

The 2001 National
Crime Prevention
Survey

Are
we
safe?
Focus on Teens



National
Crime
Prevention
Council

tyco

Fire &
Security



CONTENTS

Foreword	1
Highlights	3
Implications	5
Major Findings	7
Bullying Seen Frequently	7
Students See Potential for Harm by Classmates.	8
Sense of Safety and Security Varies.	9
Clear Ideas About Stopping Violence.	11
Terrorism Troubling.	13
Getting Help From Adults	14
Most Have Solid Connection With Adults	17
Multiple Causes of Teen-Adult Distrust	18
Most Teens See Themselves as Positive Leaders	21
Many Influences in Decisions About Right and Wrong	23
Survey Methodology	26



Presented by
National Crime Prevention Council
1000 Connecticut Avenue, NW,
Thirteenth Floor
Washington, DC 20036-5325
202-466-6272
www.ncpc.org

and



ADT Security Services, Inc.
One Town Center Road
PO Box 5035
Boca Raton, FL 33486-1010
561-988-3600
www.adt.com



Survey conducted by

Wirthlin Worldwide

1363 Beverly Road

McLean, VA 22101

703-556-0001

Christopher J. Moessner, *Senior Research Executive*

Single copies of this report are free on written request to NCPC's Fulfillment Center as long as supplies last. NCPC's Fulfillment Center can be reached by mail (PO Box 1, 100 Church Street, Amsterdam, NY 12010), or by fax (518-843-6857). This report is also available through NCPC's Web site (www.ncpc.org/rwesafe/htm) and ADT's Web site (www.adt.com/ncpc.htm). More detailed questions on the survey should be addressed to Section Leader, Research and Evaluation, NCPC, 1000 Connecticut Avenue, NW, Thirteenth Floor, Washington, DC 20036 (e-mail oneil@ncpc.org).

FOREWORD

Teenagers are the focus of this year's annual *Are We Safe? 2001 Survey*. In October 2001, we talked with more than 500 youth (ages 12 to 17) across the nation for the NCPC-ADT National Crime Prevention Survey. The information they shared with us is both valuable and noteworthy.

Why teens? Young people are far more likely than their parents or grandparents to be the victims of personal violence and theft. They face challenges on a daily basis that can profoundly affect their futures. They thirst for adult connection even as they assert their growing independence.

The level of crime—threats to self and peers—that our young people face is lower than it has been in the past 20 years, but it is still far too high. Teens' resilience is reassuring, but they deserve safer schools and neighborhoods. Teens themselves can be important resources in this work, as their engagement with community and violence prevention demonstrate.

Today's young people hold enormous promise as the best-educated, best-trained generation in history. They do not deserve to be schooled in environments where bullying and taunting are everyday occurrences, nor do they deserve—as almost half do—to have to worry about knowing that a fellow student might cause someone harm. They know what they can do about violence, and we must give them the opportunity to help prevent it.

They need to know that they have strong, broad-based support from adults—not just from a few but from many who touch their everyday lives. They need support in making daily decisions about right and wrong—support they look to parents, other adults, and peers to provide. They know what kinds of behaviors cause adults to distrust them and what kinds of adult behaviors cause them to distrust adults.

There is good news about this rising generation. They connect with adults—five out of six have a candid relationship with a caring adult in which they feel they can be themselves. Seventy percent feel they are making a positive difference in the community, generally helping others. Research tells us, however, that those who do not have adult support outside of family are less likely to feel connected to the community, as are those who are not involved in community-related activities. One young person in six in this survey does not have a strong connection with an adult outside the family; one quarter of the young people surveyed do not think they are making a positive contribution to their communities.

We must reach out to these young people to invest them and their peers in our communities. We hope this survey provides a good first step toward making that happen.



John A. Calhoun
President and CEO
National Crime
Prevention Council



Michael F. Snyder
President
ADT Security
Services, Inc.

tyco

Fire &
Security



HIGHLIGHTS

A survey of 513 U.S. teens (ages 12 to 17) conducted by Wirthlin Worldwide for *Are We Safe? 2001—Focus on Teens* shows that

- nearly half of teens witness at least one bullying or taunting incident in school every day, and a majority of that group see several incidents a day. Almost two out of three teens witness bullying or taunting at school at least once a week.
- nearly half of teens know of a fellow student whom they believe could cause harm to other students.
- teens feel less safe at home alone than many adults may believe, though they feel least safe when out and about in the community. In contrast, they report feeling much safer at school and in after-school activities. They feel safest at home with family present.
- teens are clear that they can be effective in stopping violence. One-third say they can directly act to stop or avoid violence by not fighting, by stopping others from becoming violent, or by speaking out against violence. Another third cite demonstrating respect for others as a means of stopping violence. One in four cites being a positive role model—reporting problems, not using drugs, being involved in school activities, and the like.
- teens see themselves for the most part as positive influences in the community.
- teens feel they can consult with most school personnel at least “most of the time” on personal matters, though they are more likely to turn to parents, peers, other adults in the family, and police if they are worried about physical harm.

- teens report relying on parents, peers, other family adults, siblings, and teachers for guidance in daily decisions about right and wrong, rather than on celebrities, news media, MTV/BET, and magazines.
- teens worry as much as adults about the impact of last fall's terrorist attacks, and like adults, the majority are certain it will cause changes in their day-to-day lives over the next five years.

The study also explored teen-adult relationships both at large and within their schools that contribute to young people's safety and security and teens' sources of support for making decisions that affect their safety and security. It examined influences on teens' decision making about right and wrong and who teens turn to for help both in school and in general.

