

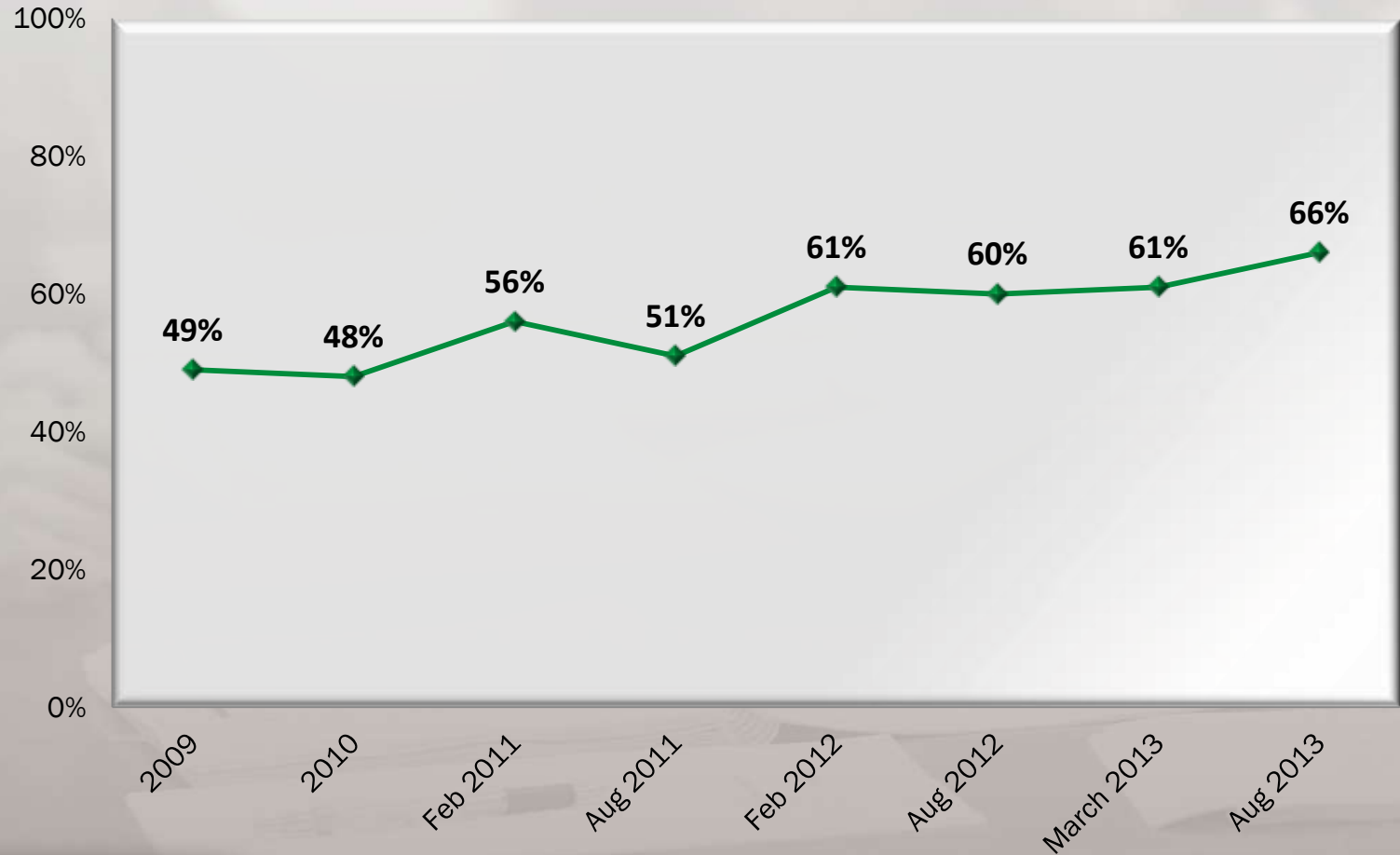
PROFESSIONALISM OF POLICE OFFICERS



Professionalism of police officers has reached an all-time high at 66%.

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

Q12: Professionalism of Police Officers

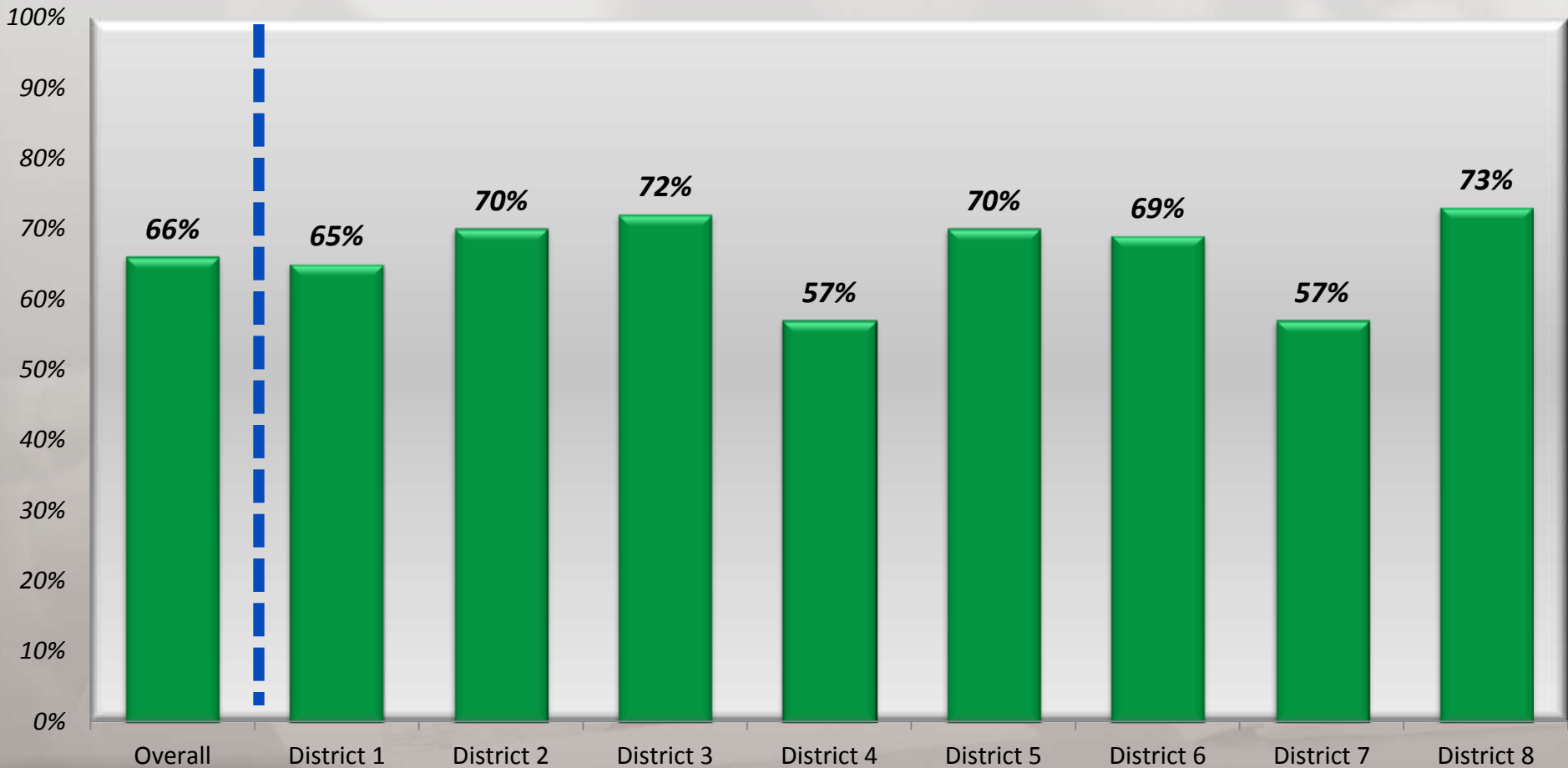




Professionalism ratings are high across the board with only districts four and seven lagging slightly.

