizens in perhaps more crime-prone situations. And, we need to be concerned with the more general issue of why citizens responded as they did to this campaign, what their general orientations are toward crime prevention, what orientations they have toward the mass media and the relevance of those to crime prevention communication efforts, and how such efforts might be made more effective.

DETERMINANTS OF CAMPAIGN EXPOSURE

Those exposed to the campaign were generally heavier users of mass media and paid particular attention to public service announcements overall. They were decidedly younger, and likelier to be male and in middle to lower social class strata. The elderly were conspicuously low in exposure. The more altruistic and distrustful of others tended more to be exposed, as were those more interested in and feeling more competent regarding crime prevention.

Several sets of variables were considered important as possible predictors, or at least correlates of, exposure to the campaign. These included general orientations toward the mass media, demographic characteristics, various psychological attributes, interpersonal activities, and orientations toward crime and its prevention. Indices were constructed within each of the above sets to reflect the most meaningful categories of variables for overview purposes, and the makeup of these is described in Appendix A. In the analyses which follow, many of the individual items comprising the indices are also presented for purposes of elaboration.

Exposure and Mass Media Orientations

One would expect that a primary predictor of exposure to the "Take a Bite Out of Crime" advertisements would be simply the amount of overall exposure to mass media. The more time spent with media, the more opportunity for incidental exposure to an ad, motivational considerations aside. The findings summarized in Table 4 bear this out, with only 20 percent of the low media exposure group recalling the ad as compared to 34 percent of the high exposure group. Furthermore, the finding holds for specific amounts of time spent with television and with radio (Table 5). No significant differences were obtained with respect to print media, perhaps in part a function of the lower rates of exposure to the ads in newspapers and magazines overall.

It might also be expected that individuals more inclined to use mass media for purposes of obtaining information, as opposed to entertainment, would have greater recall of the informationally based ad. This too was borne out by the overall results, with information-seeking media users likelier to reflect ad exposure than entertainment-seeking media users. However, the differences did not prove to be significant within each of the media examined (Table 6).

Our previous examination (in Working Report #1) of audiences for public service advertising suggested that many persons were somewhat more attentive to PSAs overall, regardless of their content, and that these persons appeared to be more attentive to media advertising content per se, regardless of their total media exposure patterns. The present results indicate that respondents' degree of sensitivity to PSAs (including attentiveness and other attributes of involvement with PSAs) was a primary predictor of exposure to the crime prevention PSAs. Thirty-eight percent of the respondents classified as "high" in PSA sensitivity recalled the ad. Upon closer inspection (Table 7), persons more exposed were likelier to see themselves more "influenced" by advertising content in general, to be more attentive to PSAs appearing in all media, to view PSAs as more helpful and credible, and to have sought out further information about topics as a consequence of PSA exposure.

Yet another consideration concerning media content which might affect exposure to the campaign concerns interest in and attention to crime-related content. Audience members more attuned to crime-oriented entertainment programs and news accounts of crime might have their attention triggered by the crime-related subject matter of the ad, and perhaps also by the similarity of the cartoon dog character to various prototype fictional detectives. Indeed, a positive and significant association was found between ad exposure and media crime attention. More specifically, those exposed tended to watch more televised crime programs and to pay greater attention to news about crime in all media (Table 8).

The regression analysis presented in Table 9 compares the relative impacts on ad exposure of overall media exposure, media functions, PSA sensitivity and media crime attention. The strongest predictor of exposure was PSA sensitivity, with media crime attention also proving significant. Thus audiences' more content-specific media exposure preferences appear more indicative of ad exposure than does simple overall amount of time spent with mass media. Moreover, we appear to have one segment of individuals exposed more on the basis of interest in PSAs, another group exposed more on the basis of attention to crime content (and perhaps more interested in crime overall), and likely a third group sharing both characteristics.

Exposure and Demographic Characteristics

Broadly speaking, respondents recalling having seen or heard the "Take A Bite Out of Crime" advertisement were likelier to be younger, male, employed full time, and residing in homes with children (Table 10). They also tended to live in less affluent neighborhoods, to be located in smaller cities and towns, and to be less satisfied with their neighborhoods as places to live.

The characteristic most graphically separating those exposed from those who weren't was age. Nearly half of the respondents aged 18 to 24 could recall the ad, while only a fifth of those over 54 could. About 30 percent of the respondents in the middle age groups were exposed. Nearly a third of all male respondents recalled the ad, as compared to 27 percent of the women. Members of racial minority groups were slightly more likely to have been exposed.

While no significant differences were found among social status characteristics, there was a greater tendency for middle-income persons and those seeing themselves in the middle and working classes to have been exposed. Ad recall was lowest within the bottom income and perceived social class strata. Exposure was about equal over most education levels, the exception being that only 24 percent of

college graduates recalled the ad. More full-time employed persons than the part-time or unemployed recalled the ad, probably as a function of heavier male exposure. Essentially no differences were found between occupational categories, nor were welfare recipients likelier to have been aware of the ad.

Marital status was unrelated to ad recall, but more respondents with children in the household were exposed.

Whether or not respondents owned their residences and type of residence were unrelated to recall. However, higher exposure rates were found among respondents living in lower working class neighborhoods, and among persons indicating lesser satisfaction with their neighborhoods as living environments. Length of residence in a particular neighborhood made no difference in terms of ad recall.

Media placement and accessibility of media to respondents may have interacted to bring about the divergence in exposure rates across geographic regions and among different sizes and types of communities. The greatest exposure was reported in the South Atlantic and western Mountain states, while the lowest exposure occurred in the Eastern North Central and Pacific Coast regions. This may reflect varying availability of the messages to the public in these areas, for as yet unknown reasons. On the other hand, residents of suburban areas reported less exposure than did persons living in central city areas, but small city and town residents were the highest in recall. Putting citizens' interest in the ad content aside at this point, one partial explanation may be that urban dwellers have more opportunity for diverse media inputs carrying the ad than suburban residers, while media outlets in more rural areas are apt to carry more public service advertising overall, including this particular ad.

Taken at face value, these somewhat gross demographic indicators suggest that at least two social groups who, given their heightened perceived vulnerability to crime, may have benefited the most from the Advertising Council prevention campaign were among the lowest in exposure to it. Women and to some extent lower social status level individuals appear likeliest to have bypassed the ads.

However, the descriptive account presented thus far does not allow inferences concerning the relative predictive power of each demographic when others are controlled for. Nor does it take into account variations in media orientations within demographic segments which might account for some of the associations between demographic groups and exposure. The regression analysis depicted in Table 11 attempts to clarify some of these relationships. Only the major demographic indicators are included, and the beta weights reflect the relative influence of each media and demographic variable controlling for all others. Age emerges as the most powerful predictor, with sex and education, as well as media exposure and PSA sensitivity, becoming significant. Several interrelationships deserve further exploration.

For one, among the media orientations overall media exposure has replaced media crime attention in significance. It appears that the association between media crime attention and ad exposure was primarily an artifact of higher crime attention and greater ad exposure among the young, and particularly within the 18 - to 24-year-old subset. Age and media crime attention had a negative correlation of .11, while age and media exposure had a correlation coefficient of nearly zero. Furthermore, while only 24 percent of the 18 - to 24-year-olds were in the low crime attention group, 47 percent of them were in the high crime attention cohort. And, within the youngest age group ad exposure remained nearly constant across

levels of media crime attention. Thus the association between crime attention and ad exposure is sharply attenuated when age is controlled for, and for the sample as a whole general media exposure becomes a significant independent predictor of campaign exposure.

The predominance of age in these analyses is further indicated in comparisons with other demographic variables. Table 12 clearly shows that men and women in the youngest age group were almost equal in ad to recall. Older men were proportionately higher in exposure than older women, with the difference markedly great in the age 55 and older cohort. Only 16 percent of the women over age 64 -- a group particularly high in vulnerability to crime -- recalled seeing or hearing the ad. The strength of age is somewhat diminished when compared against the presence of children in the households (Table 13). Fifty-two percent of respondents under age 25 with children in the home recalled the ad, as compared to 36 percent of same-aged respondents without children. While children do appear to make a sizeable difference in exposure for that one age group, the overall pattern of diminished exposure with increasing age holds regardless of the presence of children.

Nor do education, income or neighborhood type attenuate the pattern of age's influence on exposure (Table 14). Younger respondents were the most exposed across all education, income and neighborhood type categories, and the elderly were generally the least exposed. Moreover, women had lower recall rates than men did across all of these categories. A general profile thus emerges of the youngest respondents being the most exposed regardless of other characteristics, with those over age 54 least exposed. Among the elderly, recall rates tended to be lower for females, those earning under $10,000 in annual income, and residing in lower working class neighborhoods. The less educated were significantly more

likely to be exposed, even controlling for their relatively higher media exposure rates (primarily accounted for by television). However, that may be largely due to the drop in exposure among college graduates rather than a progressive decline through the lower educational categories.

Exposure and Psychological Characteristics

Four basic psychological characteristics were measured in the study: (1) altruism, or concern with helping others as opposed to greater selfishness; (2) alienation or sense of powerlessness as conceptualized empirically by the Srole anomia scale; (3) trust in people; and (4) trust in governmental institutions, including national government, local government, and local police organizations. Table 15 clearly indicates that those respondents exposed to the Advertising Council campaign scored higher in altruism than those who were not exposed, and were also significantly less trustful of both other persons and institutions. Scores on the alienation index did not discriminate between the two groups. The contrasting findings for altruism versus trust are somewhat surprising, given that greater concern with helping persons correlated positively with both personal trust ($r = .11$) and institutional trust ($r=.15$). A closer look at the nature of the interaction is presented in Table 16. The marginal percentages indicate that while 40 percent of the respondents in the high altruism-low trust cell were exposed to the campaign, only 27 percent of those in the high altruism-high trust in people group were. The same general result held in comparisons between altruism and institutional trust. The table also reveals that the finding may partly be considered a function of age, with 69 percent of the 18 - to - 24-year-old in the high altruism-low trust group exposed, but with only 40 percent of the youngest respondents in the high altruism-high trust group recalling the ad. However, the impact of age on exposure is undiminished by the addition of these psychological attributes as a group, as the regression analysis in Table 17 indicates. Altruism

and institutional trust emerge as the only significant psychological predictors of exposure. Nonetheless, because of the apparent interaction effects discussed above further analyses will later be conducted concerning the altruism-trust finding and compared with the panel data.

Exposure and Interpersonal Activities

There was no evidence that the extent of respondents' social activities in terms of neighborhood integration or organizational membership were associated with campaign exposure (Table 18). Because of the lack of findings even approaching significance, further analyses are not presented.

Exposure and Crime and Crime Prevention Orientations

Persons exposed to the campaign were likelier to have been criminally victimized or to have had members of their families victimized (Table 19); to have greater interest in crime prevention, to feel more competent concerning crime prevention, and to be engaged in fewer crime prevention activities (Table 20). It is likely that the contrast between higher interest/competence and less activity is in part a function of age and sex, with more young males fitting into that particular mold. However, at this point it is of course difficult to discern the extent to which ad exposure is an antecedent or a consequence of crime and prevention orientations. The panel analyses will be relied upon to help sort that out, and then further analyses with the national sample will be used for elaboration.

EFFECTS OF THE CAMPAIGN

No clear profile emerged of the characteristics of persons having gained information or changed attitudes as a result of campaign exposure. However, they did tend to be in lower social strata and less trustful of other people. Women and those in lower income groups were likelier to have changed behavior.

The three primary areas of concern in terms of campaign effects included whether audiences gained information, changed attitudes, or changed behaviors. Following the pattern of analyses above, each of these will be examined in turn.

Information Gain By Audience Characteristics

Twenty-eight percent of the respondents who had been exposed to the crime prevention advertisement reported that they had learned something about the topic as a result. While no clear profile of the characteristics of this group emerged, some general trends are worth noting (Tables 21a-d). For instance, information gain appeared to be somewhat greater within lower social status groups. Having learned something about prevention was reported by 33 percent of the respondents lacking a high school diploma; by 44 percent of those perceiving themselves as lower social class; by 34 percent of those employed as craftsmen or operative workers; and by 34 percent of members of racial minorities. In the only statistically significant demographic finding, residents of working class neighborhoods were likelier to have gained knowledge than were upper-middle class neighborhood dwellers. While younger persons were likelier to have been exposed to the ad, they were no likelier than older respondents to have learned anything as a consequence. However, despite the diminshed exposure rate among persons over age 64, thirty-two percent of them

indicated information gain. Thus there was a tendency for those in demographic groups typically associated with greater crime vulnerability to have gotten information from the campaign once exposed to it.

Moreover, individuals who might be viewed as more suspicious of others tended to have learned from the ads. Those low in trust in people were significantly likelier than those more trustful to have reported information gain, while only 22 percent of those high in altruism indicated that they had learned something. institutional trust and alienation did not discriminate in terms of knowledge gain.

Respondents' interpersonal activity and mass media orientations were by-and-large unassociated with information gain. However, individuals more sensitive to public service advertisements were slightly more likely to have learned something than those less sensitive. This was accounted for in part by persons seeing PSAs as more credible being significantly likelier to have reported information gain (Table 22). Also, respondents perceiving themselves as more influenced by advertising overall and watching television more for informational purposes had a greater tendency to indicate gain in crime prevention knowledge. To the extent that media orientations did play a role in information gain, then, it appears that individuals more attuned to media as a source of reliable information learned more from the ads.

As discussed previously, relationships between such variables as information gain and crime or crime prevention orientations are difficult to interpret at this point. However, the data indicate that no significant associations were found among these factors in any case (Tables 23a, b). There was a tendency for higher perceived vulnerability and victimization experience to be related to information gain, which would support the view that individuals in more crime prone circumstances may have learned more. This would be particularly true with

regard to victimization experience, since it is unlikely that information gain would affect awareness of having been victimized. Higher feelings of competence in crime prevention were somewhat positively related with information gain, but not significantly so. Again, whether the already more competent may gain more information as a result of being so, or vice versa, remains open to question.

The multiple regression analysis presented in Table 24 for summary purposes sheds little further light on the factors underlying information gain. At most, it indicates the relatively low power of any of the included variables in predicting information gain. As noted above, among the strongest, albeit nonsignificant, indicators are neighborhood type and trust in people.

Attitude Change by Audience Characteristics

Although 43 percent of the respondents recalling the advertisement indicated a change in attitudes regarding crime and/or its prevention, markedly little was found in the way of characteristics discriminating them from persons unchanged (Tables 21a-d). As in the case of information gain, neighborhood type was a significant factor, with residents of upper-middle class areas once again reporting the least change. However, no general trends based on consistent differences in attitude change across the various social status characteristics emerged. Educational level, income, perceived social class, and occupation, as well as age and sex, all failed to meaningfully differentiate between changers and nonchangers. Somewhat interestingly, inhabitants of smaller cities and towns appeared to have been more influenced than were larger urban area dwellers, perhaps as a function of their having initial attitudes toward crime and prevention based less upon direct experience.

There were slight and nonsignificant tendencies for those more altruistic and less trustful of other people to report having changed their attitudes, as

well as for those higher in neighborhood integration, media exposure use of media for informational purposes, and PSA sensitivity. Positive and significant associations were found between attitude change and PSA credibility, perceived utility of PSAs for issue awareness, and receptivity to advertising influence overall.

Of potential import is the finding that persons paying greater attention to mass media crime content were significantly likelier to have been influenced by the ad. As a corollary, those finding television crime entertainment programs more realistic, and those paying more attention to broadcast news about crime, exhibited greater attitude change. Any explanations offered for these relationships at this time would be highly speculative. One possibility is that greater exposure to media crime content preconditions audiences to hold certain attitudes which were somehow modified by the prevention ads. Subsequent analyses based upon the panel design may allow elaboration on these findings.

Respondents changing attitudes were minimally more likely to see themselves as vulnerable to crime and living in higher crime risk areas (Tables 23a, b). However, they were significantly likelier to have interest in crime prevention, to feel competent in protecting themselves, and to engage in prevention activities. The logical assumption is that the campaign thus increased at least their interest in prevention somewhat, but determination of the magnitude of change will have to await the panel analysis.

In general, attitude change appears to have occurred among individuals with many of the same attributes as were found related to information gain. However, the associations were generally weaker and need to be viewed even more tentatively. The summary regression analysis in Table 24 reveals the only significant predictor of attitude change to be the problematic one of media crime attention.

Behavior Change by Audience Characteristics

Respondents who reported having changed their behavior as a consequence of the campaign differed somewhat from those who were merely exposed, or who gained information, or who changed attitudes. Indeed, the 15 percent who acted in some way more closely resemble what might be considered an "ideal" target group for crime prevention efforts (Tables 23 a-d).

Demographically, women, persons in lower income households, residents of homes with children, and welfare recipients were significantly likelier to have indicated behavior change. Included in the change cohort were 20 percent of the women (versus only 10 percent of the men); 20 percent of those earning under $10,000 annually; and 29 percent of the welfare recipients. Moreover, 18 percent of racial minority group members; 19 percent of non-high school graduates; 22 percent of those seeing themselves in the lowest social class; and 20 percent of those low in neighborhood satisfaction reported change.

Thus, at least two groups typically seen as more crime victimization-prone, women and the socially disadvantaged, had a greater tendency to act as a result of exposure to the ad. However, a third cohort -- the elderly -- was decidedly less likely to do so, with a rather scant six percent of them responding. In fact, 18 - to 24-year-olds proved to be the most active age group.

Psychologically, respondents less trustful of other people were significantly likelier to change behavior, and the more altruistic were marginally higher in change. Mass media and interpersonal characteristics were generally unassociated with taking action, an exception being that persons higher in PSA sensitivity were likelier to change. And, those more receptive to advertising influence had a greater tendency to change.

Taking action was significantly greater among respondents seeing themselves more vulnerable to crime, and somewhat greater among those with victimization

experience and living in higher crime risk areas. As for crime prevention orientations, taking action was positively and significantly related to prevention interest and activity, and respondents higher in prevention competence and employment of property protection devices were slightly likelier to have changed behavior.

The regression analysis depicted in Table 24 indicates that the two most important predictors of behavior change were sex and PSA sensitivity. The lessened predictive power of social status variables apparently stemmed from a higher proportion of women in lower status ranks actively responding to the campaign.

SUMMARY OF CAMPAIGN EFFECTIVENESS

All in all, the "Take a Bite Out of Crime" campaign appears to have reached a substantial proportion of the adult public. Those particularly likely to have been exposed included the young, males, those using the media more, those more receptive to public service advertising in general, and to some extent the non-college educated. Noneworthy among the least exposed were women and the elderly. The extent to which these differences in exposure alone reflect particular audience dispositions toward the content or format of the advertisements, or their placement, is not yet altogether clear. However, it is quite possible that whatever components of the ad which led to greater exposure among the young and males worked against exposure among women and the elderly.

The campaign appeared to have a greater impact, however, on individuals typically thought more vulnerable to crime. This was most true for effectiveness in terms of behavioral change, in which case women and the socially disadvantaged were likelier to have acted.

CAMPAIGN EFFECTIVENESS: SUMMARY AND PERSPECTIVE

All in all, the first phase "Take a Bite Out of Crime" campaign appears to have reached a substantial proportion of the adult public. Those particularly likely to have been exposed included the young; males; those using the media more; those more receptive to public service advertising in general; and to some extent, the non-college educated. Noteworthy among the least exposed were women and the elderly. The extent to which these differences in exposure alone reflect particular audience dispositions toward the content or format of the advertisements, or their placement, is not yet altogether clear. However, it is quite possible that whatever components of the ad, e.g. the cartoon dog character, which led to greater exposure among the young and males worked against exposure among women and the elderly.

The campaign appeared to have a greater impact on individuals who typically thought themselves to be more vulnerable to crime. This was most true for effectiveness in terms of behavioral change. Here, women and the socially disadvantaged who were exposed to the ads were likelier to say they acted in accordance with the advertisements' requests.

Further insight into the above results may be gained by examining the responsiveness of citizens to crime prevention information campaigns in general. Specifically, respondents were asked about their levels of exposure and attention to such messages overall and their perceived need for prevention-related information. The measures are presented in Appendix A.

Table 25 indicates that while in some ways those respondents exposed to the introductory "Detective Dog" ads superficially resemble respondents who tend to be more exposed to prevention messages overall, when multivariate controls are inserted

media-related factors evolve as the major significant predictors, along with alienation and victimization experience. In short, the likeliest groups to be exposed to prevention content are those who are high in media exposure, who use media more for informational purposes, who are particularly sensitive to PSAs, and who are more attentive to media crime content.

Unlike the findings for those exposed to "Detective Dog", no differences were found for age, sex or education when media orientations were controlled for. Once again, one may only speculate at this point as to the content, format or placement characteristics of the Advertising Council campaign that made it more accessible to the young, men and the lesser educated. Nevertheless, the inference seems quite clear that that particular campaign was reaching a somewhat different subset of individuals than those typically exposed to prevention information efforts. The forthcoming results of focused group interviews, as well as the panel data, will address such possibilities as the dog character being somehow more male-oriented, and/or the cartoon format being more amenable to lesser educated individuals and perhaps the young.