IMPLICATIONS

This survey suggests that youth are exposed directly to more violence—and potential for violence—than either parents or school officials may have guessed. This exposure is uniform. It does not single out youth by race, creed, or ethnic background.

The fact that youth don't feel all that safe at home alone suggests an area of major concern, especially because *Are We Safe? 2000* found that at least one in four young people is left at home alone during the week, and one in three is left at home alone on weekends.

Major differences in their sense of safety and security seem to arise most frequently between younger and older teens—suggesting that each group needs its own crime prevention strategies. Older teens may move with more confidence throughout their communities and face different risks than younger teens (and younger children) who may well benefit from such skills as media literacy, values education, and discussions with caring adults about making good decisions.

Teens' concerns about terrorism suggest that the nation needs to pay more attention to the impact recent national events have had on young people. The fact that they are as worried as their parents and as aware of the potential for changes in their lifestyles shows that we need to do a better job of listening to them, respecting their concerns, and enlisting them in crime prevention and civil preparedness.

Though teens feel some level of comfort in talking with school faculty about personal (non-school) problems, these levels of comfort could be higher among several groups. Those youth who feel less connected to school and community are, as research well documents, more likely to drop out, to find themselves in trouble, or to disengage from community life entirely.

Strengthening bonds with adults at school could be a turning point for these youth.

Teens as they get older seem less susceptible to popular culture in making decisions about right and wrong in their daily lives, but younger teens are more likely to look at these external influences—a situation that suggests training in decision-making skills might benefit younger youth.

Although only one in four young people says he or she is not involved in his or her community in positive ways, this number still represents enormous lost potential to neighborhoods, cities, and towns throughout the nation. Reaching out and enlisting these young people would enrich their lives while helping the community as well.

MAJOR FINDINGS

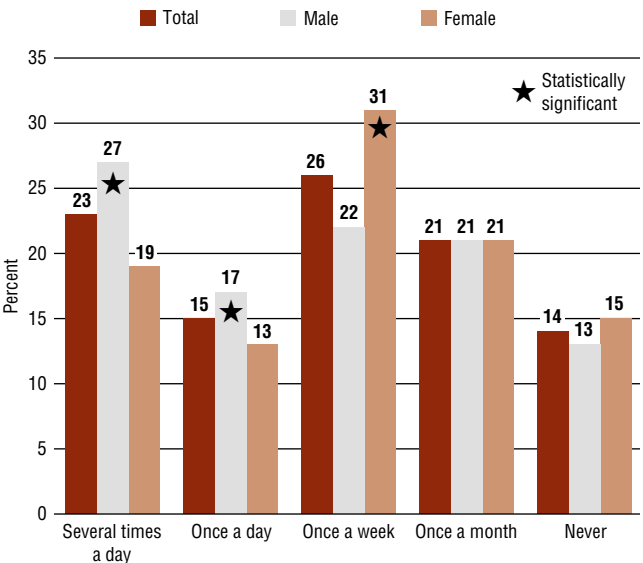
Major survey findings, including key statistically significant differences, are highlighted in this section.

Bullying Seen Frequently

More than four in ten teens (42 percent of the total) witness bullying or taunting among other students at least once a day (see Figure 1). Better than half of that group who see such incidents at least once a day (23 percent of the total) see such incidents several times a day. An additional 26 percent of teens see bullying episodes at least once a week, meaning that two out of three teens witness bullying at least weekly among other students. Boys (44 percent) are more likely than girls (32 percent) to report see-

FIGURE 1

How often in school settings do you witness one student bullying or taunting another student?



ing these incidents several times a day, once a day, or once a week. Students in the South are more likely to witness bullying and taunting than those in other parts of the country. African American students are more likely to witness bullying and taunting episodes than their counterpart groups.

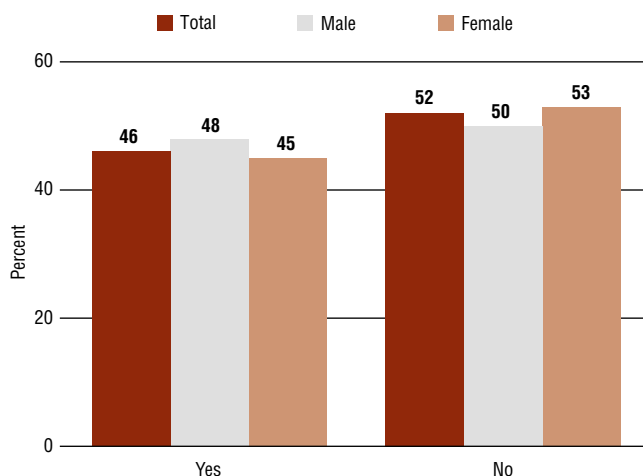
Students See Potential for Harm by Classmates

Nearly half the students surveyed (46 percent) could identify one or more students at school whom they knew personally and felt could cause harm to another student. Whether such appraisals are correct or not, the fear and concern that exist are real.

Boys (48 percent) and girls (45 percent) were almost equally likely to report that they knew such fellow students. Students in the South (51 percent) are somewhat more likely to know of potentially harmful students than students in other regions (see Figure 2).

FIGURE 2

Can you identify one or more students at school that you know personally, that you feel could cause harm to another student?



