



NEW ORLEANS CRIME COALITION AUGUST 2016 CITIZEN SATISFACTION SURVEY

n=600 Adults (n=75 per district)

MoE=±4.0%

Fielded September 12-15, 2016

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RESEARCH DESIGN AND DEMOGRAPHICS

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Research Design

Wilson Perkins Allen Opinion Research conducted a survey of adults in the City of New Orleans.

WPA selected a random sample of adults living in New Orleans. Respondents were screened to ensure that they were neither a member of the news media or a public relations company. The sample for this survey was stratified based on geography, age, gender, education, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

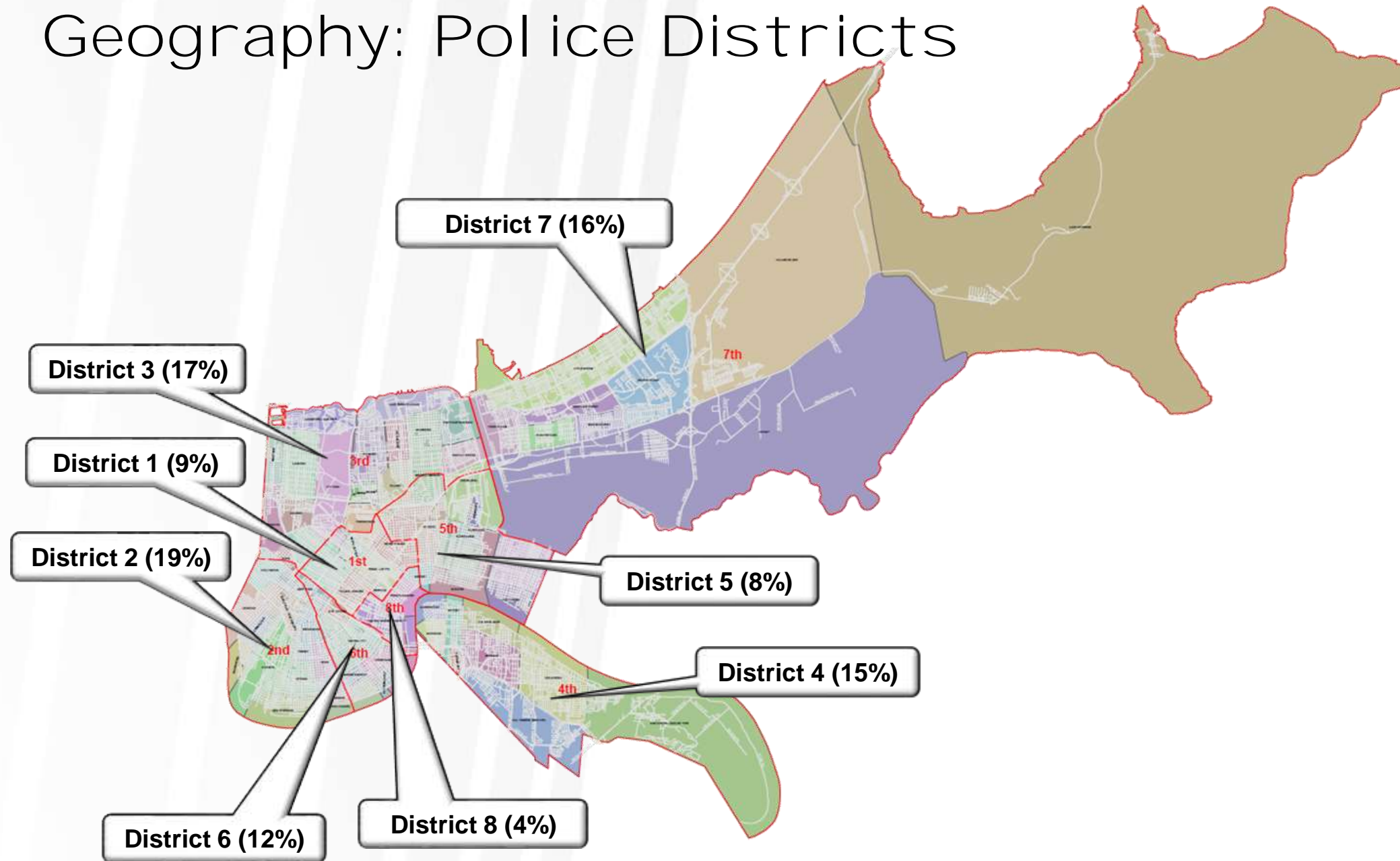
Respondents were contacted by phone via a live telephone operator interview (36% cell phone interviews) September 12-15, 2016. The study has a sample size of n=600 adults (75 adults per district) with a margin of error of $\pm 4.0\%$ in 95 out of 100 cases.

Demography

Age	Result
18-34	27%
35-44	16%
45-54	19%
55-64	19%
65-74	11%
75+	8%
Gender	
Male	48%
Female	52%
Police District	
District 1	9%
District 2	19%
District 3	17%
District 4	15%
District 5	8%
District 6	12%
District 7	16%
District 8	4%

Education	Result
≤High School	31%
Some College	35%
College Grad	18%
Post Grad	16%
Ethnicity	
White	34%
Hispanic	6%
African-American	56%
Asian	1%
Other/Refused	3%
Contact Method	
Cell	36%
Landline	64%
Felony Conviction	
Yes	1%
No	99%

Geography: Police Districts





POLICE DEPARTMENT SATISFACTION

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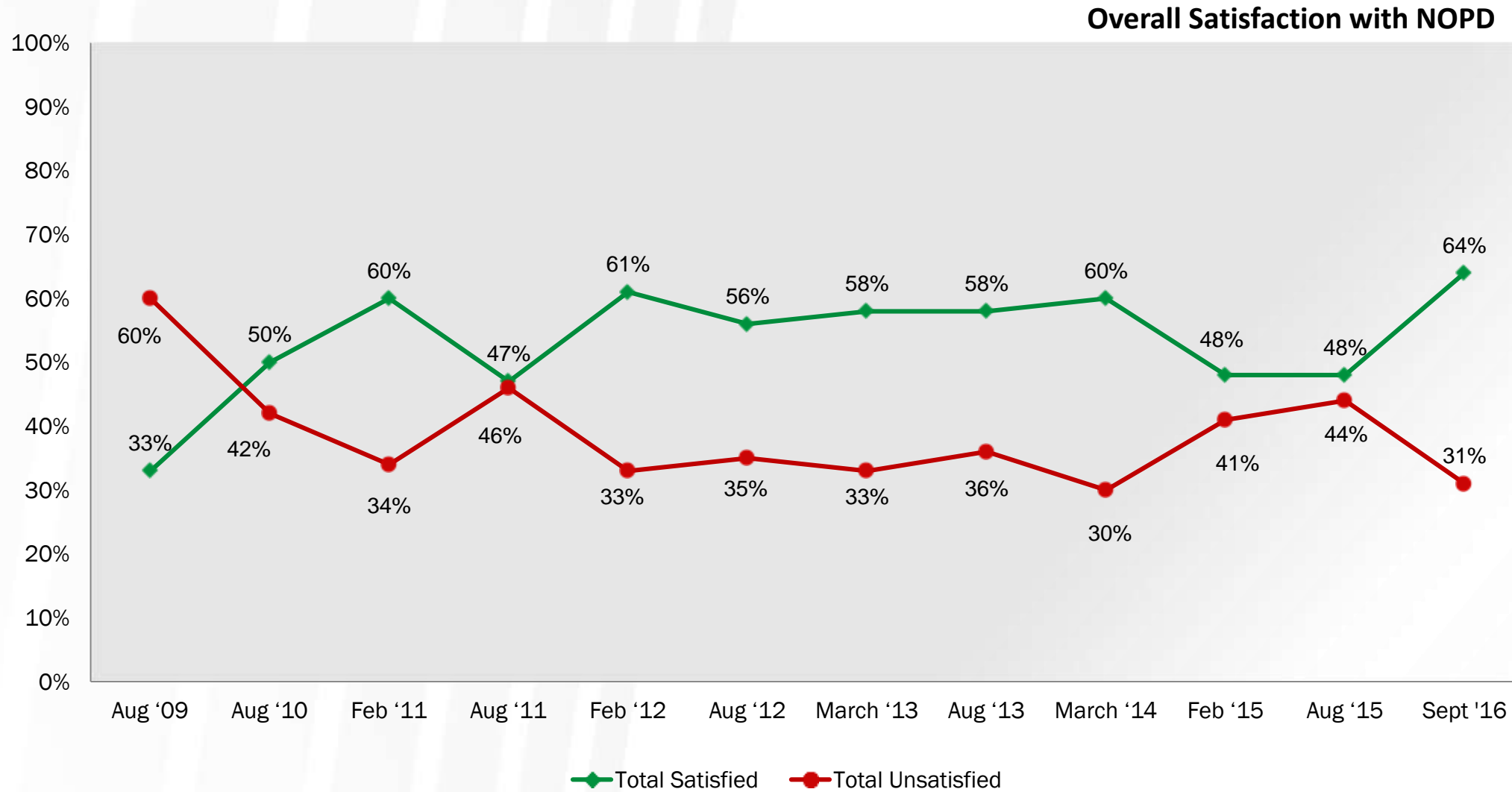
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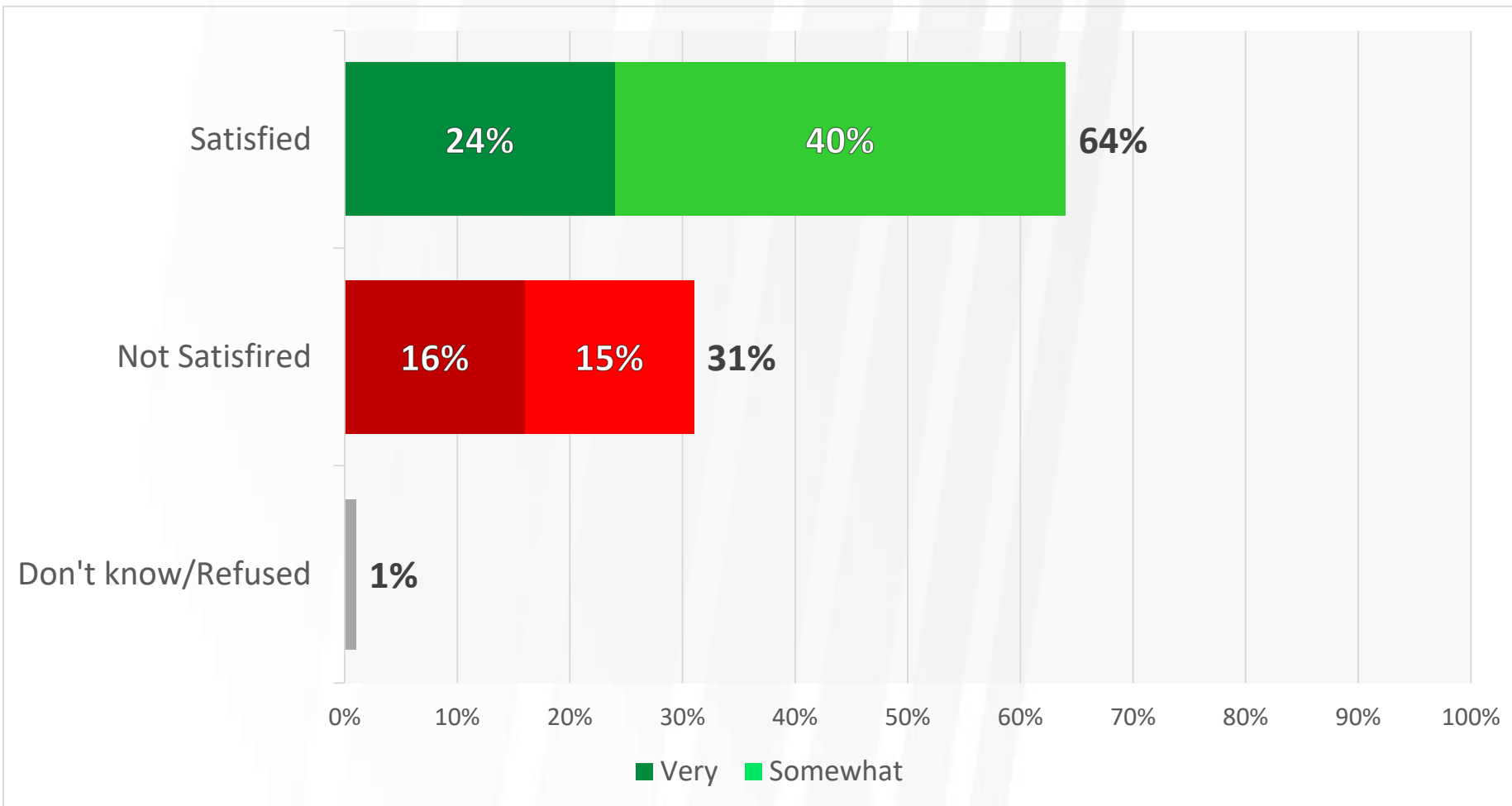
Overall satisfaction with the New Orleans Police department is up by 16 points since last year.

3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?



Overall satisfaction with the New Orleans Police department remains constant at 64%.

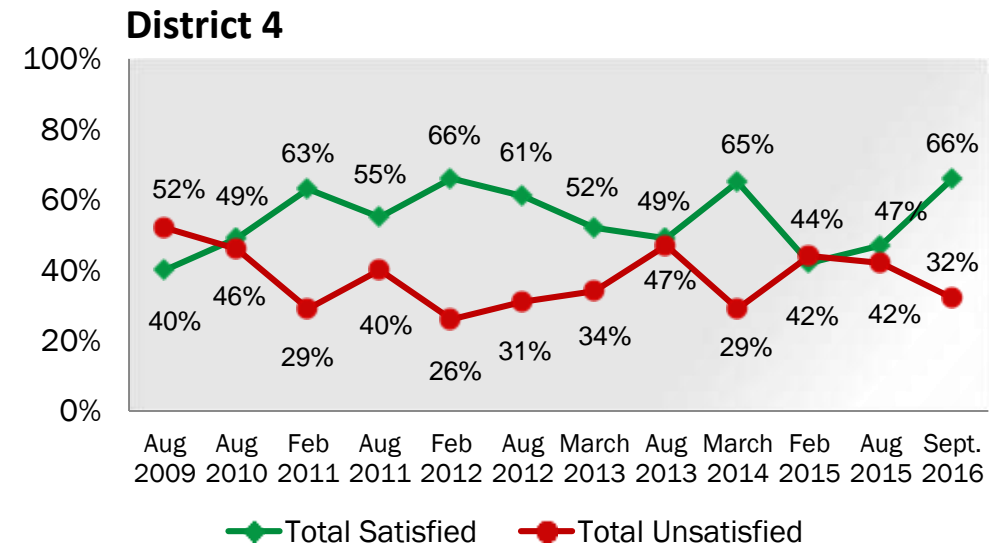
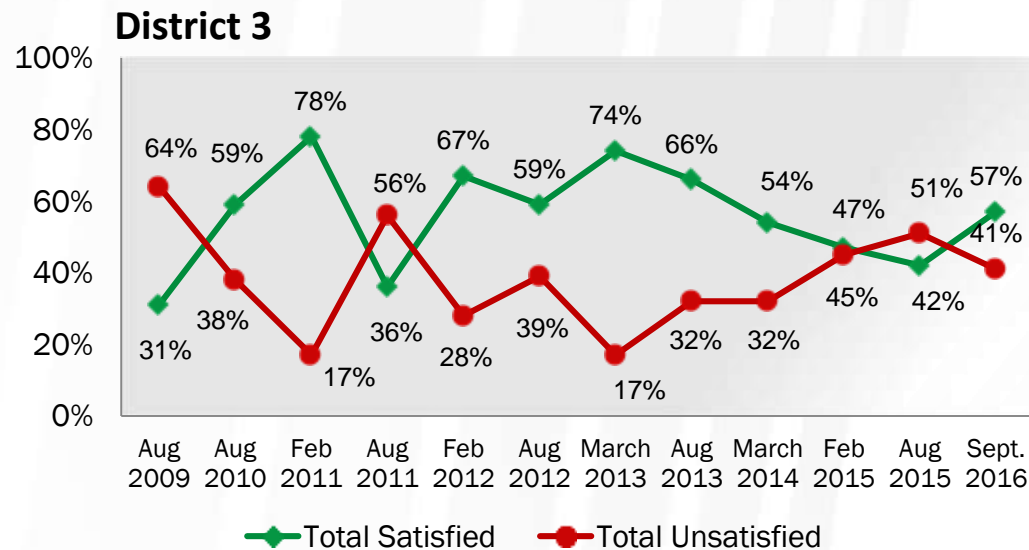
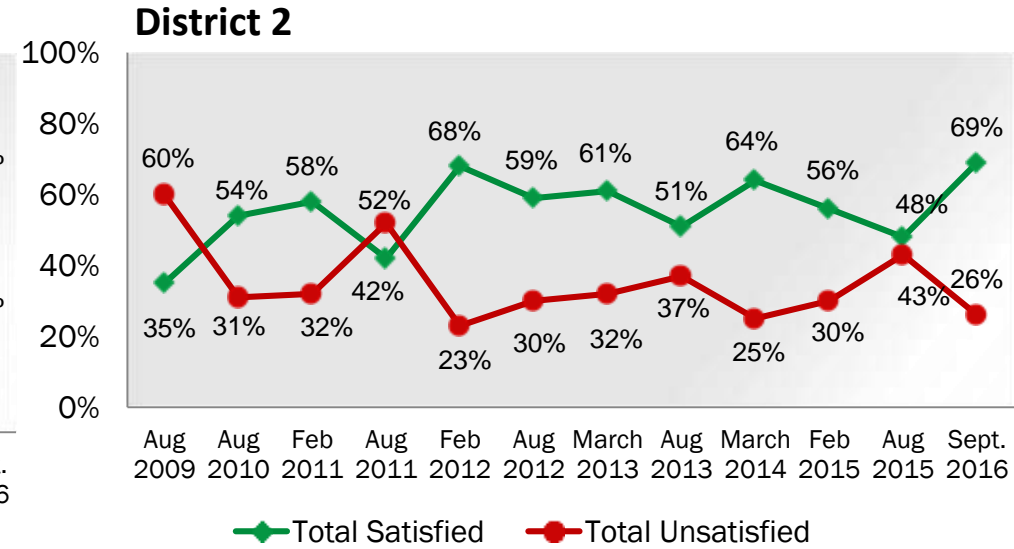
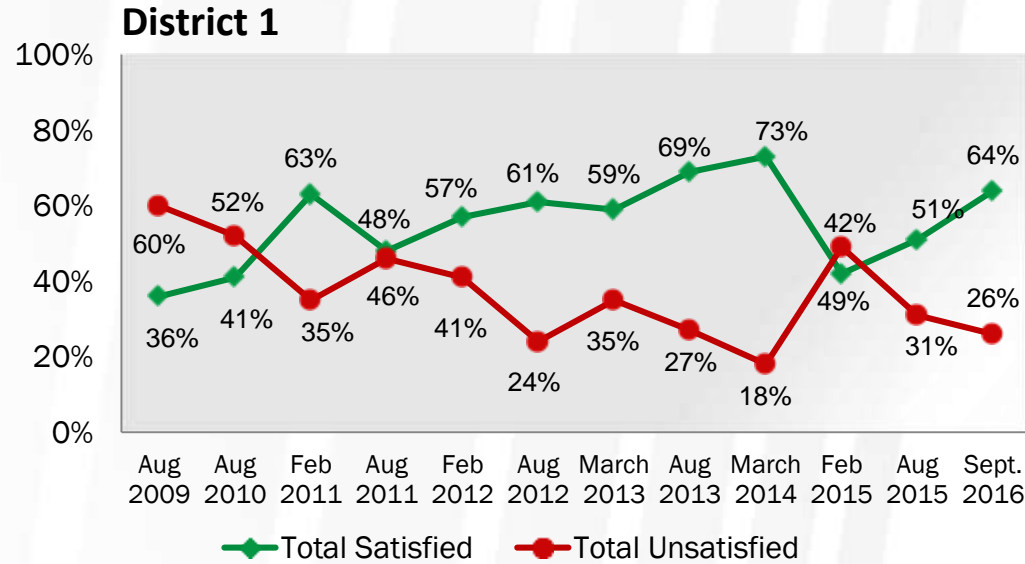
3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?