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

Q12: Professionalism of Police Officers





Q12: Professionalism Trend by Police District

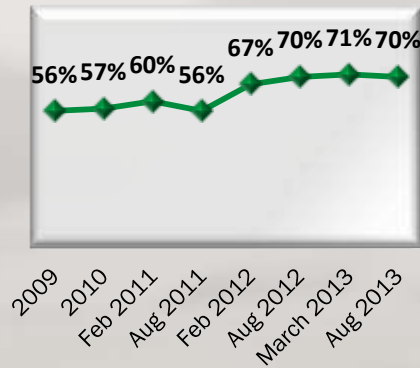
Q12: Police Department Satisfaction – Professionalism of New Orleans Police officers

Overall Department Satisfaction:	58%
Q12 Overall Satisfaction:	66%

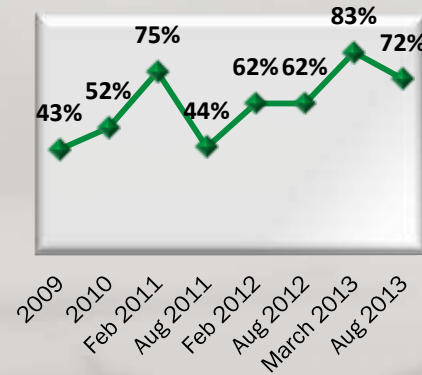
District 1



District 2



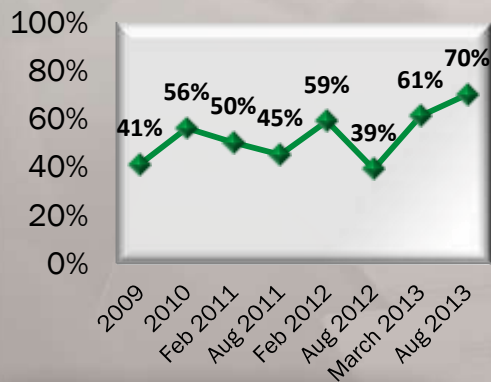
District 3



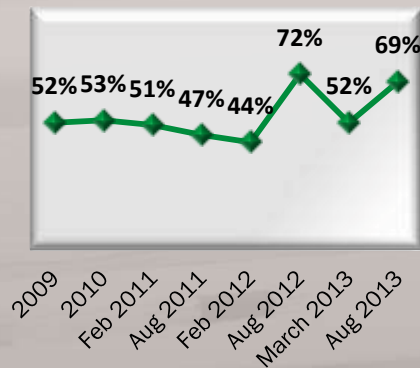
District 4



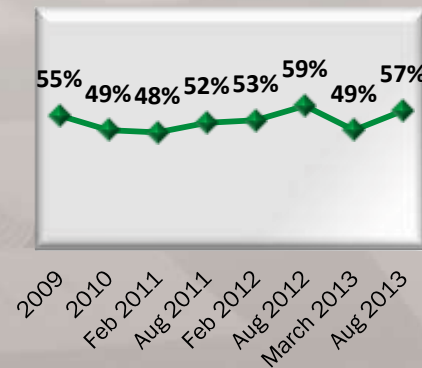
District 5



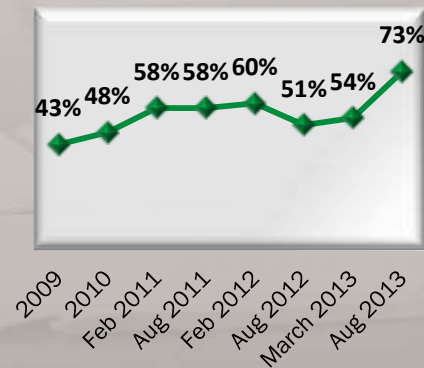
District 6



District 7



District 8



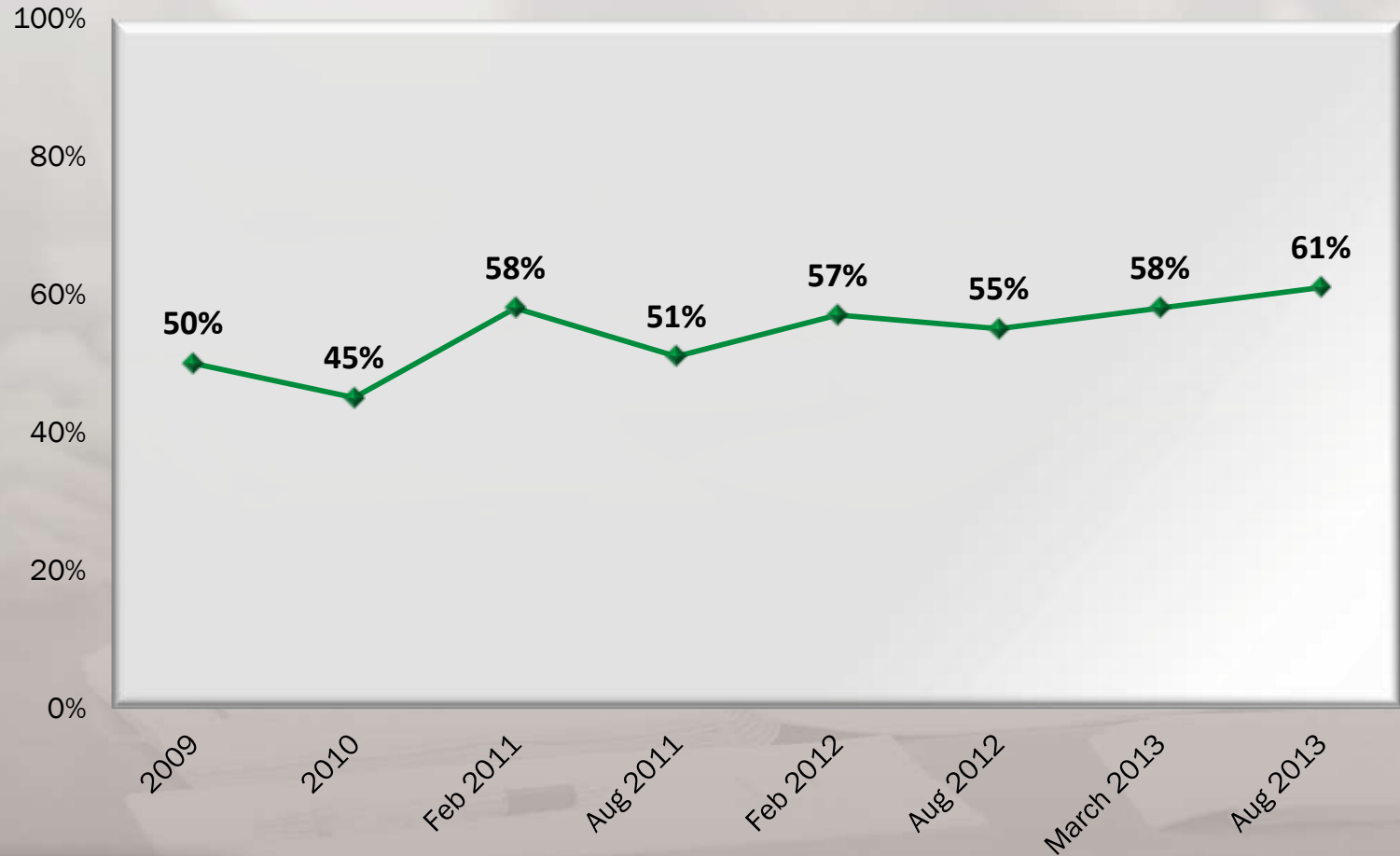
GENERAL ATTITUDE AND BEHAVIOR OF OFFICERS



The attitude and behavior of officers increased to 61% since earlier this year.

