



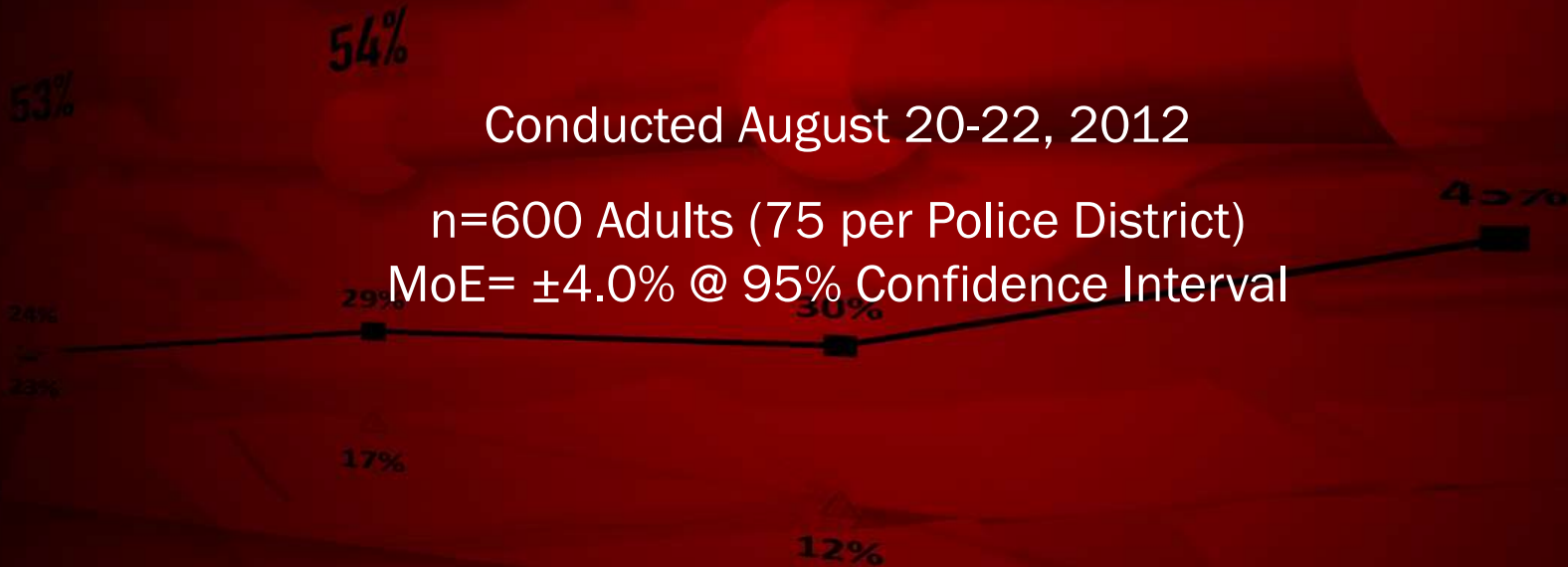
# New Orleans Crime Coalition

## August 2012 Citizen Satisfaction Study

Conducted August 20-22, 2012

n=600 Adults (75 per Police District)

MoE=  $\pm 4.0\%$  @ 95% Confidence Interval





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# MOST IMPORTANT ISSUE



# Crime is overwhelmingly the most important issue facing New Orleans today.

Q4: In your opinion, what is the most important issue facing your neighborhood today?

## Q4: Most Important Issue



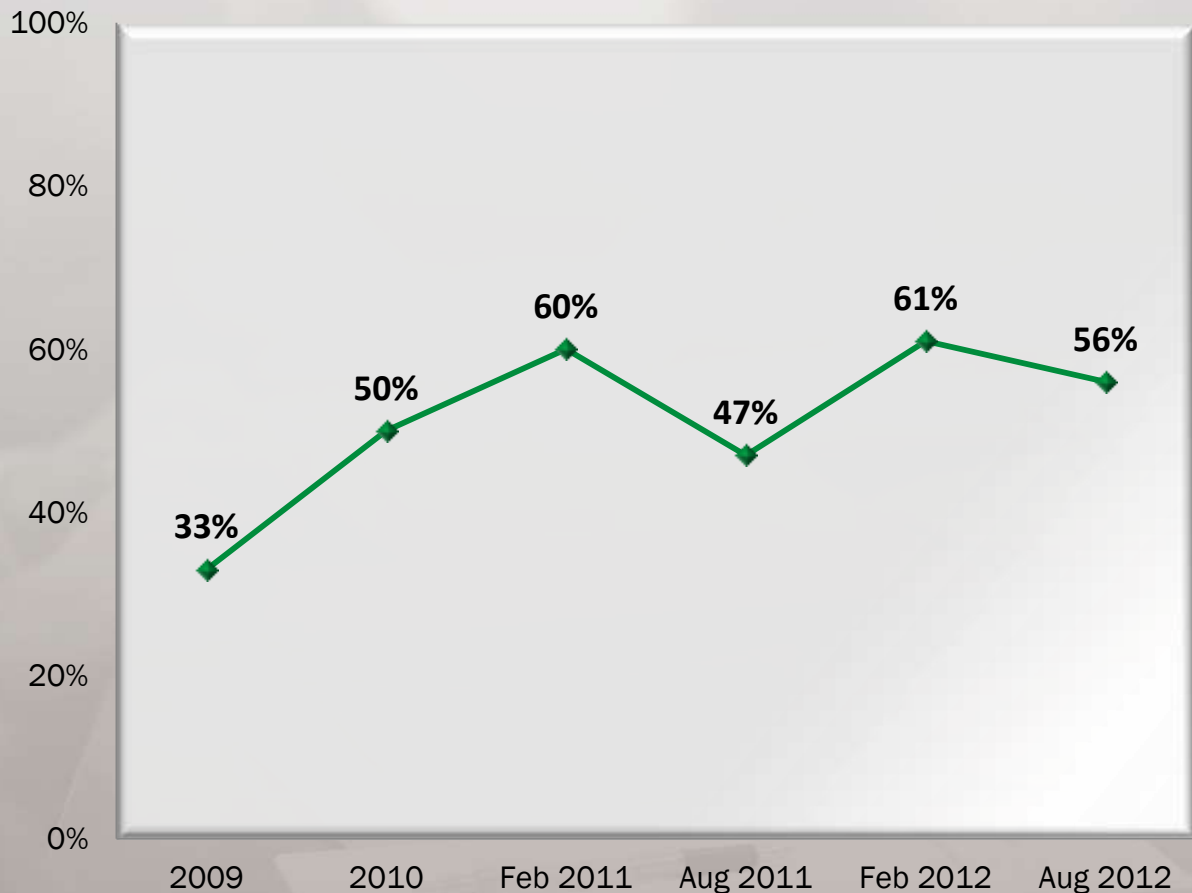
# POLICE DEPARTMENT SATISFACTION



# Overall satisfaction with the New Orleans Police Department dropped slightly since earlier this year.

Q5: 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?

## Q5: Overall Satisfaction



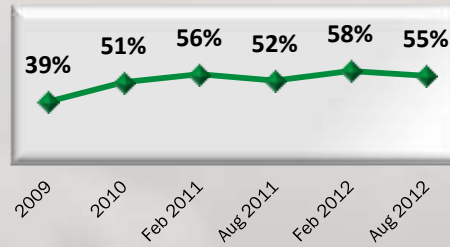
August 2012 Top Groups	
	% Satisfied
75+	73%
18-24	67%
HS Graduate	63%
<HS Grad	63%
	% Unsatisfied
45-54	60%
Have Business	50%
Post Graduate	50%
25-34	44%

# Total Satisfaction (Overall)

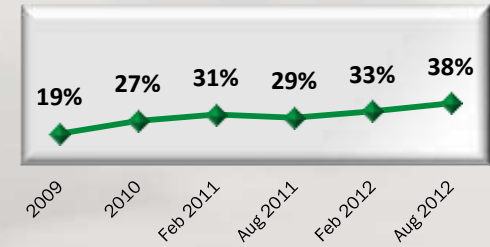
**Q6: Violent Crime**



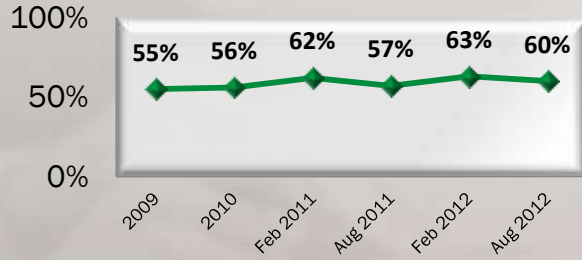
**Q7: Property Crime**



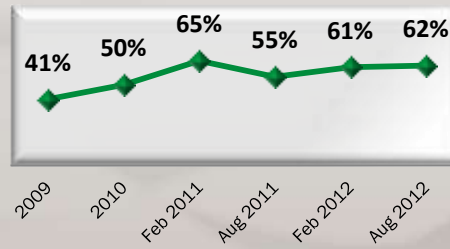
**Q8: Drugs off Streets**



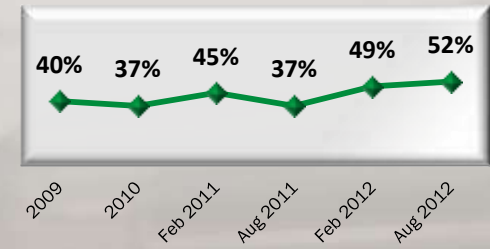
**Q9: Enforcing Traffic Laws**



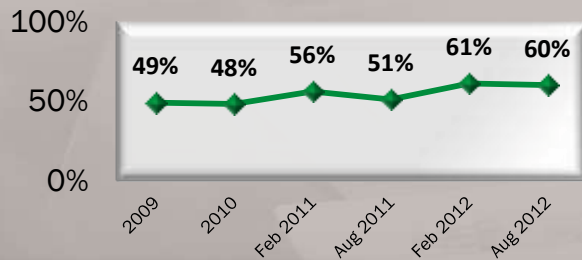
**Q10: Cooperating with Public**



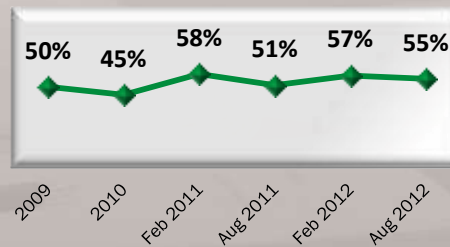
**Q11: Honesty/Integrity**



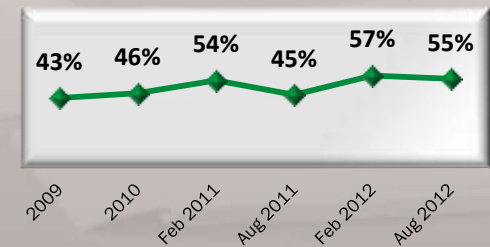
**Q12: Professionalism**



**Q13: Attitude/Behaviors**



**Q14: Overall Competence**

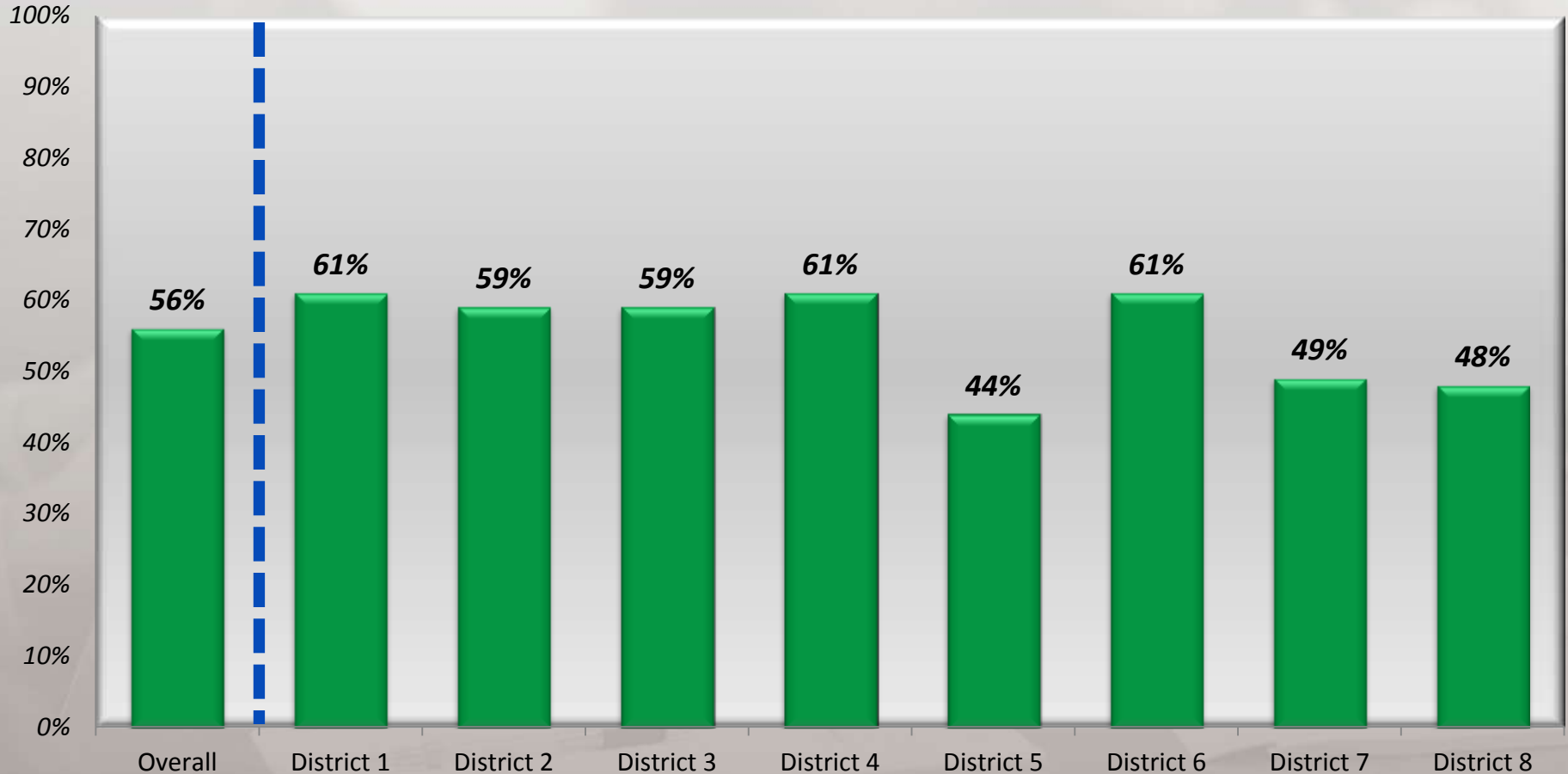




# Overall satisfaction with the Police Department is high across the board except in Districts 5, 7, and 8.

Q5: 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?

Q5: Overall Satisfaction by Police District





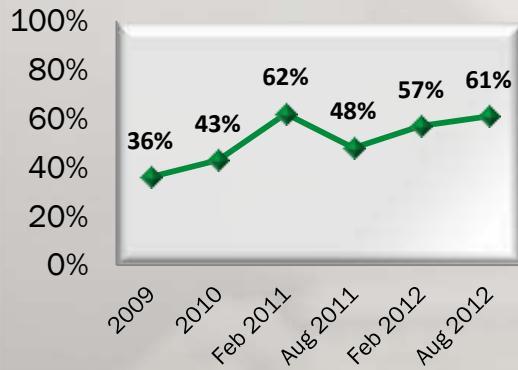


# Q5: Overall Satisfaction Trend by Police District

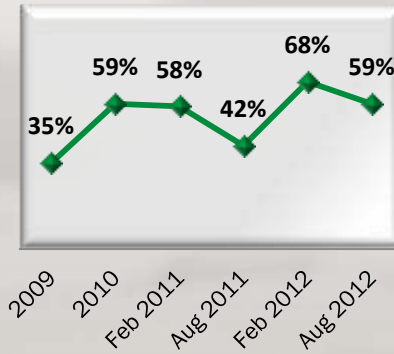
Q5: Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?