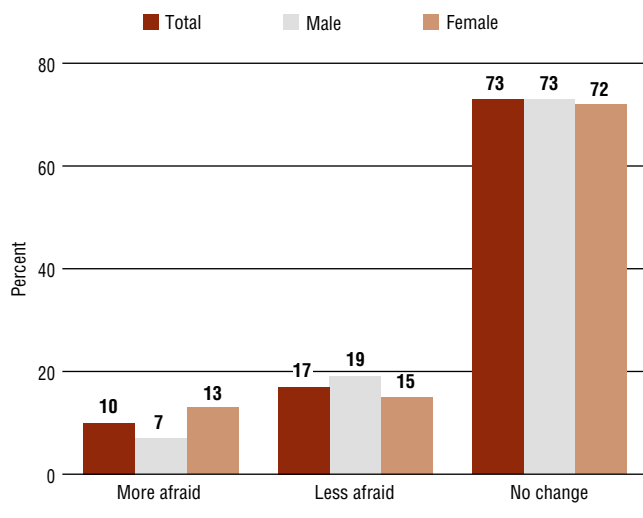
Sense of Safety and Security Varies

When asked how they felt walking in their own neighborhoods in 2001 compared with the previous year, a majority of teens saw no change. Only one in ten felt less safe than a year ago. Seventeen percent actually felt safer than a year ago, probably reflecting several years of declining crime rates. Younger teens are more likely to feel safer than older teens (24 percent versus 10 percent “less afraid”). More teens in the North Central part of the nation (22 percent) and in the South (21 percent) said they felt safer this year compared to last (see Figure 3).

How safe do teens feel in specific places? “At home with the family” ranked highest—9.4 average rating where 1=not safe and 10=very safe. Next safest, according to the survey respondents was “in after-school activities” with an average 8.4 rating and “at school” receiving an average rating of 8.1. Regarded as least safe was “at home alone” (7.6 average) and “out in the community” (7.1 average).

FIGURE 3

In comparison to a year ago, would you say you are more afraid to walk in your neighborhood, less afraid to walk in your neighborhood, or that there is no change?

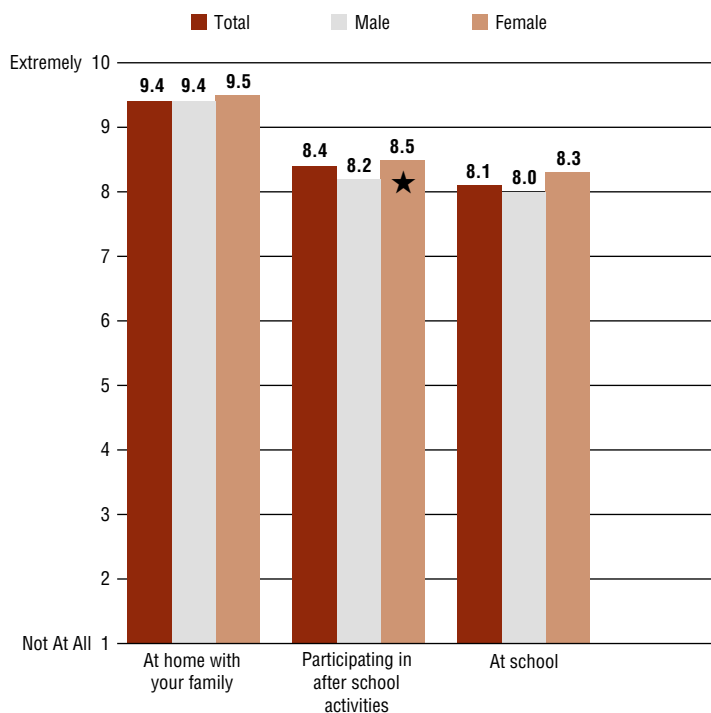


Boys (average rating of 7.9) express greater feelings of safety at home alone than do girls (average rating of 7.4). Older teens (ages 15 to 17) are more likely than younger teens to feel safer in a number of different environments. Teens living in the West feel safer when out in their community than do teens in other parts of the nation. Hispanic teens feel safer when home alone (7.9 average rating) than in their neighborhood or going to and from school (7.7 average rating). African American teens feel safer when home alone (7.5 average rating) than going to and from school (7.4 average rating) (see Figure 4).

Where do teens feel “not at all safe”? Girls ages 12 to 14 are more likely than older girls to feel “not at all safe” when in their neighborhood (5 percent versus zero). Younger teens and those

FIGURE 4

How safe do you personally feel in the following places or activities...? (Mean Rating)

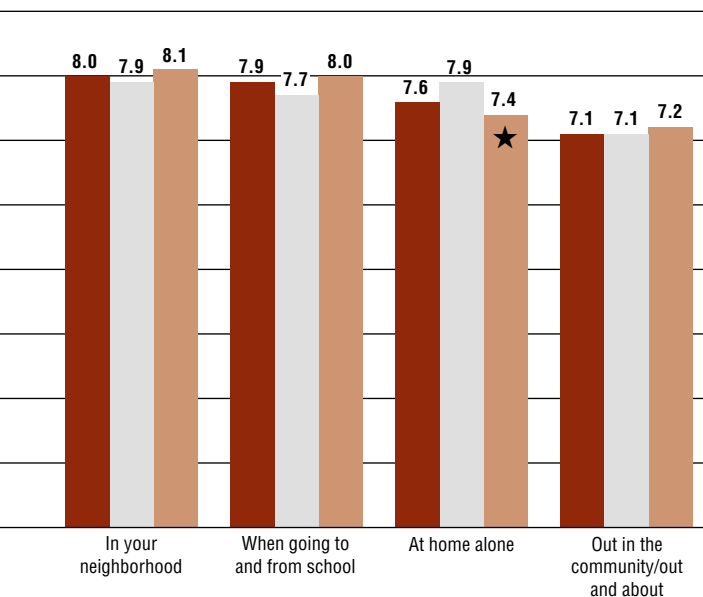


living outside metropolitan areas (7 percent each) are more likely to feel “not at all safe” when home alone than their counterpart groups (older teens, 1 percent; metropolitan area teens, 3 percent). African American teens are more likely to feel “not at all safe” (9 percent) out in the community and going to and from school (5 percent) than are Caucasian teens (less than 1 percent and 1 percent respectively). Teens living outside metropolitan areas (6 percent) are more likely to feel “not at all safe” than are their counterparts (1 percent).