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

Q13: General Attitude and Behavior of Officers Toward Citizens

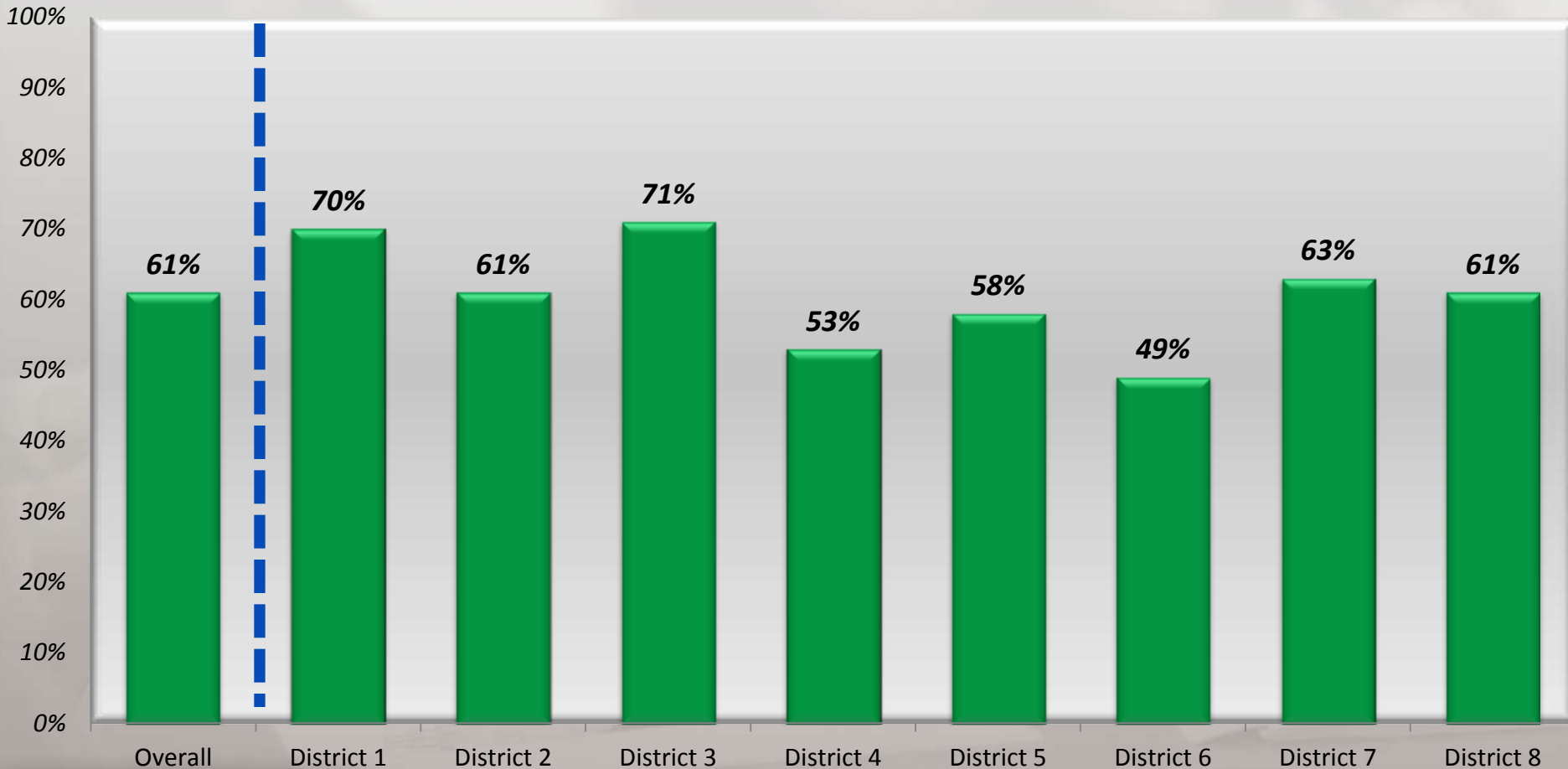




Attitude and behavior of officers is lowest in district six (49%) and highest in district three (71%).

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

Q13: General Attitude and Behavior of Officers Toward Citizens



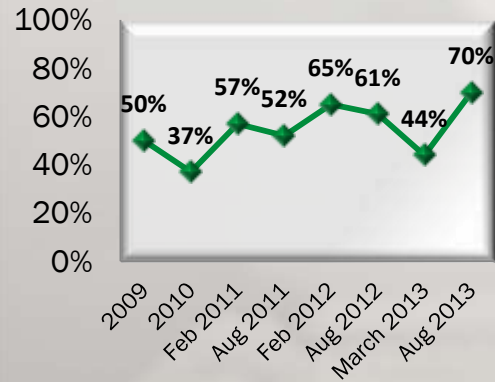


Q13: Attitude/Behavior Trend by Police District

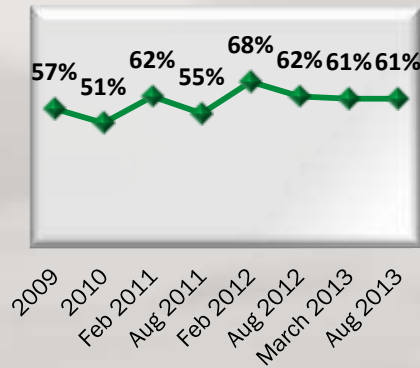
Q13: Police Department Satisfaction – General attitude and behavior of officers toward citizens