**Overall Department Satisfaction: 56%**

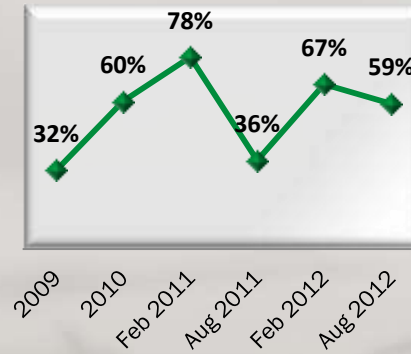
### District 1



### District 2



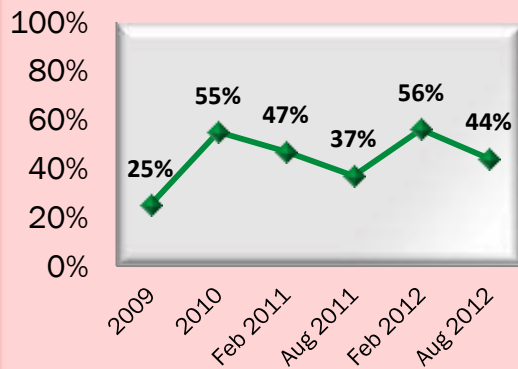
### District 3



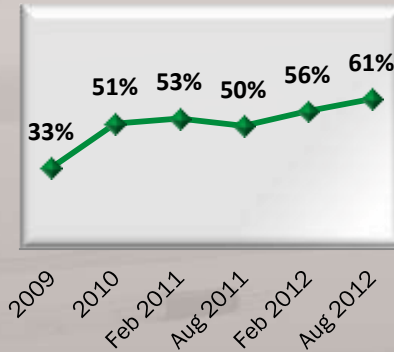
### District 4



### District 5



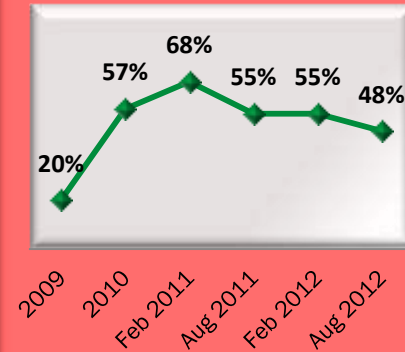
### District 6



### District 7



### District 8



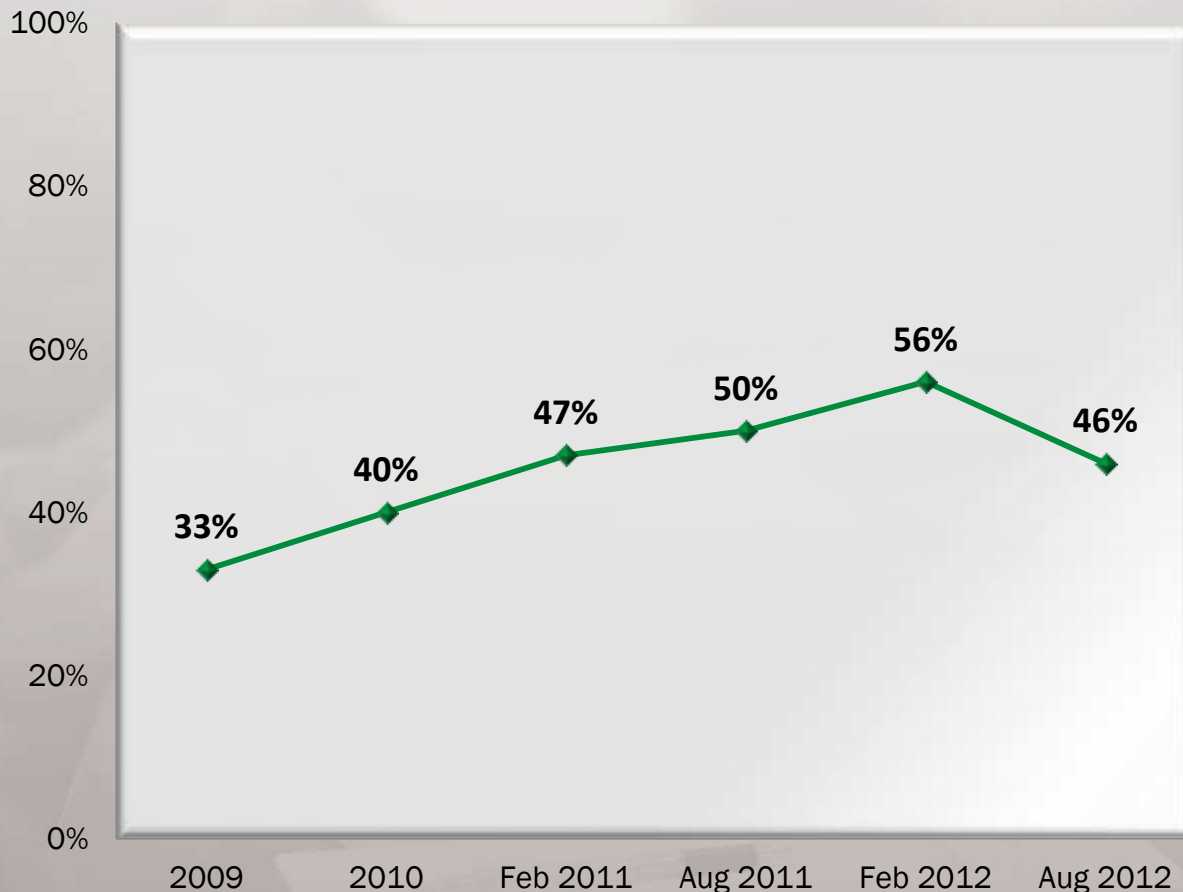
# EFFORTS TO ADDRESS VIOLENT CRIME



# Satisfaction with efforts to address violent crime dropped significantly since earlier this year.

Q6: Police Department Satisfaction – Efforts to address violent crime

## Q6: Efforts to Address Violent Crime



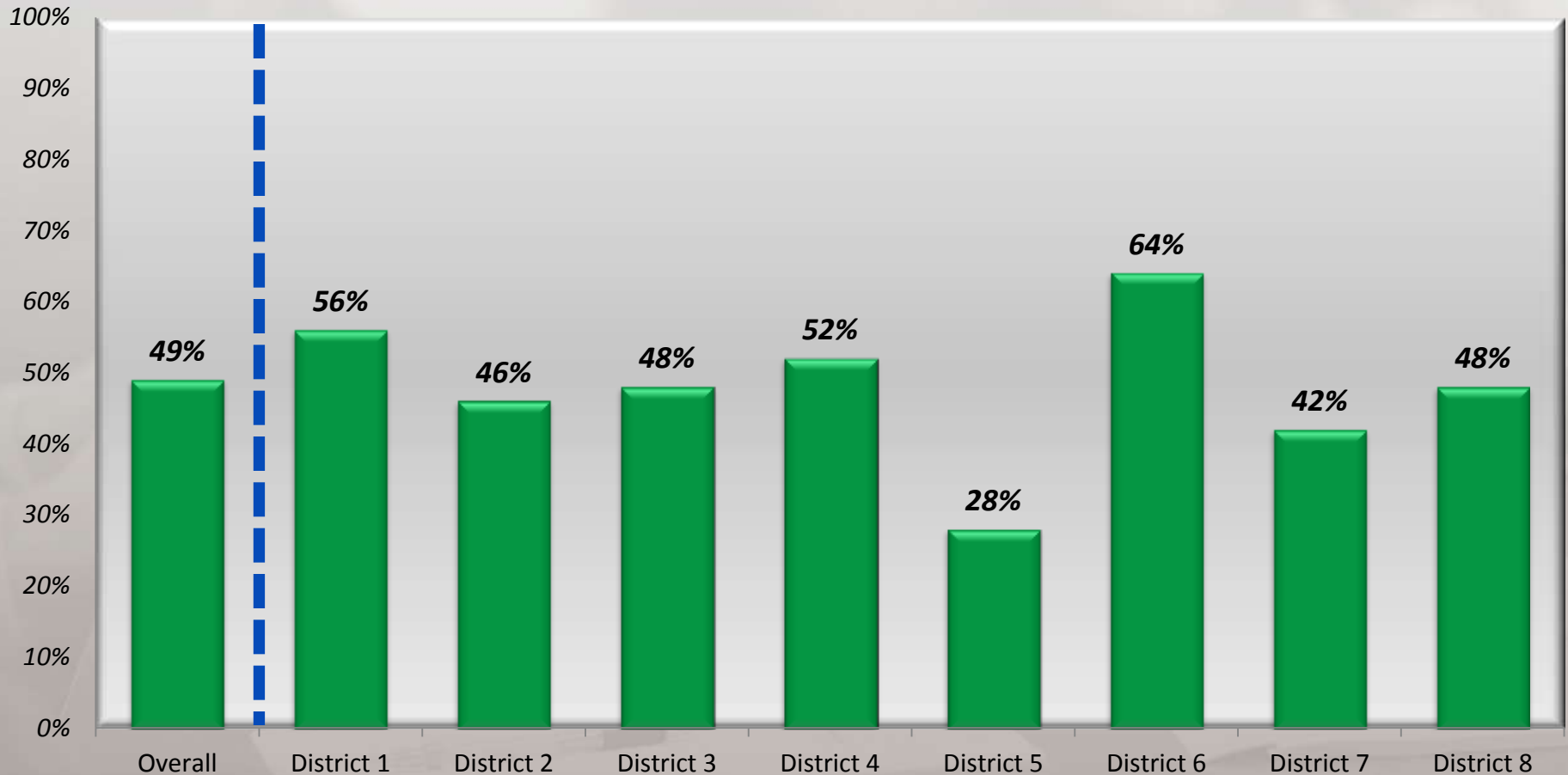
August 2012 Top Groups	
	% Satisfied
<HS Grad	71%
75+	63%
18-24	56%
White	53%
	% Unsatisfied
45-54	67%
College Grad	59%
Post Graduate	57%
Have Business	56%



# District 5 is the least satisfied with the Department's efforts to address violent crime while District 6 is the most satisfied.

Q6: Police Department Satisfaction – Efforts to address violent crime

Q6: Efforts to Address Violent Crime by Police District



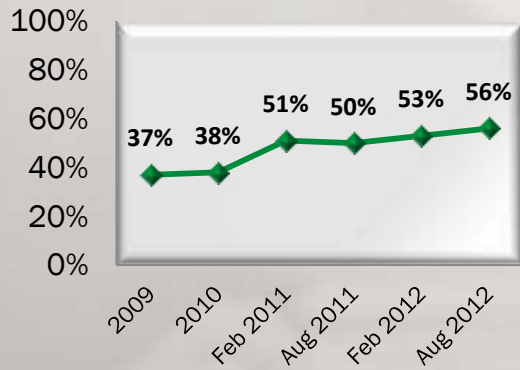


# Q6: Violent Crime Trend by Police District

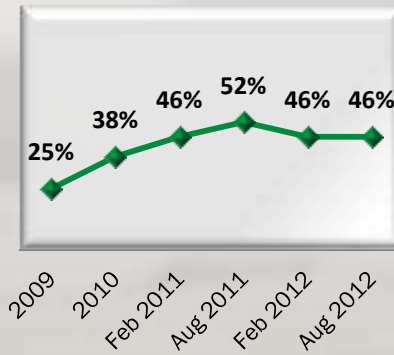
Q6: Police Department Satisfaction – Efforts to address violent crime

Overall Department Satisfaction: 56%  
Q6 Overall Satisfaction: 46%

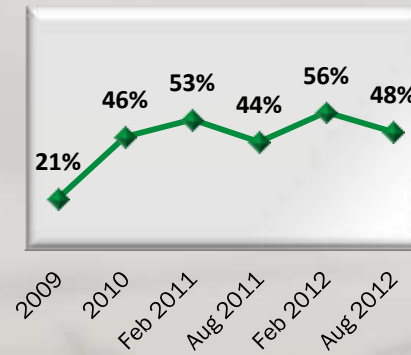
### District 1



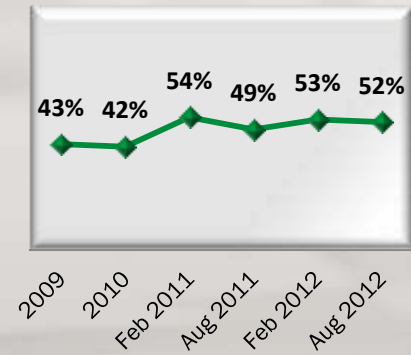
### District 2



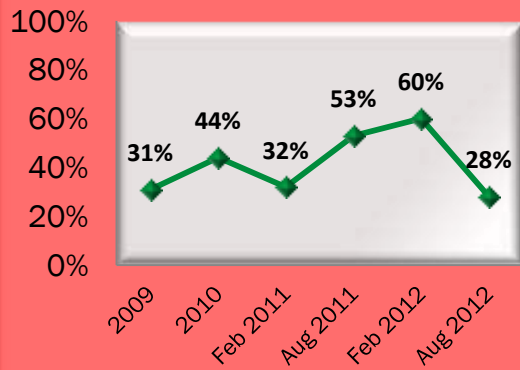
### District 3



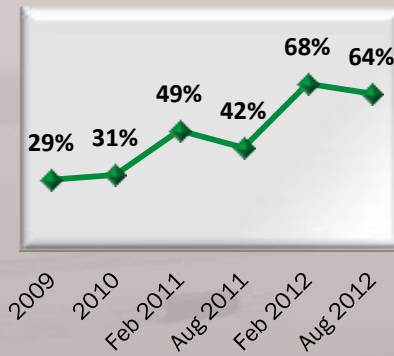
### District 4



### District 5



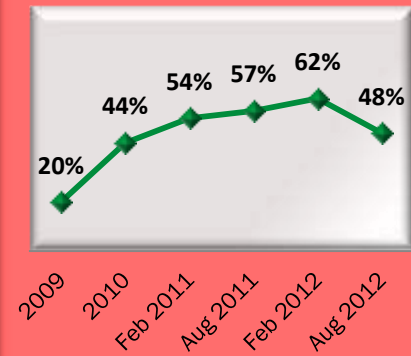
### District 6



### District 7



### District 8



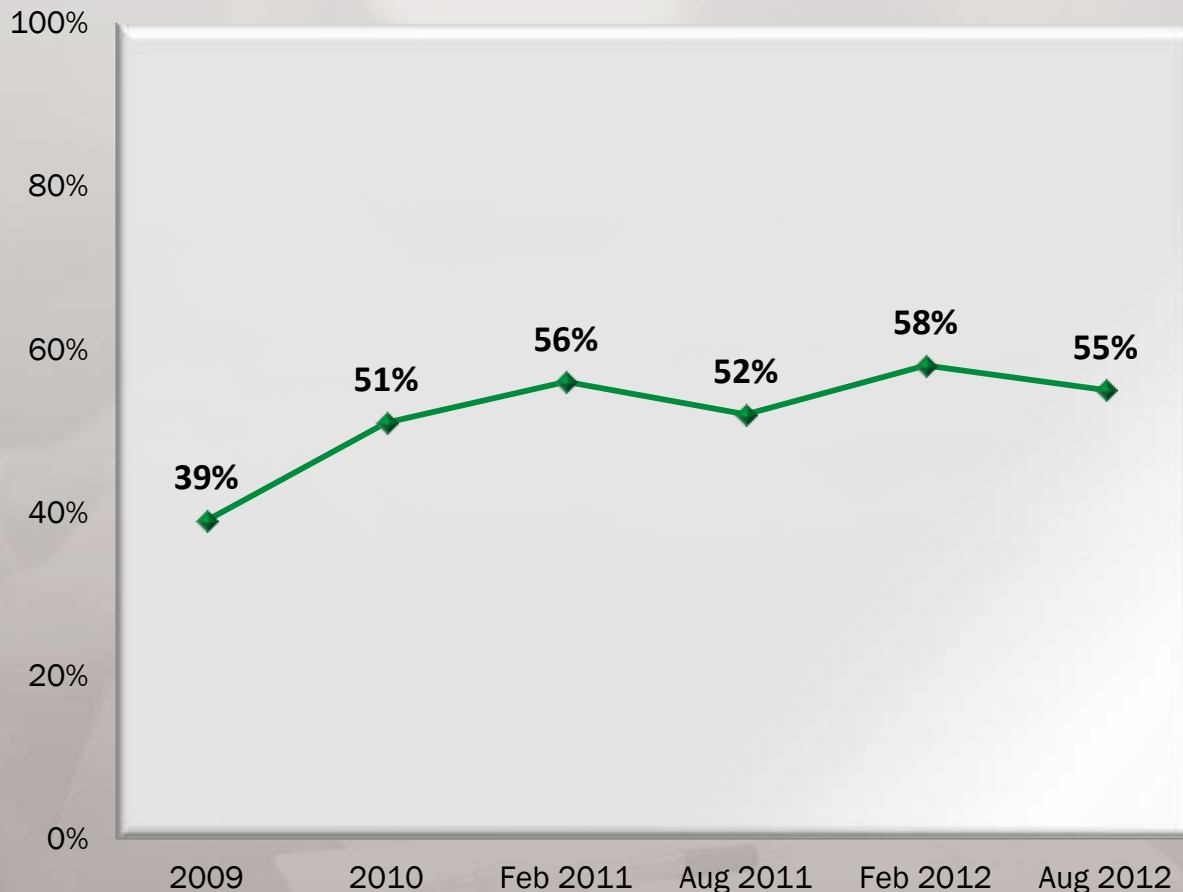
# EFFORTS TO ADDRESS PROPERTY CRIMES



# Satisfaction with efforts to address property crimes is holding in the mid 50's.

Q7: Police Department Satisfaction - Efforts to address crimes against property like homes and businesses

## Q7: Efforts to Address Property Crimes



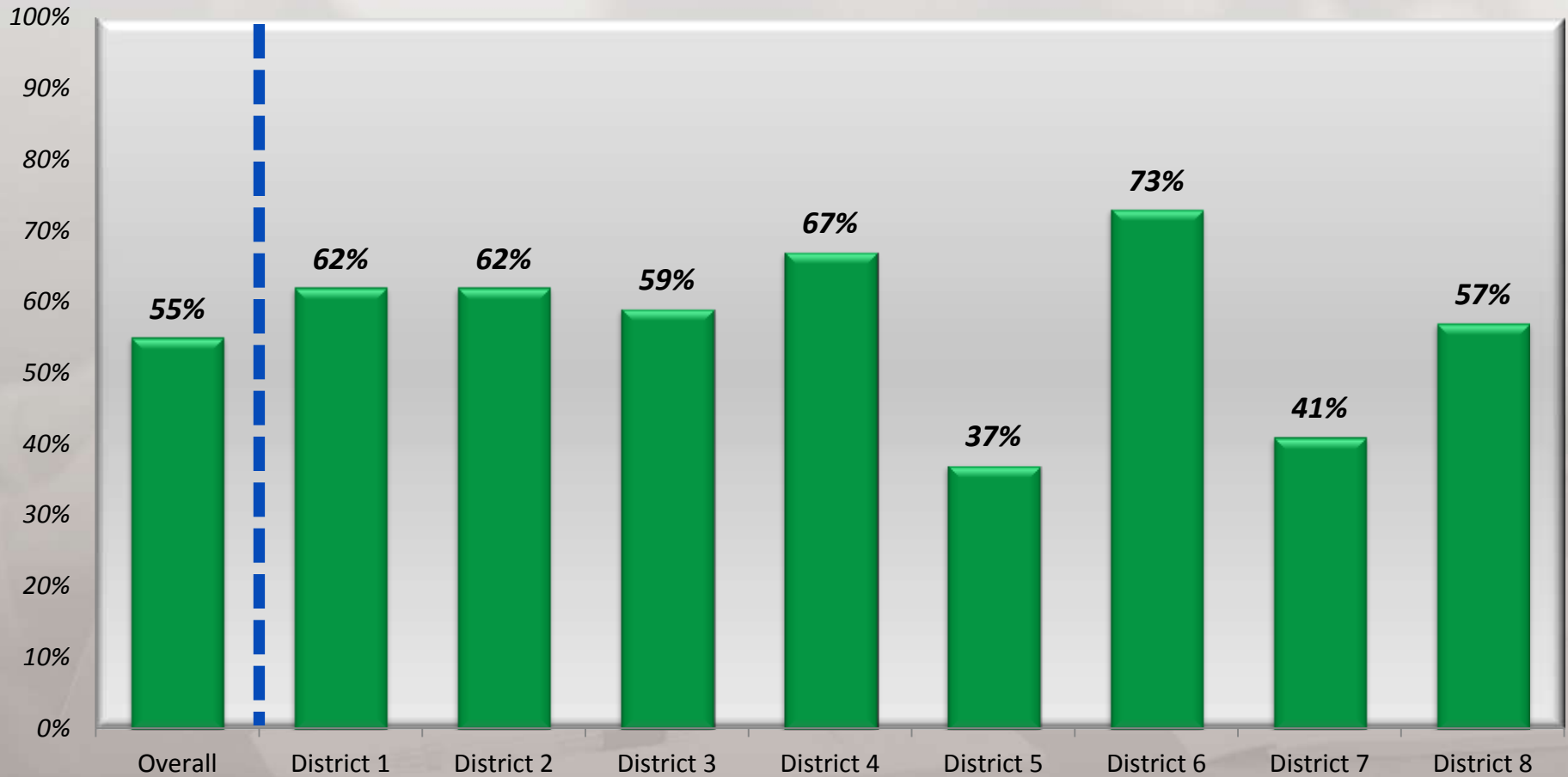
August 2012 Top Groups	
	% Satisfied
<HS Grad	80%
65-74	69%
White	65%
75+	64%
	% Unsatisfied
45-54	45%
Post Graduate	44%
25-34	44%
Some College	38%



# District 4 is the least satisfied with efforts to address property crimes while District 6 is the most satisfied.

Q7: Police Department Satisfaction – Efforts to address crimes against property like homes and businesses

Q7: Efforts to Address Property Crimes





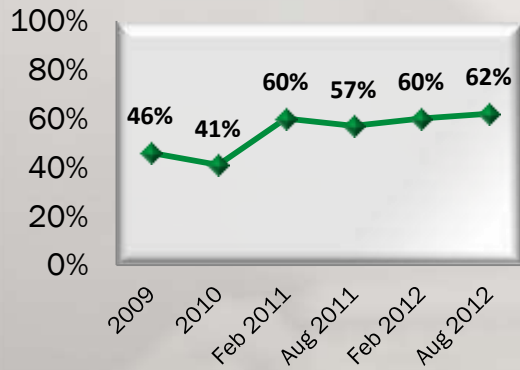


# Q7: Property Crimes Trend by Police District

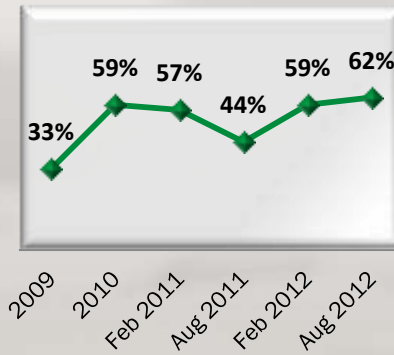
Q7: Police Department Satisfaction – Efforts to address crimes against property like homes and businesses