Top Groups		
Satisfied	Size	%
High school or less	30%	76%
African-American	56%	66%
Women 55+	23%	65%
Unsatisfied		%
Post Graduate	45%	41%
Some College	14%	38%
White	34%	38%

The largest increase is in District 4 (66%, +19 points).

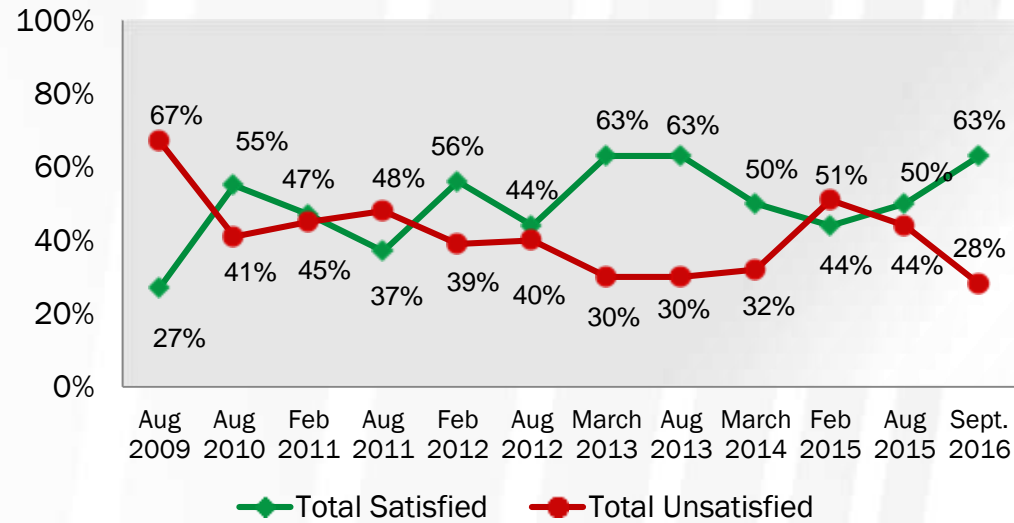
3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?



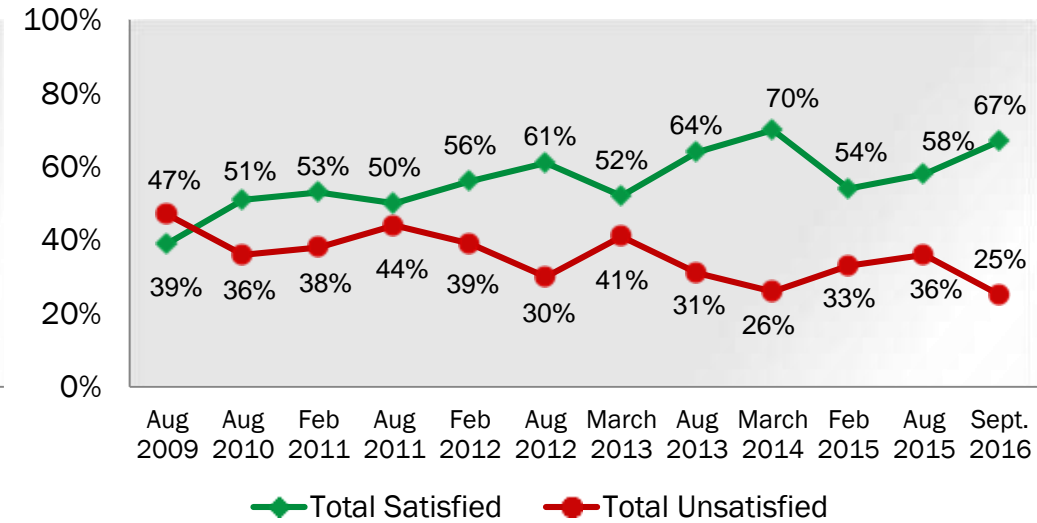
Both district five and seven are up 13 points in overall satisfaction with the NOPD.

3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?

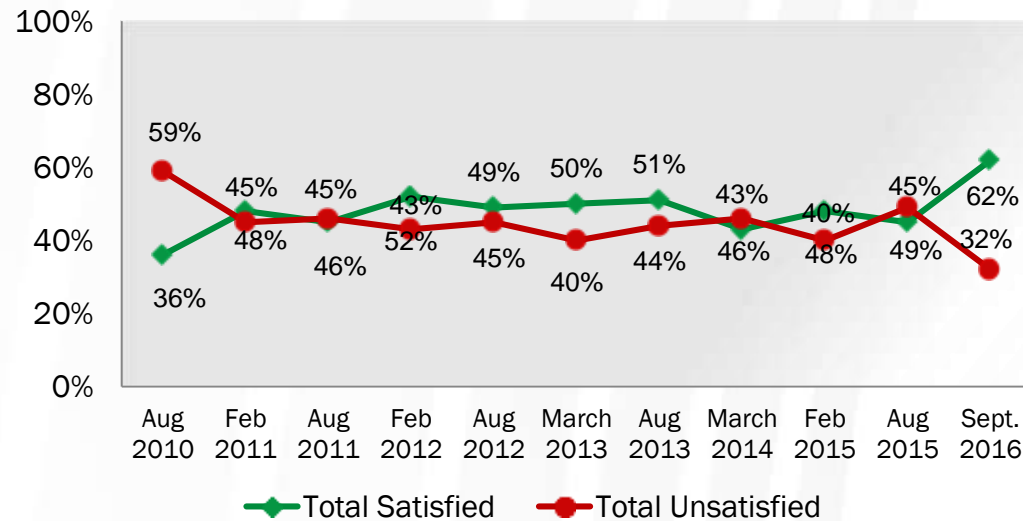
District 5



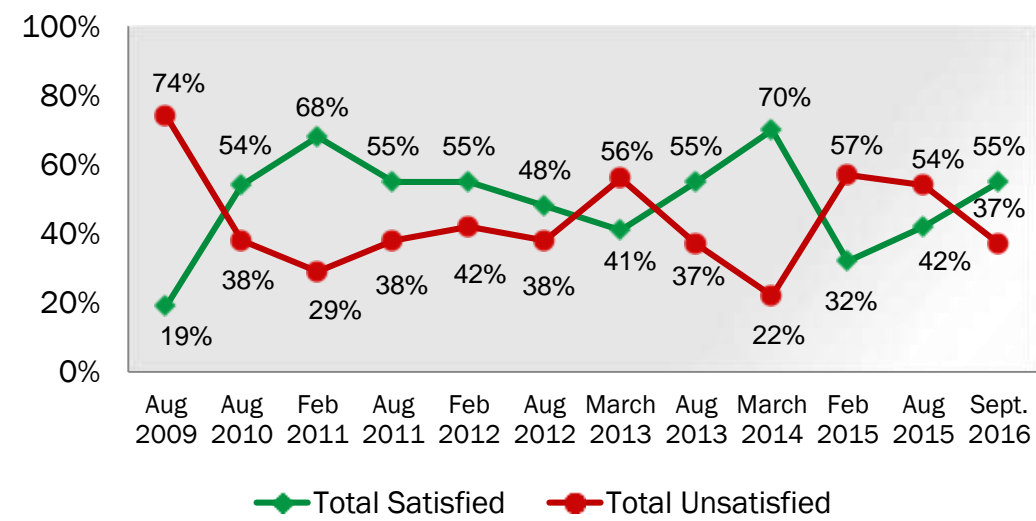
District 6



District 7

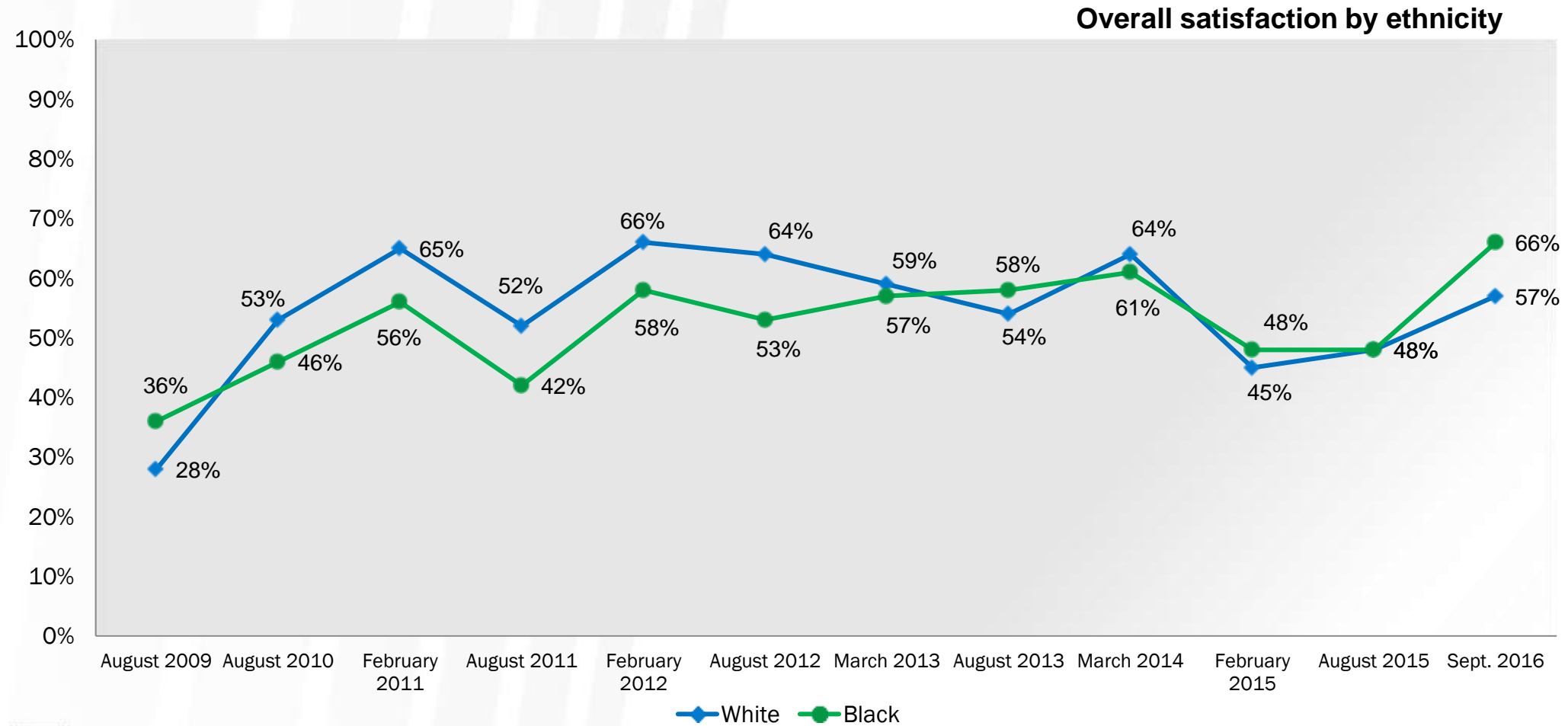


District 8



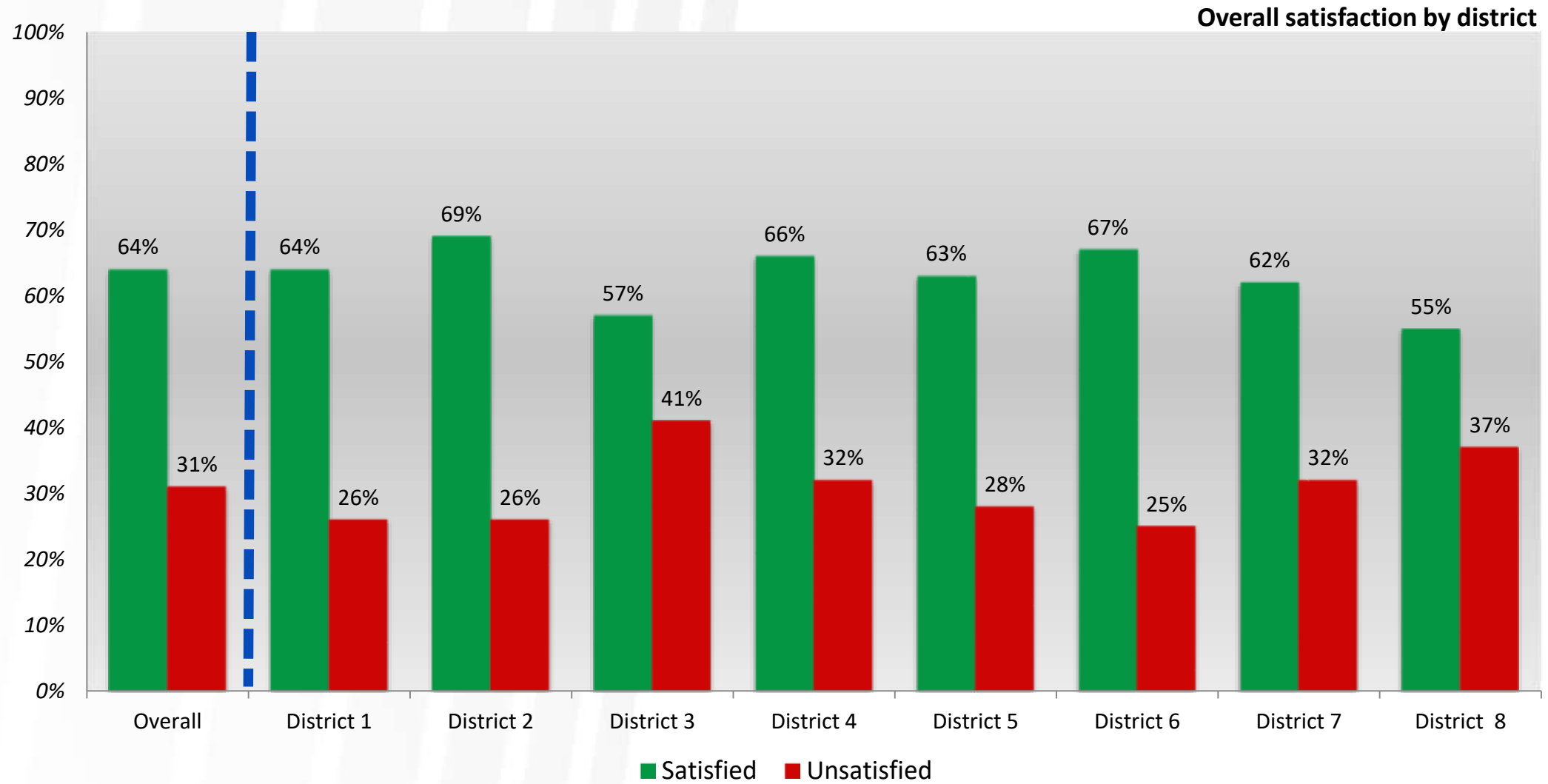
Both whites and African Americans are up over five points in total satisfaction.

3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?



District eight (37%) is the least satisfied of all districts.

3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?



