



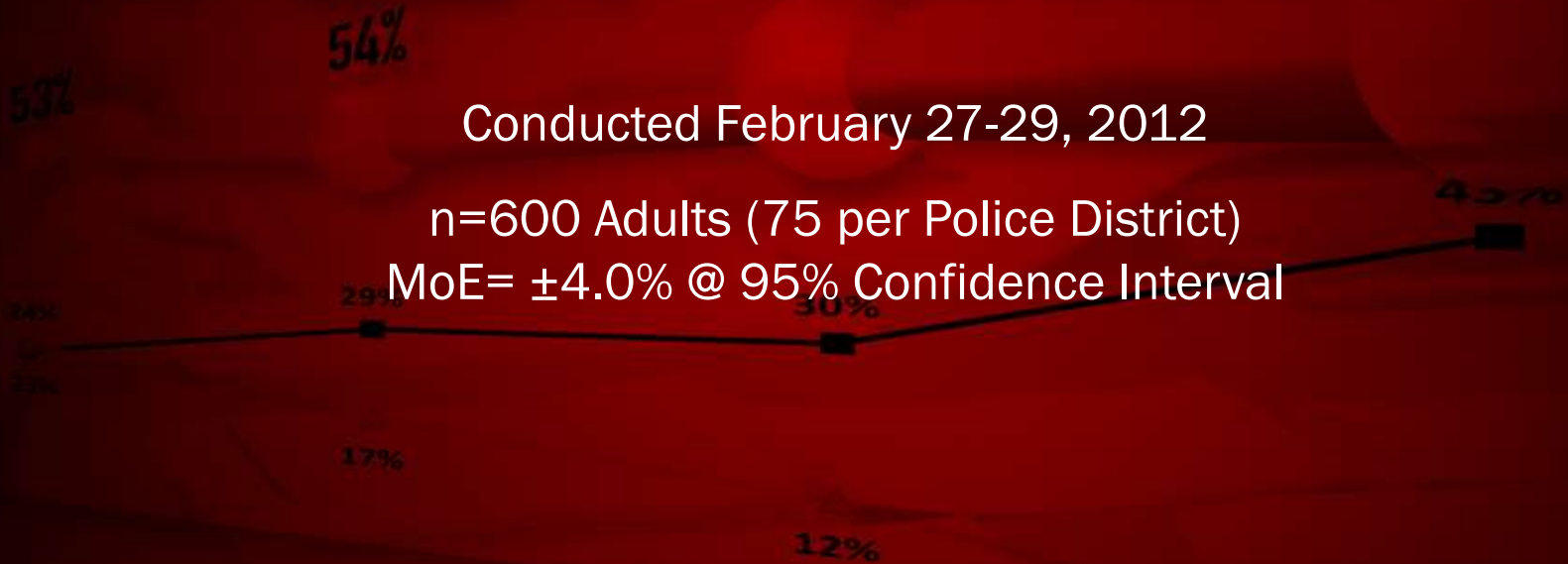
# New Orleans Crime Coalition

## February 2012 Citizen Satisfaction Study

Conducted February 27-29, 2012

n=600 Adults (75 per Police District)

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



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# Most Important Issue



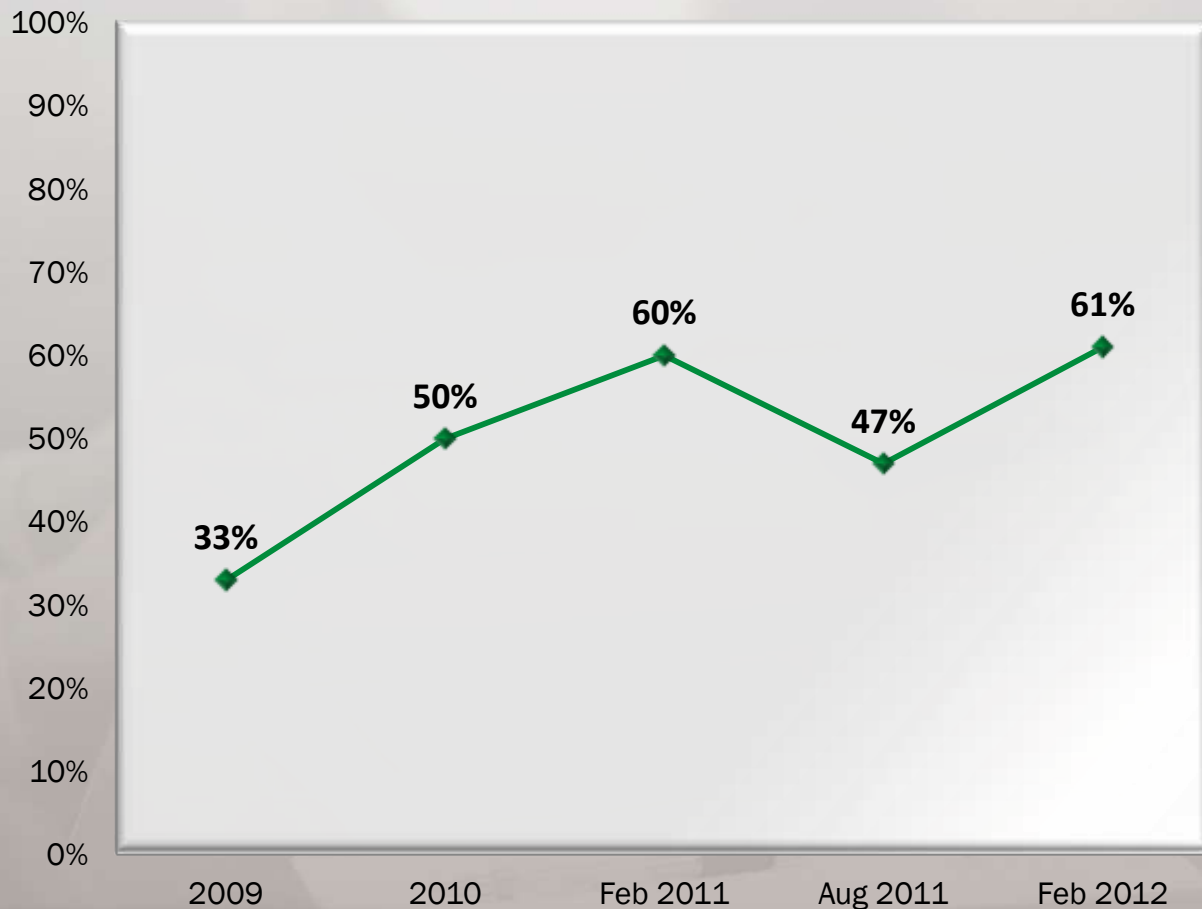
# Police Department Satisfaction



# Overall satisfaction with the New Orleans Police Department has returned to levels seen at the beginning of 2011.

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?

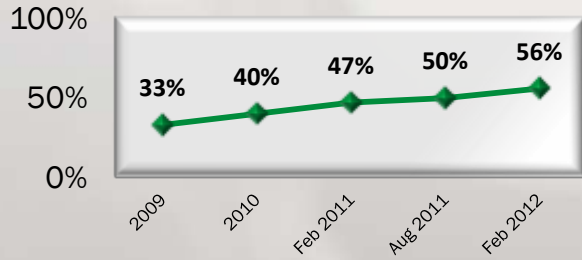
## Q5: Overall Satisfaction



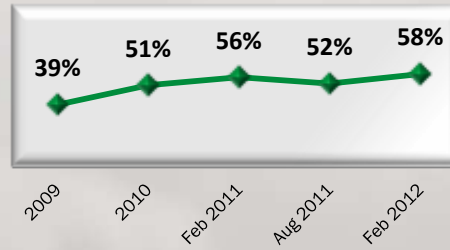
February 2012 Top Groups	
	% Satisfied
District 2	68%
Age 65-74	68%
District 3	67%
District 4	66%
	% Unsatisfied
Age 25-34	45%
District 7	43%
District 8	42%
District 1	41%

# Total Satisfaction (Overall)

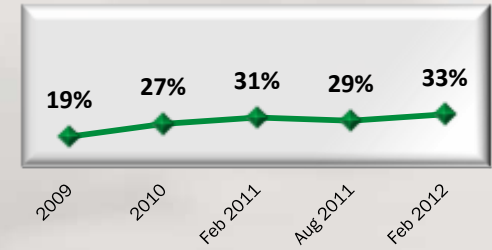
**Q6: Violent Crime**



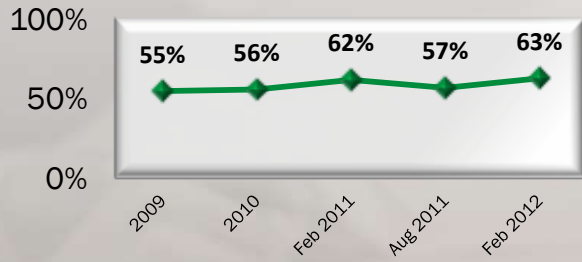
**Q7: Property Crime**



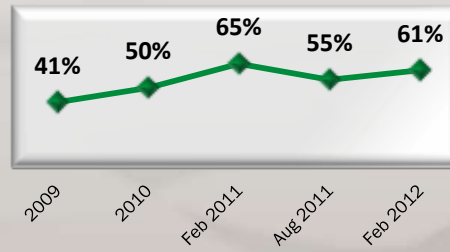
**Q8: Drugs off Streets**



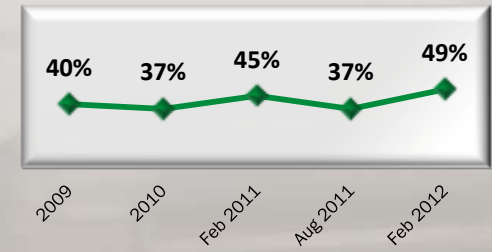
**Q9: Enforcing Traffic Laws**



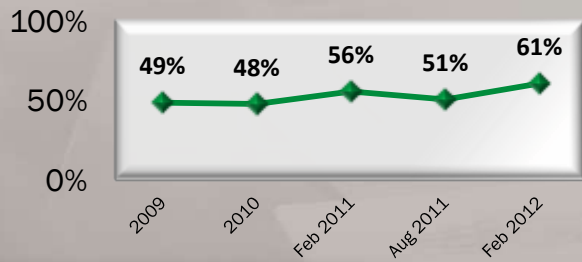
**Q10: Cooperating with Public**



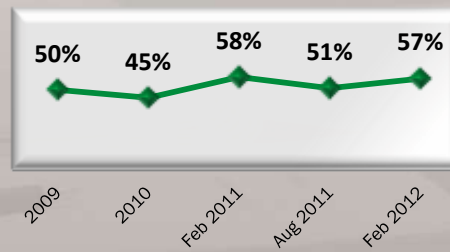
**Q11: Honesty/Integrity**



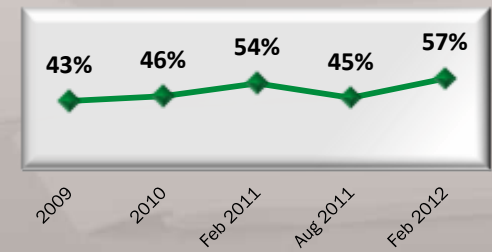
**Q12: Professionalism**



**Q13: Attitude/Behaviors**



**Q14: Overall Competence**

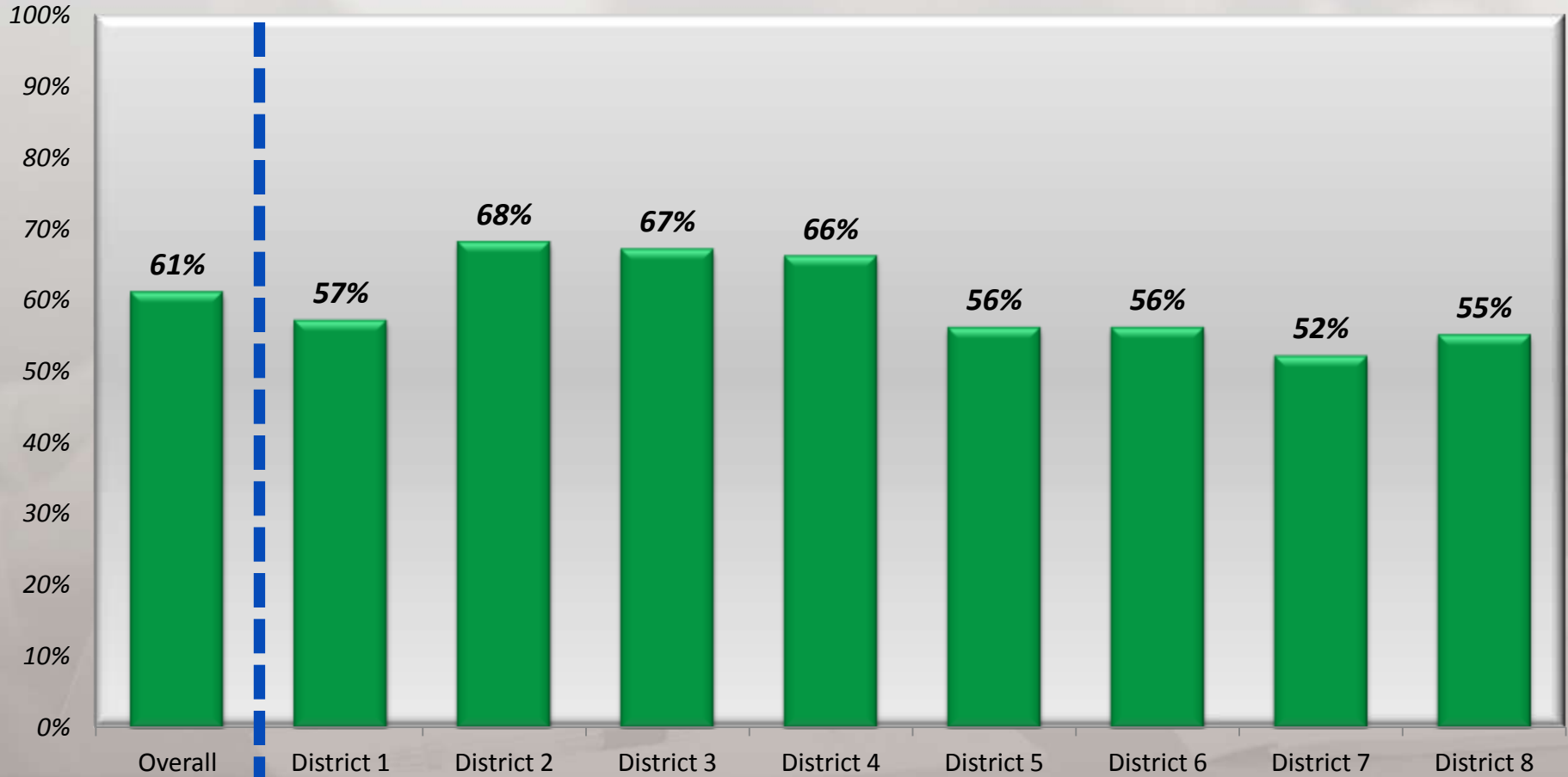




# District 7 has the least overall satisfaction with the New Orleans Police Department while District 2 is the most satisfied.

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



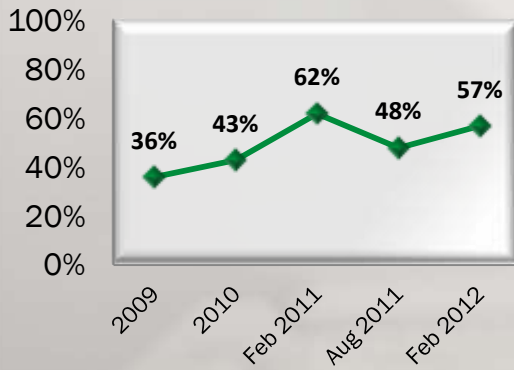




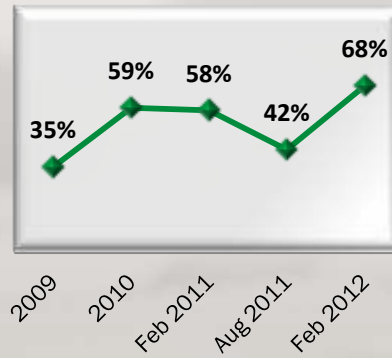
# Q5: Overall Satisfaction Trend by Police District