Overall Department Satisfaction:	58%
Q13 Overall Satisfaction:	61%

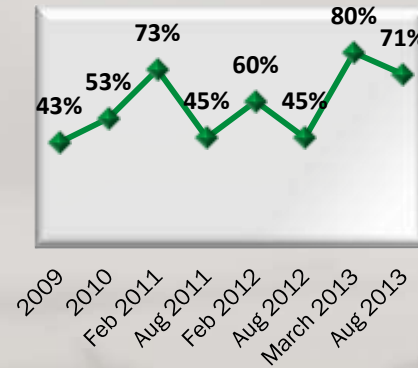
District 1



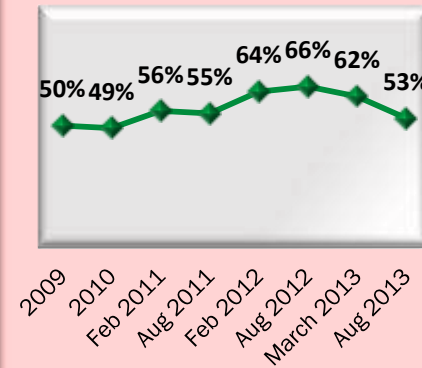
District 2



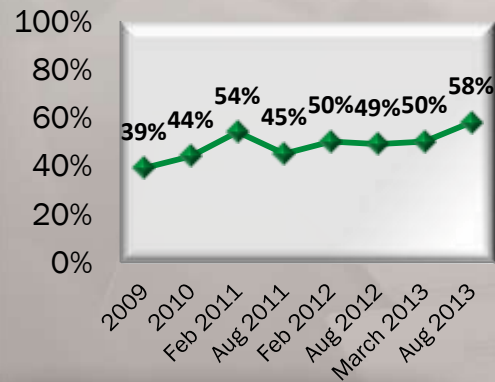
District 3



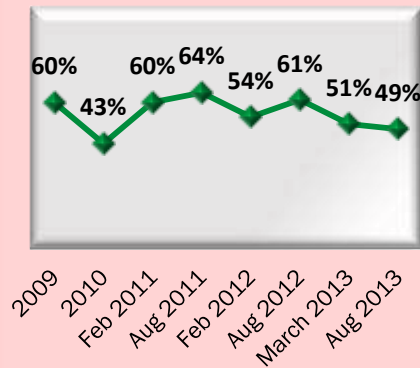
District 4



District 5



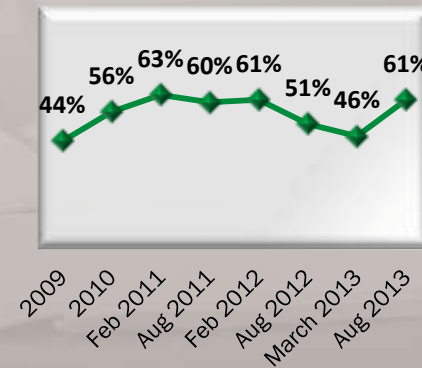
District 6



District 7



District 8



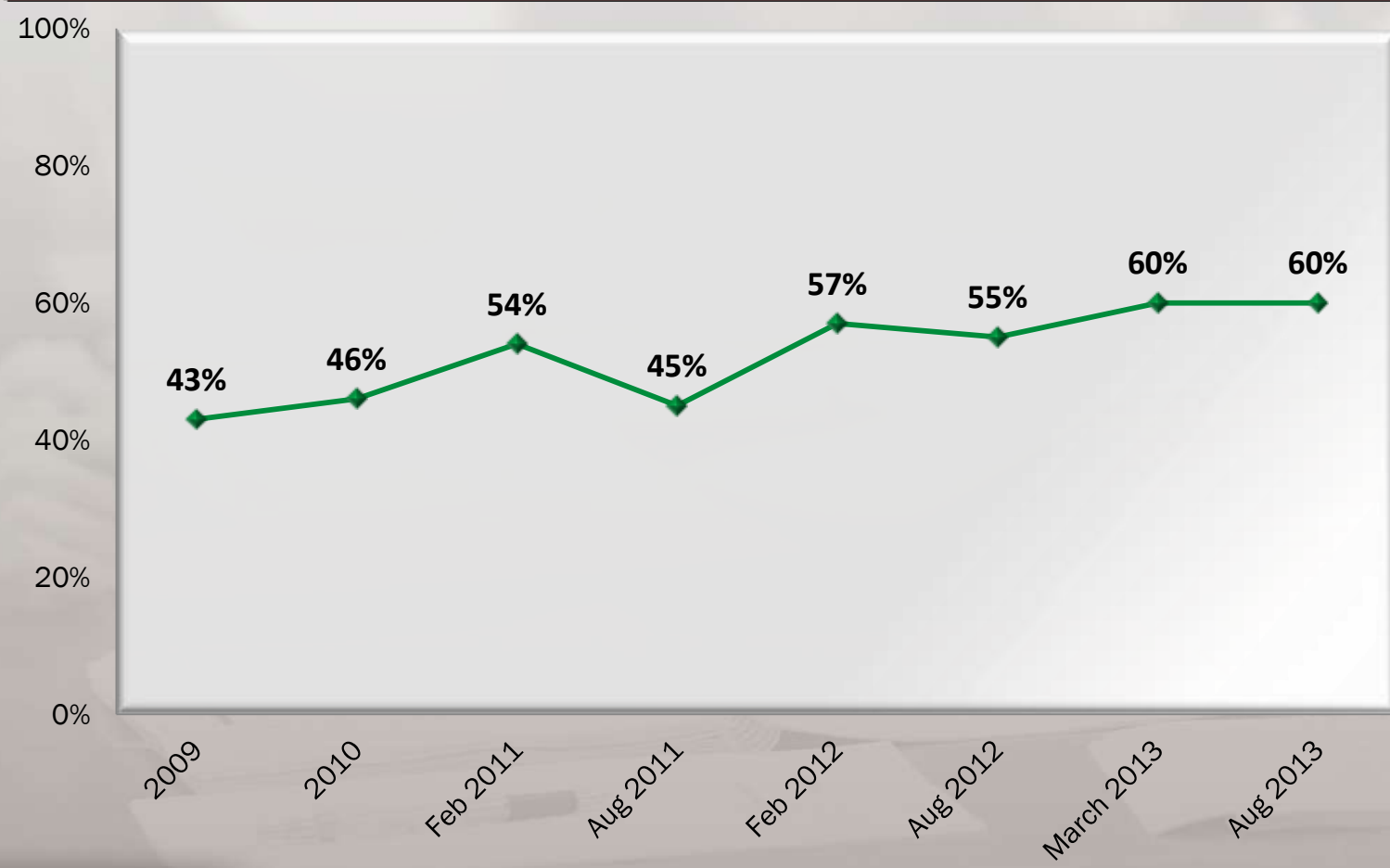
OVERALL COMPETENCE OF POLICE DEPARTMENT



Overall competence held steady at sixty percent satisfied.