Clear Ideas About Stopping Violence

Teenagers have very specific ideas about what people their age can do to stop violence in their

★ Statistically significant



neighborhoods (see Figure 5). One-third of youth surveyed (32 percent) cited stopping or avoiding violent behavior (for example, “don’t fight,” “talk things out,” “stop others who are being violent,” “control anger”). Nearly another

FIGURE 5

In your opinion, what do you think people your age can do to stop violence in your neighborhood? (Unaided)

Stop/Avoid Violence	32%
■ Don't fight/be violent	9%
■ Talks things out	7%
■ Stop others who are being violent	3%
■ Speak out against it	2%
■ Join/Start a group to stop violence	2%
■ Control anger/Don't be angry	2%
■ Have programs to educate people about violence	2%
■ Think before you act	1%
■ No guns/weapons in school	1%
■ Don't promote violence	1%
■ Other mentions	2%
Respect/ Accept Others	31%
■ Don't bully/pick on others	8%
■ Be nicer/kinder to others	7%
■ Get to know each other better	3%
■ Get along with each other	3%
■ Respect others' differences	3%
■ Don't make fun of others	1%
■ Don't judge others	1%
■ Be open-minded	1%
■ Don't discriminate because of race/religion	1%
■ Don't bother younger kids	1%
■ Other mentions	2%
Be a Positive Role Model	24%
■ Report problems/tell someone if something is wrong	9%
■ Be aware/alert	2%
■ Don't use drugs	2%
■ Don't do wrong/ bad things	2%
■ Be involved in school activities	2%
■ Be more positive	2%
■ Be involved in community	1%
■ Do things/ work together	1%
■ Play sports	1%
■ Other mentions	2%

third (31 percent) urged respect of or acceptance of others (naming such strategies as “don’t bully or pick on others,” “be nicer (or kinder) to others,” “get to know each other better,” “respect each other’s differences.”) One in four youth urged being positive role models by doing such things as “report problems/tell someone if something is wrong,” “be aware/alert,” “be involved in school activities,” “don’t do bad things.” Note: The remainder (33 percent) consisted of activities that did not lend themselves to categorization or of “don’t know” responses.

Terrorism Troubling

Almost exactly half of teenagers (48 percent) reported that the September 11 terrorist attacks shook their personal sense of safety and security a great deal (17 percent) or a good amount (31 percent). This compares with 63 percent of adults (36 percent a great deal and 27 percent a good amount) (see Figures 6 and 7). Girls were more likely to report a great deal of impact than

FIGURE 6

Thinking about you personally, how much, if any, has the terrorist attack on September 11th shaken your own sense of safety and security?

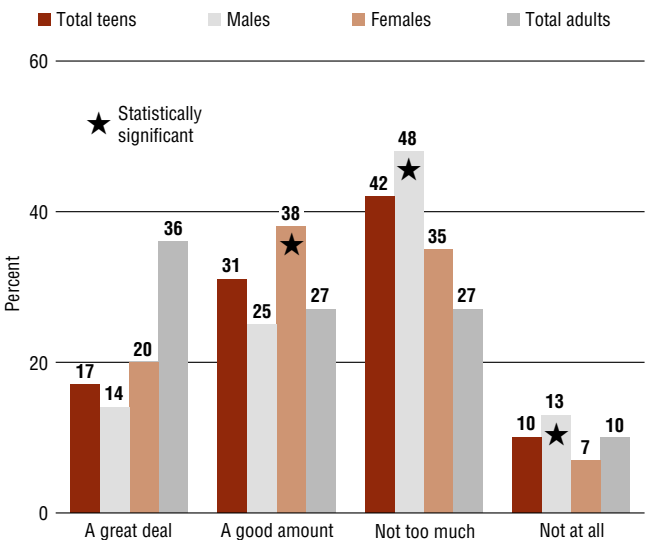
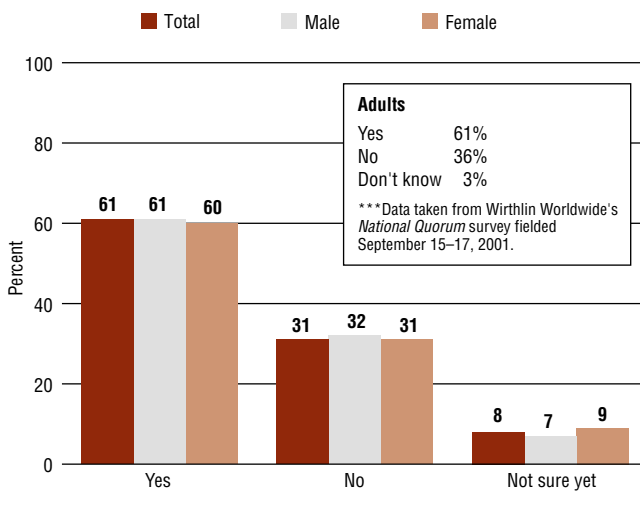


FIGURE 7

In the next five years, do you think that you will have to make any changes in your day-to-day lifestyle in response to terrorist activity in the United States?



boys. Teens were as clear as adults (61 percent for each age group) that they would experience changes in day-to-day lifestyle changes over the next five years as a result.