Overall Department Satisfaction: 61%

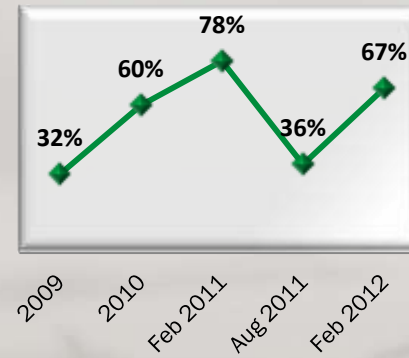
### District 1



### District 2



### District 3



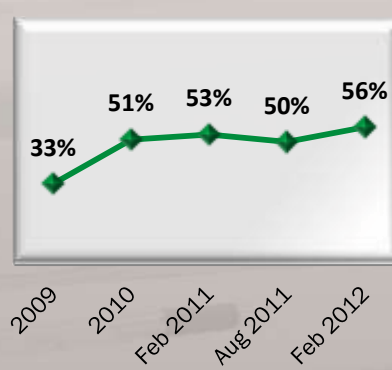
### District 4



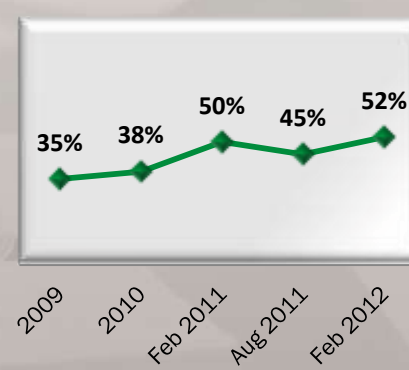
### District 5



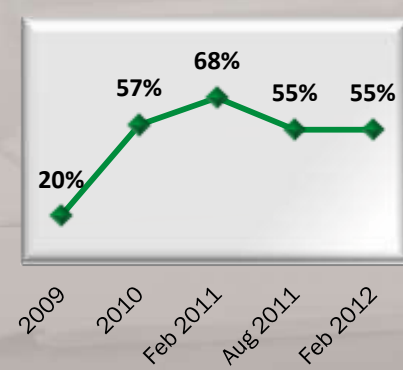
### District 6



### District 7



### District 8



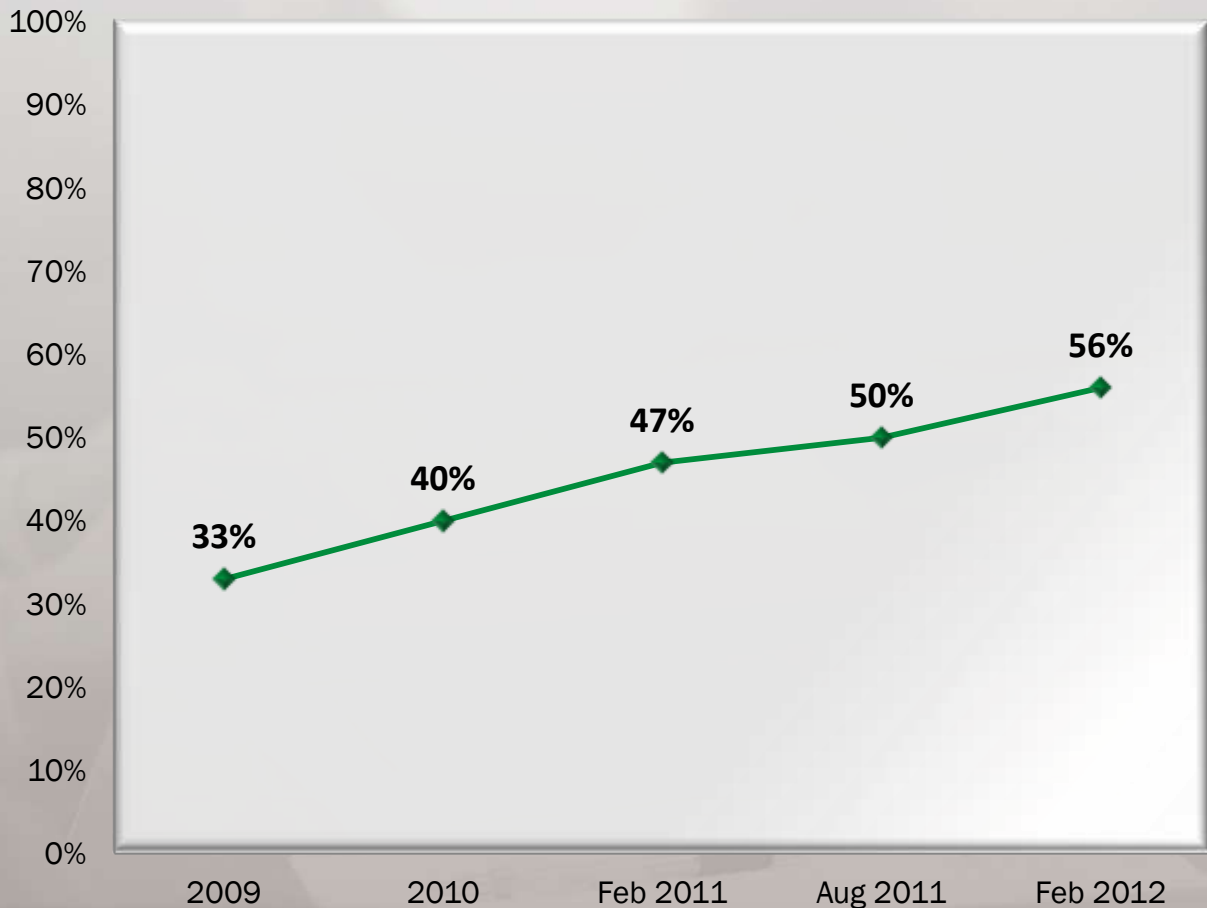
# Efforts to Address Violent Crime



# Satisfaction with efforts to address violent crime continues to steadily improve.

Q6: Police Department Satisfaction – Efforts to address violent crime

## Q6: Efforts to Address Violent Crime



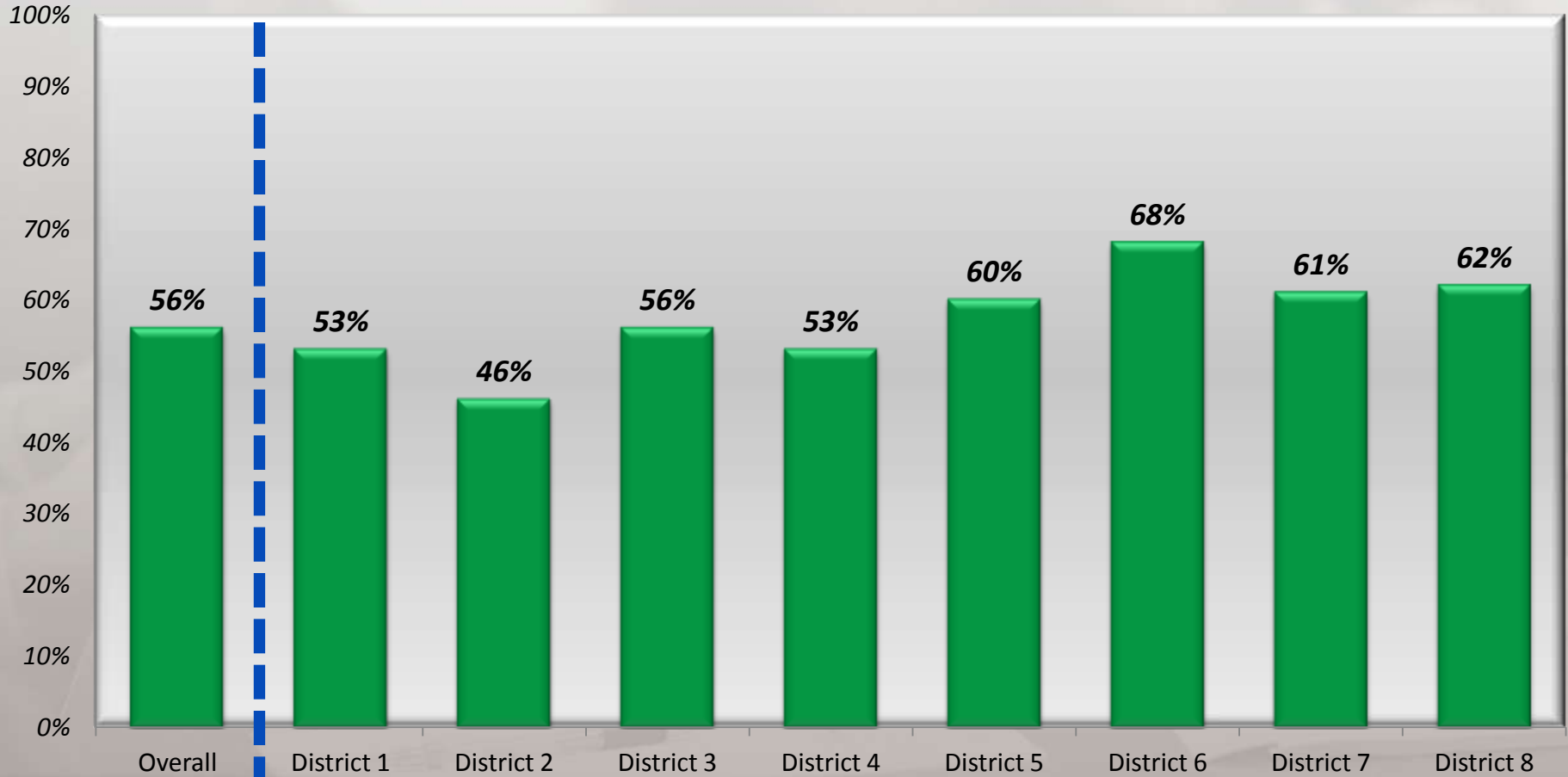
February 2012 Top Groups	
	% Satisfied
District 6	68%
Residency <15 Yrs	64%
High School Grad	64%
Age 65-74	62%
	% Unsatisfied
College Grad	58%
Business	50%
District 4	47%
District 1	46%



# District 2 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

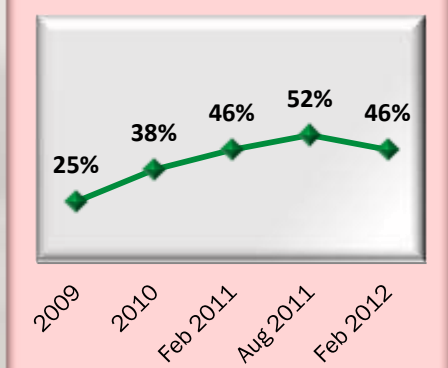
Q6: Police Department Satisfaction – Efforts to address violent crime

**Overall Department Satisfaction: 61%**  
**Q6 Overall Satisfaction: 56%**

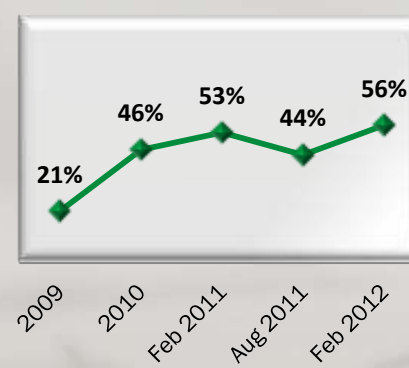
### District 1



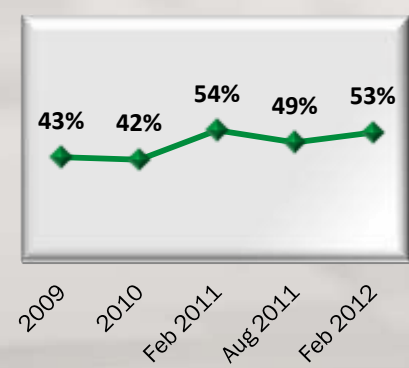
### District 2



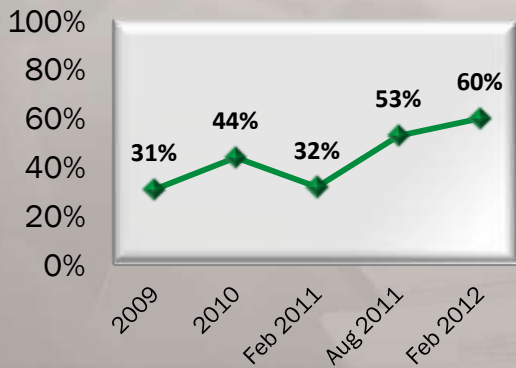
### District 3



### District 4



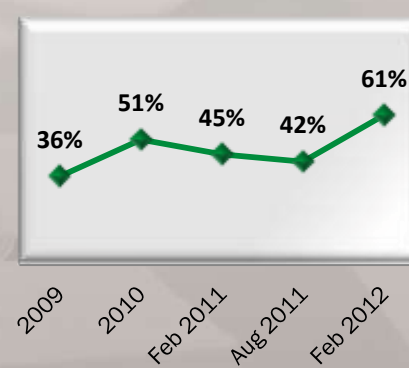
### District 5



### District 6



### District 7



### District 8



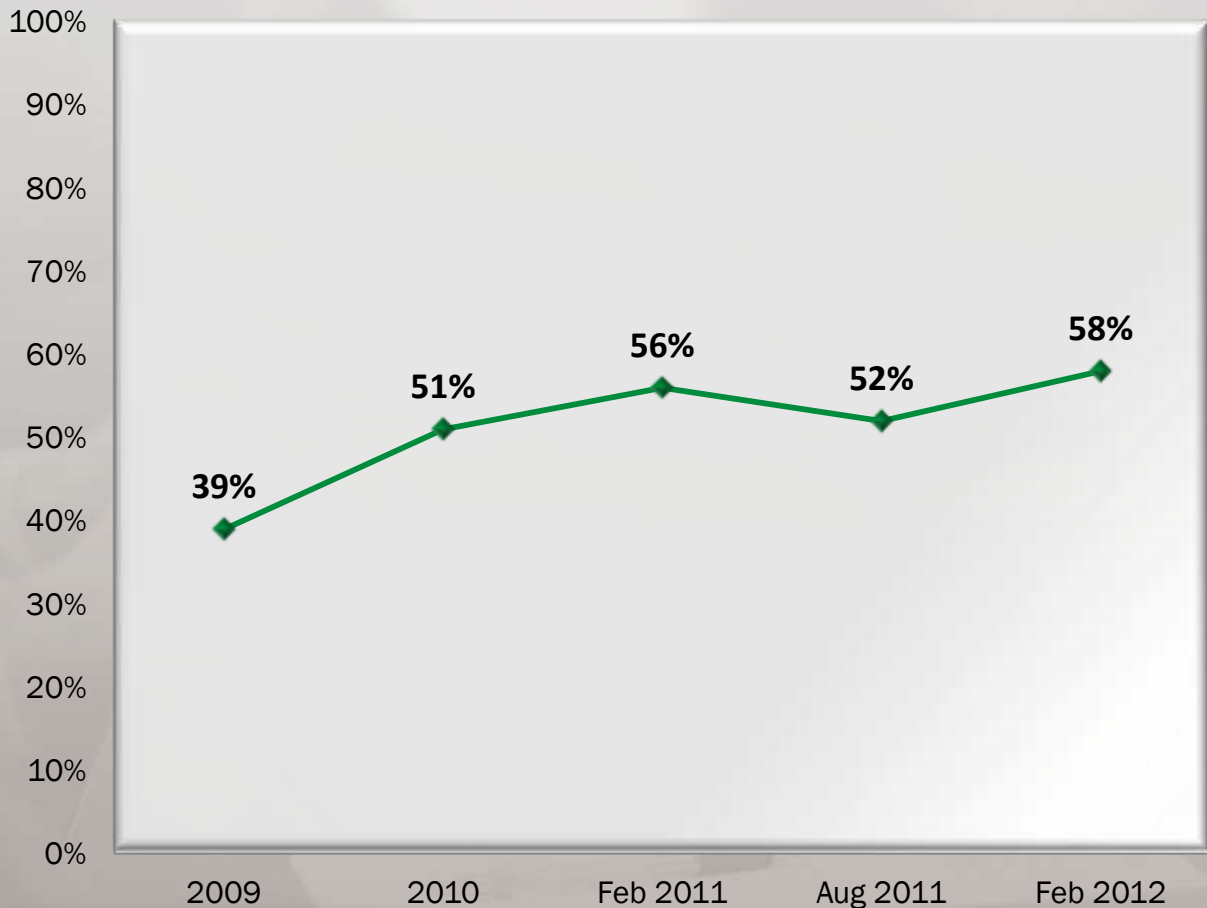
# Efforts to Address Property Crimes



# Satisfaction with efforts to address property crimes is slightly higher than it was one year ago.

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

## Q7: Efforts to Address Property Crimes



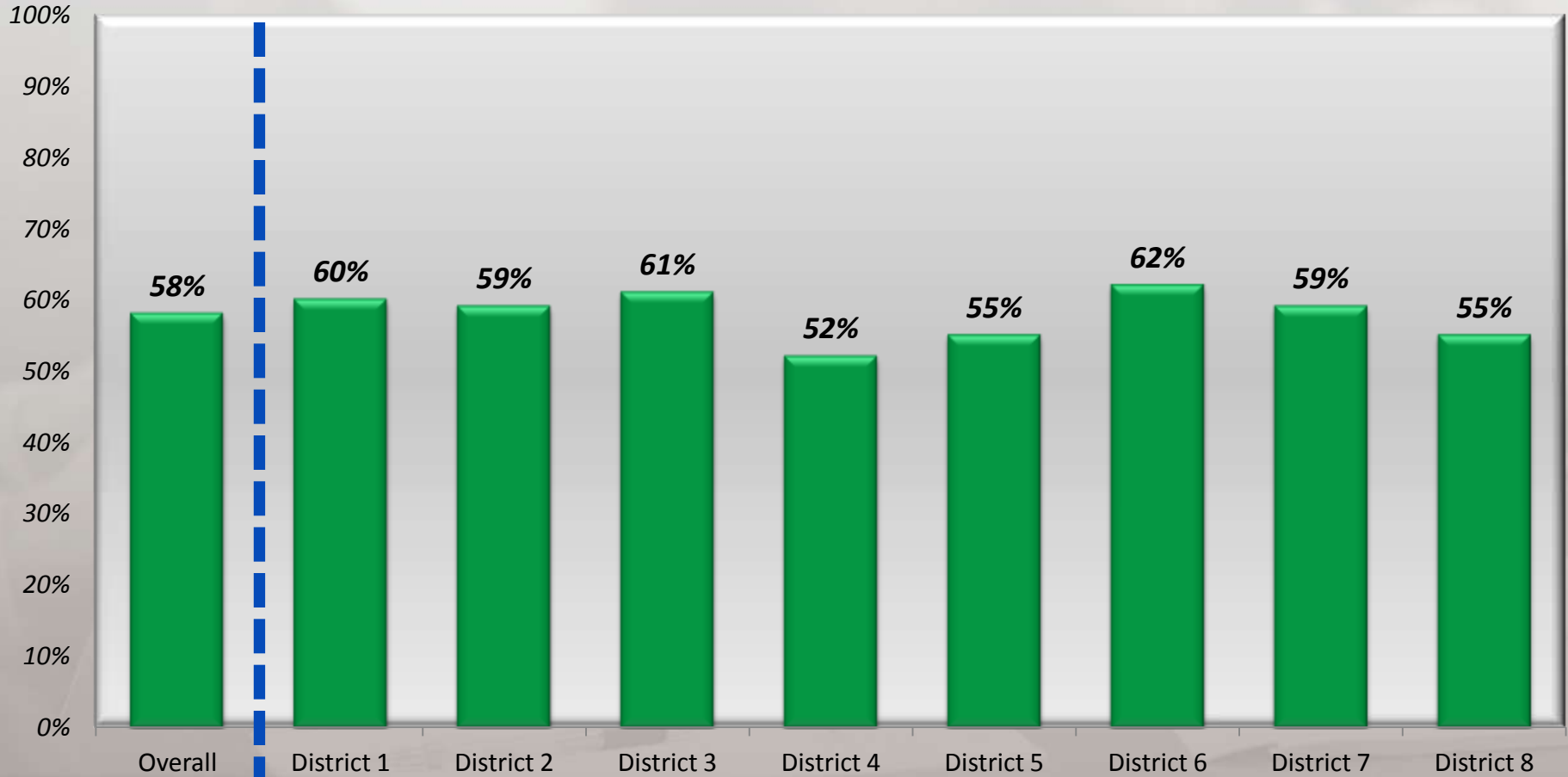
February 2012 Top Groups	
	% Satisfied
Residency <15 Yrs	68%
Post Graduate	65%
White	64%
High School Grad	63%
	% Unsatisfied
Business	43%
Age 45-54	39%
District 5	39%
District 1	39%