Voters who hold an unsatisfied view of the New Orleans Police Department

4. Please tell me some of the reasons you are unsatisfied with the New Orleans Police Department.

New Orleans Police Department Unsatisfied

“Corrupt police, police officers, and there paid detailed corruption.”
-Male 35-44, African-American, District 2

“The crime in the mid city like the French quarters are protected where there is money. In the poor part of the city, it might take four to five hours to come. I live in the middle class area, it takes a long time for them to come. High crime.”
-Female 45-54, African-American, District 7

“In our neighborhood I feel like there could be a lot more preventative crime, got to keep car doors locked, should install cameras on corners, and they should have officers patrolling in unmarked cars.”
-Female 25-34, White, District 3

CRIME LONG CONTROL SLOW
RESPONSE LACK HORRIBLE
PATROL BAD CORRUPTION MURDER POOR
TIME UNDERSTAFFED

“Crime is still very high and not enough police officers walking a beat.”
-Female 35-44, African-American, District 5

Voters who have a satisfied view of the New Orleans Police Department

4. Please tell me some of the reasons you are satisfied with the New Orleans Police Department.

New Orleans Police Department Satisfied

“I was born in 1930 and it's a lot better than it used to be. It's much better on black people.”
-Male 75+, African-American, District 1

“They are out here trying to help people. It is a tough job. They do not have enough police on the street. They are doing the best they can.”
-Female 45-54, African-American, District 4

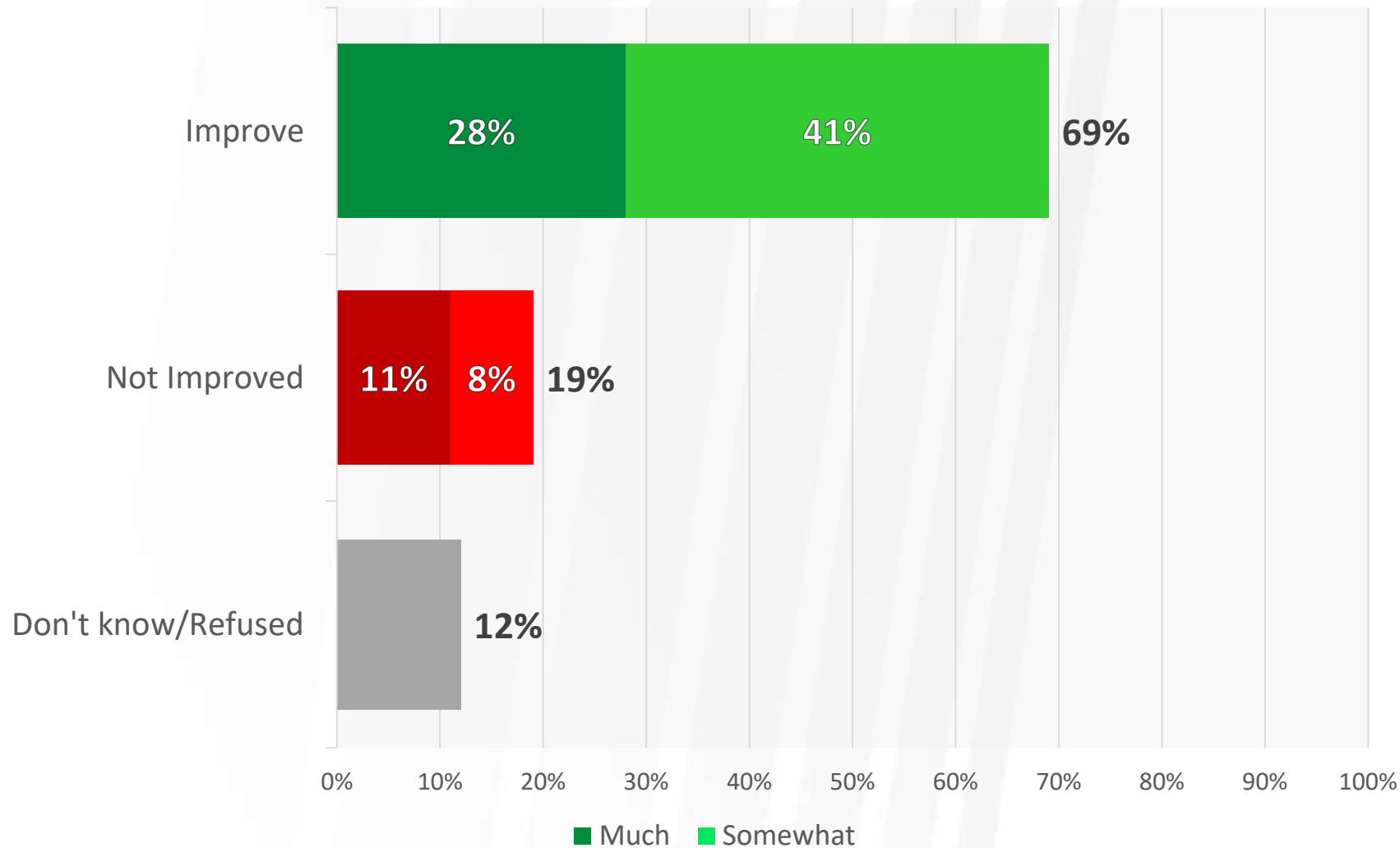
ENOUGH RESOURCES
GOOD
RESPONSE
BETTER
UNDERSTAFFED
SAFE WORK
COMMUNITY
TRYING
WORKING
COMMUNITY
TRYING
TRY
RESPOND
TRY
HARD
FEEL
ALWAYS
PATROL
PROBLEMS
TIME
HELP
TRYING
TRY

“I think they're faced with a very tough job and they work very hard to keep the crime down.”
-Female 45-54, White, District 8

“Because, the few times I have called they responded quick and I have a lot of respect for the job they do.”
-Female 55-64, African-American, District 7

Nearly seven-in-ten citizens (69%) say that NOPD police culture has improved over the past few years, although over one-in-five African Americans (22%) say it has not improved.

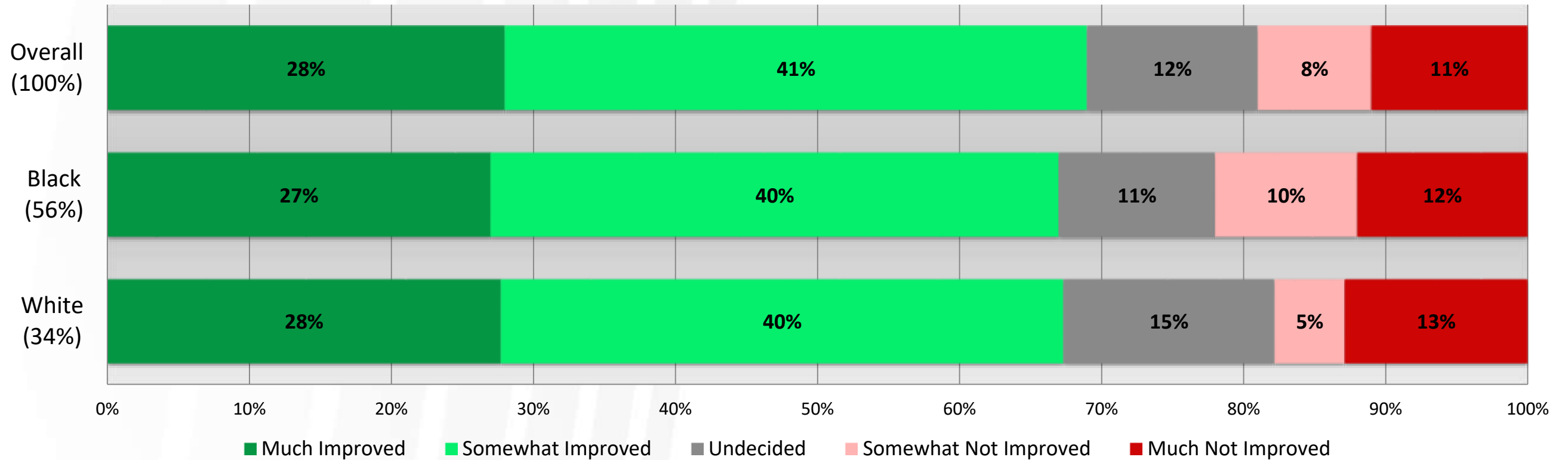
X1. Would you say that NOPD police culture has improved over the past few years?



Top Groups		
Improved	Size	%
Men 18-54	39%	73%
Post Graduate	34%	72%
Men 55+	22%	71%
Not Improved	Size	%
Women 18-54	25%	25%
African-American	56%	22%
Bachelor's Degree/Some College	30%	21%

African Americans and Whites both agree that NOPD culture has improved over the past few years.

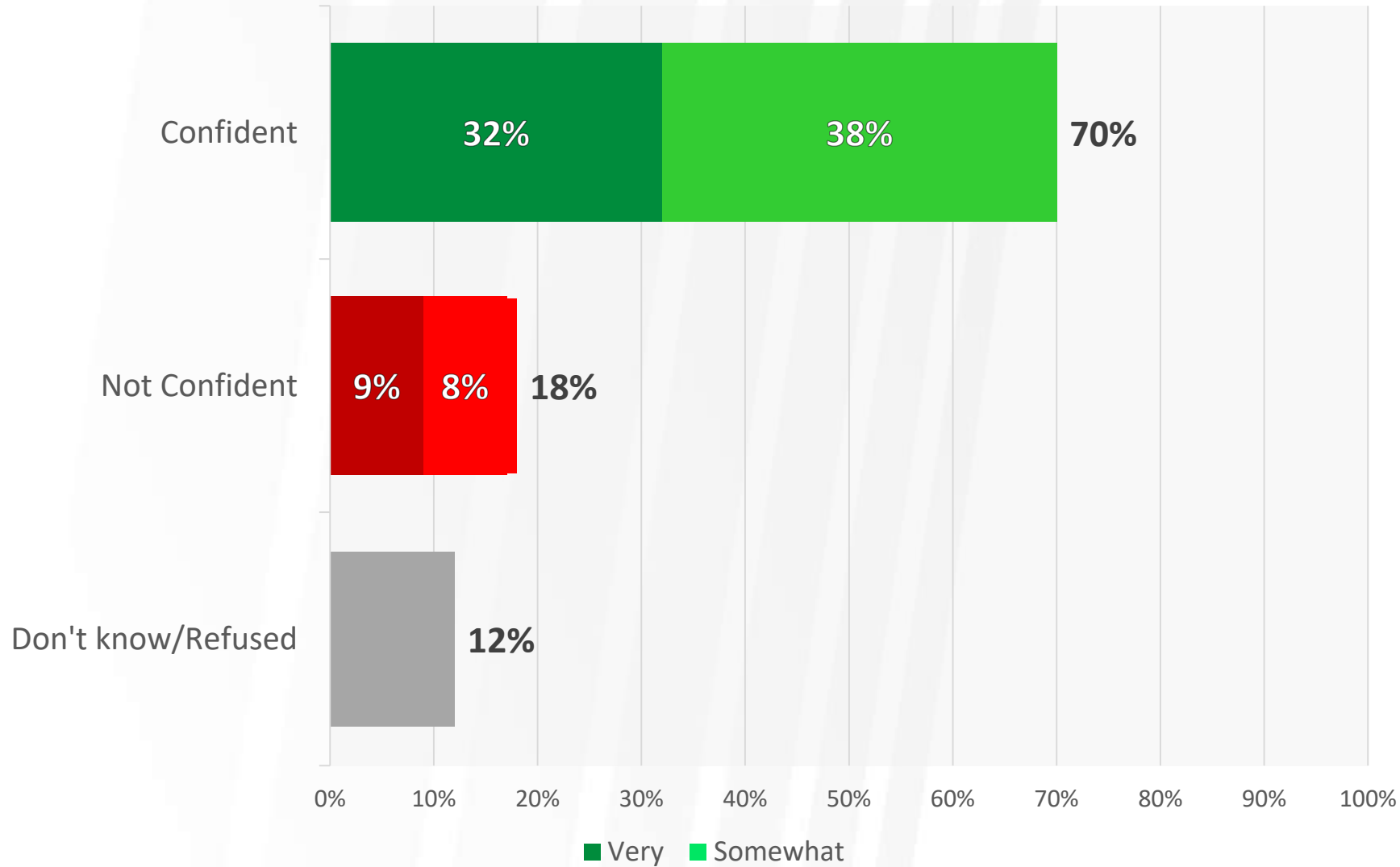
X1. Would you say that NOPD police culture has improved over the past few years?



	Overall	Black	White
Improved	69%	67%	68%
Not Improved	19%	22%	17%

Seven-in-ten likely voters (70%) are confident that the police do a good job managing tension, although one-in-five African Americans (22%) say they do a bad job.

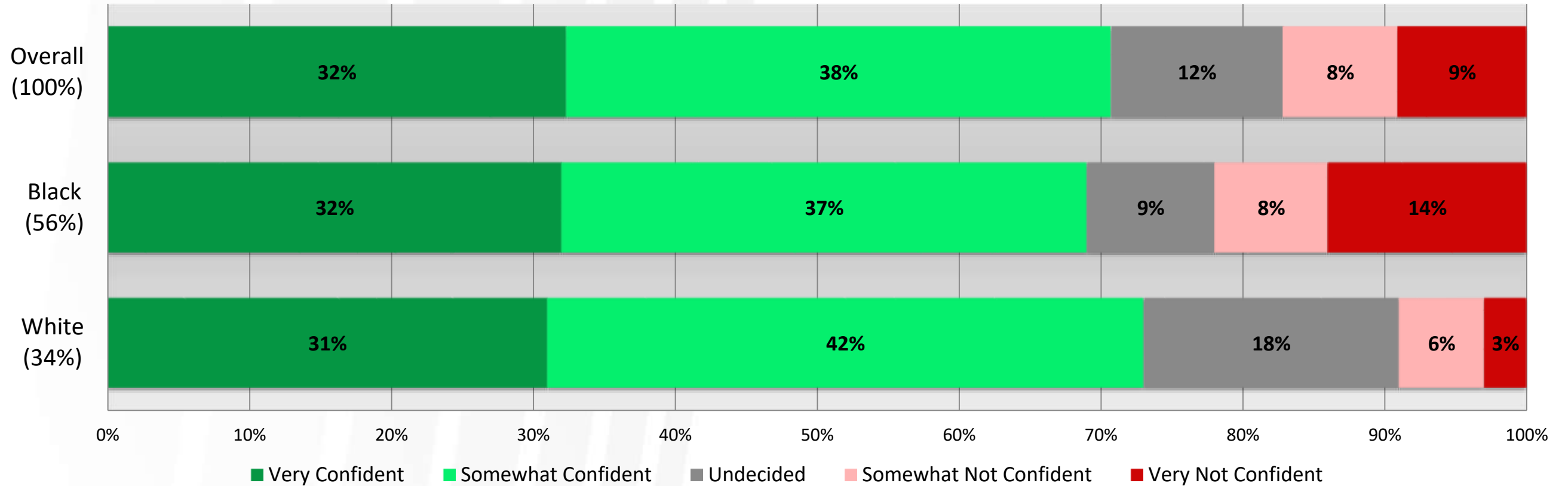
X2. Would you say you are confident or not confident that the police do a good job managing tension when they interact with members of your community?



Top Groups		
Confident	Size	%
Women 55+	23%	74%
White	34%	73%
High school or less	30%	73%
Not Confident		%
African-American	56%	22%
Women 18-54	25%	22%
Bachelor's Degree/Some College	35%	21%

Just over seven-in-ten African Americans (14%) is not confident with the police doing a good job at managing tension when they interact with members of their community.

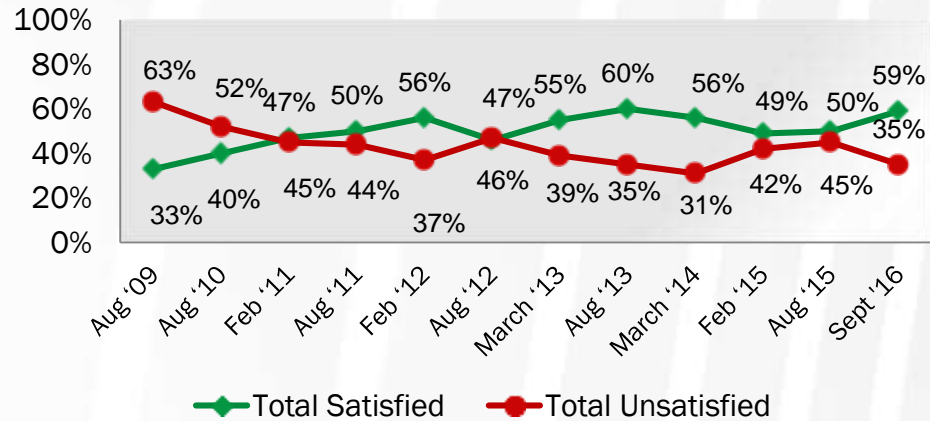
X2. Would you say you are confident or not confident that the police do a good job managing tension when they interact with members of your community?



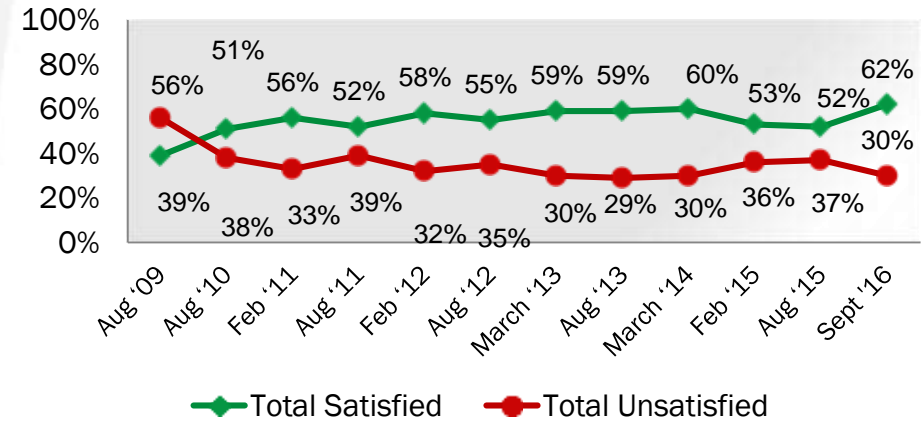
	Overall	Black	White
Confident	70%	69%	73%
Not Confident	18%	22%	10%

New Orleanians' satisfaction with how the NOPD is handling property crime (62%) is up ten points.

