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NEW ORLEANS CRIME COALITION CITIZEN SATISFACTION SURVEY

n=601 Adults (n=75 per District)

MoE=±4.0%

September 5 - 7, 2017

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Research Design and Demographics

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Research Design

WPA Intelligence conducted a survey of adults in the City of New Orleans.

WPAi 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.

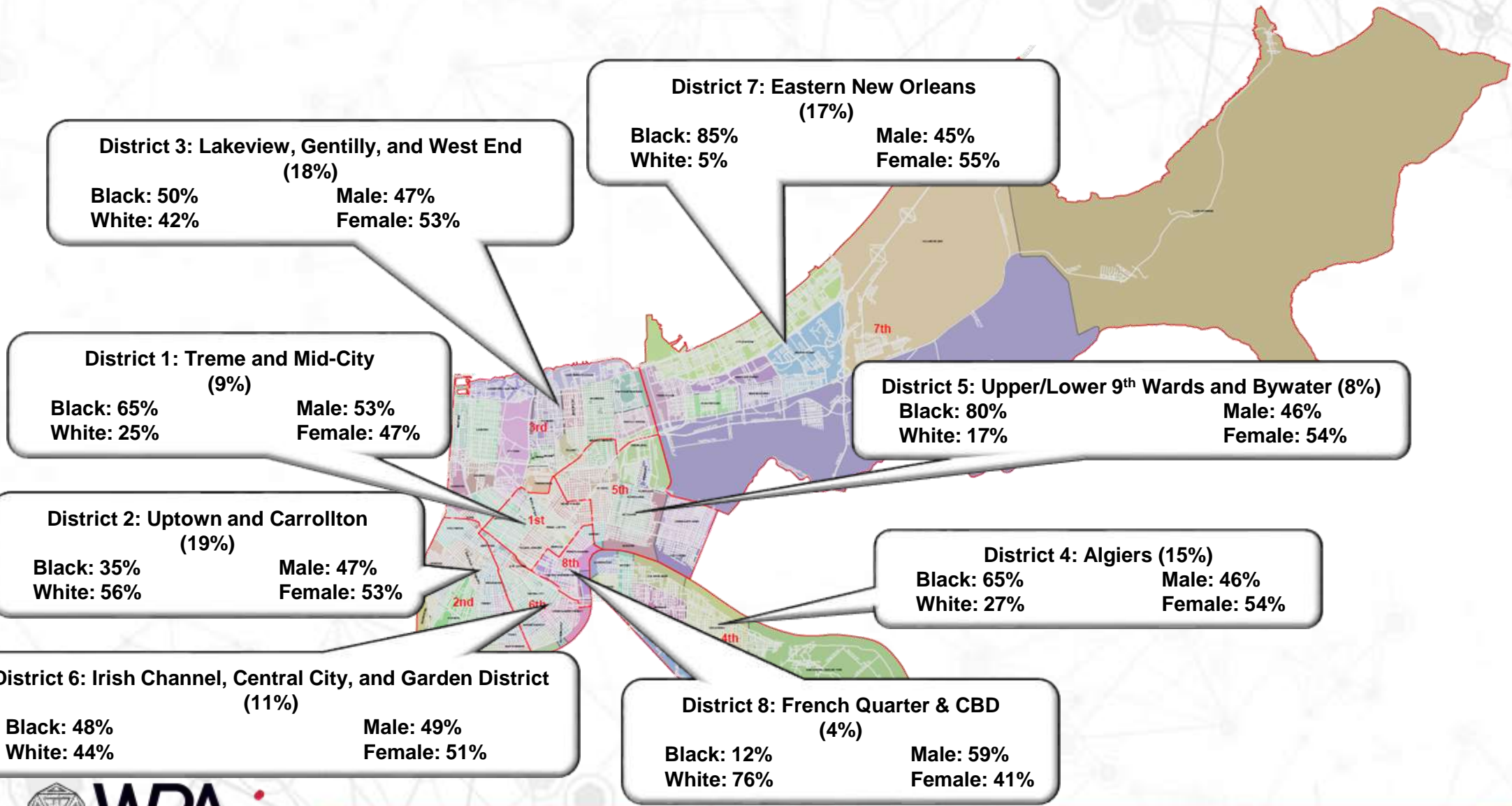
Respondents were contacted by phone via a live telephone operator interview (36% cell phone interviews) September 5-7, 2016. The study has a sample size of n=601 adults (75 adults per District) with a margin of error of $\pm 4.0\%$ in 95 out of 100 cases.



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Geography: Police Districts



Demography

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

Education	Result
≤High School	44%
Some College	23%
College Grad	18%
Post Grad	13%
Ethnicity	
White	34%
Hispanic	4%
African-American	58%
Asian	2%
Other/Refused	1%
Contact Method	
Cell	36%
Landline	64%
Felony Conviction	
Yes	5%
No	95%

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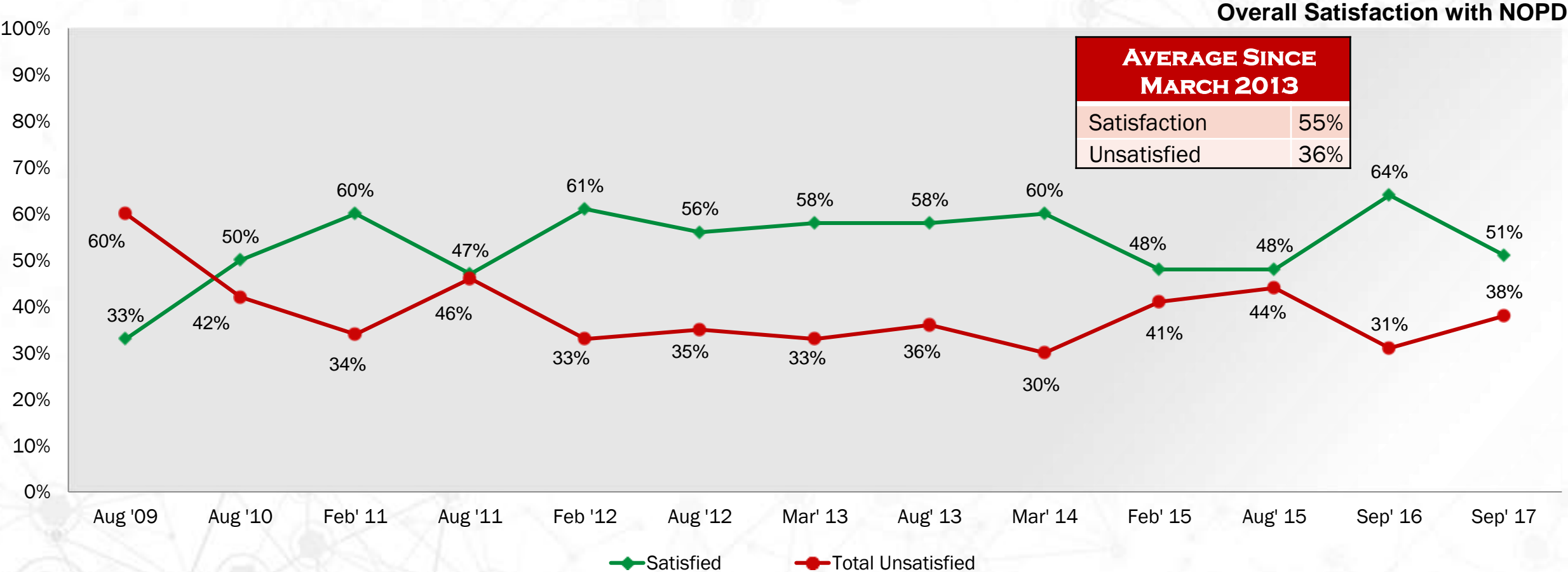
Police Department Satisfaction

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Overall satisfaction with the New Orleans Police Department is down by 13 points since last year, slightly below the overall average since March 2013.

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?

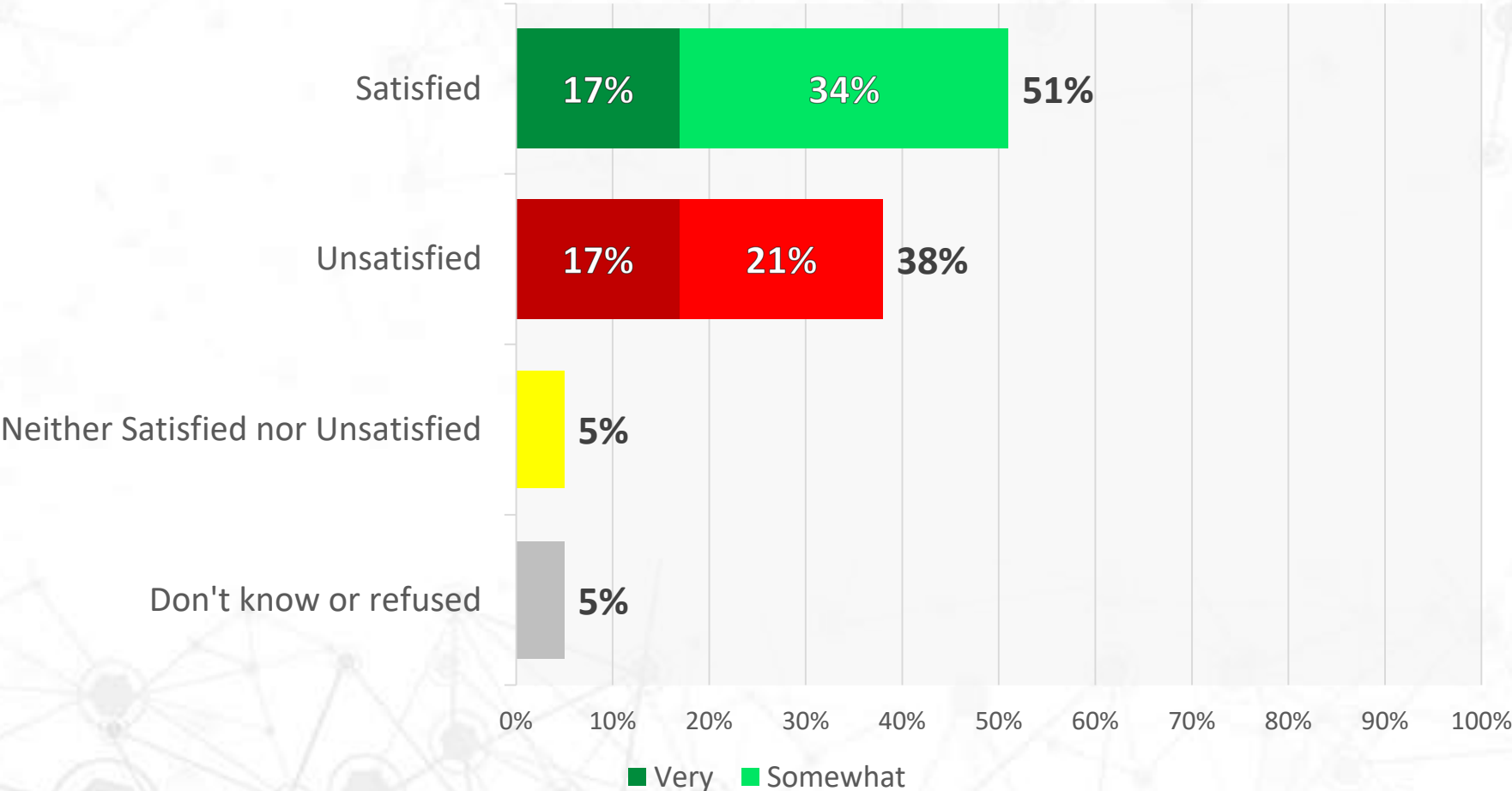


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Just over half of adults in New Orleans (51%) are satisfied with the New Orleans Police Department.

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	%
District 7	17%	65%
Women 18-54	34%	63%
Some College	23%	62%
District 1	9%	61%
Unsatisfied		%
Men 55+	12%	55%
District 6	11%	52%
Men 18-54	36%	49%
Post graduate	13%	49%

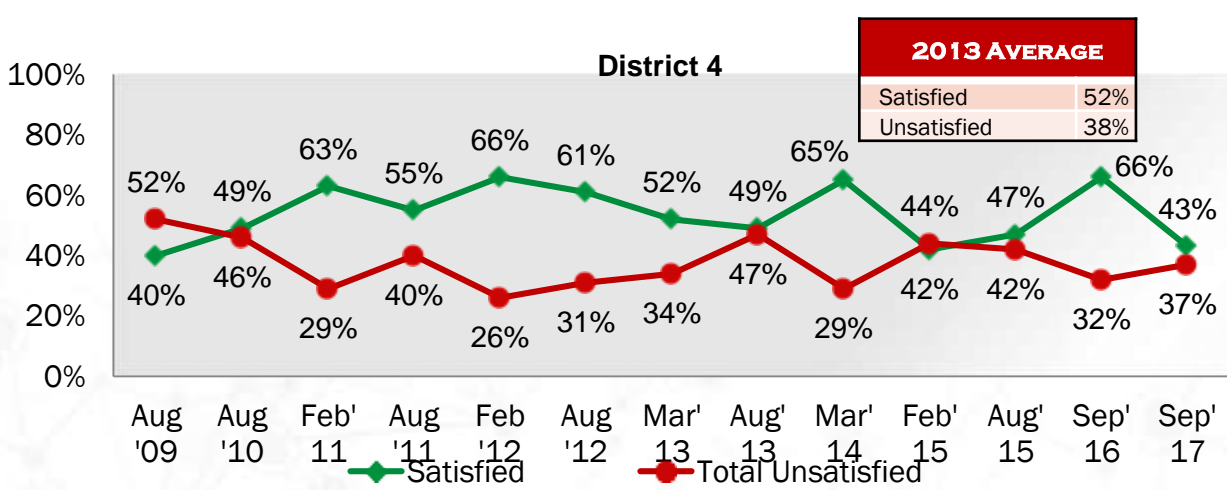
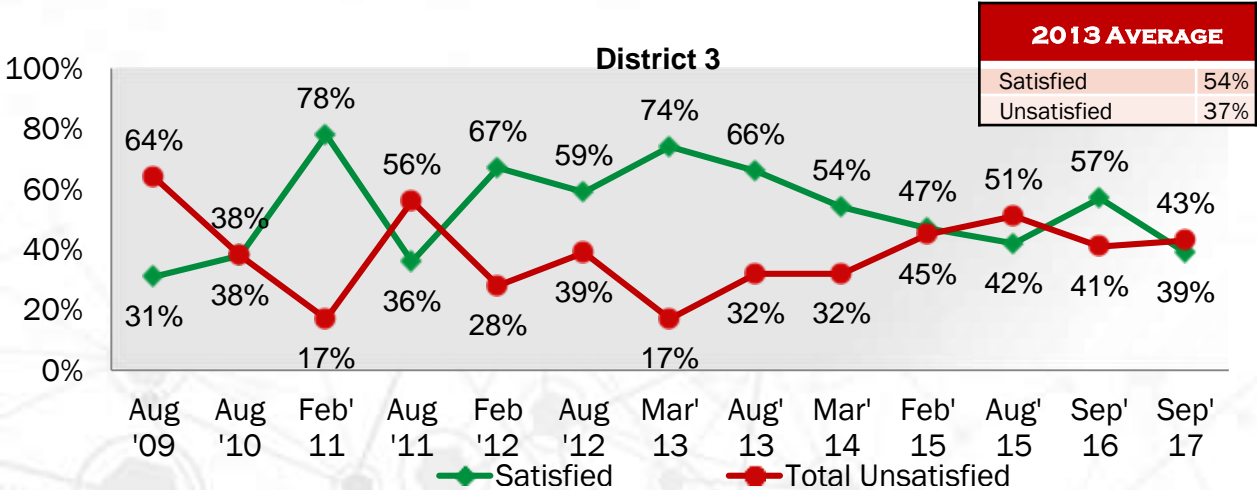
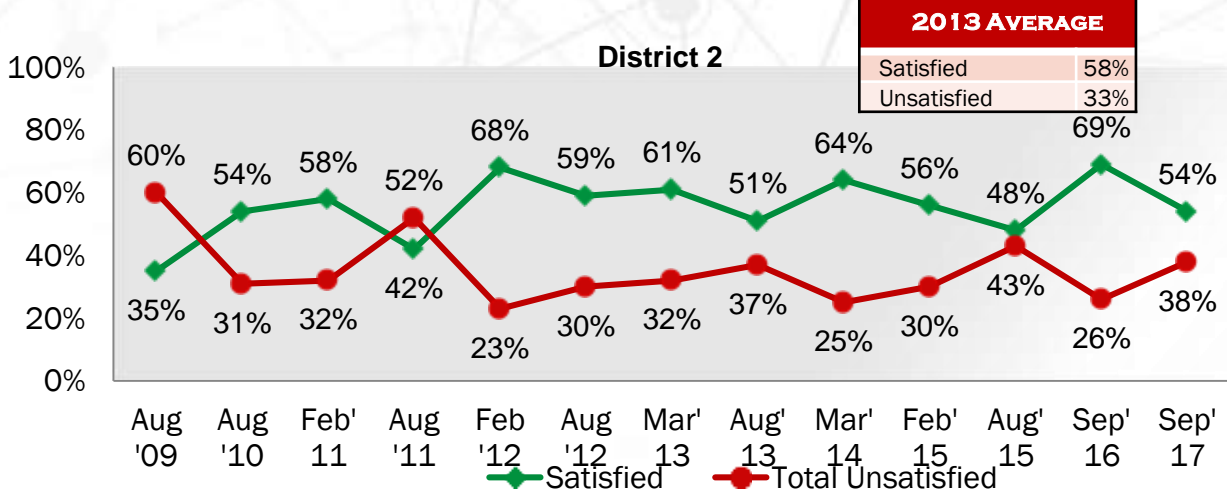
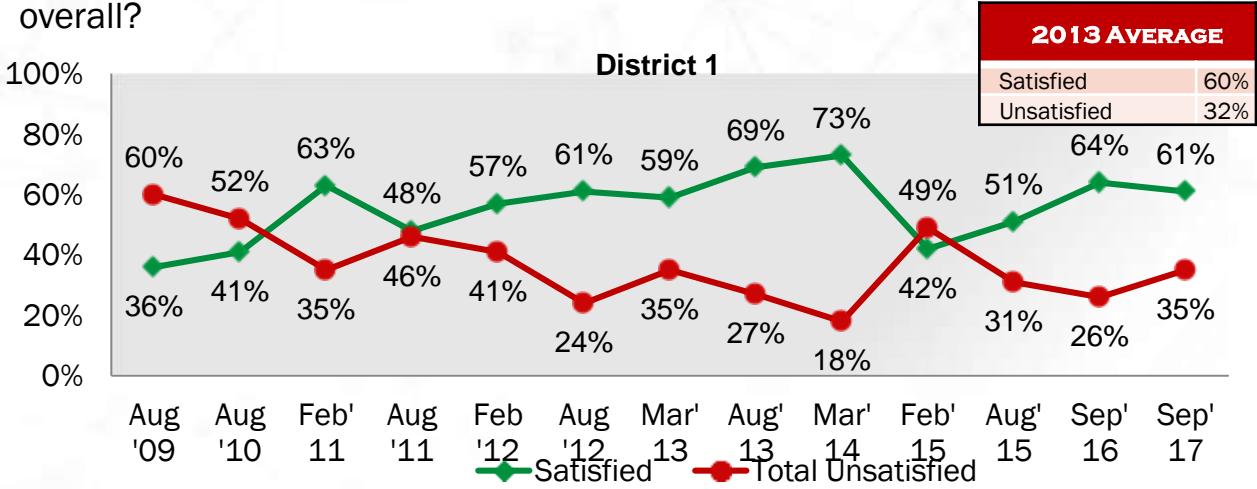