# 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





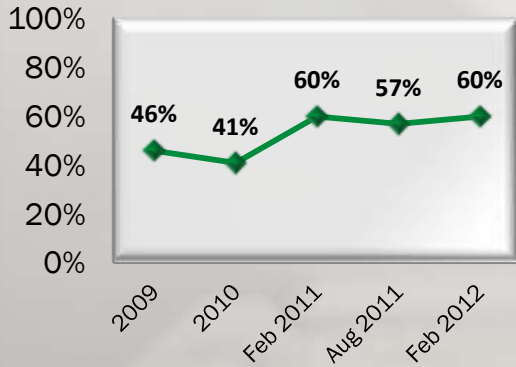


# Q7: Property Crimes Trend by Police District

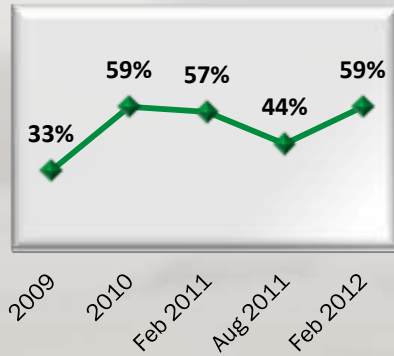
Q7: Police Department Satisfaction – Efforts to address crimes against property like homes and businesses

**Overall Department Satisfaction: 61%**  
**Q7 Overall Satisfaction: 58%**

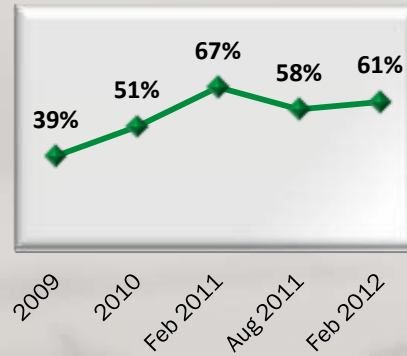
### District 1



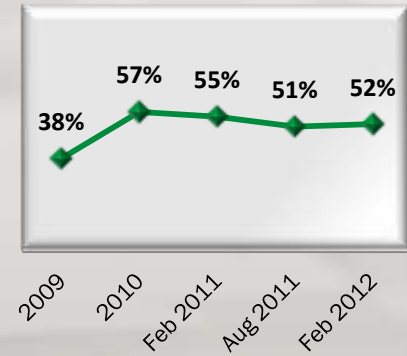
### District 2



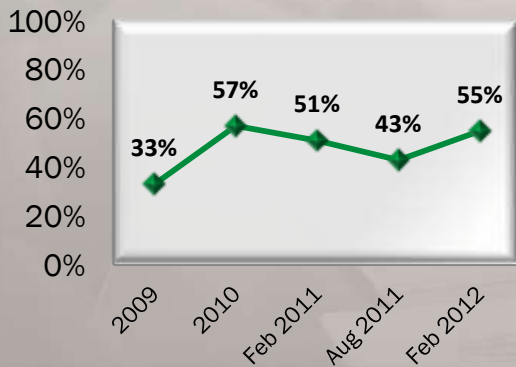
### District 3



### District 4



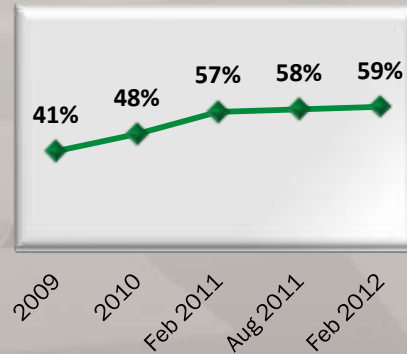
### District 5



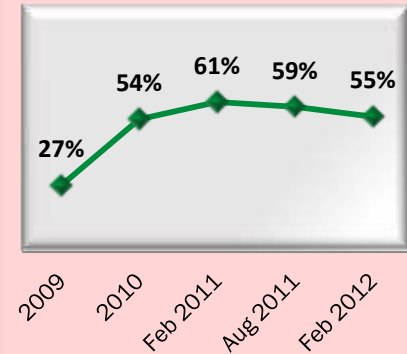
### District 6



### District 7



### District 8



The background of the slide is a blurred image of several white envelopes scattered across a light-colored surface. A prominent red rounded rectangle is centered on the slide, containing the title text.

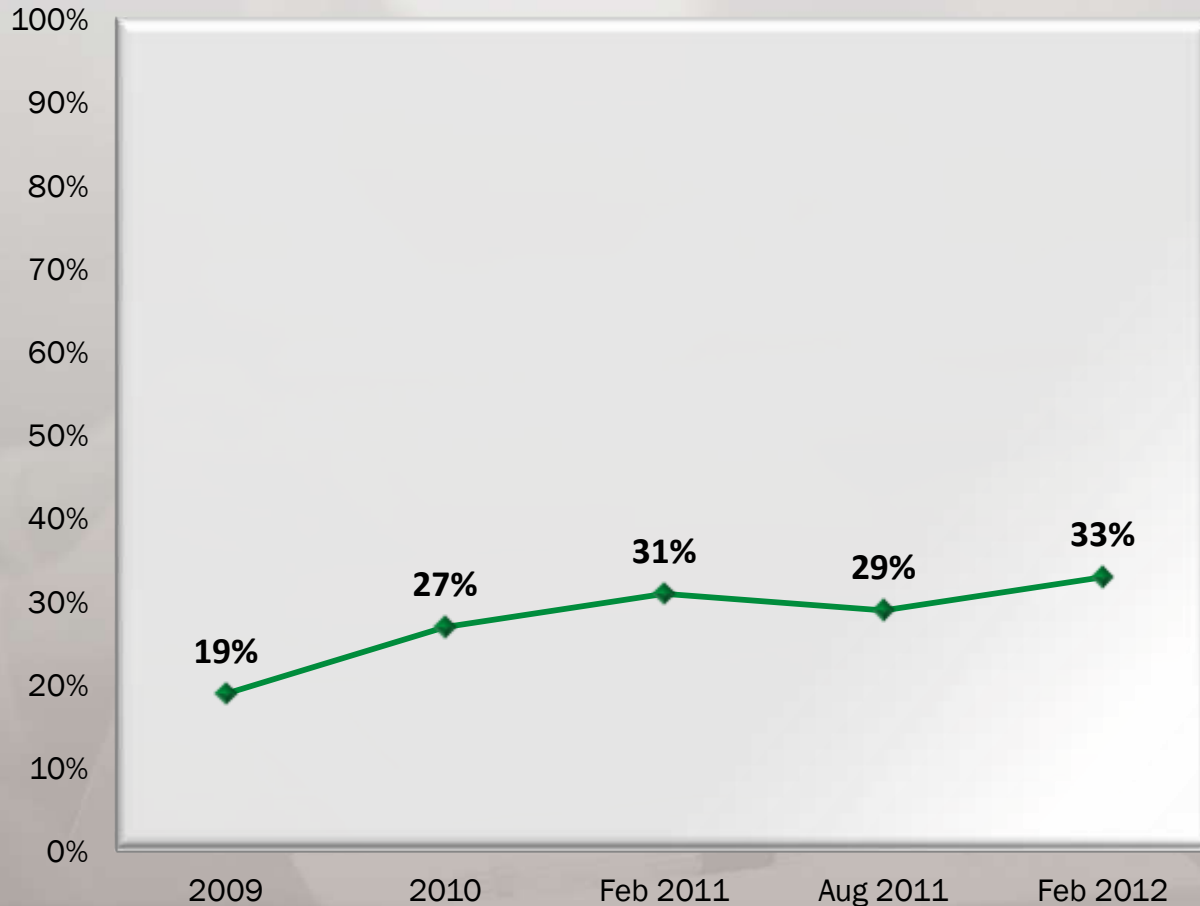
# Getting Drugs Off the Streets



# Satisfaction with efforts to get drugs off the streets is still low but it has continued to increase over the last several years.

Q8: Police Department Satisfaction – Getting drugs off the streets

## Q8: Getting Drugs off the Streets



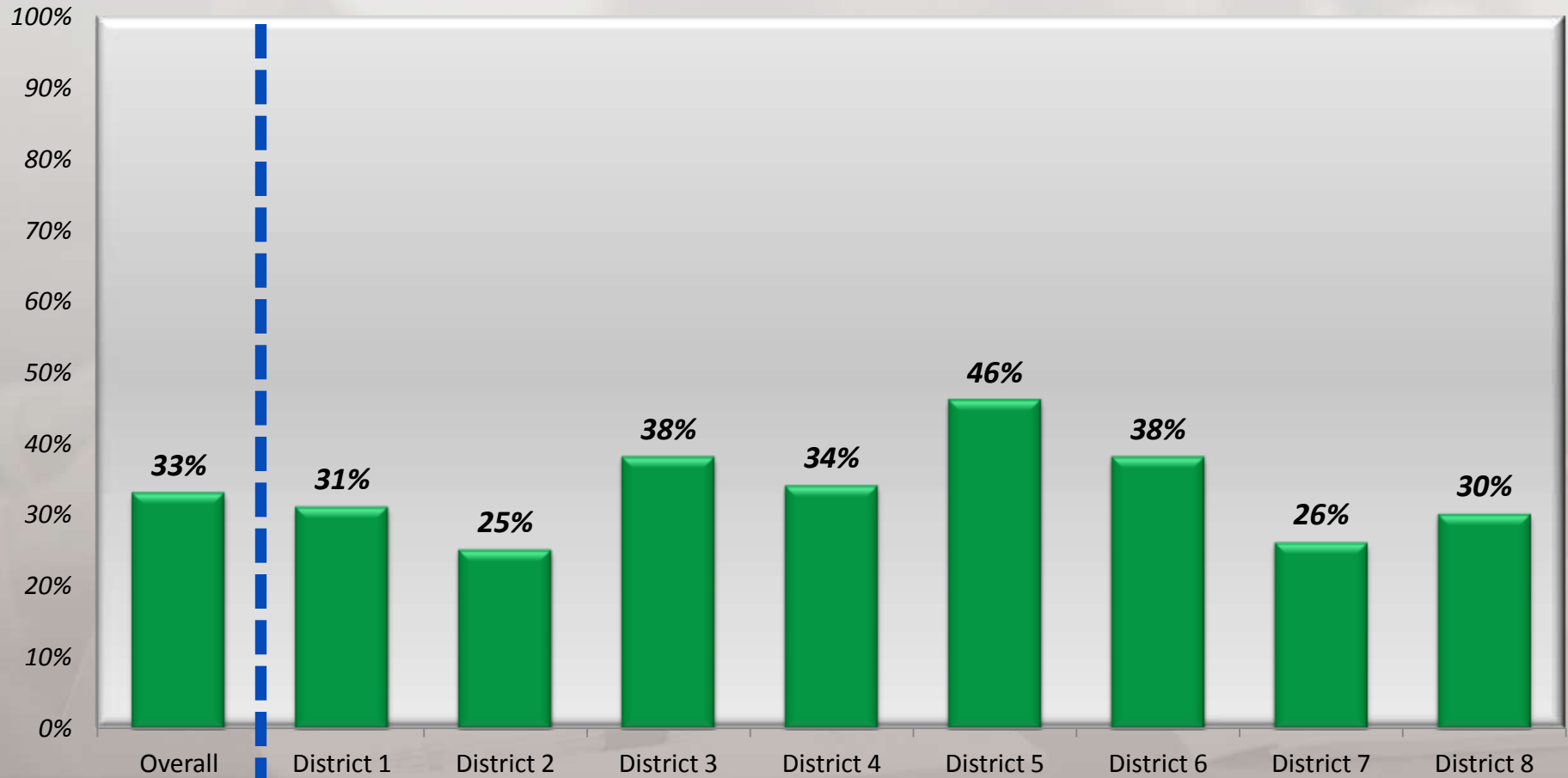
February 2012 Top Groups	
	% Satisfied
District 5	46%
<High School Grad	42%
Age 45-54	41%
Age 35-44	40%
	% Unsatisfied
Age 55-64	69%
College Grad	69%
District 7	67%
District 1	65%



# District 2 is the least satisfied with efforts to get drugs off the streets while District 5 is the most satisfied.

Q8: Police Department Satisfaction – Getting drugs off the streets

## Q8: Getting Drugs off the Streets



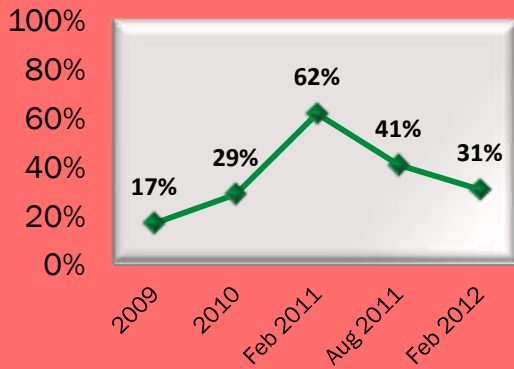
# Q8: Getting Drugs off Streets

## Trend by Police District

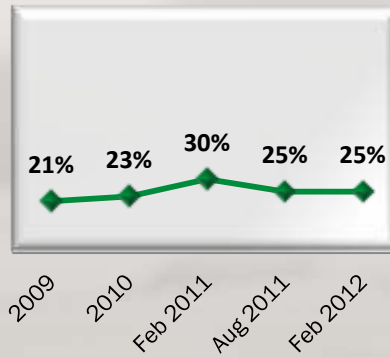
Q8: Police Department Satisfaction – Getting drugs off the streets