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

Q14: Overall Competence of Police Department

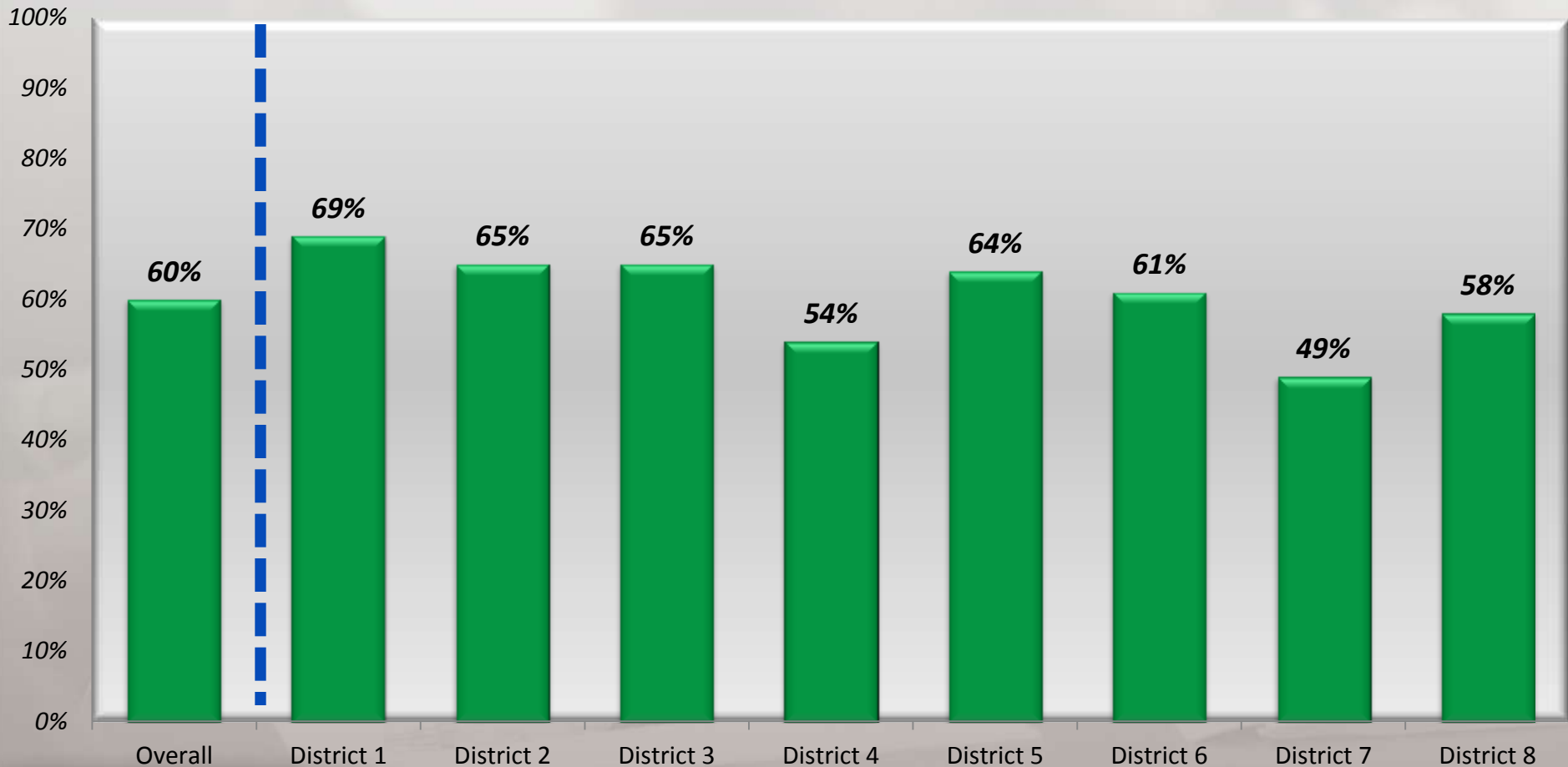




Overall competence was rated highest in district one (69%) and lowest in district seven (49%).

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

Q14: Overall Competence of Police Department



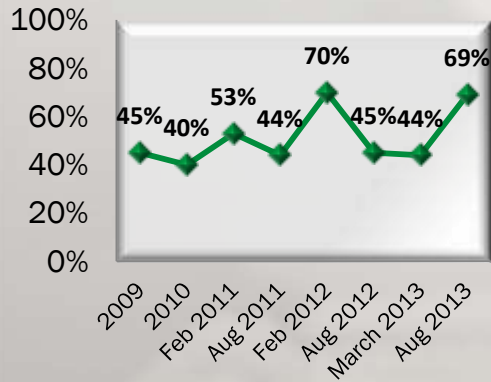


Q14: Overall Competence Trend by Police District

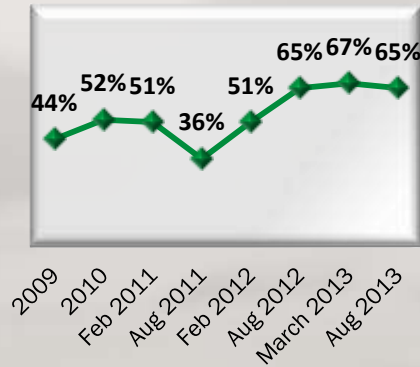
Q14: Police Department Satisfaction - Overall competence of the New Orleans Police Department