If we consider the types of individuals who pay greater attention to prevention-related messages, the disparities are even greater (Table 26). Older persons, women, those more trustful of institutions, those more PSA-sensitive and attentive to crime content, and those who perceive themselves more crime-vulnerable were all significantly likelier to attend more to prevention messages. In sum, most of the "expected" characteristics of individuals with a stake in knowing about prevention seem to form the core of this group. Thus while exposure to such messages appears largely incidental and at any rate is based primarily upon media orientations, those who pay the closest attention appear to be a credible target audience for the content of such messages. One implication is that there is a fair amount of inefficiency in

prevention communication efforts if a main goal is to reach those audiences with the greatest need for such information, and who apparently would pay greater attention to it. To the extent that those most exposed differ from those most attentive, "waste" may exist within the diffusion process. This inference is strengthened by the results presented in Table 27 which indicate that those who see themselves most in need of prevention information are likelier to be those with perceptions of greater vulnerability and neighborhood risk, women, and the more attuned to PSAs and media crime content.

Applying the Advertising Council campaign results to the above (Table 28), it is clear that those exposed to it were not any likelier than those unexposed to pay attention to prevention campaigns or to see themselves as having a need for such information. Exposure to the ads was significantly related to overall prevention exposure, but a large share of that association was due to the impact of media orientation factors on both of the variables. On the other hand, those affected by the campaign were generally those both needing such information and paying more attention to it in general. Attitude change and behavior change were likelier to result among individuals reporting more need for prevention information and those paying greater attention to it when they received it. Thus, exposure to the initial "Detective Dog" campaign appears to have had some meaningful consequence for those accustomed to attending to and needing information from such campaigns in general. Further implications regarding the impact of the campaign on these chosen few out of the many called will form the basis of the forthcoming panel analyses.

CRIME, CRIME PREVENTION AND COMMUNICATION BEHAVIOR:
SOME PRELIMINARY CONSIDERATIONS

Apart from evaluation of the Advertising Council crime prevention campaign, the scope of the total research project involves the investigation of citizen communication behaviors vis a vis crime prevention overall and the development of strategies for more effective prevention campaigns. The data base from the national survey provides important groundwork on several fronts toward this effort. The results presented below can be viewed as a tentative summary for the purposes of: (1) Organizing preliminary findings concerning the relationships between citizen orientations toward crime and crime prevention and; (2) Providing an overview of characteristics of individuals holding varying crime and prevention orientations. Subsequent analyses of these data in conjunction with the panel survey effort will be carried out and tied to existing research and theory concerning prevention effectiveness in forthcoming reports.

Citizen Orientations Toward Crime and Crime Prevention

As might be expected, moderately high correlations were found between respondents' perceptions of their own vulnerability to crime, the degree of crime risk in their neighborhoods, and their previous experience with victimization (Table 29). More specifically, 34 percent of the respondents thought it "very" or "somewhat" likely that their residences would be broken into or burglarized within the next year, and 27 percent saw themselves as at least somewhat likely victims of personal attack or robbery within a year. Twenty-six percent regarded their neighborhoods as being at least somewhat unsafe at night and seven percent said their environs were dangerous enough to make them consider moving elsewhere. A noteworthy 24 percent had themselves been victims of crime during the past "few years" and 22 percent had members of their immediate family who had been victimized.

Respondents more interested in crime prevention were significantly likelier to also employ home protection devices and to engage in prevention-related activities. They also tended to feel more competent regarding crime prevention in terms of being more confident about being able to protect themselves, feeling more knowledgeable about prevention techniques, and seeing such techniques as more effective. Similarly, prevention competence was strongly associated with sense of individual responsibility for prevention as well as with prevention behaviors. Specific property protection devices most employed by respondents included having special locks on doors and windows (49 percent); outdoor security lights (49 percent); and theft insurance (48 percent). Moreover, 25 percent had personal security devices, e.g. guns, tear gas and the like, 16 percent had property engraved with identification, and 32 percent owned a dog at least partly for security reasons. Over half the sample said they "always" locked doors and windows, even when only away from home for a short time. Forty-six percent reported always leaving on their indoor lights, and 48 percent said that while on vacation they always had a neighbor watch the house.

Table 30 suggests that those citizens more prone to victimization are not necessarily always the ones with positive preventative orientations. While interest in prevention was higher among those with greater perceived vulnerability, victimization experience and neighborhood crime risk, prevention competence was unrelated to perceived vulnerability and negatively associated with neighborhood crime risk. While individuals in higher risk areas appeared to carry out more prevention activities, they were no more likely to employ property protection devices, perhaps for economic reasons. As is suggested in Tables 31 and 32, higher-income respondents saw less risk in their neighborhoods, but were likelier to have protection implements.

Generally, respondents seeing themselves as most vulnerable included those less educated, less satisfied with their neighborhoods, less trusting of other people and institutions, and more attentive to crime-related media content (Table 31). Those respondents seeing their neighborhoods as higher risk shared most these same

attributes, and as well earned lesser income, lived in lower class neighborhoods with which they were less satisfied, were less altruistic and less exposed to mass media. Interestingly, media crime attention was uncorrelated with neighborhood crime perception but positively related to perceived vulnerability. The possible role of the media in affecting more abstract feelings of vulnerability while not necessarily altering perceptions of one's more immediate environment has long been the subject of speculation, and it will be explored as pertinent to crime prevention in subsequent analyses.

The profile of respondents with victimization experience differed somewhat in that they tended to be more educated, older, more satisfied with their neighborhoods, more trusting of institutions, more media exposed, and more reliant on media for informational content, including PSAs. Thus while victimization is related to perceptions of risk, the fit is not all that close and several disparities exist among the make-ups of these groups. These will be pursued later by looking more closely at those respondents who were themselves victims, the nature of the victimization, and respondents who reported family members as victims.

While those respondents more interested in crime prevention in some ways resembled those likelier to be crime prone, persons feeling more competent in prevention techniques were decidedly different (Table 38). While the more interested were likelier to include women and those less trusting of others, the more competent tended to be male, younger, more educated, more altruistic and trustful of institutions. Those more interested or competent vis a vis prevention did not necessarily overlap with respondents utilizing protection devices or carrying out preventative activity. Greater property protection was positively associated with higher education and income levels, residing in "better" neighborhoods, and, higher altruism. Those engaging in more preventative activities were also likelier to be more highly

educated and altruistic, but tended to be older, female, and less trusting of others.

Put another way, these findings suggest such trends as:

--Younger persons feeling more competent regarding prevention, while carrying out fewer protective activities;

--Older persons not necessarily any more interested in prevention, while feeling at the same time less competent but taking more preventative steps;

--Women seeing themselves somewhat more at risk, being more interested in prevention, and doing more to protect themselves, but seeing themselves as much less competent at prevention.

--While less educated and lower income persons see themselves more at risk, they do less to protect themselves and feel less competent at it.

--The attribute appearing the most "congruent" vis a vis crime and prevention orientations is trust in people, with the less trustful seeing themselves likelier victims and at the same time being more interested in prevention and doing more activities, but not necessarily feeling more competent. Altruism appears to interact with trust in as yet undetermined ways.

The findings thus far imply a multiplicity of factors involved in crime and prevention orientations, and the interrelationships between the two.

Subsequent analyses will develop and investigate typologies of individuals whose differences seem relevant to future crime prevention communication strategies. For example, different targeting and message strategies might be used for such diverse groups as:

--Those perceiving themselves as more vulnerable and yet see their neighborhoods as relatively low risk;

--Those perceiving themselves more victimization prone overall, yet who are disinterested in prevention;

--Those perceiving themselves more victimization prone, and who are interested in prevention, yet feel less competent at preventative efforts, e.g. most women, given the data here;

--Those less victimization prone but highly oriented toward prevention.

These are but some of the likely cohorts. Future analyses involving both national sample and panel data will attempt to examine detailed characteristics of such groups, including their mass media usage and present responsiveness to prevention communication efforts.

APPENDIX

Summary of Indices Used

I. PSYCHOLOGICAL INDICES

A. Altruism. Sum score of the following items, divided into three levels.

Please tell me whether you agree or disagree with each statement on this card.

	Agree	Disagree	Don't know
a. Every person should give some of their time for the good of their neighborhood or town or city....	2	1	0
b. People who fail to finish a job they promised to do should feel very badly about it.....	2	1	0
c. We would be better off if we could live our own lives the way we want and not have to be concerned about doing things.....	1	2	0
d. In school I usually volunteered for special projects.....	2	1	0
e. Letting your neighbors down occasionally is not so bad, because you just can't be doing good for everybody all the time.....	1	2	0

B. Alienation. Sum score of the following Srole Anomia Scale items, divided into three levels.

I am going to read you some statements with which you may agree or disagree. From this card tell me how much you agree or disagree with each statement.

	Strongly agree	Agree	Don't know	Dis-agree	Strongly disagree
a. In spite of what some people say, the life of the average person is getting worse.....	5	4	3	2	1
b. It's hardly fair to bring children into the world with the way things look for the future.....	5	4	3	2	1
c. Nowadays a person has to live pretty much for today and let tomorrow take care of itself.....	5	4	3	2	1

	Strongly agree	Agree	Don't know	Dis-agree	Strongly disagree
d. These days a person doesn't really know who can be counted on.....	5	4	3	2	1
e. There's little use in writing to public officials, because they aren't really interested in the problems of the average person...	5	4	3	2	1

C. Trust in People. Sum score of the following University of Michigan Survey Center items, divided into three levels.

Generally speaking do you believe that most people can be trusted, or that you can't be too careful in dealing with people?	Can be trusted.....	2
	Can't be too careful.....	1
	Don't know.....	0
Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?	Try to be helpful.....	2
	Just look out for selves.....	1
	Don't know.....	0
Do you feel that most people would try to take advantage of you if they got a chance, or would they try to be fair?	Would try to be fair.....	2
	Would take advantage.....	1
	Don't know.....	0

D. Trust in Institutions. Sum score of the following items, divided into three levels.

How much of the time do you think you can trust the Federal Government in Washington to do what is best for the people?	Just about always.....	4
	Most of the time.....	3
	Some of the time.....	2
	Hardly at all.....	1
	Don't know.....	0
How much of the time do you think you can trust the local government here to do what is best for the people?	Just about always.....	4
	Most of the time.....	3
	Some of the time.....	2
	Hardly at all.....	1
	Don't know.....	0

And how much of the time do you think you can trust local police officers here to act honestly and fairly?	Just about always.....	4
	Most of the time.....	3
	Some of the time.....	2
	Hardly at all.....	1
	Don't know.....	0

2. INTERPERSONAL ACTIVITY INDICES

A. Neighborhood Integration. Sum score of the following items, divided into three levels.

Do you know most of the people in this immediate neighborhood, some of the people, or hardly any of the people in this neighborhood?	Most of the people.....	3
	Some.....	2
	Hardly any.....	1
	Don't know.....	0
All in all, is this the kind of neighborhood where people seem to go their own way, or is it the kind of neighborhood where people seem to be really concerned about each other?	Go own way.....	1
	Concerned about each other.....	2
	Don't know.....	0
Do you get along well with most of the people in this neighborhood, some of the people, or hardly any of the people?	Most of the people.....	3
	Some.....	2
	Hardly any.....	1
	Don't know.....	0
About how often during the past seven days have you had talks with people in this neighborhood, that is, with people who are not in your own family and household?	0 times.....	1
	1 - 3 times.....	2
	4 - 6 times.....	3
	7 or more times.....	4

B. Organizational Membership: Single item.

Altogether, how many organizations and clubs do you now belong to?	None.....	0
	One.....	1
	Two.....	2
	Three-four.....	3
	Five or more.....	4

3. MASS MEDIA ORIENTATION INDICES

A. Media Exposure. Sum score of the following items, divided into three levels.

On the average weekday, how much time do you usually spend watching television from the time you get up until you go to sleep?	Less than two hours.....	1
	2 to less than 4 hours.....	2
	4 or more hours.....	3
	Don't know.....	0
On an average weekday, how much time do you usually spend listening to the radio, both inside and outside your home?	Less than 2 hours.....	1
	2 to less than 4 hours.....	2
	4 or more hours.....	3
	Don't know.....	0
How much time do you usually spend looking at a newspaper on an average weekday?	None.....	0
	1-20 minutes.....	1
	21-40 minutes.....	2
	41-60 minutes.....	3
	61 minutes or more.....	4
	Don't know.....	0
About how many different magazines do you usually get to look at or read over a month's time?	None.....	0
	One.....	1
	2-3.....	2
	4 or more.....	3
	Don't know.....	0

B. Media Functions. Sum score of the following items, divided into three levels.

On this card are two approaches different people have to different activities. Both may apply to how you feel. But, please tell me the one statement, A or B, that applies to you more for each activity I will read to you.

	A. (Relaxation)	B. (Information)
Looking at or reading magazines?.....	1	2
Listening to the radio?.....	1	2
Watching television?.....	1	2
Looking at or reading newspapers?....	1	2

C. Sensitivity to Public Service Advertising. Sum score of the following items, divided into three levels.

Most advertisements and commercials advertise different products and other things that people can buy. But there are also other kinds of commercials and advertisements that tell people about how they can stay healthy, what they can do to help themselves, where to go for help at social service

agencies, and so forth. These are called public service announcements and advertisements, and they tell about things like traffic safety, cancer prevention, help with alcohol and drug problems, crime prevention and so on.

In general, how much attention do you give to public service ads:

	A lot	Some	Hardly any	Don't know
On television?.....	3	2	1	0
On radio?.....	3	2	1	0
In newspapers?.....	3	2	1	0
In magazines?.....	3	2	1	0

All in all, do you find public service ads to be very convincing, somewhat convincing, or hardly convincing at all?	Very convincing.....	3
	Somewhat convincing.....	2
	Hardly convincing.....	1
	Don't know.....	0
How helpful would you say are public service advertisements in making people like yourself aware of problems that may affect their well-being? Are they very helpful, fairly helpful, or hardly helpful at all?	Very helpful.....	3
	Fairly helpful.....	2
	Hardly helpful.....	1
	Don't know.....	0
In terms of helping people like yourself to solve problems they may have, would you say that public service advertisements are very helpful, fairly helpful, or hardly helpful at all?	Very helpful.....	3
	Fairly helpful.....	2
	Hardly helpful.....	1
	Don't know.....	0
Have you yourself ever written or phoned in to get more information about something you heard or read about in a public service advertisement?	Yes.....	2
	No.....	1
	Can't recall.....	0
Can you tell me about any one particular recent public service ad that stands out in your memory?	Recalled.....	1
	Not recalled.....	0

4. CRIME COMMUNICATION ORIENTATION INDICES

A. Attention to Media Crime Content. Sum score of the folloiwng items, divided into three levels.

How often do you watch police, crime, or detective programs on televison? Do you watch them very often, sometimes, or hardly ever at all?

- Very often..... 3
- Sometimes..... 2
- Hardly ever..... 1
- Don't know, varies..... 0

How much attention do you ordinarily give to news about crime?

	A lot of attention	Some attention	Hardly any or none	Don't know
On TV?.....	3	2	1	0
On the radio?.....	3	2	1	0
In the newspapers?.....	3	2	1	0
In magazines.....	3	2	1	0

B. Discussion about Crime. Single item.

When you talk with neighbors and people you consider close to you, including family and friends, do you discuss things about crime very often, sometimes, or hardly ever at all?

- Very often..... 1
- Sometimes..... 2
- Hardly ever at all..... 3
- Don't know..... 0

5. CRIME ORIENTATION INDICES

A. Perceived Vulnerability. Sum score of the following items, divided into three levels.

How likely do you think it is that your residence will be broken into or burglarized during the next year--do you think it is very likely, somewhat likely, or not very likely?

- Very likely..... 3
- Somewhat likely..... 2
- Not very likely..... 1
- Don't know..... 0

How likely do you think it is that you personally will be attacked or robbed within the next year--do you think it is very likely, somewhat likely, or not at all likely?

- Very likely..... 3
- Somewhat likely..... 2
- Not at all likely..... 1
- Don't know..... 0

B. Victimization Experience. Sum score of the following items.

Have you yourself been a victim of a crime during the past few years?

- Yes..... 2
- No..... 1

Has any member of your imediate family (whether or not in same household) been a victim of a crime during the past few years?

- Yes..... 2
- No, don't know..... 1

C. Neighborhood Crime Risk. Sum score of the following items, divided into three levels.

How safe do you feel or would you feel being out alone in your neighborhood AT NIGHT--very safe, reasonably safe, somewhat unsafe, or very unsafe?

- Very safe..... 1
- Reasonably safe..... 2
- Somewhat unsafe..... 3
- Very unsafe..... 4
- Don't know..... 0

How dangerous do you think this neighborhood is compared to other neighborhoods in (name of "place" of your assignment, SEE p.1) in terms of crime? Do you believe it is much more dangerous, more dangerous, about average, less dangerous, or much less dangerous?

- Much more dangerous..... 5
- More dangerous..... 4
- About average..... 3
- Less dangerous..... 2
- Much less dangerous..... 1
- Don't know; can't tell..... 0

Is this neighborhood dangerous enough to make you think seriously about moving somewhere else if it were possible?

- Yes..... 2
- No..... 1
- Don't know..... 0

6. PREVENTION ORIENTATION INDICES

A. Prevention Interest. Sum score of the following items, divided into three levels.

Overall, would you say you are very interested, fairly interested, or hardly at all interested in crime prevention?

- Very interested..... 3
- Fairly interested..... 2
- Hardly interested..... 1
- Don't know..... 0

Compared to most other people, would you say you are more concerned about protecting yourself from crime, about as concerned as others, or less concerned than others are?

- More concerned..... 3
- About as concerned..... 2
- Less concerned..... 1
- Don't know..... 0

B. Prevention Responsibility. Single item.

When it comes to helping prevent crimes in a neighborhood like this, do you believe that individual citizens have more responsibility than the police, less responsibility, or equal responsibility with the police?

- More responsibility..... 3
- Equal responsibility..... 2
- Less responsibility..... 1
- Don't know..... 0

C. Prevention Competence. Sum score of the following items, divided into three levels.

How confident do you feel that you as an individual can do things to help protect yourself from crime--do you feel very confident, somewhat confident, or not very confident at all?	Very confident..... 3 Somewhat confident..... 2 Not very confident..... 1 Don't know..... 0
How much do you think you know about how to make yourself and your home less likely to be victimized by criminals--do you think you know a great deal, know some things, or don't you think you know much at all?	Know a great deal..... 3 Know some things..... 2 Don't know much..... 1 Don't know..... 0
Many people think that the crime rate can be reduced if ordinary citizens take more precautions to protect themselves, such as securing their homes against intruders. Others say that such precautions make little difference in reducing crime. What do you think? Do you think precautions taken by ordinary citizens can reduce the crime rate a great deal, somewhat, or hardly at all?	A great deal..... 3 Somewhat..... 2 Hardly at all..... 1 Don't know..... 0

E. Crime Prevention Activity. Sum score of the following items, divided into three levels.

On this card are some things people sometimes do to protect themselves against crime. (HAND RESPONDENT CARD). Would you read through them and tell me which things you never do?

Now, please read through the remaining things you do at least some of the time. Of those, which do you always do, which do you do most of the time, and which do you only do once in a while.

	Never	Once in while	Most of time	Always
Locking doors short time.....	1	2	3	4
Keeping doors locked.....	1	2	3	4
Locking windows screens short time.....	1	2	3	4
Leaving on indoor lights.....	1	2	3	4
Leaving on outdoor lights.....	1	2	3	4
When away notifying police.....	1	2	3	4
When away stopping delivery.....	1	2	3	4
When away neighbor watch.....	1	2	3	4
When away using a timer.....	1	2	3	4
Going out with someone else.....	1	2	3	4
Car instead of walking.....	1	2	3	4
Taking some protection.....	1	2	3	4
Avoiding places in neighborhood.....	1	2	3	4
Getting together with neighbors.....	1	2	3	4
Joining with neighbors.....	1	2	3	4

7. PREVENTION COMMUNICATION INDICES

A. Attention to Prevention Public Service Advertising. Single item.

Public service ads cover many different kinds of things overall. Hers is a list of some of the things that public service ads are concerned with. For each item on the card, please tell me how much attention you pay to public service ads dealing with that topic--do you usually pay a lot of attention, some attention, or hardly any attention at all to them?