Getting Help From Adults

Given the high level of teens' exposure to potential violence in school (through bullying and/or students who have potential to harm others), whom at school do young people feel they can turn to? Asked how often they could turn to faculty at school with a personal matter, teens generally gave thumbs up to guidance counselors (76 percent almost all the time or most of the time), teachers (81 percent almost all or most of the time), principals and assistant principals (65 percent almost all or most of the time), and coaches (66 percent almost all or most of the time).

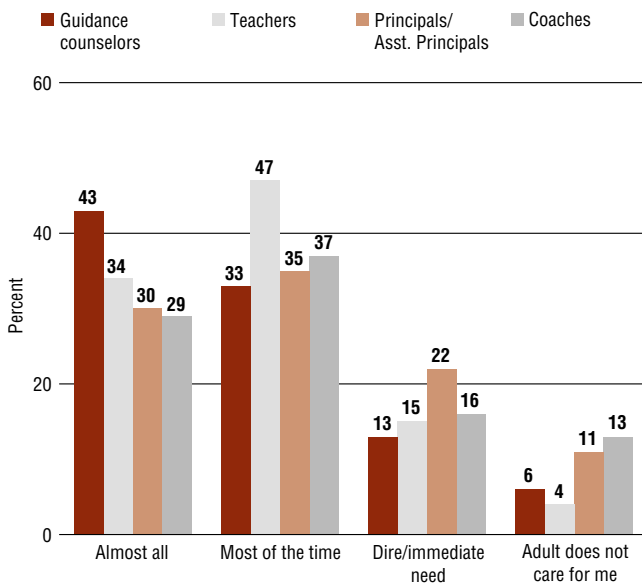
Females are more likely than males to say they can talk with teachers almost all the time about personal problems (39 percent versus

29 percent). Younger teens (12 to 14) are more likely than older teens (15 to 17) to feel they can talk to their principals or assistant principals about personal matters (72 percent compared with 60 percent). Teens in the North Central United States have stronger relationships with these adults than in any other region—(87 percent can go to teachers about personal matters almost all or most of the time, 81 percent to guidance counselors, 72 percent to principals, and 76 percent to coaches) (see Figure 8).

Older teens and particularly male students are more likely than younger students (15 percent compared with 7 percent) to feel that principals or assistant principals are “the type of adult (in school) who doesn’t care about me.” African American (8 percent) and Hispanic students (10 percent) are more likely than Caucasian students (2 percent) to believe that their teachers are “the type of adult that doesn’t care about me.”

FIGURE 8

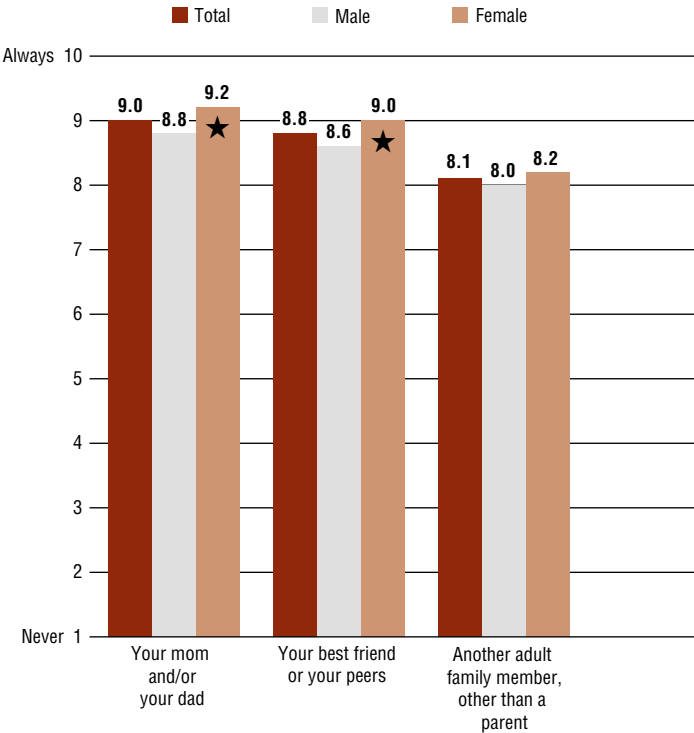
How often do you feel you can go to one or more of the following people for help with a personal matter—something that is not school work?