Overall Department Satisfaction:	58%
Q14 Overall Satisfaction:	60%

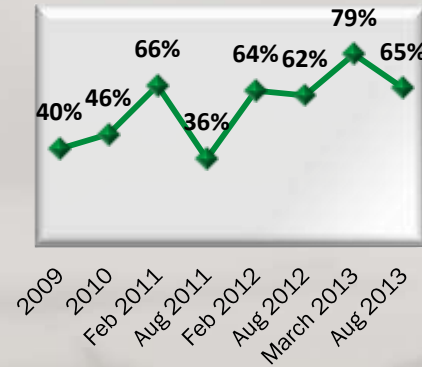
District 1



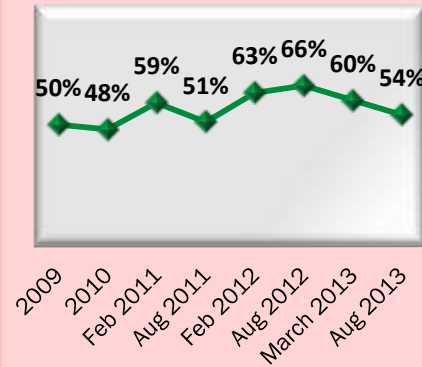
District 2



District 3



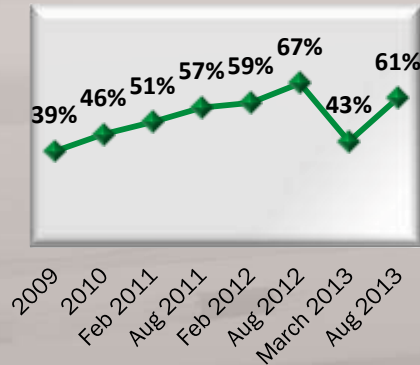
District 4



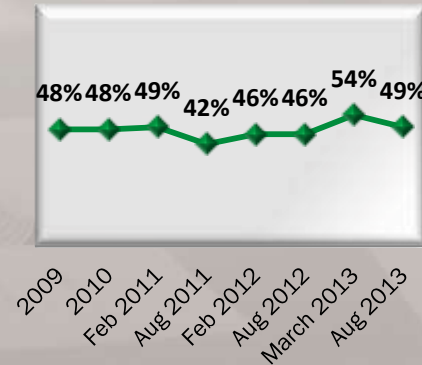
District 5



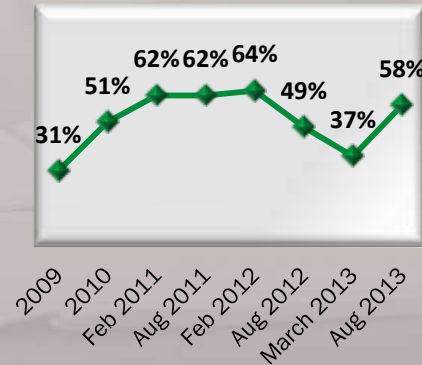
District 6



District 7



District 8

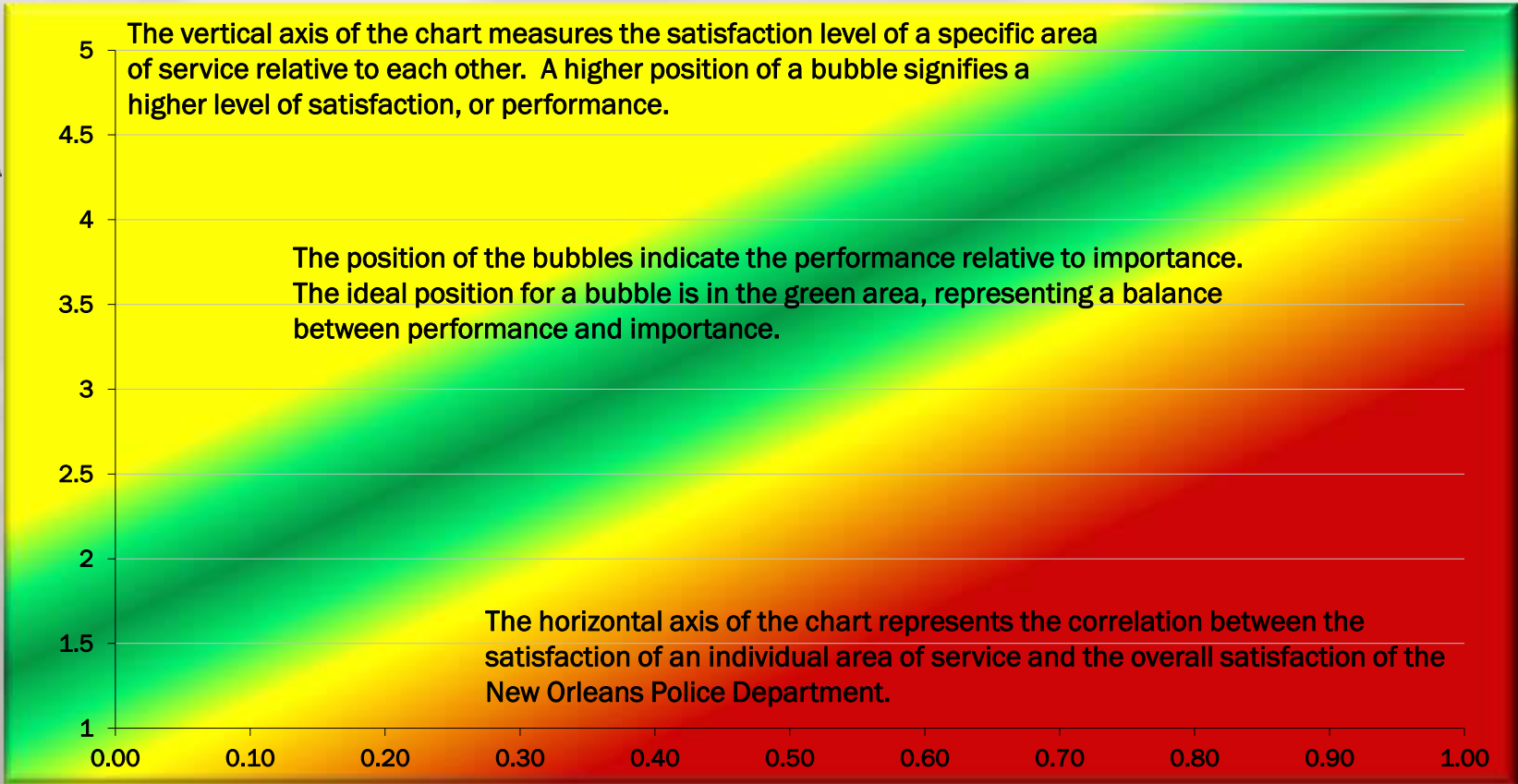


SATISFACTION MAPS

- **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	55%	19%
7. Efforts to address crimes against property, like homes and businesses	59%	23%
8. Getting drugs off the streets	42%	18%
9. Enforcing traffic laws	57%	27%
10. Cooperating with the public to address their concerns	63%	25%
11. The honesty and integrity of New Orleans Police officers	51%	20%
12. The professionalism of New Orleans Police officers	61%	23%
13. The general attitude and behavior of officers toward citizens	58%	22%
14. The overall competence of the New Orleans Police Department	60%	23%

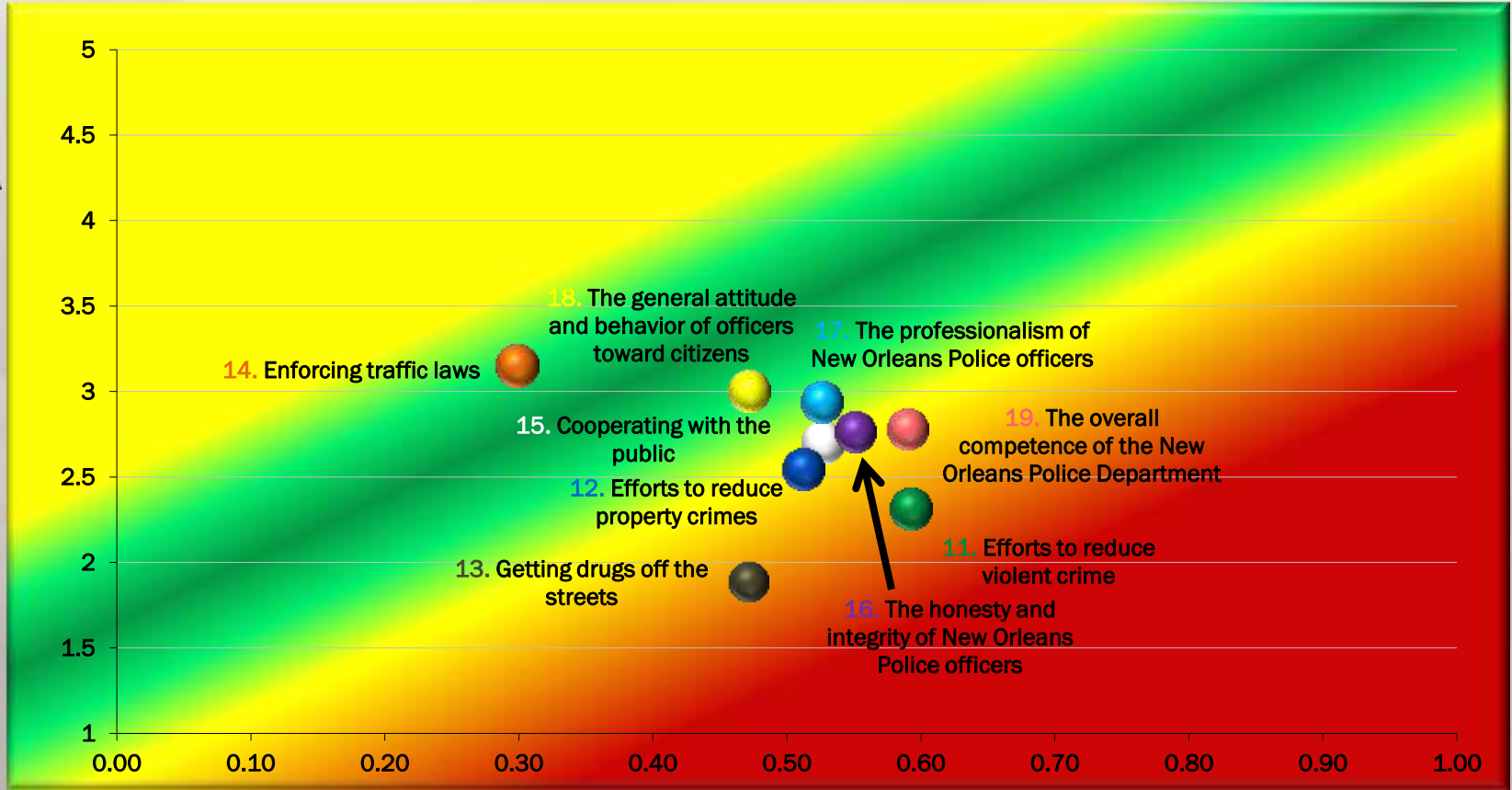


Overall satisfaction with a number various aspects of the police department were low in 2009 including getting drugs off the streets and addressing violent crime.