	A lot	Some	Hardly any	Don't know
Crime prevention.....	3	2	1	0

B. Prevention Discussion. Single item.

When you discuss crime, how often do you exchange ideas about what citizens like yourself can do to prevent crime--very often, sometimes, or hardly at all?	Very often..... 3 Sometimes..... 2 Hardly ever at all..... 1 Don't know..... 0

C. Prevention Information Exposure. Single item.

Looking now at all sources of information--mass media, other people and the rest--how often in the past 12 months have you come across information on how to protect yourself and your household against crime? Have you seen or heard such information often, occasionally, or never?	Often..... 3 Occasionally..... 2 Never..... 1 Don't know..... 0

D. Prevention Information Attention. Single item.

Do you pay a lot of attention to this kind (prevention) information when you come across it, some attention to it, or not much attention at all?	A lot..... 3 Some..... 2 Not much..... 1 Don't know..... 0

E. Prevention Information Need. Single item.

Overall, how much of a need do you have at this time for that kind (prevention) information? Would you say that you have a great need, a small need, or hardly any need at all for such information?	Great need..... 3 Small need..... 2 Hardly any need..... 1 Don't know..... 0

APPENDIX B

TABLES 1-31

TABLE 1

DEMOGRAPHIC OVERVIEW OF THE SAMPLE
(N=1502)

AGE	%
18-24	16.4
25-34	25.1
35-54	29.5
55-64	15.2
65+	13.8

SEX	
Female	52.4
Male	47.6

RACE	
White	87.4
Minority	12.8

EDUCATION	
0-11 years	30.0
H.S. Diploma	36.2
Some College	18.0
College Degree	15.8

INCOME	
Under $10,000	11.7
$10.-14,999	32.0
$15,-24,999	35.1
$25,000+	21.2

EMPLOYMENT	%
Full Time	49.3
Part Time	10.7
Unemployed	39.9

OCCUPATION	
Operative	17.3
Craftsman	38.4
Clerical	19.5
Prof & Prop	24.9
N/A	42.2

MARITAL STATUS	
Married	68.3
Single	31.7

CHILDREN IN HOUSEHOLD	
None	49.8
1	19.7
2	17.3
3+	13.2

RESIDENCE	
Own	68.4
Rent	31.6

Table 1 (cont)

PERCEIVED SOCIAL CLASS	
Upper Middle	11.5
Middle	45.6
Working	38.2
Lower	4.8

RESIDENCE TYPE	
Single	75.3
Multiple	24.1
Other	0.6

NEIGHBORHOOD TYPE	
Upper Middle	39.3
Middle - Working	25.3
Working - Lower	35.3

WELFARE RECIPIENT	
Yes	9.3
No	90.7

LENGTH OF RESIDENCE	
Less than 1 year	13.3
1-4 years	30.1
5-12 years	22.5
13+ years	34.0

NEIGHBORHOOD SATISFACTION	
High	62.7
Moderate	32.4
Low	4.9

GEORGRAPHIC REGION	
NE	6.0
MA	18.0
ENC	19.0
WNC	8.1
SA	15.9
ESC	6.0
WSC	9.9
MT	4.1
PAC	13.1

COMMUNITY SIZE	
1 M +	
Central City	9.1
Suburb	8.9
250,000-1M	
Central City	13.8
Suburb	11.3
50,-250,000	
Central City	13.5
Suburb	13.4
Cities 10,-50,000	7.1
Towns under 10,000	22.9

TABLE 2

MESSAGE INTEGRATION (n=447)

Percent of those exposed who:	
Verbalized ad's intent	70.2%
Perceived ad as effective	64.4
Evaluated ad affectively as:	
More pleasing	51.2
More annoying	8.9
Neither	24.2
Saw message worth passing on	53.2
Indicated future behavior change	16.5

TABLE 3

MESSAGE EFFECTS (n=447)

Percent of those exposed who:	
Gained information	28.3%
Changed attitude	42.8
(more crime concerned: 34.8%)	
(more prevention confident: 28.0%)	
Changed behavior	14.7

TABLE 4

CAMPAIGN IMPACT BY MEDIA ORIENTATION INDICES[1]

	Campaign Exposure (N=1502)
Total Percent:	29.7%
MEDIA EXPOSURE	
Low	20.5[c]
Moderate	31.6
High	33.6
MEDIA FUNCTIONS	
More Relaxation	25.0[b]
Neither	31.4
More Information	33.7
PSA SENSITIVITY	
Low	21.2[c]
Moderate	29.4
High	38.2
MEDIA CRIME ATTENTION	
Low	22.4[c]
Moderate	28.2
High	37.1

[1] In all tables, the following nomenclature is used to indicate levels of statistical significance: a = $p < .05$; b = $p < .01$; c = $p < .001$. Levels of significance are generally used throughout the report to indicate strengths of association rather than tests of explicit hypotheses. As such, they are two-tailed. Significance levels are generally based upon tau c statistics where two ordinal measures are being compared. (We have regarded campaign exposure as ordinal rather than nominal in that those exposed have "more" exposure than those not exposed). In cases involving nominal categories, e.g. sex, the chi square statistic was used.

TABLE 5

CAMPAIGN IMPACT BY MASS MEDIA EXPOSURE

	Campaign Exposure (N=1502)
DAILY TV EXPOSURE	
Less than 2 hrs.	25.0%[b]
2 - 4 hrs.	28.6
4+ hrs.	35.5
DAILY RADIO EXPOSURE	
Less than 2 hrs	26.9[b]
2 - 4 hrs.	33.4
4+ hrs.	34.9
DAILY NEWSP. EXPOSURE	
0 - 20 min.	29.8
21 - 40 min.	30.0
41 - 60 min.	31.5
60+ min.	29.1
MONTHLY MAGAZINE EXPOSURE	
0 - 1 mag.	27.9
2 - 3 mag.	31.9
4+ mag.	33.1

TABLE 6

CAMPAIGN IMPACT BY MEDIA FUNCTIONS

	Campaign Exposure (N=1502)
TV FUNCTION	
Entert.	31.3%
Info.	27.6
RADIO FUNCTION	
Entert.	31.6
Info.	29.5
NEWSP. FUNCTION	
Entert.	27.9
Info.	32.1
MAGAZ. FUNCTION	
Entert.	31.7
Info.	31.2

TABLE 7

CAMPAIGN IMPACT BY PSA ORIENTATIONS

	Campaign Exposure (N=1502)
OVERALL ADV. INFLUENCE	
Low	27.5%[b]
Moderate	33.9
High	37.5
TV PSA ATTENTION	
Low	19.1[c]
Moderate	30.1
High	38.8
RADIO PSA ATTENTION	
Low	26.1[b]
Moderate	32.3
High	37.7
NEWSP. PSA ATTENTION	
Low	28.8[b]
Moderate	27.9
High	39.2
MAGAZ. PSA ATTENTION	
Low	28.9[a]
Moderate	28.5
High	38.0
PSA CREDIBILITY	
Low	24.5[b]
Moderate	30.3
High	39.0
PSA AWARENESS UTILITY	
Low	18.4[c]
Moderate	28.5
High	39.7

TABLE 7 (cont)

PSA ACTION UTILITY	
Low	23.0[c]
Moderate	31.6
High	39.1
PSA INFORMATION SEEKING	
No	27.9[c]
Yes	38.8

TABLE 8

CAMPAIGN IMPACT AND MEDIA CRIME ORIENTATIONS

	Campaign Exposure (N=1502)
TV CRIME ENT. EXPOSURE	
Low	22.8%
Moderate	31.1
High	39.2
TV CRIME ENT. REALISM	
Low	28.7
Moderate	33.2
High	34.9
TV CRIME NEWS ATTEN.	
Low	16.7[c]
Moderate	29.0
High	34.0
RADIO CRIME NEWS ATTEN.	
Low	22.7[c]
Moderate	32.2
High	37.1
NEWSP. CRIME NEWS ATTEN.	
Low	26.2[b]
Moderate	27.7
High	34.5
MAGAZ. CRIME NEWS ATTEN.	
Low	27.2[a]
Moderate	31.2
High	36.9

TABLE 8 (cont)

	Campaign Exposure (N=1502)
CRIME NEWS ADEQUACY	
Low	32.4
Moderate	32.2
High	27.5
CRIME PREV. NEWS ADEQUACY	
Low	31.6
Moderate	29.9
High	37.3
MEDIA CRIME ACCURACY	
Less Serious	30.6
As Serious	29.7
More Serious	31.8
MOST CREDIBLE CRIME SOURCE	
TV	34.4[a]
Radio	35.0
Newsp.	26.9
Magaz.	24.7

TABLE 9

REGRESSION ANALYSIS OF CAMPAIGN EXPOSURE BY MEDIA ORIENTATIONS (N=1502)

	Campaign Exposure Beta
Media Exposure	.04
Media Functions	.03
PSA Sensitivity	.11[a]
Media Crime Attention	.08[a]
	(R^2=.03)

TABLE 10

CAMPAIGN IMPACT BY DEMOGRAPHIC CHARACTERISTICS

	Campaign Exposure (N=1502)
Total Sample Percent:	29.7%
Demographics:	
AGE	
18-24	46.1[c]
25-34	30.6
35-54	28.5
55-64	21.1
65+	19.9
SEX	
Female	26.9[a]
Male	32.7
RACE	
White	29.1
Minority	31.6
EDUCATION	
0-11 yrs.	30.1
H.S. Diploma	30.8
Some College	31.6
College Degree	24.1
INCOME	
Under $10,000	25.3
$10-$14,999	31.7
$15-$24,999	30.1
$25,000+	27.6
PERCEIVED SOCIAL CLASS	
Upper Middle	25.2
Middle	29.9
Working	31.4
Lower	25.7
EMPLOYMENT	
Full Time	32.9[a]
Part Time	29.4
Unemployed	26.1

TABLE 10 (cont)

CAMPAIGN IMPACT BY DEMOGRAPHIC CHARACTERISTICS

	Campaign Exposure (N=1502)
Total Sample Percent:	29.7%
Demographics:	
OCCUPATION (R emp	
Operative	34.7
Craftsman	32.1
Clerical	29.6
Prof. & Prop.	31.9
MARITAL STATUS	
Married	28.9
Single	31.3
CHILDREN IN HH	
None	25.6[b]
1	34.5
2	30.7
3+	38.0
RESIDENCE	
Own	28.8
Rent	30.1
RESIDENCE TYPE	
Single	29.9
Multiple	29.2
Other	-
NEIGHBORHOOD TYPE	
Upper-Middle	26.7[a]
Middle-Working	29.6
Lower-Working	33.6
WELFARE RECIPIENT	
Yes	31.2
No	29.6
LENGTH OF RESIDENCE	
Less than 1 yr.	31.5
1-4 yrs.	32.2
5-12 yrs.	29.3
13 + yrs	27.1

TABLE 10 (cont)

CAMPAIGN IMPACT BY DEMOGRAPHIC CHARACTERISTICS

	Campaign Exposure (N=1502)
Total Sample Percent:	29.7%
Demograpics:	
NEIGHBORHOOD SATISFACTION	
High	27.4[a]
Moderate	32.6
Low	37.9
GEOGRAPHIC REGION	
NE	28.9[b]
MA	28.5
ENC	20.7
WNC	39.7
SA	42.3
ESC	26.7
WSC	28.9
MT	52.5
PAC	18.3
COMMUNITY SIZE	
1 Million +	
Central City	26.5[c]
Suburb	10.4
250,000-1M	
Central City	33.2
Suburb	21.9
50,000-250,000	
Central City	30.0
Suburb	24.3
Cities 10-50,000	44.3
Towns under 10,000	38.7

TABLE 11

REGRESSION ANALYSIS OF CAMPAIGN EXPOSURE
BY MEDIA ORIENTATIONS AND DEMOGRAPHICS (N=1502)

	Campaign Exposure Beta
Media Orientations	
Media Exposure	.09[a]
Media Functions	.05
PSA Sensitivity	.11[a]
Media Crime Attention	.05
Demographics	
Age	-.15[b]
Sex (1 = Female)	.07[a]
Education	-.07[a]
Income	-.04
Number of Children	.03
Neighborhood Type (1 = Upper)	.05
Neighborhood Satisfaction	-.04
	(R^2=.07)

CONTINUED

2 OF 4

TABLE 12

CAMPAIGN EXPOSURE BY AGE AND SEX (N=1502)

Percent exposed (total = 29.7%) for:

Age	Men	Women
18-24	46.0%	46.2%
25-34	32.7	28.4
35-54	32.1	25.4
55-64	23.3	19.0
65+	24.4	16.1

TABLE 13

CAMPAIGN EXPOSURE BY AGE AND CHILDREN IN HOUSEHOLD (N=1502)

Percent exposed (total = 29.7%) for:

Age	Households with children	Households without children
18-24	52.3%	36.2%
25-34	30.0	33.0
35-54	30.3	25.7
55-64	18.8	20.8
65+	19.9	20.2

TABLE 14

CAMPAIGN EXPOSURE BY AGE AND EDUCATION, INCOME, NEIGHBORHOOD TYPE (N=1502)

Percent exposed (total = 29.7%) for:

Education

Age	0-11 years	12 years	Some College	College Degree
18-24	49.3%	46.0%	41.3%	45.5%
25-34	42.6	31.8	28.7	25.4
35-54	33.0	25.8	36.0	17.2
55-64	18.0	25.9	24.0	9.5
65+	18.8	20.4	15.0	29.1

Income

Age	Under $10,000	$10,000-14,999	$15,000-24,999	$25,000+
18-24	42.8%	47.7%	39.7%	51.4%
25-34	33.3	33.9	29.5	27.5
35-54	34.2	26.3	31.3	25.7
55-64	17.6	22.5	22.5	17.1
65+	15.2	22.4	18.8	20.0

TABLE 14 (cont.)

Neighborhood Type

Age	Upper-Middle	Middle-Working	Lower-Working
18-24	48.5%,	41.8%	47.6%
25-34	30.3	29.4	32.0
35-54	23.4	25.7	37.3
55-64	18.3	18.6	27.1
65+	17.7	22.2	20.5

TABLE 15

CAMPAIGN IMPACT BY PSYCHOLOGICAL INDICES

	Campaign Exposure (N=1502)
Total Percent:	29.7%
ALTRUISM	
Low	22.0[c]
Moderate	32.9
High	35.0
ALIENATION	
Low	29.9
Moderate	30.1
High	28.9
TRUST IN PEOPLE	
Low	31.4[b]
Moderate	32.4
High	25.4
INSTITUTIONAL TRUST	
Low	36.1[b]
Moderate	27.8
High	28.3

TABLE 16

CAMPAIGN EXPOSURE BY AGE AND ALTRUISM, TRUST IN PEOPLE (N=1502)

Percent exposed (Total = 29.7%) for:

Age	High Altruism Low Trust	High Altruism High Trust
18-24	69.2%	40.0%
25-34	30.7	28.9
35-54	33.3	20.1
55-64	50.0	23.0
65+	12.5	36.0
TOTAL:	40.0%	26.6%

TABLE 17

REGRESSION ANALYSIS OF CAMPAIGN EXPOSURE BY MEDIA ORIENTATIONS, DEMOGRAPHICS AND PSYCHOLOGICAL ATTRIBUTES (N=1502)

	Campaign Exposure Beta
Media Orientations	
Media Exposure	.08[a]
Media Functions	.04
PSA Sensitivity	.11[a]
Media Crime Attention	.05
Demographics	
Age	-.14[a]
Sex (1 = Female)	.07[a]
Education	-.07[a]
Income	-.04
Number of Children	.03
Neighborhood Type (1 = Upper)	.05
Neighborhood Satisfaction	-.03
Psychological Attributes	
Altruism	.09[a]
Alienation	.01
Trust in People	-.03
Institutional Trust	-.06[a]
	(R^2 = .08)

TABLE 18

CAMPAIGN IMPACT BY INTERPERSONAL ACTIVITY INDICES

	Campaign Exposure (n=1502)
Total Percent:	29.7%
NEIGHBORHOOD INTEGRATION	
Low	31.8
Moderate	27.6
High	31.4
ORGANIZATIONAL MEMBERSHIP	
None	27.6
One	33.5
Two	31.7
Three-four	34.1
Five +	25.6

TABLE 19

CAMPAIGN IMPACT BY CRIME ORIENTATION INDICES

	Campaign Exposure (n=1502)
Total Percent:	29.7%
PERCEIVED VULNERABILITY	
Low	28.6
Moderate	28.3
High	30.8
VICTIMIZATION EXPERIENCE	
Low	27.5[b]
Moderate	30.7
High	42.1
NEIGHBORHOOD CRIME RISK	
Low	28.6
Moderate	31.5
High	26.9

TABLE 20

CAMPAIGN IMPACT BY PREVENTION ORIENTATION INDICES

	Campaign Exposure (n=1502)
Total Percent:	29.7%
PREVENTION INTEREST	
Low	24.5[c]
Moderate	34.4
High	33.1
PREVENTION RESPONSIBILITY	
Low	26.9
Moderate	30.3
High	31.9
PREVENTION COMPETENCE	
Low	19.1[c]
Moderate	24.3
High	38.2
PROPERTY PROTECTION DEVICES	
Low	29.0
Moderate	29.1
High	32.5
CRIME PREVENTION ACTIVITY	
Low	33.2[a]
Moderate	29.1
High	26.6

TABLE 21a

CAMPAIGN IMPACT BY DEMOGRAPHIC CHARACTERISTICS

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Sample Percent:	28.3%	42.8%	14.7%
Demographics:			
AGE			
18-24	31.9	46.3	19.4
25-34	28.7	40.4	14.4
35-54	26.2	40.7	14.4
55-64	22.9	41.7	13.6
65+	31.7	44.7	5.6
SEX			
Female	27.8	41.5	19.5[a]
Male	28.6	43.6	10.3
RACE			
White	27.4	42.1	14.0
Minority	33.9	41.4	17.6
EDUCATION			
0-11 yrs.	33.3	41.1	18.8
H.S. Diploma	28.7	48.1	13.5
Some College	18.8	40.0	13.6
College Degree	29.8	35.7	11.3
INCOME			
Under $10,000	29.5	41.5	20.0
$10-$14,999	31.8	44.2	18.3
$15-$24,999	24.8	40.3	10.5
$25,000+	28.7	41.9	13.6
PERCEIVED SOCIAL CLASS			
Upper Middle	31.6	41.7	18.8
Middle	26.5	42.6	14.2
Working	27.8	40.8	13.6
Lower	44.4	44.4	22.0
EMPLOYMENT			
Full Time	28.1	39.7	10.7[a]
Part Time	34.0	46.8	22.2
Unemployed	26.5	45.9	18.4

TABLE 21a (cont)

CAMPAIGN IMPACT BY DEMOGRAPHIC CHARACTERISTICS

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Sample Percent	28.3%	42.8%	14.7%
Demographics:			
OCCUPATION (R emp			
Operative	30.8	33.3	18.4
Craftsman	37.4	46.7	12.0
Clerical	22.0	40.0	20.8
Prof. & Prop.	23.2	38.8	4.8
MARITAL STATUS			
Married	28.3	43.4	14.3
Single	28.2	41.0	15.6
CHILDREN IN HH			
None	28.1	40.6	11.4
1	28.3	49.5	14.9
2	31.2	43.2	18.6
3+	24.7	35.2	21.2
RESIDENCE			
Own	27.1	41.7	12.6
Rent	32.6	42.8	16.7
RESIDENCE TYPE			
Single	27.3	42.9	14.0
Multiple	32.4	41.3	16.5
Other	-	-	-
NEIGHBORHOOD TYPE			
Upper-Middle	20.6[b]	32.9[b]	11.1
Middle-Working	31.3	47.0	16.5
Lower-Working	29.7	47.0	15.8
WELFARE RECIPIENT			
Yes	27.9	40.0	28.9[b]
No	28.1	43.1	13.1
LENGTH OF RESIDENCE			
Less than 1 yr.	27.0	41.9	16.7
1-4 yrs.	33.1	42.3	19.1
5-12 yrs.	25.3	43.8	11.1
13 + yrs	26.1	42.9	11.6

TABLE 21a (cont)

CAMPAIGN IMPACT BY DEMOGRAPHIC CHARACTERISTICS

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Sample Percent:	28.3%	42.8%	14.7%
Demograpics:			
NEIGHBORHOOD SATISFACTION			
High	23.7[a]	46.2	12.8
Moderate	35.4	49.0	16.9
Low	27.6	28.6	20.0
GEOGRAPHIC REGION			
NE	34.6	40.0	8.0
MA	26.0	28.9	11.8
ENC	28.8	51.8	17.6
WNC	25.0	31.3	14.0
SA	26.7	45.9	14.6
ESC	33.3	47.6	20.0
WSC	27.9	45.2	10.5
MT	31.3	53.1	21.9
PAC	30.6	50.0	17.1
COMMUNITY SIZE			
1 Million +			
Central City	27.8	19.4[a]	12.5
Suburb	35.7	28.6	9.1
250,000-1M			
Central City	24.6	40.3	15.9
Suburb	21.6	30.6	8.6
50,000-250,000			
Central City	24.6	46.6	16.1
Suburb	34.7	49.0	10.4
Cities 10-50,000	31.9	47.8	18.2
Towns under 10,000	29.3	49.2	16.8