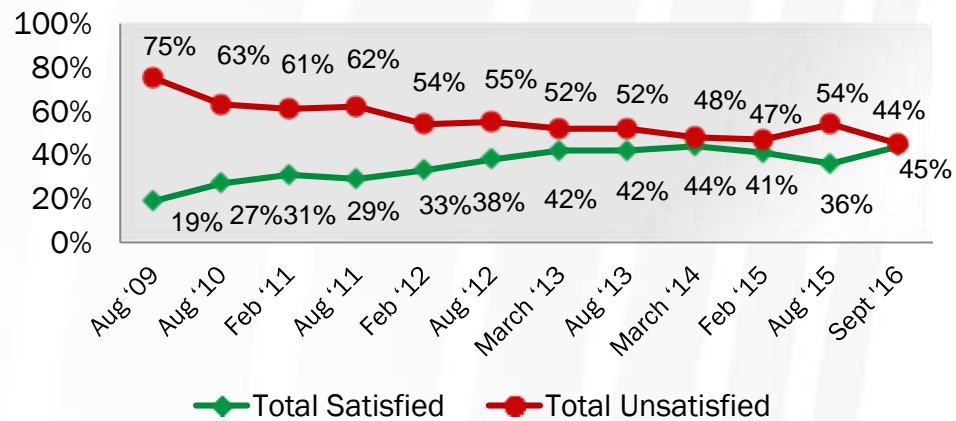
6. Violent Crime



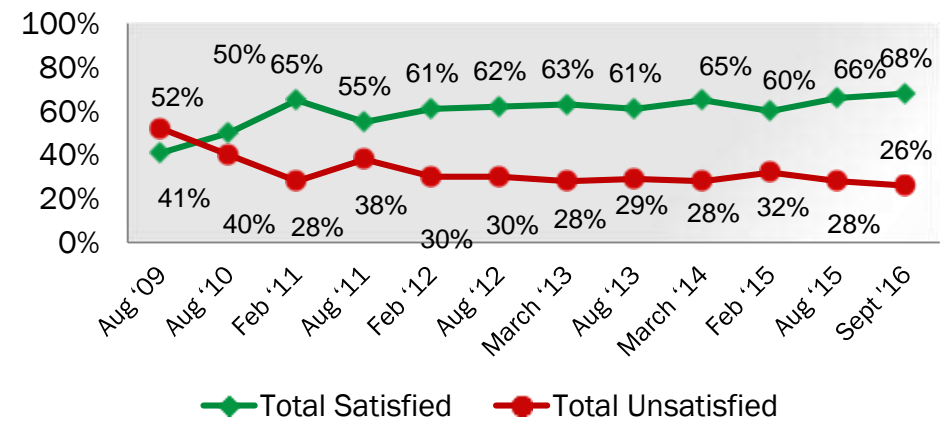
7. Property Crime



8. Drugs Off Streets

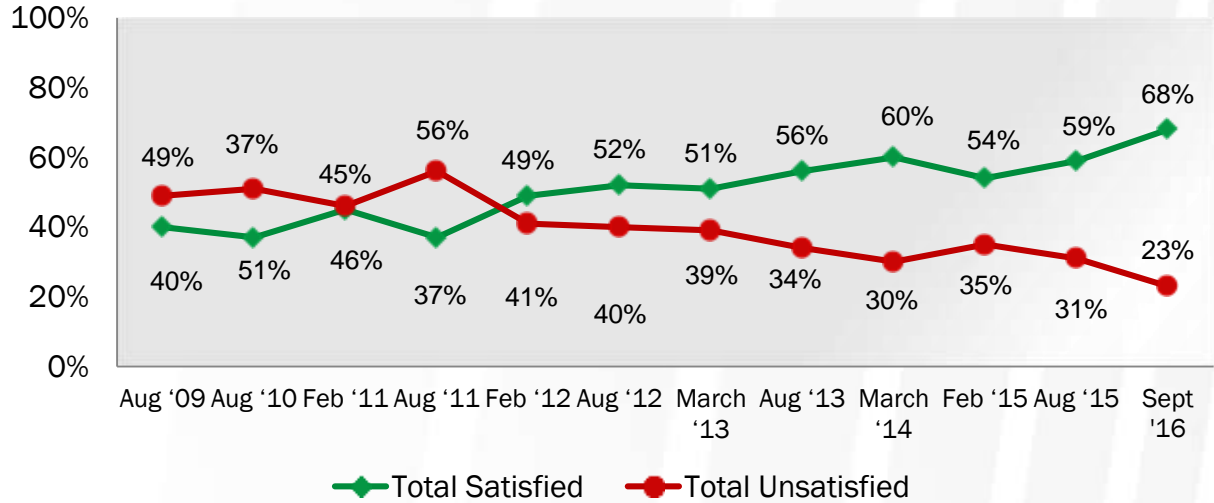


9. Cooperating with Public

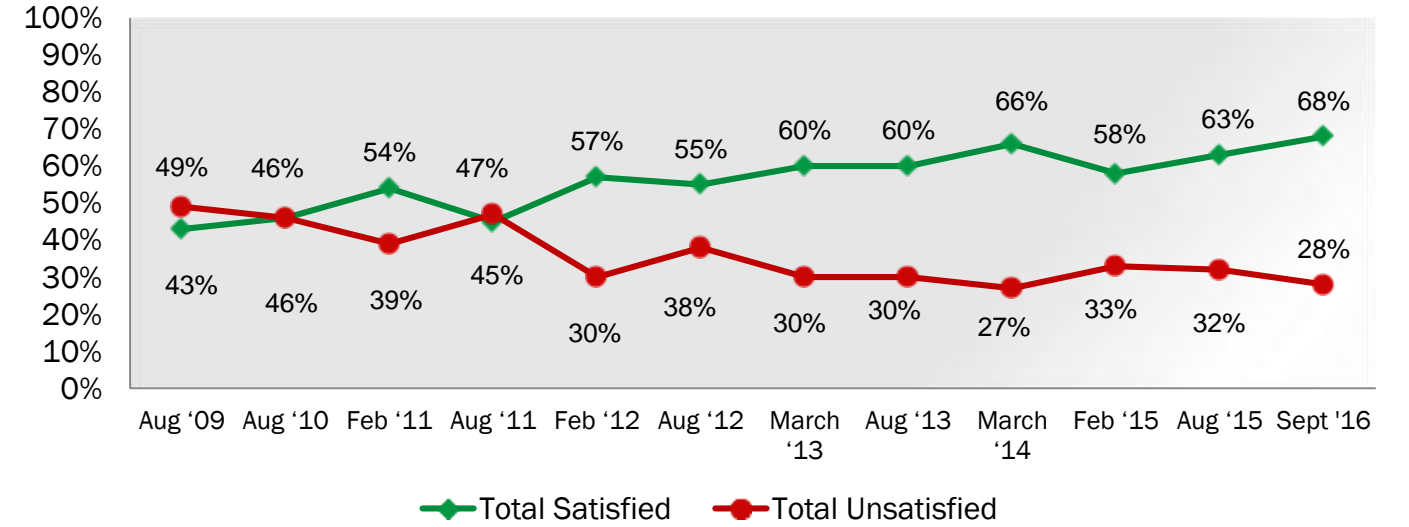


Overall satisfaction with how the NOPD is handling honesty and integrity (68%) is up nine points.

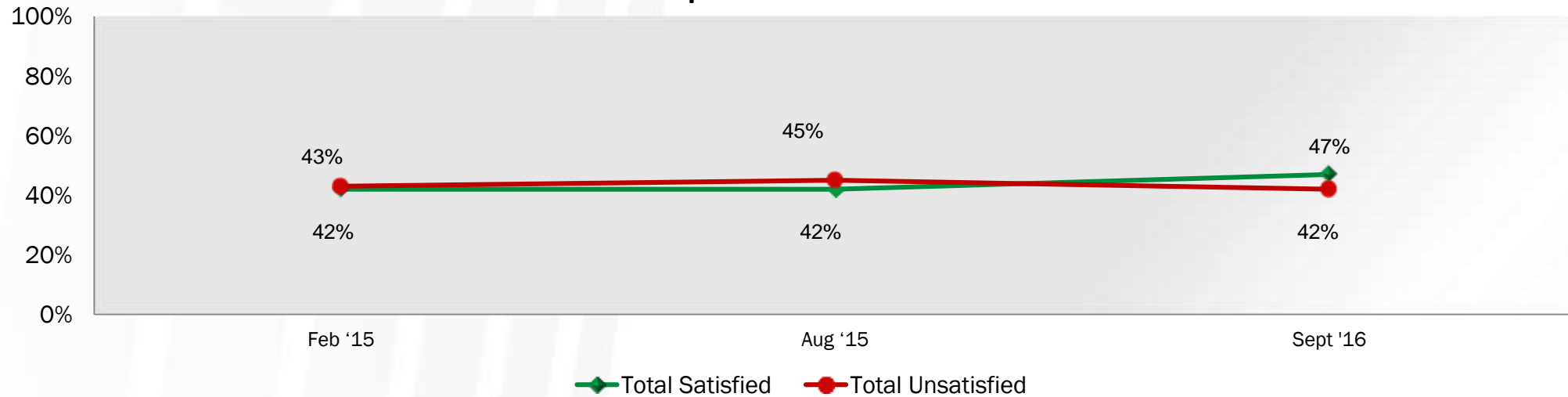
10. Honesty and Integrity



11. Overall Competence

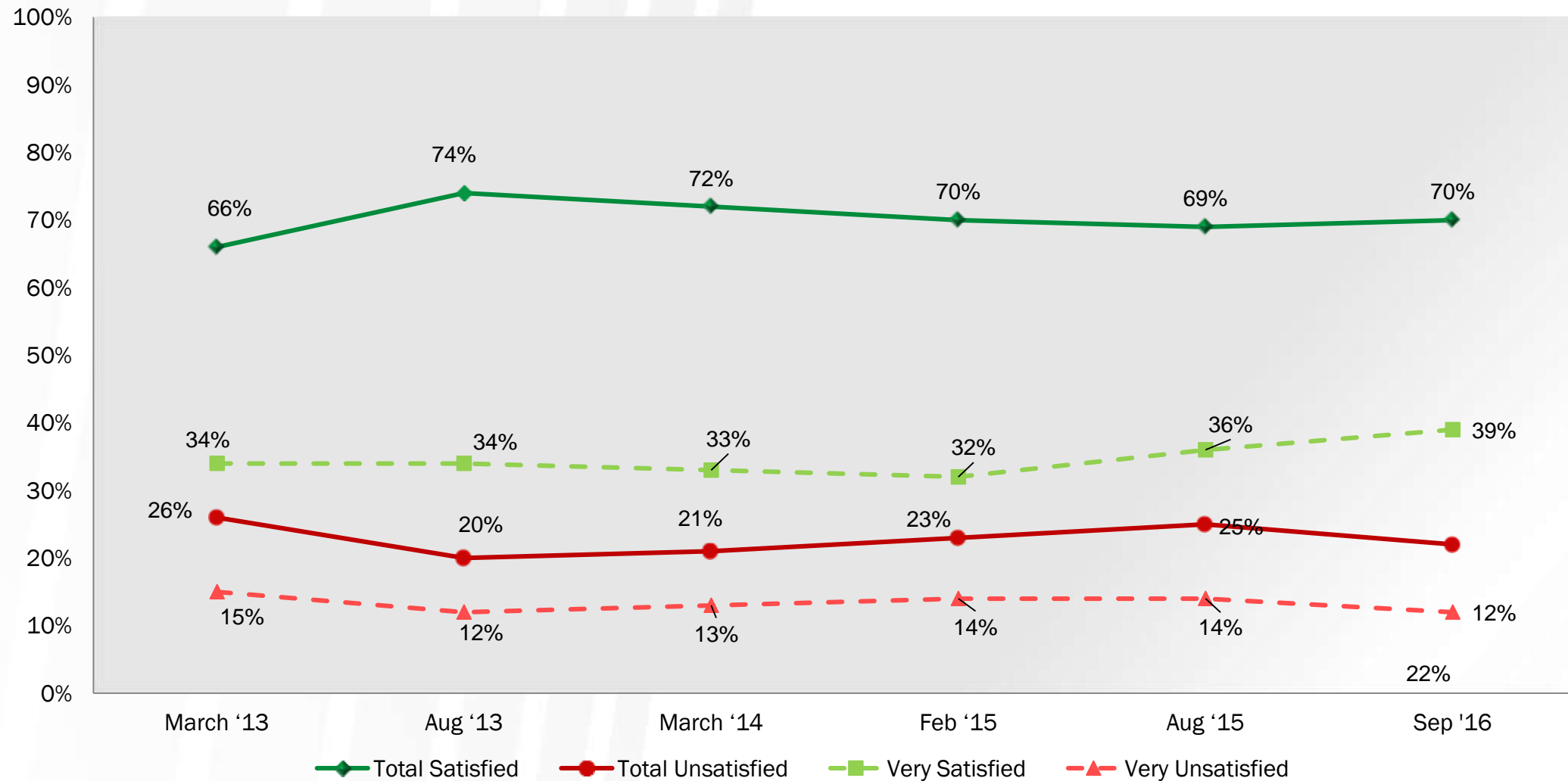


12. Police Response Times



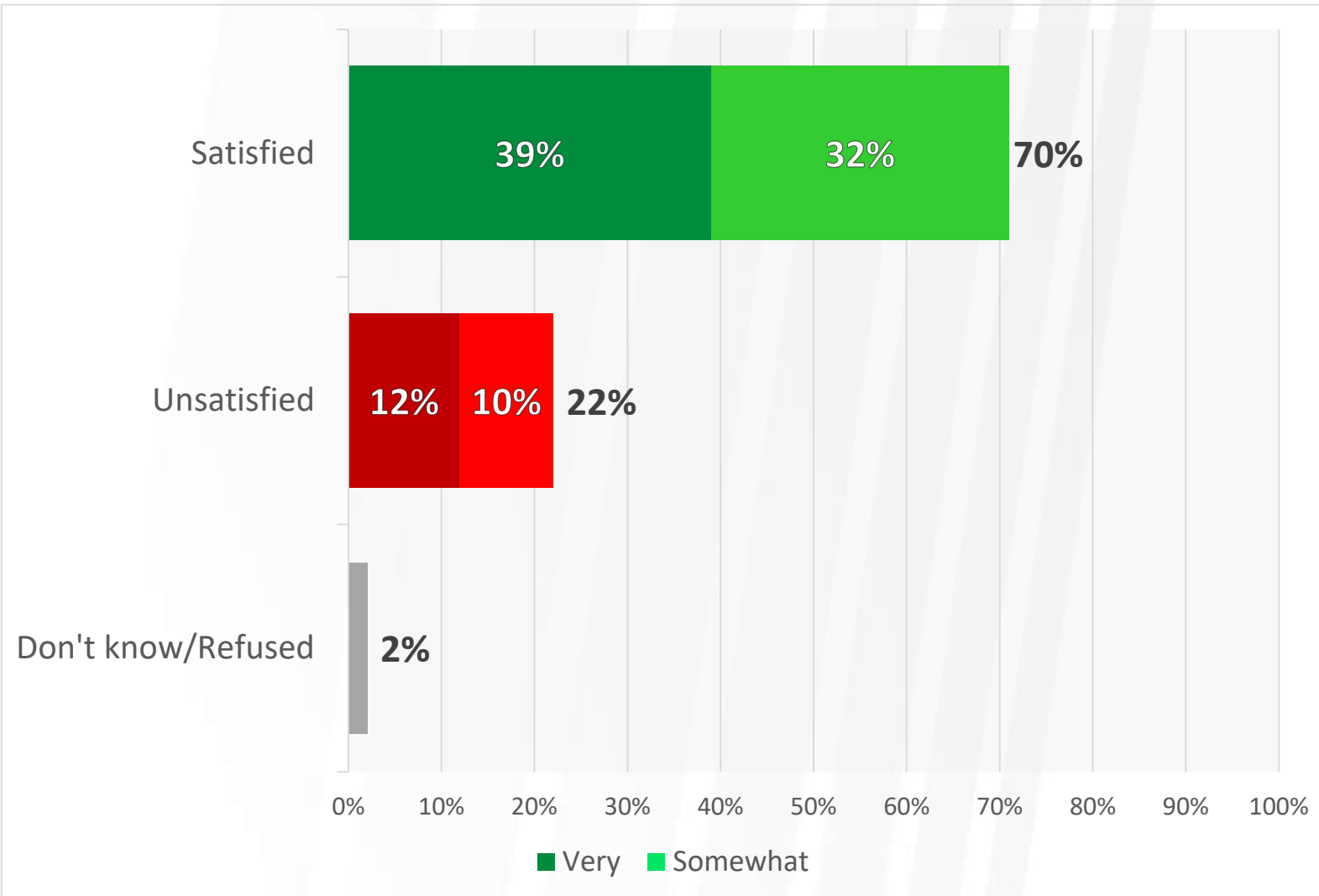
Seven-in-ten citizens are satisfied (70%) with the NOPD and its performance in their neighborhood overall.

5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



The most satisfied citizens are those with a high school degree or less, whites, and men of all ages.

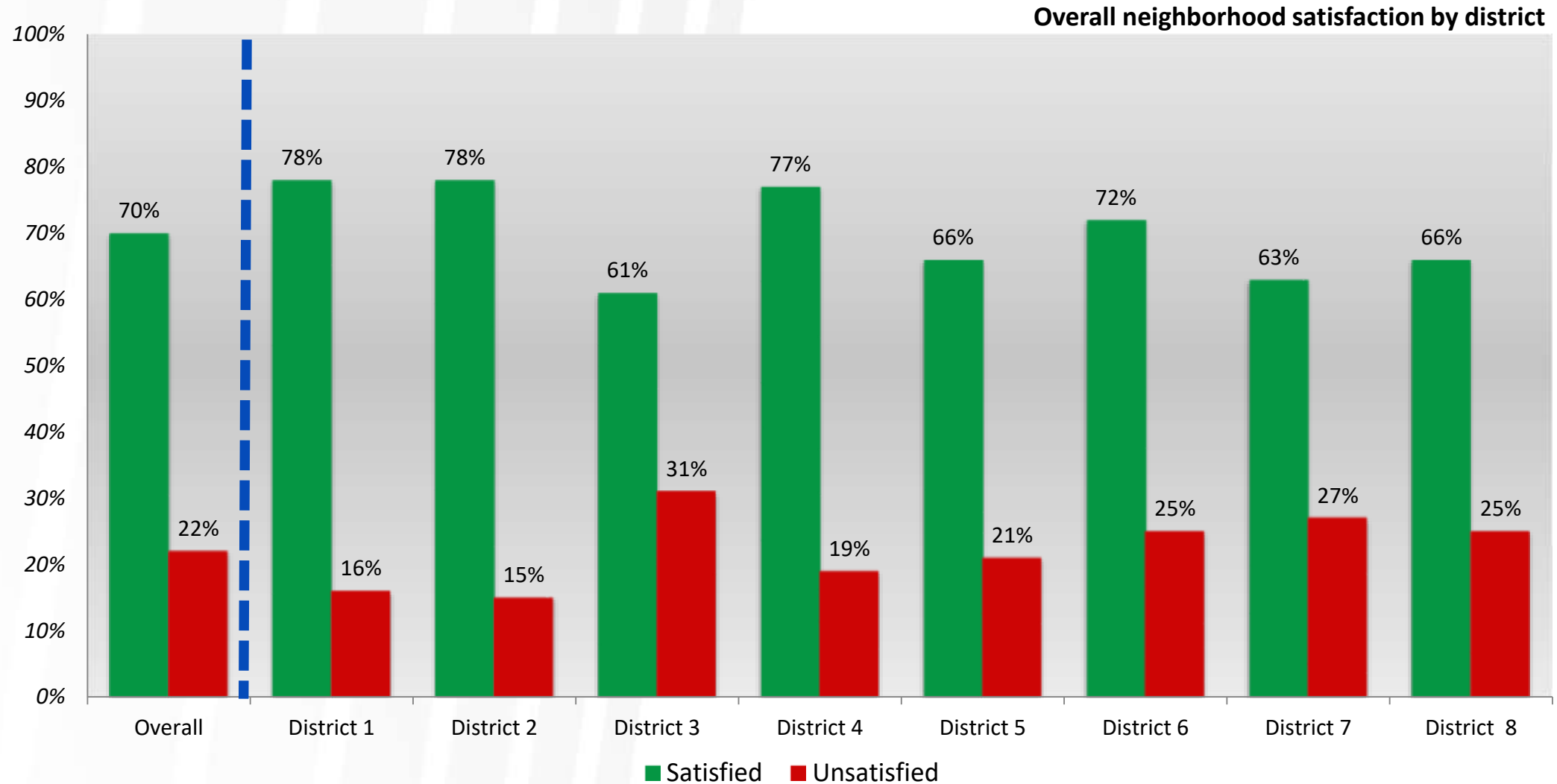
5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