Overall Department Satisfaction: 61%  
 Q8 Overall Satisfaction: 33%

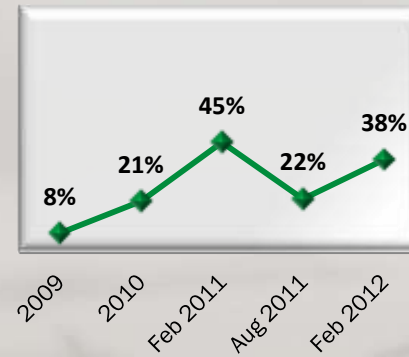
### District 1



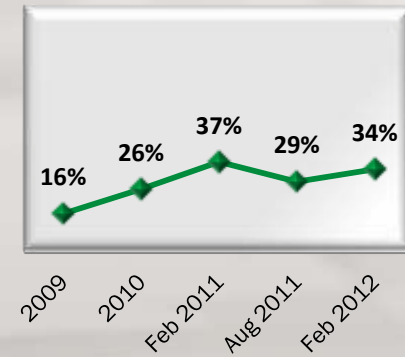
### District 2



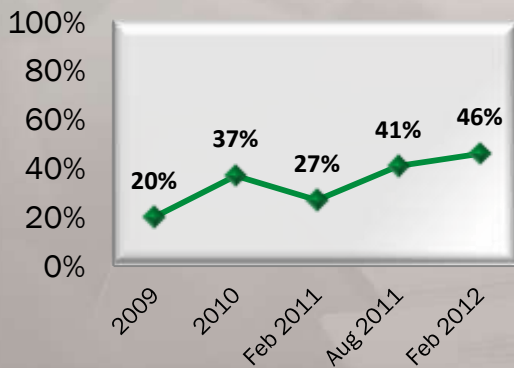
### District 3



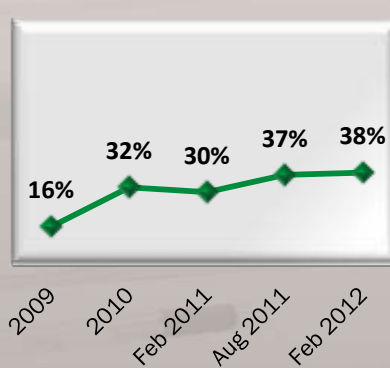
### District 4



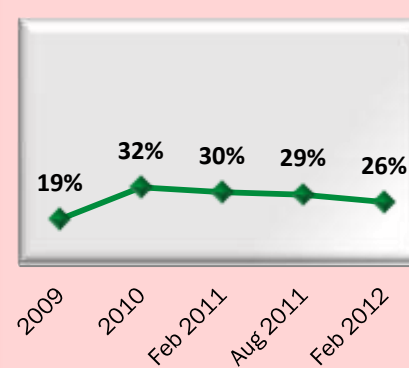
### District 5



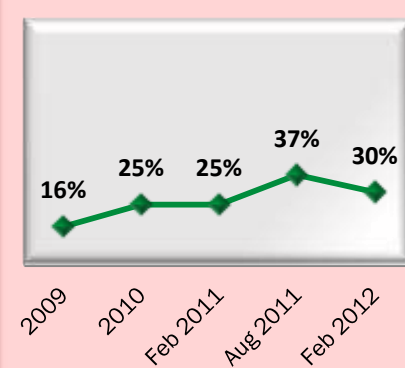
### District 6



### District 7



### District 8



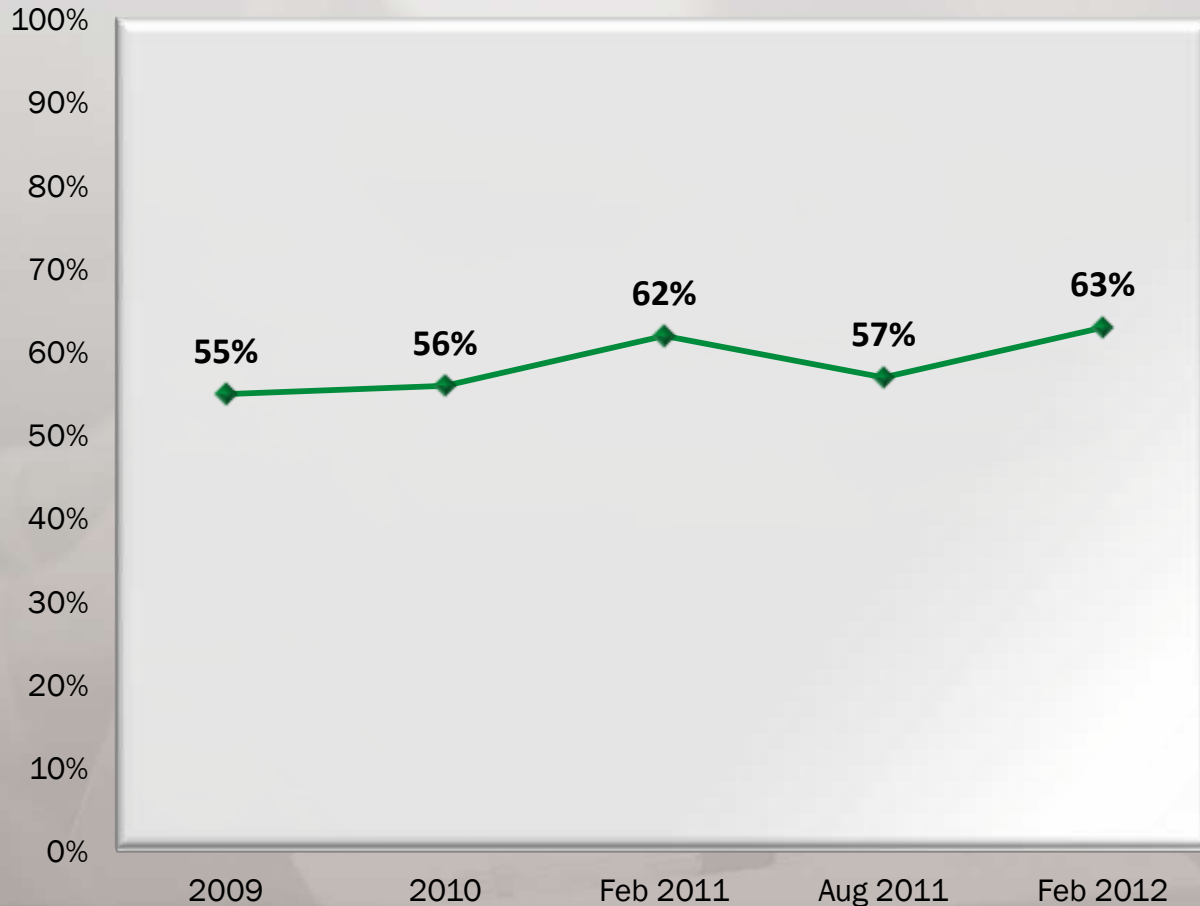
# Enforcing Traffic Laws



# Satisfaction with enforcement of traffic laws remains high.

Q9: Police Department Satisfaction – Enforcing traffic laws

## Q9: Enforcing Traffic Laws



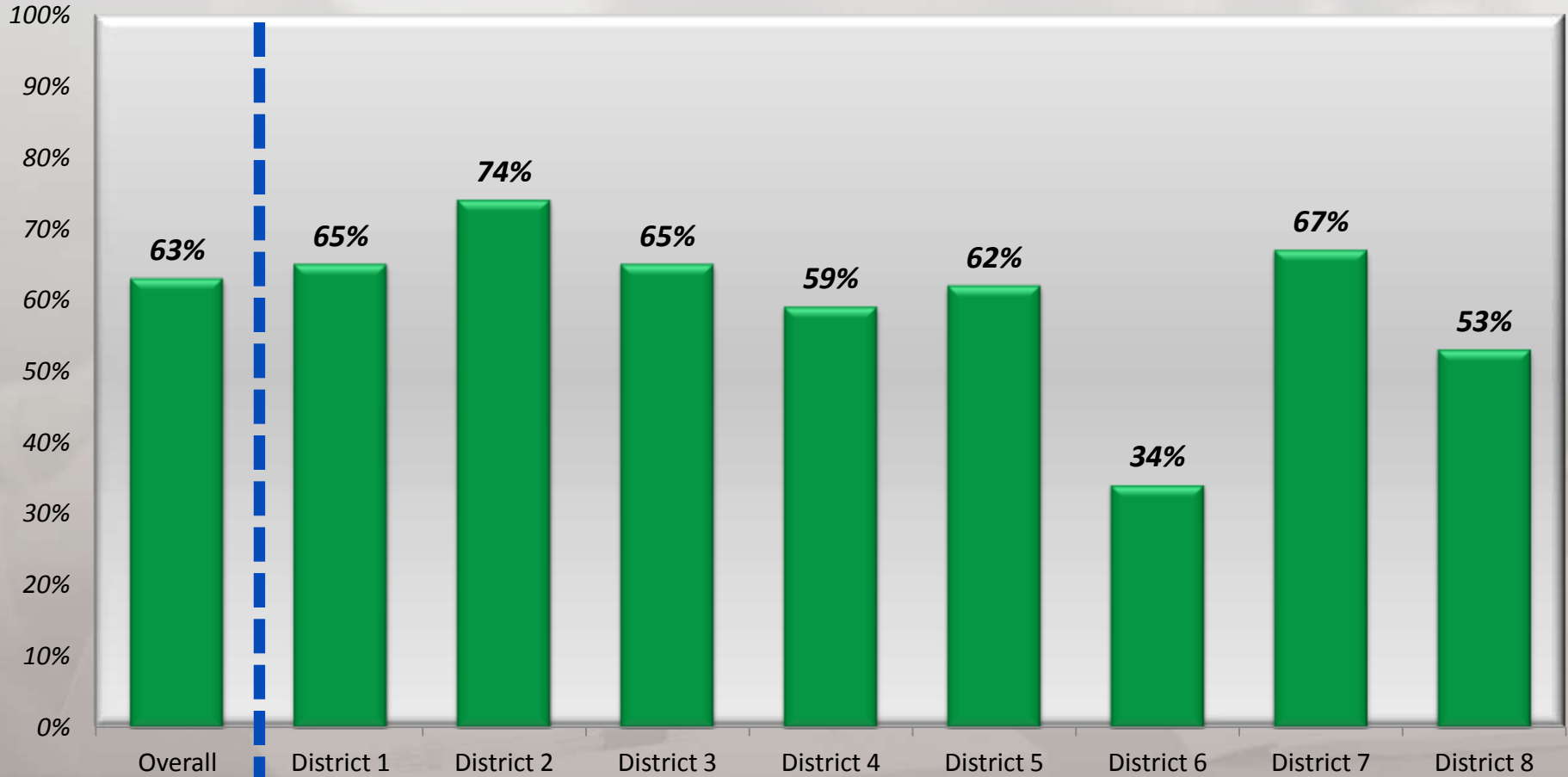
February 2012 Top Groups	
	% Satisfied
Age 65-74	79%
Age 18-24	78%
Residency <15 Yrs	75%
District 2	74%
	% Unsatisfied
District 6	48%
Age 45-54	41%
Age 55-64	38%
Some College	35%



# District 6 is the least satisfied with the enforcement of traffic laws while District 2 is the most satisfied.

Q9: Police Department Satisfaction – Enforcing traffic laws

## Q9: Enforcing Traffic Laws





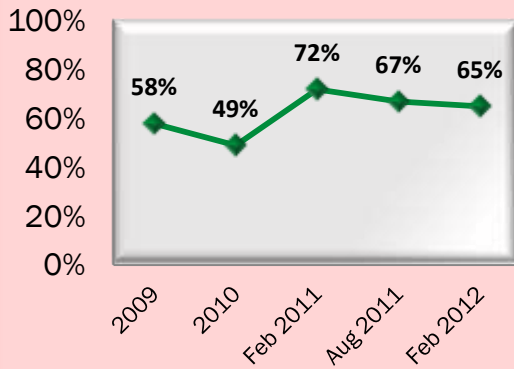


# Q9: Enforcing Traffic Laws Trend by Police District

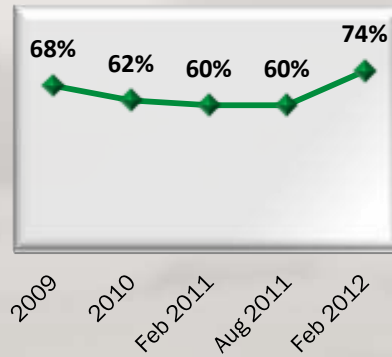
Q9: Police Department Satisfaction – Enforcing traffic laws

Overall Department Satisfaction: 61%  
Q9 Overall Satisfaction: 63%

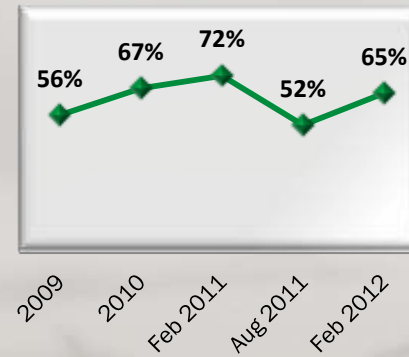
## District 1



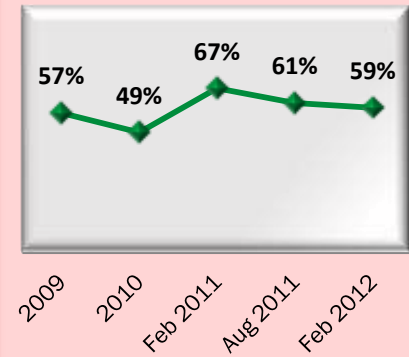
## District 2



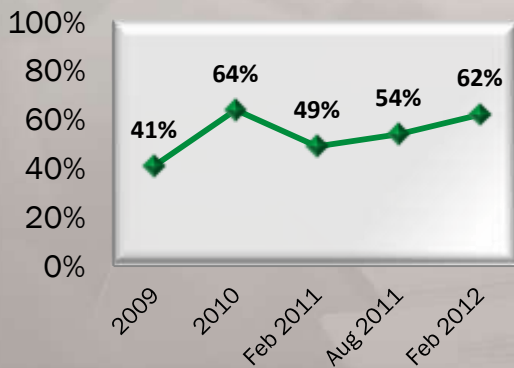
## District 3



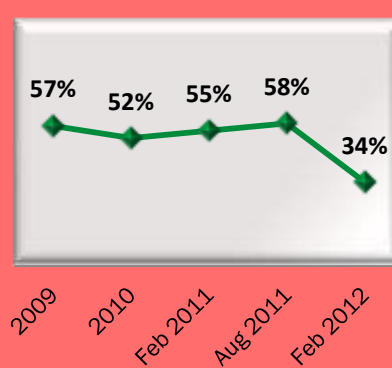
## District 4



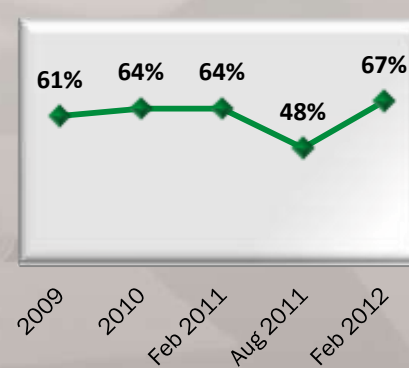
## District 5



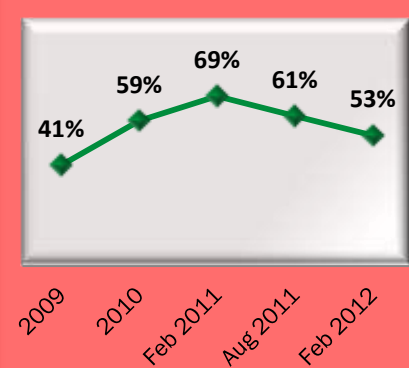
## District 6



## District 7



## District 8



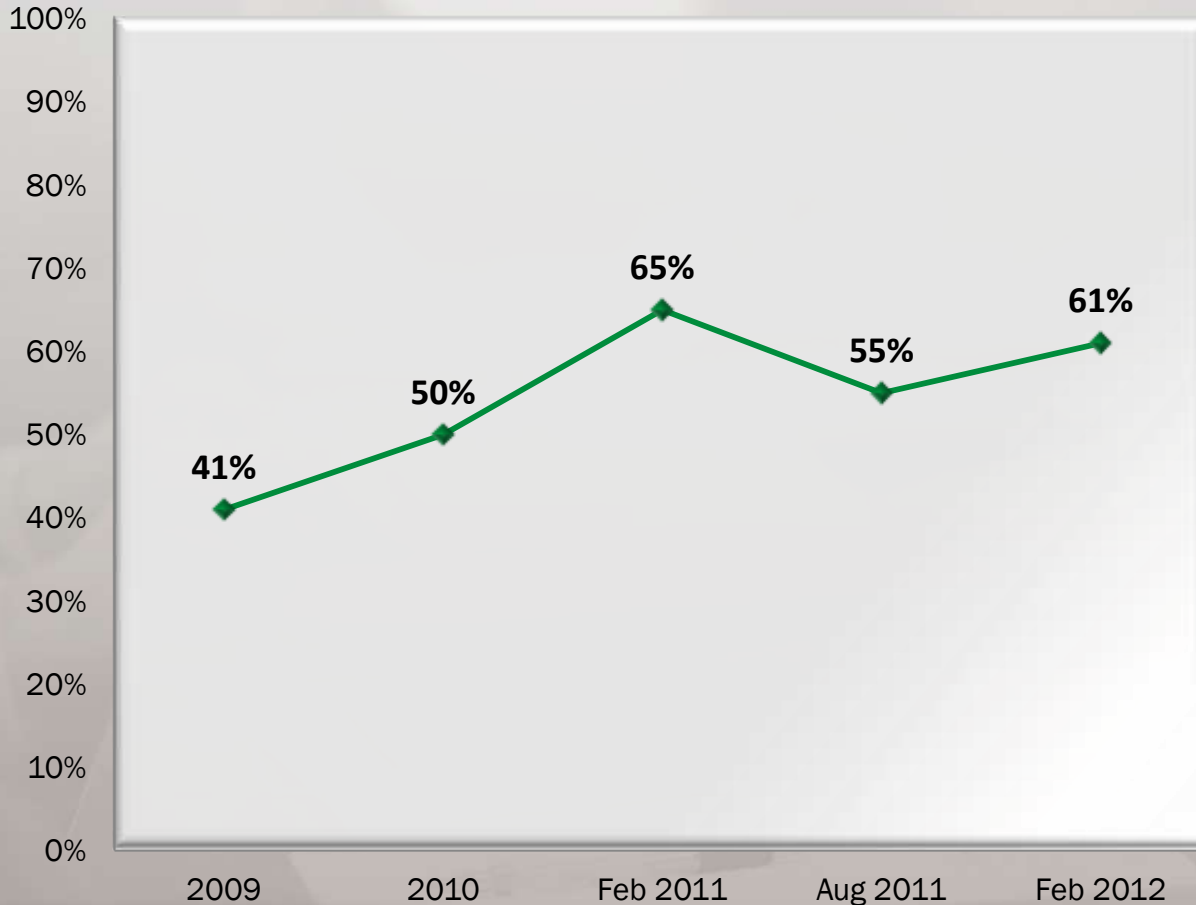
# Cooperating with the Public



While satisfaction with the Department's cooperation with the public is slightly higher than it was in August it is still lower than one year ago.

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

**Q10: Cooperating with the Public**



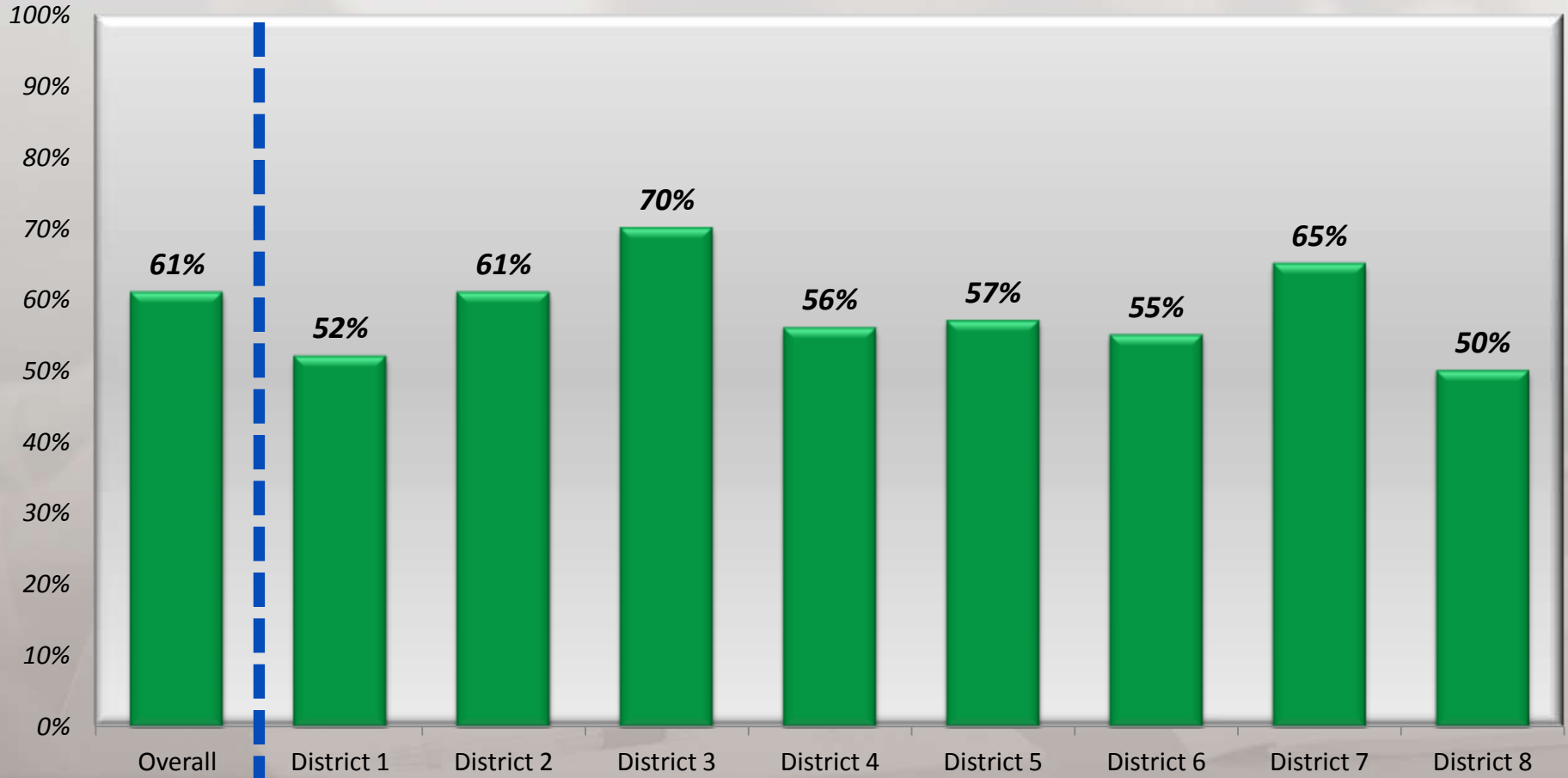
February 2012 Top Groups	
	% Satisfied
Age 75+	75%
Residency <15 Yrs	73%
White	73%
Post Graduates	70%
	% Unsatisfied
Age 25-34	45%
Business	44%
District 6	41%
Age 45-54	40%



# District 1 is the least satisfied with the Department's cooperation with the public while District 3 is the most satisfied.

