

McGruff the Crime Dog® Known and Respected Across America

Key findings excerpted from research conducted by Harris Interactive, Inc. for the National Crime Prevention Council (NCPC):

KEY FINDING: ADULTS

- McGruff is a widely recognized figure among adults. Nearly three-quarters (73 %) recognize him simply by looking at his image. More than nine in ten (94%) know him once his name is mentioned.

KEY FINDINGS: CHILDREN

- Children ages 8 to 12 show a strong recognition factor of McGruff. Nearly eight in ten (78%) said they knew who he was without being prompted with his name. When prompted with his name, 93% reported that they knew McGruff.
- *Kids are very likely to listen to McGruff's advice. Eight in ten (80%) acknowledge that they would be "likely", "very likely", or "extremely likely" to listen to his advice on important crime prevention (safety) issues.*