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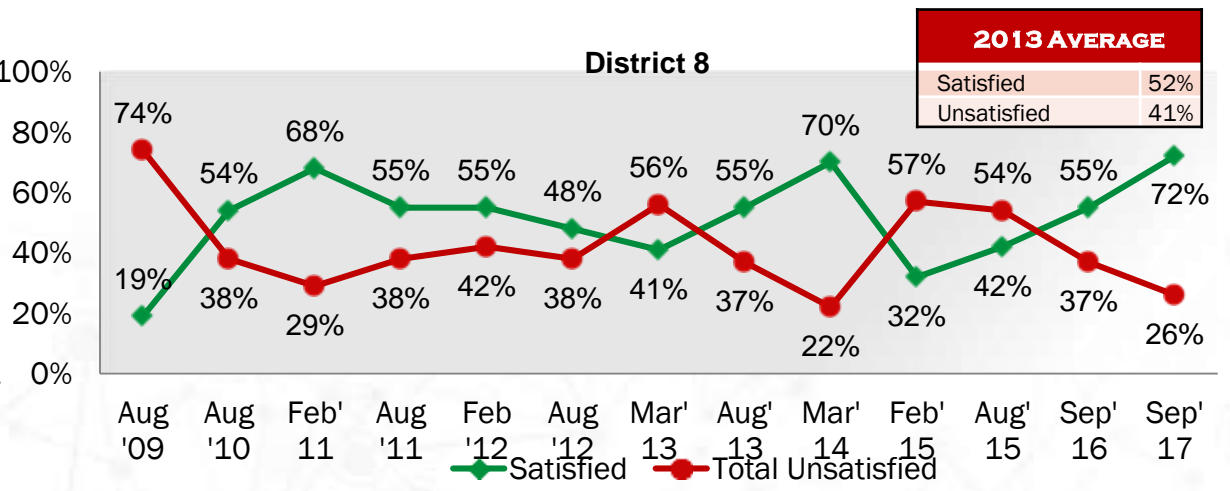
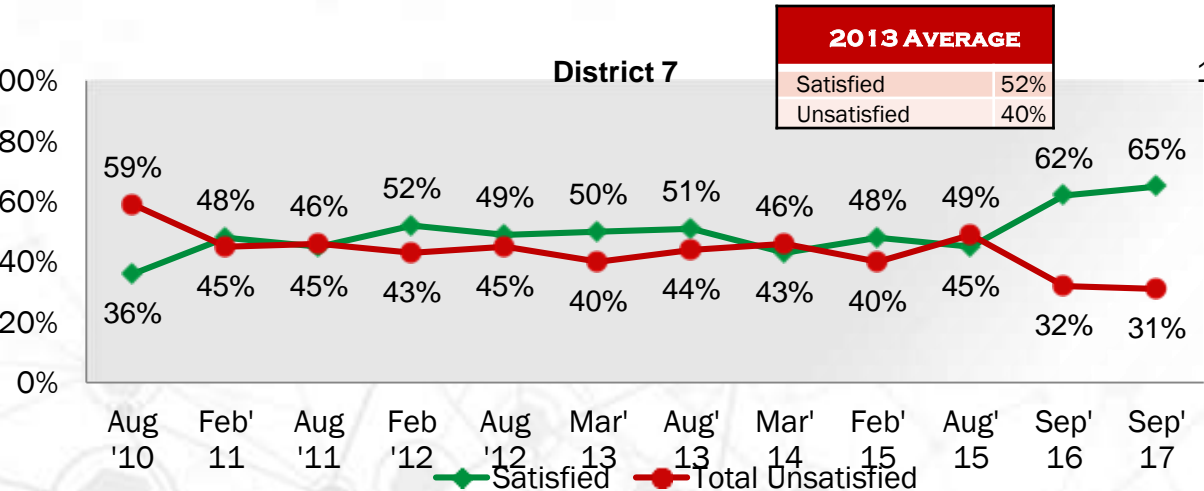
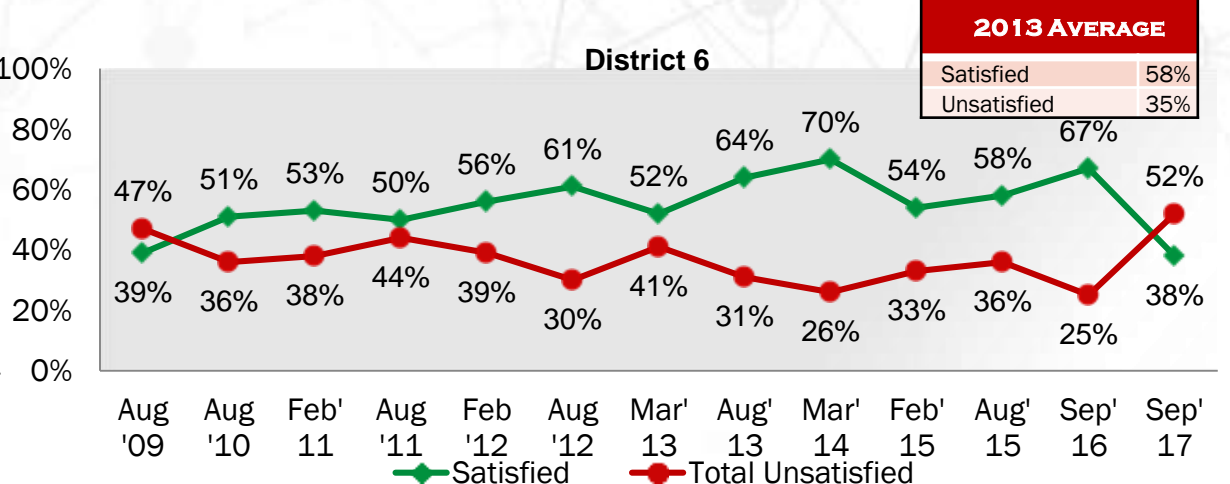
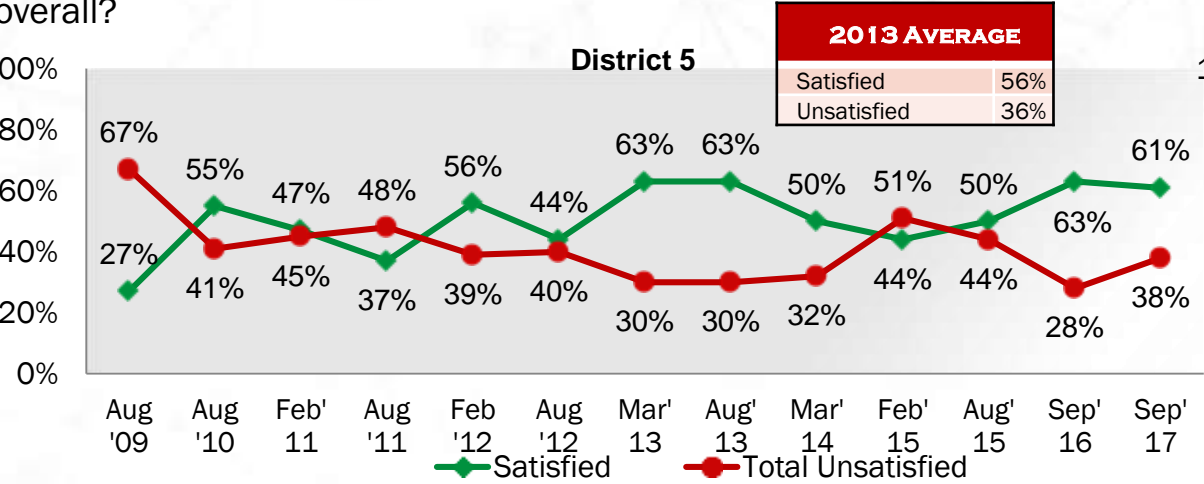
Satisfaction is down in District 2 (54%, -15 points), District 3 (39%, -18 points), and District 4 (43%, -23 points).

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?



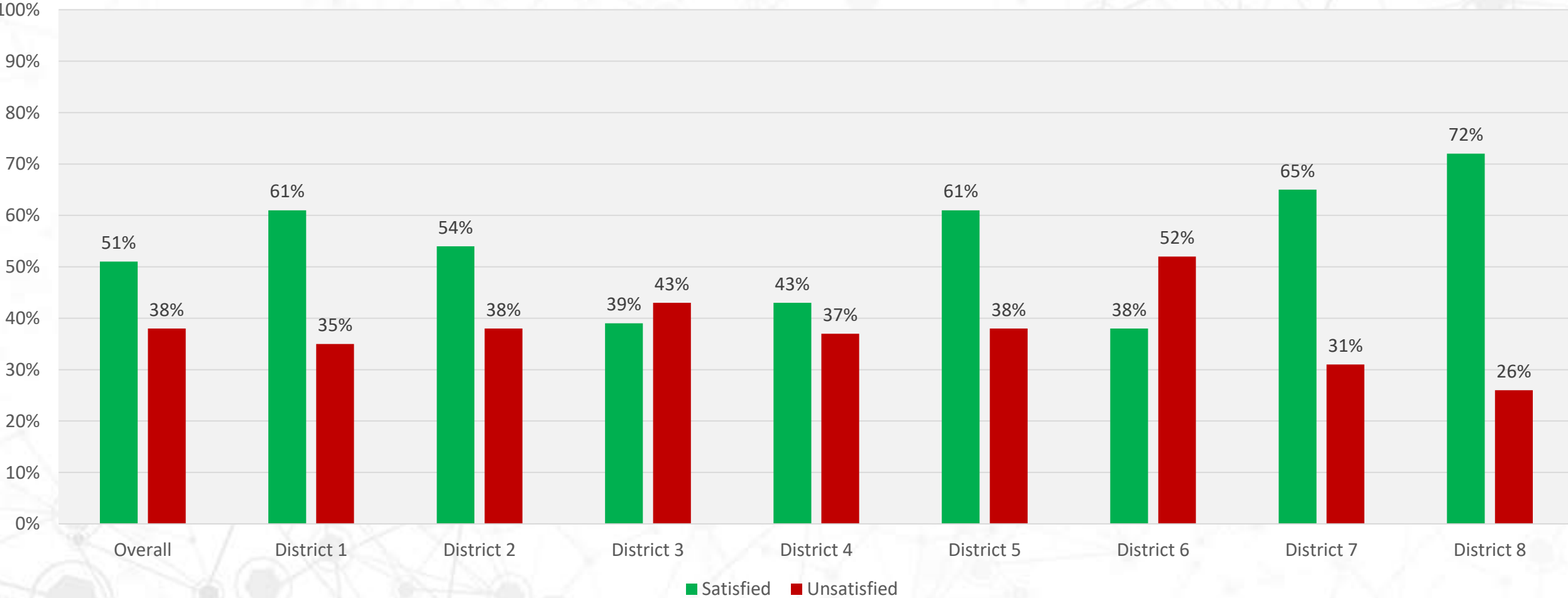
The largest decrease in satisfaction is in District 6 (38%, -29 points).

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?



District 8 (72%) is the most satisfied of all police 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?



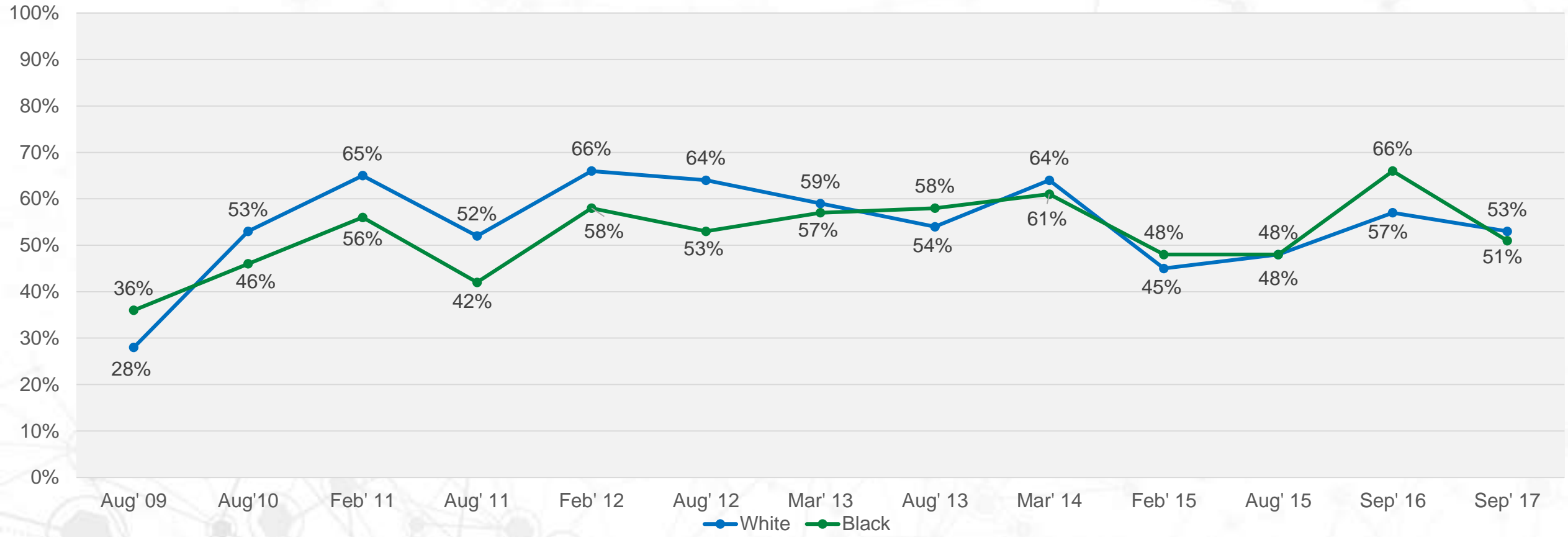
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There is little difference among white (53%, -4 points) and black adults (51%, -15%), although satisfaction is down among both.

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?

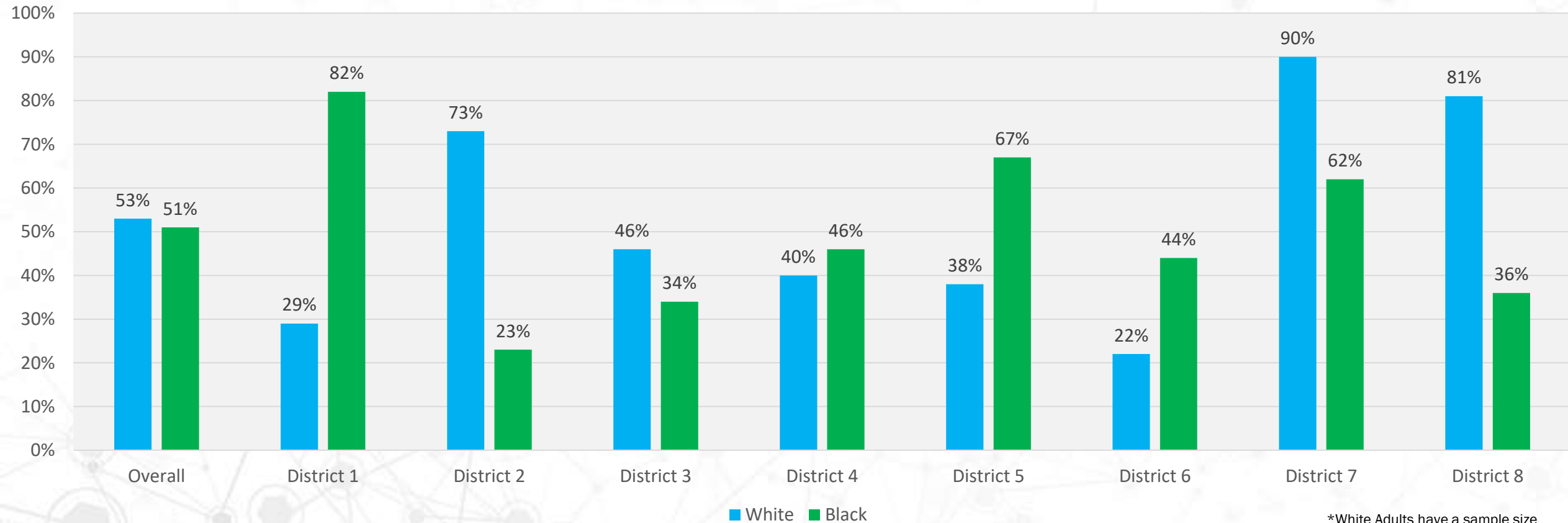
Overall Satisfaction by ethnicity



Satisfaction is highest among white adults in District 8 (81%) and highest among black adults in District 1 (82%).

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?

Satisfaction by Ethnicity



*White Adults have a sample size of 3 in District 7



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Adults who have a satisfied view of the New Orleans Police Department tend to say they do a good job and have quick response times.

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

New Orleans Police Department Satisfied (n=309)

“I find them being more Courteous and respectful in the past few years.”
-Male 35-44, White, District 8

“When I call they come out. Fast Response time.”
-Female 65-74, African-American, District 7



“They have a constant presence all over the city.”
-Male 65-74, African-American, District 5

“They are there to keep us safe and they do their job well.”
-Female 18-24, White, District 7



Adults who have an unsatisfied view of the New Orleans Police Department tend to point to an increase in crime and lack of professionalism with the police force.

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

New Orleans Police Department Unsatisfied (n=231)

“We have a lot of killing and no cops patrolling the area. More cops are needed and we need murder solved.”
-Male 25-34, African-American, District 7

“The police keep getting arrested for crimes they are committing and the response time is pathetic and crime is on the rise.”
-Female 45-54, White, District 8



“Because they are understaffed and undertrained.”
-Female 25-34, White, District 3

“Response time and lack of professionalism.”
-Female 35-44, African-American, District 4

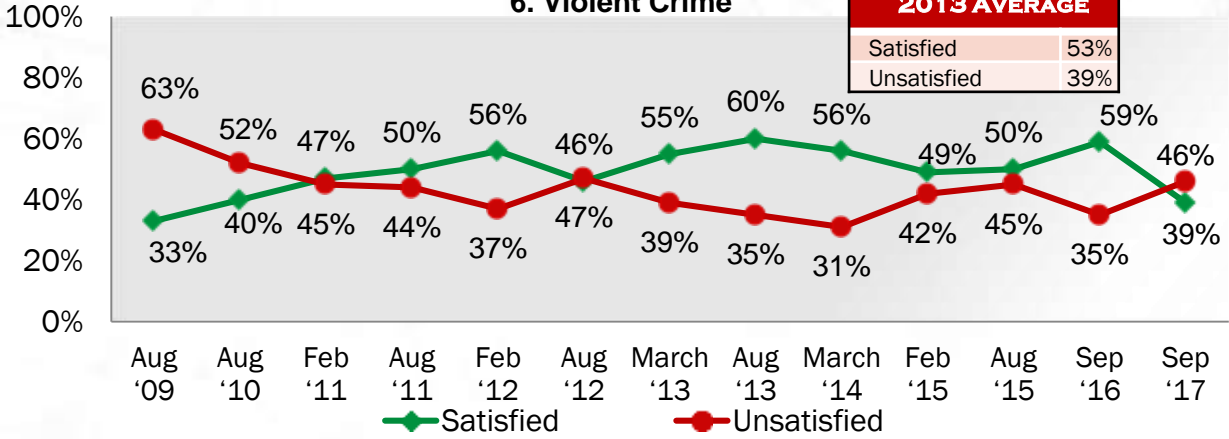


Satisfaction with how the NOPD is handling Violent Crime (39%) is down twenty points.