TABLE 21b

CAMPAIGN IMPACT BY PSYCHOLOGICAL INDICES

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Percent:	28.3%	42.8%	14.7%
ALTRUISM			
Low	31.2	39.8	15.1
Moderate	30.5	43.2	14.0
High	22.9	45.3	16.1
ALIENATION			
Low	28.7	40.0	13.9
Moderate	29.2	44.3	14.4
High	27.8	41.8	15.3
TRUST IN PEOPLE			
Low	34.4[a]	43.2	17.9[a]
Moderate	27.3	42.9	15.7
High	23.7	41.7	10.4
INSTITUTIONAL TRUST			
Low	25.0	45.4	15.6
Moderate	30.3	40.0	14.9
High	28.6	47.8	12.5

TABLE 21c

CAMPAIGN IMPACT BY INTERPERSONAL ACTIVITY INDICES

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Percent:	28.3%	42.8%	14.7%
NEIGHBORHOOD INTEGRATION			
Low	24.4	39.2	11.8
Moderate	32.3	41.5	14.6
High	25.6	45.5	16.2
ORGANIZATIONAL MEMBERSHIP			
None	28.5	41.7	16.2
One	27.8	48.3	17.6
Two	23.1	39.1	10.2
Three-four	40.0	40.9	11.4
Five +	9.1	45.5	0.0

TABLE 21d

CAMPAIGN IMPACT BY MEDIA ORIENTATION INDICES[1]

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Percent:	28.3%	42.8%	14.7%
MEDIA EXPOSURE			
Low	27.7	34.4	14.0
Moderate	28.9	44.5	13.6
High	27.5	43.2	16.8
MEDIA FUNCTIONS			
More Relaxation	30.0	45.4	14.8
Neither	25.8	38.8	12.4
More Information	31.9	50.0	20.0
PSA SENSITIVITY			
Low	24.5	38.2	10.5[b]
Moderate	28.6	44.2	9.4
High	30.0	43.8	20.4
MEDIA CRIME ATTENTION			
Low			
Moderate			
High			

TABLE 22

CAMPAIGN IMPACT BY PSA ORIENTATIONS

For the Exposed Group (n=447):

	Information Gain	Attitude Change	Behavior Change
	28.3%	42.8%	14.7%
OVERALL ADV. INFLUENCE			
Low	25.6[a]	38.4[b]	10.6
Moderate	28.5	50.0	21.0
High	42.9	48.8	20.0
TV PSA ATTENTION			
Low	28.8	38.0	14.5
Moderate	27.6	41.7	12.2
High	28.5	45.6	17.6
RADIO PSA ATTENTION			
Low	26.2	37.2	10.8
Moderate	29.9	47.2	18.6
High	30.4	46.3	16.9
NEWSP. PSA ATTENTION			
Low	24.9	44.6	16.0
Moderate	30.7	38.5	13.2
High	31.3	46.3	15.6
MAGAZ. PSA ATTENTION			
Low	29.0	45.8	12.5
Moderate	28.2	40.3	17.5
High	26.2	38.5	14.8
PSA CREDIBILITY			
Low	13.6[b]	33.9[a]	3.7[a]
Moderate	28.6	42.9	15.7
High	35.9	47.5	18.6

TABLE 22 (cont)

For the Exposed Group (n=447):

	Information Gain	Attitude Change	Behavior Change
PSA AWARENESS UTILITY			
Low	17.1	23.1[b]	7.9[a]
Moderate	28.9	41.0	11.7
High	29.1	48.9	20.0
PSA ACTION UTILITY			
Low	20.4	35.2	9.4
Moderate	31.7	44.9	16.0
High	27.6	44.6	17.1
PSA INFORMATION SEEKING			
No	25.6	39.7[a]	13.5
Yes	26.7	49.6	18.3

TABLE 23a

CAMPAIGN IMPACT BY CRIME ORIENTATION INDICES

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Percent:	28.3%	42.8%	14.7%
PERCEIVED VULNERABILITY			
Low	27.9	39.5	12.9[a]
Moderate	27.8	42.9	15.2
High	33.9	43.2	16.9
VICTIMIZATION EXPERIENCE			
Low	27.9	41.8	15.6
Moderate	26.6	45.6	11.6
High	33.9	39.6	18.0
NEIGHBORHOOD CRIME RISK			
Low	31.2	37.5	15.5
Moderate	25.5	44.6	11.4
High	32.1	43.2	21.5

TABLE 23b

CAMPAIGN IMPACT BY PREVENTION ORIENTATION INDICES

	For the Exposed Group (n=447):		
	Information Gain	Attitude Change	Behavior Change
Total Percent:	28.3%	42.8%	14.7%
PREVENTION INTEREST			
Low	22.4	34.9[b]	9.1[c]
Moderate	34.6	46.2	16.5
High	26.1	50.0	21.4
PREVENTION RESPONSIBILITY			
Low	27.8	39.3	12.9
Moderate	29.1	44.8	10.5
High	27.9	43.2	17.5
PREVENTION COMPETENCE			
Low	19.7	29.3[a]	11.3
Moderate	27.6	41.7	14.7
High	30.0	46.1	15.5
PROPERTY PROTECTION DEVICES			
Low	24.7	41.4	10.8
Moderate	29.7	46.7	17.7
High	28.7	43.2	15.1
CRIME PREVENTION ACTIVITY			
Low	23.1	34.6[a]	9.5[c]
Moderate	34.0	46.1	13.9
High	26.9	48.4	21.9

TABLE 24

REGRESSION ANALYSIS OF EFFECT VARIABLES BY MEDIA ORIENTATIONS, DEMOGRAPHIC AND PSYCHOLOGICAL ATTRIBUTES (N=1502)

	Information Gain Beta	Attitude Change Beta	Behavior Change Beta
Demographics			
Age	.03	.01	-.04
Sex (1 = Female)	-.01	.10	-.13[a]
Education	-.00	-.02	-.12
Income	.04	-.01	-.05
Number of Children	-.03	-.05	.03
Neighborhood Type	.10	.08	.05
Neighborhood Satisfaction	-.10	-.06	-.03
Psychological Attributes			
Altruism	-.07	.05	-.02
Alienation	-.05	.05	-.07
Trust in People	-.11	.05	-.11
Institutional Trust	.09	.02	.05
Media Orientations			
Media Exposure	-.00	-.02	.05
Media Functions	-.04	.02	.05
PSA Sensitivity	.06	.02	.12[a]
Media Crime Att'n	-.01	.13[a]	-.04
	(R^2 = .06)	(R^2 = .08)	(R^2 = .10)

TABLE 25

REGRESSION ANALYSIS OF EXPOSURE TO CRIME PREVENTION INFORMATION (N=1502)

	r	Beta
Age	-.09[b]	-.03
Sex (F=1)	-.04	-.03
Education	.09[b]	.02
Income	.06	.01
Neighborhood Type (Upper=1)	-.03	.02
Neighborhood Satisfaction	.01	.01
Children in Household	.09[b]	.05
Altruism	.13[c]	.04
Alienation	-.12[b]	-.10[a]
Trust in People	.00	-.05
Institutional Trust	.05	.02
Media Exposure	.20[c]	.12[a]
Media Functions (Ent.=1)	.12[b]	.06[a]
PSA Sensitivity	.22[c]	.14[a]
Media Crime Att.	.20[c]	.11[a]
Perceived Vulnerability	.09[b]	.03
Victimization Experience	.12[c]	.06[a]
Neighborhood Crime Risk	-.02	-.02
		(R^2=.16)

TABLE 26

REGRESSION ANALYSIS OF ATTENTION TO CRIME PREVENTION INFORMATION (N=1502)

	r	Beta
Age	.06	.07[a]
Sex (F=1)	-.09[b]	-.08[a]
Education	-.02	-.04
Income	-.01	-.01
Neighborhood Type (Upper=1)	-.02	.02
Neighborhood Satisfaction	.04	.02
Children in Household	.04	.02
Altruism	.11[b]	.06
Alienation	.05	-.03
Trust in People	-.08[a]	-.06
Institutional Trust	.01	.09[a]
Media Exposure	.06	.01
Media Functions (Ent.=1)	.04	.01
PSA Sensitivity	.27[c]	.17[a]
Media Crime Att.	.26[c]	.09[a]
Perceived Vulnerability	.14[c]	.12[a]
Victimization Experience	.09[b]	.01
Neighborhood Crime Risk	.12[b]	.00

TABLE 27

REGRESSION ANALYSIS OF PERCEIVED NEED FOR CRIME PREVENTION INFORMATION (N=1502)

	r	Beta
Age	-.04	-.02
Sex (F=1)	-.18[c]	-.13[a]
Education	-.05	-.01
Income	-.05	-.03
Neighborhood Type (Upper=1)	-.01	-.04
Neighborhood Satisfaction	-.06	.01
Children in Household	.03	-.04
Altruism	.06	.04
Alienation	.07[a]	.02
Trust in People	-.08[a]	-.03
Institutional Trust	.00	.04
Media Exposure	.02	-.04
Media Functions (Ent.=1)	-.04	-.08[a]
PSA Sensitivity	.21[c]	.15[a]
Media Crime Att.	.13[c]	.07[a]
Perceived Vulnerability	.23[c]	.15[a]
Victimization Experience	.13[c]	.06
Neighborhood Crime Risk	.19[c]	.09[a]

(R^2=.17)

TABLE 28

INTERCORRELATIONS AMONG CRIME AND
CRIME PREVENTION ORIENTATIONS (N=1502)

	Perceived Vulnerability	Victimization Experience	Neighborhood Crime Risk
Perceived Vulnerability	---	.25[c]	.24[c]
Victimization Experience		---	.13[c]
Neighborhood Crime Risk			---

	Prevention Interest	Prevention Responsibility	Prevention Competence	Property Protection	Prevention Activity
Prevention Interest	---	.06	.09[b]	.15[c]	.23[c]
Prevention Responsibility		---	.18[c]	.06	.06
Prevention Competence			---	.15[c]	.08[a]
Property Protection				---	.27[c]
Prevention Activity					---

TABLE 29

CORRELATIONS BETWEEN CRIME AND
CRIME PREVENTION ORIENTATIONS (N=1502)

	Perceived Vulnerability	Victimization Experience	Neighborhood Crime Risk
Prevention Interest	.25[c]	.15[c]	.22[c]
Prevention Responsibility	.07[a]	.06	-.03
Prevention Competence	.03	.07[a]	-.12[b]
Property Protection Devices	.14[c]	.16[c]	-.02
Prevention Activity	.18[c]	.07[a]	.17[c]

TABLE 30

CRIME ORIENTATIONS BY DEMOGRAPHIC AND PSYCHOLOGICAL CHARACTERISTICS AND MEDIA ORIENTATIONS (N=1502)

	Perceived Vulnerability	Victimization Experience	Neighborhood Crime Risk
Age	-.01	.10[b]	.00
Sex (F=1)	-.04	.00	-.19[c]
Education	-.09[b]	.07[a]	-.15[c]
Income	.00	.05	-.16[c]
Neighborhood Type (Upper = 1)	-.01	.01	.16[c]
Neighborhood Satisfaction	-.18[c]	.13[c]	-.31[c]
Children in Household	.05	.06	.02
Altruism	.02	.05	-.09[b]
Alienation	.11	.03	.20[c]
Trust in People	-.12[b]	.06	-.24[c]
Institutional Trust	-.11[b]	.09[b]	-.12[b]
Media Exposure	.06	.07[a]	-.09[b]
Media Functions (Ent. = 1)	.07[a]	.10[b]	-.02
PSA Sensitivity	.06	.09[b]	.00
Media Crime Att.	.14[c]	.06	.03

TABLE 31

CRIME PREVENTION ORIENTATIONS BY DEMOGRAPHIC AND PSYCHOLOGICAL CHARACTERISTICS (N=1502)

	Prevention Interest	Prevention Responsibility	Prevention Competence	Property Protection	Prevention Activity
Age	.01	-.05	-.11[b]	.01	.08[a]
Sex (F=1)	-.13[c]	.03	.12[b]	-.01	-.19[c]
Education	-.02	.04	.10[b]	.14[c]	.12[b]
Income	-.03	.01	.02	.18[c]	.05
Neighborhood Type (Upper=1)	.04	.00	-.01	-.15[c]	.05
Neighborhood Satisfaction	.09[b]	.00	.05	.07	.02
Children in Household	.05	.01	.01	-.03	-.05
Altruism	.08[a]	.02	.25[c]	.14[c]	.10[b]
Alienation	.10[b]	.03	.11	.06	.01
Trust in People	-.16[c]	-.07[a]	-.01	.00	-.07[a]
Institutional Trust	-.06	-.04	.09[b]	.05	.06
Media Exposure	.07[a]	.04	.12[b]	.18[c]	.12[b]
Media Functions (Ent=1)	.00	.05	.08[a]	.08[a]	.05
PSA Sensitivity	.15[c]	.05	.14[c]	.11[b]	.12[b]
Media Crime Att.	.20[c]	.07[a]	.10[b]	.06	.05

86579

CITIZENS' REACTIONS TO A NATIONAL CRIME PREVENTION CAMPAIGN: A PANEL SURVEY EVALUATION

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TABLE OF CONTENTS

Table of Contents
Page 5

INTRODUCTION

This report is a preliminary overview of several of the major findings of a three-community panel survey aimed at evaluating the impact of the first phase of the Advertising Council's "Take a Bite Out of Crime" crime prevention information campaign.

The panel study was conducted in parallel with a post-campaign national sample survey. The purpose of the panel investigation was to provide over-time data with relevant control procedures to allow for greater specificity of causal relationships than the more descriptively-oriented national study allowed.

The data were gathered across two waves of personal interviews with a probability sample of 517 adult residents of the greater Buffalo, Denver and Milwaukee metropolitan areas. Interviews were conducted in September 1979, prior to the start of the campaign, and again in April-May 1980, when the campaign was several months underway.

Within the panel, the overall rate of exposure to the "Detective Dog" advertisements was somewhat lower than in the national sample (18 percent versus 30 percent). However, the overall pattern of those exposed in the panel did not differ sharply from that of the national cohort. It was clear from the analysis across time that persons who had been initially more concerned about crime per se and in need of prevention-related information were likelier to report subsequent exposure to the advertisement. Persons' initial feelings and behaviors about prevention itself, on the other hand, were largely unrelated to

exposure. Those exposed also tended to be from lower social status groups, and were heavier attenders to crime-related mass media content. Thus to the extent that communication selectivity processes did play a role here, the ad appeared to reach those more in need of the information rather than those simply interested in the topic of crime prevention regardless of their own potential for threat.

The effects of the campaign on those exposed were primarily examined through various pre-to-post measure change score analyses, with a variety of statistical controls inserted. In sum, exposure to the advertisement appeared to increase concern about both crime and crime prevention among those who initially saw themselves more at risk, including members of middle-to-lower social status groups. Campaign exposure also notably appeared to increase respondents' engagement in various crime-prevention related activities. However, such increases in preventive activity were largely found among persons who initially saw themselves somewhat less at risk, including larger segments of the working and middle class. Across most social groupings, exposure to the ads was associated with increased likelihood of individuals seeing their neighborhoods as dangerous, and their property as being more vulnerable.

Over the sample as a whole, campaign exposure was not found to be associated with changes in respondents' sense of personal responsibility for crime prevention, level of confidence in helping prevent crime, perceived knowledge of prevention techniques, perceived effectiveness of prevention techniques, or increased use of household security devices.

Generally, the advertisement left a mark on a sizeable proportion

of the citizens composing its audience, and in many cases the result appears to have been in line with the overall goals of the campaign. However, in too many other instances the desired results were obviously not obtained.

The present report serves as a quite general overview summary of what we regard at this point as the most important findings emerging out of the panel analyses. With the major trends from both the panel and national sample data having been identified, inferences drawn from the two conjointly, along with additional illustrative analyses as warranted, will form the core to the forthcoming draft of the final report.

METHODOLOGY AND ANALYSIS PLAN

The overall design called for a two-wave panel survey consisting of personal interviews conducted at two time points with an initial probability sample of 1,050 persons over age 17 drawn proportionately from three U.S. metropolitan areas. On the basis of previous experience, reliability of performance and cost effectiveness, Research Services, Inc. was contracted to perform the sampling and field work, utilizing a questionnaire developed by the Center for Mass Communication Research and Policy (CMCRP) staff. Study Director for Research Services was John Emery, president of the organization, assisted by Ruby Standage as Field Director.

Questionnaire Development

Questionnaire items were developed according to the criteria of their assisting in meeting the research goals envisioned for the panel survey phase of the study, their compatibility with the concurrent national sample study, and their comparability with previous crime prevention-related survey efforts. Initial drafts of the questionnaire were reviewed by the LEAA project monitors. The final draft of the first wave survey questionnaire was pretested by Research Services in Denver during the first week of September 1979. Three experienced interviewers conducted ten pretest interviews each, for a total of 30. The interviewers were debriefed by Research Services and CMCRP staff members, and some further relatively minor modifications were made in the instrument.

The same procedure was followed for the second wave survey questionnaire, which was pretested during the final week of March 1980.

Sampling

The population examined included civilian non-institutional persons aged 18 and over, residing in the Buffalo, Denver and Milwaukee metropolitan areas. The three locales were chosen to provide diversity in regional characteristics and crime rate profiles, while assuring an adequate media mix for at least potentially moderate distribution of the "Detective Dog" campaign materials. (It should be noted that at the time of site selection, and indeed throughout the project, there was no way of determining which locales across the country might have greater or lesser access to the campaign, because of the reliance upon gratis placement public service advertisements. It was also impossible to determine precisely when the campaign might have peak play periods in various parts of the country.)

A goal was to have a final sample size of 650-750, with each respondent having been interviewed in September and again the following April. In order to accomplish that while allowing for mortality within the panel, a sample size of 1,050 was specified for the first wave of interviews, including 350 completed interviews in each of the three communities. Sampling points within each community were determined by drawing addresses from the telephone directory by a systematic random sampling procedure, offering a representative cross section of each community approximately proportionate to population density. At each so-designated sampling point, interviewers were instructed to start next

door to the address listed and move clockwise around the block or area until one interview was completed. Interviewing hours were varied to help achieve proper representation of employed and unemployed men and women.

Interviewing Recruitment and Supervision

Interviewing was conducted by Research Services' own trained interviewing staff in Denver and by the experienced staffs of affiliated survey research firms in Buffalo and Milwaukee. Each interviewer received written instructions for potential problem areas, and participated in an extensive pre-field work training session. The training sessions in Denver were held a few days prior to those in the other locales, and were attended by the CMCRP Project Director to help assure clarity of instructions. Interviewers' work in each community was consistently monitored by field supervisors, and Research Services and CMCRP staff maintained close telephone contact with all field supervisors to resolve any sampling or interviewing problems that arose during the course of the survey. A validation check was made on ten percent of the completed interviews.

Field Work

Interviewing for the first wave of the survey was conducted in respondents' homes during September 7-23, 1979, with the prevention campaign having been projected to begin Sept. 24. A total of 1,049 usable interviews were completed. Interviews were attempted at 1,477

households, yielding a response rate of 71 percent. The first wave sample is described demographically in Table 1.

The second wave of interviews was conducted during the month of April 1980, with a few carrying over into early May. At each household, the interviewer asked by name for the person who had been interviewed previously, ascertained that the respondent recalled having been interviewed, and further identified the respondent as being in the correct age and sex range.

It had been anticipated, based upon previous experiences with panel surveys spanning several months, that the attrition rate between the two waves would run between 30 and 40 percent. Unfortunately, only 517 percent of the initial 1,049 respondents were recovered on the second round of interviews, despite almost monumental efforts on the part of the Research Services staff. Reasons for attrition are summarized in Table 2. In debriefing of interviewers, it appeared that at least in some cases refusals resulted from what respondents saw as the "touchy" subject area of the initial interview, and not wanting to repeat the experience.

Given the 51 percent mortality rate, it was gratifying to find no obvious sources of at least demographic bias in those reinterviewed versus those not. In fact, the composition of the full panel group compared quite closely with that of the initial sample (Table 1).

Analysis Preparation

Research Services submitted the data from each wave of the survey in punch card form, as well as their own marginal tabulations based on the data. The data were processed on the University of Denver Computing Center's Burroughs 6500 computer, and minor editing procedures were carried out to assure maximum utility of the data. All analyses presented and referred to below were carried out by CMCRP staff, typically using Standard Package for the Social Sciences library programs.

Statistical Techniques

Most of the analyses presented within this interim report are based upon cross tabulations and mean score analyses, with an aim toward taking maximum advantage of the two-wave quasi-experimental panel design for inference-building purposes. In several instances multivariate correlational analyses were incorporated as well, primarily for the purposes of exerting simultaneous control over several extraneous variables likely to confound changes in respondent attributes hypothesized as resulting from exposure to the campaign itself. The appropriateness of such techniques, including multiple regression analysis, given the limitations of the data, has been the source of some debate. Our view generally follows that of many sociologists who argue the advantages in exploratory power and efficiency to be gained by the use of such techniques override the theoretical risks involved of not always meeting some of the more stringent mathematical assumptions of the models. In any case, we have used the techniques here more to address relative power of prediction of given independent variables than to build and test multivariate equations per se.