SatMap™ TOTAL (2009)

2009 Overall

↑
PERFORMANCE (EXPLICIT MEAN)



→
IMPORTANCE (CORRELATION)

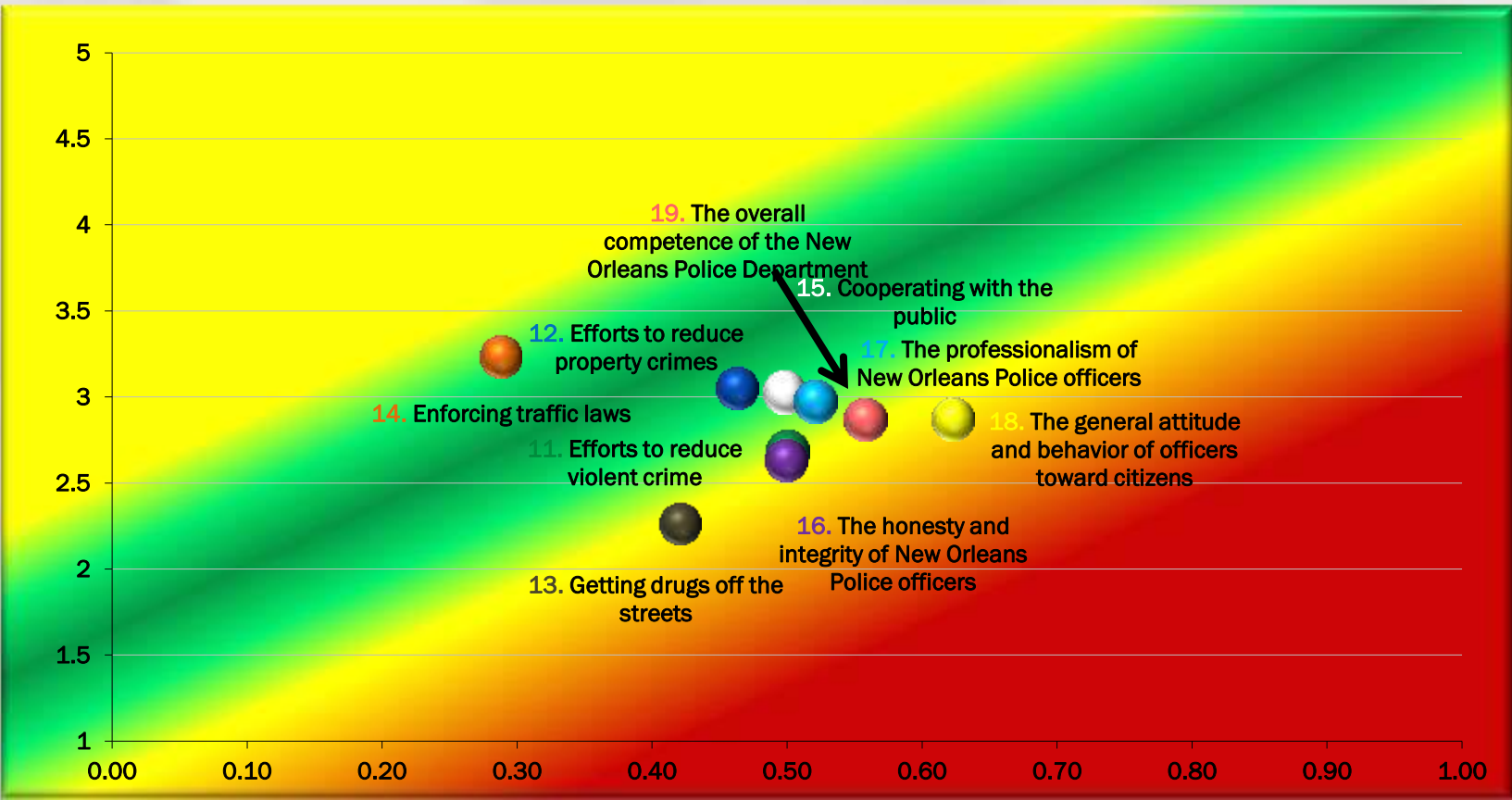


2010 saw a slight improvement in the overall satisfaction among New Orleans adults.

SatMap™ TOTAL (2010)

2010 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



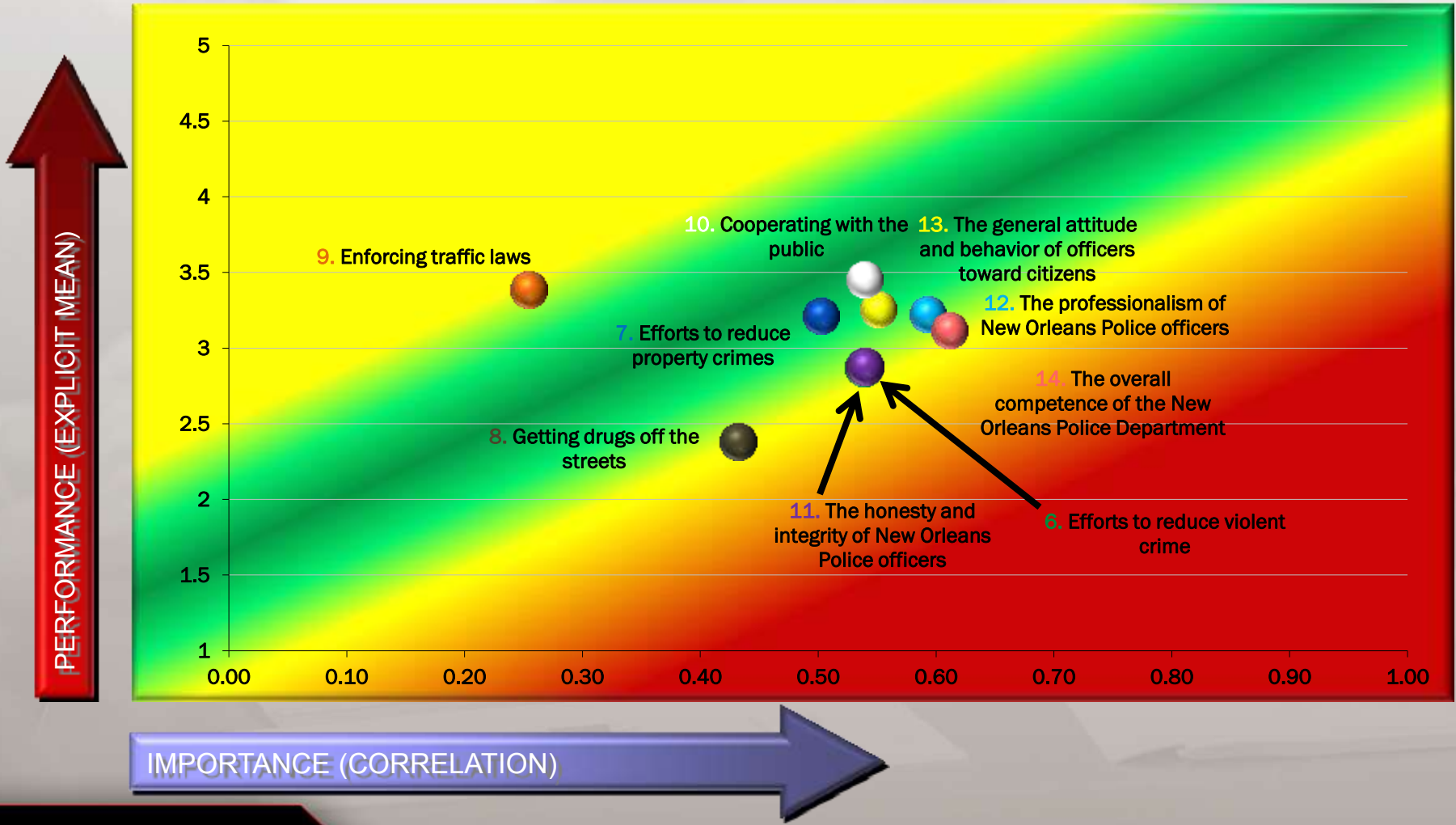
→ IMPORTANCE (CORRELATION)



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

SatMap™ TOTAL (February 2011)