Next I am going to read you some specific aspects of the New Orleans Police Department's job. For each one please tell me whether you are satisfied or unsatisfied with the New Orleans Police Department in that area.

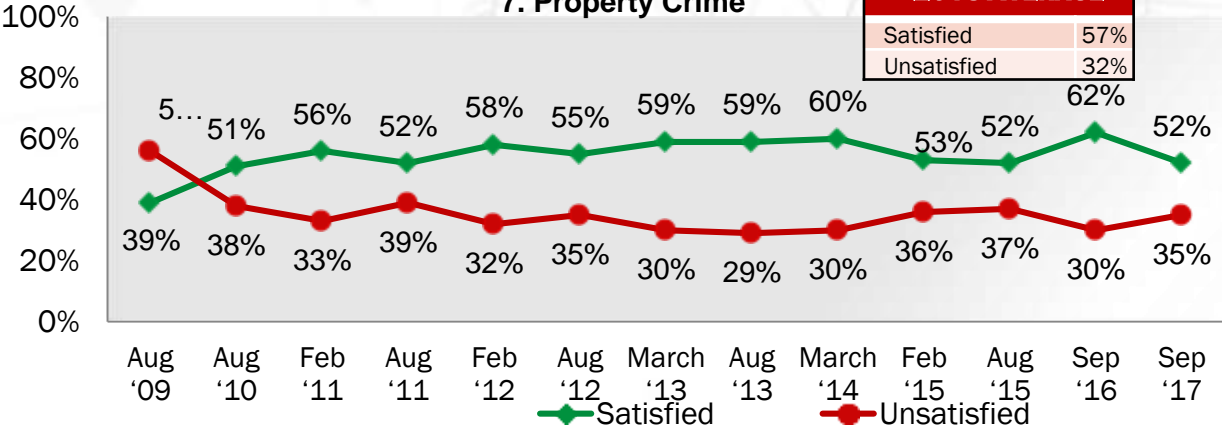
6. Violent Crime

2013 AVERAGE	
Satisfied	53%
Unsatisfied	39%



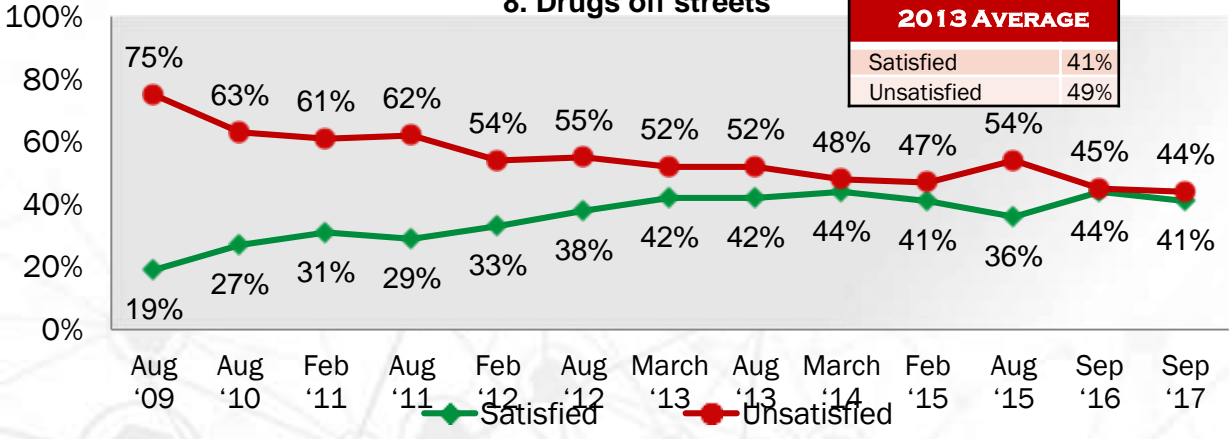
7. Property Crime

2013 AVERAGE	
Satisfied	57%
Unsatisfied	32%



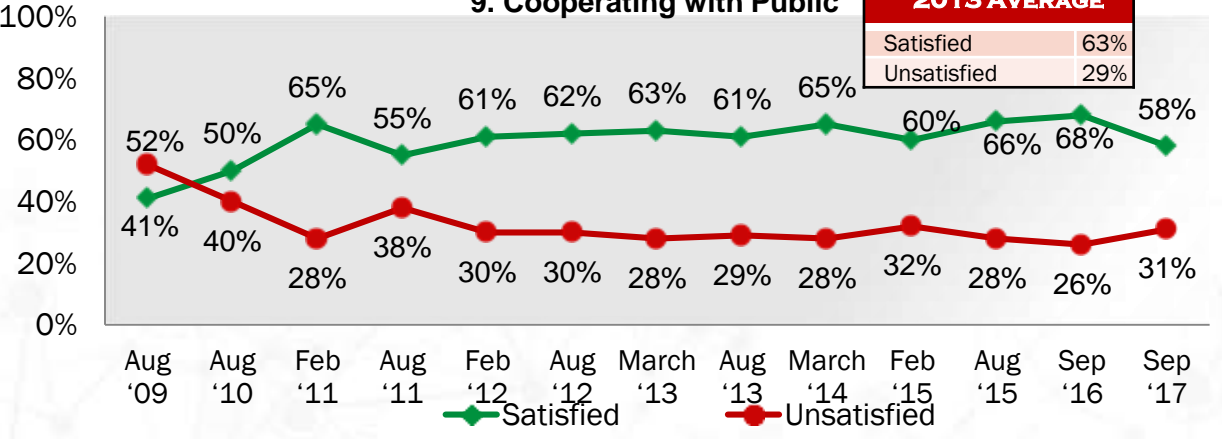
8. Drugs off streets

2013 AVERAGE	
Satisfied	41%
Unsatisfied	49%



9. Cooperating with Public

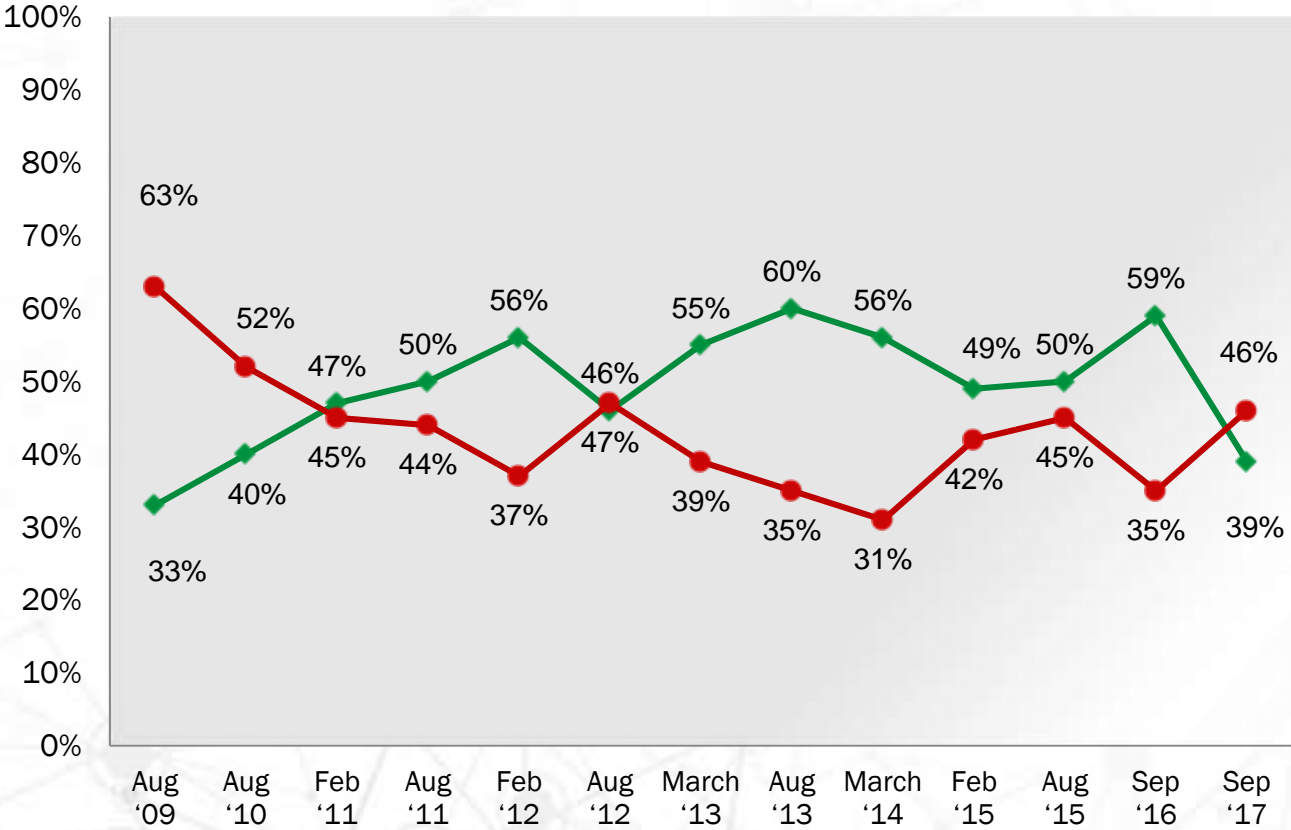
2013 AVERAGE	
Satisfied	63%
Unsatisfied	29%



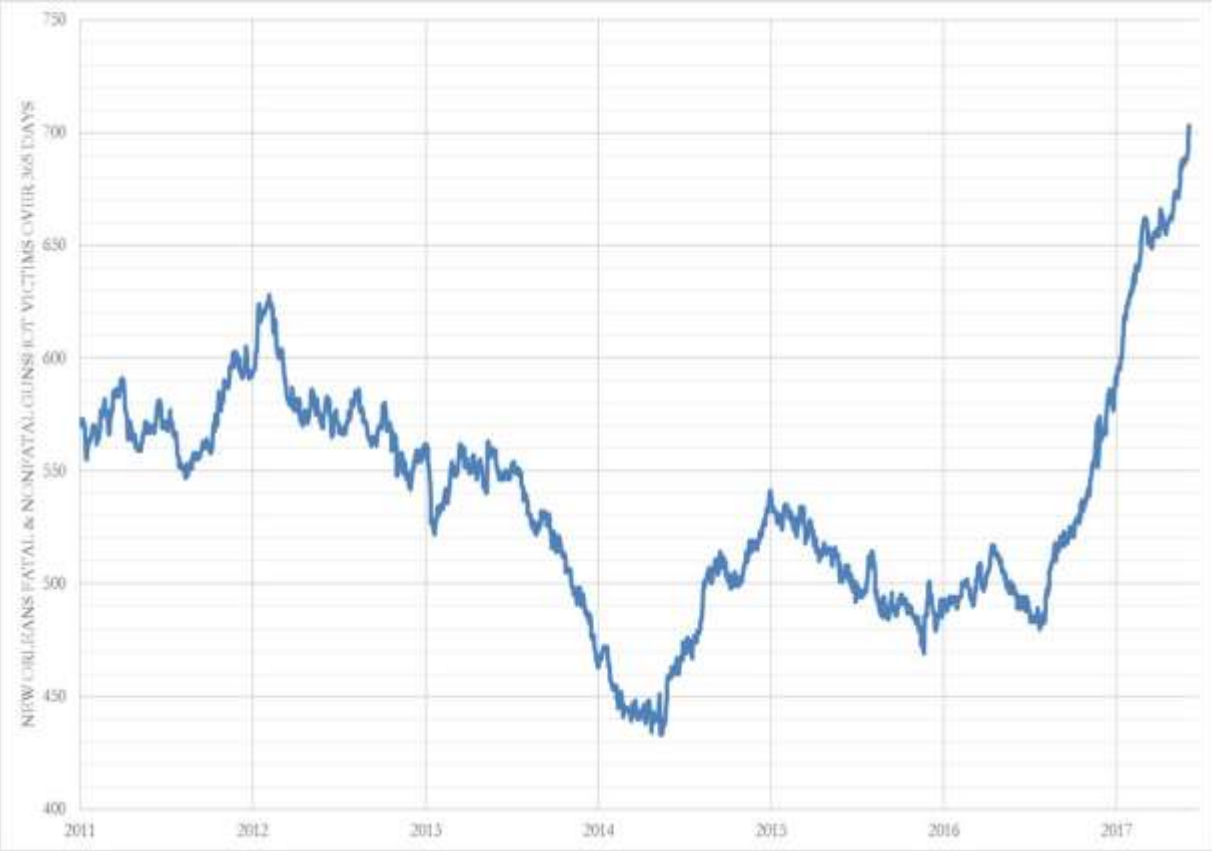
Decreases in satisfaction in the way New Orleans Police Department deals with violent crime correlates with the murder rate increase during a similar time frame.

Next I am going to read you some specific aspects of the New Orleans Police Department’s job. For each one please tell me whether you are satisfied or unsatisfied with the New Orleans Police Department in that area.

6. Violent Crime



New Orleans Fatal/Nonfatal Gunshot Victims Rate



*Jeff Asher, New Orleans Crime Analyst



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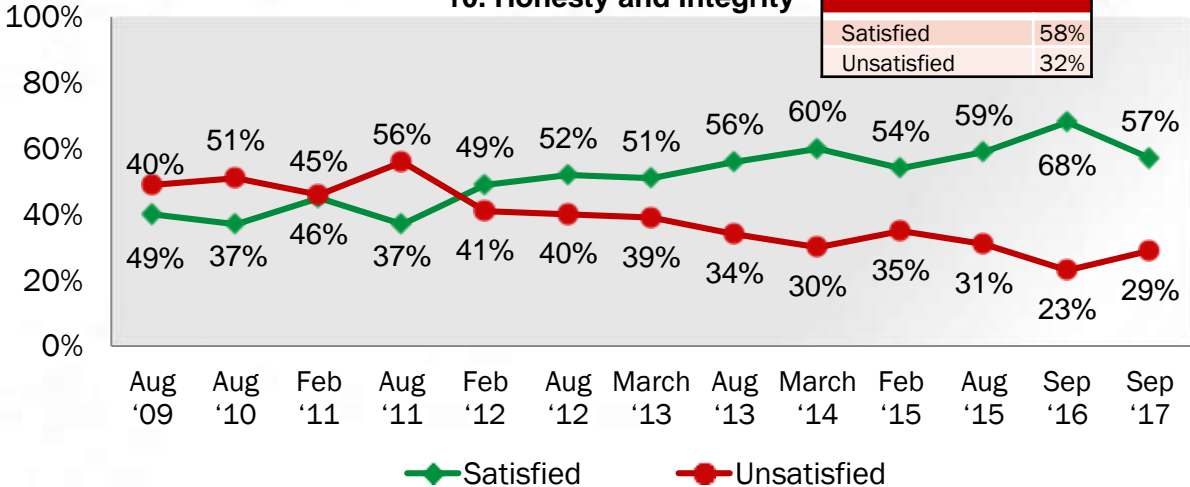
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Satisfaction with the Police Department's honesty and integrity (57%, -11 points) and overall competence (56%, - 12 points) are both down.

Next I am going to read you some specific aspects of the New Orleans Police Department's job. For each one please tell me whether you are satisfied or unsatisfied with the New Orleans Police Department in that area.