Top Groups		
Satisfied	Size	%
High school or less	30%	78%
Men 55+	22%	77%
Men 18-54	39%	73%
Unsatisfied		%
Women 18-54	25%	29%
Post Graduate	34%	28%
Bachelor's Degree/Some College	35%	24%

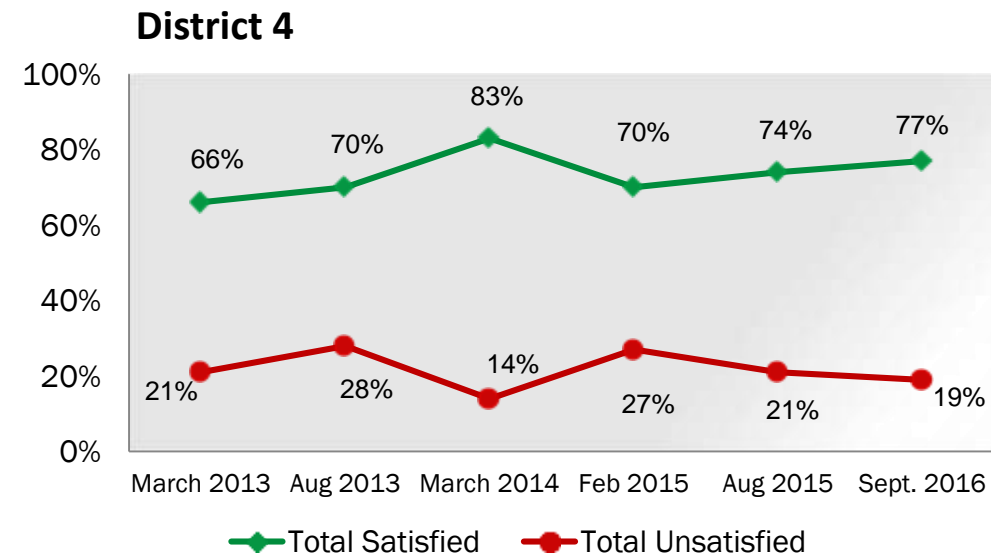
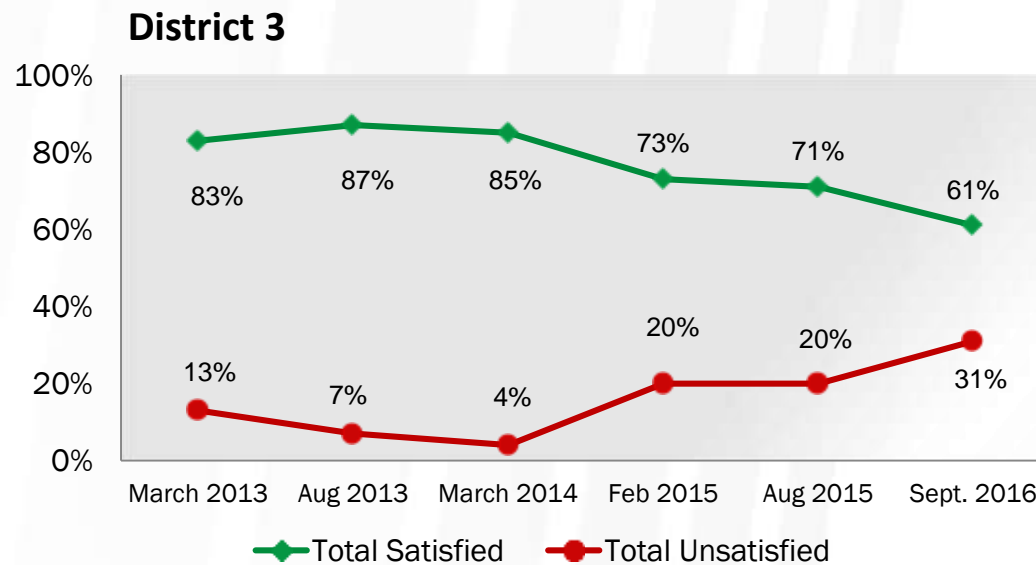
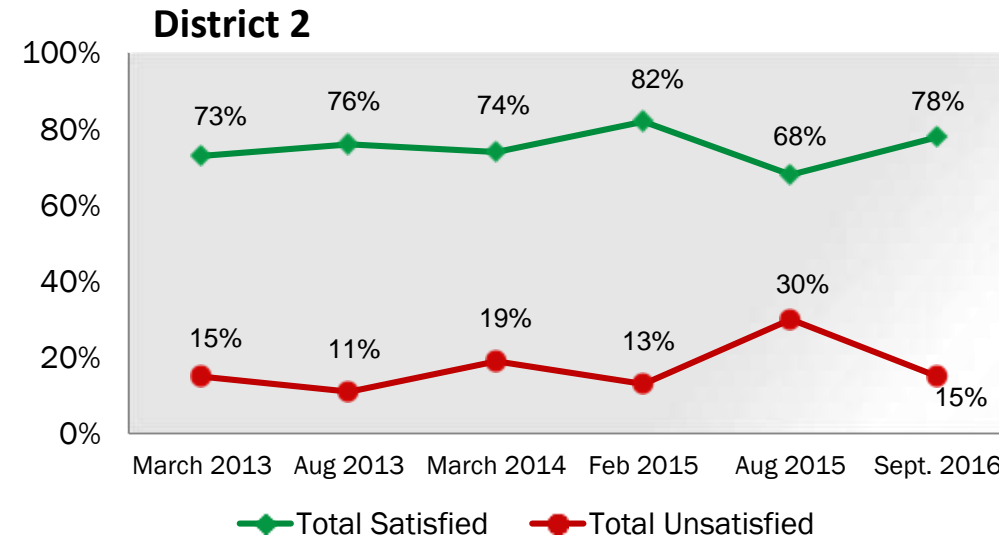
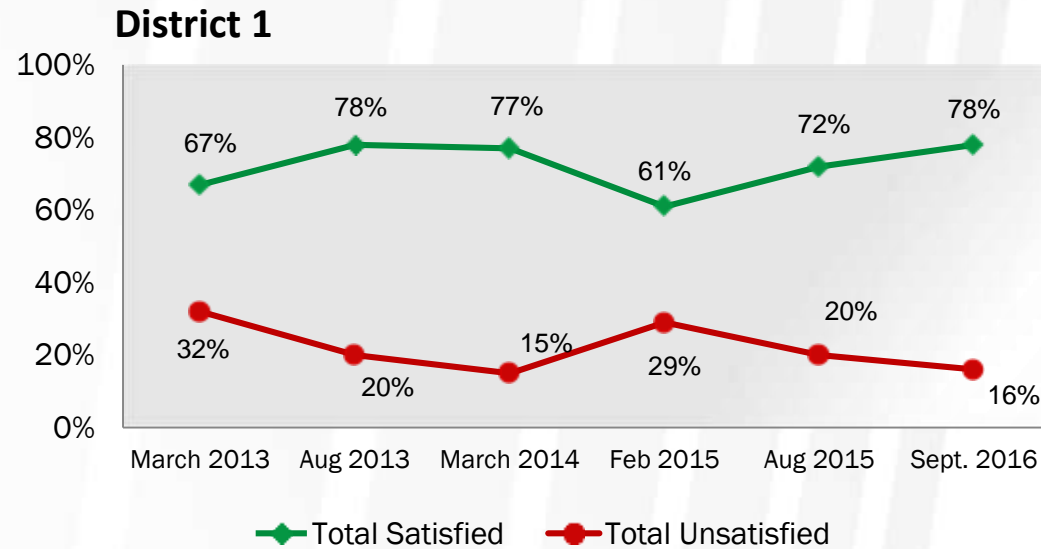
Neighborhood satisfaction is highest in district four (77%) and lowest in district seven (63%).

5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



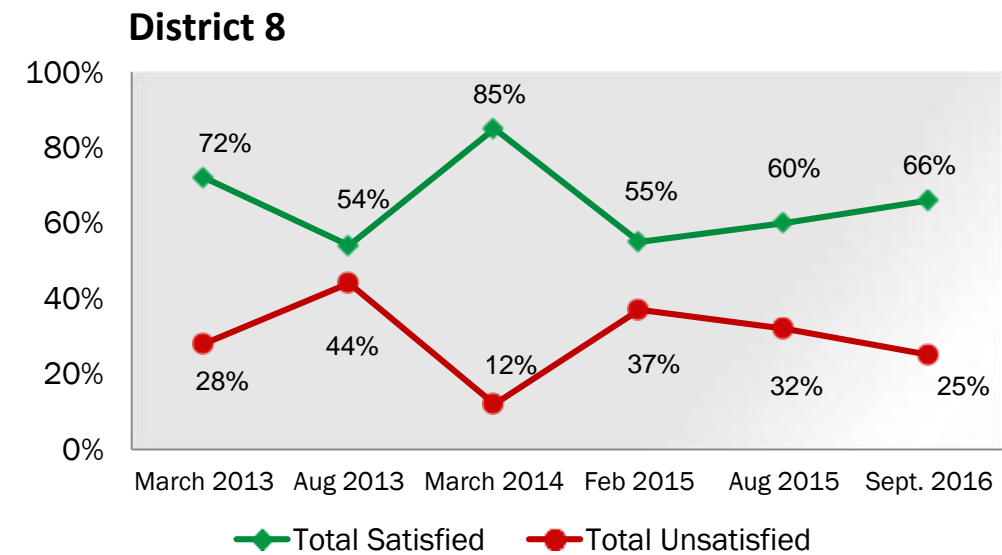
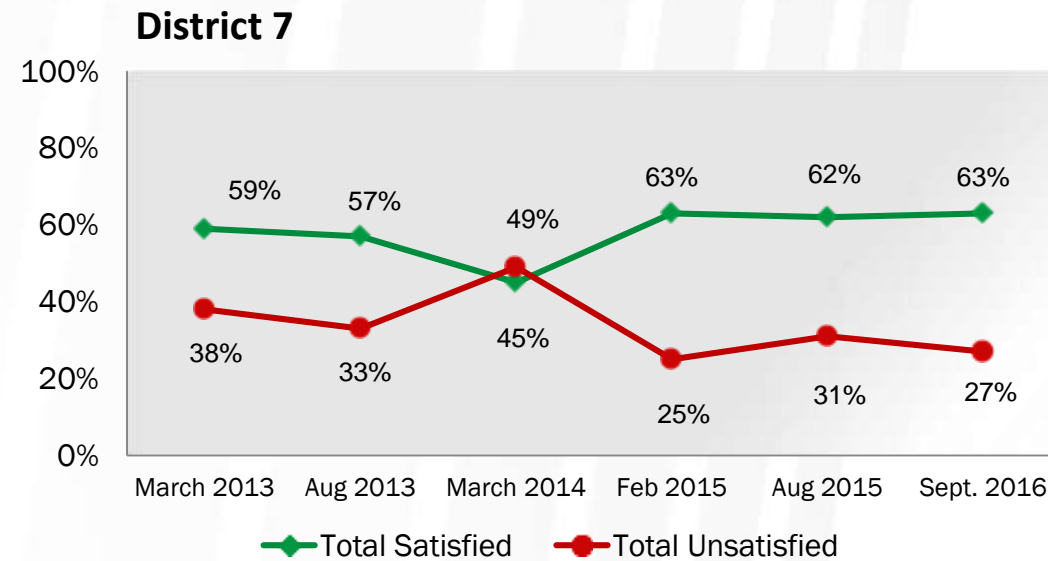
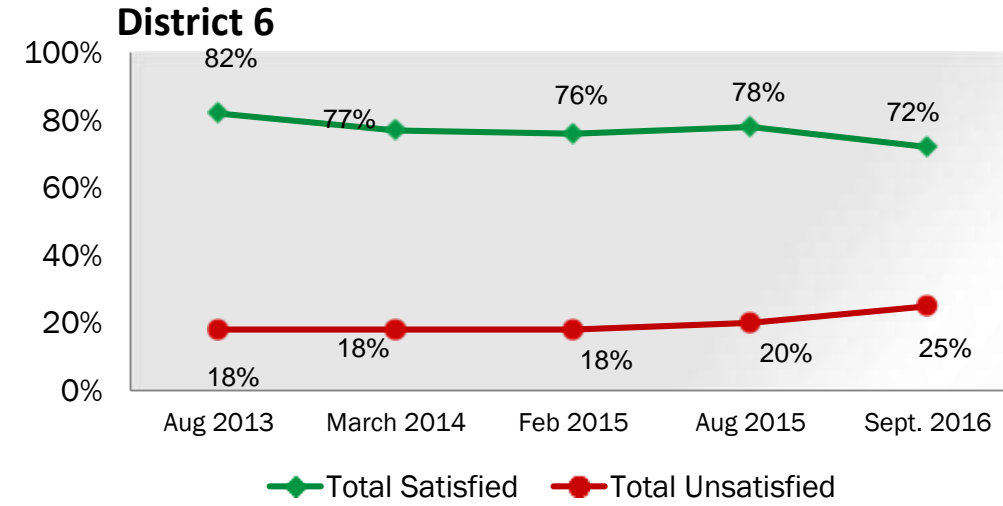
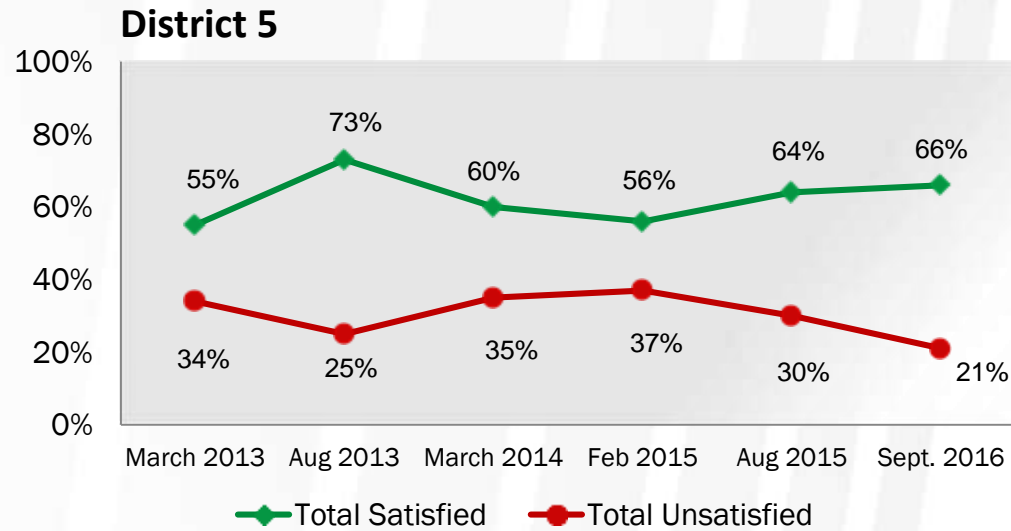
District three's satisfaction (61%) is down 10 points from last year.

5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



District six's satisfaction (72%) is down six points from last year.

5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?





SATISFACTION MAPS

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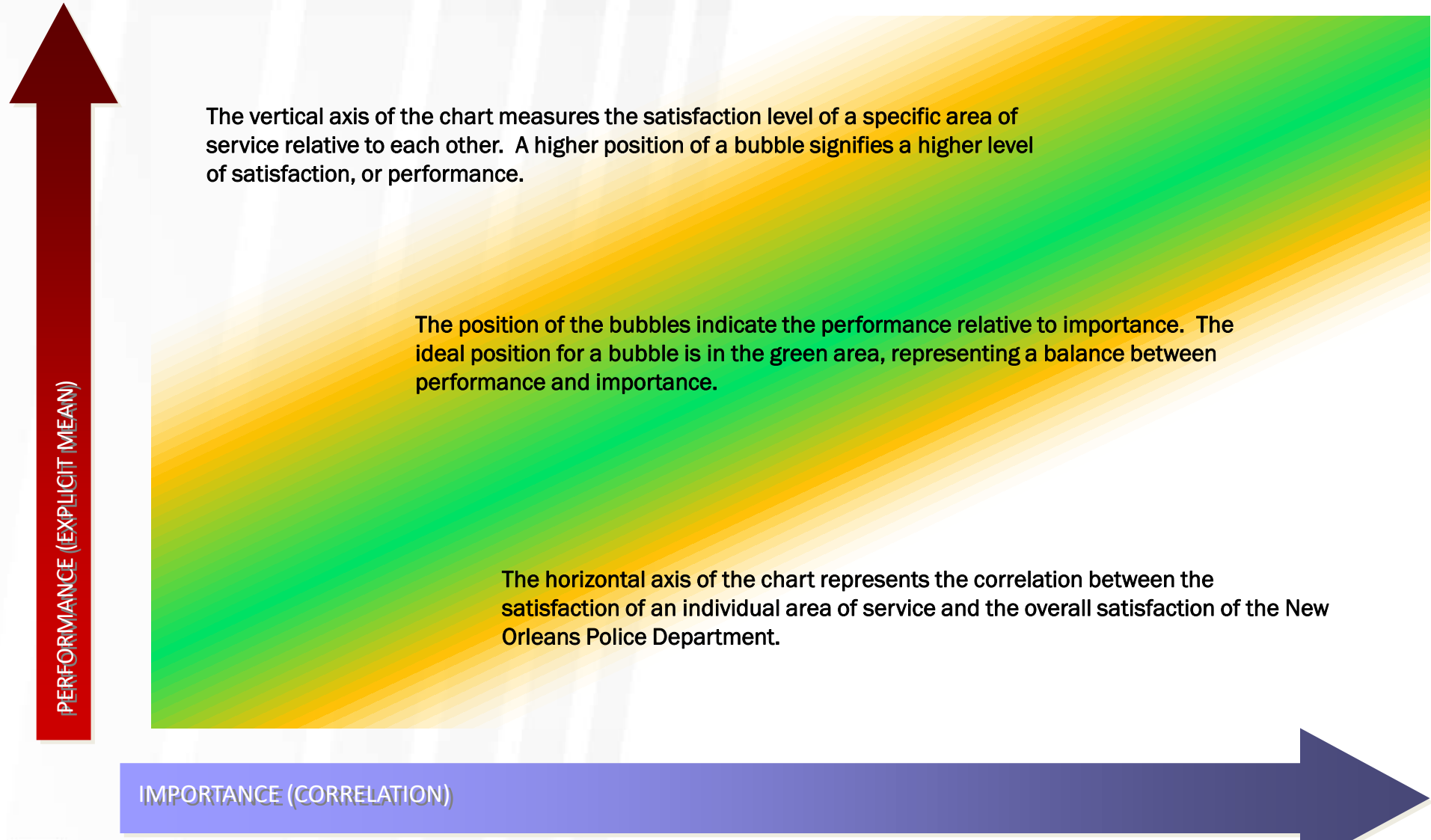
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SATISFACTION SATMAP™ METHODOLOGY

- SatMap™ ascertains citizen satisfaction by determining which elements of satisfaction have high or low performance relative to importance. All importance measures are derived from implicit reactions and are therefore better indicators of true satisfaction than simply asking the respondent how important a certain element or attribute of the New Orleans Police Department is to them. This methodology generates significant insight into specific areas in which the New Orleans Police Department needs to focus their efforts and in which areas the New Orleans Police Department is meeting expectations or even excelling.
- The SatMaps are constructed from satisfaction ratings on specific areas of service and overall satisfaction ratings with the New Orleans Police Department. The satisfaction scale used on the questionnaire is converted to a numerical scale of 1 to 5, where 1 means “very unsatisfied,” 2 means “somewhat unsatisfied,” 3 means “neither satisfied or unsatisfied”, 4 means “somewhat satisfied,” and 5 means “very satisfied.”
- Each area of service provided by the New Orleans Police Department is represented by a bubble. The location and size of the bubbles relative to one another indicates the relative performance, importance and consistency of opinions for the area of service.
 - Performance is measured by satisfaction ratings.
 - Importance is measured by the correlation between individual areas of service and the overall satisfaction of New Orleans Police Department.
 - Consistency among opinions of respondents is measured by the size of the bubble.