Overall Department Satisfaction: 56%  
Q7 Overall Satisfaction: 55%

### District 1



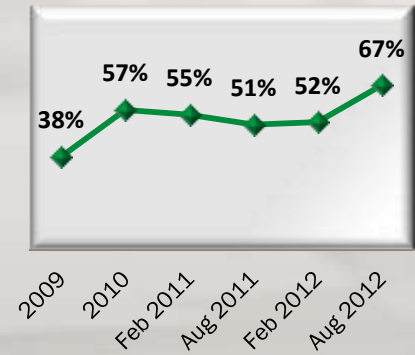
### District 2



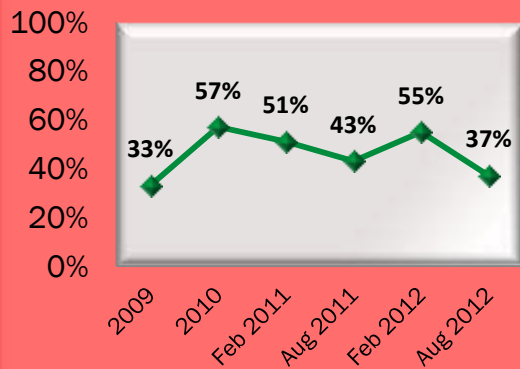
### District 3



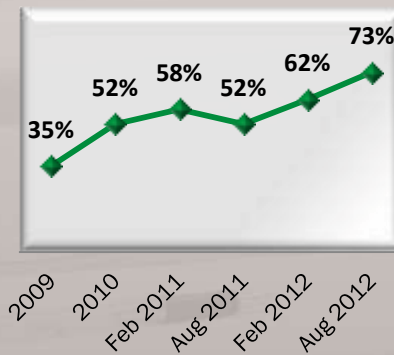
### District 4



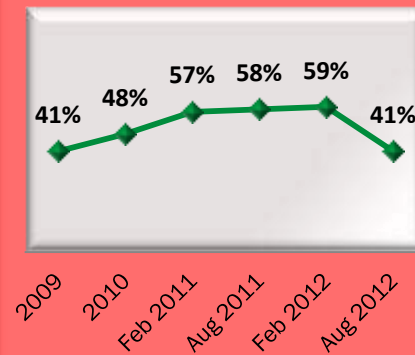
### District 5



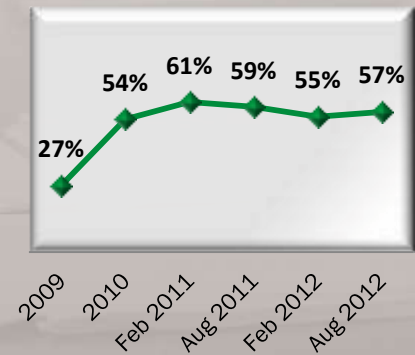
### District 6



### District 7



### District 8



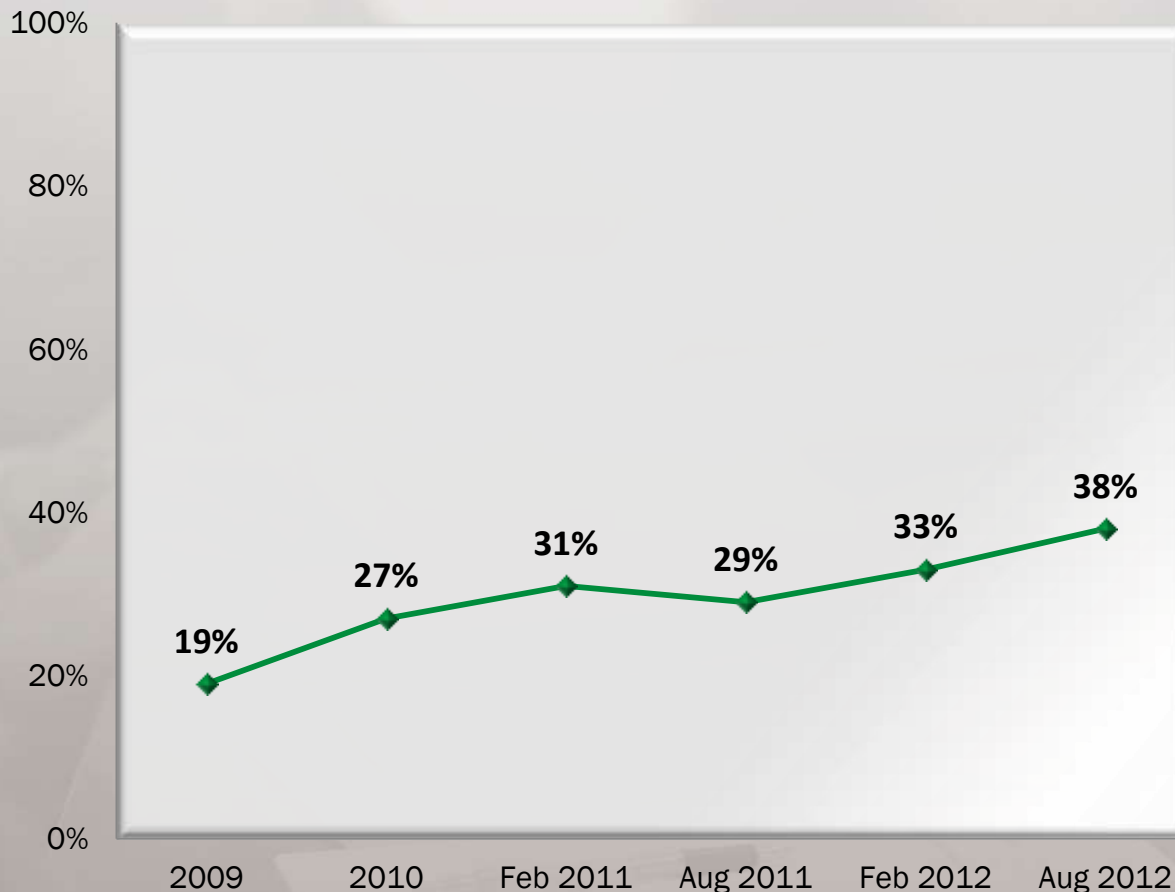
# GETTING DRUGS OFF THE STREETS



# Satisfaction with efforts to get drugs off the streets have continued to steadily increase.

Q8: Police Department Satisfaction – Getting drugs off the streets

## Q8: Getting Drugs off the Streets



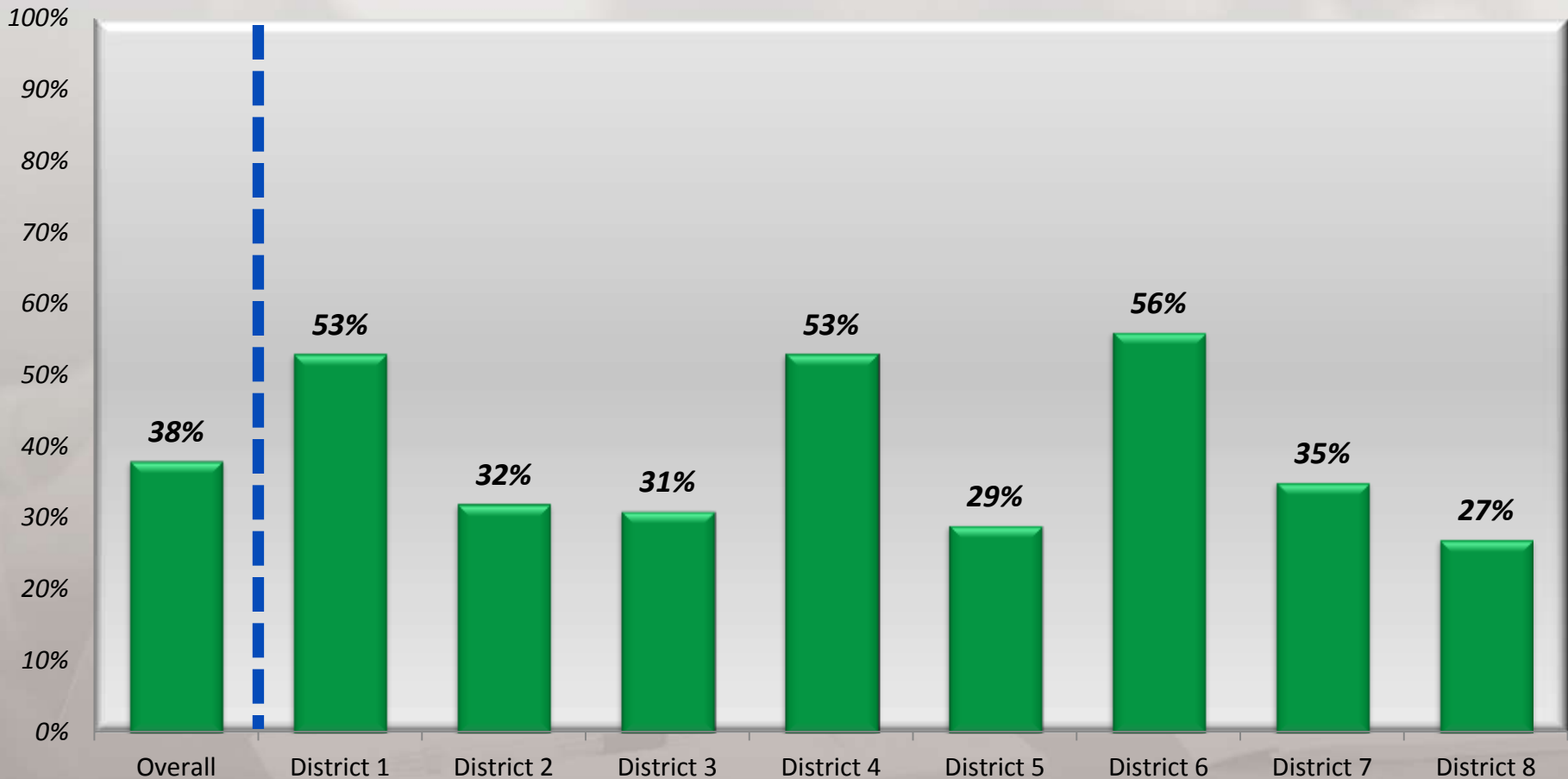
August 2012 Top Groups	
	% Satisfied
<HS Grad	70%
25-34	52%
18-24	52%
HS Graduate	45%
	% Unsatisfied
45-54	76%
Some College	70%
Have Business	68%
55-64	61%



Individual Districts are split on their satisfaction with getting drugs off the streets. Districts 1, 4, and 6 are satisfied while satisfaction in the other Districts is low.

Q8: Police Department Satisfaction – Getting drugs off the streets

**Q8: Getting Drugs off the Streets**



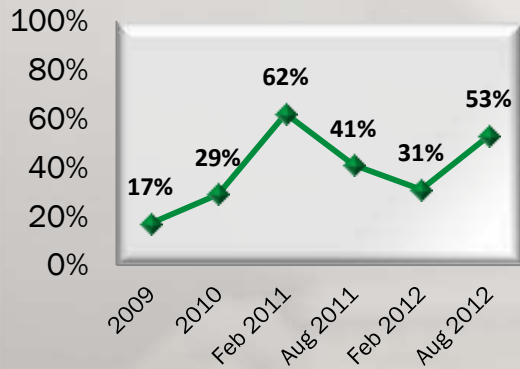


# Q8: Getting Drugs off Streets Trend by Police District

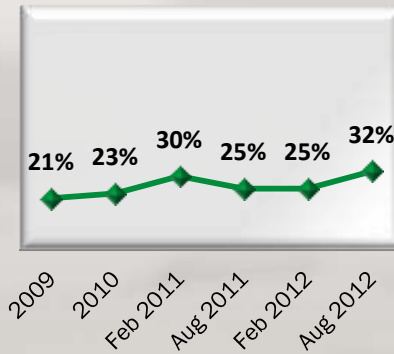
Q8: Police Department Satisfaction – Getting drugs off the streets

Overall Department Satisfaction: 56%  
Q8 Overall Satisfaction: 38%

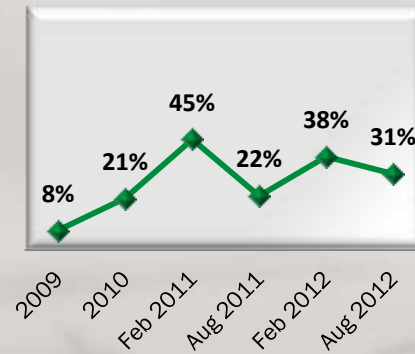
### District 1



### District 2



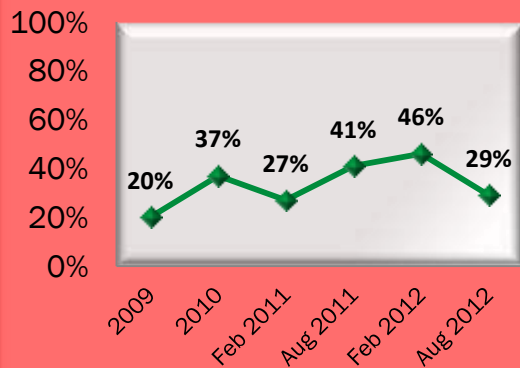
### District 3



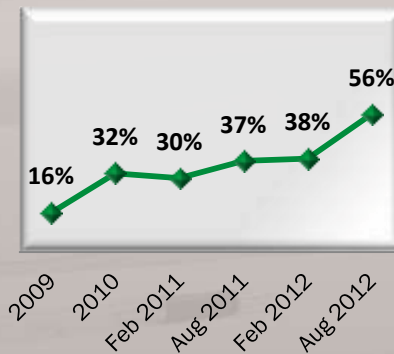
### District 4



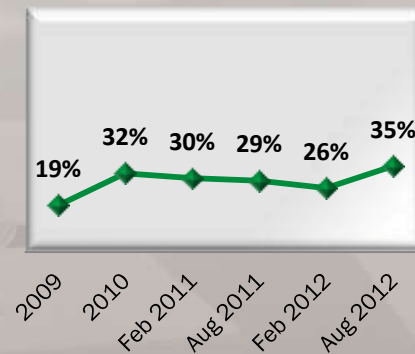
### District 5



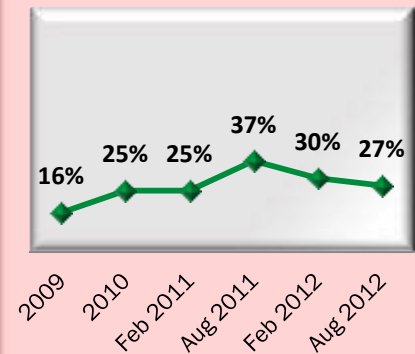
### District 6



### District 7



### District 8



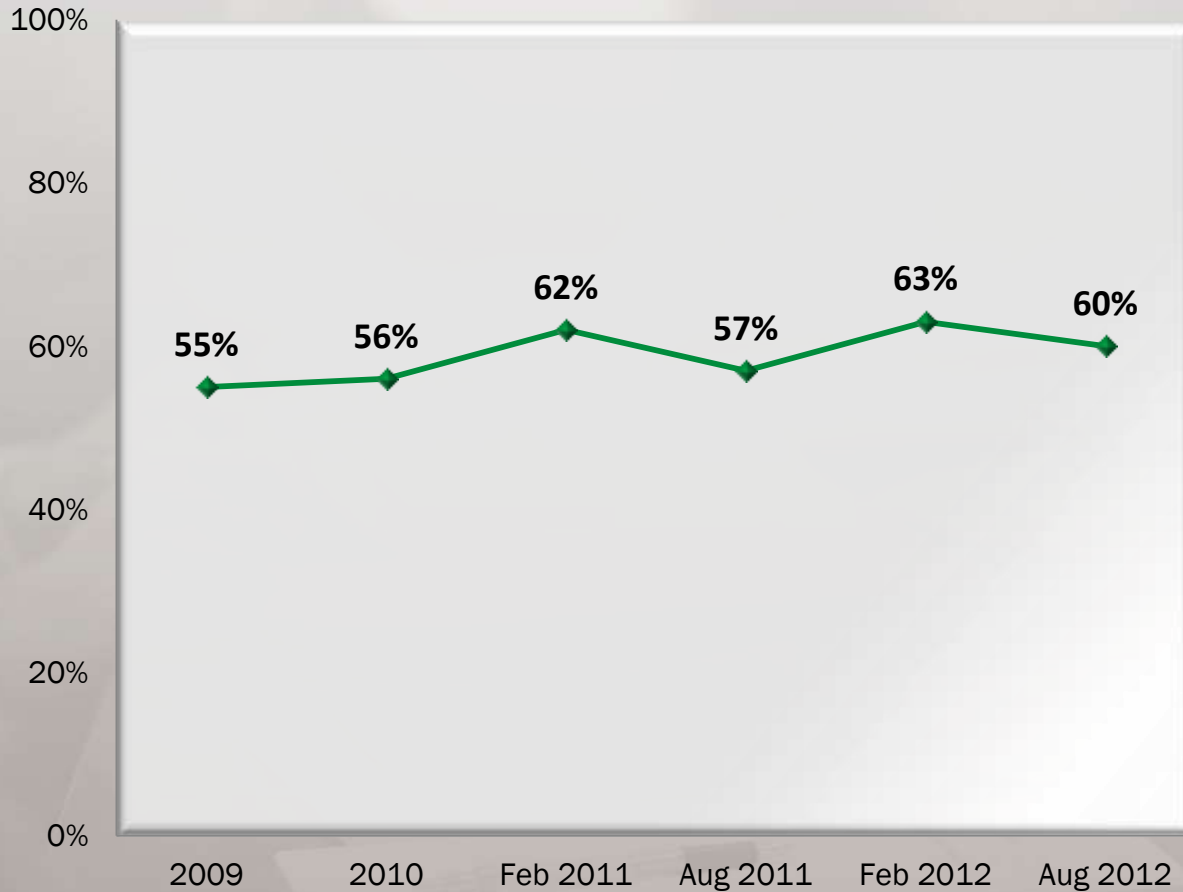
# ENFORCING TRAFFIC LAWS



# Satisfaction with enforcement of traffic laws continues to hover in the low-60's.

Q9: Police Department Satisfaction – Enforcing traffic laws

## Q9: Enforcing Traffic Laws



### August 2012 Top Groups

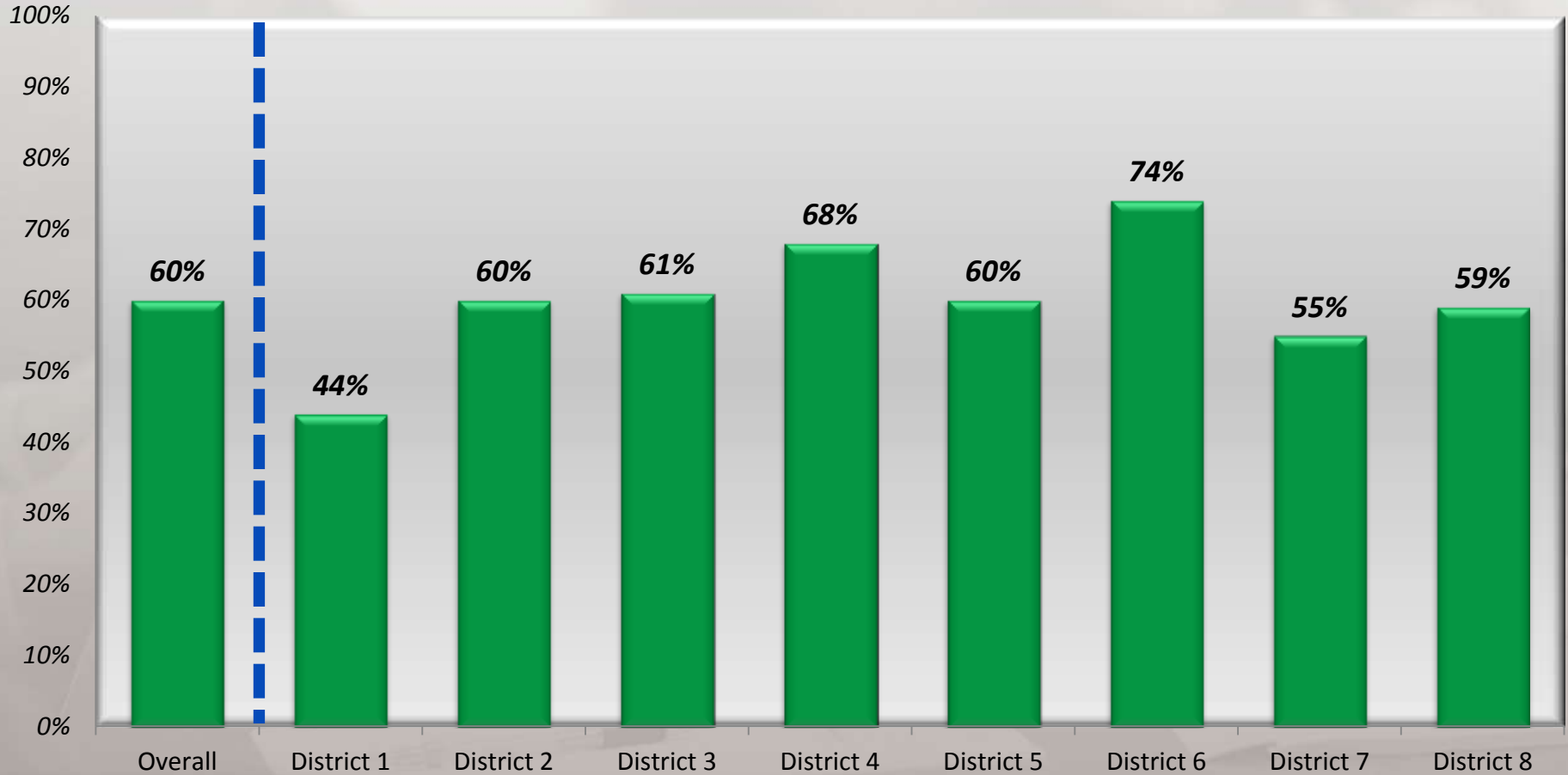
	% Satisfied
65-74	73%
75+	73%
<HS Grad	70%
18-24	69%
	% Unsatisfied
35-44	45%
Length: <15 Yrs	41%
College Grad	37%
45-54	35%