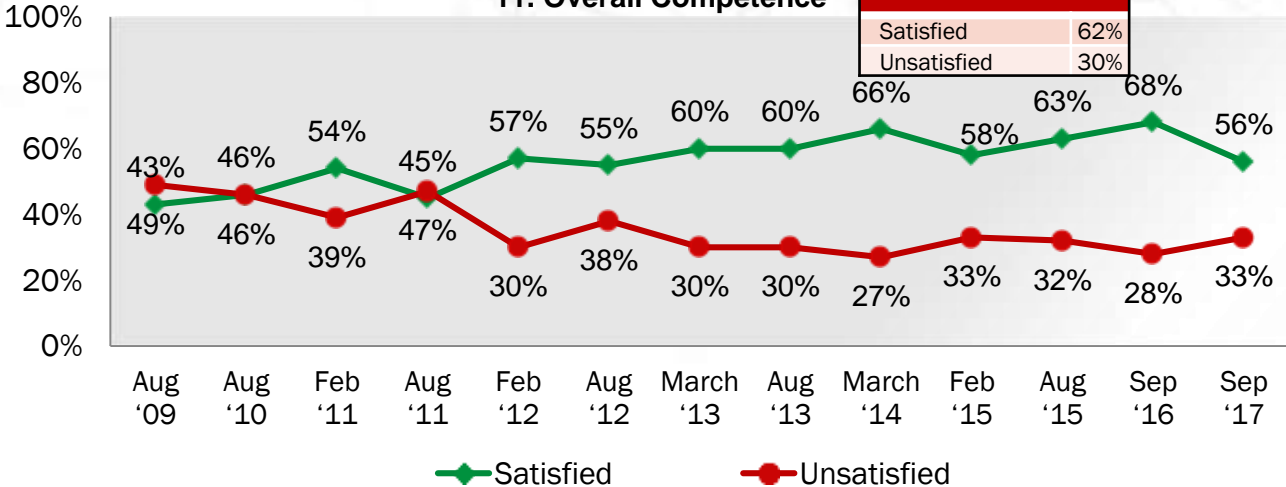
10. Honesty and Integrity

2013 AVERAGE	
Satisfied	58%
Unsatisfied	32%



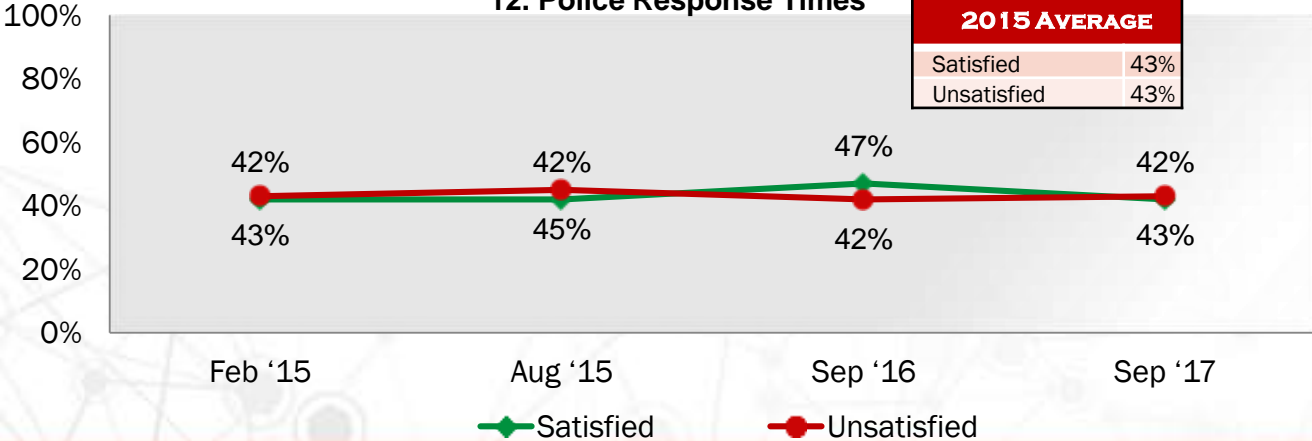
11. Overall Competence

2013 AVERAGE	
Satisfied	62%
Unsatisfied	30%



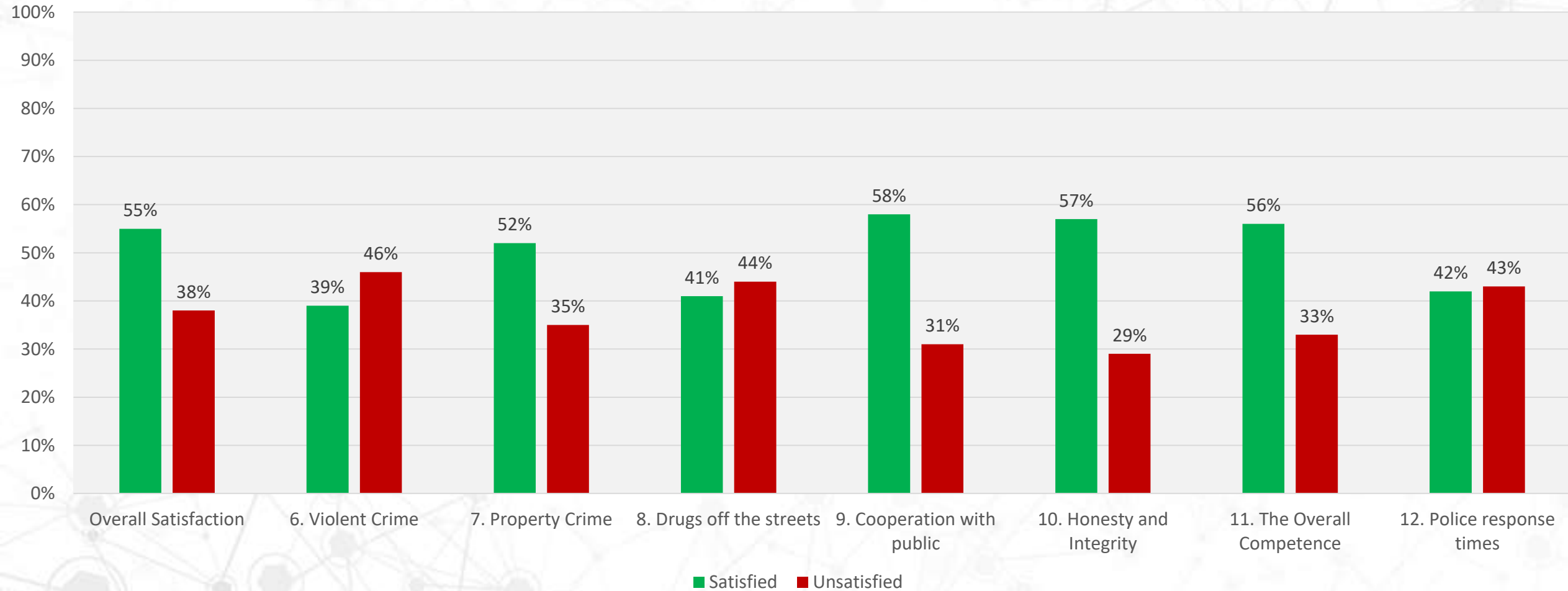
12. Police Response Times

2015 AVERAGE	
Satisfied	43%
Unsatisfied	43%



The aspect of the New Orleans Police Department's job that has the highest satisfaction is cooperation with the public (58%), followed closely by honesty and integrity (57%).

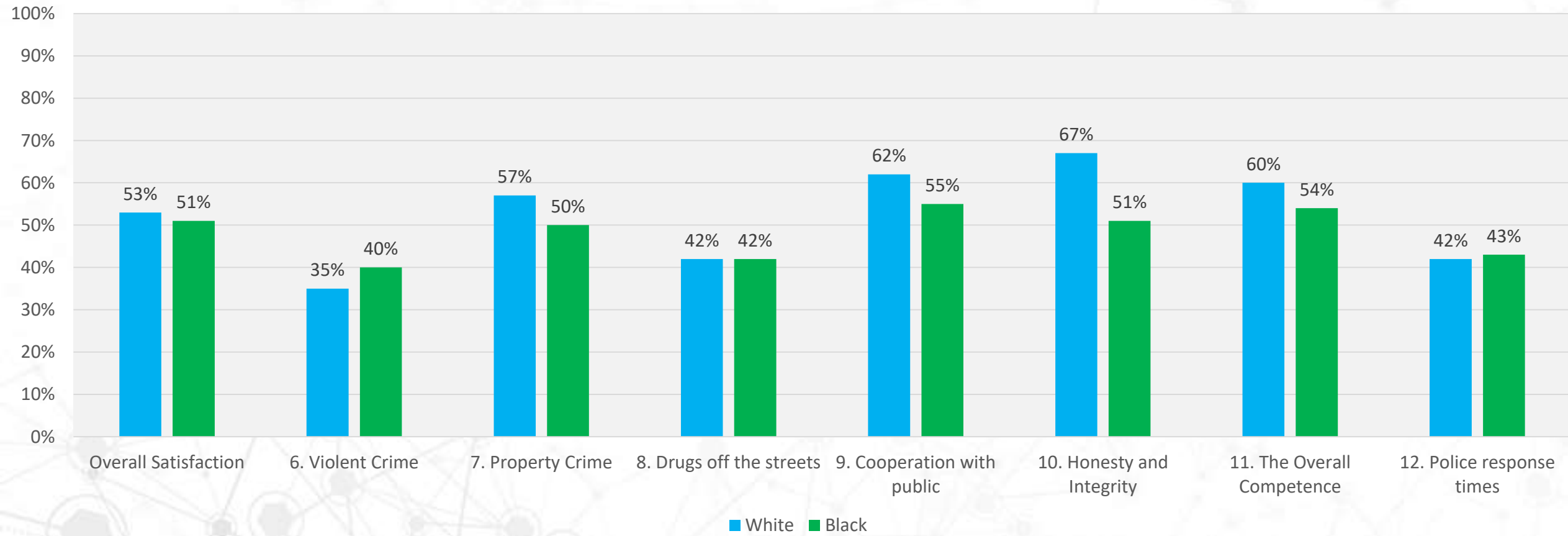
Next I am going to read you some specific aspects of the New Orleans Police Department's job. For each one please tell me whether you are satisfied or unsatisfied with the New Orleans Police Department in that area.



Both black (55%) and white (62%) adults tend to be satisfied with cooperation with the public, while white (67%) adults tend to be most satisfied with their honesty and integrity.

Next I am going to read you some specific aspects of the New Orleans Police Department's job. For each one please tell me whether you are satisfied or unsatisfied with the New Orleans Police Department in that area.

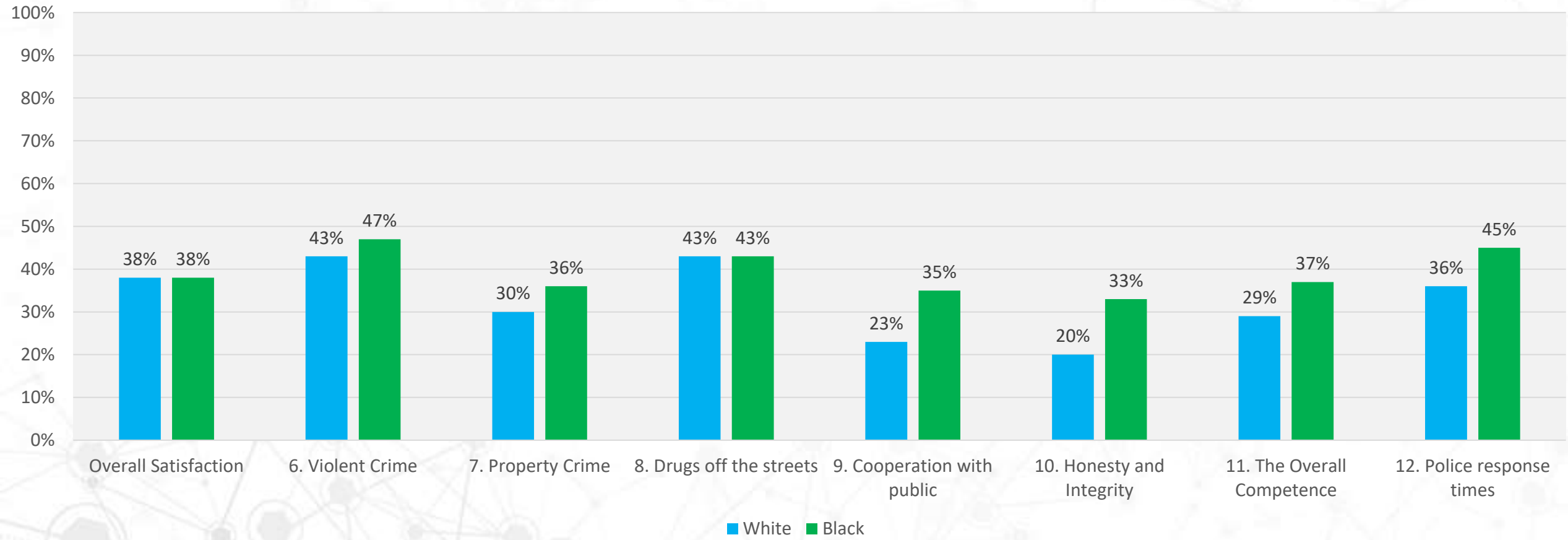
Satisfied By Ethnicity



Black (47%) and white (43%) adults tend to be most unsatisfied with the NOPD's handling of violent crime, followed closely with their response times and their ability to keep drugs off the streets.

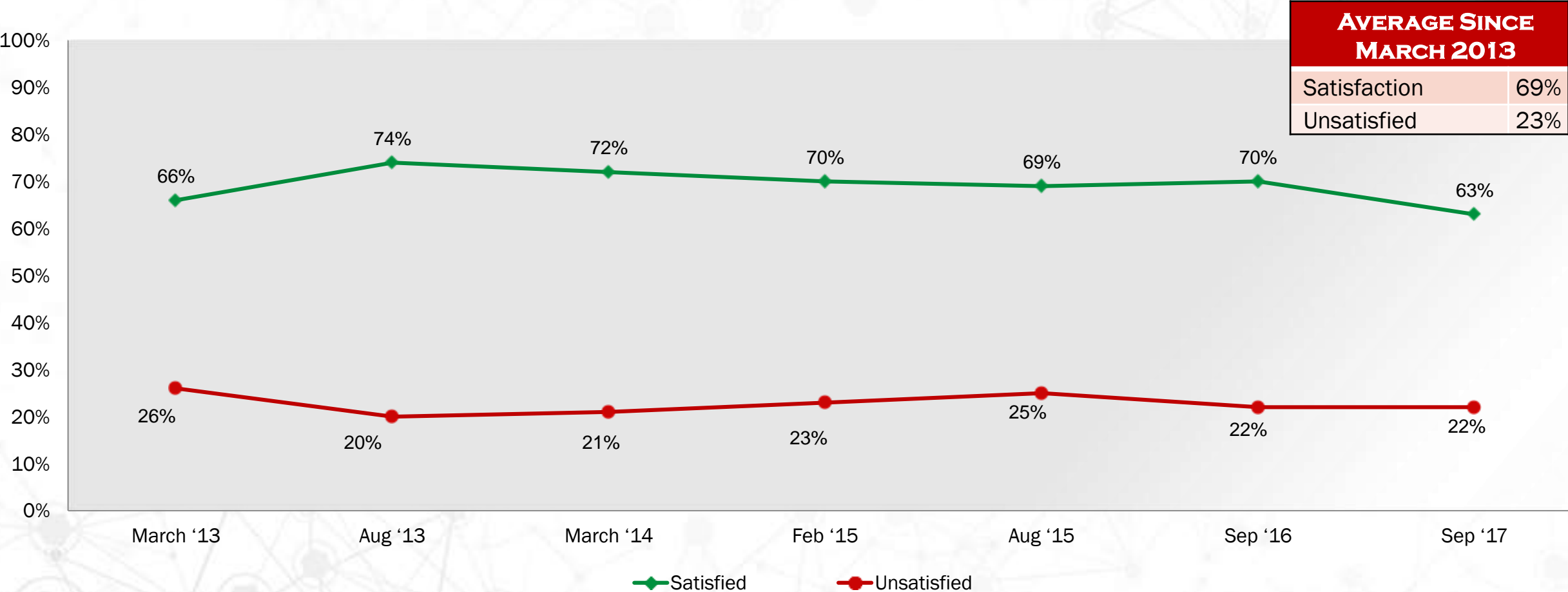
Next I am going to read you some specific aspects of the New Orleans Police Department's job. For each one please tell me whether you are satisfied or unsatisfied with the New Orleans Police Department in that area.

Unsatisfied by Ethnicity



Satisfaction with the New Orleans Police Department's performance in the respondent's neighborhood remains high (63%), but is down seven points.

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?

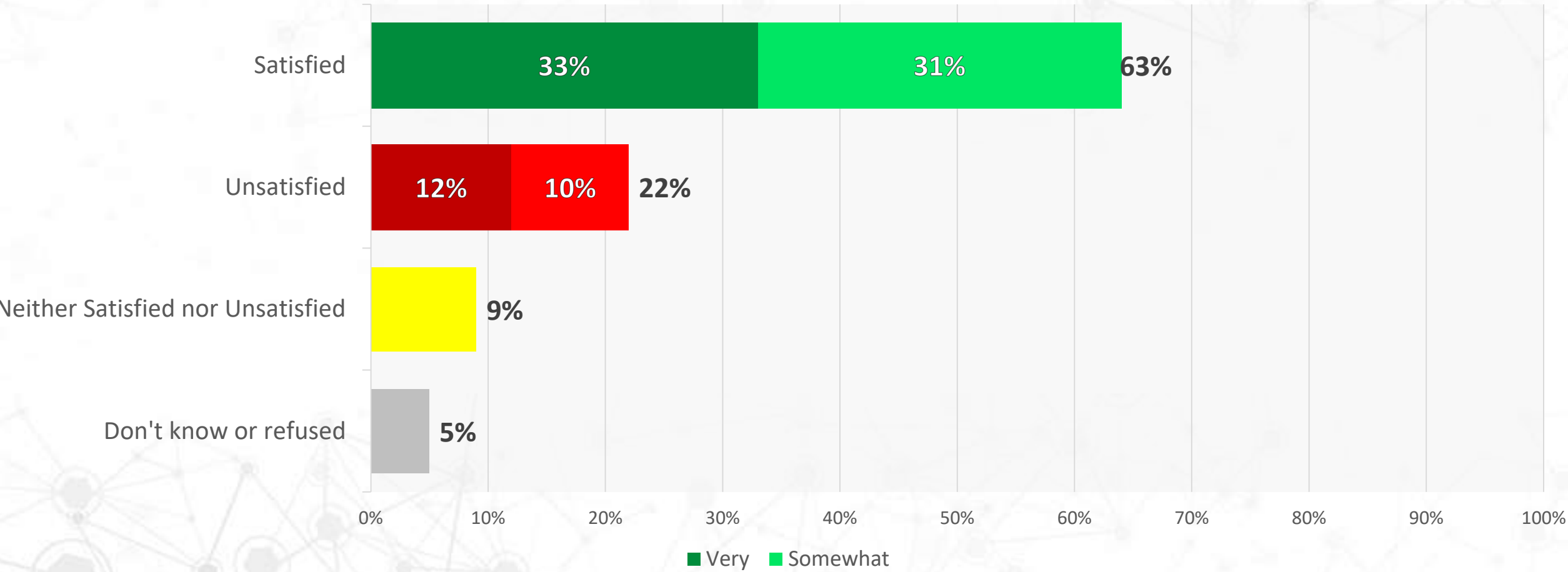


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Nearly two-in-three adults in New Orleans (63%) are satisfied with police performance in their neighborhood.

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?