We have then relied upon cross tabulation and mean score analyses to more specifically test relationships suggested by the multivariate methods.

General Plan for Analysis

The advantages of the "before-after" field design utilized here were first put to use in examining respondent dispositions prior to the campaign which were most associated with subsequent campaign exposure, and then mainly relying upon pre-to-post measure change scores as relatively objective indicators of campaign effects. Respondents' self-reports as to whether they recalled having been exposed to the advertisements served as the basis for separating the sample into an experimental group (those exposed) and a control group (those unexposed). After the investigation of selectivity factors in exposure to the ad, potential effects of that exposure in terms of changes in crime prevention, crime, and general psychological orientations were studied by means of both simple group comparison tests and more stringent multivariate control procedures. Thereafter, analyses focused on specific types of campaign effects within various kinds of audiences, with an eye toward subsequently integrating the respondent typologies identified here with those noted in the national sample, and arriving at reasoned communication strategies for targeting crime prevention information to the public.

EXPOSURE TO THE CAMPAIGN: PANEL ANALYSIS

Persons more concerned about crime and in need of prevention-related information were likelier to recall the advertisement. Those already having more positive dispositions toward prevention were no more likelier to recall it. Those exposed also tended to be from lower social status groups, and heavier attenders to crime-related mass media content overall.

Ninety-three respondents (18 percent) recalled having been exposed to at least one of the "Detective Dog" advertisements. (Respondents were classified as having been exposed if they either: (1) Mentioned the ad when they were asked to describe any one particular recent public service ad that stood out in their memory; or (2) Indicated recognition of the ad when shown to them by the interviewer.) Seventeen respondents mentioned the ad without interviewer aid. Seventy-eight percent reported that they had seen the ad on television, with the remaining responses about evenly distributed over other media.

The more definitive overview of what kinds of people were exposed to the campaign, or at least recalled having been, in terms of demographic and other more objective indicators appears in the report of the national survey sample analysis. The purpose of this review of panel analysis data regarding exposure is to examine some of the more psychologically based predictors of exposure, taking advantage of data gathered in interviews prior to the campaign without fear of their having been contaminated by exposure itself. It should be noted that, as is indicated above, the panel sample has limited generalizability, particularly as compared to the national sample. The group considered includes only residents of three mid-sized metropolitan areas, and is predominantly female. Nevertheless, while the demographic characteristics may be somewhat suspect, we feel that we have an adequate

cross-section of the individual orientations to mass media, crime and crime prevention noted below.

Speaking first to demographic indicators, however, the results by-and-large concur with those of the national survey, with the exceptions that younger persons were not as strongly inclined to be exposed, nor were men (Table 3). But the overall pattern held in that those likelier to be exposed included lesser educated, lower income, and working class neighborhood persons. Those with children in the home also tended more to fall into the exposed cohort. Also in general agreement with the national results were findings, albeit nonsignificant, that persons higher in overall media exposure and more attentive to public service advertisements tended to be exposed to the campaign (Table 4). Similarly, those paying greater attention to crime-related content in the media were significantly more likely to recall the ad. Sensitivity to PSAs in general failed to be the significant predictor here that it was in the national sample.

However, in at least one sense, there is little support found for the classic selective exposure (or retention) hypothesis that individuals more interested in or concerned about a subject are likelier to be exposed. Respondents' concern about crime prevention, sense of responsibility concerning prevention, feeling of competence regarding prevention, and behaviors taken regarding prevention were all unrelated to exposure to the "Detective Dog" campaign (Table 5). Apparently, existing dispositions regarding prevention per se were not a relevant factor in determining exposure to this ad.

On the other hand, feelings about and experiences with crime itself were more productive in that regard. Having been victimized, as well as perceiving one's neighborhood as being more dangerous in terms of crime, were both significantly predictive of campaign (Table 6). Moreover, respondents

who indicated a need prior to the campaign for more information about crime prevention were significantly likelier to have been exposed, as were those who expected to pay greater attention to prevention-related information which they encountered (Table 7).

The relative strengths of these blocks of variables is further illustrated in the regression analysis depicted in Table 8. Crime orientations emerge as the only significant predictors, save for media crime attention.

At this juncture we might infer that exposure to the "Detective Dog" ad was in large part generated by concern over crime and perhaps a felt need for more information on how to cope with it. Individuals more concerned with prevention per se were if anything less likely to have been exposed. At least in this sense, the campaign appears to have reached an appropriate target audience.

EFFECTS OF THE CAMPAIGN: PANEL ANALYSIS

Exposure to the advertisement appeared to primarily increase concern about crime prevention and prevention-related activities. However, change in each of these varied over social groups. Generally, concern appeared to increase among those who initially saw themselves more at risk, while prevention activities tended to increase among those previously seeing crime as less of a threat. Moreover, campaign exposure appeared to increase individuals' perceptions of their neighborhoods as dangerous, and their own vulnerability to crime.

The campaign-exposed and unexposed groups were compared in terms of the amount of change respondents demonstrated on measures of numerous criterion variables over the two waves of the panel. Three sets of criterion variables were examined: (1) Those depicting crime prevention orientations, the focal point of the campaign; (2) Those representing orientations toward crime itself; and (3) Measures of more general social and political attitudes. In addition to the obvious need to investigate as fully as possible the effects of the campaign on prevention-related concerns and behaviors, it was thought that the campaign might well have more subtle consequences on how the audience felt about crime, as well as about other related aspects of the social and political environments.

The analytic plan to be followed below includes first comparing the mean change scores for the exposed versus the unexposed groups. While this provides many insights into probable campaign effects, it does nothing to control for the possible effects of extraneous variables on the change scores. Toward that end, the second stage of analysis involves a rather stringent procedure utilizing multiple regression analysis. While we obviously cannot control for all possible stimuli which may have impinged

upon either exposure to the campaign or changes in pertinent scores between the two waves of interviews, we can at least take efforts to minimize interference from the more obvious ones. Among the most likely of these were: (1) Respondent encounters with other crime prevention campaign efforts between the waves of interviewing; (2) Increased exposure to crime-related mass media content during that period; and, of course, (3) Direct encounters with crime during that period. Measures reflecting each of these stimuli were inserted into the regression equation. Specifically, these included whether the respondent had heard about any crime prevention activities in their locales since the pretest (Prevention Activities Index); the Media Crime Attention Index; and the Victimization Experience Index.

As a more conservative device, we also chose to include in the equation as control variables the block of seven primary demographic indicators most associated with crime and prevention orientations, including age, sex, education, income, children in household, neighborhood type and neighborhood satisfaction. It appeared likely that any unidentified extraneous variables tending to influence the change scores would do so unevenly across at least some of those demographics, and thus "controlling" for the demographics would help minimize their impact. It was also hoped that this would minimize any effects based upon interaction between the pretest interviewing round and exposure to the campaign or other between-interviews stimuli.

Following these regression analyses, we will then examine differences in how various kinds of respondents appear to have been influenced by the campaign. While rather small sample sizes in some cases limit our inferences, the trends are often illustrative.

Crime Prevention Orientations

The mean change scores for the crime prevention orientation indices for the campaign-exposed and unexposed groups are presented in Table 9. In terms of attitudes toward crime prevention, the exposed group significantly differed from the unexposed only in that they became more concerned about prevention between interviewing waves. Strong yet nonsignificant differences were found in the direction of those exposed indicating that they felt more confident about protecting themselves from crime, more knowledgeable about prevention techniques, and accorded greater effectiveness to citizen preventative efforts. It should be noted that among those exposed, all precampaign to postcampaign changes on attitudinal measures were positive, except for prevention responsibility. The campaign had no discernible impact on individuals' feelings as to how much responsibility citizens had for helping to prevent crime.

As for changes in reported prevention behaviors among the respondents, those exposed were significantly likelier than those not exposed to have taken more actions to protect themselves and to have looked out for possible crime in their neighborhoods. In fact, the exposed group reported greater change on every one of the specific protective actions, except for door-locking (Table 10). Observing activity did not actually increase significantly among those exposed to the campaign, but rather it decreased among those not exposed. Seasonal variation, among other possible factors, may have played a role here. Utilization of property protection devices and reporting of crime to law enforcement authorities were both down slightly for the exposed and unexposed groups between interview rounds, at a minimum suggesting scant campaign impact upon them. Crime prevention organizational activity appeared likewise unaffected.

The campaign-exposed were likelier to indicate that they anticipated both carrying out more prevention activities in the future and paying more attention to prevention information when exposed to it. Both groups indicated a lesser need for information about prevention, perhaps in part a consequence of interviewing effects.

When additional controls were applied to the above relationships through regression analysis, most of the significant associations held (Tables 11 through 23). In Table 11, for example, concern about prevention at Time 2 served as the dependent variable, with Time 1 prevention concern entered in the first block of the hierarchical regression equation, allowing it to explain as much of the variation in the Time 2 score as it could. In the second block of the equation, the demographic indicators were included for the above-noted purpose of serving as an "overall" control on unspecified extraneous variables. The third block consisted of three variables seen as likely to affect prevention concern as well as the other dependent variables: (1) Victimization experience; (2) Attention to crime in the media overall; and (3) Exposure to other prevention campaigns. Finally, exposure to the "Detective Dog" campaign is entered as a dummy variable in the fourth block. Thus, the impact of campaign exposure alone is assessed when the influences of all previous factors have been "controlled out," and the association remains significant. It was also found that increased attention to media crime content in general was related to higher concern about prevention. (The possibility remains that additional variation within this model may be explained by effects of interactions between the independent variables. Those were not directly tested for at this stage, given our primary purpose of determining the simple strength of campaign influences when other factors are controlled for. The more important interactive possibilities, e.g. demographics by exposure, are considered below.)

The other crime prevention attitudinal variables remained unrelated to campaign exposure, or to any other likely factors. Indeed, the total proportion of variance explained in the attitudinal measures by all of the independent variables considered never exceeded 10 percent.

Among the crime prevention behaviors examined, only observing activity was significantly predicted by campaign exposure (Table 18), with the Beta value for overall prevention activity falling just short of significance (Table 17). Observing activity was also predicted by exposure to other prevention-related content. Somewhat curiously, victimization experience positively predicted use of property protection devices, but did not predict the more active forms of prevention behavior. Interestingly, women were more likely than men to have increased prevention activities between interviewing waves, and one can only speculate as to whether the first round of interviewing may have had a differential impact on women.

Campaign exposure continued to significantly predict anticipations of both increased prevention activity and greater attention to prevention-related messages (Table 21). Attention to crime-related media content also predicted anticipated prevention activity (Table 23).

More detailed analyses suggest that certain types of respondents were likelier to shift on specific change indices than were others. Although the relatively small sample size limits statistical inferences in many cases, the trends are noteworthy. For example, increases in concern about prevention and confidence in protecting oneself were more apparent among exposed men than women, the lesser educated, those in lower to middle income groups, residents of working class neighborhoods, and particularly those well-satisfied with their neighborhoods (Tables 24 to 36). Moreover, concern was likelier to rise among exposed persons who perceived themselves

initially as more vulnerable to victimization and residing in higher risk areas, among the more alienated, and the less trustful.

Engagement in prevention activities seemed likelier among campaign-exposed younger persons, those with children in the home, middle-income groups, those in working class neighborhoods, those more satisfied with their neighborhoods, and those feeling less vulnerability to crime. A quite low correlation coefficient of .08 between the prevention concern and prevention activity change scores further suggests that those affected attitudinally were dissimilar from those affected behaviorally. Increased observation activity was found more among those exposed who were over age 55, in lower income groups, and more satisfied with their neighborhoods. Exposure appeared to have more impact on expected future prevention behavior among the college-educated, those with children, and those more satisfied with their neighborhoods. Those who recalled the campaign and said they would pay more attention to prevention-related information in the future tended to be in the lesser-educated and lowest income group.

It should be noted that overall, campaign exposure had no discernible effect on such criteria as sense of individual responsibility for crime prevention, one's level of confidence in helping to prevent crime, perceived knowledge of prevention techniques, perceived effectiveness of prevention techniques, or increased use of household security devices.

Thus, there appears to be some indirect evidence at this point that while exposure to the campaign intiated a rise on concern about prevention among those already somewhat concerned about crime per se, it also elicited an increase in prevention activity among persons who initially perceived crime as less of a threat.

Crime Orientations

The analysis of change scores on crime orientation items by whether or not respondents were exposed to the campaign revealed a significant difference in only one case: Citizens who were exposed perceived their neighborhoods as more dangerous during daytime hours than did those not exposed (Table 37). However, for all other crime orientation items the tendency was for campaign exposure to be positively associated with perceptions of increased crime in the neighborhood and greater vulnerability to crime. Moreover, when the control variables were inserted into the regression analysis, campaign exposure emerged as a significant predictor of neighborhoods being seen as more dangerous both at night as well as during the day, and increased likelihood of having one's home broken into or burglarized (Tables 38 to 43). In each of those cases, it appears that women were more affected by exposure than were men (Table 44). And, the lesser educated seemed to have their perceptions of neighborhood safety more influenced by exposure than did college educated (Table 46). This same apparent tendency for increased impact of exposure held for lower income and working class neighborhood groups, as well as for those more satisfied with their neighborhoods and the middle-aged (Tables 45, 47, 49, 50).

Thus the campaign appears to have triggered perceptions of heightened threats to safety from crime on at least some of the dimensions examined here, and largely among women and lower social status groups.

General Psychological Orientations

Exposure to the "Detective Dog" campaign appeared to have negligible influence on respondents' more general orientations toward their overall social and political environments. Neither the single-variable or the regression analyses yielded significant differences between the exposed and

unexposed groups on such indicators as alienation, trust in people, and trust in municipal and federal government and the police (Tables 51-56).

While the campaign may have had influence on somewhat more transitory orientations of individuals toward crime and its prevention, it does not appear to have left a mark on more stable and enduring psychological characteristics.

Active Response Test for Campaign Effects

Reactions to the advertisements were also measured on several dimensions of the Mendelsohn Active Response Test, which relies on audience self-reports of effects and is described more fully in the national survey report. The pattern of responses of the panel group to key components of the MART were quite similar to those of the national sample. Thirty-three percent of the panel said that they had gained information from the "Detective Dog" advertisement in terms of having learned something about crime prevention that they had not known before. The corresponding figure for the national sample was 28 percent. Fifty-eight percent of the panel (vs. 43 percent nationally) said that the ad had affected their attitudes about prevention in that they had become either more concerned or more confident vis-a-vis crime prevention. And, 20 percent of the panel (vs. 15 percent nationwide) reported they had changed their behavior in the sense of doing something they probably would not have done if they hadn't seen the ad. One can reasonably speculate as to whether the somewhat higher response percentages in the panel may be a consequence of pretesting interaction effects. At any rate, the general trend of responses to the MART appears quite consistent across the panel and national samples, lending greater credence to the comparability of the two groups for the purposes of drawing reasonable inferences jointly from them as appropriate.

It is also illustrative for validation purposes to point out the degree of correspondence between the self-report measures and several appropriate and more objective change score indices (Table 57). While reports of having gained information were significantly associated with increased sense of personal responsibility about prevention (an overriding theme of the campaign), such reports were unrelated to feelings of being more knowledgeable about prevention techniques. In fact, the latter relationship was slightly negative, suggesting again that to the extent that "learning" took place among most respondents, it was more in the sense of their discovering that they could be doing more on their own to protect themselves, while at the same time perhaps not remembering that specific steps were recommended. The vast majority of both national sample and panel respondents, when asked what it was they had learned, answered in such general terms as "being more alert" and "protecting the house from burglars."

Significant associations between attitudinal change scores and self-reports were not found, but change in the key indicator of concern about prevention rose with increased self-reported attitude change. Reported behavioral change, however, was significantly related to more respondent steps being taken to protect both person and property. Changes in observing activity and police reporting were essentially unassociated with behavioral self-reports. All in all, however, the MART indices and the more objective change score measures appear to be in general agreement in terms of pointing to the key areas of campaign effects.

SUMMARY

The preliminary findings from the panel and national samples largely suggest that the "Take a Bite Out of Crime" campaign reached sizeable proportions of citizens in its opening stage, and had various kinds of impacts on at least some of them. It seems clear from both analyses that exposure to the "Detective Dog" advertisement was likelier among those persons perceiving themselves more crime-prone, particularly those from among lower socio-economic cohorts. It also appeared to be a group relatively less concerned about crime prevention as a topic. Thus, many of those reached seem to compose a justifiable target for such a campaign. Nationally, those exposed were likelier to be males and younger persons, and individuals more attentive in various ways to public service advertisements overall. In the more limited urban area panel samples, these characteristics were not as strongly apparent.

The campaign appeared most effective in generating concern about crime prevention, and in increasing the dispositions of those exposed to carry out more prevention-related activities. Concern about both crime and its prevention was particularly heightened among those who initially saw themselves more at risk from crime, including members of lower and working-to-middle class groups. Increased preventive activity was not necessarily greater among such individuals, however; those more inclined to act were found more among middle-income working class persons, particularly those with children in the home. Exposure to the ad in general was associated with greater likelihood of individuals seeing their neighborhoods as dangerous, and their property being more vulnerable.

Exposure to the campaign did not have discernible impact on respondents' sense of personal responsibility for preventing crime, their confidence in protecting themselves, what they thought they knew about prevention techniques, how effective they thought prevention techniques were, or their propensity to use household security devices.

Table 1

General Characteristics of the Samples

	Wave One (N=1049)	Wave Two (N =517)
Sex		
Male	41%	36%
Female	58	64
Race		
Caucasian	85	87
Black	7	6
Hispanic	4	4
Other	1	0
Age		
18-24	11	8
25-34	25	27
35-44	16	17
45-64	30	30
65+	17	18
Education		
1-11 yrs.	21	19
12 yrs	35	35
Some College	24	26
College Degree +	19	19
Occupation		
Prof/tech	7	7
Business	3	3
White collar	14	13
Blue collar	18	14
Unemployed	58	63
Income		
Under $10,000	18	18
10,000-14,999	12	11
15,000-19,999	16	16
20,000-24,999	16	18
25,000+	23	25
Marital Status		
Married/living with	73	76
Single	27	24

Table 1 (cont)

	Wave One (N=1049)	Wave Two (N =517)
Residence		
Own	71	77
Rent	28	22

Table 2.