# District 1 is the least satisfied with the enforcement of traffic laws while District 6 is the most satisfied.

Q9: Police Department Satisfaction – Enforcing traffic laws

Q9: Enforcing Traffic Laws





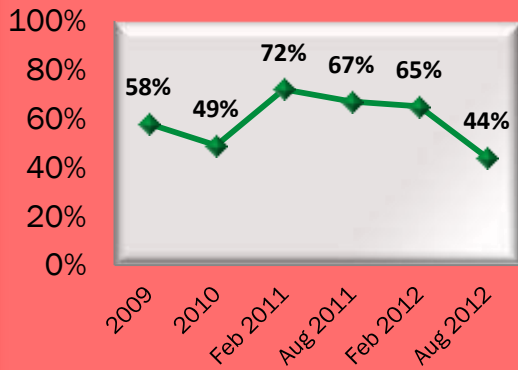


# Q9: Enforcing Traffic Laws Trend by Police District

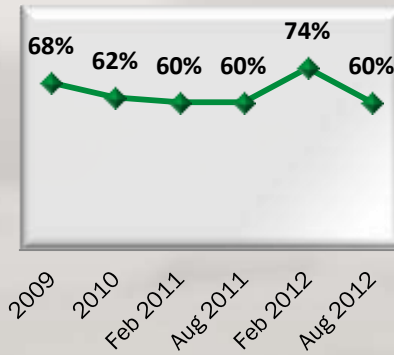
Q9: Police Department Satisfaction – Enforcing traffic laws

Overall Department Satisfaction: 56%  
Q9 Overall Satisfaction: 60%

### District 1



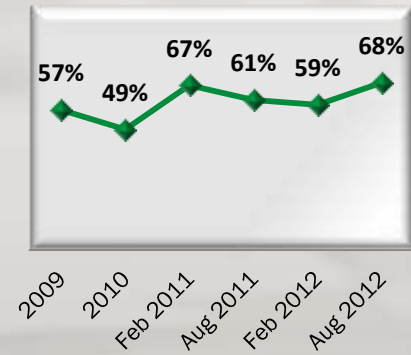
### District 2



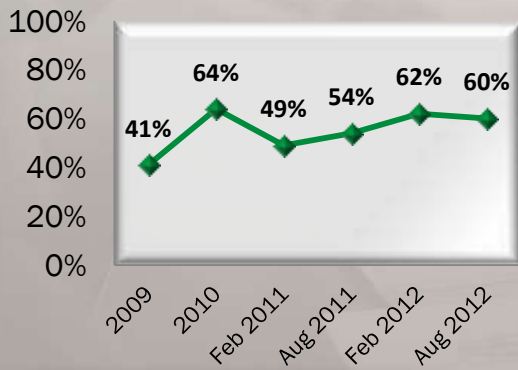
### District 3



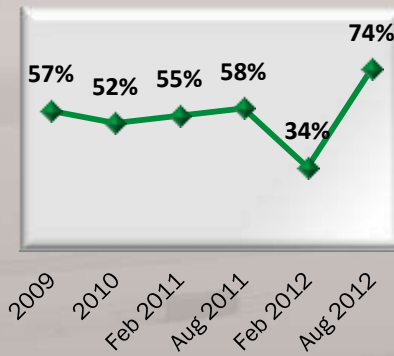
### District 4



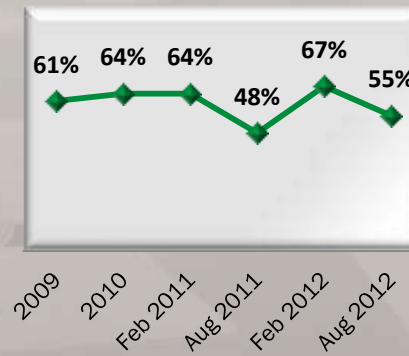
### District 5



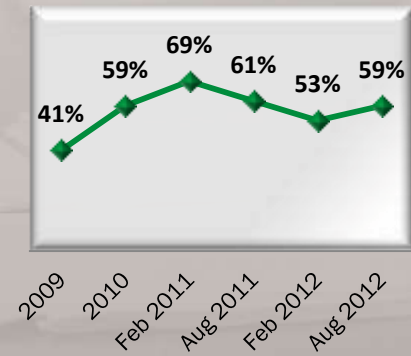
### District 6



### District 7



### District 8



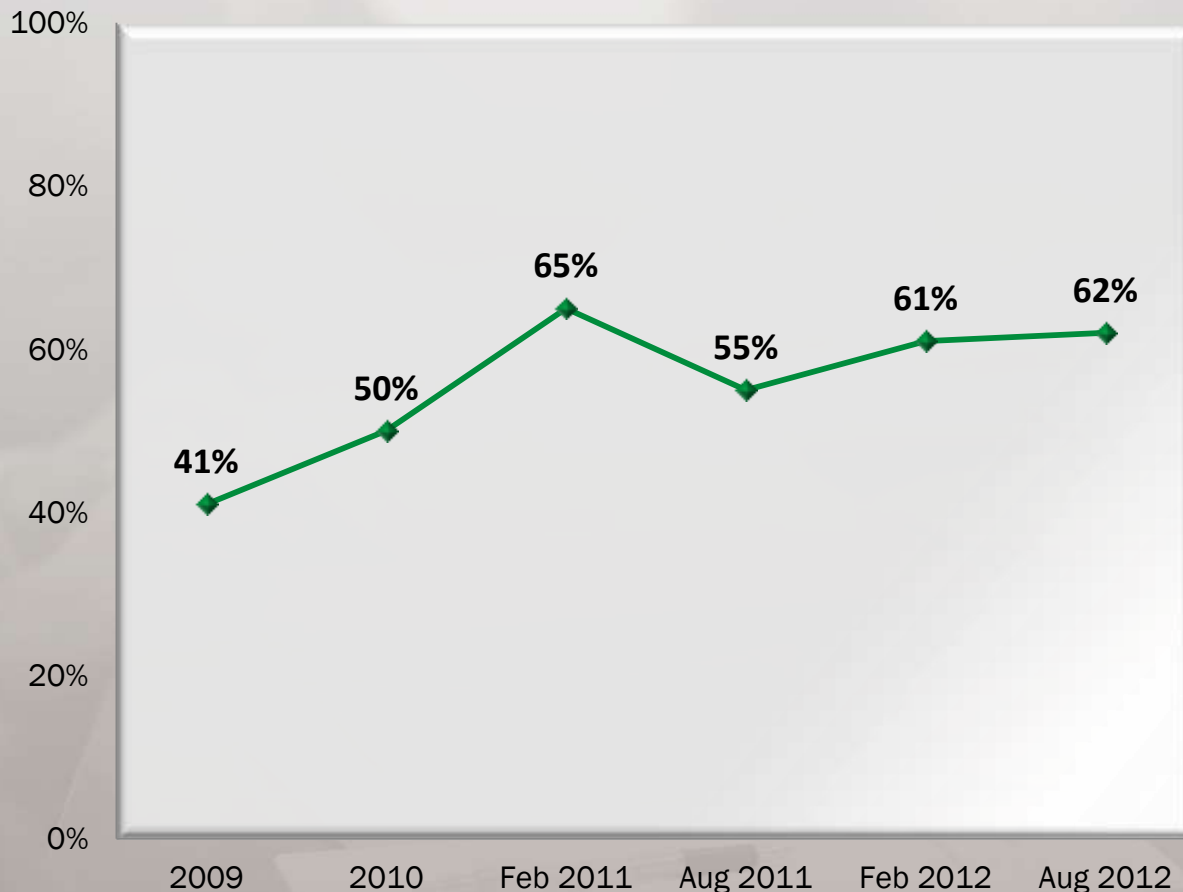
# COOPERATING WITH THE PUBLIC



# Satisfaction with the Department's cooperation with the public increased slightly since earlier this year.

Q10: Police Department Satisfaction – Cooperating with the public to address their concerns

## Q10: Cooperating with the Public



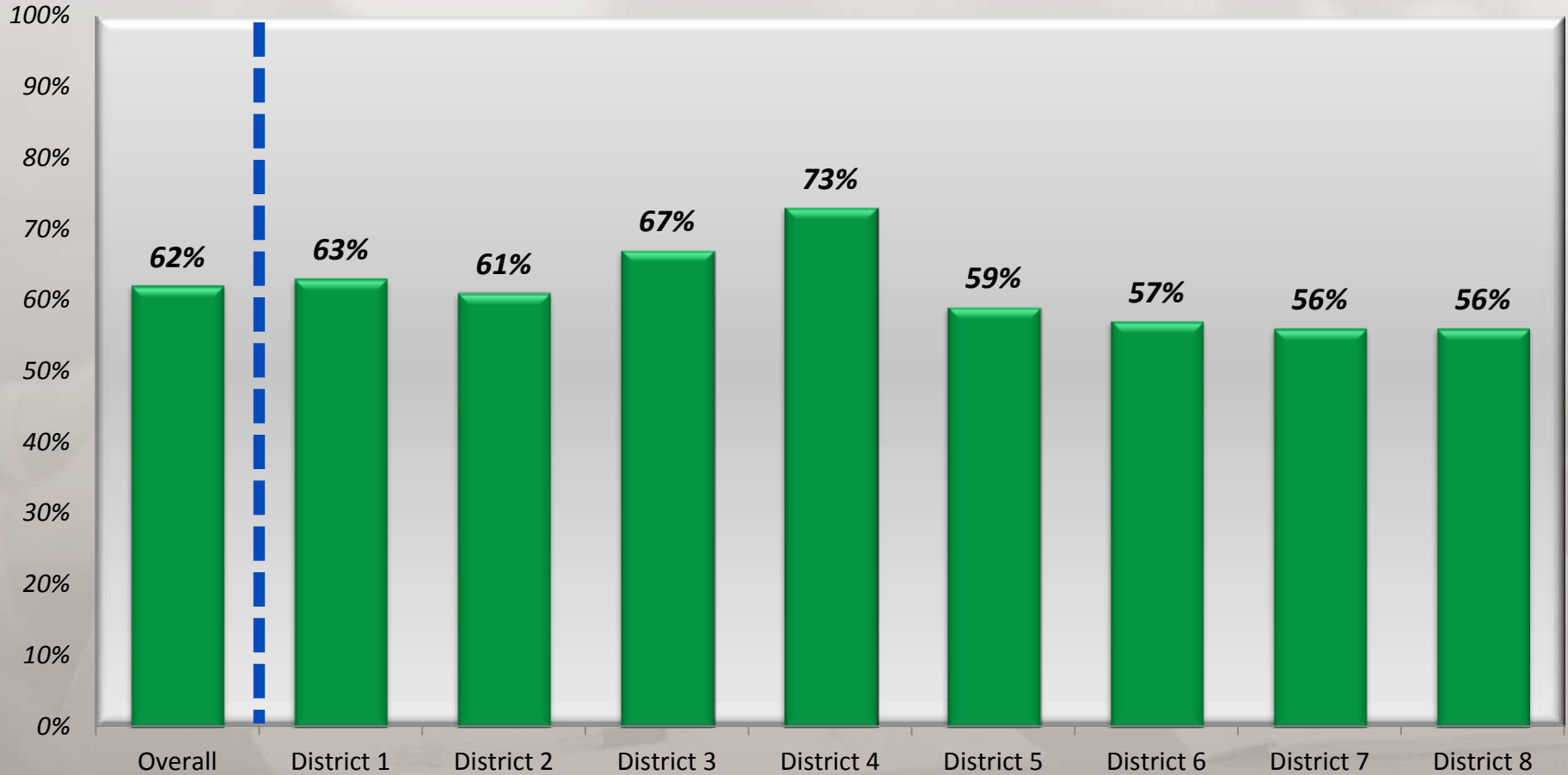
August 2012 Top Groups	
	% Satisfied
65-74	76%
25-34	75%
75+	71%
HS Graduate	69%
	% Unsatisfied
45-54	45%
Have Business	40%
Length: <15 Yrs	38%
Some College	37%



# District 4 is the most satisfied with the Department's efforts to cooperate with the public.

Q10: Police Department Satisfaction – Cooperating with the public to address their concerns

## Q10: Cooperating with the Public



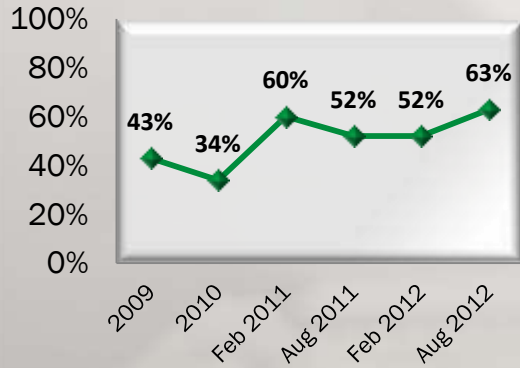


# Q10: Cooperating w/ Public Trend by Police District

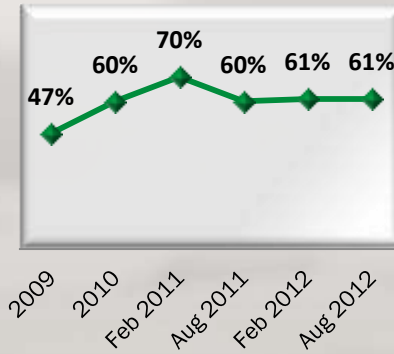
Q10: Police Department Satisfaction – Cooperating with the public to address their concerns

**Overall Department Satisfaction: 56%**  
**Q10 Overall Satisfaction: 62%**

### District 1



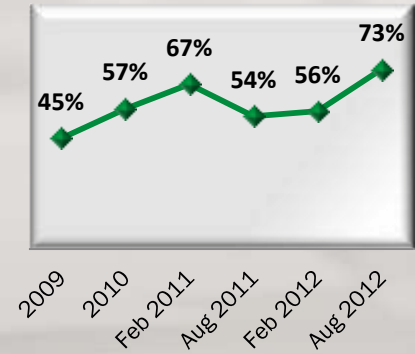
### District 2



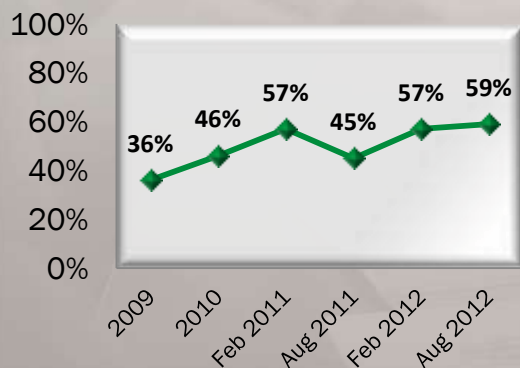
### District 3



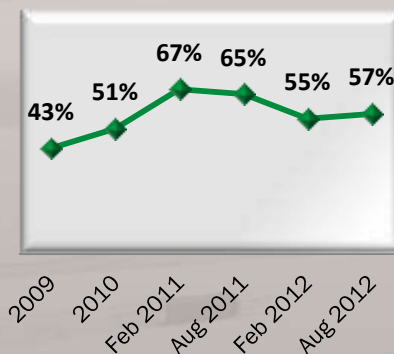
### District 4



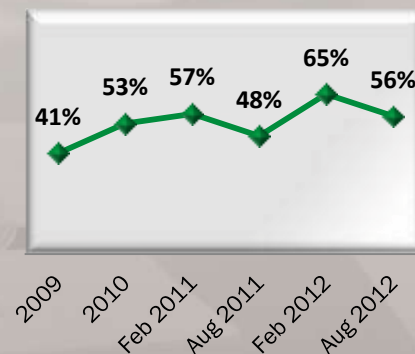
### District 5



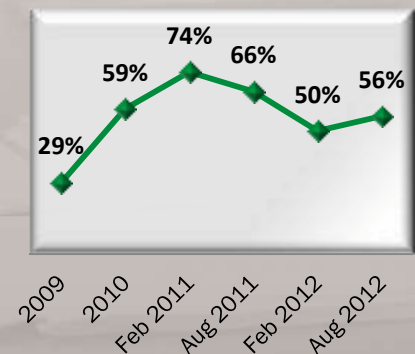
### District 6



### District 7



### District 8



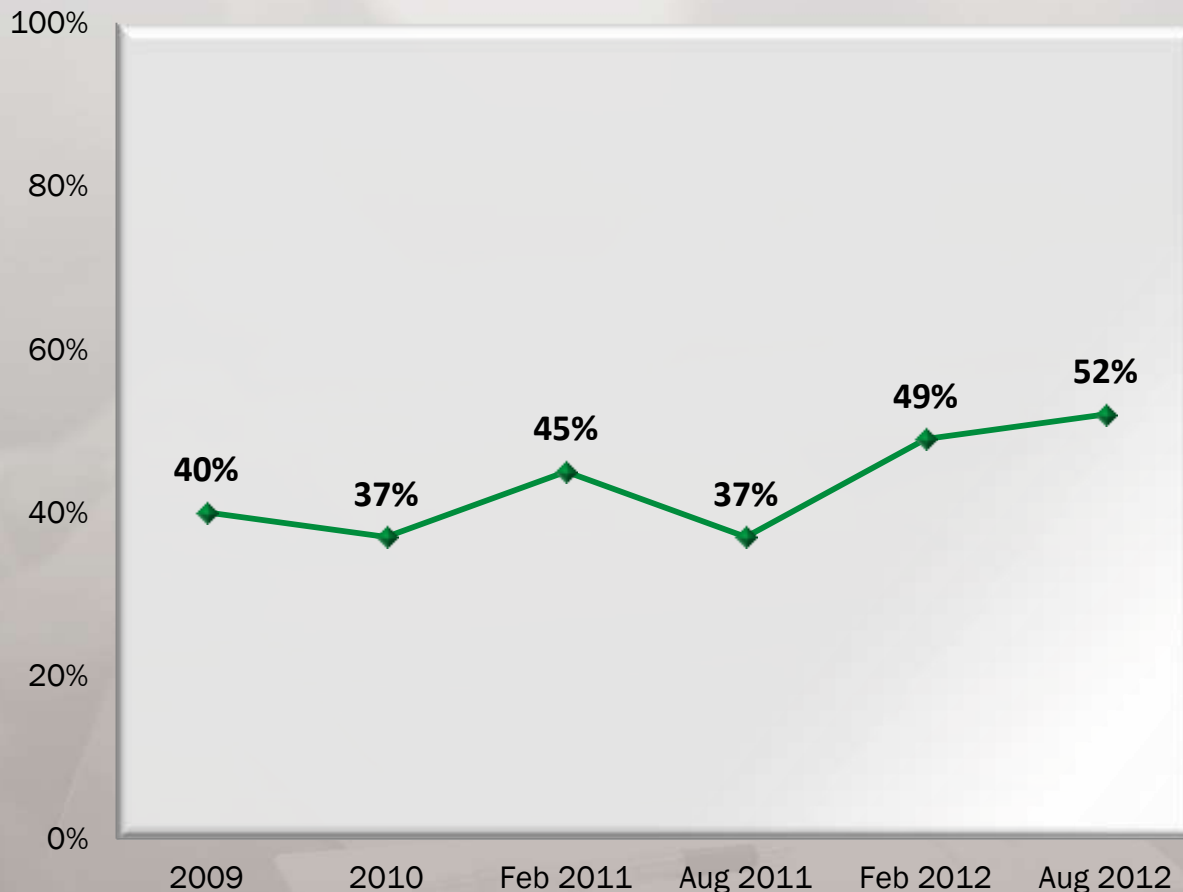
# HONESTY & INTEGRITY OF POLICE OFFICERS



# More than half of respondents now indicate that they are satisfied with the honesty and integrity of the New Orleans police officers.