Satisfaction SatMap™ Methodology

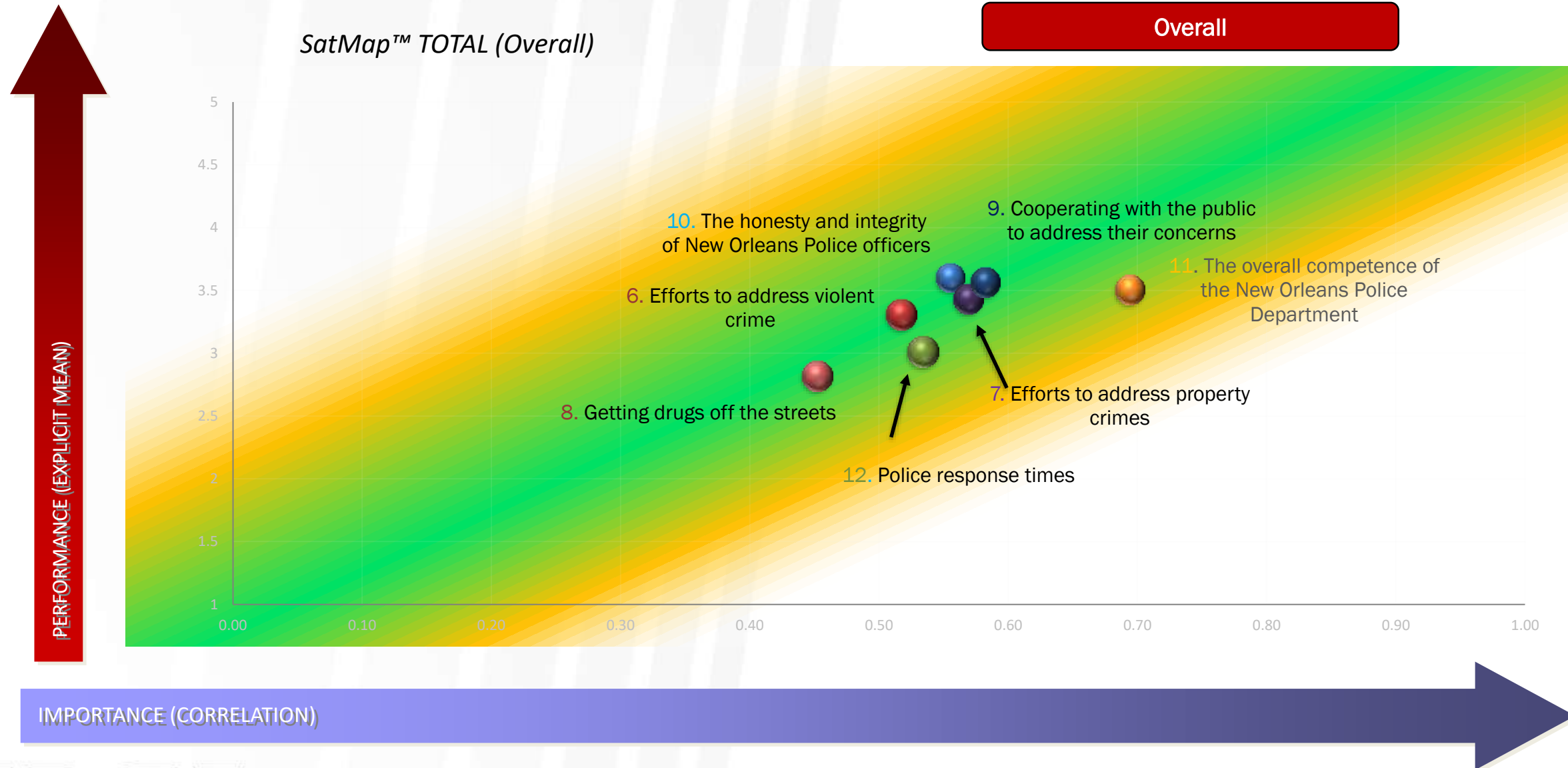
Subgroup



Satisfaction Areas Tested

Characteristics	Total Satisfied	Very Satisfied
6. Efforts to address violent crime	59%	27%
7. Efforts to address crimes against property, like homes and businesses	62%	27%
8. Getting drugs off the streets	44%	13%
9. Cooperating with the public to address their concerns	68%	28%
10. The honesty and integrity of New Orleans Police officers	68%	27%
11. The overall competence of the New Orleans Police Department	68%	26%
12. Police response times	47%	24%

The overall competence of the NOPD is the most tied to overall satisfaction, although its current performance could be improved.



Satisfaction Drivers by District:

This slide shows the quality of the NOPD most correlated with overall satisfaction for each district as well the quality least correlated.

District	Most Correlated	Least Correlated
1	7. Efforts to address property crimes	10. The honesty and integrity of New Orleans Police officers
2	11. The overall competence of the New Orleans Police Department	8. Getting drugs off the streets
3	11. The overall competence of the New Orleans Police Department	6. Efforts to address violent crime
4	7. Efforts to address property crimes	8. Getting drugs off the streets
5	7. Efforts to address property crimes	10. The honesty and integrity of New Orleans Police officers
6	11. The overall competence of the New Orleans Police Department	8. Getting drugs off the streets
7	11. The overall competence of the New Orleans Police Department	7. Efforts to address property crimes
8	11. The overall competence of the New Orleans Police Department	9. Cooperating with the public to address their concerns



NEIGHBORHOOD SAFETY

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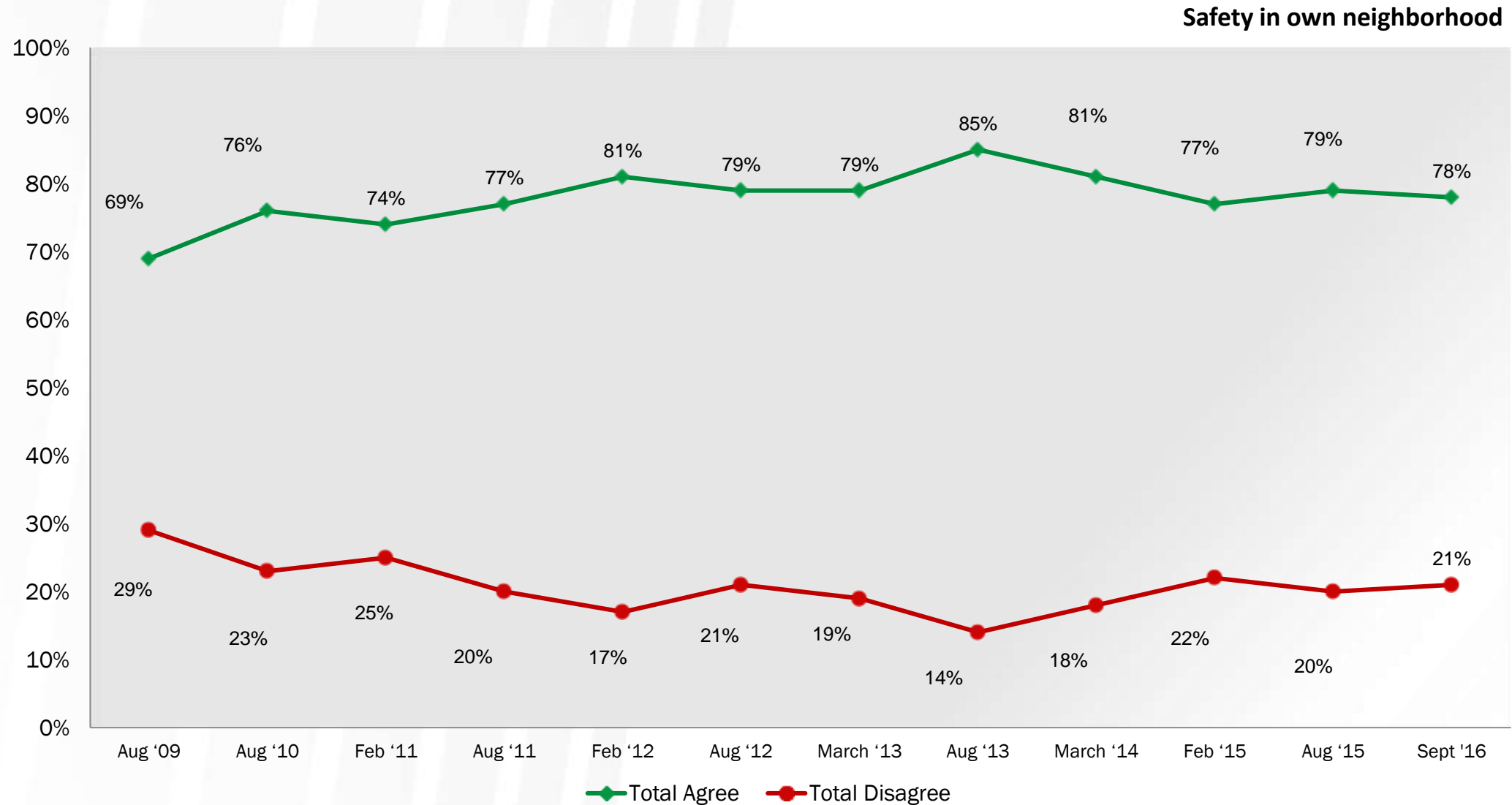
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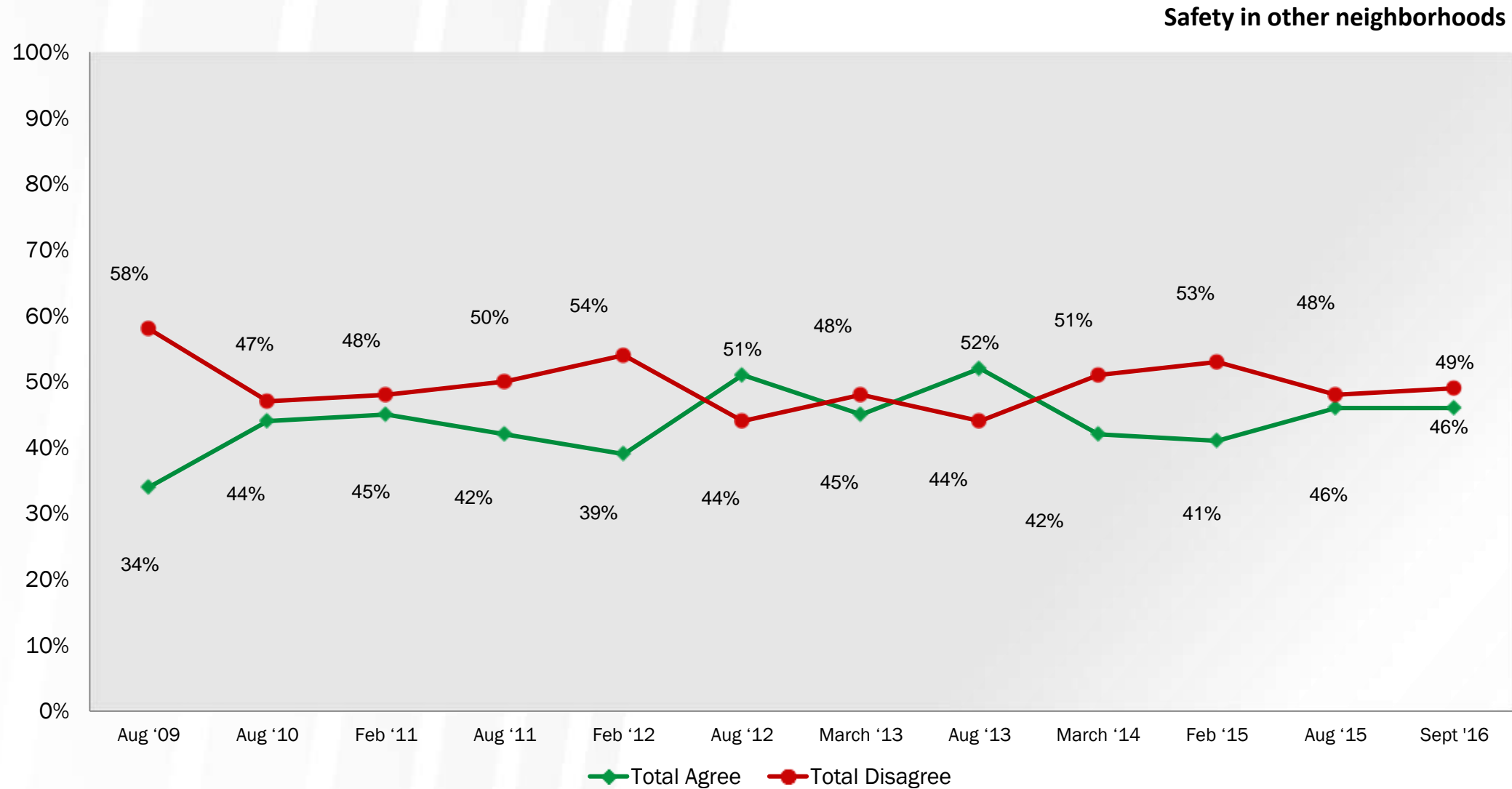
Nearly eight-in-ten citizens (78%) feel safe in their own neighborhood, down one point from last year.

13. Please tell me if you agree or disagree with each of the following statements: I feel safe in my own neighborhood.



Citizens are still largely split on whether they agree (49%) or disagree (46%) with the statement that they feel safe visiting other areas in New Orleans, outside of their own neighborhood.

14. Please tell me if you agree or disagree with each of the following statements: I feel safe visiting other areas in New Orleans, outside of my own neighborhood