Reasons for Attrition between Waves One and Two

Results of re-contact attempt:	Denver	Milwaukee	Buffalo
Complete	210....60%	162....46%	155....44%
Refused	50....14%	69....20%	59....17%
Not at home after 5-6 tries.	40....11%	56....16%	59....17%
Moved	29.....6%	35....10%	25.... 7%
On vacation	7.....2%	9.....3%	4.....1%
Unable to locate address	6.....2%	5.....1%	9.....3%
Deceased	5.....2%	7.....2%	3.....1%
No such person at address.	2.....1%	3.....1%	11.....3%
In jail	0.....0%	2.....1%	0.....0%
Sick/In hospital	0.....0%	1.....#	6.....2%
Vacant house	0.....0%	1.....#	0.....0%
Language barrier	1.....#	0.....0%	0.....0%
Respondent claims no previous contact	0.....0%	0.....0%	4.....1%
Appointment cancelled/ no-shows 2-3 times	0.....0%	0.....0%	15.....4%
Totals	350...100%	350...100%	350...100%

# denotes less than one-half percent

Table 3

Campaign Exposure By Demographic Characterisitics

	Campaign Exposure (N=517)
Total Sample Percent:	18.0%
Age	
18-34	19
35-54	20
55+	14
Sex	
Female	18
Male	19
Education	
0-12 yrs.	23[b]
Some College	15
College Degree	9
Income	
Under $15,000	21[b]
$15,000 - $24,999	19
$25,000+	7

Table 3 (cont)

Children in HH	
No	15[a]
Yes	21
Neighborhood Type	
Lower-Working	24[b]
Middle-Working	16
Upper-Middle	9

[a] $p < .05$

[b] $p < .01$

[c] $p < .001$

Table 4

Campaign Exposure By Media Orientations (Time 1)

	Campaign Exposure (N=517)
Total Sample Percent:	18.0%
Media Exposure	
Low	18
Moderate	16
High	20
PSA Sensitivity	
Low	12
Moderate	22
High	17
Media Crime Attention	
Low	13[a]
Moderate	18
High	24

Table 5

Campaign Exposure By Prevention Orientation Indices (Time 1)

	Campaign Exposure (N=517)
Total Sample Percent:	18.0%
Prevention Concern	
Low	18
Moderate	18
High	19
Prevention Responsibility	
Low	27
Moderate	17
High	17
Prevention Competence	
Low	17
Moderate	18
High	19
Property Protection Devices	
Low	15
Moderate	20
High	18

Table 6

Campaign Exposure By Crime Orientation Indices (Time 1)

	Campaign Exposure (N=517)
Total Sample Percent:	18.0%
Perceived Vulnerability	
Low	18
Moderate	19
High	15
Victimization Experience	
Low	14[b]
Moderate	23
High	25
Neighborhood Crime Risk	
Low	13[a]
Moderate	19
High	22
Crime Prevention Activity	
Low	16
Moderate	20
High	18

Table 7

Campaign Exposure By Information Orientation (Time 1)

	Campaign Exposure (N=517)
Total Sample Percent:	18.0%
Prevention Information Need	
Low	15[a]
Moderate	19
High	25
Anticipated Attention to Prevention Information	
Low	9.1[a]
Moderate	16.4
High	22.0
Anticipated Utility of Prevention Information	
Low	17
Moderate	16
High	23

Table 7 (Cont)

Anticipated Influence of Prevention Information	
Low	17
Moderate	17
High	23

Table 8

Campaign Exposure by Predictor Variables:
Regression Analysis

	Beta
Media Orientation	
Media Exposure	.01
PSA Sensitivity	.06
Media Crime Attention	.10[a]
Demographics	
Age	.05
Sex (1 = Female)	.04
Education	-.09
Income	-.10
Number of Children	.10
Neighborhood Type	-.08
Neighborhood Satisfaction	.08
Crime Orientations	
Perceived Vulnerability	-.05
Victimization Experience	.14[a]
Neighborhood Crime Prevention	.11[a]
Prevention Orientations	
Prevention Concern	-.09
Prevention Responsibility	-.07
Prevention Confidence	.05
Property Protection	-.01
Prevention Activity	.04
Information Orientations	
Information Need	-.04
Anticipated Attention	.09
Anticipated Info. Gain	.05
Anticipated Info. Utility	.03
Anticipated Influence	-.06

R^2 = .05

TABLE 9

Crime Prevention Orientation
Change Scores by Campaign Exposure[1]

	Campaign Exposure	
	No (424)	Yes (93)
Prevention Concern	-.06	.12[a]
Prevention Responsibility	-.05	-.03
Prevention Confidence	.04	.10
Perc. Prevention Knowledge	.03	.09
Perc. Prevention Effectiveness	.02	.10
Property Protection	-.14	-.36
Prevention Activity	.78	2.71[a]
Observing Activity	-.09	.02[a]
Crime Reporting	-.14	-.23
Organization Joining	-.08	-.01
Anticipated Prevention	-.17	.04[a]
Anticipated Info Need	-.21	-.14
Anticipated Info Attention	-.04	.10[a]

[1] In this and in subsequent change score tables, the value depicted is the difference between the score at Time 2 and the score at Time 1. A positive value indicates a higher score at Time 2 than at Time 1; a negative value indicates a lower Time 2 score.

Table 10

Specific Prevention Activity Change Scores by Campaign Exposure

	Campaign Exposure	
	No (424)	Yes (93)
Locking doors when out	.10	.08
Locking doors when home	.09	.17
Locking windows	.35	.45
Indoor lights on	.08	.16
Outdoor lights on	.14	.29
Notifying police for watch	.08	.28
Stopping deliveries when gone	-.02	-.04
Asking neighbor to watch	-.03	.09
Using light timer	.12	.35
Not going out alone	-.01	.22
Going out by car	-.06	.23
Taking protection device	-.01	.17
Avoiding certian places	.03	.23

Table 11

Prevention Concern by Exposure and Control Variables: Regression Analysis

	Beta
Prevention Concern (T_1)	.28**
Age	.00
Sex (F=0)	-.07
Education	.01
Income	-.08
Children in Household	-.02
Neighborhood Type	.06
Neighborhood Satisfaction	-.09
Victimization Experience	.07
Media Crime Attention	.11*
Other Prevention Exposure	.02
Campaign Exposure	.14**
	R^2=.12

*p < .05

**p < .01

Table 12

Prevention Responsibility by Exposure and Control Variables: Regression Analysis

	Beta
Prevention Responsibility (T_1)	.18**
Age	-.09
Sex (F=0)	-.09
Education	.06
Income	-.05
Children in Household	.02
Neighborhood Type	.06
Neighborhood Satisfaction	.02
Victimization Experience	.08
Media Crime Attention	.00
Other Prevention Exposure	.08
Campaign Exposure	.00

R^2 = .06

Table 13

Prevention Confidence by Exposure and Control Variables: Regression Analysis

	Beta
Prevention Confidence (T_1)	.27**
Age	-.16**
Sex (F=0)	-.02
Education	.02
Income	-.01
Children in Household	-.11
Neighborhood Type	.00
Neighborhood Satisfaction	.01
Victimization Experience	-.01
Media Crime Attention	.06
Other Prevention Exposure	-.02
Campaign Exposure	.00

R^2 = .07

Table 14

Perceived Prevention Knowledge by Exposure and Control Variables: Regression Analysis

	Beta
Perceived Prevention Knowledge (T_1)	.26
Age	-.07
Sex (F=0)	-.02
Education	.05
Income	.11
Children in Household	-.06
Neighborhood Type	-.03
Neighborhood Satisfaction	.06
Victimization Experience	.06
Media Crime Attention	.03
Other Prevention Exposure	.03
Campaign Exposure	.01
	R^2=.10

Table 15

Perceived Prevention Effectiveness by Exposure and Control Variables: Regression Analysis

	Beta
Perceived Prevention Effectiveness (T_1)	.13*
Age	-.02
Sex (F=0)	.01
Education	-.04
Income	.06
Children in Household	-.06
Neighborhood Type	.01
Neighborhood Satisfaction	.03
Victimization Experience	.07
Media Crime Attention	.09
Other Prevention Exposure	-.02
Campaign Exposure	.01
	R^2=.01

Table 16

Property Protection by Exposure and Control Variables: Regression Analysis

	Beta
Property Protection (T_1)	.36**
Age	.04
Sex (F=0)	.02
Education	-.02
Income	.10
Children in Household	-.05
Neighborhood Type	.11
Neighborhood Satisfaction	.08
Victimization Experience	.10*
Media Crime Attention	.00
Other Prevention Exposure	.05
Campaign Exposure	-.02
	R^2=.19

Table 17

Prevention Activity Change by Exposure and Control Variables: Regression Analysis

	Beta
Prevention Activity (T_1)	.24**
Age	.08
Sex (F=0)	-.28**
Education	.01
Income	-.04
Children in Household	-.05
Neighborhood Type	.09
Neighborhood Satisfaction	-.03
Victimization Experience	.06
Media Crime Attention	.05
Other Prevention Exposure	.03
Campaign Exposure	.11
	R^2=.19

Table 18

Observing Activity by Exposure and Control Variables: Regression Analysis

	Beta
Observing Activity (T_1)	.22**
Age	-.05
Sex (F=0)	-.11*
Education	-.13*
Income	.07
Children in Household	.00
Neighborhood Type	.08
Neighborhood Satisfaction	.01
Victimization Experience	.05
Media Crime Attention	-.09
Other Prevention Exposure	.11*
Campaign Exposure	.14*
	R^2=.11

Table 19

Crime Reporting by Exposure and Control Variables: Regression Analysis

	Beta
Crime Reporting (T_1)	.09
Age	-.04
Sex (F=0)	-.05
Education	.06
Income	-.08
Children in Household	.14*
Neighborhood Type	-.01
Neighborhood Satisfaction	.02
Victimization Experience	.04
Media Crime Attention	.01
Other Prevention Exposure	.01
Campaign Exposure	-.05
	R^2=.02

Table 20

Prevention Organization Activity by Exposure and Control Variables: Regression Analysis

	Beta
Prevention Organization Activity (T_1)	.19**
Age	-.04
Sex (F=0)	-.05
Education	.15*
Income	-.02
Children in Household	-.08
Neighborhood Type	.06
Neighborhood Satisfaction	-.03
Victimization Experience	-.01
Media Crime Attention	.03
Other Prevention Exposure	.23**
Campaign Exposure	.05

R^2 = .13

Table 21

Anticipated Prevention Activity by Exposure and Control Variables: Regression Analysis

	Beta
Anticipated Prevention Activity (T_1)	.23**
Age	-.09
Sex (F=0)	-.07
Education	-.01
Income	-.12*
Children in Household	.15*
Neighborhood Type	.14*
Neighborhood Satisfaction	.11*
Victimization Experience	.06
Media Crime Attention	.13*
Other Prevention Exposure	.01
Campaign Exposure	.12*

R^2 = .13

Table 22

Prevention Information Need by Exposure and Control Variables: Regression Analysis

	Beta
Prevention Information Need (T_1)	.20**
Age	-.03
Sex (F=0)	.03
Education	.02
Income	-.11
Children in Household	.01
Neighborhood Type	.08
Neighborhood Satisfaction	-.01
Victimization Experience	.03
Media Crime Attention	.04
Other Prevention Exposure	.00
Campaign Exposure	.09

$R^2 = .10$

Table 23

Anticipated Information Attention by Exposure and Control Variables: Regression Analysis

	Beta
Anticipated Information Attention (T_1)	.25**
Age	-.05
Sex (F=0)	-.07
Education	-.14*
Income	.08
Children in Household	-.11
Neighborhood Type	-.03
Neighborhood Satisfaction	.02
Victimization Experience	.04
Media Crime Attention	.08
Other Prevention Exposure	.03
Campaign Exposure	.12*

$R^2 = .12$

TABLE 24

Crime Prevention Orientation
Change Scores by Campaign Exposure and Sex

	SEX			
	Female		Male	
Campaign Exposure	No (272)	Yes (58)	No (152)	Yes (35)
Prevention Concern	-.09	.02	-.01	.29
Prevention Responsibility	-.03	-.03	-.09	-.03
Prevention Confidence	.13	.07	-.11	.14
Perc. Prevention Knowledge	.06	.12	-.01	.03
Perc. Prevention Effectivness	.03	.10	.00	.09
Property Protection	-.08	-.76	-.24	.29
Prevention Activity	1.05	2.38	.30	3.25
Observing Activity	-.03	.09	-.20	-.09[a]
Crime Reporting	-.10	-.31[a]	-.22	-.11
Organization Joining	-.07	-.02	-.09	.00
Anticipated Prevention	-.17	.00	-.16	.11
Anticipated Info Need	-.22	-.26	-.19	.06
Anticipated Info Attention	-.04	.05	-.05	.17

TABLE 25

Crime Prevention Orientation
Change Scores by Campaign Exposure and Age

	AGE					
	Under 35		35-54		55+	
Campaign Exposure	No (146)	Yes (34)	No (136)	Yes (34)	No (141)	Yes (23)
Prevention Concern	-.12	.06	-.02	.06	-.03	.04
Prevention Responsibility	.03	.00	-.12	.03	.00	.02
Prevention Confidence	.07	.35	-.12	-.12	-.03	.04
Perc. Prevention Knowledge	.07	.09	.06	.18	-.03	-.04
Perc. Prevention Effectiveness	-.08	.24	.08	.03	.00	.00
Property Protection	-.06	.26	-.35	-.62	-.01	-.82
Prevention Activity	.60	4.82[b]	.56	2.67	1.16	.39
Observing Activity	-.06	.06	-.06	.00	-.16	.26[b]
Crime Reporting	-.14	-.29	-.15	-.20	-.13	-.13
Organization Joining	-.07	-.06	-.09	.06	-.06	-.04
Anticipated Prevention	-.14	-.06	-.14	.09	-.22	.13
Anticipated Info Need	-.34	-.21	-.05	-.23	-.21	.09
Anticipated Info Attention	-.08	.14	.03	.09	-.08	.04

TABLE 26

Grime Prevention Orientation
Change Scores by Campaign Exposure and Education

	EDUCATION			
	No College		College	
Campaign Exposure	No (216)	Yes (64)	No (205)	Yes (29)
Prevention Concern	-.06	.13	-.05	.05
Prevention Responsibility	-.05	-.08	-.08	.20
Prevention Confidence	.07	.14	-.02	.05
Perc. Prevention Knowledge	.00	.09	.13	.05
Perc. Prevention Effectiveness	-.02	.14	.04	.10
Property Protection	-.15	-.39	-.24	-.25
Prevention Activity	1.20	2.53	-.53	1.05
Observing Activity	-.05	.06	-.18	.10
Crime Reporting	-.18	-.23	-.10	-.15
Organization Joining	-.09	-.03	-.06	.05
Anticipated Prevention	-.21	.01	-.21	.15
Anticipated Info Need	-.26	-.16	-.12	-.25
Anticipated Info Attention	-.01	.17	-.08	-.10

TABLE 27

Crime Prevention Orientation Change Scores
by Campaign Exposure and Income

	INCOME					
	Under $15,000		$15,000-24,999		$25,000+	
Campaign Exposure	No (113)	Yes (30)	No (143)	Yes (33)	No (120)	Yes (19)
Prevention Concern	-.02	.17	-.12	.24[b]	-.02	-.11
Prevention Responsibility	-.12	.00	.01	-.12	-.06	.11
Prevention Confidence	.09	.23	-.05	-.15	.07	.11
Perc. Prevention Knowledge	-.03	-.07	.09	.03	.07	.55[a]
Perc. Prevention Effectiveness	-.03	.27	-.04	-.09	.05	.22
Property Protection	-.26	-.73	-.03	.27	.05	-.77
Prevention Activity	1.94	.47	.24	6.06[b]	.12	-2.11
Observing Activity	-.21	.03[a]	-.06	.09	-.01	.00
Crime Reporting	-.11	-.13	-.19	-.39	-.11	-.33
Organization Joining	-.12	-.07	-.08	.09	-.05	.00
Anticipated Prevention	-.12	.07	-.13	.03	-.23	.11
Anticipated Info Need	-.22	.00	-.20	-.15	-.17	-.56
Anticipated Info Attention	-.07	.13	.01	.00	-.05	.00

TABLE 28

Crime Prevention Orientation Change Scores
by Campaign Exposure and Children in Household

	CHILDREN			
	Absent		Present	
Campaign Exposure	No (194)	Yes (33)	No (229)	Yes (60)
Prevention Concern	-.06	.21	-.06	.07
Prevention Responsibility	-.08	-.15	-.02	.03
Prevention Confidence	.10	.09	.00	.10
Perc. Prevention Knowledge	.00	.03	.06	.12
Perc. Prevention Effectiveness	-.03	.09	.02	.13
Property Protection	-.11	-.15	-.16	-.48
Prevention Activity	.94	1.33	.06	3.46[a]
Observing Activity	-.13	.12[a]	-.06	.07
Crime Reporting	-.16	-.15	-.13	-.28
Organization Joining	-.07	.09	.03	.02
Anticipated Prevention	-.20	-.06	-.14	.10
Anticipated Info Need	-.19	.06	-.22	-.25
Anticipated Info Attention	-.04	.00	-.05	.15[a]

TABLE 29

Crime Prevention Orientation Change Scores
by Campaign Exposure and Neighborhood Type

	NEIGHBORHOOD TYPE					
	Working		Middle		Upper	
Campaign Exposure	No (143)	Yes (44)	No (221)	Yes (42)	No (51)	Yes (5)
Prevention Concern	-.17	.11[a]	-.03	.17	.08	-.20
Prevention Responsibility	-.06	-.02	-.02	.00	-.13	-.40
Prevention Confidence	.13	.18	-.04	.05	.19	.00
Perc. Prevention Knowledge	-.02	.14	.04	.05	.17	.00
Perc. Prevention Effectiveness	.07	.14	.01	.05	.10	.60
Property Protection	-.49	-.47	-.03	-.21	.39	-1.20
Prevention Activity	1.06	3.54	.60	2.14	1.29	-.40
Observing Activity	-.16	.05[a]	-.07	.10	-.02	.40
Crime Reporting	-.22	-.09	-.11	-.38	-.08	-.20
Organization Joining	-.16	-.02	-.04	.00	.00	.00
Anticipated Prevention	-.22	-.09	-.13	.29[b]	-.23	-.60
Anticipated Info Need	-.36	-.09	-.14	-.21	-.12	.20
Anticipated Info Attention	-.04	.18	-.04	.02	-.04	.00

TABLE 30

Crime Prevention Orientation Change Scores
by Campaign Exposure and Neighborhood Satisfaction

	NEIGHBORHOOD SATISFACTION			
	Low		High	
Campaign Exposure	No (107)	Yes (28)	No (312)	Yes (64)
Prevention Concern	-.02	.08	-.07	.16[a]
Prevention Responsibility	-.05	-.23	-.03	.03
Prevention Confidence	.24	.04	-.01	.10
Perc. Prevention Knowledge	.12	.00	.01	.13
Perc. Prevention Effectiveness	.11	-.15	-.04	.23[a]
Property Protection	.04	-.77	-.17	-.11
Prevention Activity	1.05	1.85	.73	3.11[a]
Observing Activity	-.17	.00	-.07	.13[a]
Crime Reporting	-.23	-.27	-.09	-.22
Organization Joining	-.09	-.19	-.08	.06[a]
Anticipated Prevention	-.24	-.34	-.13	.16[a]
Anticipated Info Need	-.40	-.53	-.14	.00
Anticipated Info Attention	-.09	-.07	-.02	.16

Table 31
Crime Prevention Orientation
Change Scores by Campaign Exposure and Prevention Concern (T_1)

	Campaign Exposure					
	No			Yes		
Prevention Concern (T_1)	Low	Mod	High	Low	Mod	High
Prevention Concern D	.67	-.03	-.81	1.08	.10	-.58
Prevention Responsibility D	.05	-.04	-.17	-.15	.07	-.36
Prevention Confidence D	-.08	.06	.06	.08	.08	.05
Perc. Prevention Knowledge D	-.03	.02	.11	.08	.10	-.10
Perc. Prevention Effectiveness D	.00	.02	-.13	.38	.08	.11
Property Protection D	.03	-.13	-.31	.78	-.53	-.68
Prevention Activity D	1.75	.61	.31	6.38	2.15	1.95
Observing Activity D	-.11	-.08	-.12	.15	.10	.00
Crime Reporting D	-.13	-.11	-.27	.15	-.27	-.37
Organization Joining D	-.07	.09	-.09	-.15	.15	.00
Anticipated Prevention D	-.08	-.13	-.35	-.23	.20	-.26
Anticipated Info Need D	-.11	-.16	-.44	.15	-.20	-.16
Anticipated Info Attention D	.13	-.06	-.12	.62	.08	-.21

Table 32

Crime Prevention Orientation

Change Scores by Campaign Exposure and Perceived Vulnerability

	Campaign Exposure			
	No		Yes	
Perceived vulnerability	Low	High	Low	High
Prevention Concern D	-.03	-.16	.02	.31
Prevention Responsibility D	-.04	-.09	.05	-.27
Prevention Confidence D	-.01	.14	.11	.04
Perc. Prevention Knowledge D	.02	.07	.06	.27
Perc. Prevention Effectiveness D	-.00	-.02	.09	.19
Property Protection D	-.11	-.17	-.38	-.46
Prevention Activity D	.91	.11	3.20	1.69
Observing Activity D	-.12	-.01	-.01	.12
Crime Reporting D	-.15	-.13	-.13	-.35
Organization Joining D	-.09	.06	.05	-.12
Anticipated Prevention D	-.08	.03	-.11	.02
Anticipated Info Need D	-.20	-.24	-.14	-.12
Anticipated Info Attention D	-.02	-.05	-.03	.01

Table 33

Crime Prevention Orientation

Change Scores by Campaign Exposure and Neighborhood Crime Perception

	Campaign Exposure					
	No			Yes		
Neighborhood Crime Perception	Low	Mod	High	Low	Mod	High
Prevention Concern D	.02	-.12	-.08	.00	.24	.03
Prevention Responsibility D	-.05	-.01	-.10	.32	-.20	-.07
Prevention Confidence D	-.08	.03	.26	.36	.10	-.10
Perc. Prevention Knowledge D	.07	.04	-.03	.41	.05	-.10
Perc. Prevention Effectiveness D	.05	-.03	-.03	.18	.22	-.07
Property Protection D	.31	-.32	-.48	-.09	-.15	-.86
Prevention Activity D	1.04	1.11	-.09	1.41	4.95	.60
Observing Activity D	-.02	-.13	-.13	.14	.12	.00
Crime Reporting D	-.11	-.16	-.17	-.23	-.17	-.33
Organization Joining D	-.07	-.12	-.03	.05	.00	-.07
Anticipated Prevention D	-.21	.08	-.09	-.02	-.08	.02
Anticipated Info Need D	-.22	-.01	-.17	-.10	-.09	-.29
Anticipated Info Attention D	-.02	-.04	-.07	-.12	-.02	.06