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

## Q10: Cooperating with the Public



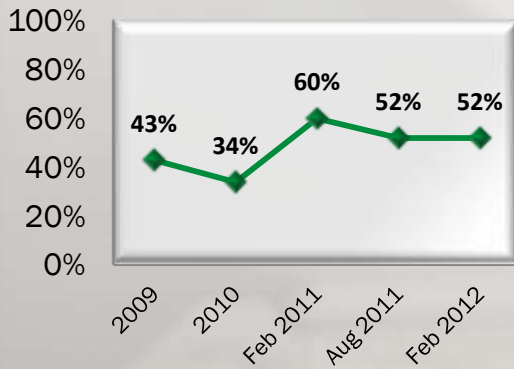


# Q10: Cooperating w/ Public Trend by Police District

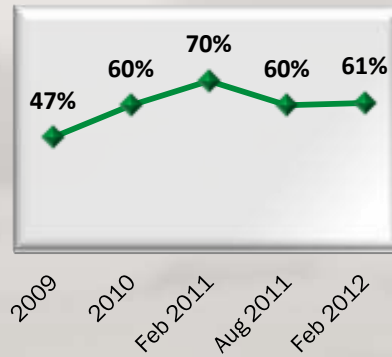
Q10: Police Department Satisfaction – Cooperating with the public to address their concerns

Overall Department Satisfaction: 61%  
Q10 Overall Satisfaction: 61%

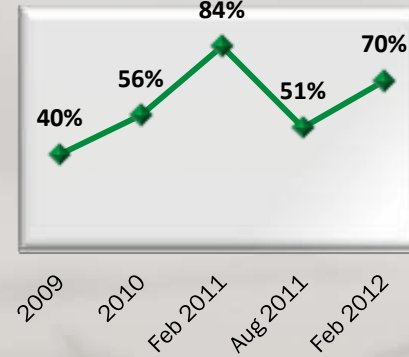
### District 1



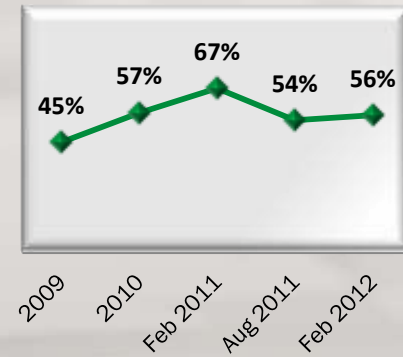
### District 2



### District 3



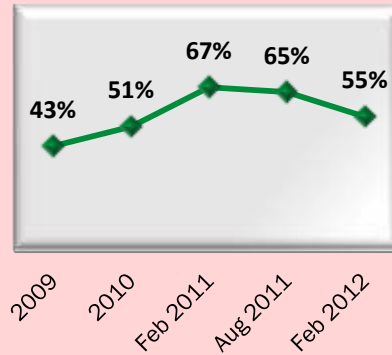
### District 4



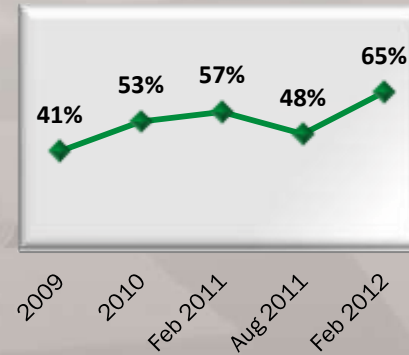
### District 5



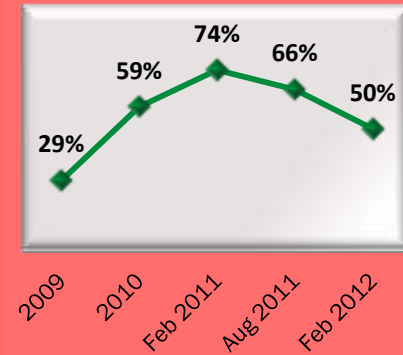
### District 6



### District 7



### District 8



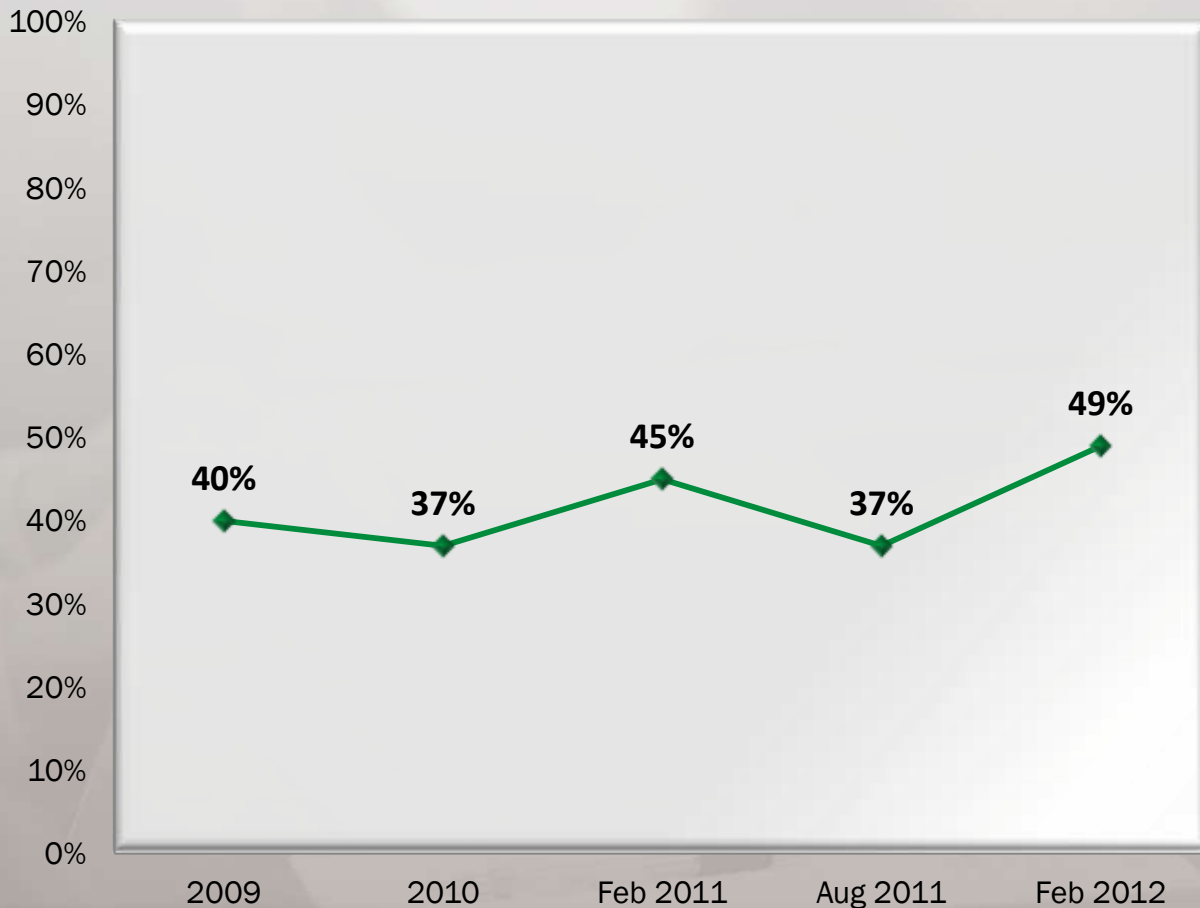
# Honest & Integrity of Police Officers



# Nearly half of respondents 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



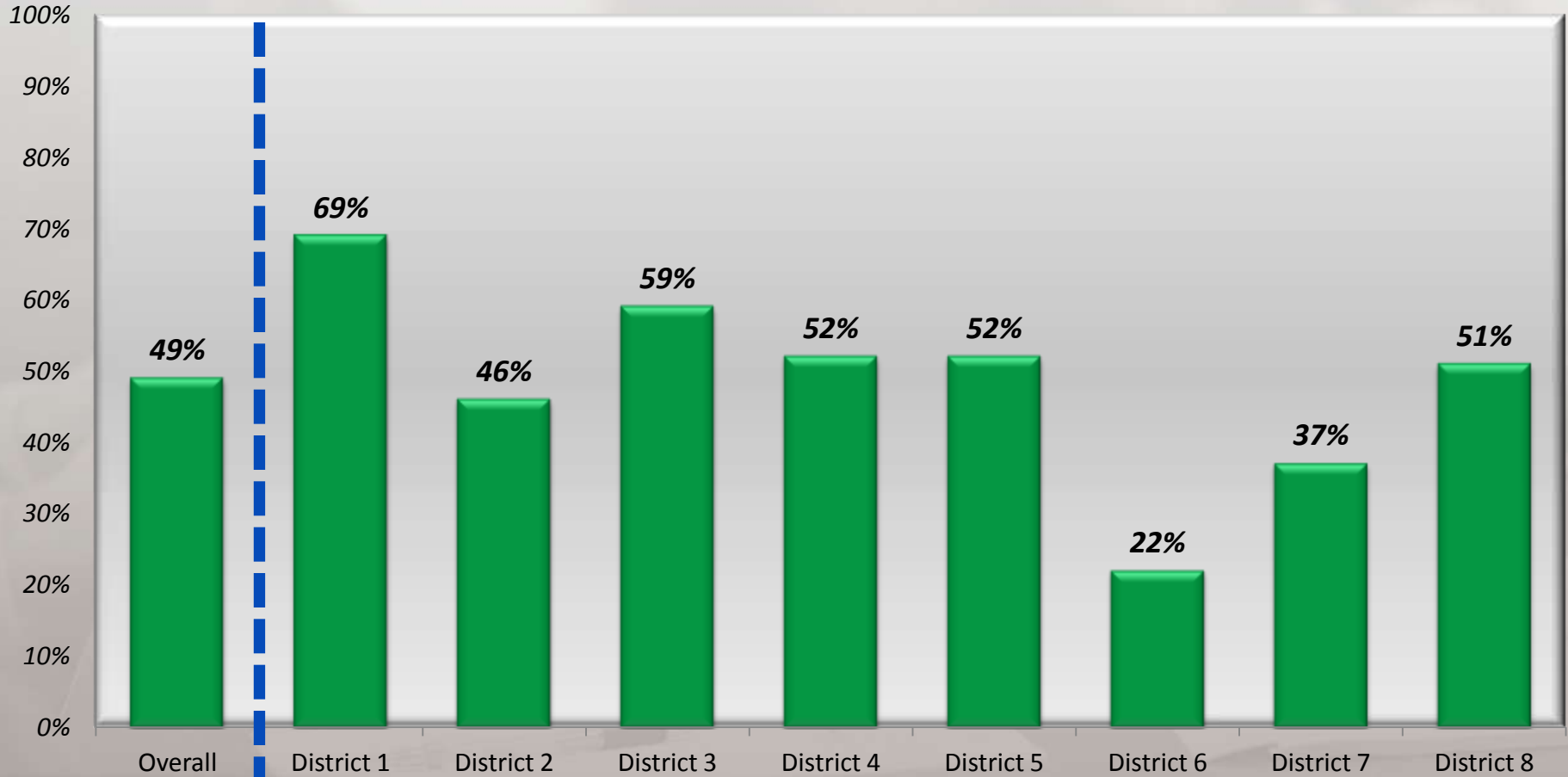
February 2012 Top Groups	
	% Satisfied
District 1	69%
Age 65-74	62%
White	61%
Age 75+	60%
	% Unsatisfied
District 6	63%
District 7	57%
College Graduate	53%
Age 25-34	50%



# District 6 is the least satisfied with the honesty and integrity of police officers while District 1 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

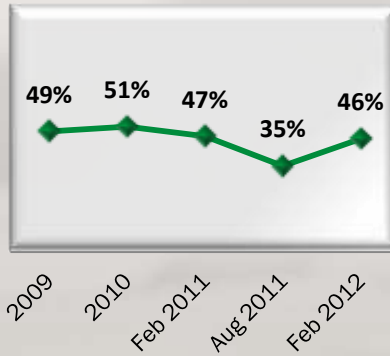
Q11: Police Department Satisfaction – Honesty and integrity of New Orleans Police officers