Teens rated parents, best friends/peers, and other adult family members as those they would most likely turn to if they were worried about being physically hurt. Teachers and guidance counselors received the lowest ratings out of the seven groups youth were asked to assess. Teenage girls are significantly more likely than boys to turn to someone (any adult named) if they fear being hurt physically. Boys were much more likely than girls (14 percent versus 7 percent) to say they would never turn to a police officer in this situation. African American teens are more likely to turn to an adult family member (8.5 rating) than to a peer (8.3 rating) than Caucasian teens (see Figure 9). Teens in the North Central United

FIGURE 9

If you were worried about being hurt physically, how likely would you be to turn to each of the following people for help?
 (1 = you would never turn to that person for help, 10 = you would always turn to that person for help)

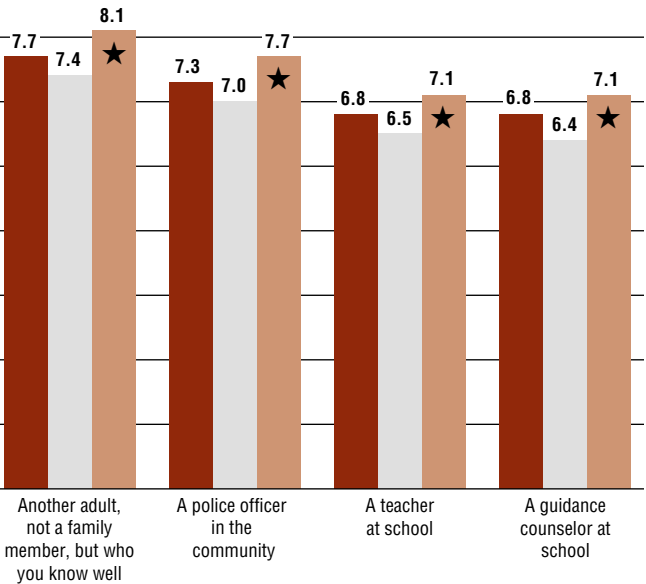


States are more likely than teens in other parts of the nation to turn to a teacher or guidance counselor if fearful for their physical safety. Teens in the South and West are more likely than those elsewhere to say they would never turn to a guidance counselor in this situation.

Most Have Solid Connection With Adults

Teens seem to feel they have at least one adult, outside the family, with whom they can connect on a positive, personal level. Seventeen out of 20 teens said they had such support. Still, three

★ Statistically significant



out of 20 do not feel that they have this backing (see Figure 10).

Multiple Causes of Teen-Adult Distrust

Teens gave clear indications of the kinds of behaviors that cause them to distrust adults. Violence and anger, which included fights, yelling, prejudice, and meanness, among other behaviors (22 percent), substance abuse (12 percent), and acting immaturely or irresponsibly, including lying, violating secrets, rudeness, and breaking promises, among other behaviors (33 percent) were clear turn-offs when teens considered whether they should trust adults (see Figure 11).

What makes adults distrust teens? Youth had equally strong ideas about this. “Acting irresponsibly” (44 percent), which was defined by teens as including dishonesty, gossiping, being disrespectful, and “acting foolish,” and “break-

FIGURE 10

Do you have a strong relationship with an adult, other than your parents or family members, where you feel you can be yourself—that is, say what you want, and have an open and honest conversation about any topic?

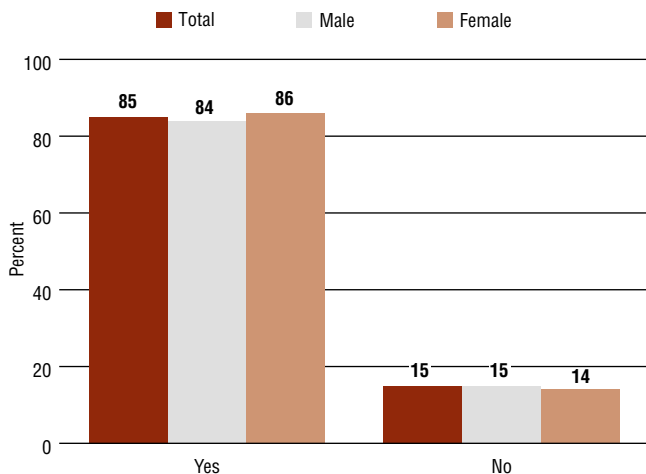


FIGURE 11**What kinds of behaviors have you seen adults exhibit that prevents you from trusting them? (Unaided)**

Violence/Anger		22%
■ Fights/fighting		4%
■ Yelling		4%
■ Being mean/nasty		3%
■ Anger (unspec.)		3%
■ Arguing		2%
■ Abusing their kids		1%
■ Anger over simple things		1%
■ Swearing/cursing		1%
■ Racial/ Religious prejudice		1%
■ Other violence		2%
Substance Abuse		12%
■ Alcohol/drinking		9%
■ Using drugs		2%
■ Smoking		2%
Acting Immature/Irresponsibly		33%
■ Lying/dishonesty		9%
■ Not listening/caring		6%
■ Violating secrets		5%
■ Being immature		3%
■ Disrespect/rudeness		2%
■ Gossiping		2%
■ Being critical		2%
■ Breaking promises		1%
■ Favoritism		1%
■ Stealing		1%
■ Hypocrisy		1%

ing the rules,” which encompassed such teen behaviors as stealing, disobedience, sneaking out or staying out late, to name a few, were at the top of the list. Substance abuse (30 percent) and violence (4 percent) were also mentioned (see Figure 12)

FIGURE 12

What do people your age do that might keep adults from trusting you? (Unaided)

Violence 4%

- Fighting 2%
- Violence 1%
- Bullying 1%

Acting Irresponsibly 44%

- Lying/dishonesty 24%
- Being disrespectful 6%
- Being immature 4%
- Acting foolish 4%
- Spreading rumors 2%
- Appearance/dress 2%
- Violating secrets 1%
- Hanging around a bad crowd 1%

Substance Abuse 30%

- Using drugs 14%
- Alcohol/drinking 8%
- Smoking 6%
- Partying 2%

Breaking the Rules 33%

- Stealing 8%
- Disobedience 5%
- Sneaking out 4%
- Causing trouble 3%
- Staying out late 3%
- Breaking the rules 2%
- Doing bad things 2%
- Anything illegal 2%
- Cheating 2%
- Swearing/cursing 1%
- Having sex 1%

Most Teens See Themselves as Positive Leaders

Today's teens tend to think they are making a positive difference in the community; seven of ten (69 percent) said so (see Figures 13 and 14). Girls are more likely to answer yes (76 percent) than boys (63 percent.) Four in ten teens say they are engaged in volunteering and community service; four in ten say they help by being positive role models; and one in five says he or she makes a positive difference by helping others.