Table 34

Crime Prevention Orientation

Change Scores by Campaign Exposure and Local Political Interest

	Campaign Exposure					
	No			Yes		
Local Political Interest	Low	Mod	High	Low	Mod	High
Prevention Concern D	-.09	-.03	-.04	-.06	.15	.16
Prevention Responsibility D	-.04	-.03	-.02	-.06	-.13	.16
Prevention Confidence D	-.04	.06	.16	-.13	.12	.20
Perc. Prevention Knowledge D	-.08	.06	.12	-.07	.12	.12
Perc. Prevention Effectiveness D	-.20	.00	.17	.13	.04	.28
Property Protection D	-.48	-.13	.20	-.80	-.44	.12
Prevention Activity D	1.35	.16	1.90	1.07	4.30	.76
Observing Activity D	-.16	-.11	.02	.00	.12	.00
Crime Reporting D	-.16	-.13	-.14	-.20	-.29	-.20
Organization Joining D	-.15	-.03	-.01	.07	.06	.04

Table 35

Crime Prevention Orientation

Change Scores by Campaign Exposure and Trust in People

	Campaign Exposure					
	No			Yes		
Trust in People	Low	Mod	High	Low	Mod	High
Prevention Concern D	-.06	-.09	-.02	.30	.07	.07
Prevention Responsibility D	.00	-.08	-.04	-.15	.12	-.16
Prevention Confidence D	.05	.06	.04	.20	.13	-.03
Perc. Prevention Knowledge D	.00	.07	.02	.05	.21	-.06
Perc. Prevention Effectiveness D	.01	.02	-.04	.30	.02	.13
Property Protection D	-.33	-.24	.07	-.10	-.42	-.47
Prevention Activity D	2.63	.65	-.05	-.90	4.90	1.97
Observing Activity D	-.19	-.05	-.08	.05	.05	.17
Crime Reporting D	-.26	-.13	-.10	-.20	-.23	-.26
Organization Joining D	-.04	-.12	-.06	.00	.00	-.03
Anticipated Prevention D	-.18	.15	-.17	-.28	-.17	-.43[b]
Anticipated Info Need D	-.35	-.35	-.16	-.12	-.18	-.03
Anticipated Info Attention D	-.03	-.05	-.08	-.19[a]	-.01	.07

CONTINUED

3 OF 4

Table 36
Crime Prevention Orientation

Change Scores by Campaign Exposure and Alienation

	Campaign Exposure					
	No			Yes		
Alienation	Low	Mod	High	Low	Mod	High
Prevention Concern D	.05	-.04	-.24	-.07	.21	.00
Prevention Responsibility D	.01	.00	-.23	.20	-.04	-.18
Prevention Confidence D	.05	.11	-.10	.07	.05	.23
Perc. Prevention Knowledge D	.18	-.02	-.02	-.20	.09	.27
Perc. Prevention Effectiveness D	-.05	.04	-.03	.00	.20	.00
Property Protection D	.03	.73	-.22	-1.00	3.52	-.81
Prevention Activity D	.51	-.19	1.29	1.47	-.02	1.50
Observing Activity D	-.07	-.07	-.18	.07	.11	.04
Crime Reporting D	-.04	-.15	-.27	-.33	-.14	-.41
Organization Joining D	-.07	-.07	-.11	.07	.02	-.14
Anticipated Prevention D	-.20	-.15	-.17	.53	-.07	.00
Anticipated Info Need D	-.26	-.18	-.22	.00	-.11	-.32
Anticipated Info Attention D	-.04	.02	-.10	-.07	.23	-.14

TABLE 37

Crime Orientation Change Scores
by Campaign Exposure

	Campaign Exposure	
	No (424)	Yes (93)
Neigh. Crime Perception	-.10	-.04
Neigh. Crime Risk	.14	.24
Neigh. Safety (day)	.00	-.18[b]
Neigh. Safety (night)	.08	-.01[a]
Personal Vulnerability	-.20	-.17
Property Vulnerability	-.14	-.05

Table 38

Neighborhood Crime Perception by Exposure and Control Variables: Regression Analysis

	Beta
Neighborhood Crime Perception (T_1)	.32**
Age	-.01
Sex (F=0)	-.03
Education	.00
Income	-.05
Children in Household	-.03
Neighborhood Type	-.13*
Neighborhood Satisfaction	-.14*
Victimization Experience	.04
Media Crime Attention	-.01
Other Prevention Exposure	.04
Campaign Exposure	.08

R^2 = .22

Table 39

Neighborhood Crime Risk by Exposure and Control Variables: Regression Analysis

	Beta
Neighborhood Crime Risk (T_1)	.12*
Age	-.03
Sex (F=0)	-.05
Education	-.01
Income	-.07
Children in Household	-.02
Neighborhood Type	-.01
Neighborhood Satisfaction	-.06
Victimization Experience	-.04
Media Crime Attention	.04
Other Prevention Exposure	.04
Campaign Exposure	.07

R^2 = .02

Table 40

Neighborhood Safety (Day) by Exposure and Control Variables: Regression Analysis

	Beta
Neighborhood Safety (Day) (T_1)	.19**
Age	-.07
Sex (F=0)	.16**
Education	.09
Income	.02
Children in Household	.04
Neighborhood Type	.09
Neighborhood Satisfaction	.17**
Victimization Experience	.00
Media Crime Attention	.04
Other Prevention Exposure	.02
Campaign Exposure	-.18**

R^2 = .20

Table 41

Neighborhood Safety (Night) by Exposure and Control Variables: Regression Analysis

	Beta
Neighborhood Safety (Night) (T_1)	.46**
Age	-.05
Sex (F=0)	.18**
Education	.03
Income	-.01
Children in Household	.09
Neighborhood Type	.05
Neighborhood Satisfaction	.07
Victimization Experience	-.02
Media Crime Attention	.05
Other Prevention Exposure	-.03
Campaign Exposure	-.10*

R^2 = .35

Table 42

Personal Vulnerability by Exposure and Control Variables: Regression Analysis

	Beta
Property Vulnerability (T_1)	.24**
Age	-.03
Sex (F=0)	.03
Education	.07
Income	-.04
Children in Household	.04
Neighborhood Type	-.08
Neighborhood Satisfaction	-.11*
Victimization Experience	.08
Media Crime Attention	.06
Other Prevention Exposure	.01
Campaign Exposure	.05

R^2 = .10

Table 43

Property Vulnerability by Exposure and Control Variables: Regression Analysis

	Beta
Personal Vulnerability (T_1)	.30**
Age	.09
Sex (F=0)	.06
Education	.14**
Income	-.04
Children in Household	.14**
Neighborhood Type	-.11
Neighborhood Satisfaction	-.15**
Victimization Experience	.07
Media Crime Attention	.01
Other Prevention Exposure	-.05
Campaign Exposure	.18**

R^2 = .17

TABLE 44

Crime Orientation Change Scores
by Campaign Exposure and Sex

	SEX			
	No		Yes	
Campaign Exposure:	Female (272)	Male (152)	Female (58)	Male (35)
Neigh. Crime Perception	-.11	-.09	.00	-.11
Neigh. Crime Risk	.18	.08	.24	.26
Neigh. Safety (day)	.00[a]	.00	-.27[a]	-.02
Neigh. Safety (night)	.08	.07	-.12	.17
Personal Vulnerability	-.27	-.08	-.25	-.06
Property Vulnerability	-.22	-.01	-.05	-.06

TABLE 45

Crime Orientation Change Scores
by Campaign Exposure and Age

	AGE					
	Under 35		35-54		55+	
Campaign Exposure	No (146)	Yes (34)	No (136)	Yes (34)	No (141)	Yes (23)
Neigh. Crime Perception	-.05	.09	-.09	-.06	-.04	.00
Neigh. Crime Risk	.19	.15	.15	.12	.18	.11
Neigh. Safety (day)	-.01	.03	-.02	-.41[a]	-.01	.02
Neigh. Safety (night)	.16	.18	.08	-.24	.17	-.03
Personal Vulnerability	-.18	-.26	-.17	.09	-.16	-.02
Property Vulnerability	.06	.00	-.22	.14[a]	-.09	.08

TABLE 46

Crime Orientation Change Scores
by Campaign Exposure and Education

	EDUCATION			
	No College		College	
Campaign Exposure	No (216)	Yes (64)	No (205)	Yes (29)
Neigh. Crime Perception	-.10	-.09	-.18	-.10
Neigh. Crime Risk	.09	.20	.21	.35
Neigh. Safety (day)	.02	-.22[a]	.00	-.10
Neigh. Safety (night)	.09	-.06	.12	.15
Personal Vulnerability	-.27	-.13	-.17	-.25
Property Vulnerability	-.19	-.06	-.18	.00

TABLE 47

Crime Orientation Change Scores
by Campaign Exposure and Income

	INCOME					
	Under $15,000		$15,000-24,999		$25,000+	
Campaign Exposure	No (113)	Yes (30)	No (143)	Yes (33)	No (120)	Yes (19)
Neigh. Crime Perception	-.07	-.07	-.07	.06	-.15	.00
Neigh. Crime Risk	.04	.53[a]	.18	.30	.20	-.11
Neigh. Safety (day)	.04	-.20	.04	-.27[a]	-.02	.00
Neigh. Safety (night)	.11	-.10	.10	-.12	.02	.00
Personal Vulnerability	-.26	.04	-.15	-.24	-.18	-.11
Property Vulnerability	-.17	.17	-.12	-.15	-.08	-.11

TABLE 48

Crime Orientation Change Scores
by Campaign Exposure and Children in Household

	CHILDREN			
	Absent		Present	
Campaign Exposure	No (194)	Yes (33)	No (229)	Yes (60)
Neigh. Crime Perception	-.14	.03	-.07	-.05
Neigh. Crime Risk	.08	.36	.18	.18
Neigh. Safety (day)	.01	-.24	.00	-.15
Neigh. Safety (night)	.03	.00	.14	-.02
Personal Vulnerability	-.25	-.12	-.15	-.22
Property Vulnerability	-.16	.03	-.13	-.07

TABLE 49

Crime Orientation Change Scores
by Campaign Exposure and Neighborhood Type

	NEIGHBORHOOD TYPE					
	Working		Middle		Upper	
Campaign Exposure	No (143)	Yes (44)	No (221)	Yes (42)	No (57)	Yes (5)
Neigh. Crime Perception	-.16	-.02	-.11	-.12	.12	.40
Neigh. Crime Risk	.10	.32	.15	.12	.24	1.00
Neigh. Safety (day)	.02	-.34[a]	-.02	-.05	.00	.00
Neigh. Safety (night)	.11	.02	.05	.02	.09	-.60
Personal Vulnerability	-.22	-.11	-.19	-.24	-.16	-.40
Property Vulnerability	-.23	.02	-.09	-.17	-.09	.20

TABLE 50

Crime Orientation Change Scores
by Campaign Exposure and Neighborhood Satisfaction

	NEIGHBORHOOD SATISFACTION			
	Low		High	
Campaign Exposure	No (107)	Yes (28)	No (312)	Yes (64)
Neigh. Crime Perception	-.26	-.15	-.05	.02
Neigh. Crime Risk	.04	.27	.18	.28
Neigh. Safety (day)	.03	-.12	-.02	-.20[a]
Neigh. Safety (night)	.08	.15	.08	-.09
Personal Vulnerability	-.26	-.12	-.19	-.22
Property Vulnerability	-.21	-.12	-.11	.02

TABLE 51

Psychological Change Scores
by Campaign Exposure

	Campaign Exposure	
	No (424)	Yes (93)
Alienation	.93	1.16
Trust in People	.03	-.18
Federal Gov't Trust	-.08	.02
Municipal Gov't Trust	-.10	-.02
Trust in Police	.09	.13

Table 52

Alienation by Exposure and Control Variables: Regression Analysis

	Beta
Alienation (T_1)	.38**
Age	.06
Sex (F=0)	.07
Education	-.08
Income	-.11*
Children in Household	-.07
Neighborhood Type	-.03
Neighborhood Satisfaction	-.09
Victimization Experience	.04
Media Crime Attention	.03
Other Prevention Exposure	-.02
Campaign Exposure	.10*

R^2 = .29

Table 53

Trust in People by Exposure and Control Variables: Regression Analysis

	Beta
Trust in People (T_1)	.32**
Age	-.02
Sex (F=0)	-.06
Education	.14*
Income	.12
Children in Household	.00
Neighborhood Type	-.03
Neighborhood Satisfaction	.05
Victimization Experience	-.09
Media Crime Attention	.00
Other Prevention Exposure	-.05
Campaign Exposure	-.03

R^2 = .17

Table 54

Federal Government Trust by Exposure and Control Variables: Regression Analysis

	Beta
Federal Government Trust (T_1)	.29*
Age	-.01
Sex (F=0)	-.02
Education	.05
Income	-.01
Children in Household	.00
Neighborhood Type	.07
Neighborhood Satisfaction	.05
Victimization Experience	-.13*
Media Crime Attention	.04
Other Prevention Exposure	.03
Campaign Exposure	.10*

R^2 = .10

Table 55

Municipal Government Trust by Exposure and Control Variables: Regression Analysis

	Beta
Municipal Government Trust (T_1)	.26**
Age	.04
Sex (F=0)	-.01
Education	.10
Income	.00
Children in Household	.04
Neighborhood Type	.01
Neighborhood Satisfaction	.06
Victimization Experience	-.14*
Media Crime Attention	-.04
Other Prevention Exposure	.00
Campaign Exposure	.06

R^2 = .09

Table 56

Trust in Police by Exposure and Control Variables: Regression Analysis

	Beta
Trust in Police (T_1)	.39**
Age	.01
Sex (F=0)	-.07
Education	.08
Income	.04
Children in Household	-.05
Neighborhood Type	.06
Neighborhood Satisfaction	.02
Victimization Experience	-.07
Media Crime Attention	-.02
Other Prevention Exposure	.00
Campaign Exposure	.05

R^2 = .17

Table 57

MART Responses by Comparable Change Score Measures

A. Reported Information Gain

	No (62)	Yes (31)
Prevention Responsibility	-.13	.16[a]
Perc. Prevention Knowledge	.13	.01

B. Reported Attitude Change

	Low (37)	Moderate (21)	High (31)
Prevention Concern	.03	.14	.19
Prevention Confidence	.13	.00	.14

C. Reported Behavior Change

	No (74)	Yes (19)
Property Protection	-.68	.84[b]
Personal Protection	1.64	6.89[a]
Observing Activity	.12	-.05
Crime Reporting	-.26	-.16

CITIZENS' REACTIONS TO A NATIONAL CRIME PREVENTION CAMPAIGN: CAMPAIGN UTILIZATION STUDY

Harold Mendelsohn, Principal Investigator

Center for Mass Communications Research and Policy
Department of Mass Communications
University of Denver

This is a working report of research conducted under LEAA Grant 78 N1AX0105 and submitted to Dr. Bernard Auchter, Community Crime Prevention Division, Law Enforcement Assistance Administration, U.S. Department of Justice, March 1981

UTILIZATION STUDY

The Center for Mass Communications Research and Policy mailed 168 questionnaires to a list of community crime prevention groups provided by the Law Enforcement Assistance Administration. Sixty-seven completed questionnaires were returned. This report consists of a tabulation of responses to questionnaire items.

Open ended question responses are grouped and reproduced separately.

CENTER FOR MASS COMMUNICATIONS RESEARCH AND POLICY
UNIVERSITY OF DENVER
DENVER, COLORADO

Dear Project Director:

Under LEAA Grant 78-NIAX0105, the Center for Mass Communications Research and Policy of the University of Denver has been evaluating the recent "crime dog" mass media campaign that features a Columbo-like dog-in-a-raincoat character named McGruff. The theme of the campaign is, "Take a Bite Out of Crime." An important component of this evaluation is the utility of the campaign for local/state crime prevention agencies such as yours. Please take a few minutes now to answer the ten items that follow, and return this sheet in the enclosed envelope. Your responses as Project Director are critical to the successful completion of the evaluations. Thank you.

1. As far as you know, has the recent media campaign, "Take a Bite Out of Crime," received heavy play in your local media, moderate play, or hardly any play at all?

   Heavy local play 6
   Moderate local play 32
   Hardly any local play 26
   Can't tell; don't know 2
   No answer 1

2. In which of the local media did the crime dog campaign receive the most exposure? In which local media did it receive the least exposure?

	Most Exposure	Least Exposure
Local television	41	10
Local radio	9	23
Local newspapers	6	32
Billboards; outdoor advertising	8	26
Transit ads	10	20
Other media (specify)	1	4
Can't tell; don't know	3	5

3. To what degree has your agency used the "crime dog" campaign with its own ongoing crime prevention activities?

   To a great degree 12
   To a fair degree 34
   Not at all 16
   Don't know 0
   Slightly 1
   No Answer 4

   3a. Please explain: _____

4. What specific uses has your agency made of the "crime dog" campaign so far?

   Check here if "none" 20
   Check here if "don't know" 0
   If "yes," please describe the uses below: 41
   No answer 6

5. Has your agency specifically used any of the campaign literature as part of its own ongoing crime prevention activities?

   Yes 46
   No 19
   Don't know 0
   No Answer 2

6. As far as you know, have other agencies or organizations in your community (e.g., police, Chamber of Commerce) made use of the "crime dog" campaign?

   Yes 26
   No 19
   Can't tell; don't know 21
   No answer 1

7. Overall, has the "crime dog" campaign so far been very useful to your agency, fairly useful, or hardly useful at all?

   Very useful 15
   Fairly useful 24
   Hardly useful at all 25
   NIA 1
   No Answer 2

   7a. Please explain: _____

(OVER)

8. Would you say that your personal reactions to the "crime dog" campaign so far have been...

Mostly favorable 45
Mostly unfavorable 3
or
Mostly neutral: neither favorable nor unfavorable 17
No answer 2

8a. Please explain:

9. How about the local public's reactions to the "crime dog" campaign so far - has it been...

Mostly favorable 19
Mostly unfavorable 2
Mostly neutral 13
Can't tell; don't know 31
No answer 2

9a. Please explain:

10. Specifically have the reactions of local minority group members been...

Mostly favorable 11
Mostly unfavorable 2
Mostly neutral 15
Don't know; can't tell 36
No answer 3

10a. Please explain:

11. Have the reactions of local elderly persons been...

Mostly favorable 23
Mostly unfavorable 0
Mostly neutral 8
Don't know; can't tell 34
No answer 2

11a. Please explain:

12. Have the reactions of local youth been...

Mostly favorable 12
Mostly unfavorable 2
Mostly neutral 18
Don't know; can't tell 35
No Answer 2

12a. Please explain:

13. And, have the reactions of local law enforcement personnel been...

Mostly favorable 25
Mostly unfavorable 4
Mostly neutral 8
Don't know; can't tell 27
No answer 3

13a. Please explain:

14. How effective overall has the "crime dog" campaign been locally - has it been very effective, fairly effective, or hardly effective at all?

Very effective 4
Fairly effective 20
Hardly effective at all 17
Can't tell; don't know 22
No answer 4

14 a. Please explain:

15. In what ways, if any, might the "crime dog" campaign be changed in order to make it more useful and more effective?

Check here if in your opinion, no changes are called for 17

Comments:

Your name Title

Agency City

3a. Responses:

Newsletter "Iowa Crime Biter" - Produced own 30-sec. PSA and our logo at end of Nat'l. PSA's.

Don't like it.

"Distrube"100 booklets

Use newsletters - hand outs

Newsletters, brochures and flyers distributed

The bulk of the crime prevention materials set to grantees were from campaign.

People in our area don't relate to a "crime dog". They want info. with some kind of authority.

Have distributed copies of the booklet in our own workshops and seminars.

Made copies of the pamphlet and distributed them.

We used the character as part of our Spring Crime Prev. Campaign.

Used for ideas.

We are an organizing project.

We deal with mostly Spanish speaking - nothing in Spanish.

On mailers and posters.

We have not used it.

Have used booklets extensively in neighborhoods.

Not appropriate in our TA program since we work on c.o. programs.

We requested and 80% complied in adding our name and phone # as a trailer.

Mainly as hand-out material.

In workshops with community residents.

McGruff used in newsletter monthly - distribution approx. 1,200.

We did not use your crime dog as one of our symbols, but we found your literature very useful.

Used primarily in Crime prevention education presentations.

Use of brochures and logo in presentations.

Had McGruff in person for the agency's Annual Day and on the Square going into businesses and meeting people.

Used printed literature - stress a lot.

It is given out for informational purposes.

Used in conjunction with crime prevention information dissemination in 4 of 8 programs.

Several articles in national newsletter to local and state programs, distribute brochures in workshops and training programs.

Handout material

We passed out the entitled booklets. Used excerpts from various passages.

We had a limited # of pamphlets which were excellent.

Distributing the brochure.

Distribution of pamphlets

McGruff mascot and his picture is used on some of our local crime prevention material.

Currently working into full utilization of logo on all materials.

In various neighborhood newsletters and meetings.

Parents workshops

Brochure Disbribution

We don't do crime prevention.

Use of Gilstrup film strip as lead in on our own film.

We are neighborhood based and developed our own slogans before Crime Dog.

Plan to do so in future.

We use the Massachusetts "crime eye" logo

Featured in our newsletter.

However, plans for its use are pending.