**Overall Department Satisfaction: 61%**  
**Q11 Overall Satisfaction: 49%**

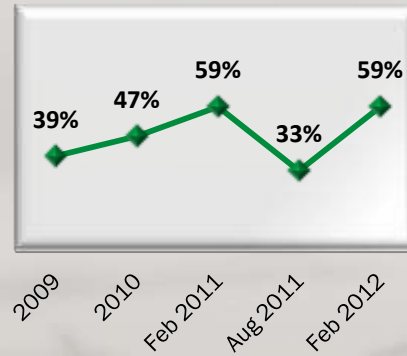
### District 1



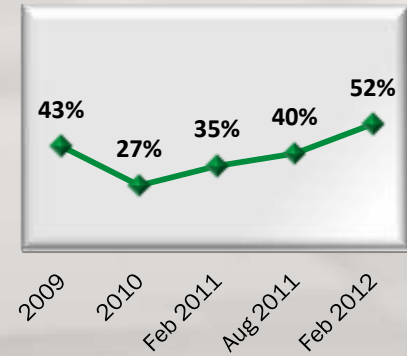
### District 2



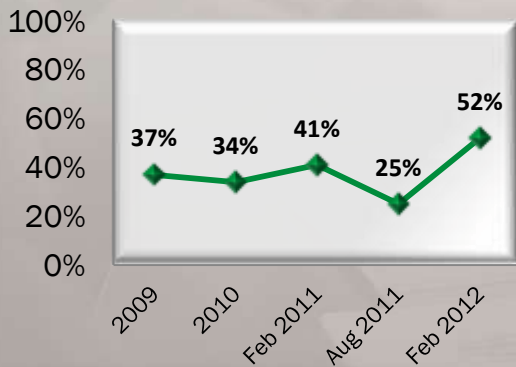
### District 3



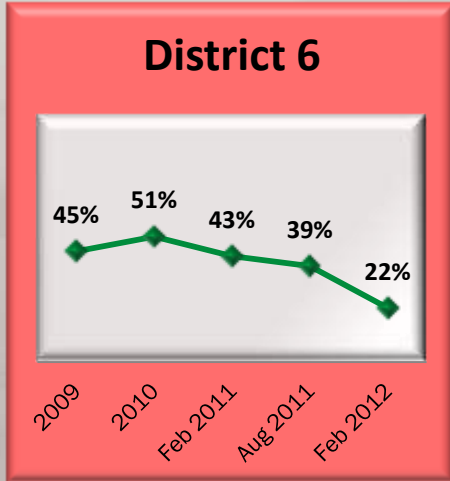
### District 4



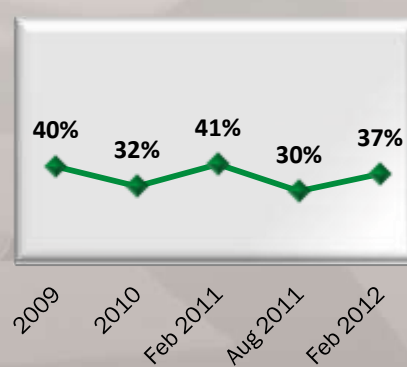
### District 5



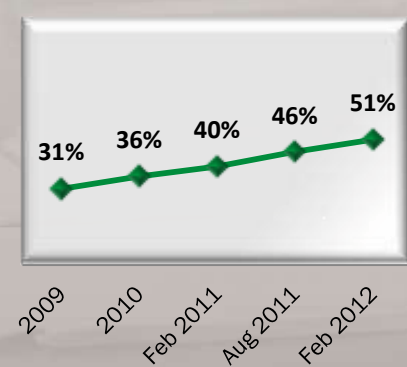
### District 6



### District 7



### District 8



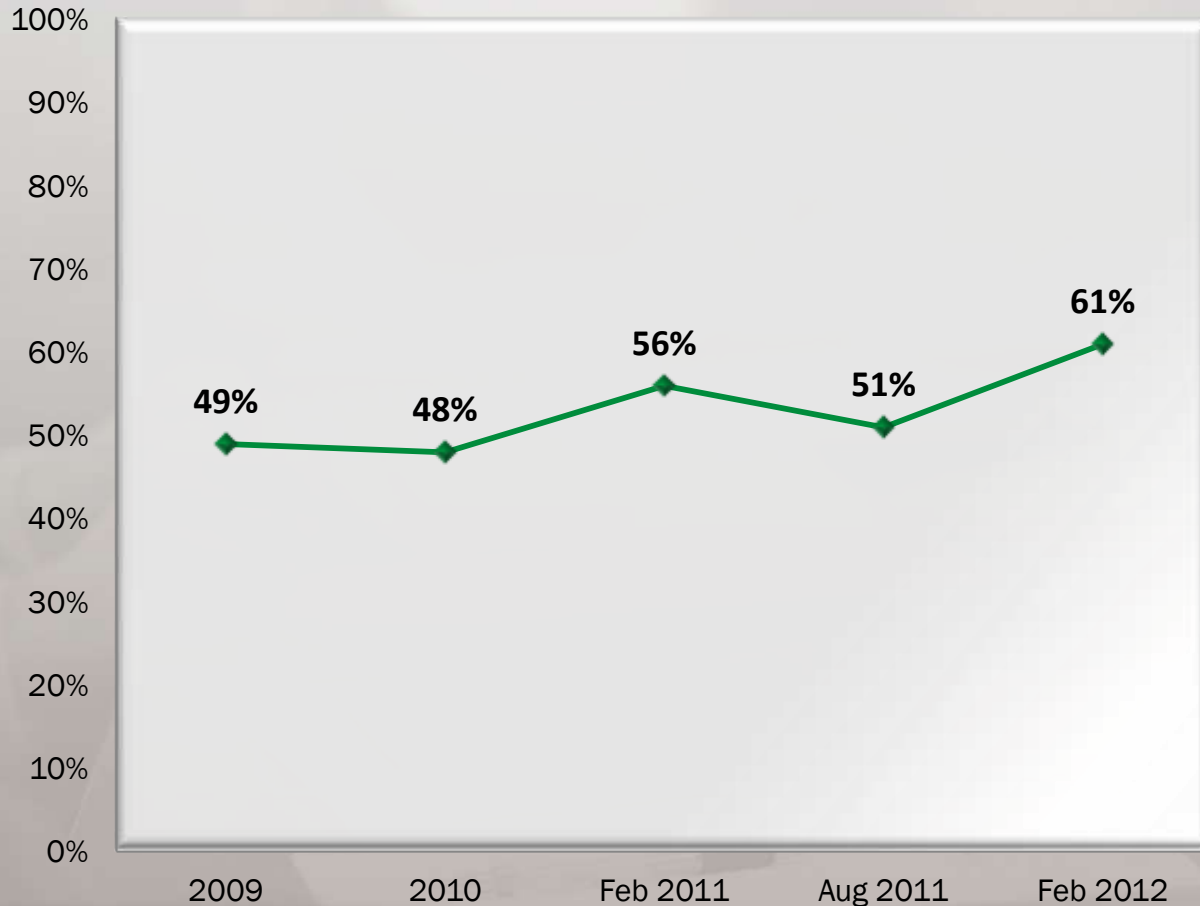
# Professionalism of Police Officers



# Satisfaction with the professionalism of New Orleans police officers has increased to an all time high.

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

## Q12: Professionalism of Police Officers



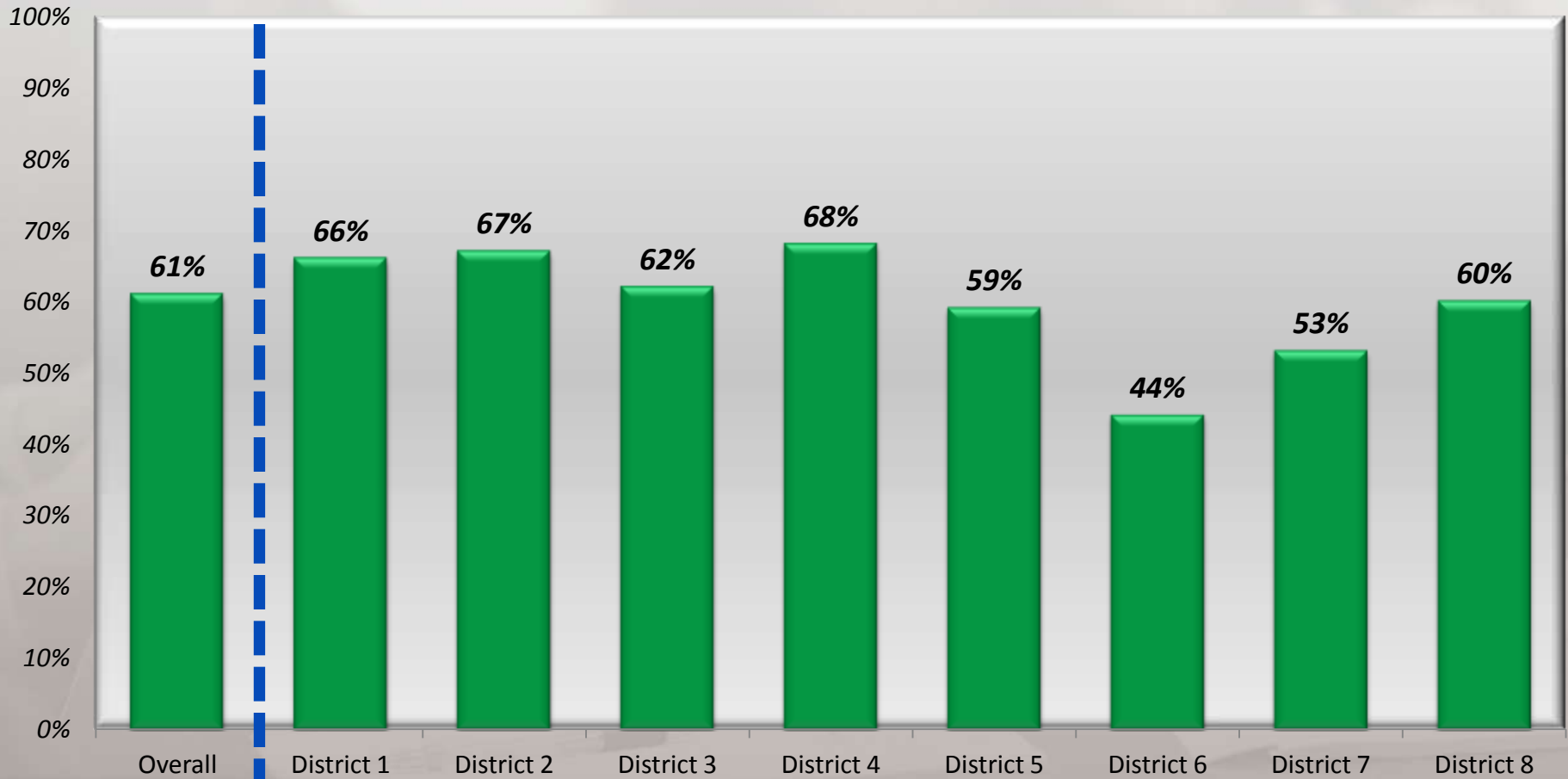
February 2012 Top Groups	
	% Satisfied
Age 65-74	73%
District 4	68%
District 2	67%
Post Graduates	67%
	% Unsatisfied
District 6	46%
Residency <15 Yrs	41%
District 7	40%
College Graduate	38%



# District 6 is the least satisfied with the professionalism of police officers while District 4 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

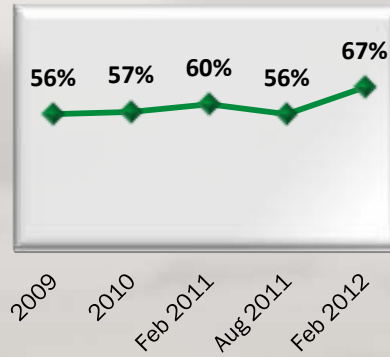
Q12: Police Department Satisfaction – Professionalism of New Orleans Police officers

Overall Department Satisfaction: 61%  
Q12 Overall Satisfaction: 61%

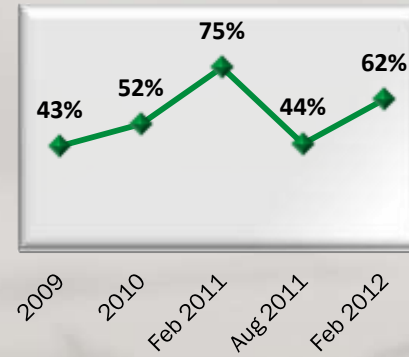
### District 1



### District 2



### District 3



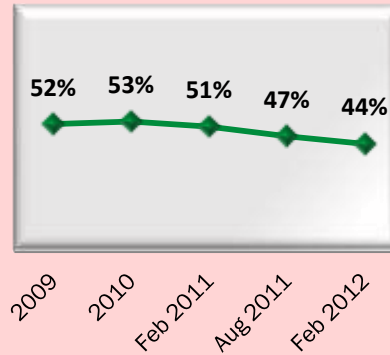
### District 4



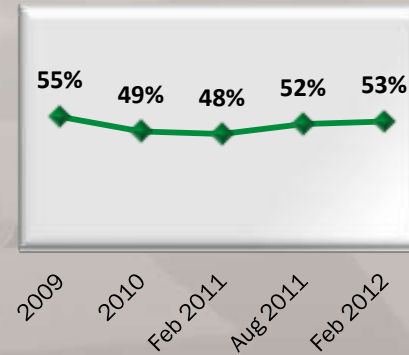
### District 5



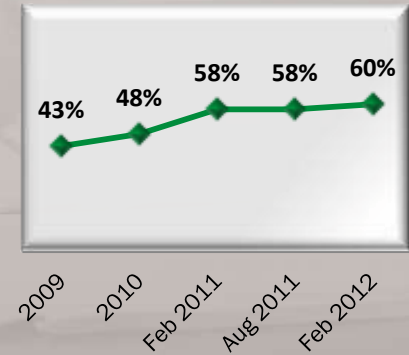
### District 6



### District 7



### District 8



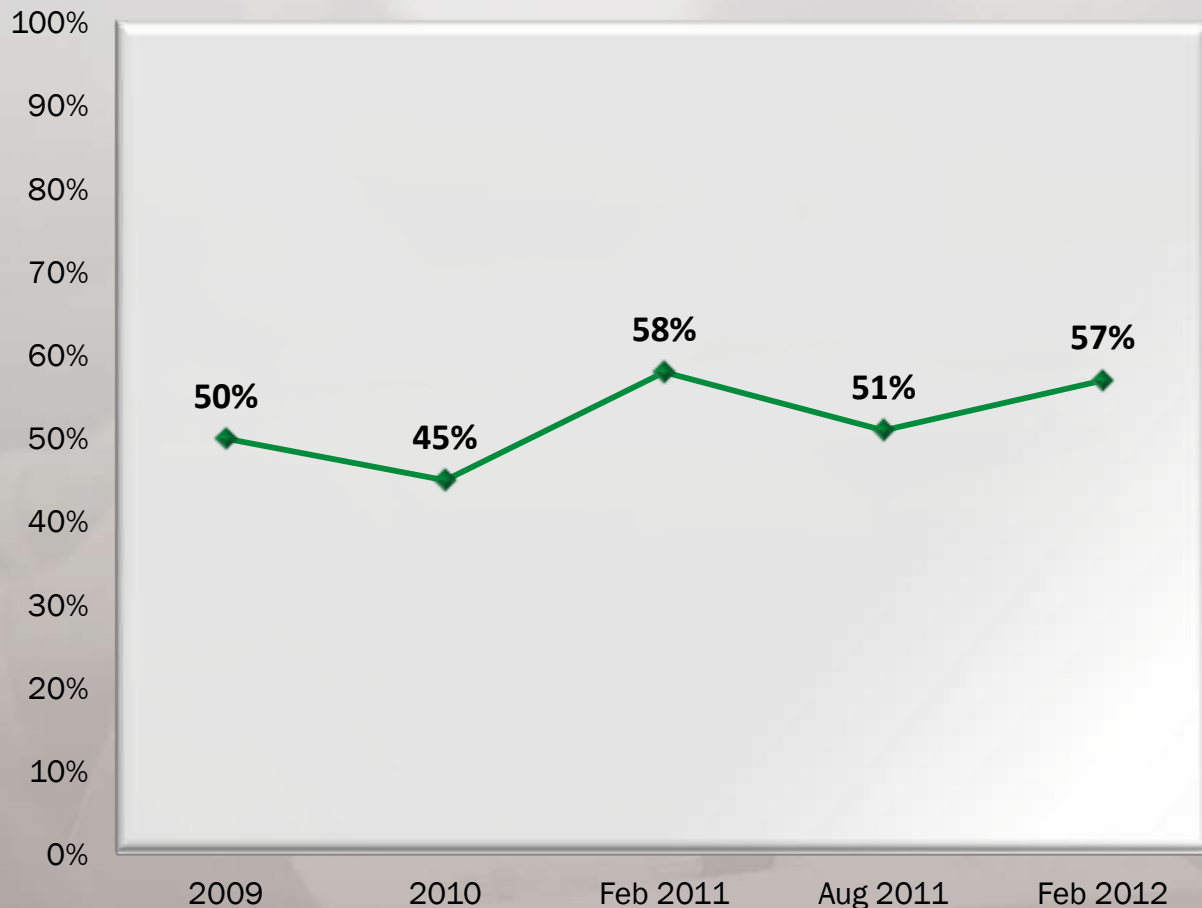
# General Attitude and Behavior of Officers



# Satisfaction with the general attitude and behavior of officers toward citizens is near the same level it was one year ago.

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

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



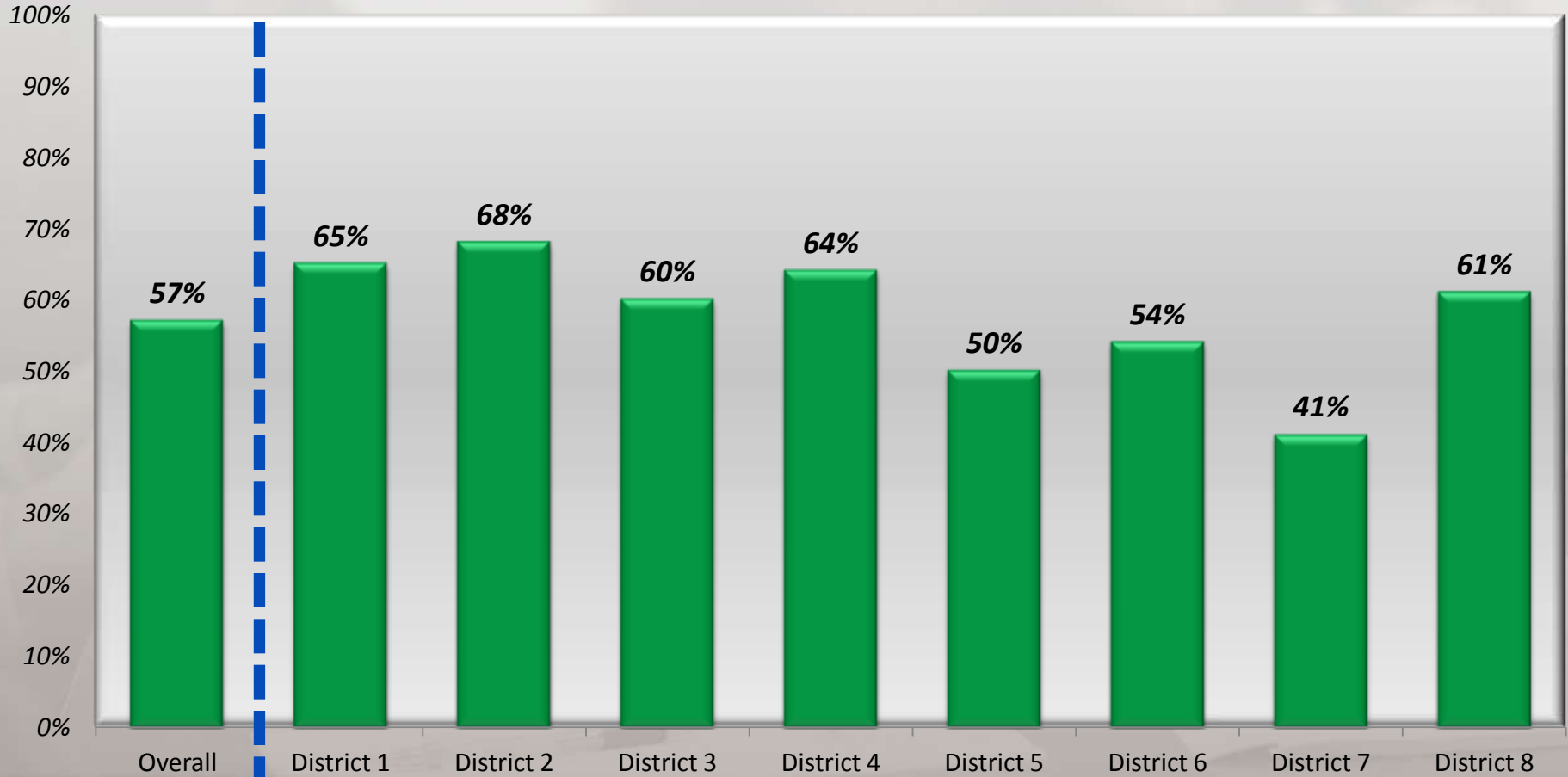
February 2012 Top Groups	
	% Satisfied
Post Graduates	71%
<High School Grad	70%
District 2	68%
White	68%
	% Unsatisfied
Business	51%
District 7	49%
Age 25-34	43%
District 6	42%



# District 7 is the least satisfied with the general attitude and behavior of officers toward citizens while District 2 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





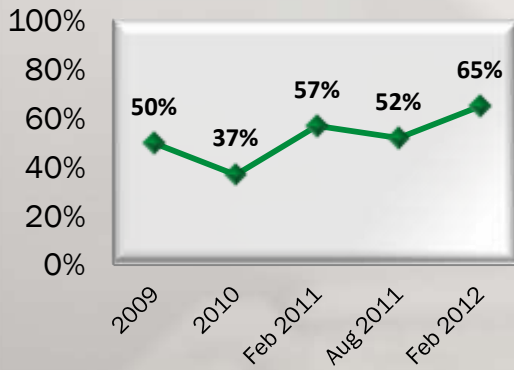


# Q13: Attitude/Behavior Trend by Police District

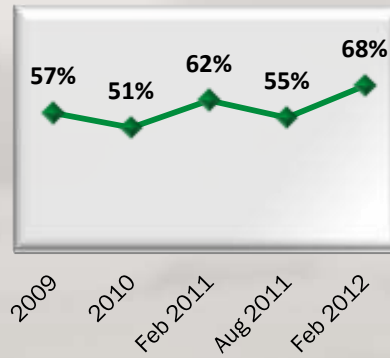
Q13: Police Department Satisfaction – General attitude and behavior of officers toward citizens