Q11: Police Department Satisfaction – Honesty and integrity of New Orleans Police officers

## Q11: Honesty and Integrity of Police Officers



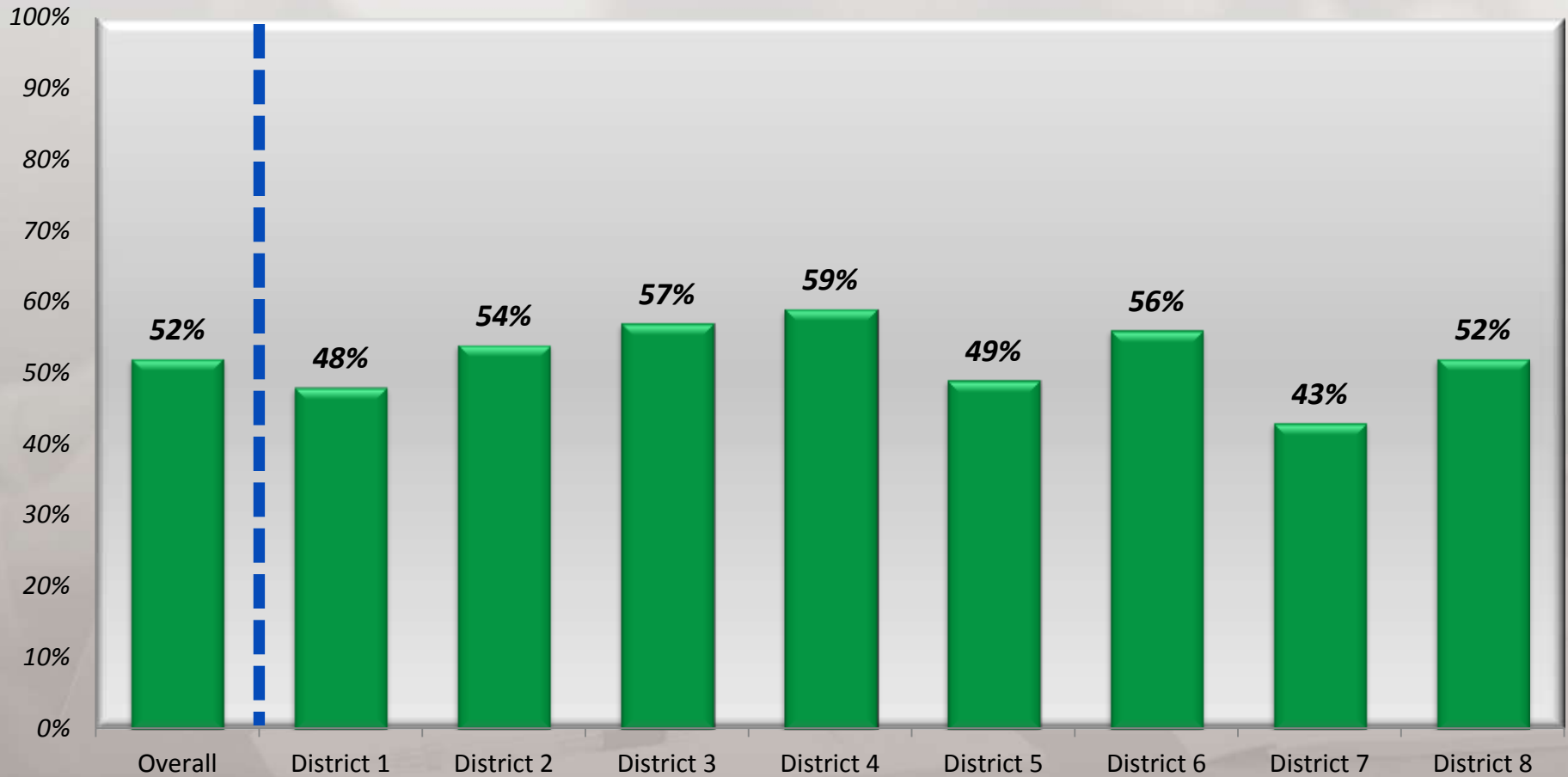
August 2012 Top Groups	
	% Satisfied
65-74	73%
<HS Grad	70%
White	67%
75+	63%
	% Unsatisfied
45-54	55%
Post Graduate	52%
55-64	47%
College Graduate	47%



# District 7 is the least satisfied with the honesty and integrity of police officers while District 4 is the most satisfied.

Q11: Police Department Satisfaction – Honesty and integrity of New Orleans Police officers

Q11: Honesty and Integrity of Police Officers







# Q11 Honesty/Integrity Trend by Police District

Q11: Police Department Satisfaction – Honesty and integrity of New Orleans Police officers

**Overall Department Satisfaction: 56%**  
**Q11 Overall Satisfaction: 52%**

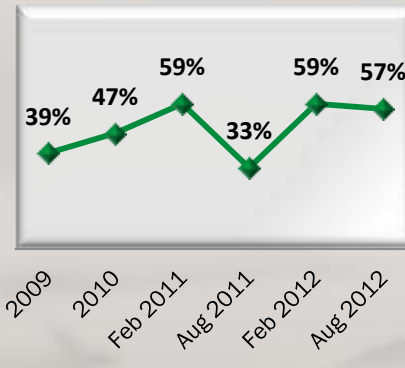
### District 1



### District 2



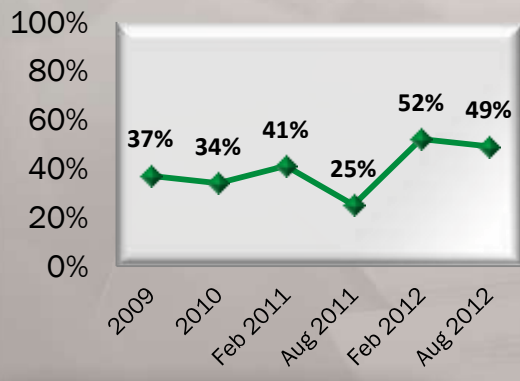
### District 3



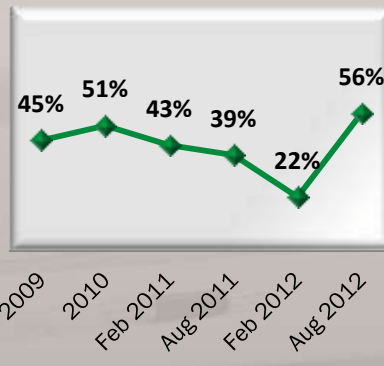
### District 4



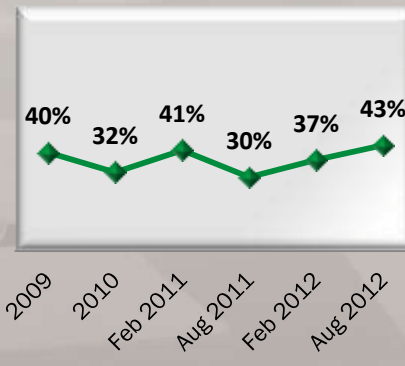
### District 5



### District 6



### District 7



### District 8



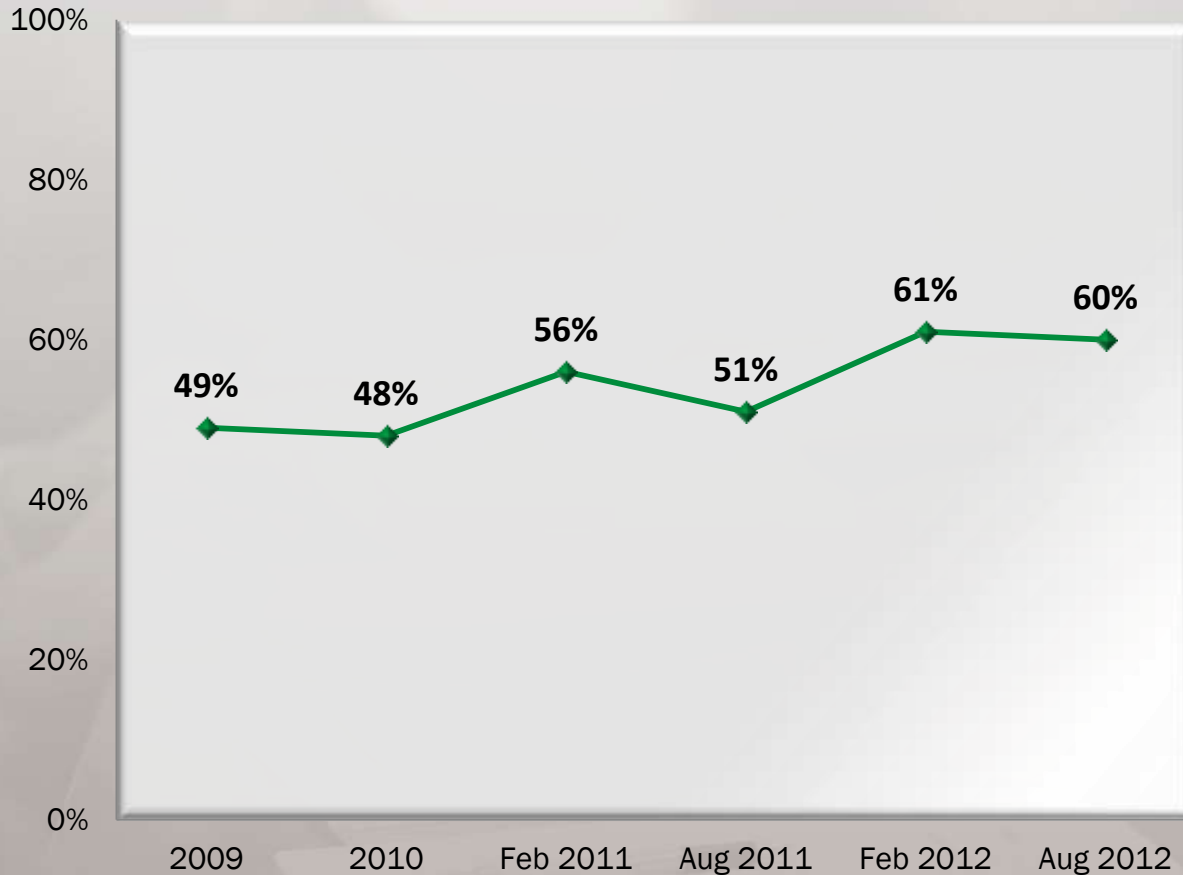
# PROFESSIONALISM OF POLICE OFFICERS



# Satisfaction with the professionalism of New Orleans police officers held at 60%.

Q12: Police Department Satisfaction – Professionalism of New Orleans Police officers

## Q12: Professionalism of Police Officers



### August 2012 Top Groups

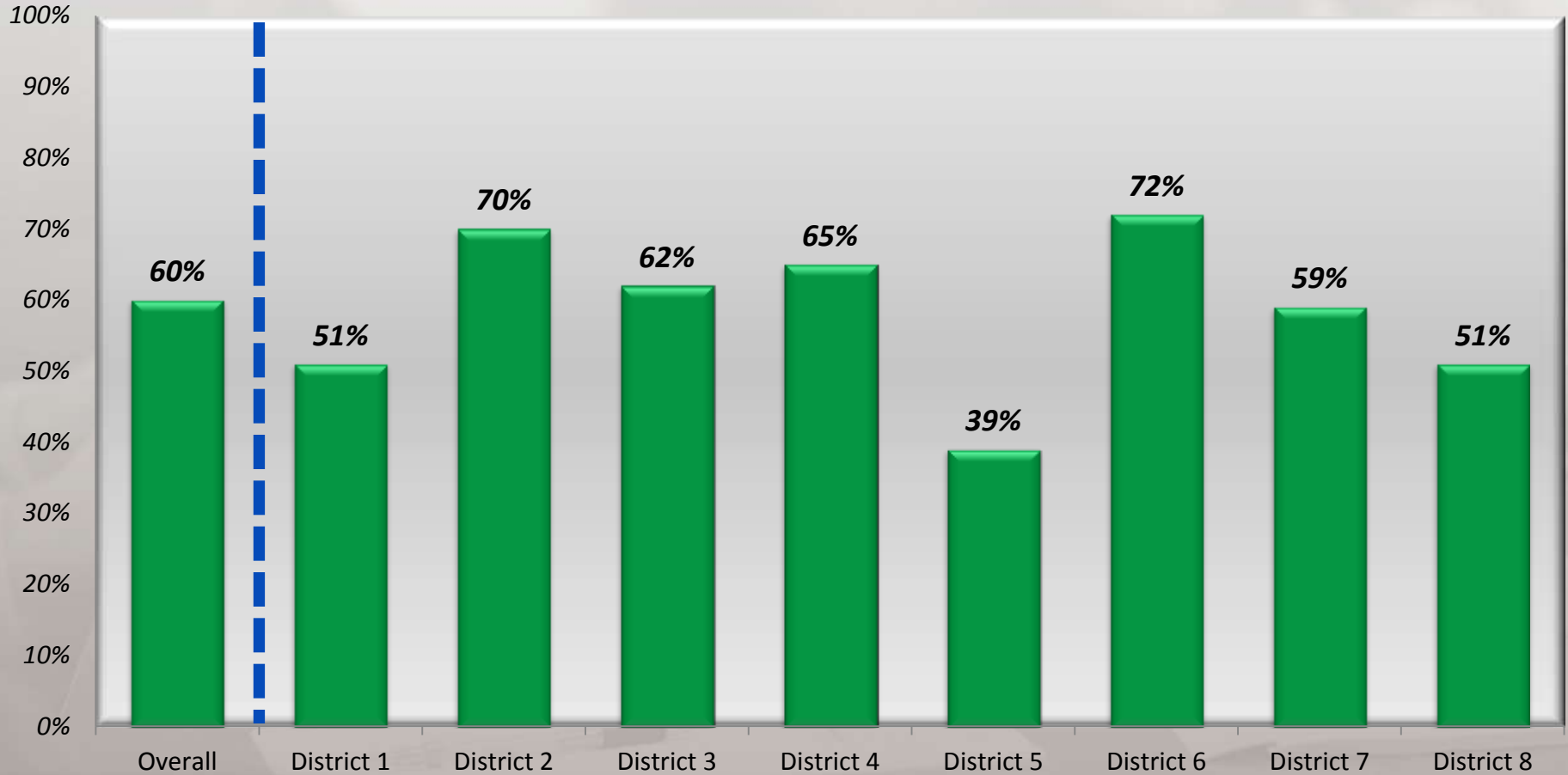
	% Satisfied
18-24	69%
55-64	69%
White	68%
Some College	68%
	% Unsatisfied
45-54	50%
Length: <15 Yrs	49%
35-44	47%
Post Graduate	47%



# District 5 is the least satisfied with the professionalism of police officers while District 6 is the most satisfied.

Q12: Police Department Satisfaction – Professionalism of New Orleans Police officers

Q12: Professionalism of Police Officers





# Q12: Professionalism Trend by Police District

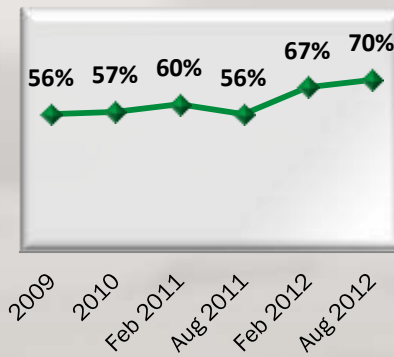
Q12: Police Department Satisfaction – Professionalism of New Orleans Police officers

Overall Department Satisfaction: 56%  
Q12 Overall Satisfaction: 60%

### District 1



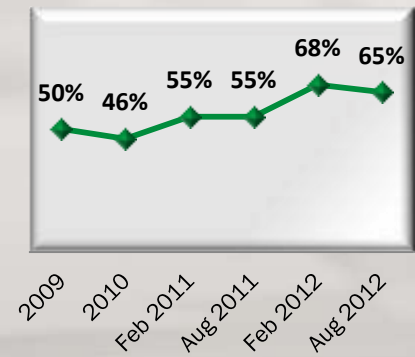
### District 2



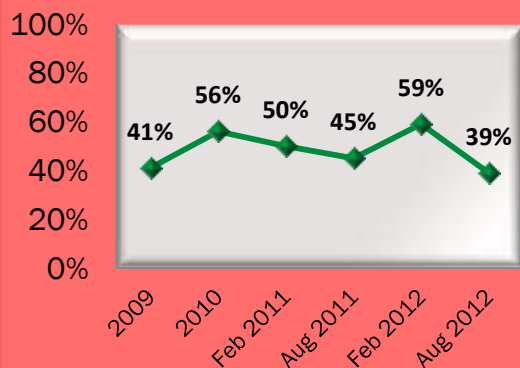
### District 3



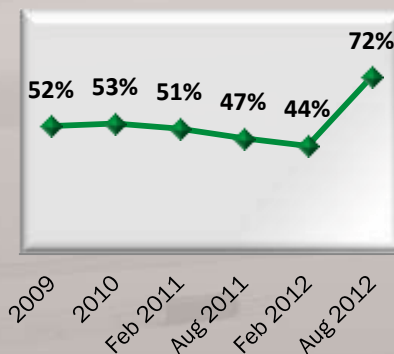
### District 4



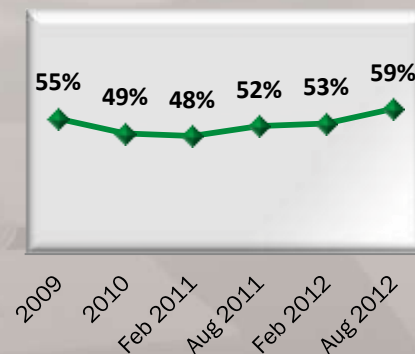
### District 5



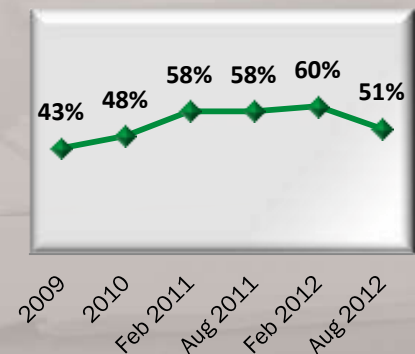
### District 6



### District 7



### District 8



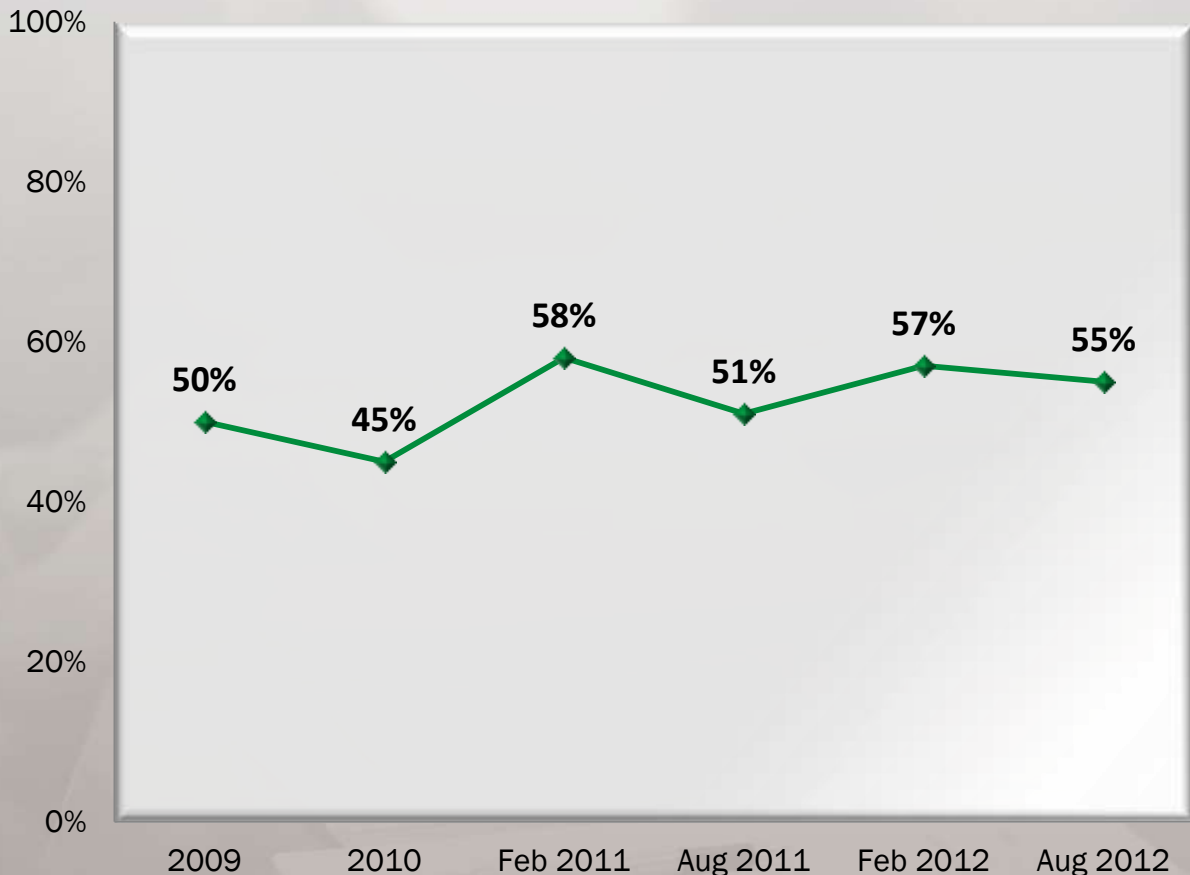
# GENERAL ATTITUDE AND BEHAVIOR OF OFFICERS