We have not received reproducable ads/copy, even after requesting it from Ad Council.

We have 7 crime dog costumes, T-shirts, etc. Crime dog makes many public appearances.

Ads in newsletter, brochures given out at Mides Presentations - Three crime prevention schools; use of dog spots at presentations.

We have distributed literature with the crime dog on it.

Have used the crime dog on fliers, in newsletter.

Responses to 4.

Newsletter - PSA's - Dog costume purchased and used at parades and state fair and other functions - developing puppett show for schools K-6 grades.

To inform residents of identification programs; and to encourage police cooperation.

Limited to handouts.

Yes - newsletters, brochures and flyers distributed.

Information to OCACP grantees assigned to us for TA.

Use the motto "Help take a bite of Crime"

The literature featuring home and personal safety has been useful as an adjunct to our own presentations.

(1) Have used "Take a Bite' booklet.
(2) Have included ads in our monthly newsletter
(3) Participated in Michigan Crime Prevention Conferences.

Made copies of the pamphlet and distributed them.

We had a costume made for our spring crime prevention program to promote the campaign here in Mpls. He has appeared at grade schools, streets, businesses, and functions to talk to kids and adults about C.P.

We have displayed literature and posters throughout the community.

School programs, special events and neighborhood meetings.

Have used books extensively in neighborhoods.

Added our name to TV ads - plan to use slicks in our OKC Metro C.P. month in Feb.

For community information.

On poster contest for kids; for tutorial program; for PSA's.

Newsletter "tips" and in elem schols in conjunction w/a project we designed and implemented in the total schl system.

Dist. crime prevention information.

 Responses to 4. - cont'd.

We passed out your literature at block club meetings and Neighborhood Watch training sessions.

Used primarily to increase the elderly's awareness of crime related issues and prevention. We found it to be an excellent piece of workmanship.

Use thru Calif. A.G. office who has implemented the campaign statewide, use of brochures, use of crime dog as attention getter in schools and w/youth.

When McGruff was at our Annual Day (when Annual Report is presented), he went into the child care room where he was an immediate success. We use McGruff on our displays. I'm always talking about McGruff. I just love him!

Used printed literature - stress a lot.

Information dissemination - crime prevention literature C.P. "dog" attended a community fair.

By using crime-dog brochures

Articles in newsletter to senior citizens clubs; brochure distributed at national convention to several thousand club leaders.

1. Handout material
2. Attempt to get others to use

In our newsletter we used certain excerpts We passed out

Have used the material as a handout in our office and in neighborhood meetings.

We would have liked to use the media campaign more extensively however could not afford the costume!

Spanish and English booklet

used brochures

community meetings
schools
business conference

The mascot character of McGruff is worn to schools and shopping areas when making crime prevention presentations. The handbook and our own crime prevention literature is passed out by McGruff.

3. Responses to 4 - cont'd.

Utilization on new brochure detailing community crime prevention also on: -business brochure -General brochure

Distribued literature, showed films

I conducted workshops centered around anti crime and I have handed out pamphlets on anticrime "Take a Bit out of Crime." These pamphlets were in full detail.

Brochure distribution

Made literature available as a resource

As mentioned above our organization and local college and police depts. produced a 16mm film "It could happen to you, we utilized the 10 sec. film strip in this production

Featured in our newsletter

Literature

Crime dog is used at schools, fairs and award presentations. We are also doing a McGruff coloring book and have iron on T-shirts.

We advertised for _____ the dog in our Newsletter and ran an article about the Dog "McGruff" being announced to the world or National TV.

Only in Distribution of crime prevention literature

Have used the crime dog on fliers, in newsletter.

Responses to 7a.

As tool to identify crime prevention to public.

Booklets too expensive for wide distribution.

Gave us helpful "finger-tip" materials to sent to grantees.

The literature has proved beneficial, but the campaign itself has done nothing for us. There seems to be no local coordination of the campaign.

We have used printed materials to supplement our own program materials. But it was very difficult to obtain bulk orders of the "Take A Bite".

We work very much with Spanish speaking people, therefore a bi-lingual pamphlet would have been very useful.

We expected a lot more media support from LEAA. We have done most of the work but promises from LEAA to produce never materialized.

Since I have been project director, June 1980, I have received very little literature from the "crime dog" campaign, therefore I have not had the opportunity to use it extensively.

Our area is a high crime rate area where personal violence is high, media work does not impact in this area, it requires the personal touch.

Our agency does not have the monetary resources to go out and follow through and explain the "crime dog" beyond the literature and materials we receive.

Not enough exposure when possibilities are considered.

Can't tell, don't know.

Our project is TA oriented to agencies; no direct public exposure.

The crime dog sticks in peoples mind. We have a common ref. point.

Has been helpful in compromizing learning and information center for the community.

Attention grabber, the radio spots have been super.

Good visibility, makes program highly recognizeable.

We did not use your crime dog as one of our symbols, but we found your literature very useful.

The only problem that we have experienced is obtaining enough copies of the pamphlet for mass dissemination.

Best source of crime prevention material with appeal and wide coverage.

At last we have a national figure to tie-in to. Everyone can identify McGruff. When we had him in one of our towns, one of the local police detectives and I were on a local radio talk show. That station plays a lot of McGruff's PSAs. They were very excited about seeing him.

Any increase in public awareness of the effectiveness of crime prevention is useful to our efforts.

It helps to know that local efforts are supplemented by a national focus on problem. Very effective literature.

Used the written material - handout in the office and neighborhood meetings.

Very little cooperation from the English speaking media - Spanish TV and radio station need Spanish version.

Useful in identification of program.

It has been fiarly useful in that it is like a "dog and pony" show because it draws attention to the issue of crime prevention. Kids like McGruff and they keep the issue of crime prevention in the minds of their parents when they continually talk about the "crime dog."

Not anywhere near enough expousre. No commitment from local media (t.v., radio, billboards) to provide adequate time and space. Program lacks continuity. Many local stations will not use "canned" PSA's. They want to produce their own message.

We sent a reply card to obtain material and have not yet received anything. We would use a great bulk of literature if we had access to it.

Plan to use radio and TV materials this year.

Not enough exposure to have a meaningful impact. It will take a much more extensive mass media campaign if McGruff is to be as popular as Smokey the Bear was.

Not enough exposure; people don't recognize McGruff.

Up to this point, not enough exposure.

I suppose that heightened awareness from one billboard might aid our efforts, but I've seen no evidence of it.

It has given us a figure which kids and adults can relate to. I'm sure that very soon McGruff will be to crime prevention what Sparky the Fire Dog was to fire prevention and Smoky the Bear was

to forest fire prevention.

Some of the materials seem hard to get.

It has provided a simple way to distribute the literature and simply aides the seniors in their understanding of the literature.

It would have been more useful if we could have included our name and telephone number with the TV and radio ads. As it is, any information or comments have gone to the national organization rather than staying locally.

Responses to 8a.

Dog is cute but not realistic.

I believe that some of the campaign thrusts within this community had racial undertones.

I can't identify with a "crime dog." I don't see many of the people in the community doing so either. It tends to be overlooked i.e. as some programs for school kids.

The literature is eye-appealing and offers good prevention tips. However, single copies have arrived in very damaged condition and probably are not very effective. (Bulk copies arrived in good condition.)

I feel that the pamphlet should encourage interaction from all minorities (in both languages) with community resources, i.e. Police, counseling agencies, etc.

The enthusiasm for the character is low and apathetic. Good character to work with but the audience is not as interested in it as Smokey the Bear.

Not enough literature received.

It is designed for middle class white communities and property crimes.

It is very difficult because like most animated symbols, it is tough to get used to it.

Concept is good.

It is more appealing from a media standpoint than the many other media programs that covered the same material.

Very helpful.

All groups felt the information was very valuable.

Very helpful in increasing the elderly's awareness but there was difficulty in obtaining enough copies for mass distribution.

Again -- I just love him!

Its cartoon description makes it more joyable to read.

Any increase in public awareness is an asset.

Could do for crime prevention what Smokey the Bear has done for fire prevention.

Thought it was well done and clear.

It's cutchy and information is clear and easy to read.

So far my personal reaction to this campaign has been very favorable. In my opinion, it facilitates crime prevention activities.

Responses to 9a.

Several prominent Blacks and some community people felt forms of the campaign were descriminating along class and racial lines.

There hasn't been much of a reaction because there hasn't been much of a campaign. None of the traditional outlets for crime prevention info. have hyped it.

People seem interested in campaign literature.

Chicanos in our area weren't very impressed, but if local police would show more interest, I feel that would help your campaign to a great degree.

No interest shown.

Very little literature received.

No one is yet talking about it.

Public is still very hesitant to participate in any anti-crime program due to retaliation.

The crime dog sticks in people's minds. Have a common ref. point.

Have not been able to measure public response fully.

Have requests for costume from Law enforcement agencies and other crime prevention programs.

All groups felt information was very valuable.

Difficult to obtain enough copies of the pamphlet for mass dissemination.

Good response by citizens and business community.

The people I've talked to wish McGruff good luck. They've seen the commercials but don't relate to them until I mention the PSA's specifically.

Have received no comments on the "crime dog" campaign per se. Public interest in crime prevention is growing, but this is probably the result of local publicity efforts and programs over the past years.

"Mimi" Martin, who is our local Crime Prevention star was used in the pamphlet.

"Crime Dog" campaign has been broadcast late in the night.

Judging from the reactions, local public interest in crime prevention has picked up because of the campaign.

Have not personally observed.

No reaction that I am aware of.

The youngsters and the senior citizens love "crime dog."

Useful in identification of program.

When Faye Warren, NCCD, first introduced me to the McGruff concept I was impressed with it and I started the process of pushing the local PSA's and material, but because of an intricate arrangement between MacGrey and the California Attorney General's office I was forced to low key our input to the "crime dog" project.

Outstanding idea, should be to police Crime Prevention as Smokey the Bear is to Fire Prevention.

The information I have read is basic knowledge that everyone should be aware of, but is not. So, I find it helpful in enlightening these individuals.

Well done ads...generally avoids the "get tough on criminals" positions and puts some responsibility on the citizen to reduce crime.

I am in the field and have been continually exposed to the campaign. The general public has not had this experience and except for a few local tv announcements are unaware of the effort.

Like the "Take a Bite Out of Crime" idea and am favorable to any crime prevention campaign.

Frankly, I thought is was stupid to base a highly competitive campaign, for an entire year, over an important issue, solely on an unrecognizable dog character.

Although I'm very much in favor of the "crime dog" campaign, I just don't feel that "McGruff" has quite the charisma as Smokey the Bear.

I think it helps the people identify more with crime prevention on an easy level of understanding.

The "crime dog" ads are very noticeable. Whetehr people like the dog or not at least they pay attention and that is half the battle.

Responses to 10a.

Minorities tend to feel discriminated upon a social and racial level.

I have not experienced any feedback from minority group members. The literature in Spanish has been very useful, however.

No interest shown.

Very little literature received.

In poor Black areas, it is not effective. Personal crime is the greatest concern.

There is not relation between the two.

Crime prevention only effects the community once they become effected.

Have not been able to measure public responses fully.

Our target area is made up of Hispanics and Blacks.

All groups felt the information was very valuable.

In our area, there are not that many racial minorities. Our minorities are white poor.

Have received no comments about the "crime dog" per se.

I haven't noticed any difference in response.

Local minority groups members indicated they find this concept very universal in presenting crime prevention material.

Have not personally observed.

We are a minority coalition. Minorities compromise our contituency.

The "crime dog" is non-racial, religious, or ethnic.

Being that my program is in a high crime-rate area, I found many but not enough individuals wanting information on anti-crime.

"Crime dog" ads were not played during prime time and therefore were missed by the majority of TV viewers.

Don't know about the campaign.

Suspect reaction would be the same as for the general public; not visable enough to get reaction.

Oh, come on...

The "Dog" spots were shown to NCCCP groups, which included a large percentage of minorities, and they seemed to relate favorably, and would clap after each spot.

Those are mainly our constituants whom we serve.

The quality of the campaign materials is high -- very attractive.

"Crime dog" ads were not played during prime time, therefore the majority of tv viewers/radio listeners have missed them.

I am continually exposed to the campaign but the general public is not. Very few have seen McGruff on TV, but the majority of those who have do not like the bumbling, Columbo-type image.

No reaction that I'm aware of.

Just a good P.R. dog.

Everyone seems to relate to McGruff and understand his intentions in trying to "take a bite out of crime."

Those persons whom I contact on a regular basis have been positive about the crime dog however this may not be indicative of the entire Houston area.

Those who have seen it are unimpressed; they don't like making crime prevention into a cartoon.

Responses to 11a.

They say he's cute.

They take the literature, but we haven't really received calls as a result.

Elderly liked the campaign since they are the most concerned locally with crime.

The seniors who we have come in contact with know the dog and like him because he's cute.

Not enough literature has been received.

My personal feeling is that they would like any media program, especially the crime dog.

Crime prevention only effects the community once they become effected.

Have not been able to measure public response fully.

Senior citizens were particularly enthused about it, because of its usefulness in helping them protect themselves.

We operate both an elderly victim assistance program and community-based anti-crime projects. It terms of utility, all groups reacted most favorably.

When McGruff was introducing himself at our Annual Day, the seniors seemed to get a kick out of him -- they liked him. I've not visited with them specifically however.

Have received no comments about the "crime dog" campaign per se.

The elderly people that we deal with seemed to like the idea.

They love "Mimi."

Local elderly persons have indicated their affability to this campaign for dispensing crime prevention literature.

Have not personally observed.

Again, it assists in identification.

Again, high crime rate -- usually against senior citizens.

Crime dog spots were not played during prime time and the majority of viewers missed them.

Don't know about the campaign.

Not visable enough to get a reaction.

Haven't experienced this audience.

Provides easy interpretations for the elderly citizens.

There have been a few negative comments. We have found that some elderly people have a great fear of dogs so they have not been impressed with the dog as a symbol of crime prevention. However, these have been a small percentage.

Responses to 12a.

Elementary like it.

Many did not pay attention to ads.

They take the literature but we don't really receive calls as a result.

Youth are not into "crime prevention" and the campaign utilized did not attract them.

Like him because he's animated.

Have not received enough literature to judge.

The youth in our community don't go to affluent areas to committ property crime. It's localized personal violence crimes that affect us.

Crime prevention only effects the community once they have been effected.

Have not been able to measure public response fully.

We didn't pass many pamphlets to young people.

Used patented "Dog" costume to go into schools; developing coloring book.

The young kids adore McGruff -- in person at any rate.

Have received no comments about the crime dog per se.

The explorer scouts think it's great.

Judging from reactions of local youth, they could relate easier to crime prevention through use of this campaign.

Have not personally observed.

Again, it assists in identification.

Many of the youth are turned toward street involvement (negative). Many of our youth are lacking for a decent life but do not know what direction to turn.

"Crime dog" ads did not play during prime time and the majority of listeners/viewers missed it.

Not visable enough, especially during daytime hours.

Dog appeal hit in schools and at picnics and fairs, our dog gives away balloons.

Haven't experienced this audience.

I am unable to comment on the youth.

Most of the young people find McGruff quite charming and appealing.

Those who have seen it are unimpressed.

No feedback.

Responses to 13a.

Police reaction has been cynically favorable.

No reaction at all.

Detroit and suburban police departments are upset at not being able to obtain quantities of the literature to incorporate into local campaigns.

I have had no discussion with local police regarding this campaign.

Have received very little literature to date.

No support whatsoever.

Have not been able to measure public response fully.

But they do not use McGruff to the extent our program has.

Police have been distributing it.

One of the policemen was McGruff. He won't live that down for awhile.

Crime prevention has been a low status assignment within the San Diego PD and a low priority for staffing. Perhaps the "crime dog" campaign will help. (Too soon to tell.)

Haven't heard any response from them one way or another.

Crime prevention is currently not trendy with the P.D.

Judging from reactions of law enforcement personnel, they found the concept useful.

Have not personally observed.

A number of local Crime Prevention Officers from throughout the region have seen the campaign as a rallying point.

Many police officers in my comm. Do not understand fully the problem but they are trying.

The law enforcement personnel have not used the campaign at all. The attorney general's crime commission has been the only agency to use "crime dog."

Again, law enforcement has had exposure through professional journals, publications, and newsletters.

Don't like bumbling Columbo image.

Texas Crime Prevention Institute, made up of police officers, responded favorably.

Offers an easy way to provide crime prevention information for local law enforcers.

Responses to 14a.

Provides little in the way of direction

Only the police will have these stats.

From what our expectations were the effect of crime dog is negligent.

Not enough literature received to judge completely.

Cannot assess the L.A. area.

Public is still very hesitant to participate in any type of anti-crime program.

We know it's there.

Three press releases came out of it. We had lots of calls.

We haven't followed it beyond our own program.

People are beginning to recognize him but I don't think McGruff message has gotten to them personally yet.

Don't know what you mean by effective.

Have received no comments about the crime dog campaign per se.

Could have been more visable.

Not enough impact.

Campaign newly introduced in this area.

Local agencies have not been given a free hand in using "crime dog" nor have they been personally contacted by representatives from out Attorney General's Office.

Lacks local media support.

The push for the campaign happened mostly in Jefferson City.

Not visible enough to make impact

Very effective for the amount of time it's been around.

I base this estimate on just what I have seen, which may not be truly accurate.

I don't know.

Because the ads on TV and radio ask people to write for information rather than giving local referral numbers, we have no way of telling.

Responses to "Comments following 15:

Greater media exposure through talk shows, children's shows, etc., on national level.

Provide new ideas: policing methods; prosecution strategies; police-community strategies.

Make booklets available at lower cost.

Reporters for local newspapers could have a "crime dog" mascot to attend meetings (etc.) of community group to obtain crime prevention information.

Campaign should be directed at all citizens/not just the poor and the minority.

More encouragement to local police to promote the campaign. Make brochures more available to crime prevention agencies without cost.

The campaign needs to be made more immediate and linked to other local efforts. In L.A. the police don't seem to be interested, since they see prevention as a program that just adds to the demands placed on their understaffed dept.

More material should be available locally and be more adaptable to local conditions.

More diverse in terms of crimes in _____ (family crimes) crimes of/on youth, etc.

If the gov't. is going to promote a national crime fighting canine, they should back their commitment. By media time and spread the dogs face around like "Smokey" for example. Each crime prev. program has their own way of promoting the character and this will be evident as these evaluations come in.

More outreach to the community i.e. media exposure, pamphlets, brochurees, etc. I'm sure I would've used it had I gotten informational materials.

For us it needs gearing towards black or black personal violence crimes.

Maybe if some materials were available in Spanish you could get more involvement from Hispanic communities.

Does not tie in with local activities or efforts.

Get the dog to speak Spanish or to relate more to the higher crime areas. If you want the dog to be something, he needs a lot more exposure!!

Don't use this type of material - do community organizing.

More local activity and lowering of cost to agencies for products associated with programs.

More exposure.

Need support of other local criminal justice agencies to be effective.

Wider play, generally airs on TV at 2 AM.

More exposure in all news media. More money should be appropriated to do a more effective job of campaigning.

More TV spots especially on the super cable stations (ATL. Chicago)

"Take a Bite out of Crime" is very readable and contains much valuable information.

More bi-lingual and multi-lingual materials, less 'middle-class' stereotype.

I just wish I could afford to buy all the pamphlets! What about big posters w/McGruff?

Their should be posters made available and more commercials.

If there was a possibility of long-range funding, some changes could be anticipated.

Many more materials made available at little or no cost.

To consider that many persons cannot read and therefore need more pictures: campaign does not include enough minorities.

More exposure locally.

Perhaps larger posters to be made available.

The method of distributing literature does not give people the feeling of being personally served when they must write to the State capitol for crime prevention information. The time delay in getting the material also effect their image of the program.

More commitment needed from major media networks!

Anti Crime should lean more towards youth. We do not deal with our youth in many cases with the crime that's been committed.

Work it into the public schools, perhaps.

More of same in this area. "Advertisements"

The campaign materials appear to be good, they just are not given enough exposure. Commercial time should be bought during prime time.

Most localities had already adopted a "crime logo" before the dog came along. For instance, we use the "crime eye" as used by the Massachusetts Crime Prevention Program. Other communities use the logo of the National Sheriff's Assoc. It is difficult to introduce a new campaign when another has been used and recognized by the public.

We were never contacted by anyone about participating in the campaign.

Needs much more exposure; I've only seen it a couple of times and that was on TV very late at night.

Change name.

If it's supposed to be Bogey or the talk character, say so. Try another push - but with details: "Here are 10 ways to protect yourself..."

As a technical assistance provider, we do not believe this is applicable to our project.

There is something about the appearance of the dog that puts him on a different level than "Smokey the Bear." I feel McGruff will have to be promoted much more to ever compete with "STB". The dog needs to speak with more authority.

Get serious.

We were able to use the pamphlets and the information is good. However, it would help if we could add our name and telephone number to the broadcast media ads.

END