Overall Department Satisfaction: 61%  
Q13 Overall Satisfaction: 57%

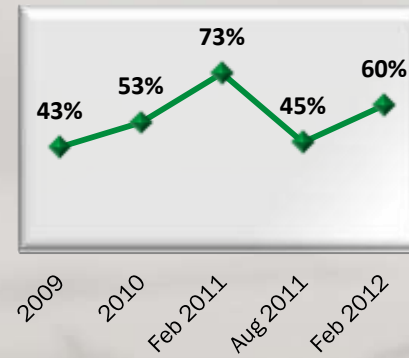
### District 1



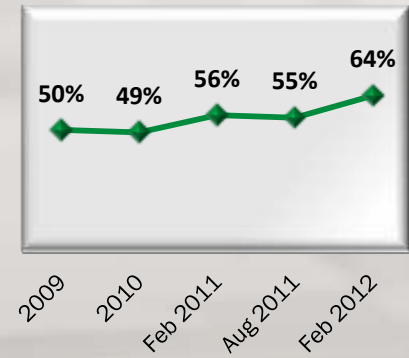
### District 2



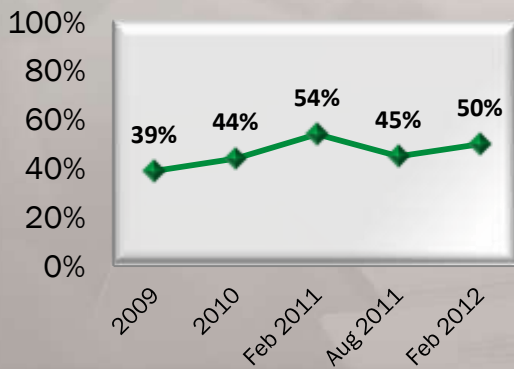
### District 3



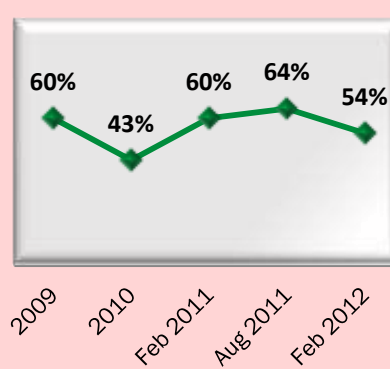
### District 4



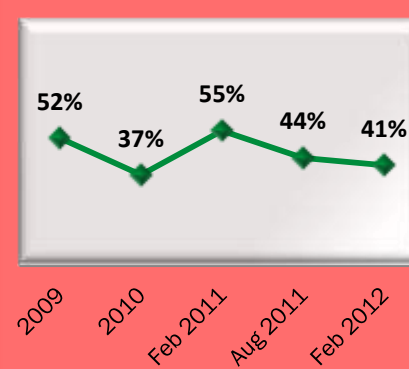
### District 5



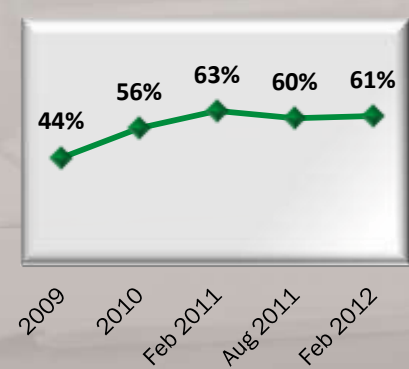
### District 6



### District 7



### District 8



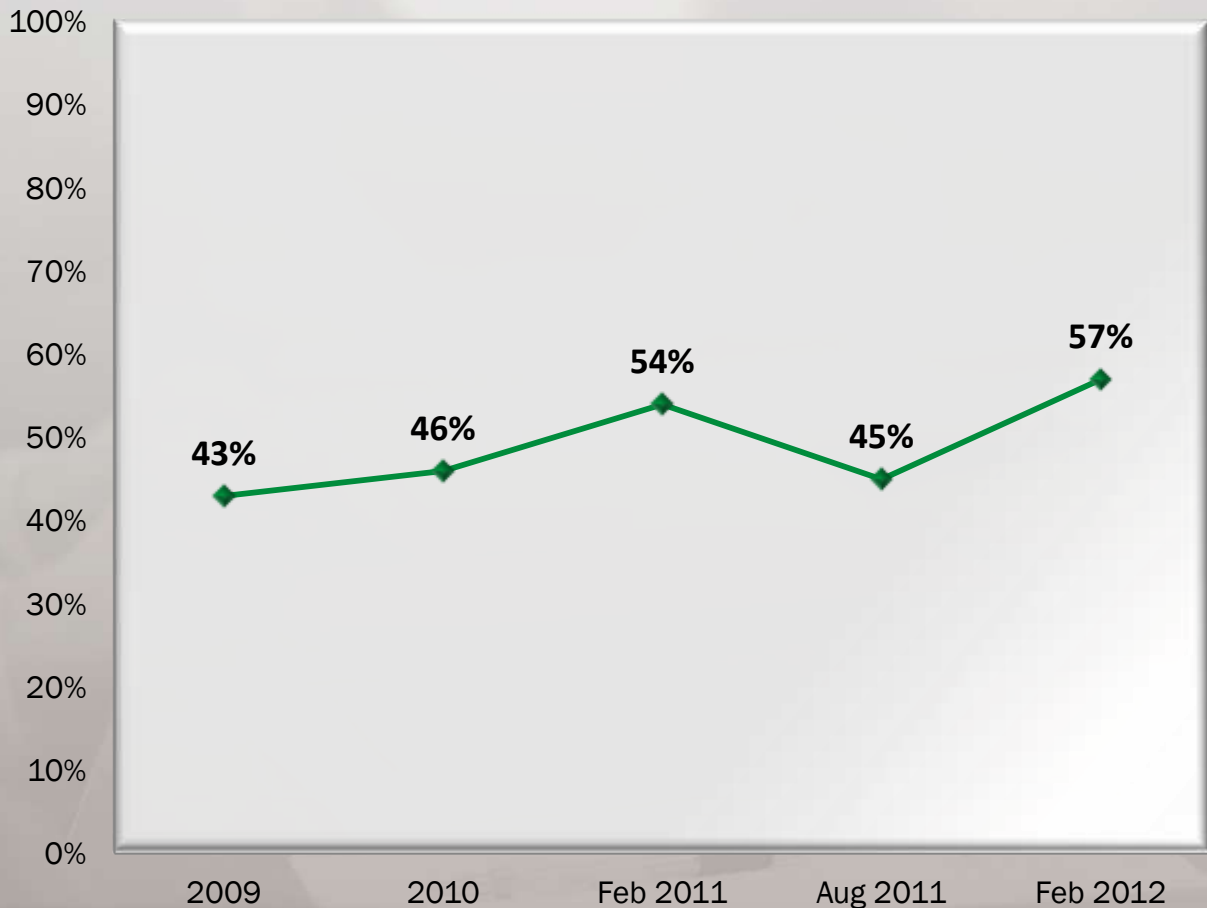
# Overall Competence of Police Department



# Satisfaction with the overall competence of the New Orleans Police Department has returned to 2011 highs.

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

## Q14: Overall Competence of Police Department



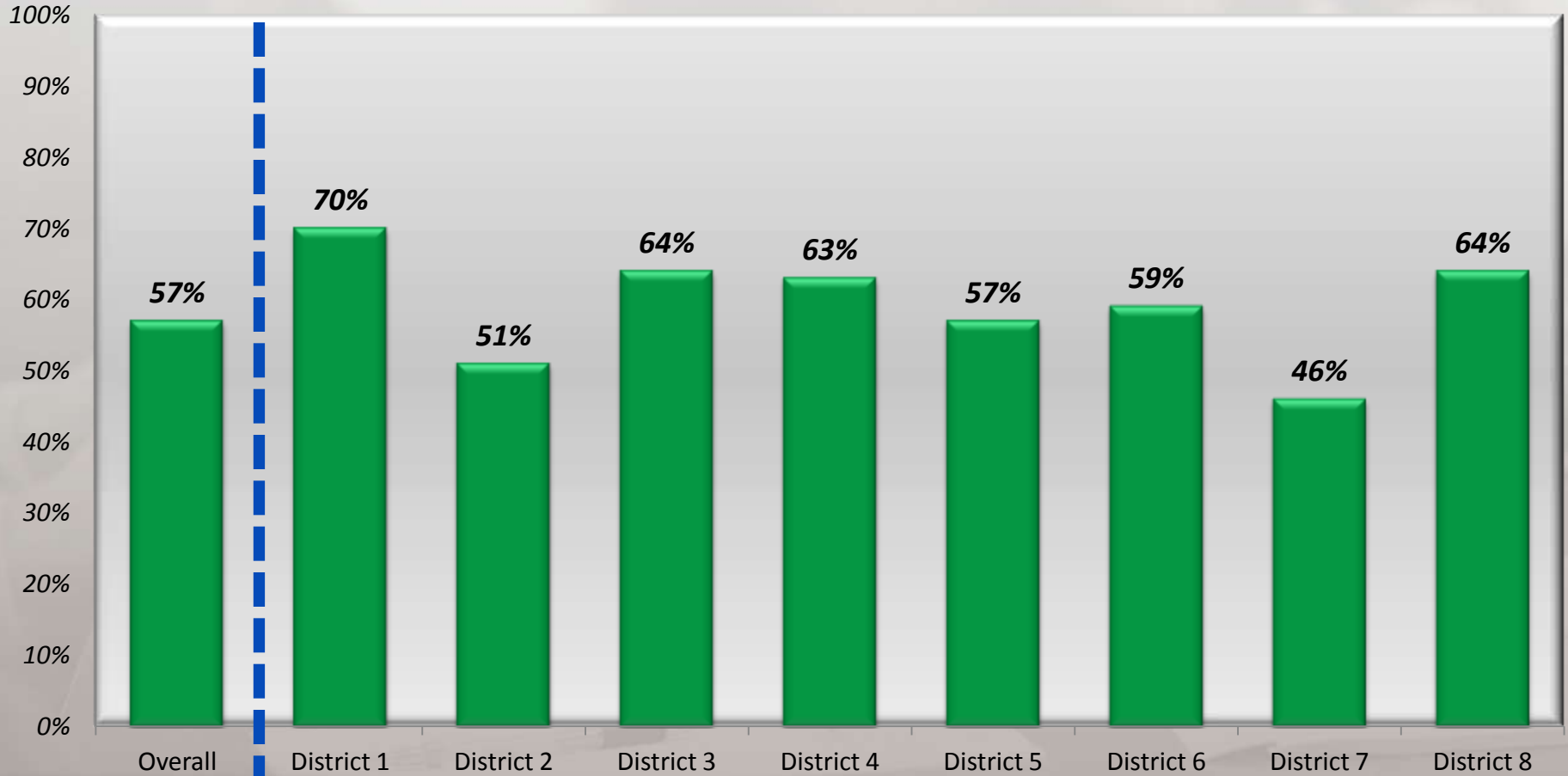
February 2012 Top Groups	
	% Satisfied
White	70%
District 1	70%
Age 65-74	67%
Age 75+	66%
	% Unsatisfied
Age 45-54	46%
College Graduate	45%
District 7	41%
Residency <15 Yrs	36%



# District 7 is the least satisfied with the overall competence of the police department while District 1 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: 61%  
Q14 Overall Satisfaction: 57%

### District 1

### District 2

### District 3

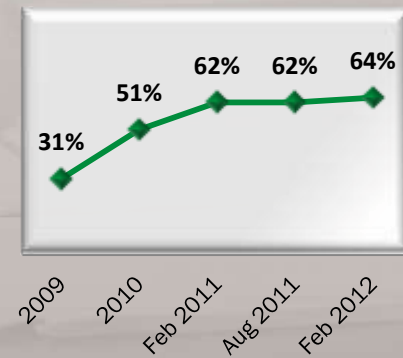
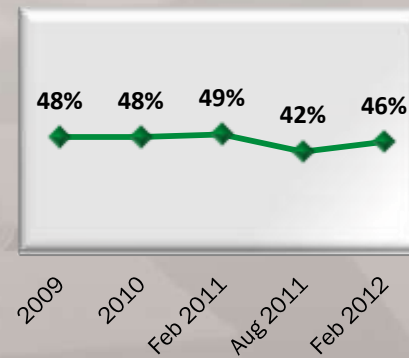
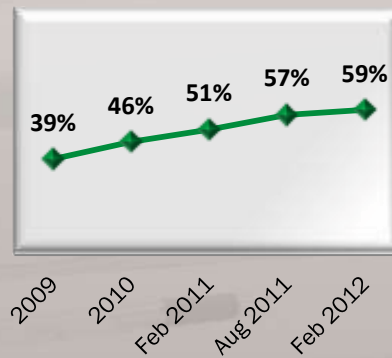
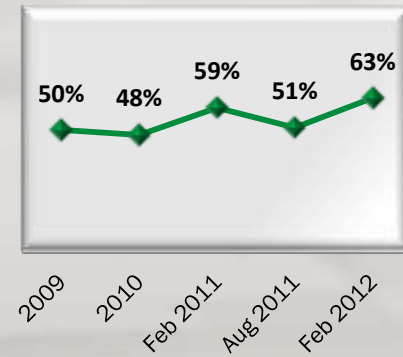
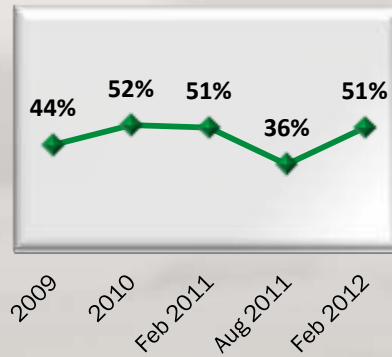
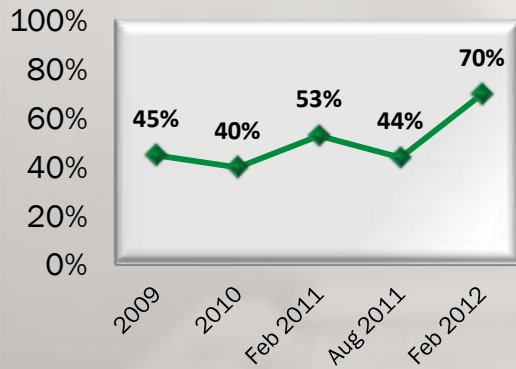
### District 4

### District 5

### District 6

### District 7

### District 8

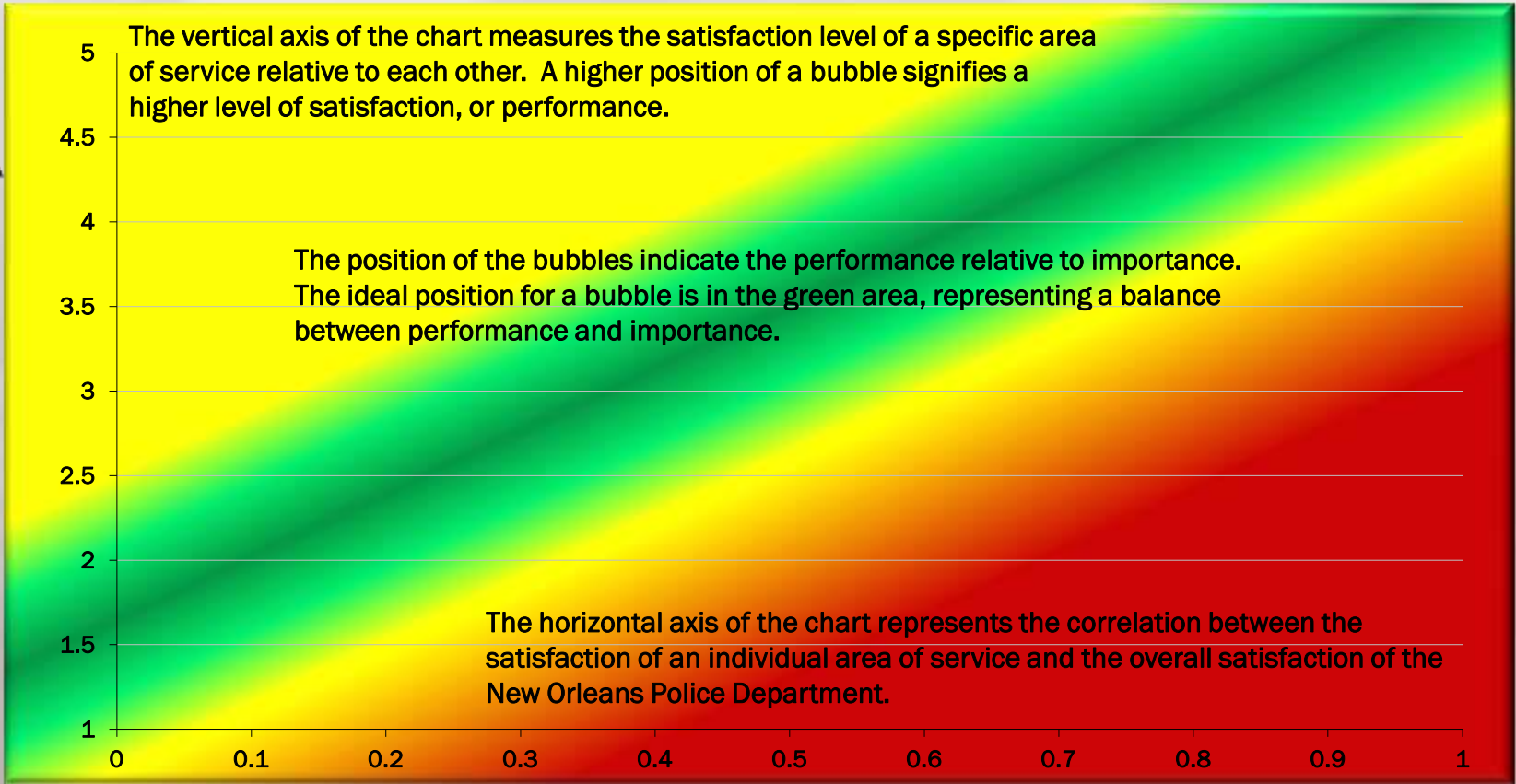


# Satisfaction Maps

- **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%

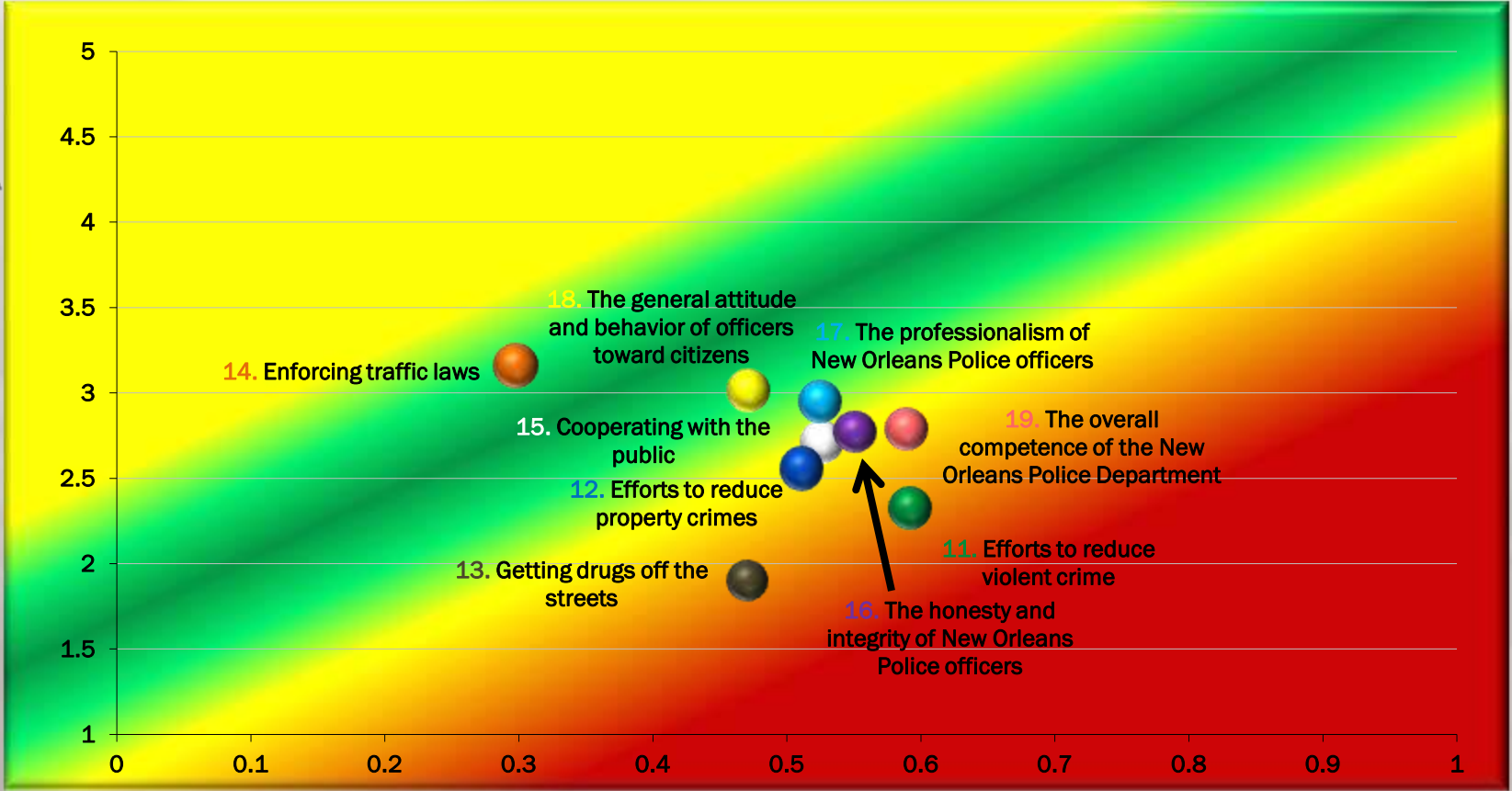


Overall satisfaction with a number various aspects of the police department were low in 2009 including getting drugs off the streets and addressing violent crime.