Sadly, one in four teenagers (25 percent) says he or she is not making positive contributions to his or her community. They cite laziness or lack of drive, lack of time, nothing to do, "nothing" preventing them, and "don't do anything in the community" among the reasons for their lack of involvement. A disturbing 31 percent said they didn't know why they were not involved (see Figure 15).

FIGURE 13

Do you feel like you are personally making a positive difference in your community?

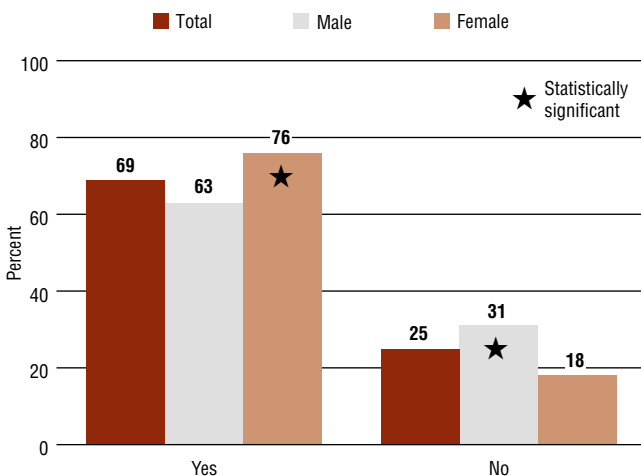


FIGURE 14

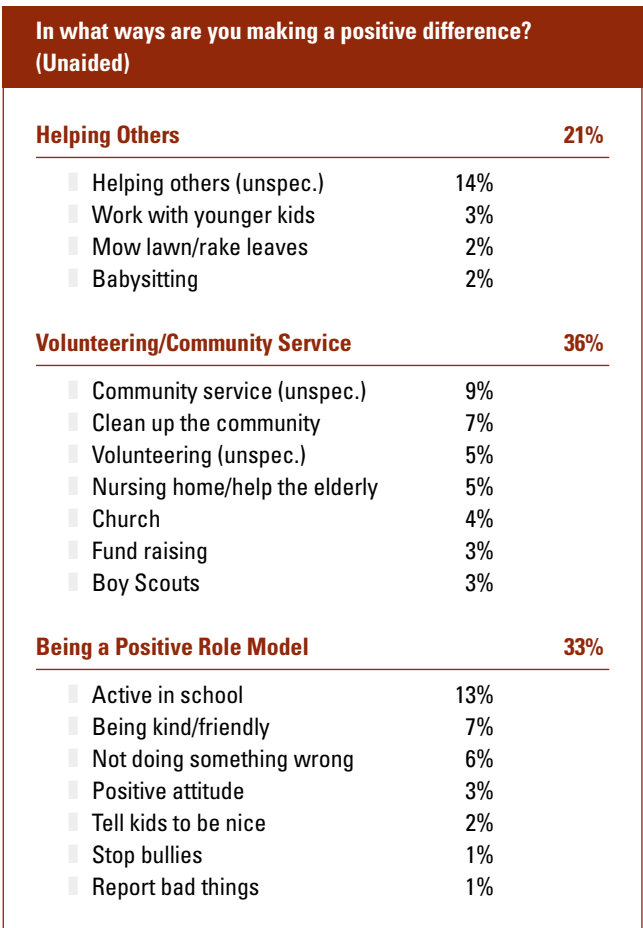


FIGURE 15

What is preventing you from making a difference? (Unaided)	
■ Don't do anything in the community	10%
■ Lazy/lack of drive	7%
■ Too busy/lack of time	6%
■ There's not much/nothing to do	5%
■ Antisocial/don't get along with people	4%
■ Don't want to	4%
■ Don't do much in the community	3%
■ Don't know a lot of people	3%
■ Don't get out much	3%
■ Shyness	2%
■ Too young	2%
■ Drug use	1%
■ Can't make a difference/no one listens or cares	1%
■ Other	9%
■ Nothing is preventing me	10%
■ Don't know	31%

Many Influences in Decisions About Right and Wrong

Teens were asked to rate 14 sources of influence about deciding between right and wrong on a daily basis. Parents got the highest scores (8.9 average on a scale where 1= no influence and 10=great deal of influence). Other family members ranked next (7.9), followed by friends (7.8), the police/the law (7.5), siblings (7.2), a teacher (6.9), a coach (6.6), a youth group leader (6.6), and a guidance counselor (6.5). As teens move toward more remote groups, the influence of these groups wanes sharply. “An athlete” rated 5.2; the news media rated 5.1. Rock/rap stars and actors received only a 4.6 rating. MTV and BET won only a 4.4 rating and magazines were rated only 4.1 (see Tables 1 and 2).