# Satisfaction with the general attitude and behavior of officers toward citizens has been holding in the mid-50's.

Q13: Police Department Satisfaction – General attitude and behavior of officers toward citizens

## Q13: General Attitude and Behavior of Officers Toward Citizens



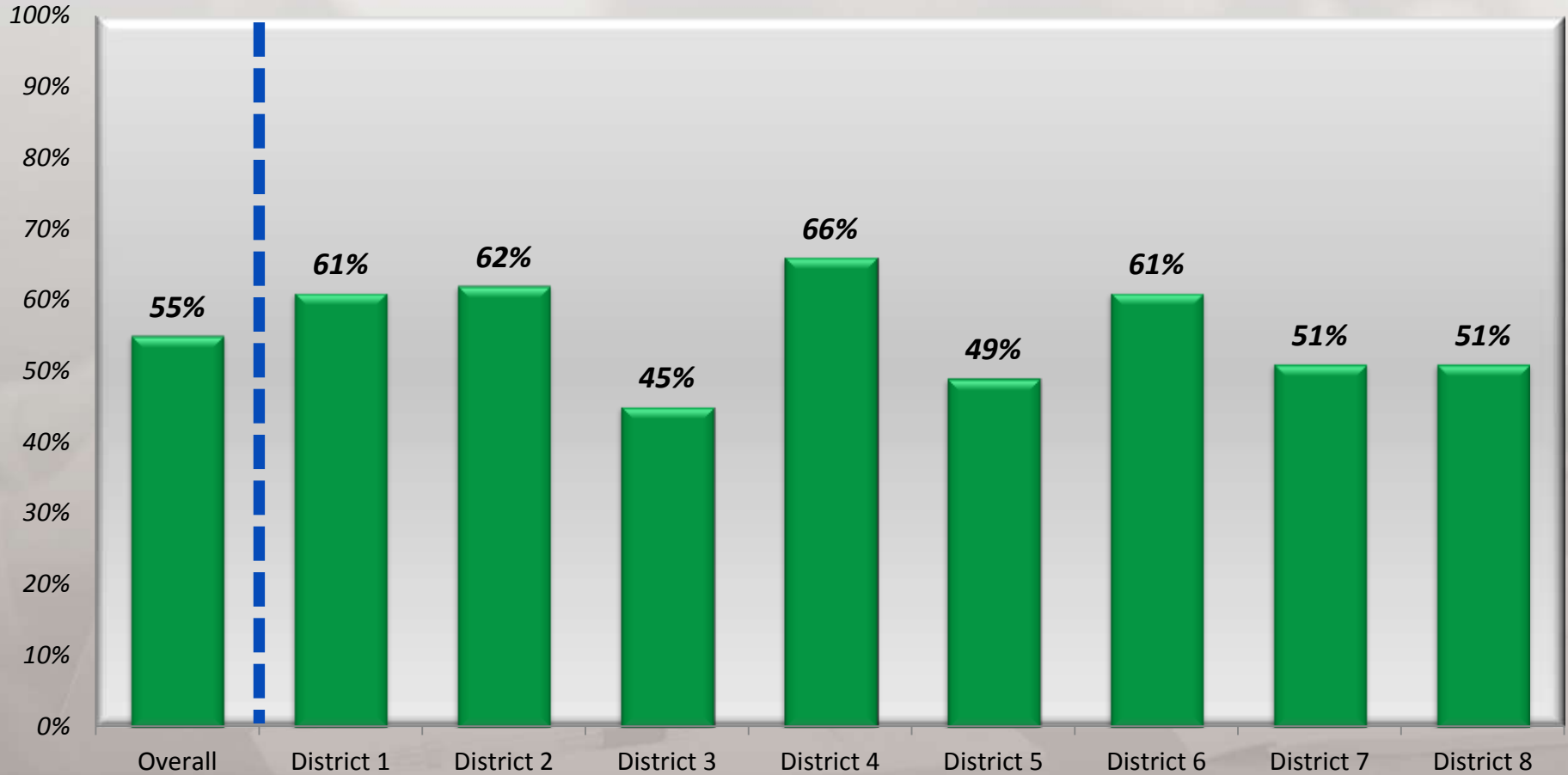
August 2012 Top Groups	
	% Satisfied
<HS Grad	73%
18-24	65%
White	62%
65-74	59%
	% Unsatisfied
25-34	49%
45-54	48%
Have Business	45%
College Graduate	43%



# District 3 is the least satisfied with the general attitude and behavior of officers toward citizens while District 4 is the most satisfied.

Q13: Police Department Satisfaction – General attitude and behavior of officers toward citizens

Q13: General Attitude and Behavior of Officers Toward Citizens





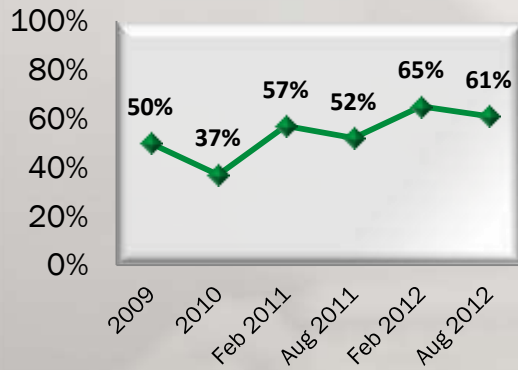


# Q13: Attitude/Behavior Trend by Police District

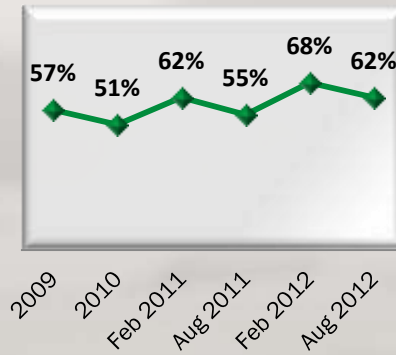
Q13: Police Department Satisfaction – General attitude and behavior of officers toward citizens

Overall Department Satisfaction: 56%  
Q13 Overall Satisfaction: 55%

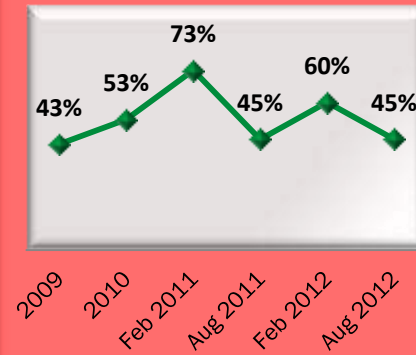
### District 1



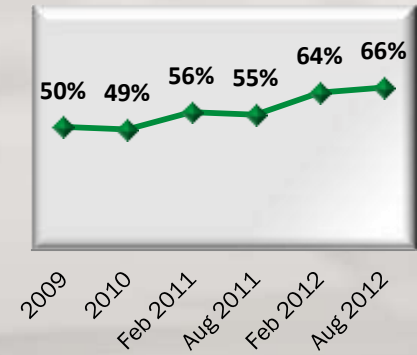
### District 2



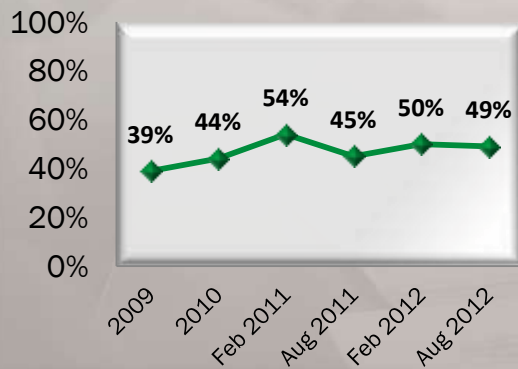
### District 3



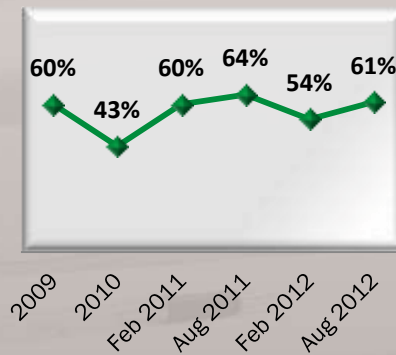
### District 4



### District 5



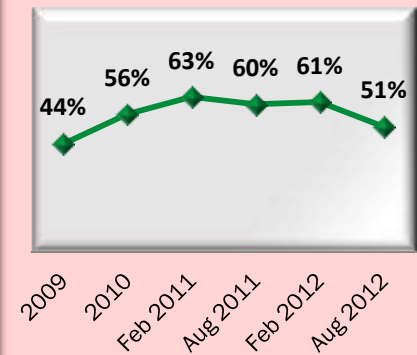
### District 6



### District 7



### District 8



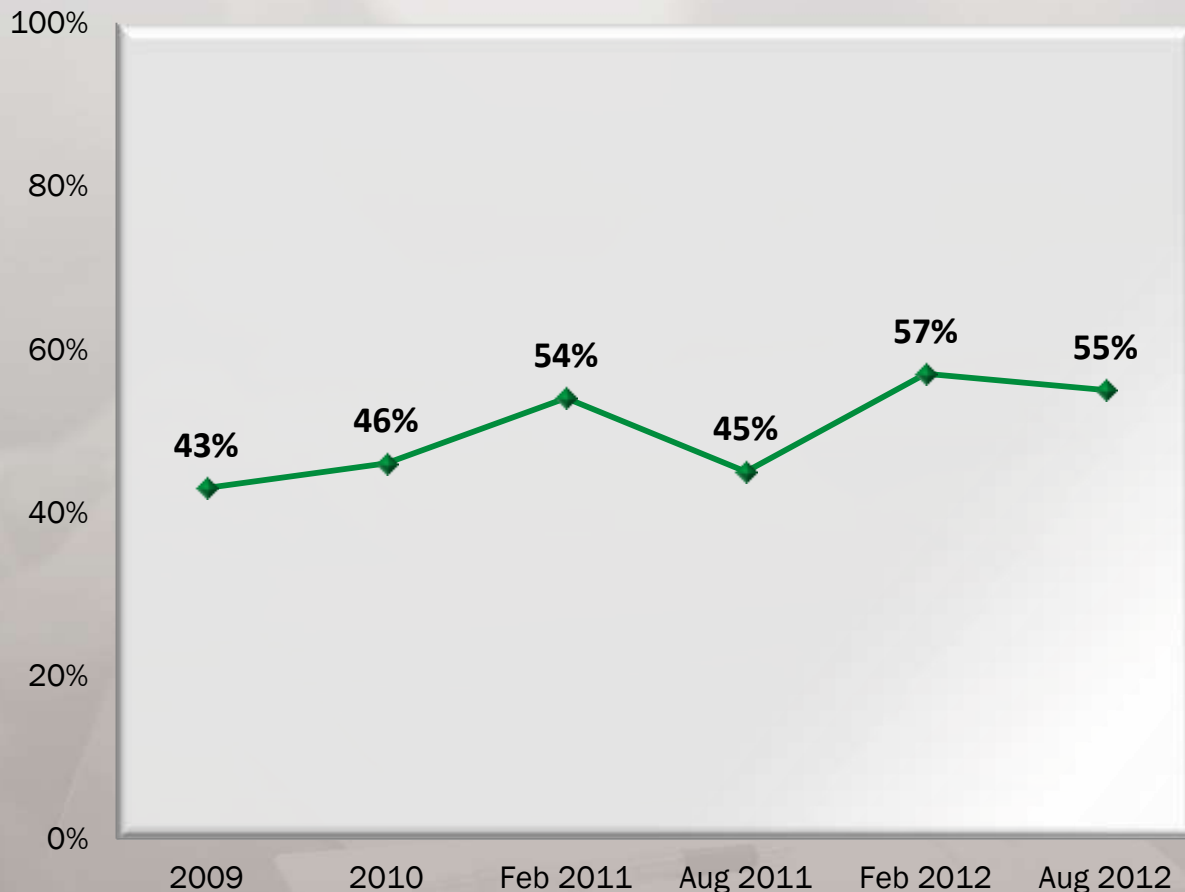
# OVERALL COMPETENCE OF POLICE DEPARTMENT



# Satisfaction with the overall competence of the New Orleans Police Department decreased slightly since earlier this year.

Q14: Police Department Satisfaction - Overall competence of the New Orleans Police Department

Q14: Overall Competence of Police Department



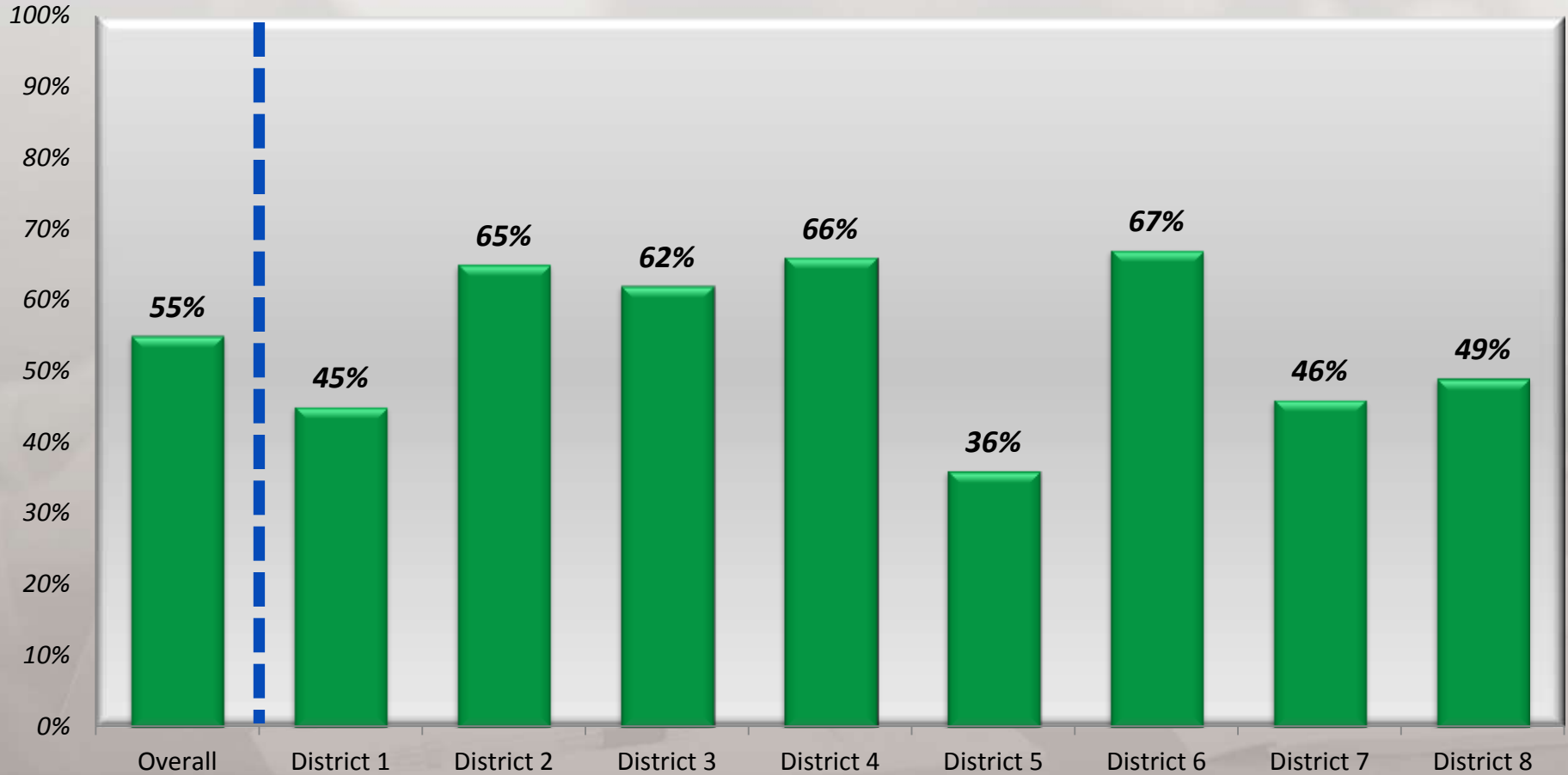
August 2012 Top Groups	
	% Satisfied
<HS Grad	75%
65-74	68%
75+	65%
White	65%
	% Unsatisfied
45-54	62%
Post Graduate	51%
Have Business	46%
HS Graduate	44%



# District 5 is the least satisfied with the overall competence of the police department while District 6 is the most satisfied.

Q14: Police Department Satisfaction – Overall competence of the New Orleans Police Department

Q14: Overall Competence of Police Department



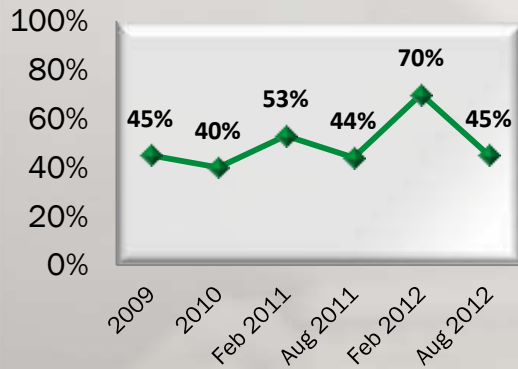


# Q14: Overall Competence Trend by Police District

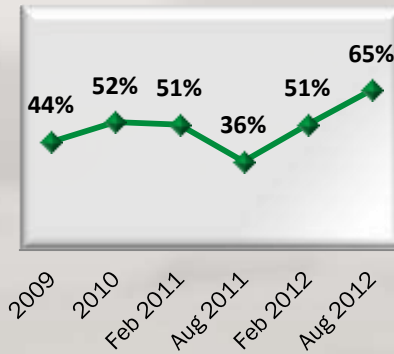
Q14: Police Department Satisfaction - Overall competence of the New Orleans Police Department