SatMap™ TOTAL (2009)

2009 Overall

PERFORMANCE (EXPLICIT MEAN)



IMPORTANCE (CORRELATION)

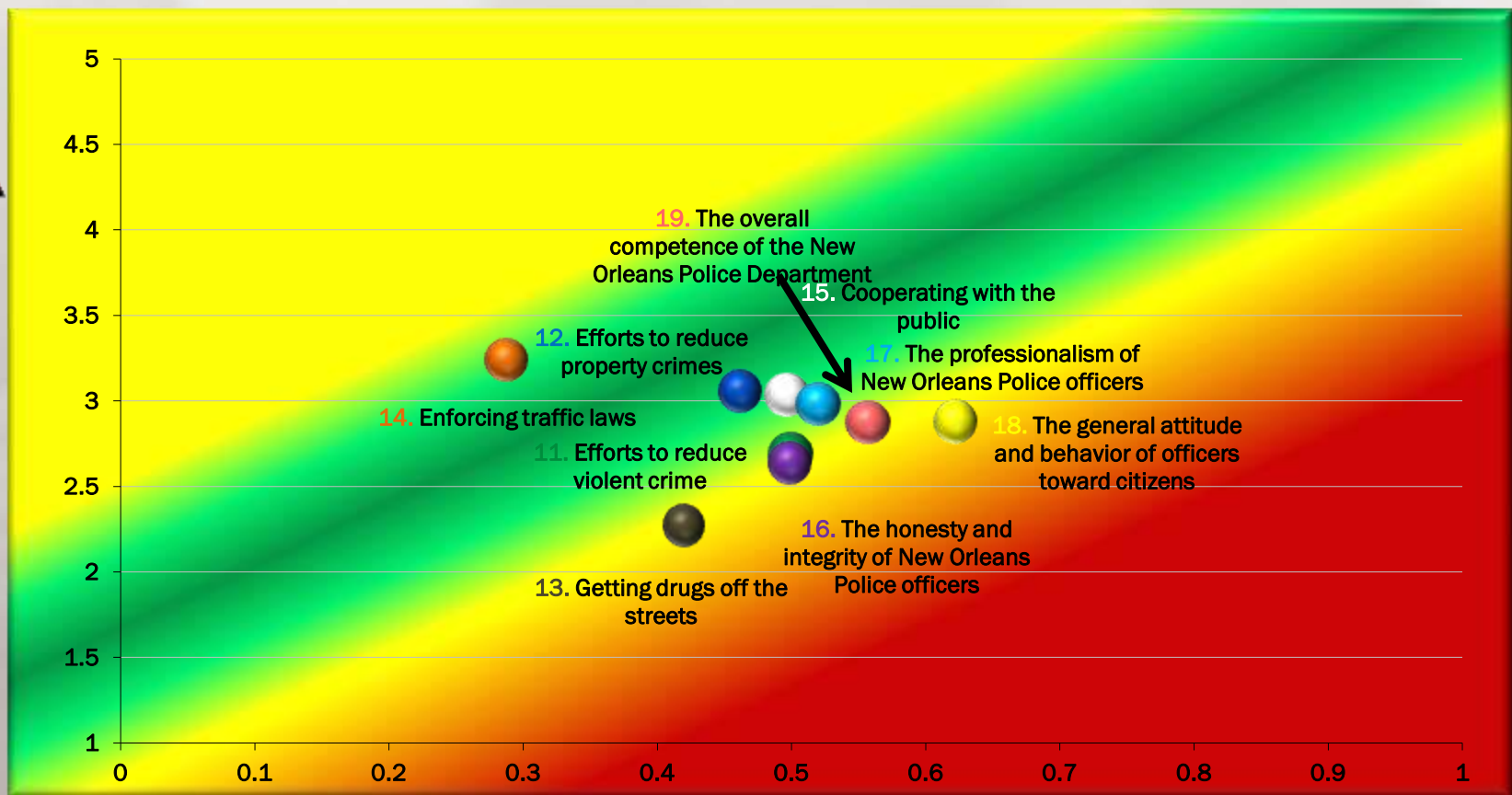


# 2010 saw a slight improvement in the overall satisfaction among New Orleans adults.

SatMap™ TOTAL (2010)

2010 Overall

PERFORMANCE (EXPLICIT MEAN)



IMPORTANCE (CORRELATION)

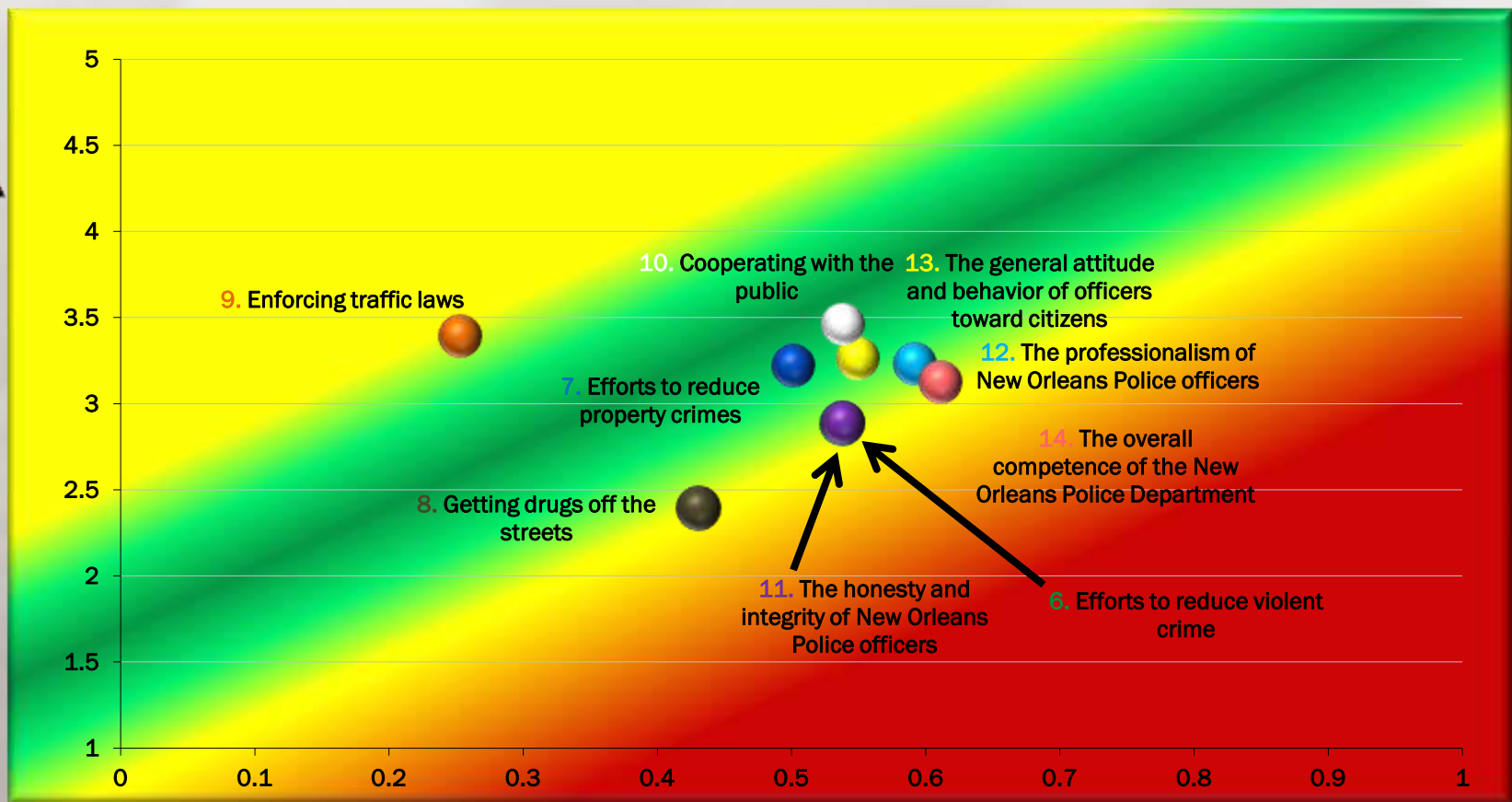


# Satisfaction with the New Orleans Police Department increased slightly since 2010 with most items in line with expectations.

SatMap™ TOTAL (February 2011)

February 2011 Overall

PERFORMANCE (EXPLICIT MEAN)



IMPORTANCE (CORRELATION)

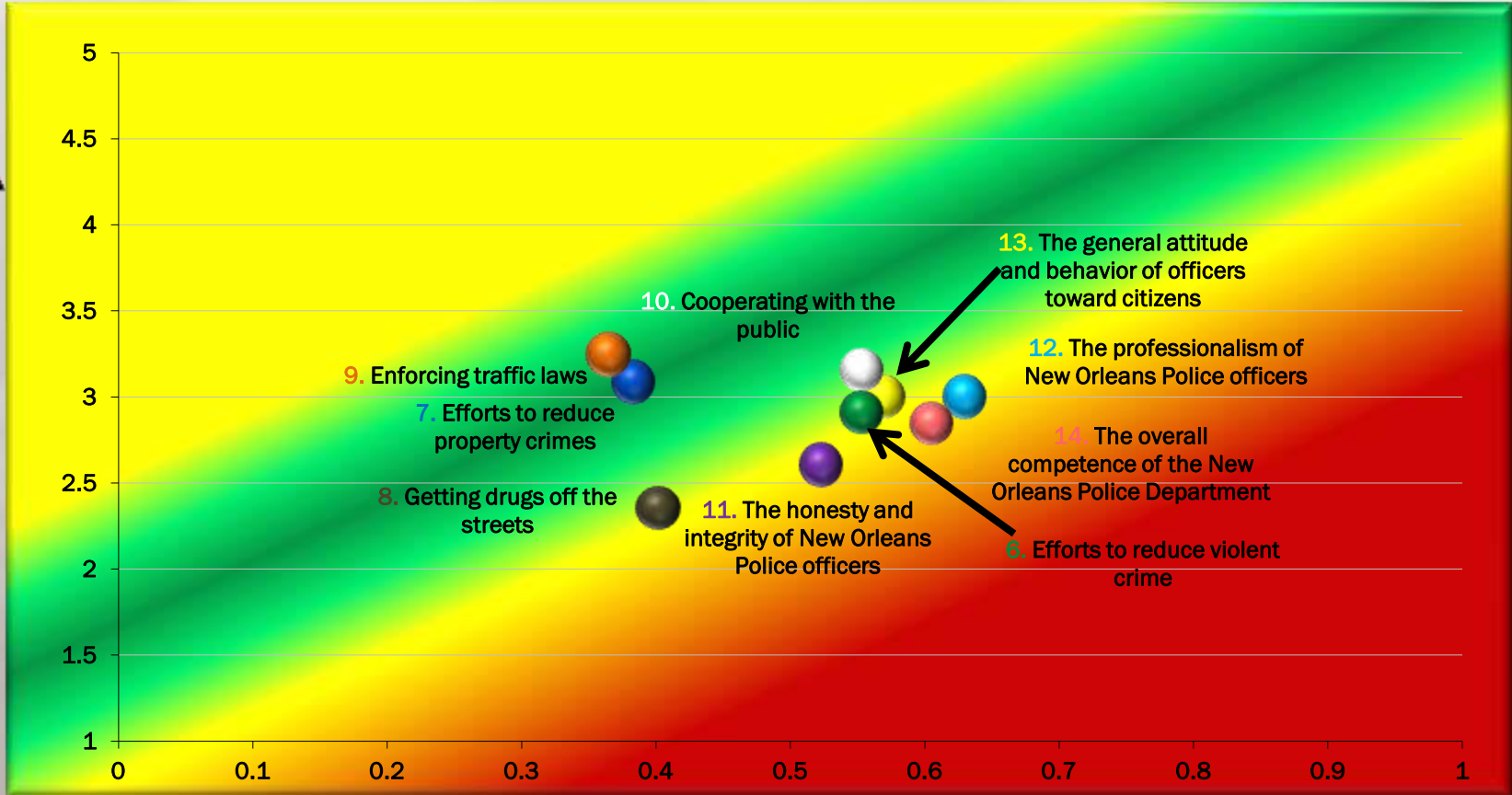


# August 2011 saw a number of aspects of the Police Department drop in performance.

SatMap™ TOTAL (August 2011)

August 2011 Overall

PERFORMANCE (EXPLICIT MEAN)



IMPORTANCE (CORRELATION)

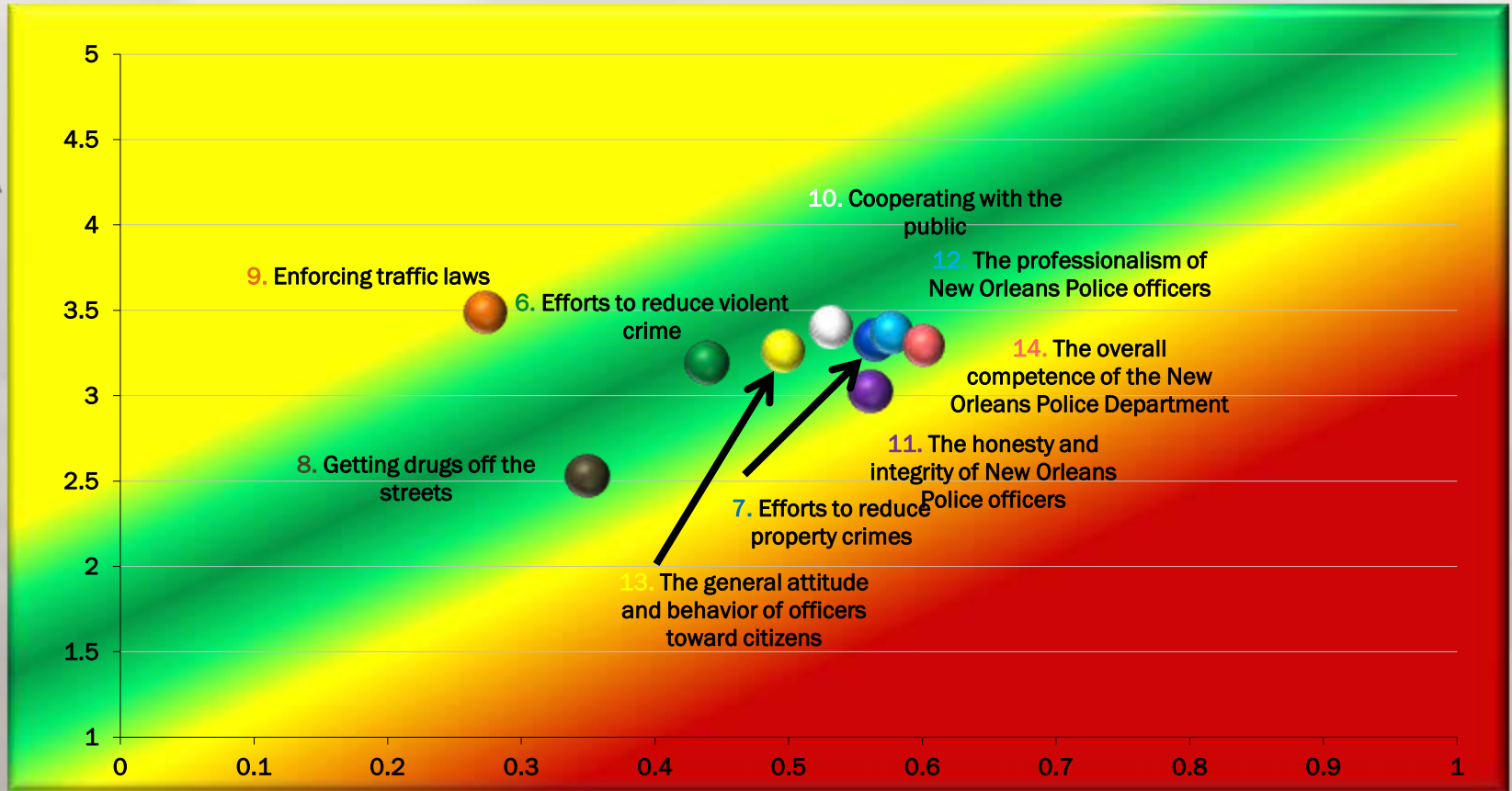


Performance on most aspects of the Police Department are again in line with expectations. The aspects with the lowest performance in terms of importance are the honesty and integrity of police officers and the overall competence of the police department.

SatMap™ TOTAL (February 2012)

February 2012 Overall

PERFORMANCE (EXPLICIT MEAN)



IMPORTANCE (CORRELATION)