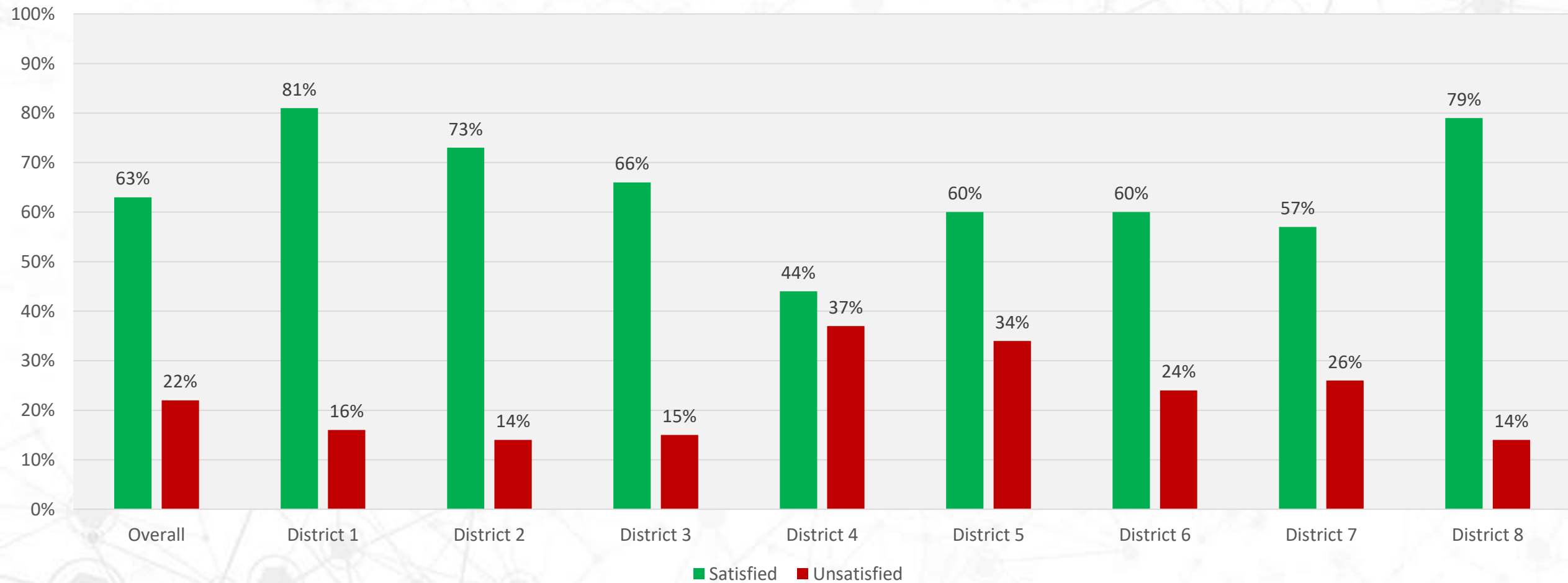


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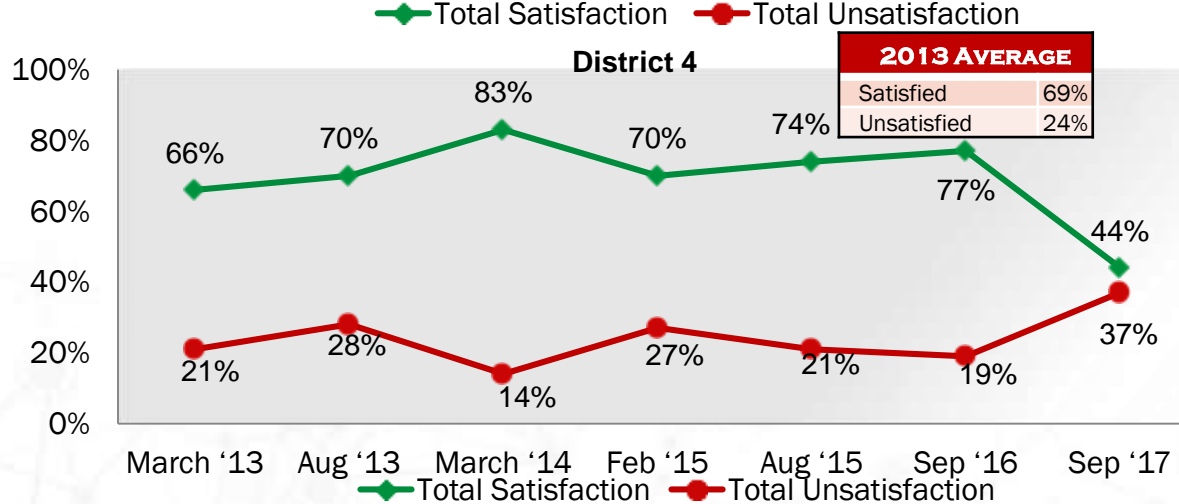
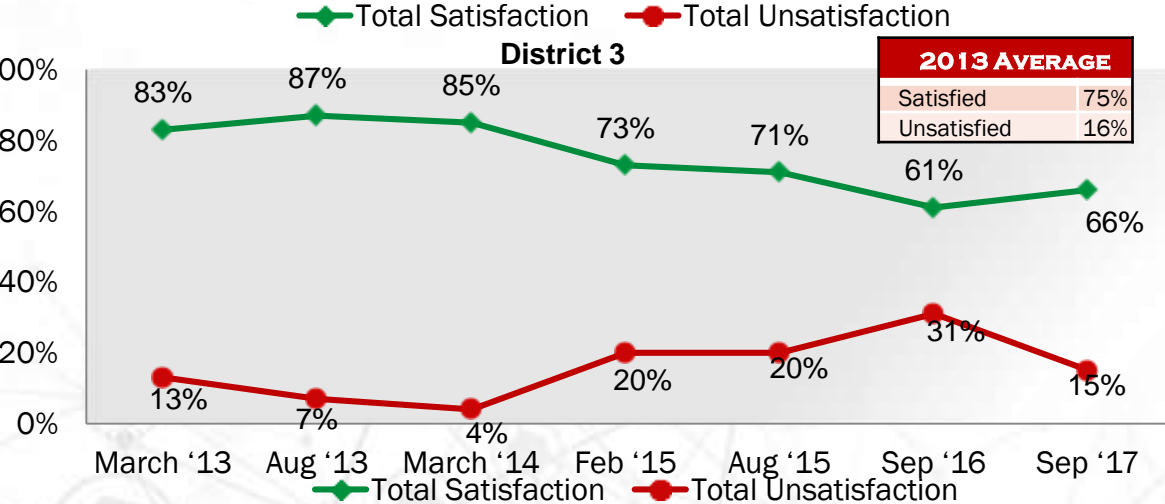
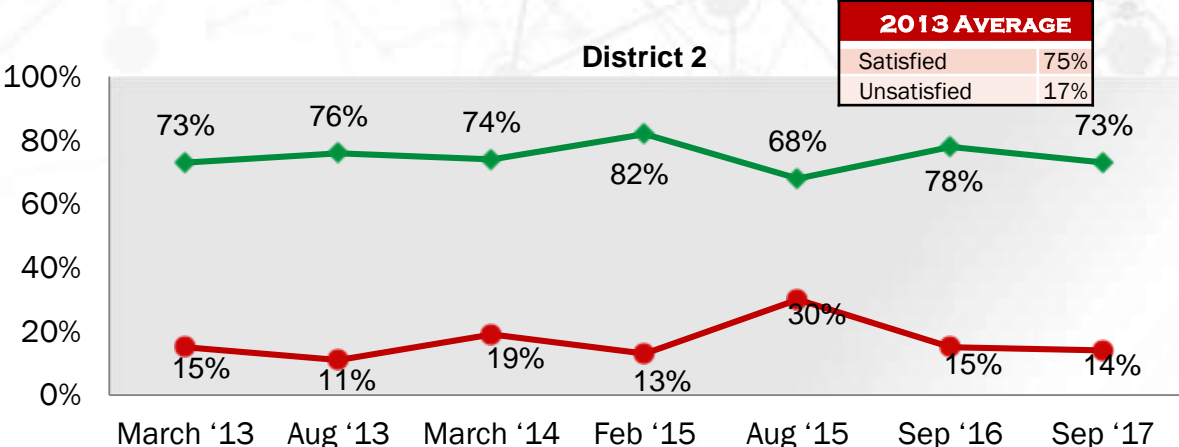
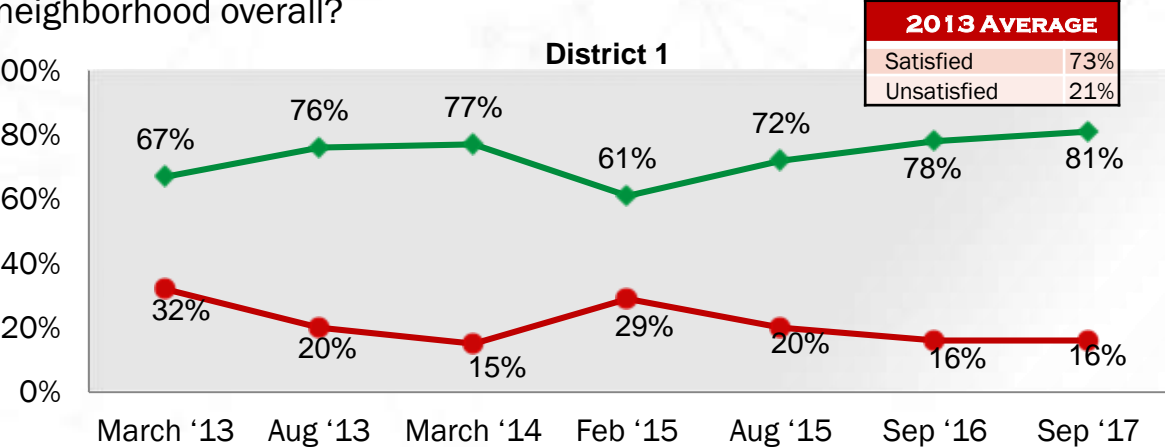
Neighborhood satisfaction is highest in District 1 (81%) and District 8 (79%).

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?



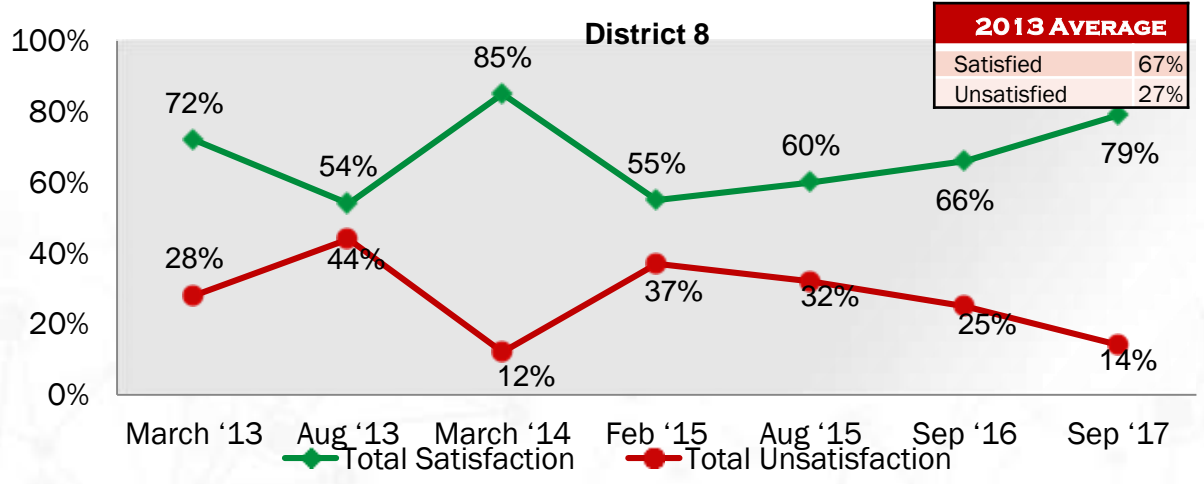
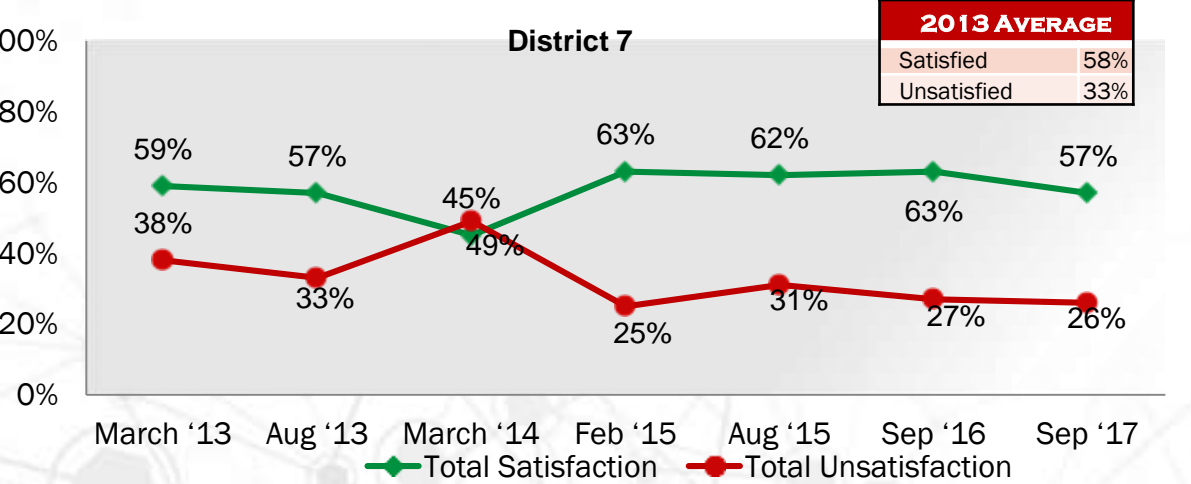
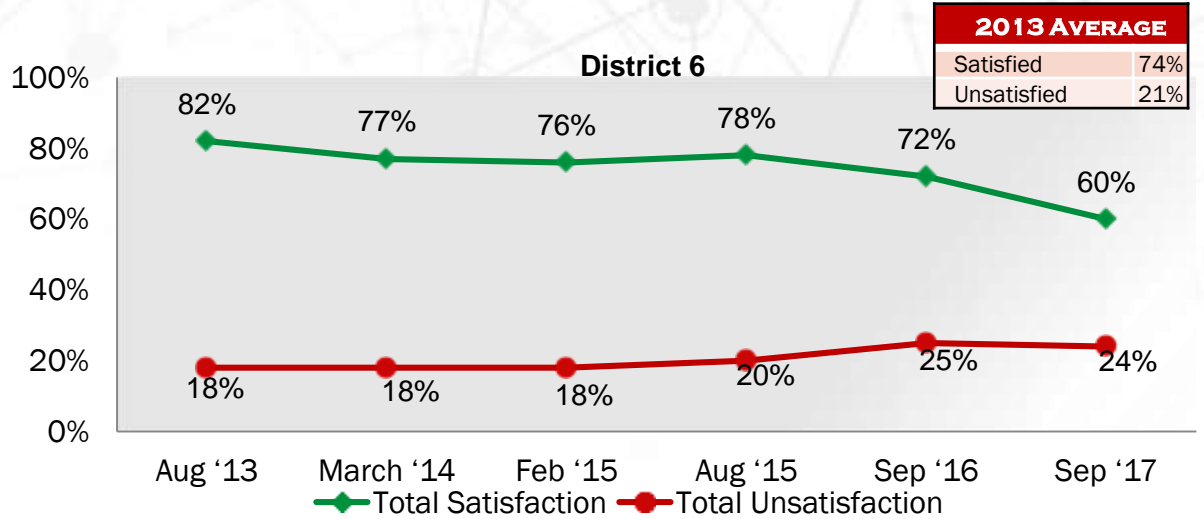
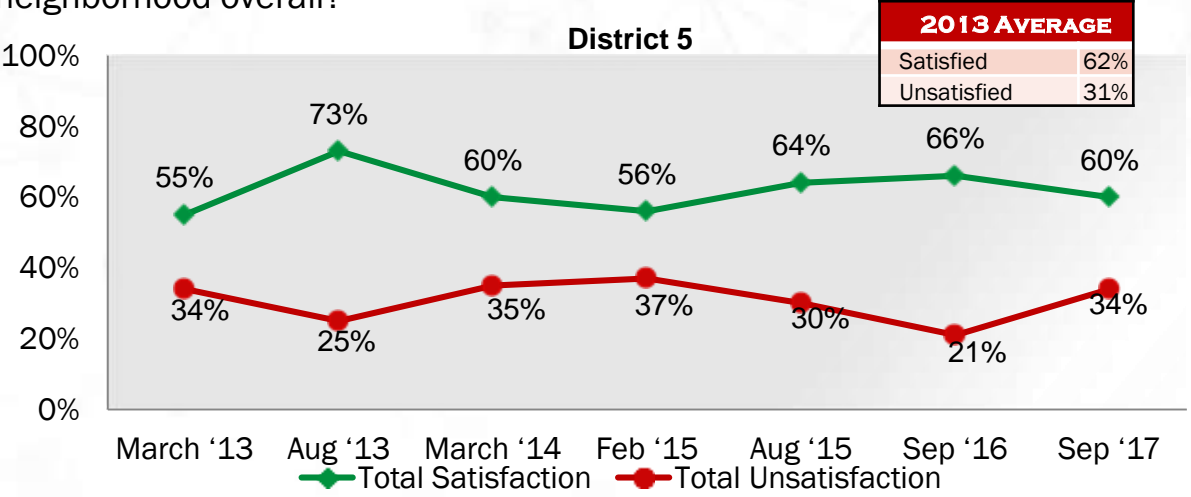
Neighborhood satisfaction is down by thirty-three points in District 4 (44%).

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?



Neighborhood satisfaction continues to rise in District 8 (79%).

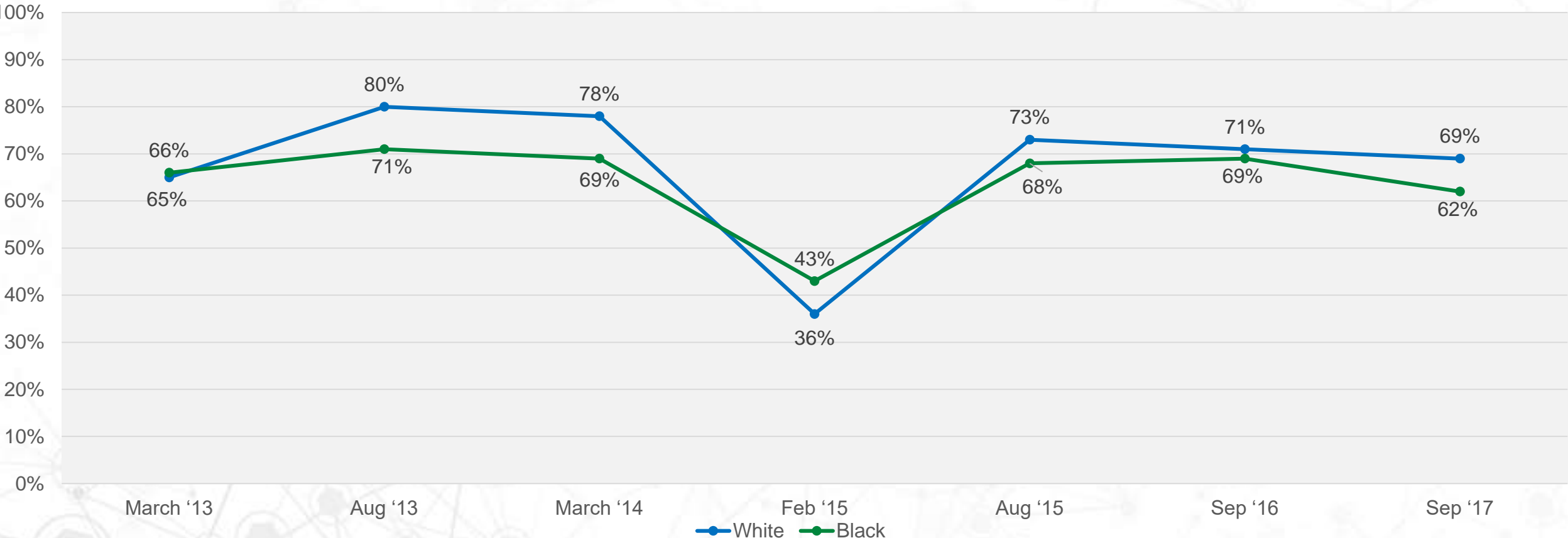
5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



Neighborhood satisfaction is down seven points among black adults (62%) and two points among white adults (69%) in New Orleans.

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?

Neighborhood Satisfaction by Ethnicity



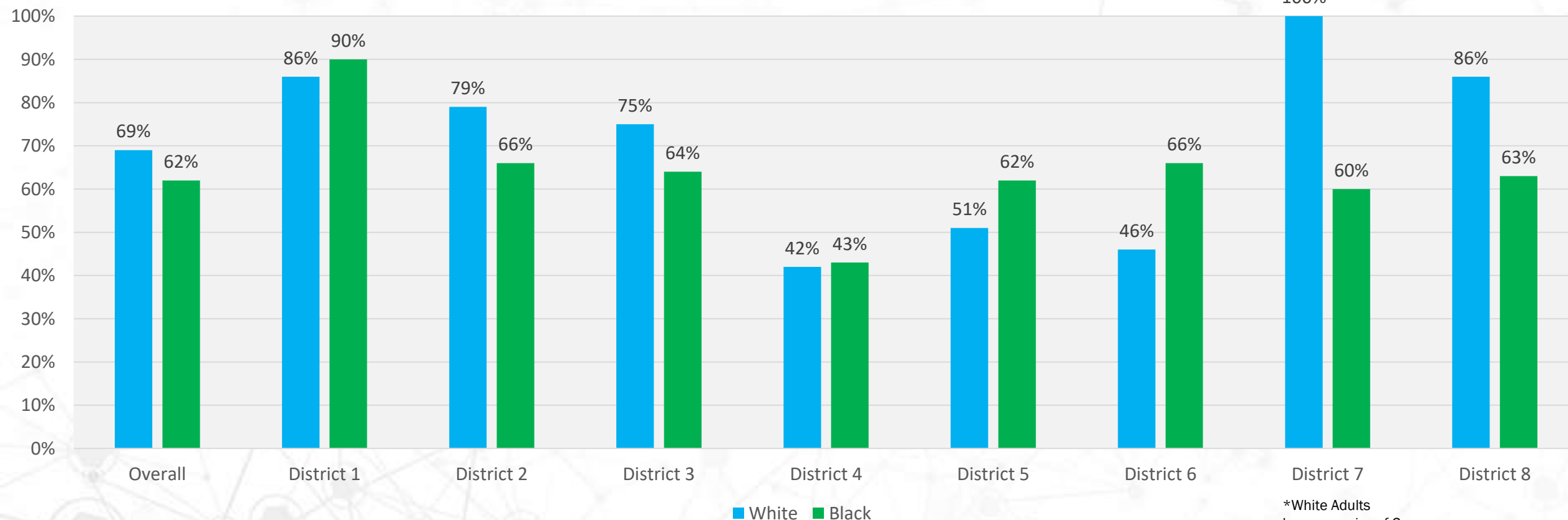
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Neighborhood satisfaction is high among both white (86%) and black (90%) adults in District 1. Satisfaction is equally low in District 4 among both black and white adults.