Overall Department Satisfaction: 56%  
Q14 Overall Satisfaction: 55%

### District 1



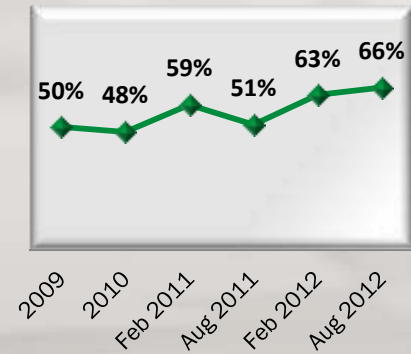
### District 2



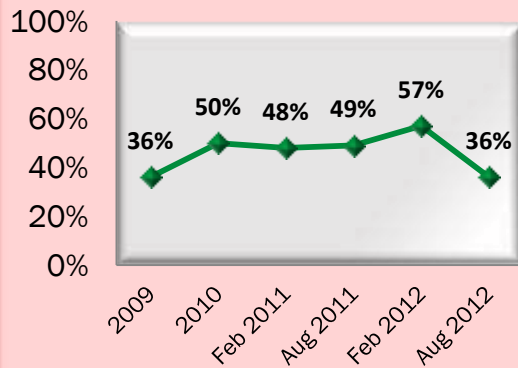
### District 3



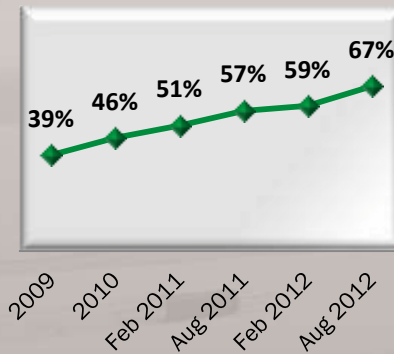
### District 4



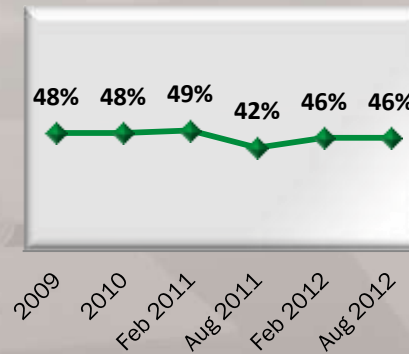
### District 5



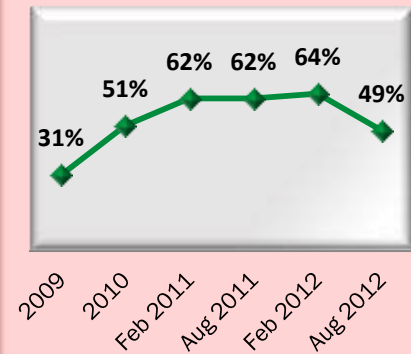
### District 6



### District 7



### District 8

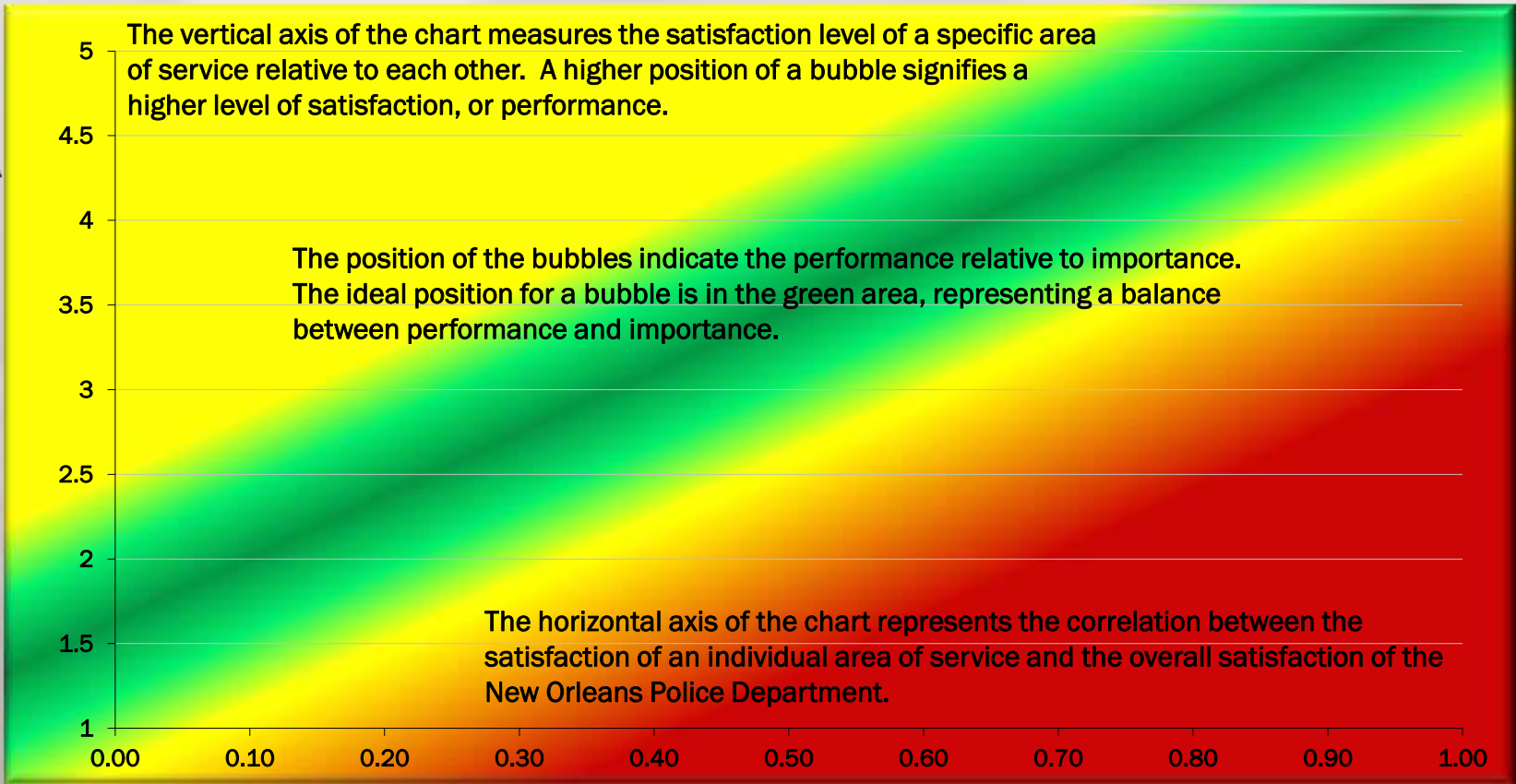


# SATISFACTION MAPS

- **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.**

Subgroup

↑  
PERFORMANCE (EXPLICIT MEAN)



→  
IMPORTANCE (CORRELATION)



# Satisfaction Areas Tested

Characteristics	Total Satisfied	Very Satisfied
6. Efforts to address violent crime	50%	12%
7. Efforts to address crimes against property, like homes and businesses	52%	17%
8. Getting drugs off the streets	29%	10%
9. Enforcing traffic laws	57%	24%
10. Cooperating with the public to address their concerns	55%	17%
11. The honesty and integrity of New Orleans Police officers	37%	11%
12. The professionalism of New Orleans Police officers	51%	17%
13. The general attitude and behavior of officers toward citizens	51%	16%
14. The overall competence of the New Orleans Police Department	45%	10%

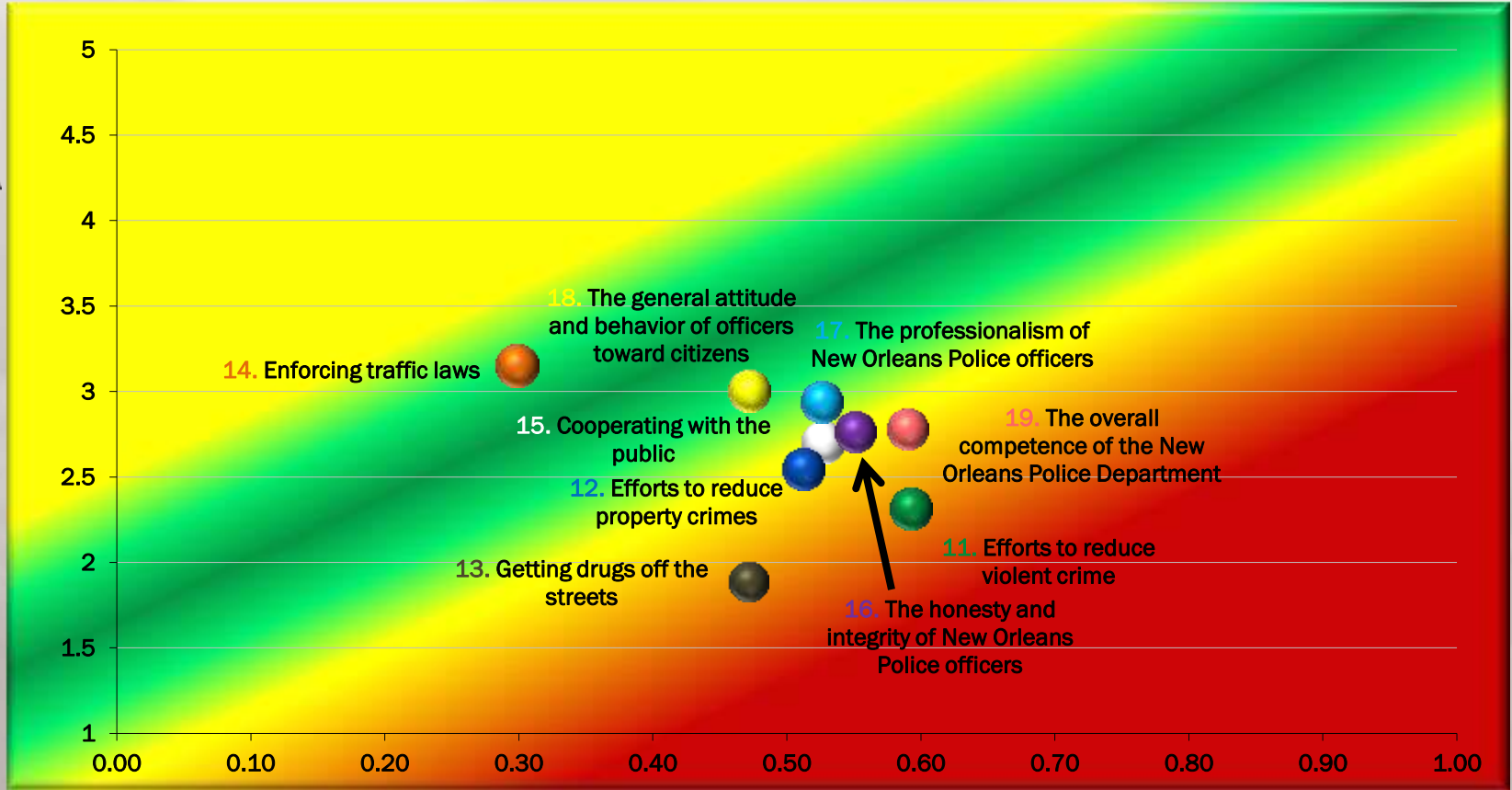


Overall satisfaction with a number various aspects of the police department were low in 2009 including getting drugs off the streets and addressing violent crime.

SatMap™ TOTAL (2009)

2009 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

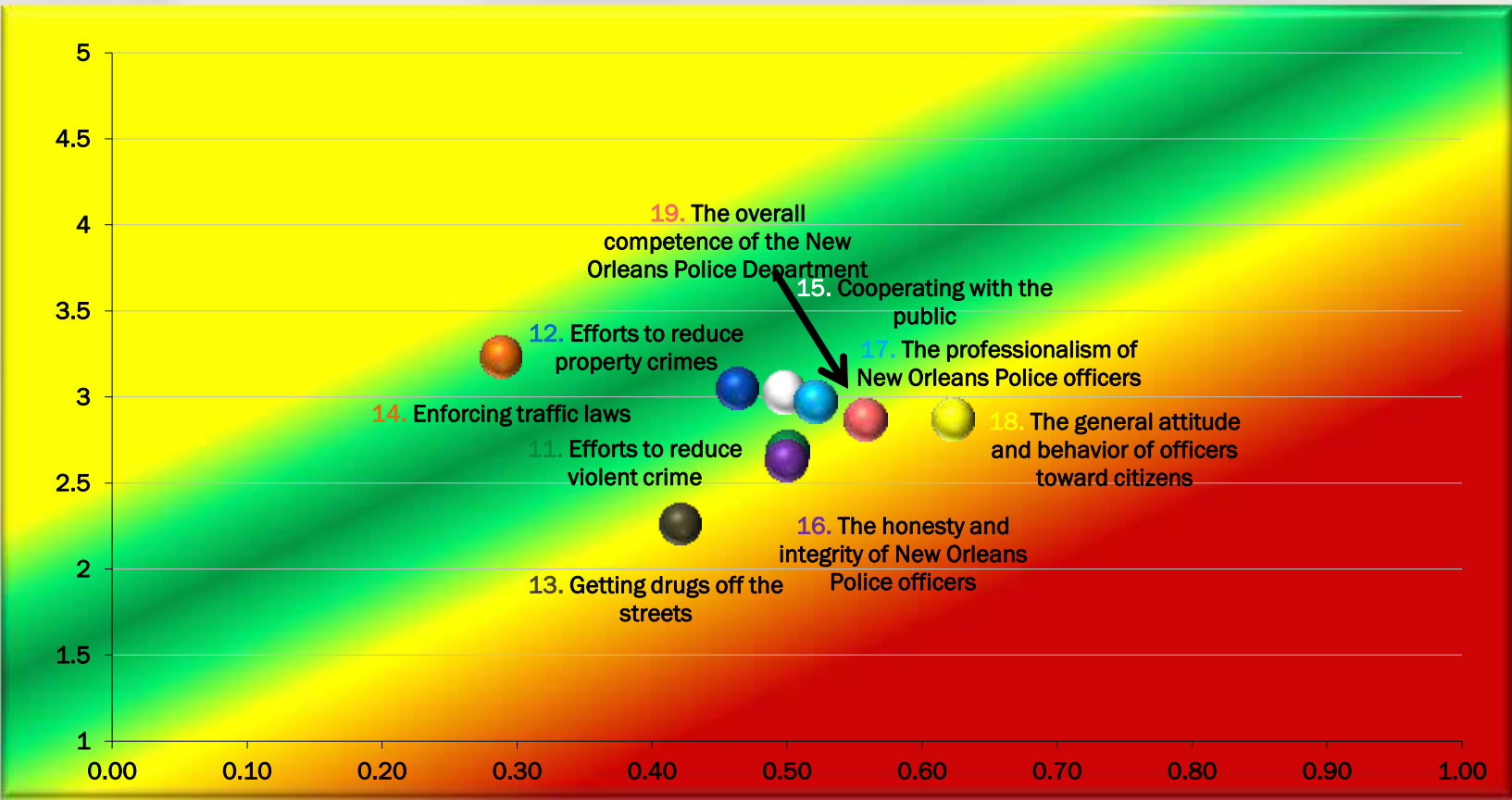


# 2010 saw a slight improvement in the overall satisfaction among New Orleans adults.

SatMap™ TOTAL (2010)

2010 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



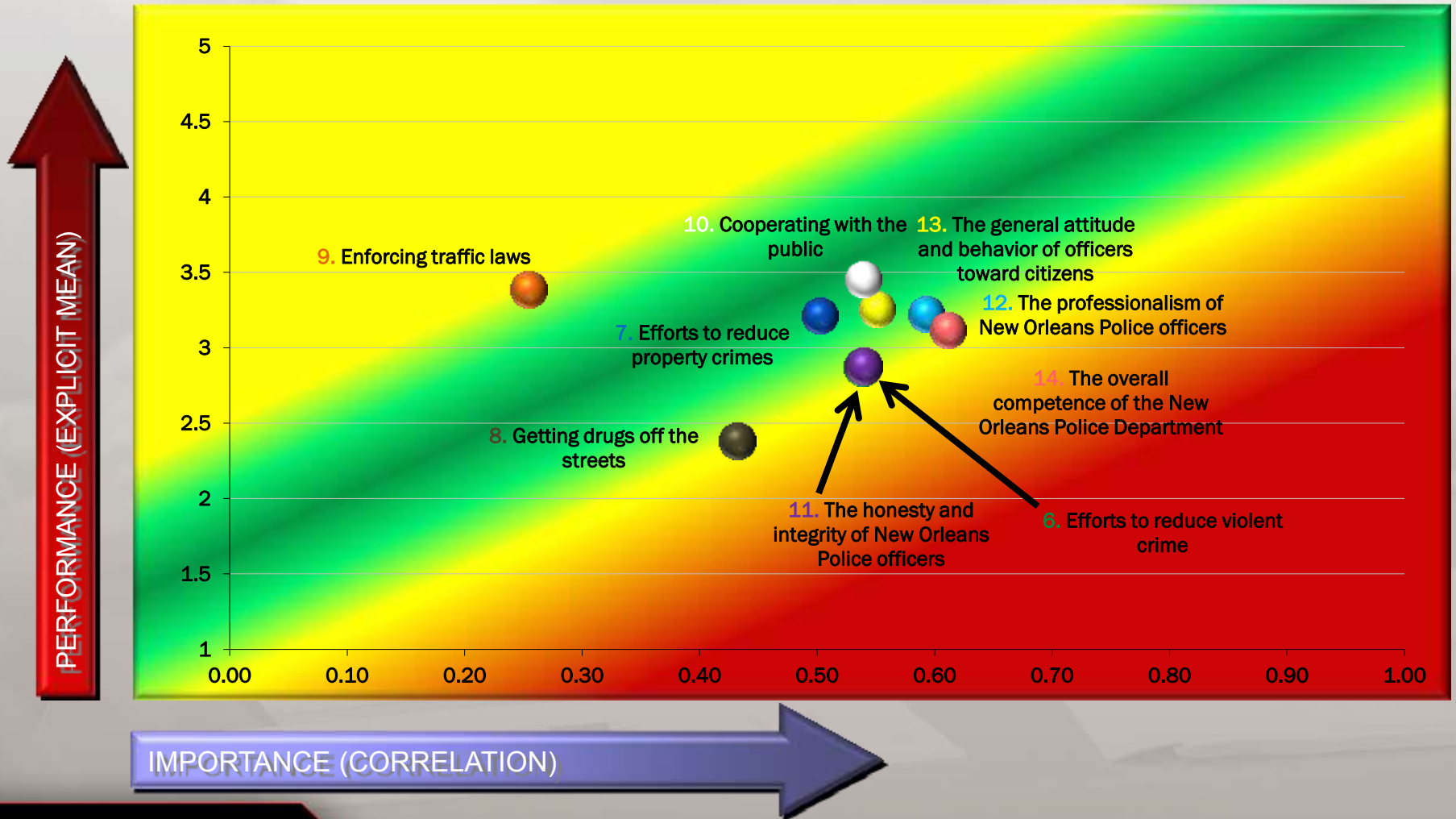
→ IMPORTANCE (CORRELATION)



# Satisfaction with the New Orleans Police Department increased slightly since 2010 with most items in line with expectations.

SatMap™ TOTAL (February 2011)

February 2011 Overall



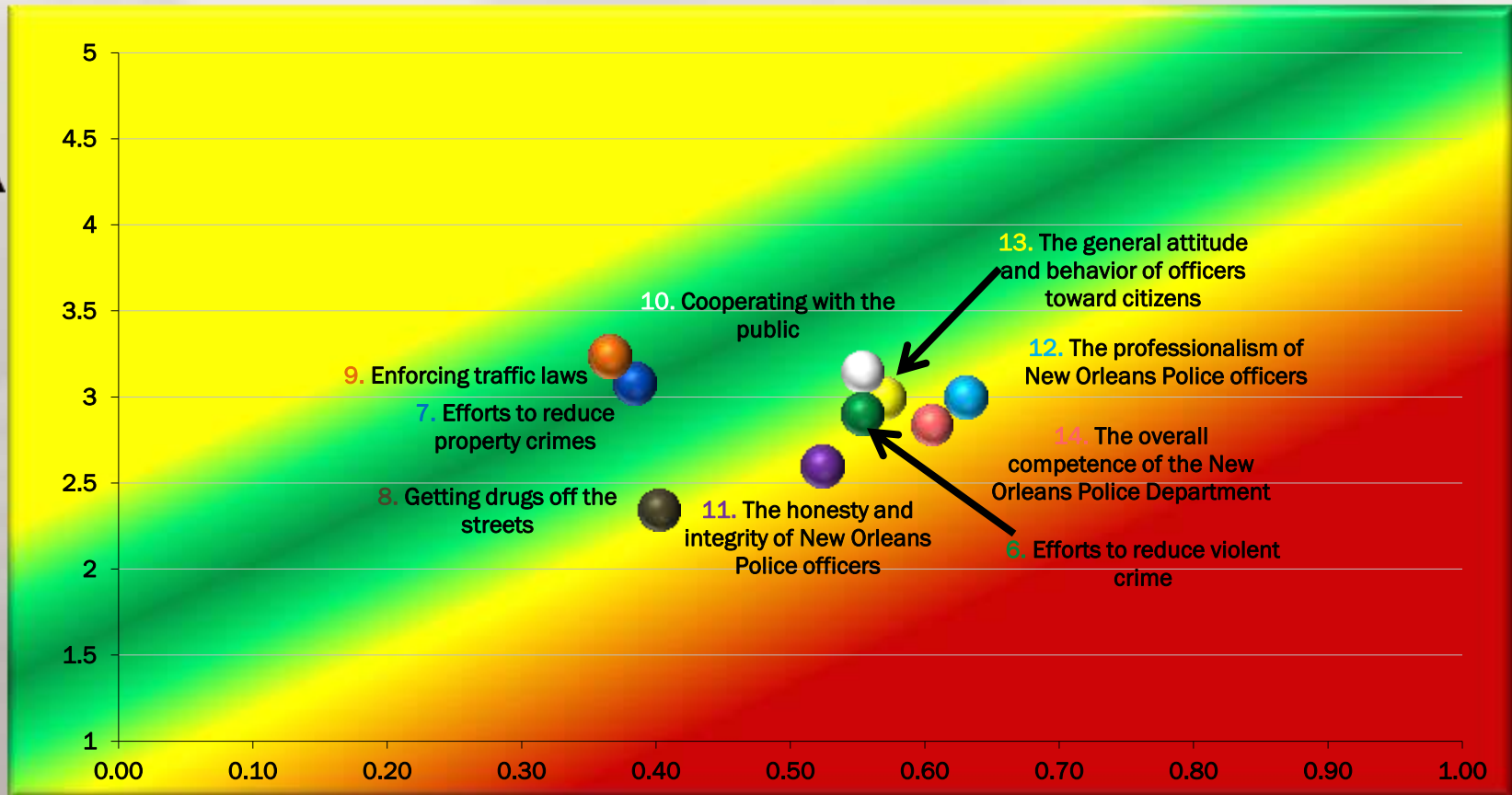


# August 2011 saw a number of aspects of the Police Department drop in performance.

SatMap™ TOTAL (August 2011)