INTERACTION WITH THE NEW ORLEANS POLICE DEPARTMENT

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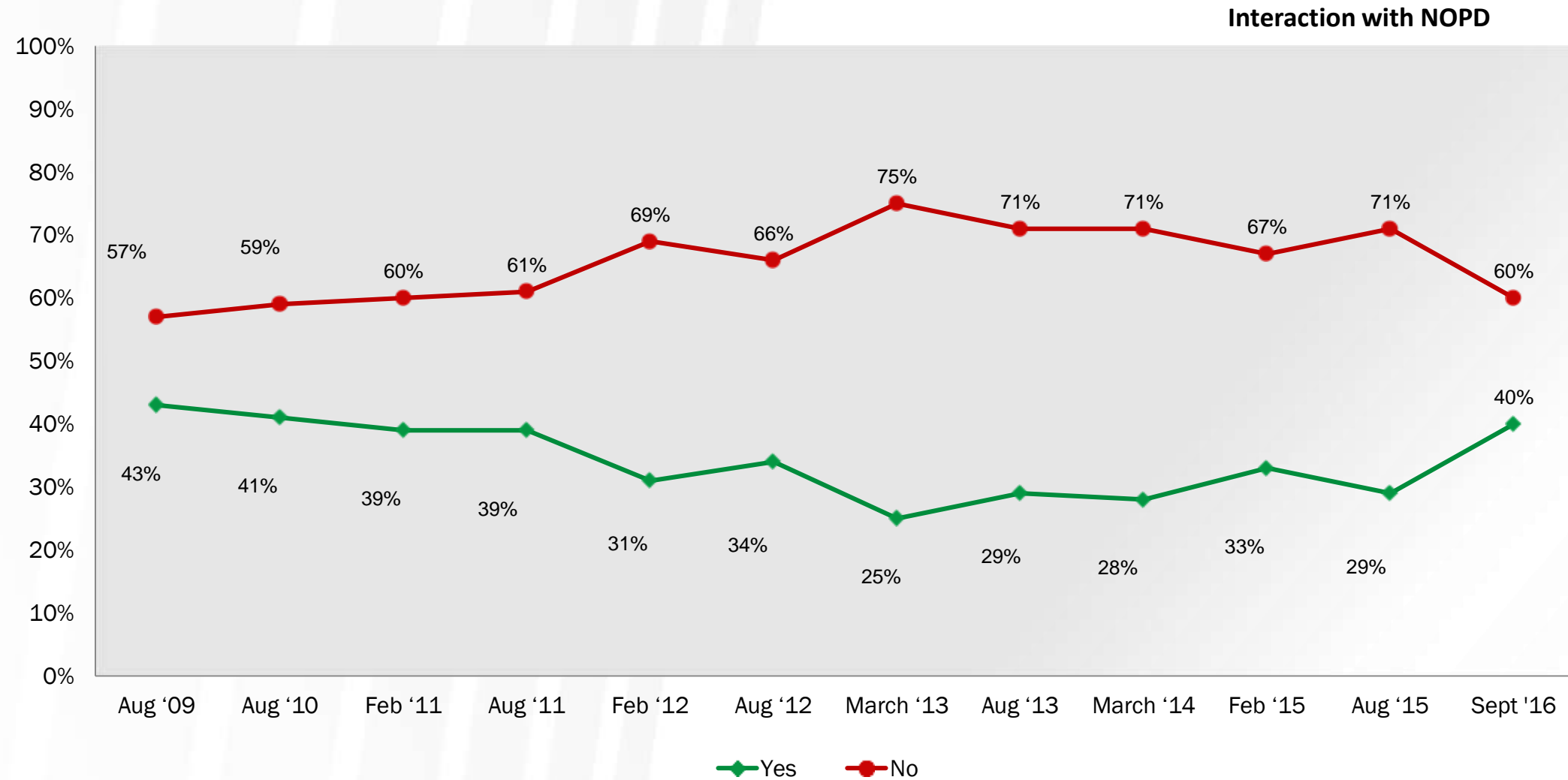
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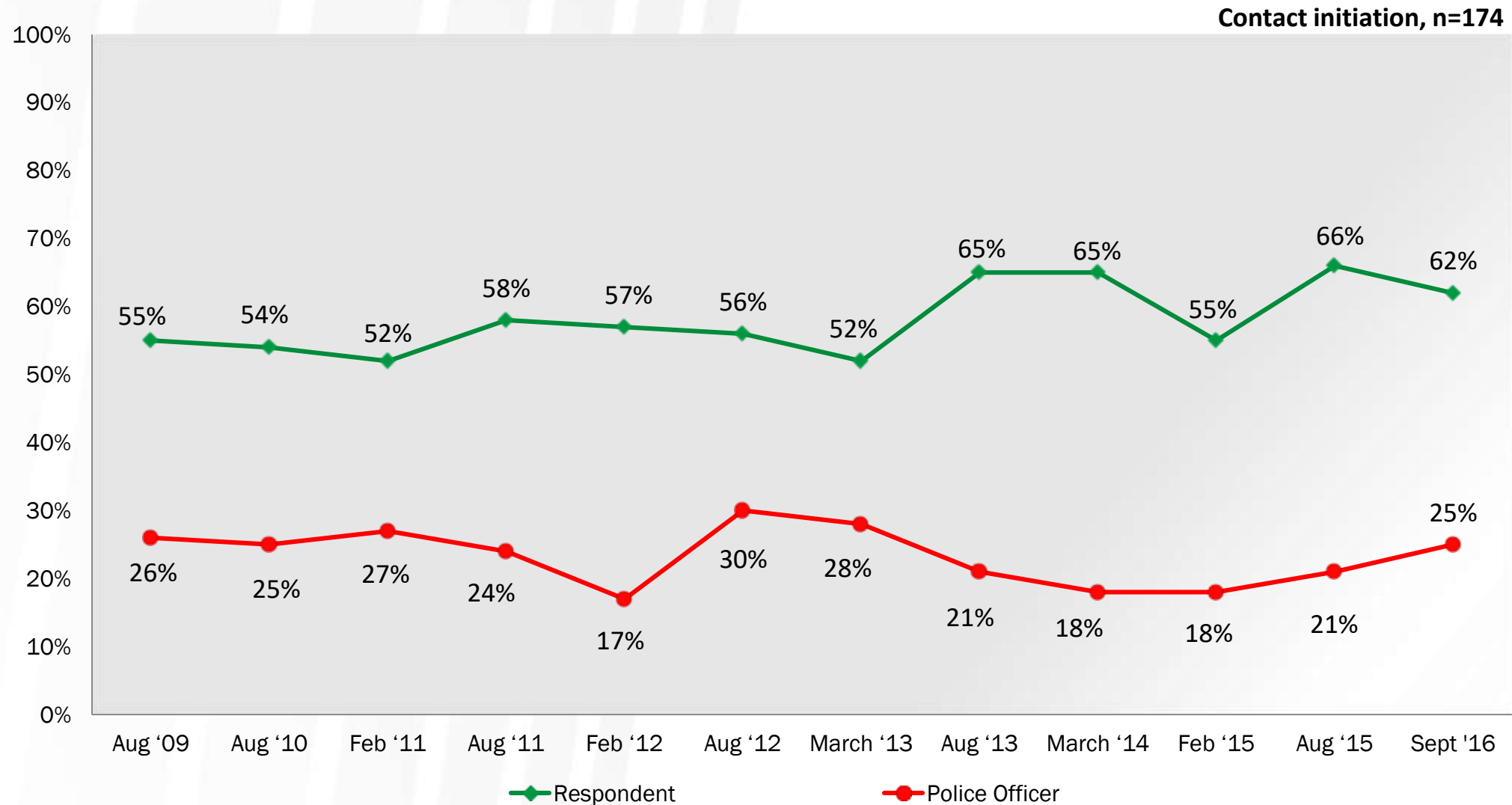
Contact with the NOPD is down 11 points (60%) since last year.

15. Have you had any contact with officers of the New Orleans Police Department in the past 12 months?



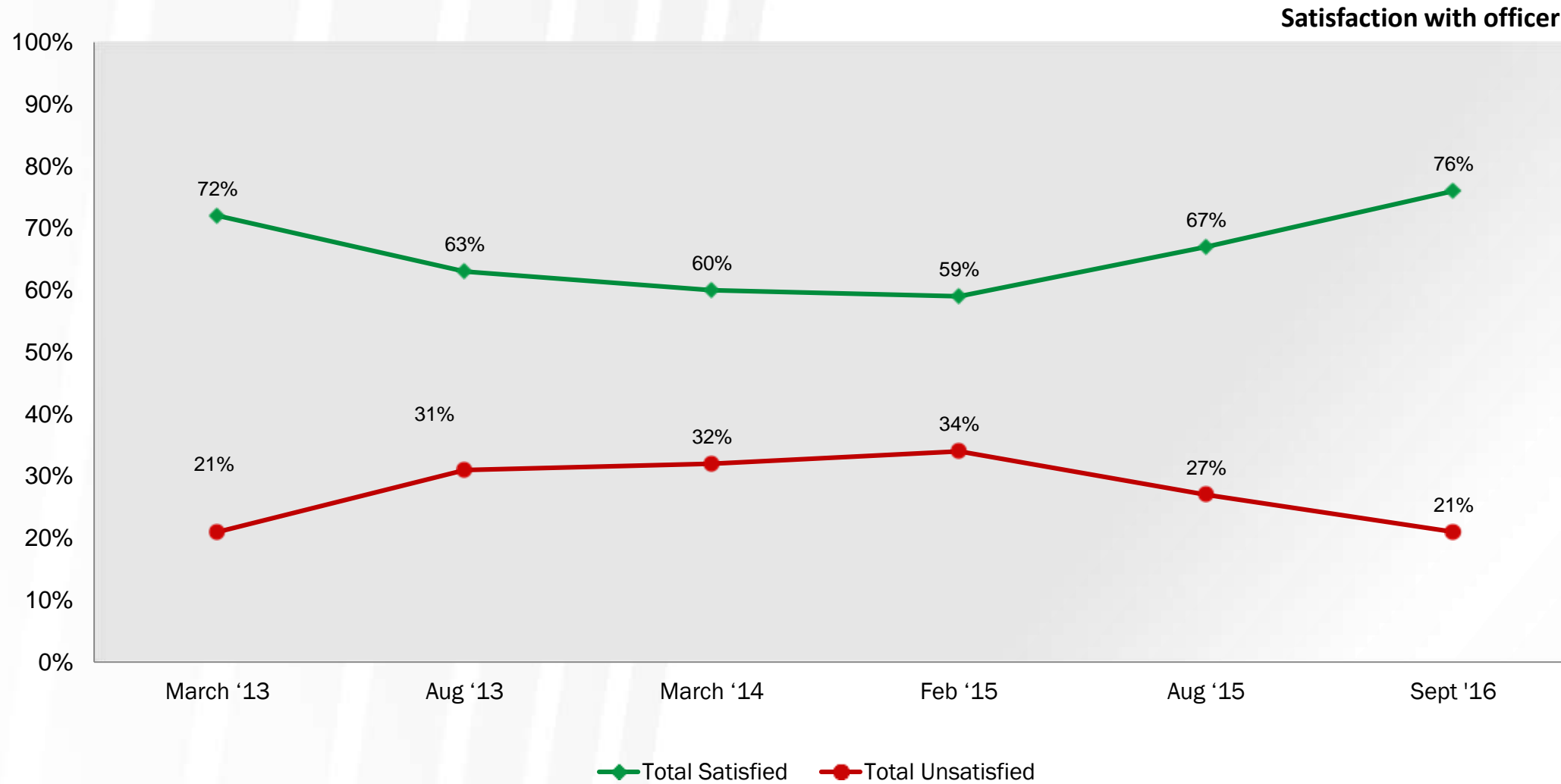
Police officer contact initiation is up four points (25%) since last year.

16. Was this contact initiated by you or by the police officer?



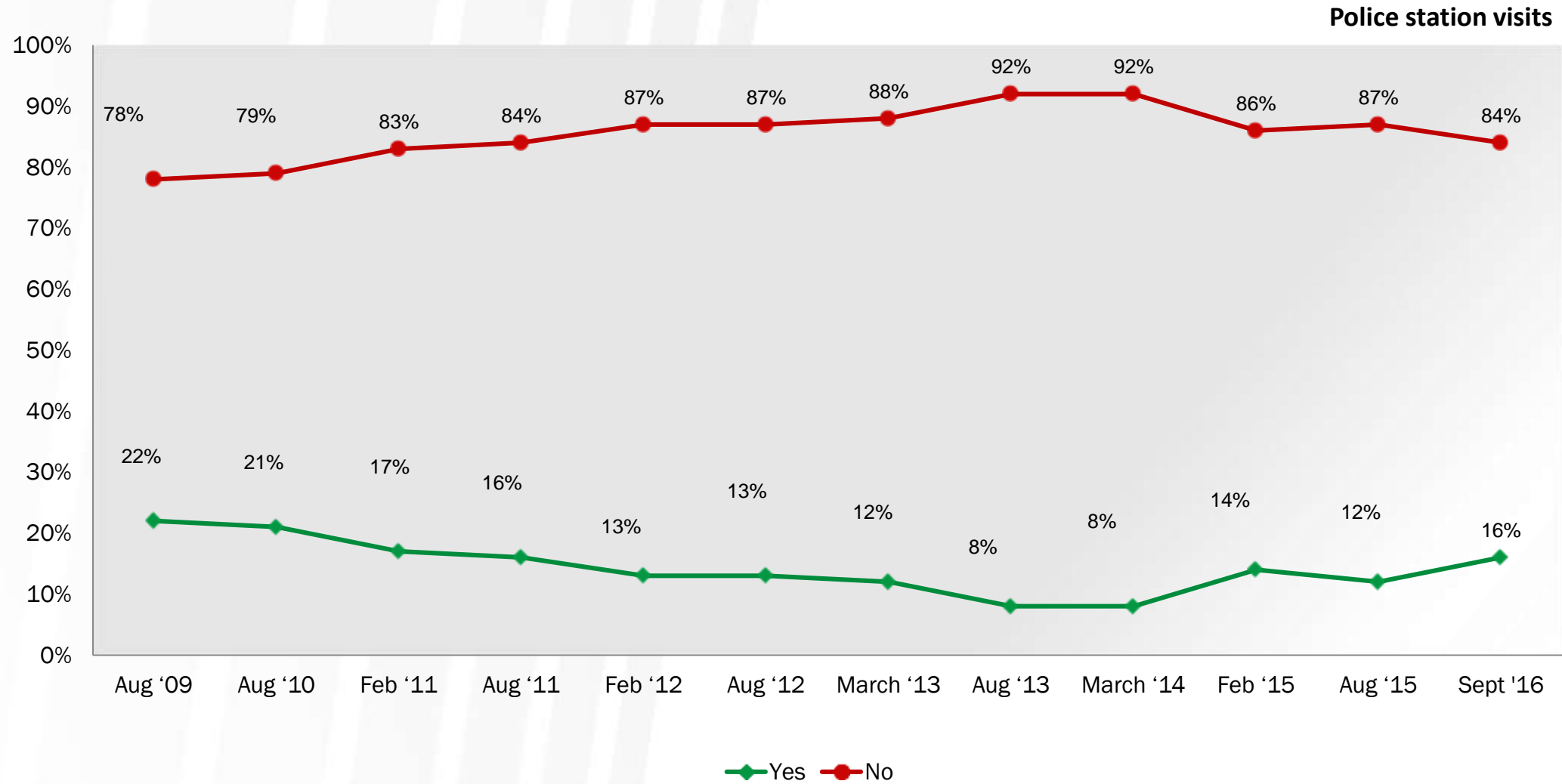
Three-quarters of citizens (76%) are satisfied with the way a police officer handled their situation (76%).

17. Overall, would you say that you are satisfied or unsatisfied with the way the police officer handled your situation?



Police visits are up four points (16%) since last year.

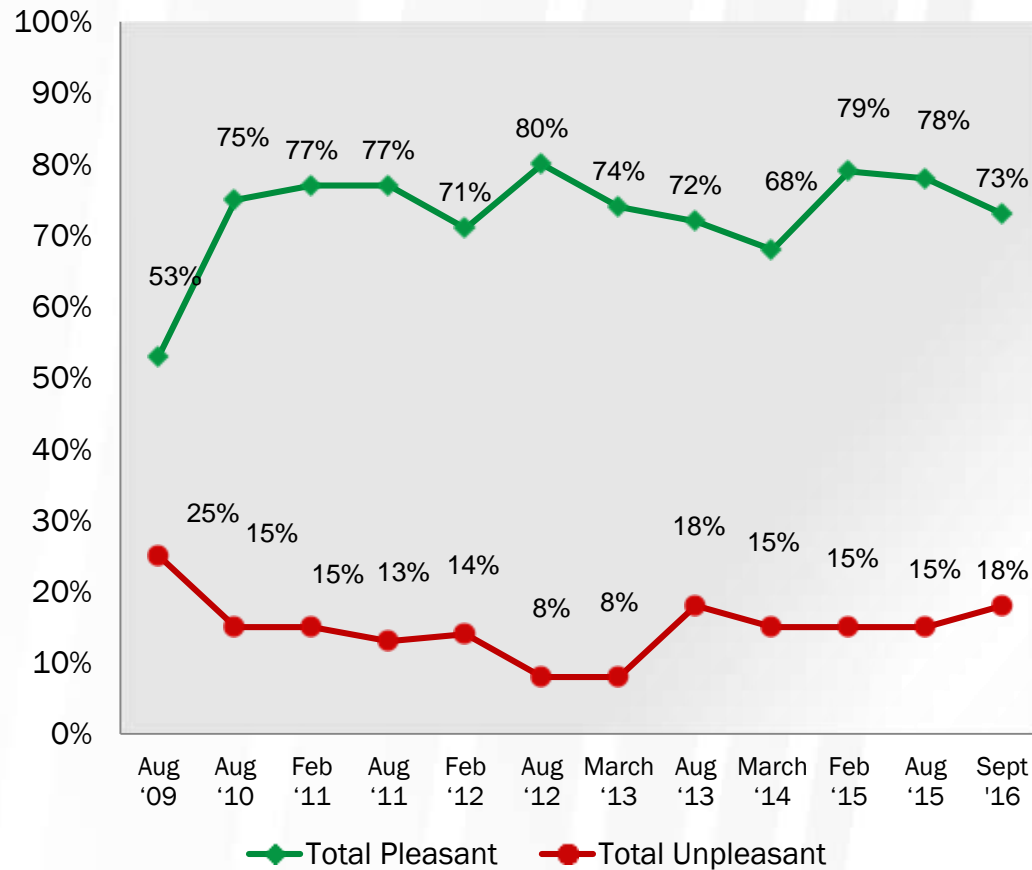
18. Have you called or visited any New Orleans City Police Station in the past 12 months?



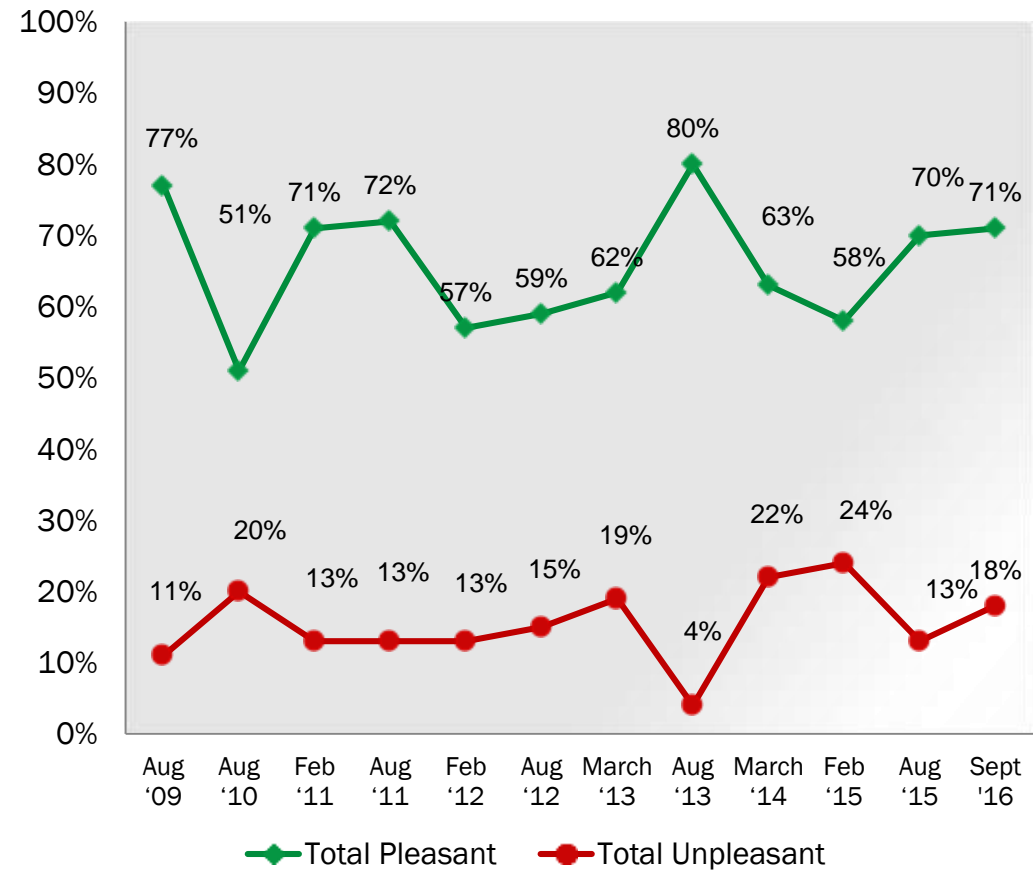
Seven-in-ten citizens say that officers (73%) and employees (71%) are pleasant to conduct business with.