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 by Ethnicity

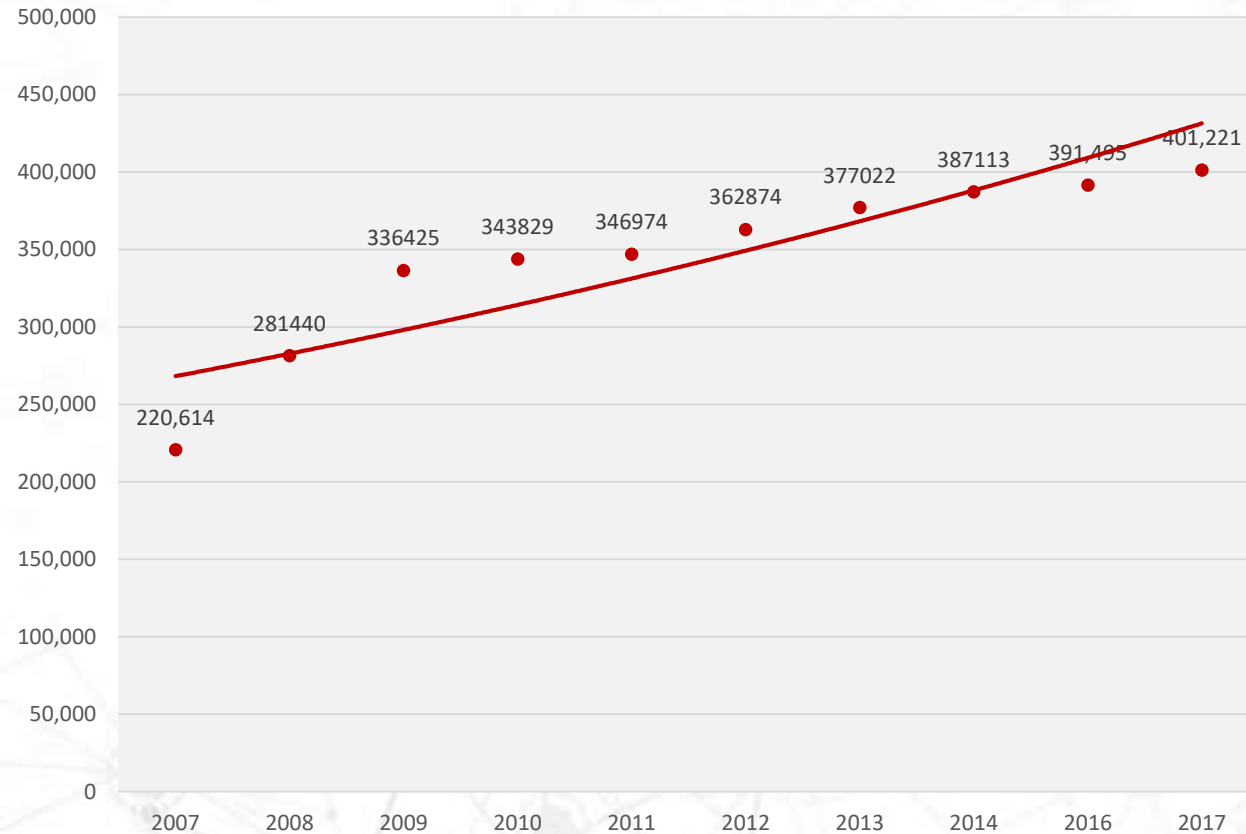


*White Adults have an n size of 3 in District 7

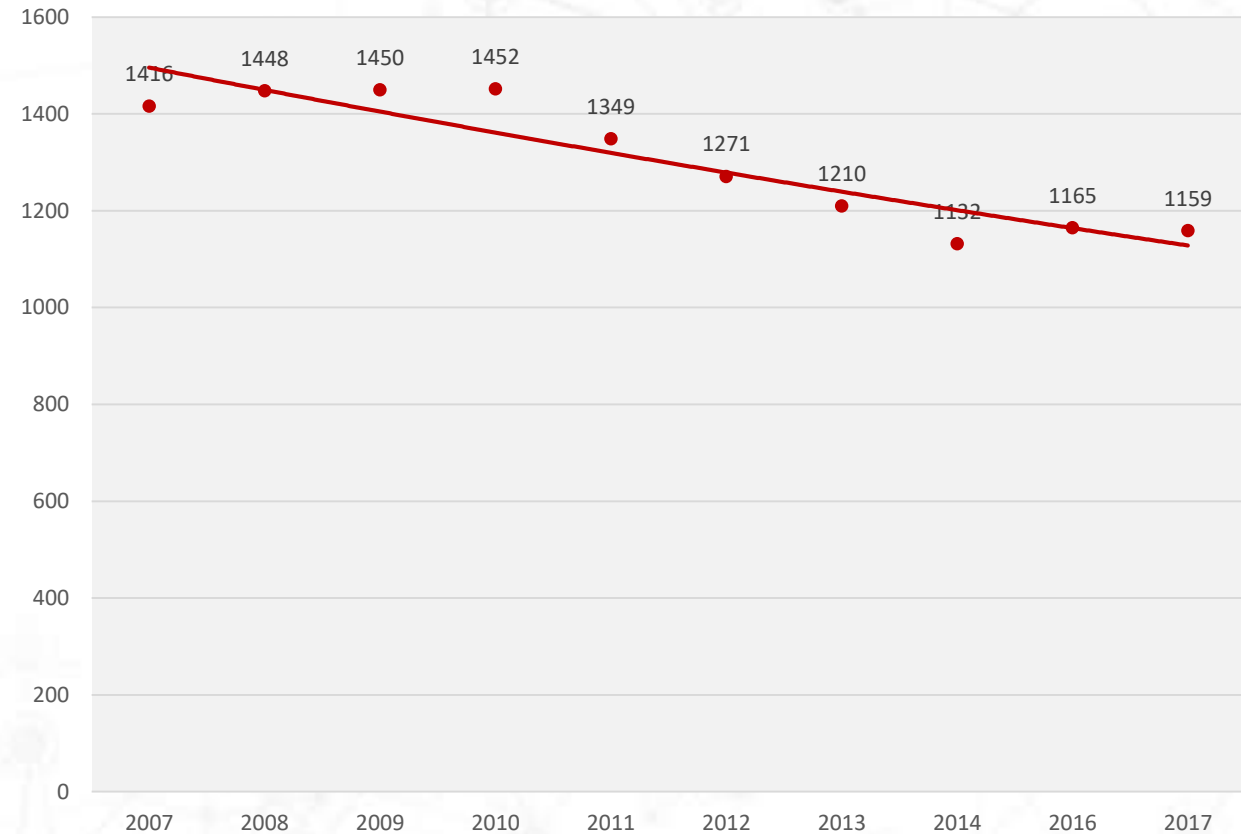


A factor contributing to a decrease in neighborhood satisfaction may be the steady decrease in the size of the New Orleans Police force, while population continues to rise.

Population



NOPD Size



*FBI Crime statistics and the New Orleans Advocate



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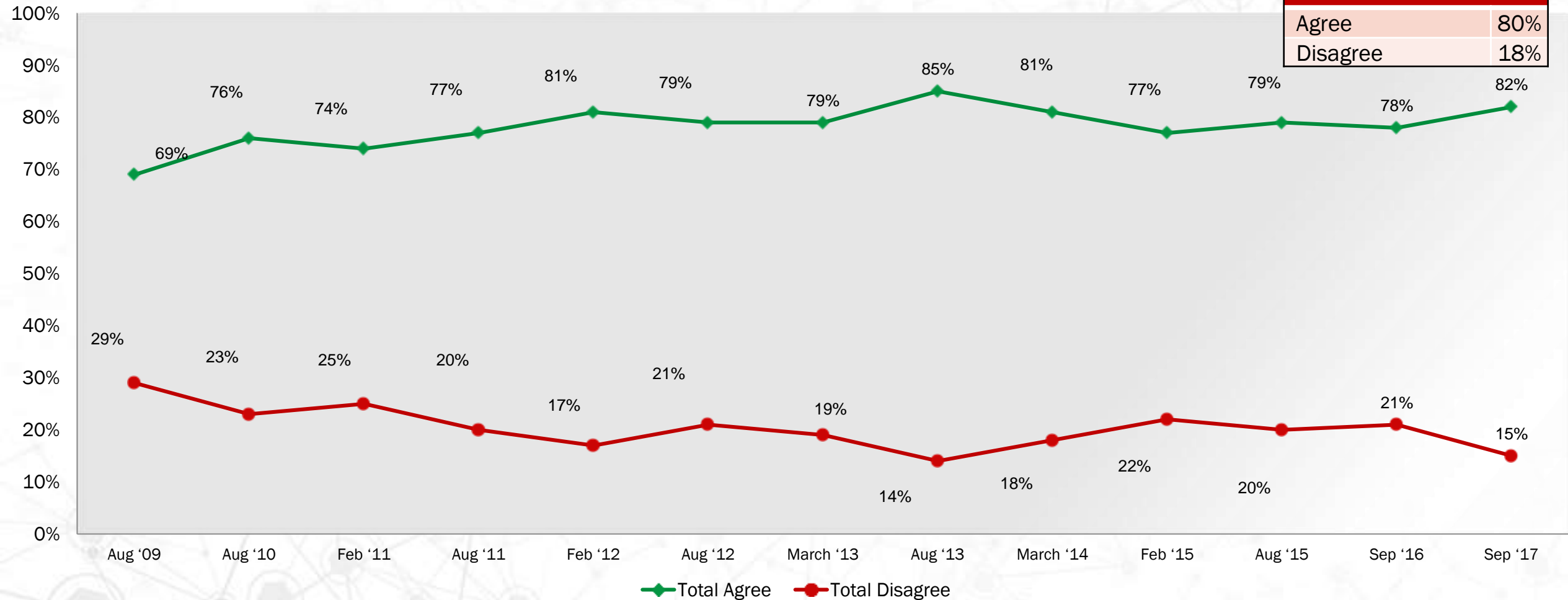
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Just over four-in-five adults (82%) feel safe in their own neighborhood, slightly higher than the average since March 2013.

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

AVERAGE SINCE MARCH 2013	
Agree	80%
Disagree	18%

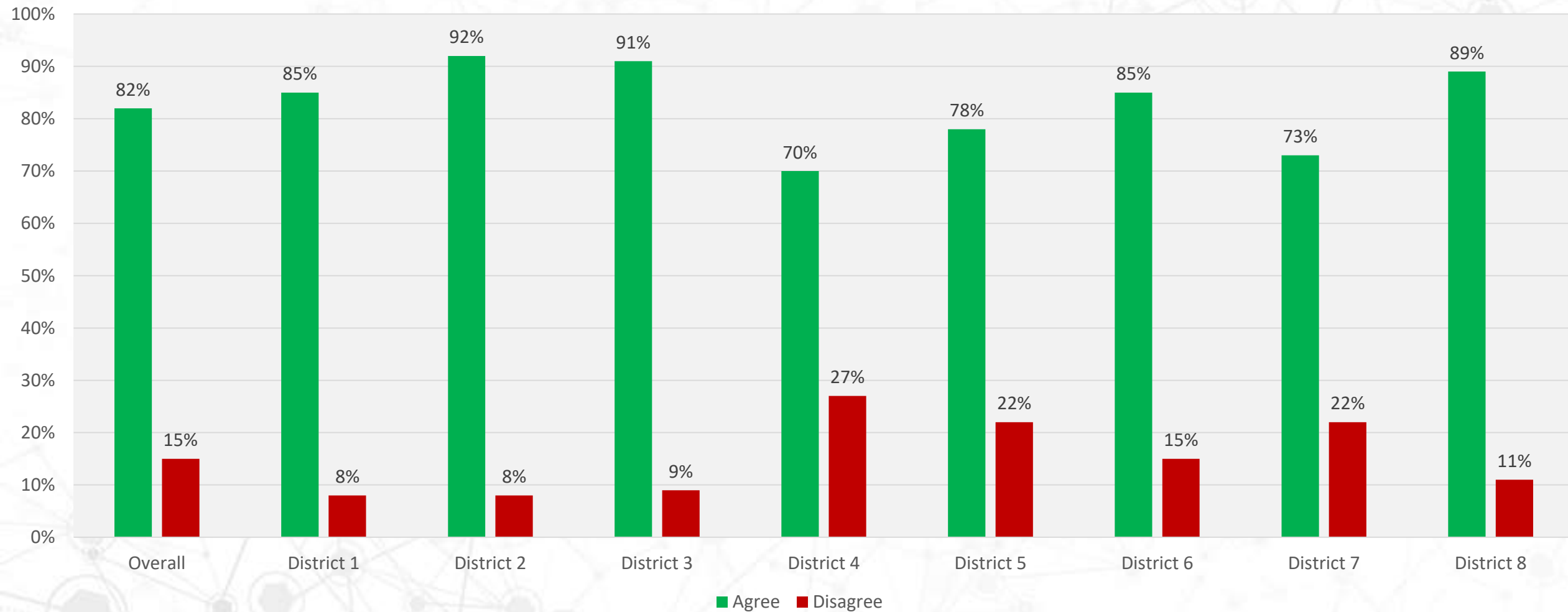


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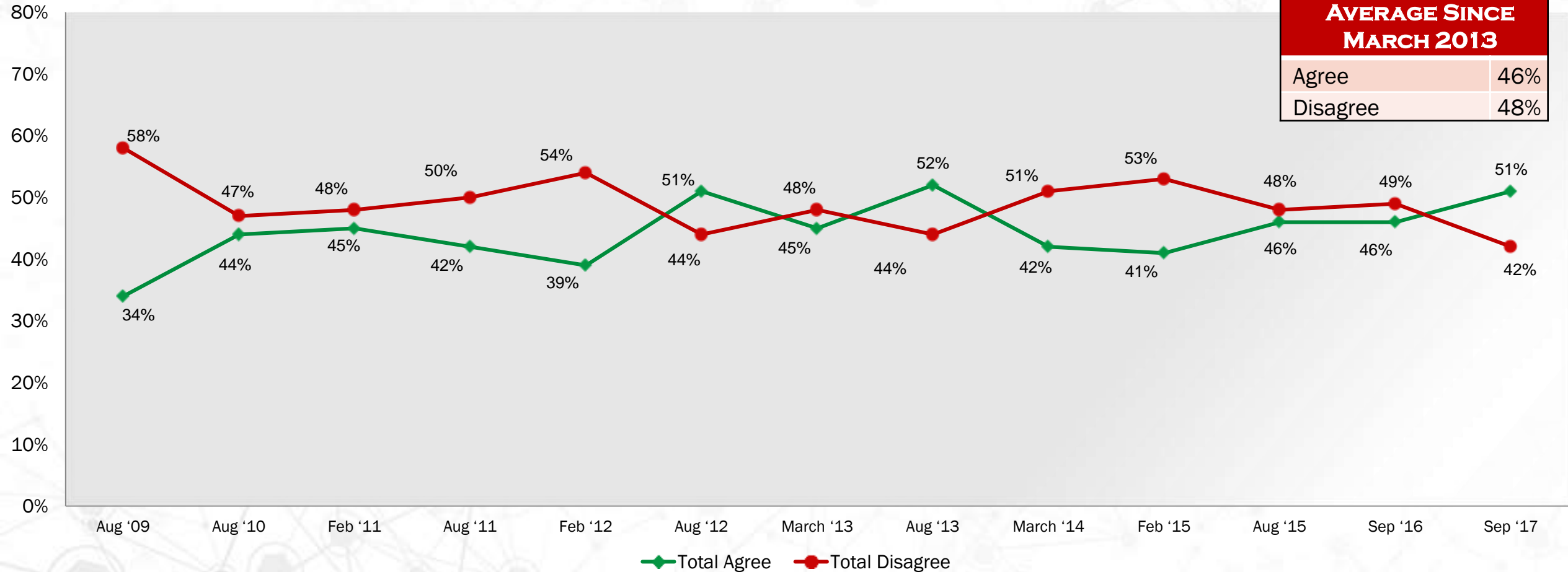
A strong majority of adults in each District feel safe in their own neighborhood.

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



Just over half of adults say they feel safe outside of their neighborhood (51%), the highest it has been since August 2013.

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



AVERAGE SINCE MARCH 2013	
Agree	46%
Disagree	48%

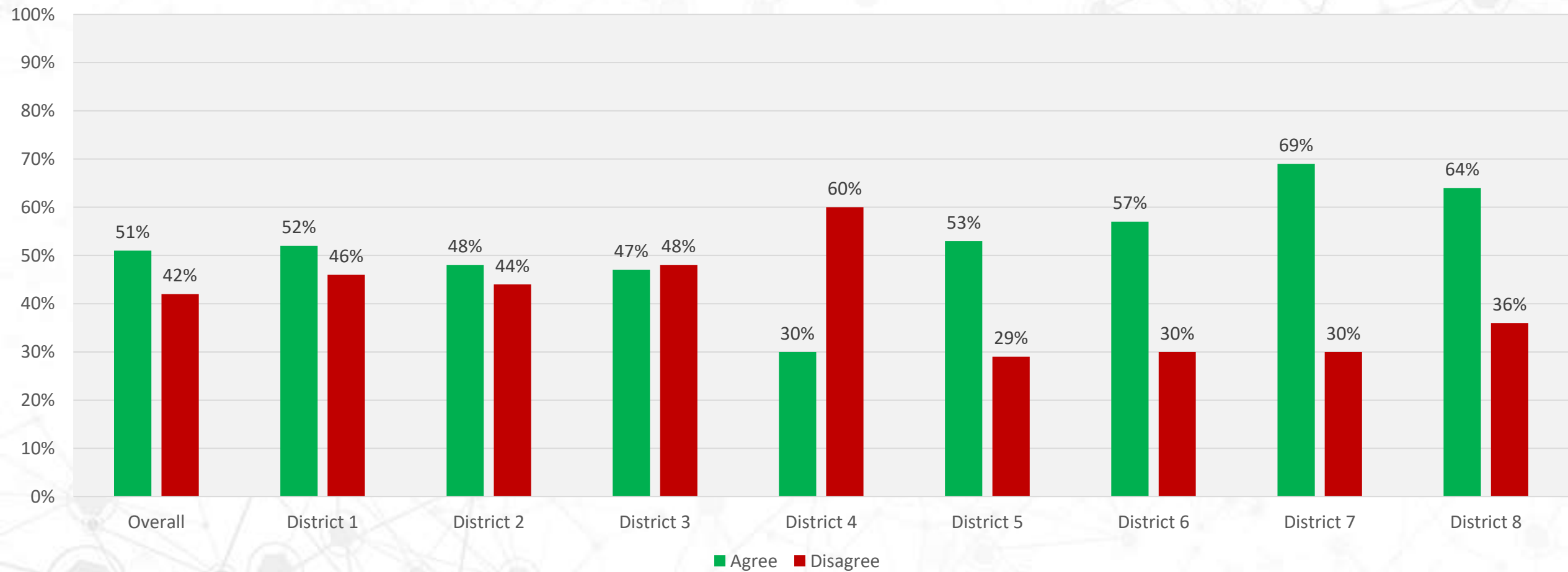


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Adults in District 4 tend to not feel safe outside of their own neighborhood (60%).