TABLE 1

How much do the following people or groups influence the decisions you make on a daily basis?			
1 = Has no influence over my decisions 10 = Has a great deal of influence over my decisions about right and wrong			
PEOPLE/GROUPS	MALE	FEMALE	TOTAL
Mom and/or dad	8.7	9.1 ★	8.9
Other family members	7.8	8.1	7.9
Friends	7.6	8.1 ★	7.8
Police/law	7.2	7.8 ★	7.5
Brothers and sisters	6.9	7.4	7.2
Teacher	6.6	7.2 ★	6.9
Coach of a sports team	6.5	6.7	6.6
Youth group leader	6.2	6.9 ★	6.6
Guidance counselor	6.3	6.7	6.5
Athlete	5.3	5.1	5.2
News media	4.9	5.3	5.1
Rock/rap star or popular actor	4.5	4.7	4.6
MTV/BET	4.2	4.6	4.4
Magazines	4.1	4.0	4.3

★ Statistically significant

Females were more likely than males to report that parents, friends, police, teachers, and youth group leaders influenced them highly. Younger teens were more likely than older teens to give higher rankings to singers, actors, television (MTV and BET), magazines, and news media.

TABLE 2

How much do the following people or groups influence the decisions you make on a daily basis?

1 = Has no influence over my decisions

10 = Has a great deal of influence over my decisions about right and wrong

Ages 12-14	MALES	FEMALES	TOTAL
Mom and/or dad	8.9	9.2	9.0
Other family members	8.0	8.2	8.1
Friends	7.4	8.2	7.8
Police/law	7.5	8.2 ★	7.8 ★
Brothers and sisters	7.1	7.3	7.2
Teacher	7.3 ★	7.2	7.3 ★
Coach of a sports team	6.7	7.0	6.8 ★
Youth group leader	6.4	7.1	6.8
Guidance counselor	6.7 ★	7.1 ★	6.9 ★
Athlete	5.3	5.6 ★	5.4
News media	5.1	5.6	5.4 ★
Rock/rap star or popular actor	5.0 ★	5.1 ★	5.0 ★
MTV, BET	4.6 ★	5.2 ★	4.9 ★
Magazines	4.3	4.8 ★	4.6 ★
Ages 15-17	MALE	FEMALE	TOTAL
Mom and/or dad	8.6	9.0	8.8
Other family members	7.6	8.0	7.8
Friends	7.7	8.0	7.8
Police/law	6.9	7.4	7.1
Brothers and sisters	6.8	7.4	7.1
Teacher	6.0	7.1	6.5
Coach of a sports team	6.3	6.4	6.3
Youth group leader	6.0	6.7	6.3
Guidance counselor	5.8	6.3	6.1
Athlete	5.2	4.6	4.9
News media	4.6	5.0	4.8
Rock/rap star or popular actor	4.2	4.2	4.2
MTV, BET	3.9	4.1	4.0
Magazines	3.7	3.7	3.7

★ Statistically significant

SURVEY METHODOLOGY

A total of 513 interviews (256 male and 257 female) were conducted with teenagers (ages 12 to 17) by telephone between October 25 and October 28, 2001. The geographic coverage included the continental states. Interviews were conducted by Opinion Research Corporation's Central Telephone Facility in Tucson, Arizona. Participants were selected through random digit dialing.

Statistically significant differences in this survey are significant at the 95 percent confidence level.

In this sample, 31 percent of the students were in middle school (grades five through eight); 69 percent of the students were in high school (grades nine through 12). One percent was not in school. Thirty-four percent of students were in schools enrolling 600 students or fewer; 31 percent were in schools with populations of 600 to 1,000. Twenty-four percent of the sample attended schools enrolling 1,000 to 2,000 students; 10 percent attended schools enrolling more than 2,000 students.

Weighting the Data

The results of this study were weighted to U.S. Census statistics for gender, education, and geographic region so that the number of people in these demographic categories was given a weight commensurate with their presence in the population.

U.S. Regions

In this study, the following regions are referenced where statistically significant differences among regions exist:

North East

New England—Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic—New York, New Jersey, Pennsylvania

North Central

East North Central—Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central—Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

South

South Atlantic—Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central—Kentucky, Tennessee, Alabama, Mississippi

West South Central—Arkansas, Louisiana, Oklahoma, Texas

West

Mountain—Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific—Washington, Oregon, California

Marketing Research Standards

All Wirthlin Worldwide surveys are designed to comply with the code of standards of the Council of American Survey Research Organizations (CASRO).



The National Crime Prevention Council

The National Crime Prevention Council is a private, nonprofit tax-exempt [501(c)(3)] organization whose principal mission is to enable people to prevent crime and build safer, more caring communities. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention and community-building subjects. NCPC offers training, technical assistance, and a national focus for crime prevention: it acts as secretariat for the Crime Prevention Coalition of America, more than 4,000 national, federal, local, and state organizations committed to preventing crime. It also operates neighborhood- and jurisdiction-wide demonstration programs and takes a major leadership role in youth crime prevention by involving youth as positive resources in their communities. NCPC manages the McGruff "Take A Bite Out Of Crime" public service advertising campaign, which is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. Proceeds from the sale of materials funded by public sources are used to help support NCPC's work on the National Citizens' Crime Prevention Campaign. NCPC's web site is www.ncpc.org

tyco

Fire &
Security



ADT Security Services, Inc.

ADT Security Services, Inc., a Tyco International Ltd. Company, is the largest single provider of electronic security services to more than five million commercial, federal and residential customers throughout North America and the United Kingdom. ADT's total security solutions include intrusion and fire protection, CCTV, access control, computer security, mobile security, critical condition monitoring, electronic article surveillance, and integrated systems. ADT has been a committed corporate sponsor of the National Crime Prevention Council since 1989. ADT's Web site address is www.adt.com.