19-20. Courteousness of New Orleans Police Department employees

19. Officers of the New Orleans Police Department you met outside of a police station.



20. Employees at New Orleans Police Stations





CRIME STOPPERS

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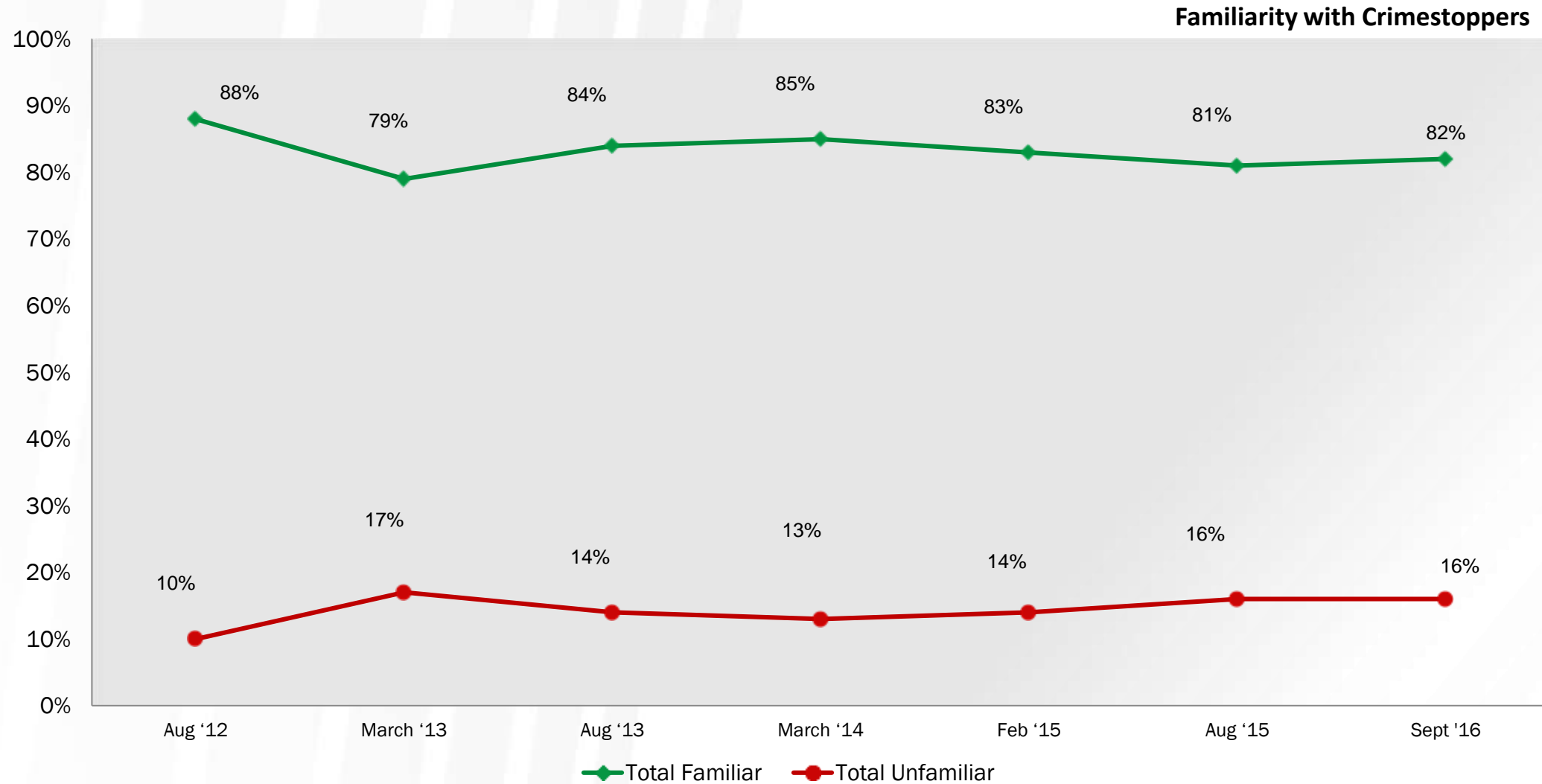
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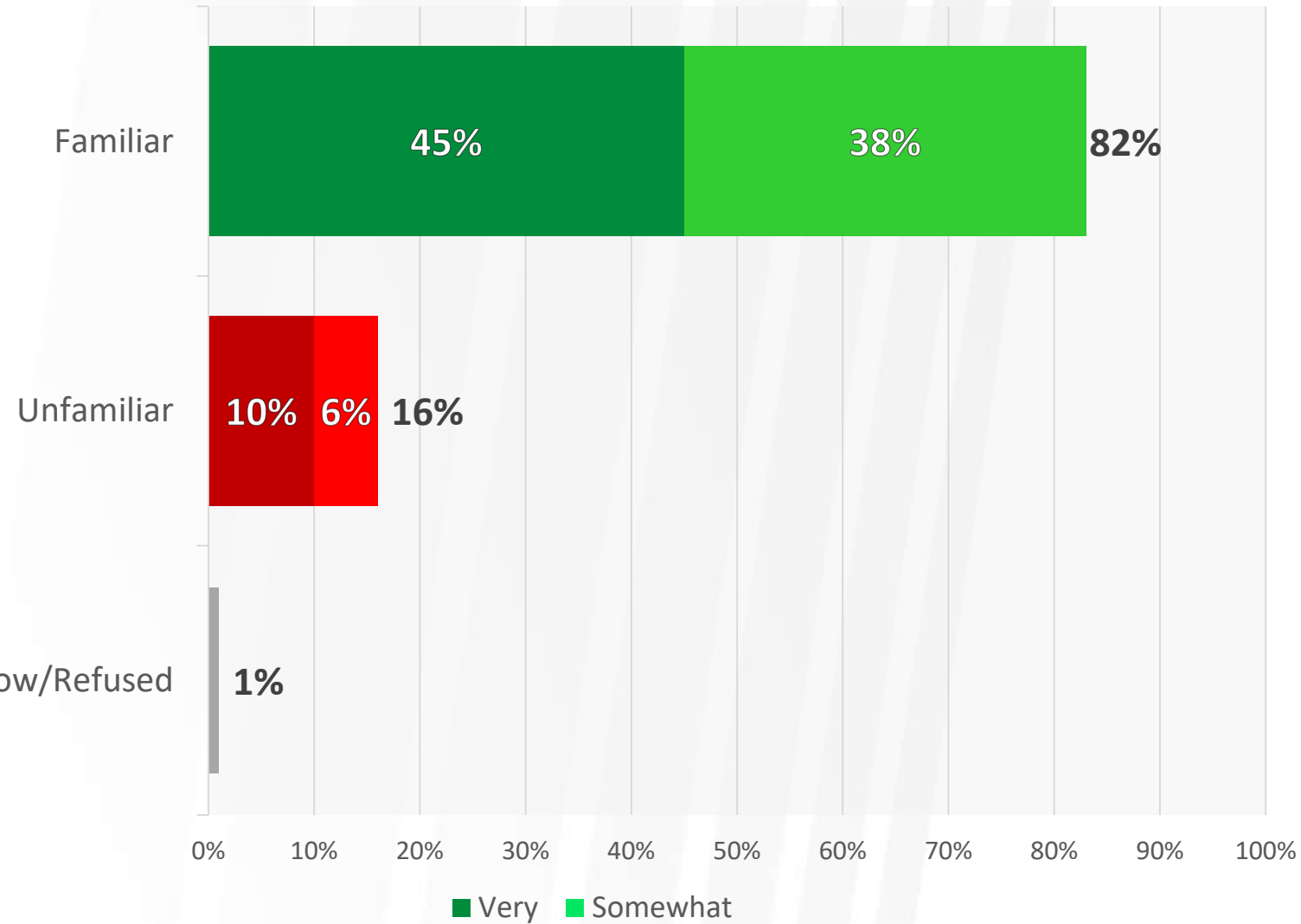
Familiarity with Crimestoppers remains constant at 82%.

21. Would you say you are familiar or unfamiliar with Crimestoppers, the independent citizen-run anonymous tip line that offers cash rewards for information about felony crimes?



Post graduates, men ages 18-54 and whites are most familiar with Crimestoppers.

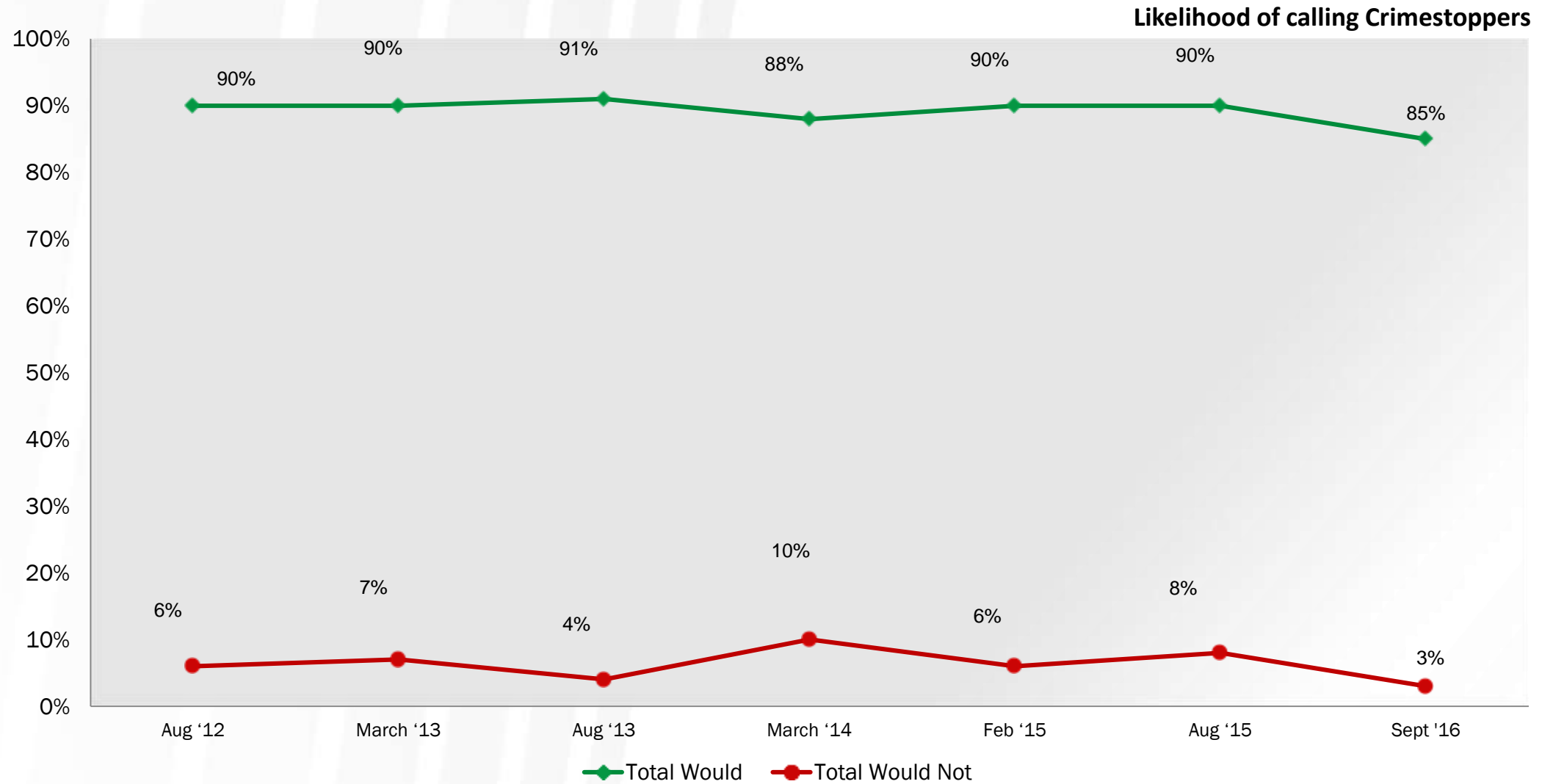
21. Would you say you are familiar or unfamiliar with Crimestoppers, the independent citizen-run anonymous tip line that offers cash rewards for information about felony crimes?



Top Groups		
Familiar	Size	%
Post Graduate	34%	92%
Men 18-54	39%	87%
White	34%	85%
Unfamiliar		%
High school or less	30%	22%
Women 18-54	25%	21%
Men 55+	22%	16%

Likelihood of calling Crimestoppers (85%) is down five points from last year.

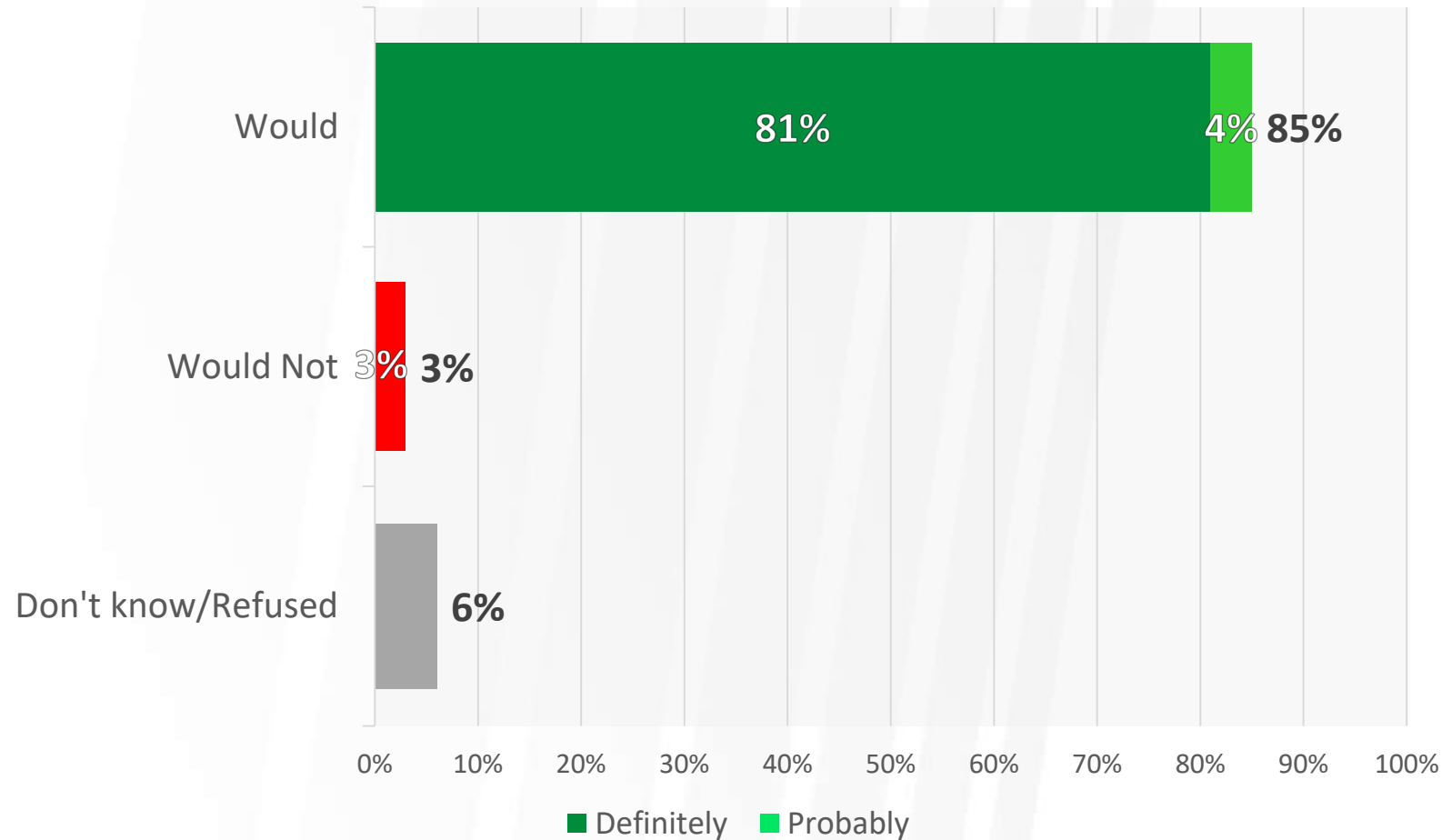
22. If you had information about a felony crime, would you call Crimestoppers to anonymously share what you knew with law enforcement?



Citizens least likely to call Crimestoppers include convicted felons, men ages 18-54, and citizens with some college or a bachelor's degree.

22. If you had information about a felony crime, would you call Crimestoppers to anonymously share what you knew with law enforcement?

Likelihood of calling Crimestoppers



Top Groups		
Would call	Size	%
Post Graduate	34%	85%
Women 55+	23%	82%
White	34%	81%
Would not call		%
Men 18-54	36%	8%
Bachelor's Degree/Some College	35%	6%
African-American	64%	6%

n=494



SUMMARY

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SUMMARY

- New Orleans citizens satisfaction with the New Orleans Police Department is up drastically from last year New Orleans residents tend to feel safer in their own neighborhoods than they do in other neighborhoods in New Orleans.
 - New Orleans residents are satisfied with police efforts to address violent crimes and crimes against property. However, they are unsatisfied with the overall competence of the New Orleans Police Department
 - Crimestoppers continues to be well known to adults in the City of New Orleans and New Orleans residents are highly likely to use the program to report violent crimes.
 - Nearly seven-in-ten citizens (69%) say that NOPD police culture has improved over the past few years, although over one-in-five African Americans (22%) say it has not improved.
 - Seven-in-ten likely voters (70%) are also confident that the police do a good job managing tension, although one-in-five African Americans (22%) say they do a bad job.
- Districts 1, 2, and 4 have the highest overall satisfaction, while districts 3, 7, and 8 have the lowest overall satisfaction.
 - The overall competence of the New Orleans Police is the most important characteristic, regardless of district but the NOPD seems to be underperforming in most districts, with the exception of districts 2, 5, 6, and 7.
 - Response times and efforts to address violent crime are consistently low relative to importance across all districts.
 - Overall competency of police, honesty and integrity, and cooperating with the public generally have the highest levels of satisfaction relative to importance across all districts.

For additional information about this data, please feel free to contact:



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