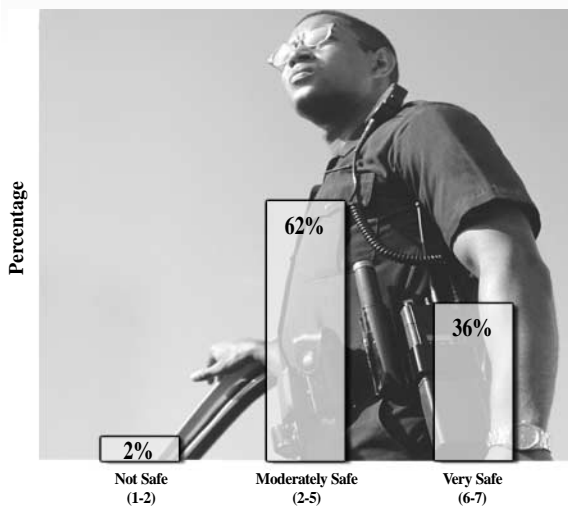


Edmontonians' poll station

By **Linda Banister**

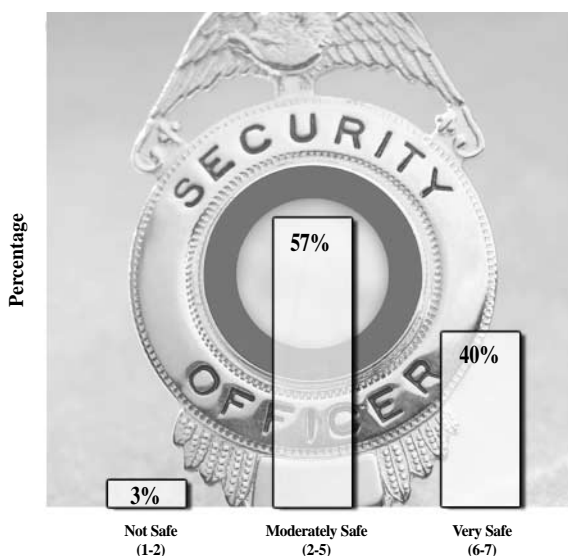
On the anniversary of the September 11th tragedy, this month's Poll Station looks at Edmonton residents' perception of personal security.

THINKING OF YOUR FAMILY'S EXPOSURE TO VIOLENT CRIME, HOW SAFE IS YOUR NEIGHBOURHOOD?



Over a third (36%) of respondents felt their neighbourhood was very safe and 62 percent felt it was moderately safe. Only 2 percent of respondents provided a low or not safe rating.

THINKING OF YOUR FAMILY'S EXPOSURE TO PROPERTY CRIME SUCH AS BREAK-INS, HOW SAFE IS YOUR NEIGHBOURHOOD?

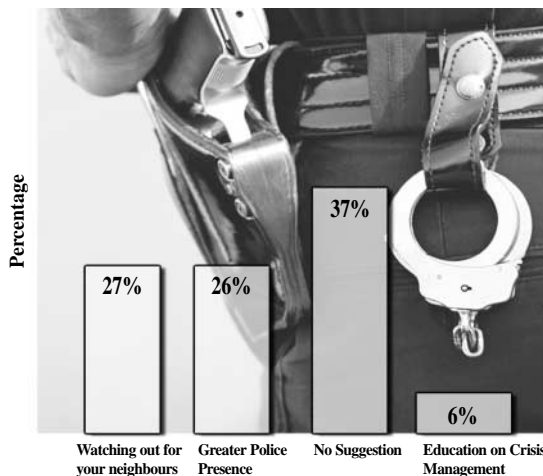


Forty percent of respondents felt that their neighbourhood was very safe from property crimes, 57 percent felt it was moderately safe and 3 percent felt it was not safe at all.

HAVE THE EVENTS OF SEPTEMBER 11TH CHANGED YOUR SENSE OF SECURITY?

Almost two-thirds (65 %) of respondents felt that the events of September 11th had not changed their sense of personal security. Of the 33 percent who did indicate a change; 36 percent were more fearful of travel, 30 percent became more aware of events around the world, 18 percent felt an overall increased need for security, 12 percent felt more leery of others and 3 percent realized how short life can be.

WHAT COULD YOUR COMMUNITY DO TO HELP FOSTER A GREATER SENSE OF SECURITY?



More than a quarter (27 %) of respondents felt they would feel more secure if they developed stronger ties with their neighbours and watched out for each other. Twenty-six percent felt that a greater police presence around the city would help their feelings of security while six percent felt they would benefit from more education on how to handle a crisis. Thirty-seven percent did not have any suggestions on how to foster a greater sense of security. ✓

The Poll Station surveyed 100 Edmonton residents; while the results are not necessarily statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking.



Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Poll Station, contact

Linda at 780.451.4444 or e-mail at research@banister.ab.ca. For further information on the firm visit www.banister.ab.ca.