August 2011 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

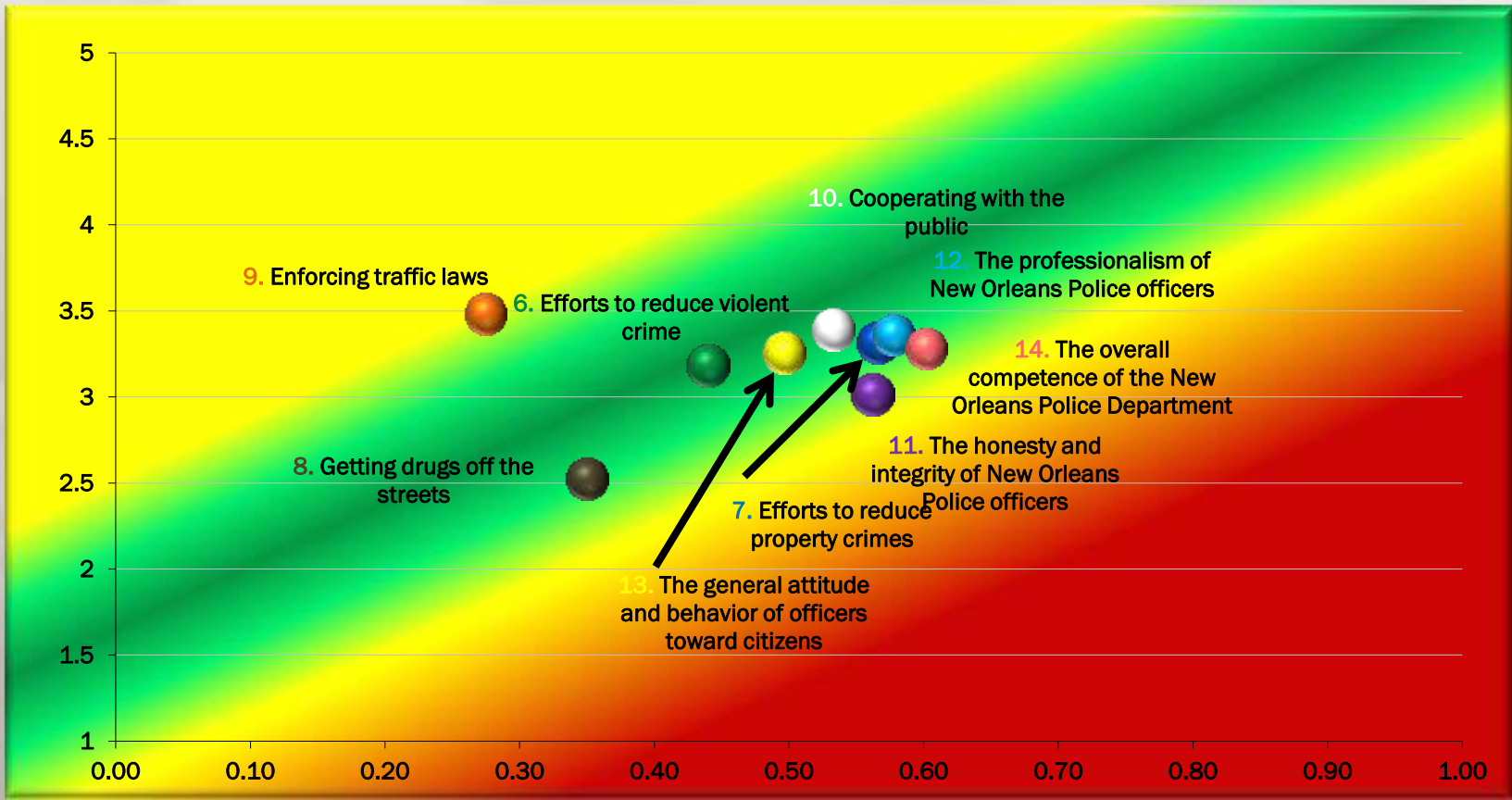


Performance on most aspects of the Police Department are again in line with expectations. The aspects with the lowest performance in terms of importance are the honesty and integrity of police officers and the overall competence of the police department.

SatMap™ TOTAL (February 2012)

February 2012 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



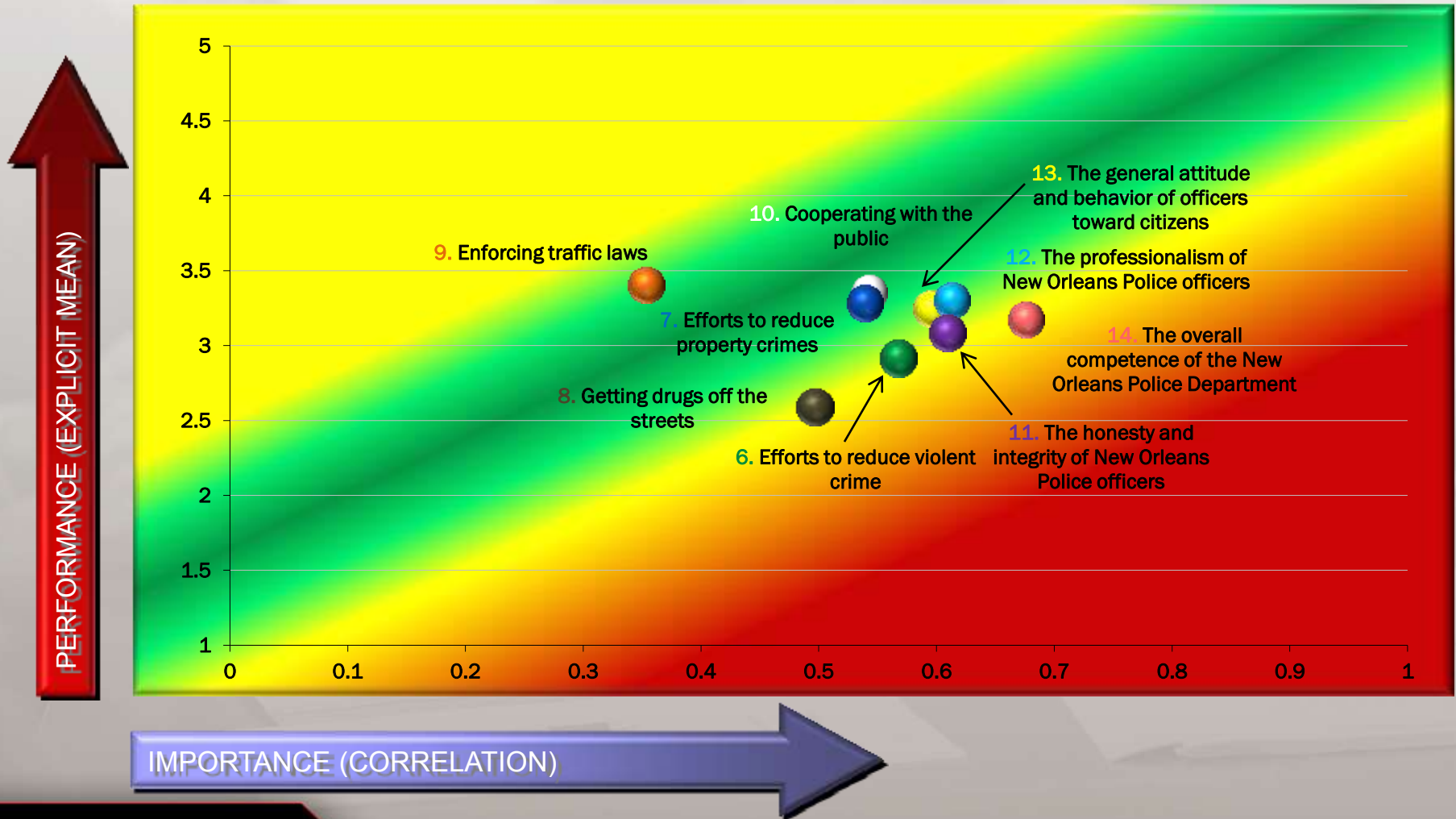
→ IMPORTANCE (CORRELATION)



Performance on the various aspects of the Police Department dropped slightly since earlier this year. The aspects with the lowest performance in terms of importance are the overall competence of the Department and the honesty and integrity of officers.

SatMap™ TOTAL (August 2012)

August 2012 Overall

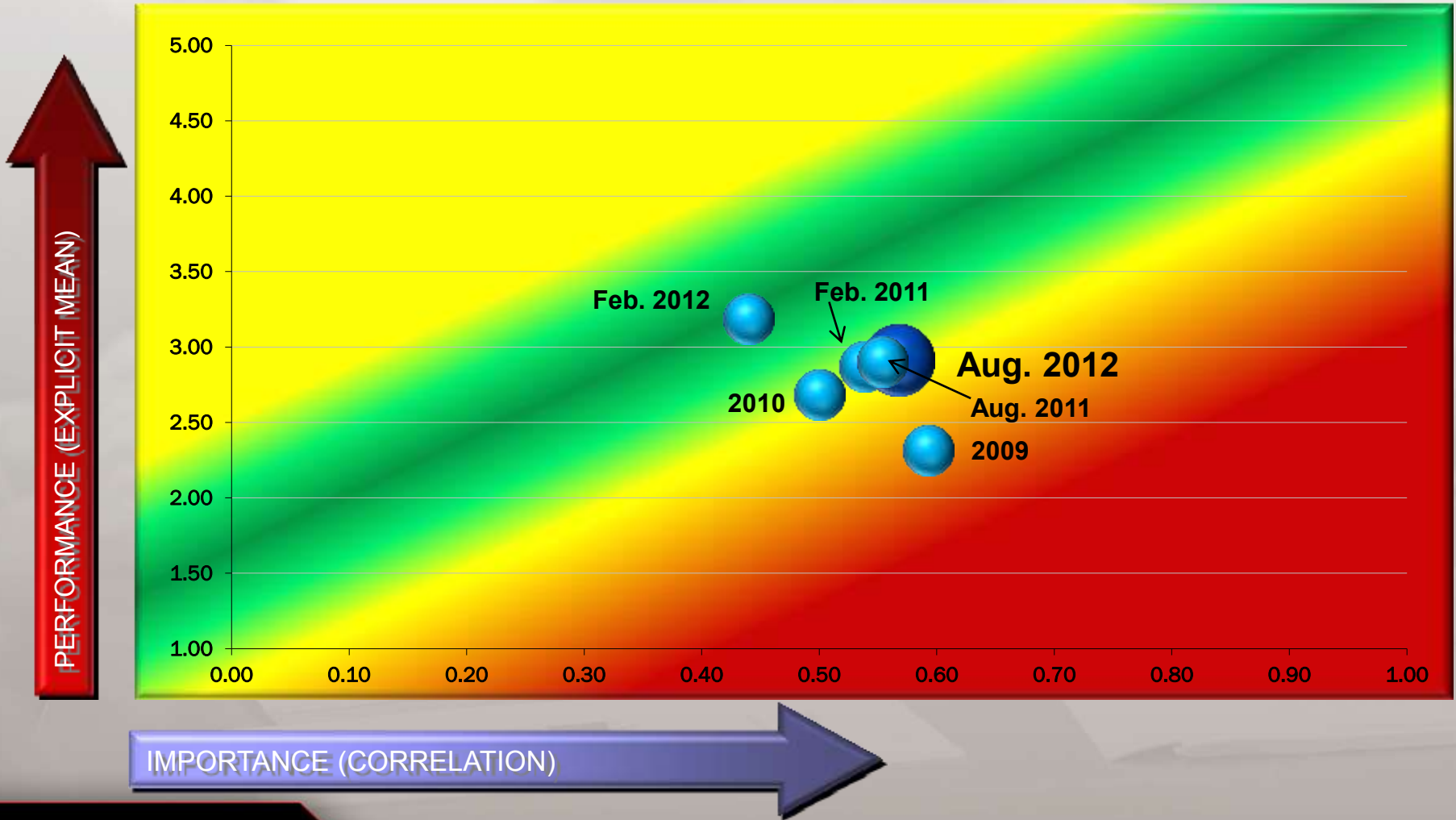


# TREND FOR INDIVIDUAL ASPECTS



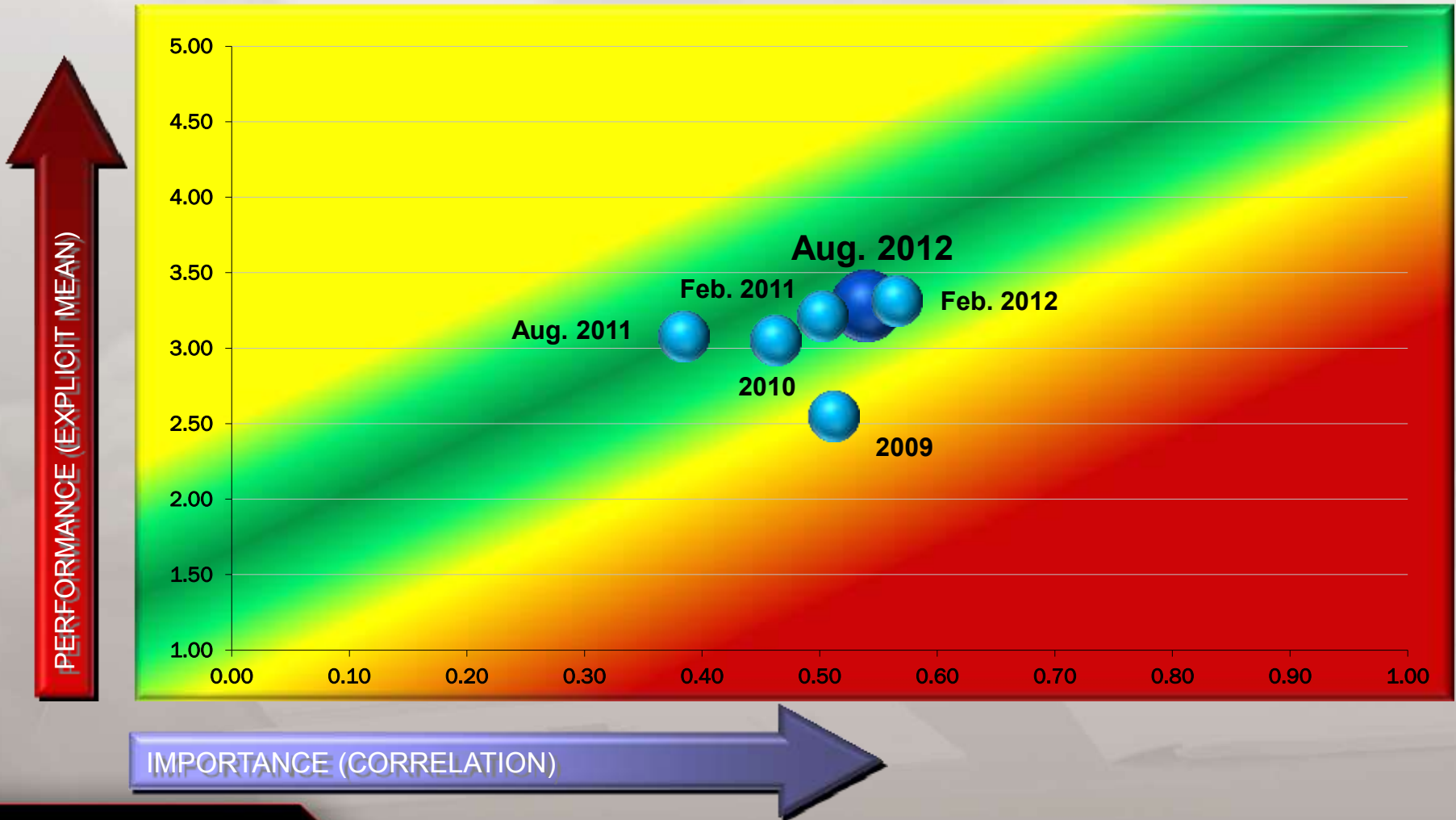
# Individual Aspect Trends

## Q6: Efforts to Address Violent Crime



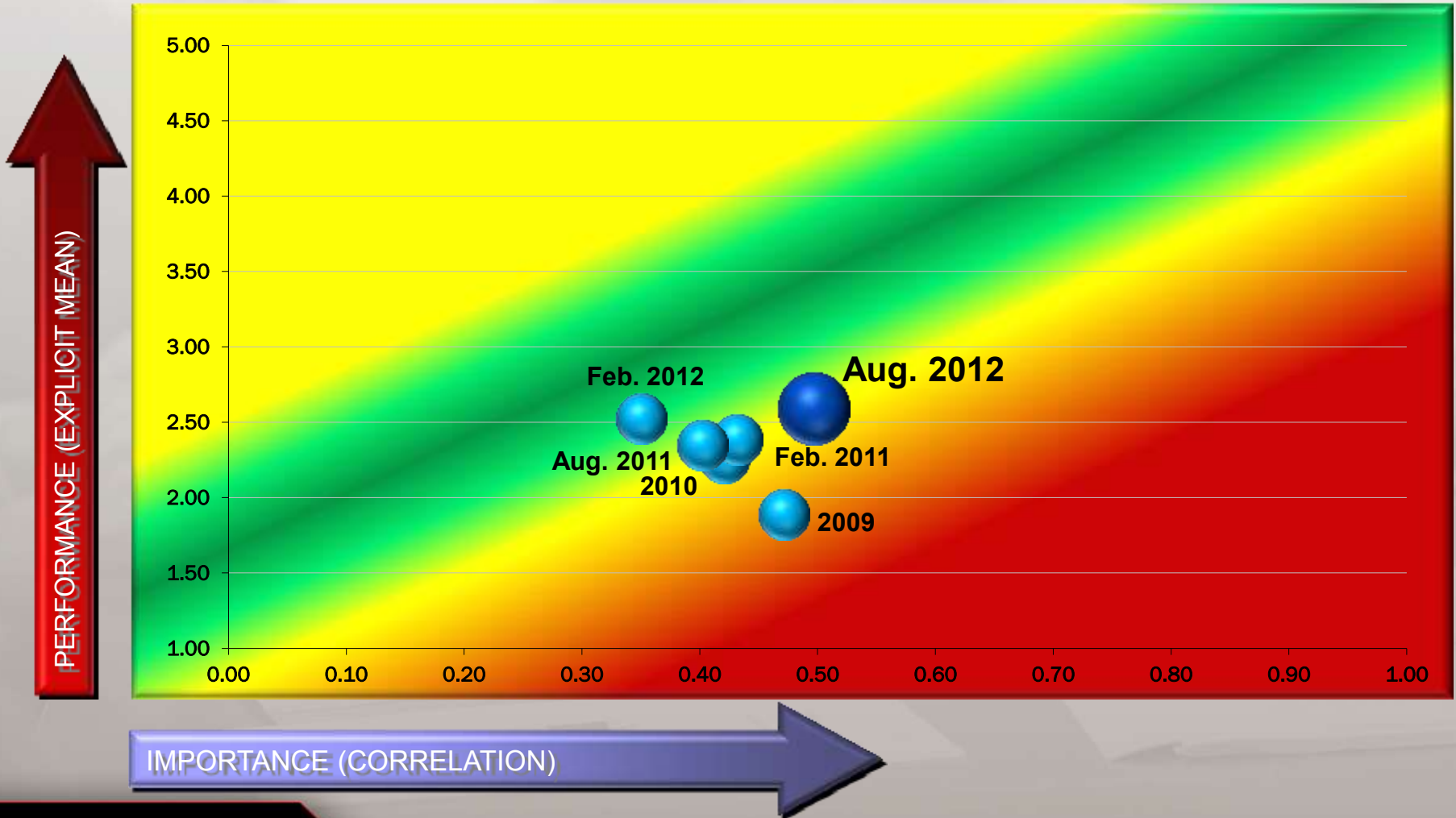
# Individual Aspect Trends

## Q7: Efforts to Address Crimes Against Property



# Individual Aspect Trends

## Q8: Getting Drugs Off the Streets



# Individual Aspect Trends

## Q9: Enforcing Traffic Laws