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



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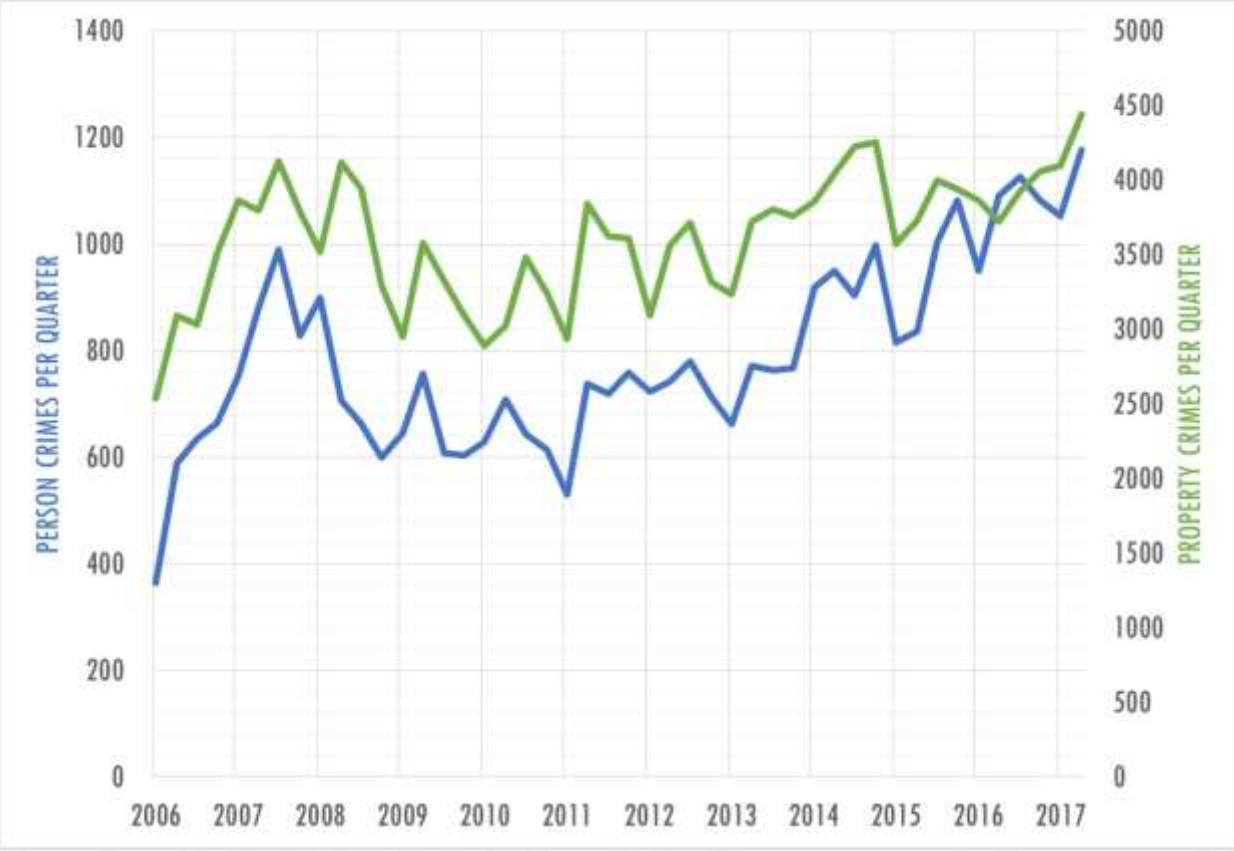
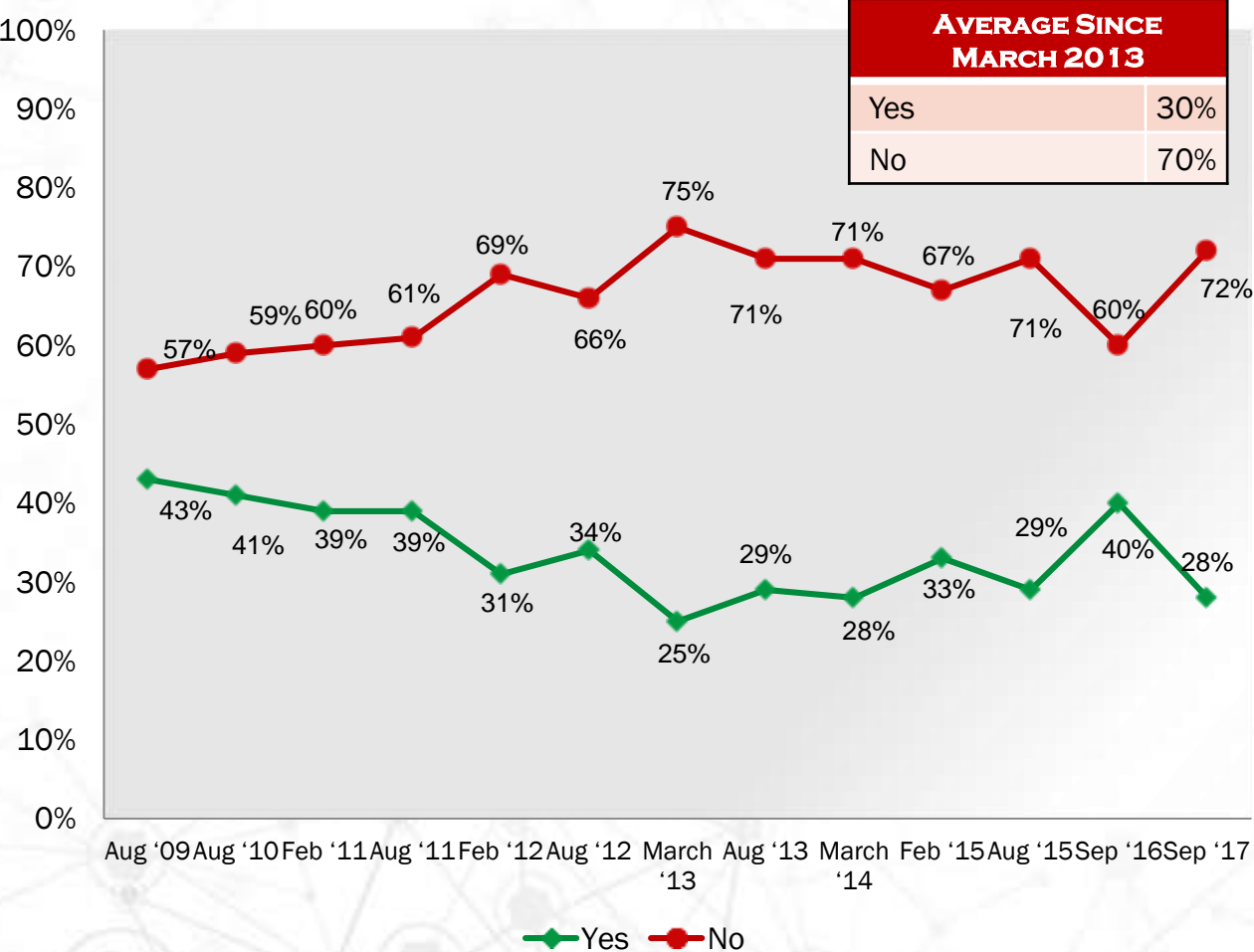
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Interaction with New Orleans Police Department

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Despite a steady increase in personal and property crimes, interaction with the police department (28%) is down twelve points since last year; however, this is close to the average since March 2013.

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

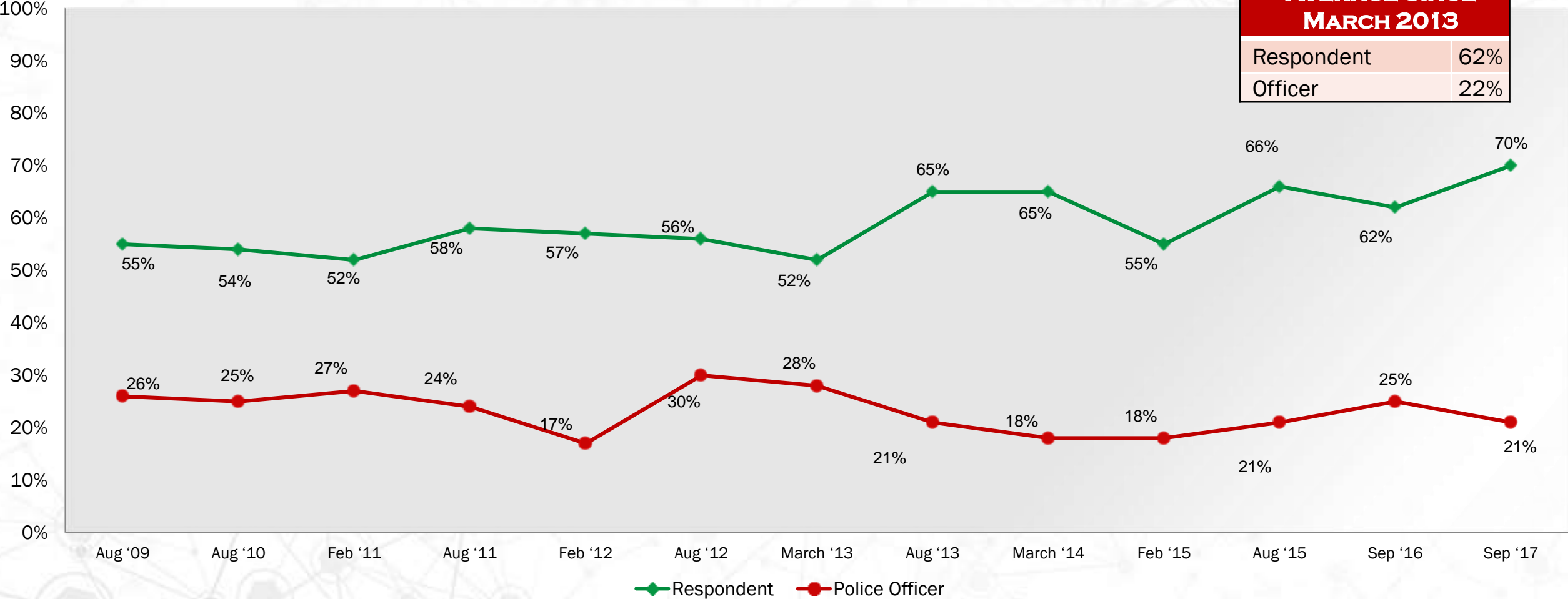


*nolacrimenews.com chart



Seven-in-ten (70%) of the police encounters were initiated by the respondents.

16. Was this contact initiated by you or by the police officer? (n=166)



AVERAGE SINCE MARCH 2013	
Respondent	62%
Officer	22%

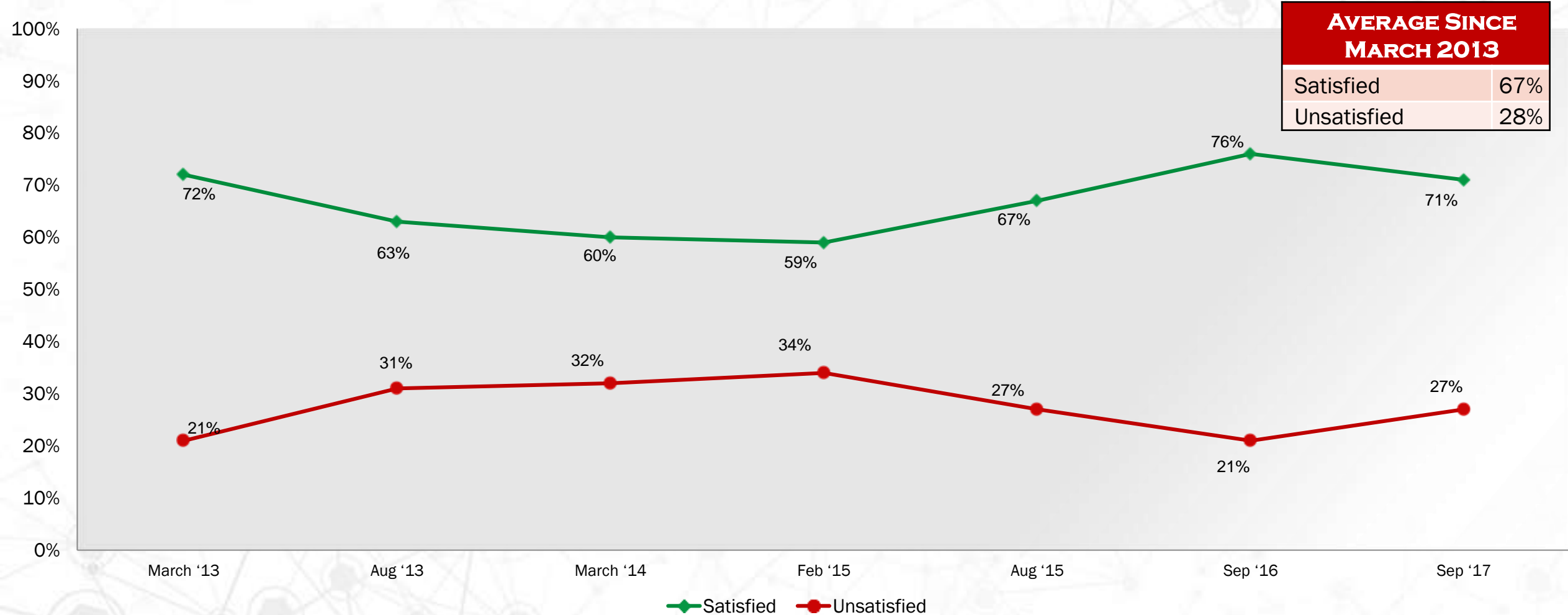


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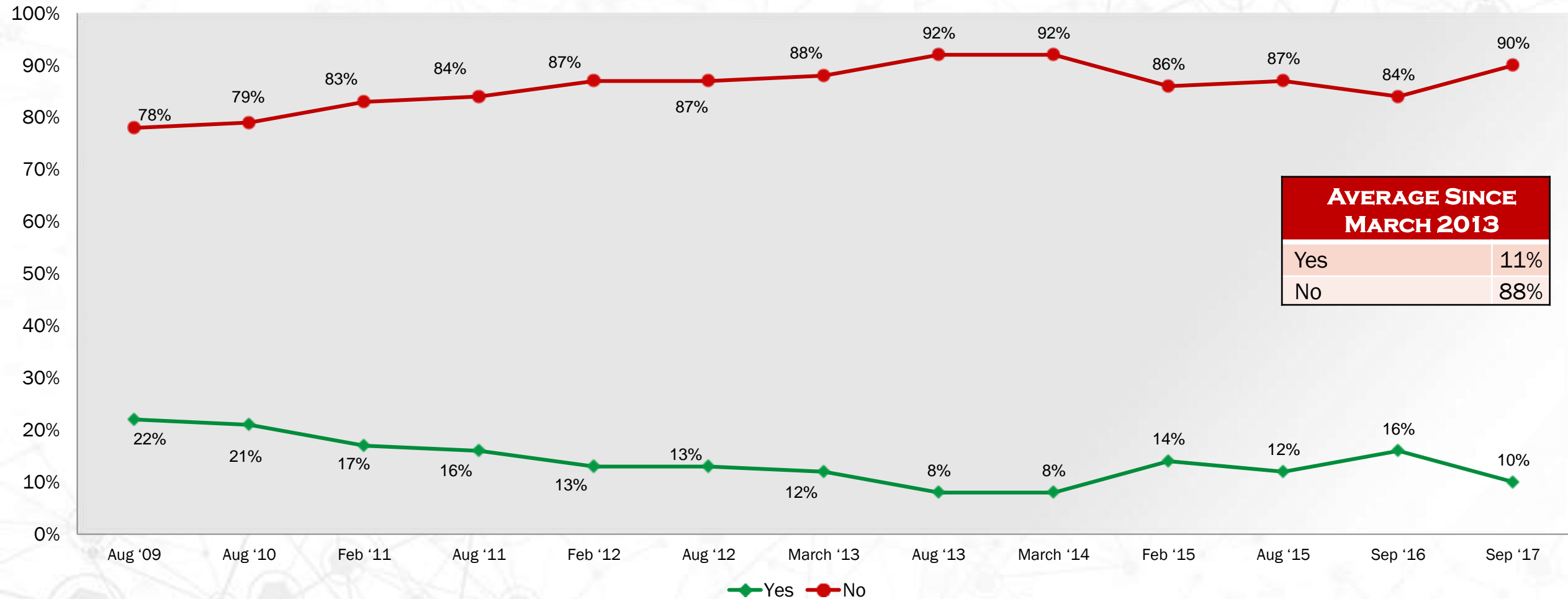
A strong majority of respondents were satisfied with the way the situation was handled (71%), four points above the average since 2013.

17. Overall, would you say that you are satisfied or unsatisfied with the way the police officer handled your situation? (n=166)



Nine-in-ten (90%) respondents say they have not called or visited the New Orleans Police Station in the past twelve months.

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



AVERAGE SINCE MARCH 2013	
Yes	11%
No	88%



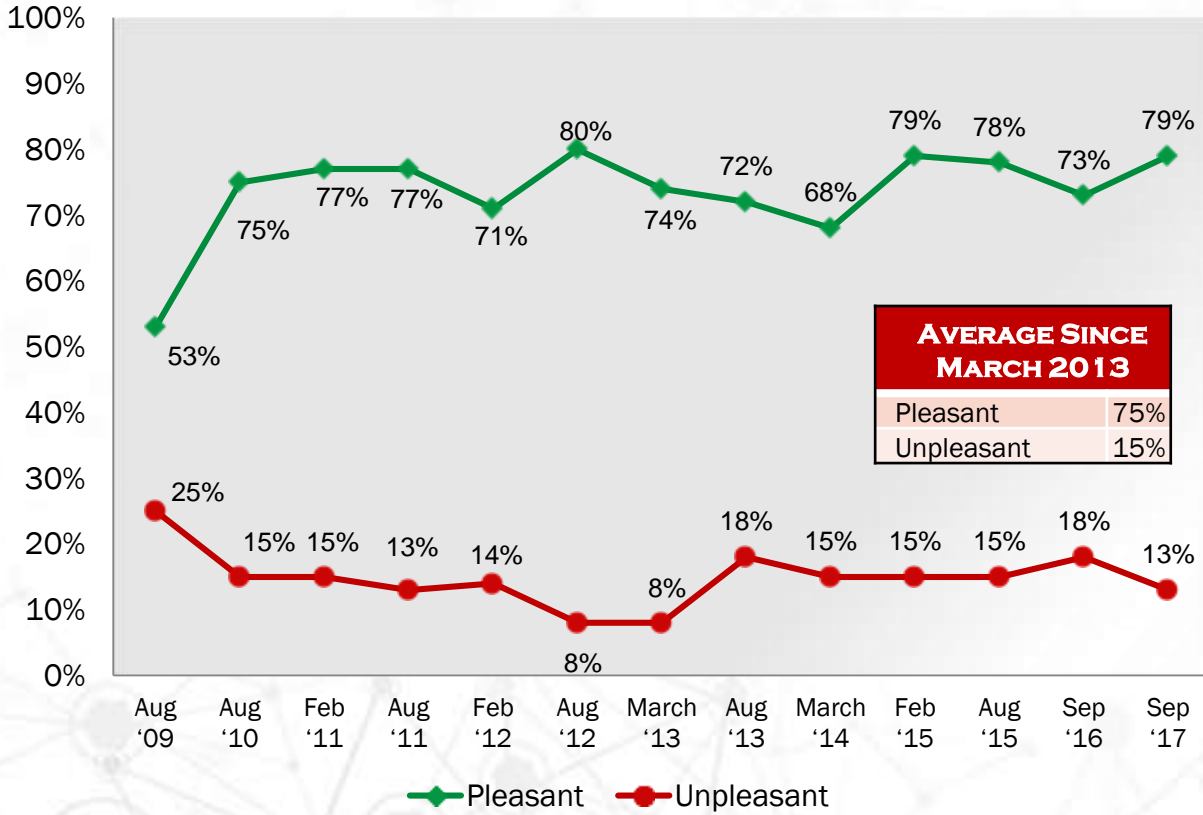
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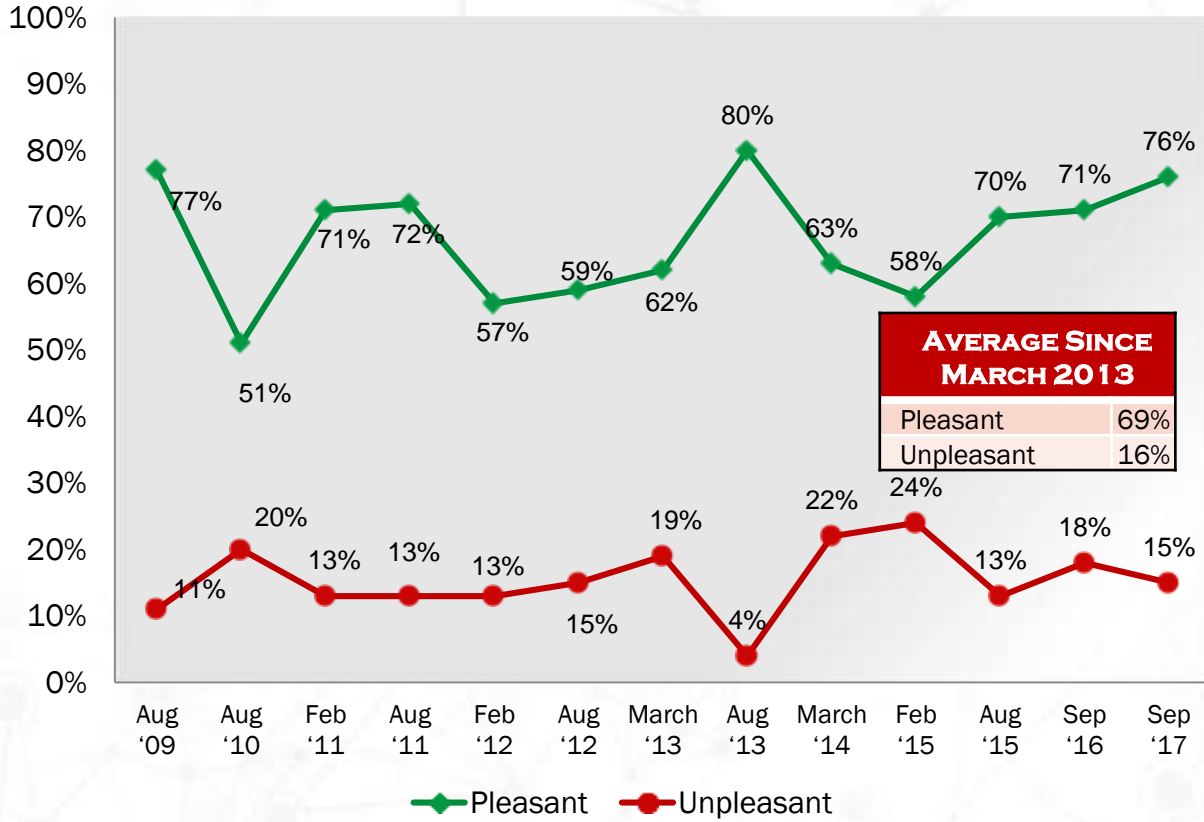
More than three-in-five adults found both the officers and employees at the New Orleans Police Stations to be pleasant.

19-20. Courteousness of New Orleans Police Department

Officers of the New Orleans Police Department you met outside of a police station (n=166)



Employees at New Orleans Police Stations (n=58)



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Crime Stoppers



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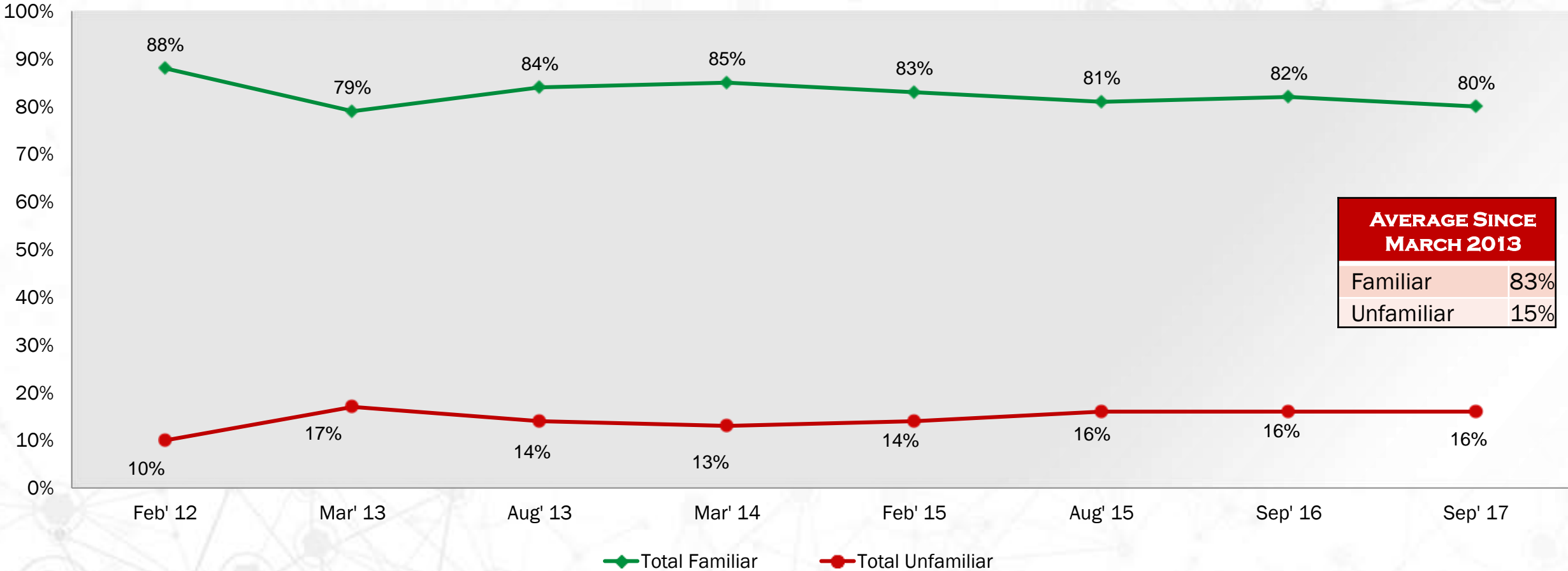


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Four-in-five adults (80%) are familiar with Crimestoppers, down two points since last year.

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

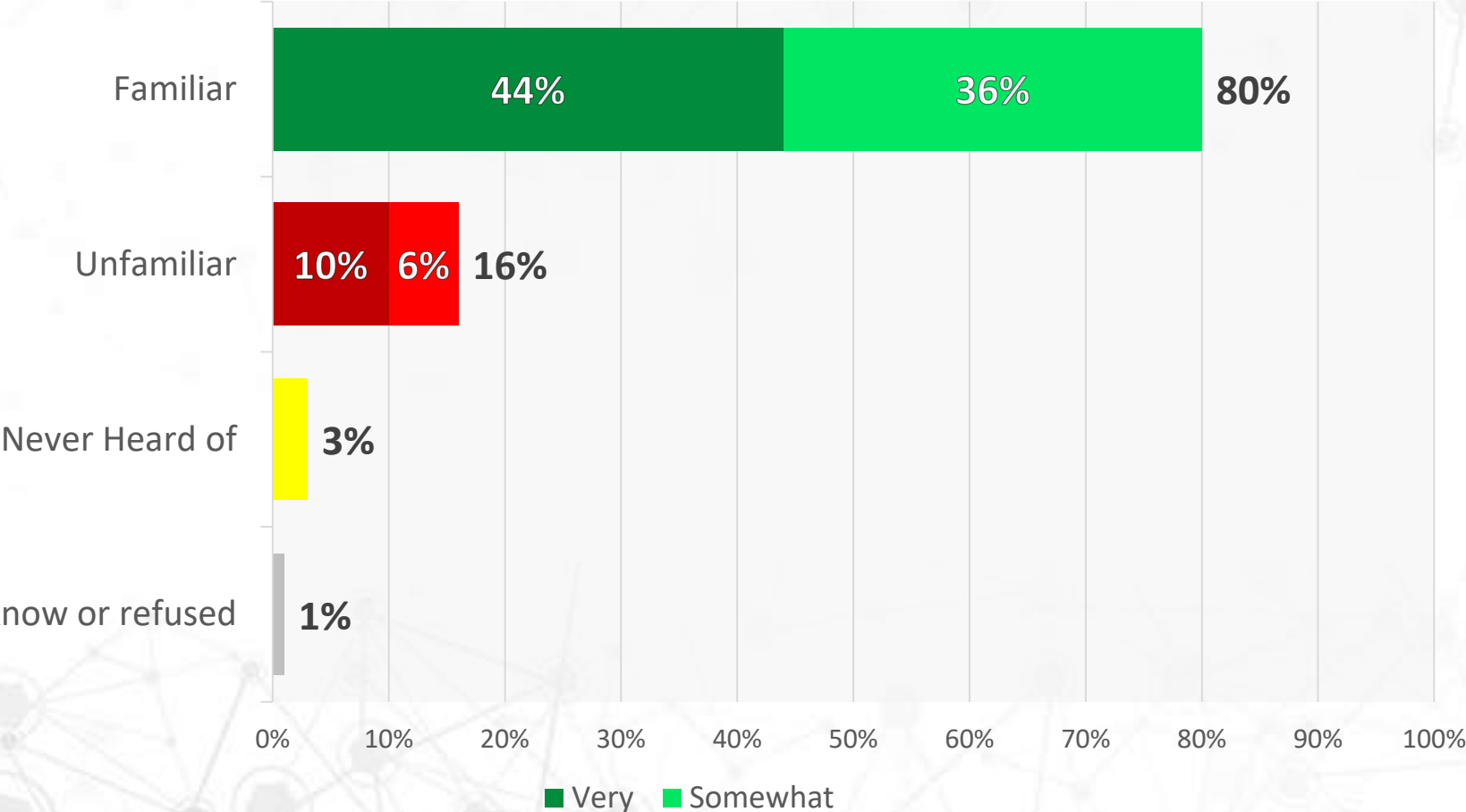


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Crimestoppers is most well known in District 3 (90%).

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

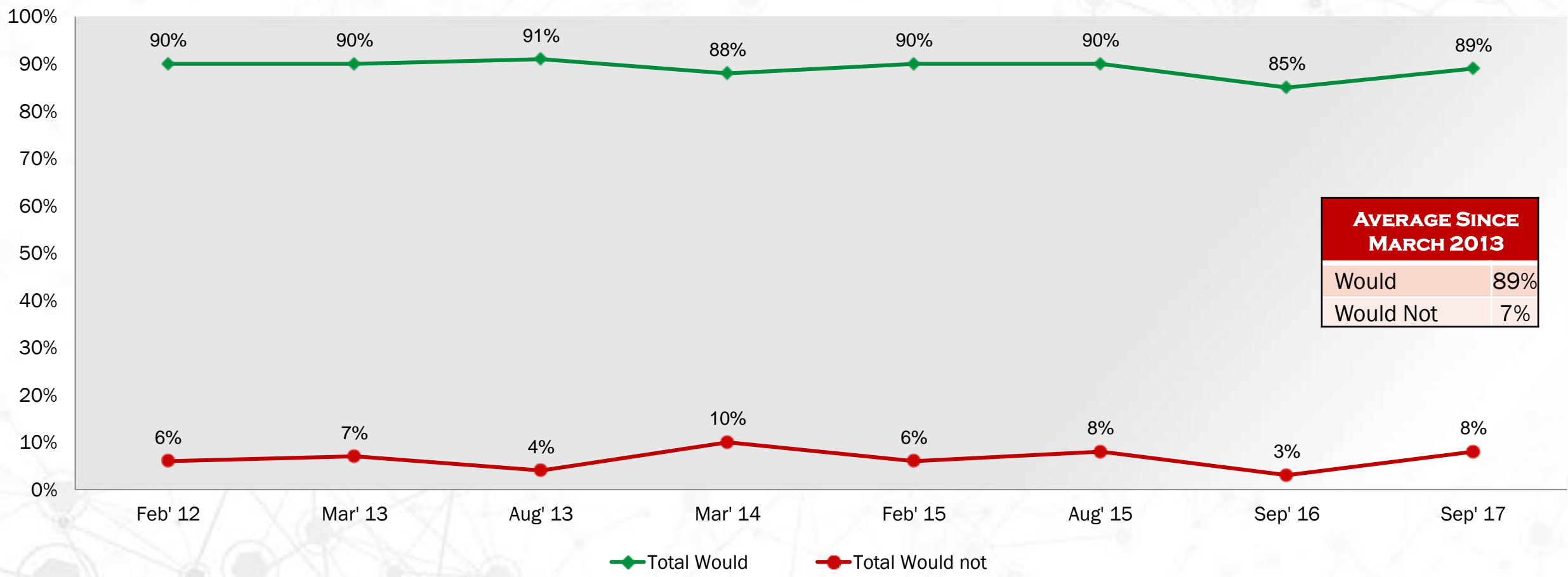


TOP GROUPS		
Familiar	Size	%
Some College	23%	92%
Post graduate	13%	91%
District 3	18%	90%
College graduate	18%	88%
Unfamiliar		%
High school graduate	33%	28%
District 2	19%	23%
District 7	17%	21%
Women 55+	18%	21%



Nearly all adults (89%) say they would call Crimestoppers if they had information about a felony crime, up four points from last year.

22. If you had information about a felony crime, would you call Crimestoppers to anonymously share what you knew for Crimestoppers to pass it on to law enforcement? (n=481)



AVERAGE SINCE MARCH 2013	
Would	89%
Would Not	7%

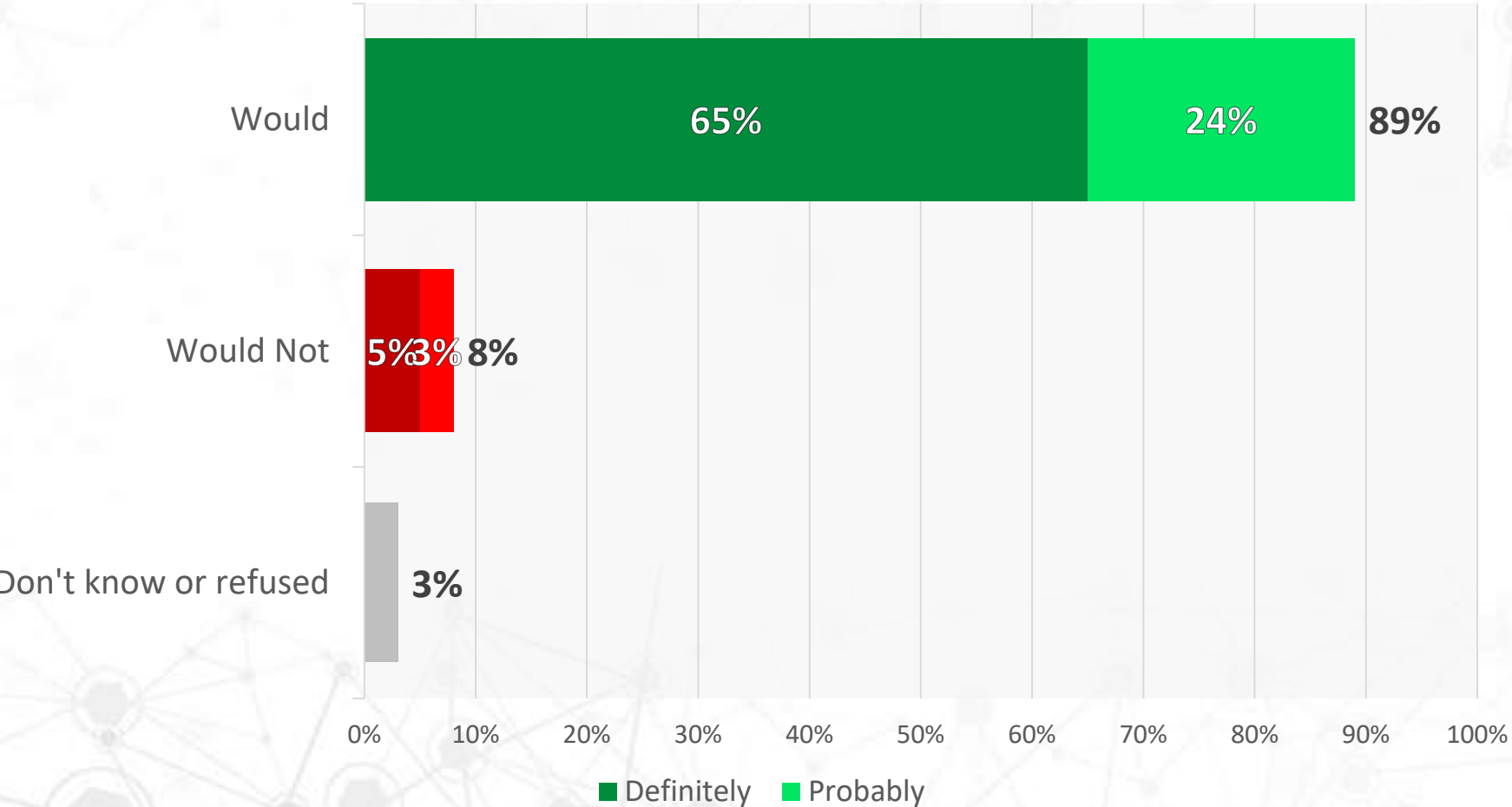


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Adults in District 6 (98%) are the most likely to report crime.

22. If you had information about a felony crime, would you call Crimestoppers to anonymously share what you knew for Crimestoppers to pass it on to law enforcement? (n=481)



TOP GROUPS		
Would	Size	%
District 6	11%	98%
College graduate	18%	96%
Men 18-54	36%	94%
High school graduate	33%	92%
Would Not		%
District 2	19%	13%
Post graduate	13%	13%
Men 55+	12%	7%
Less than high school graduate	11%	7%



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Summary and Recommendations

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Summary and Recommendations

Overall Satisfaction

- Overall satisfaction (51%) is down by 13 points, slightly below the average since March 2013.
- Overall satisfaction remains similar between whites (53%) and blacks (51%), although satisfaction for both is down; satisfaction varies significantly district by district.
- The biggest declines in satisfaction are in District 2 (54%, -15 points), District 3 (39%, -18 points), District 4 (43%, -23 points), and District 6 (38%, -29 points).
- Satisfaction with handling violent crime (39%) is down the most, decreasing by twenty points; likely due to increase in murder rate at time of survey.
- Adults are more satisfied with police performance in their own neighborhoods (63%), although neighborhood satisfaction is down by thirty three points in District 4 (44%).
- The aspect of the New Orleans Police Department's job that has the highest satisfaction is cooperation with the public (58%), followed closely by honesty and integrity (57%).

Overall Experience

- Significant feeling of safety in own neighborhoods (82%) as compared to outside own neighborhoods (51%).
- First time since August '13 a majority feel safe visiting other areas of New Orleans outside of own neighborhoods.
- Interaction with police remains strongly positive (71%), four points higher than the average since 2013, but interaction with police is down 12 points (28%).

Summary and Recommendations

Perceptions vs Experience

- Overall results reflect public perception of crime at the time the survey was taken.
- But personal experience of respondents, whether in own feelings of safety or through interactions with police, has increased since last year and is above the four year average.
- District 4 is driving down the overall perception and experience numbers.

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