February 2011 Overall



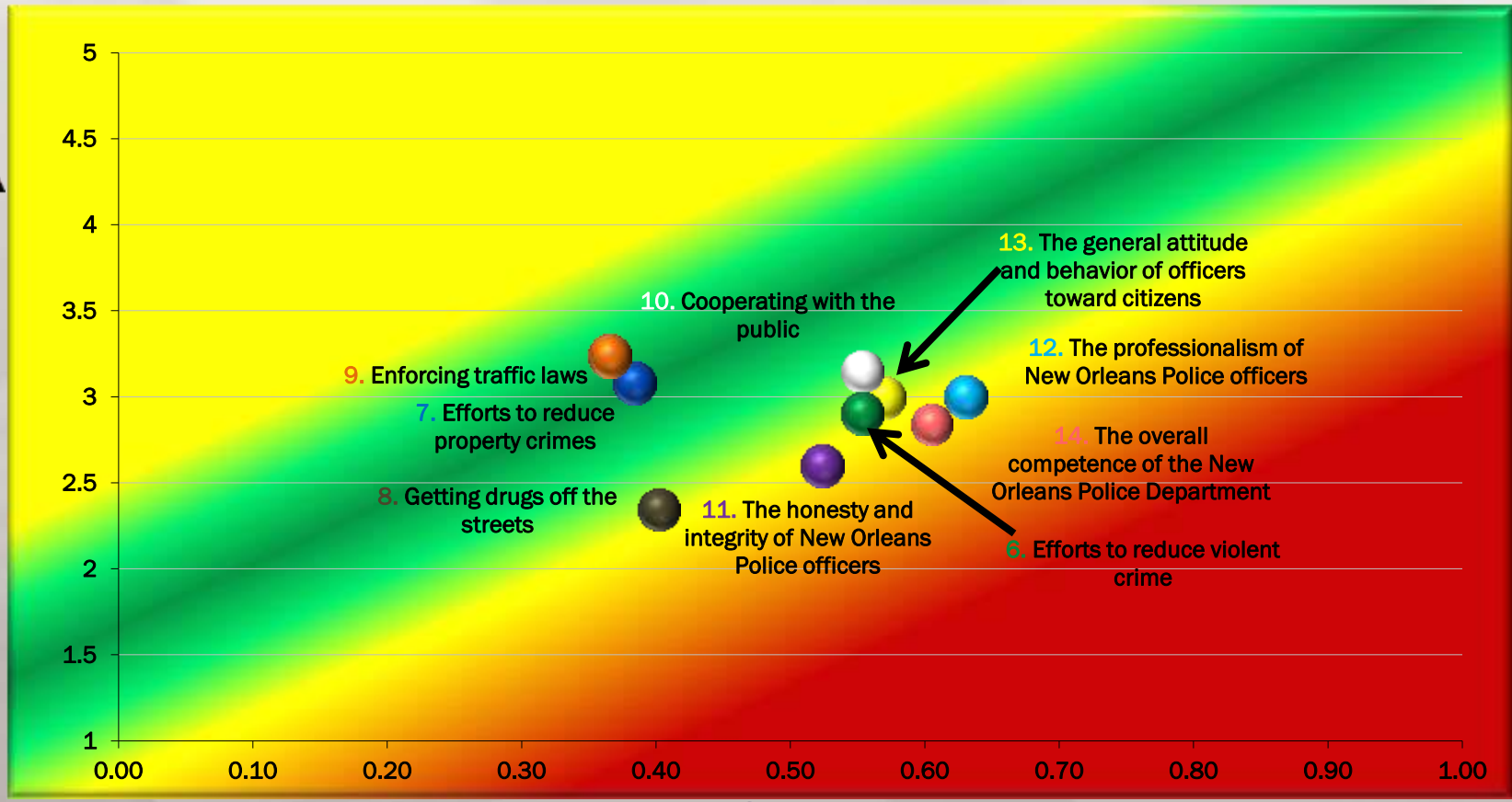


August 2011 saw a number of aspects of the Police Department drop in performance.

SatMap™ TOTAL (August 2011)

August 2011 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

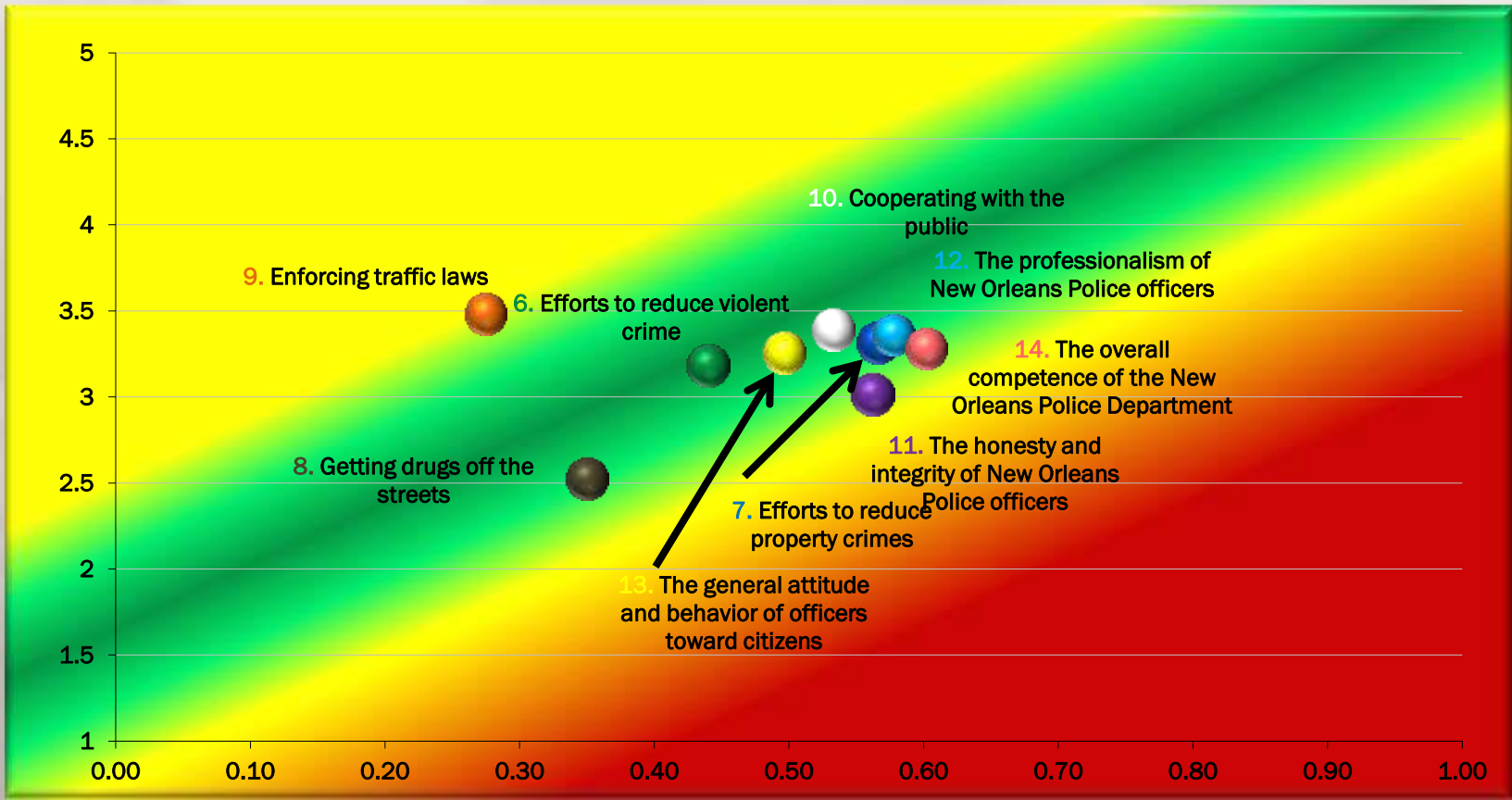


Performance on most aspects of the Police Department were again in line with expectations in the winter of 2012.

SatMap™ TOTAL (February 2012)

February 2012 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

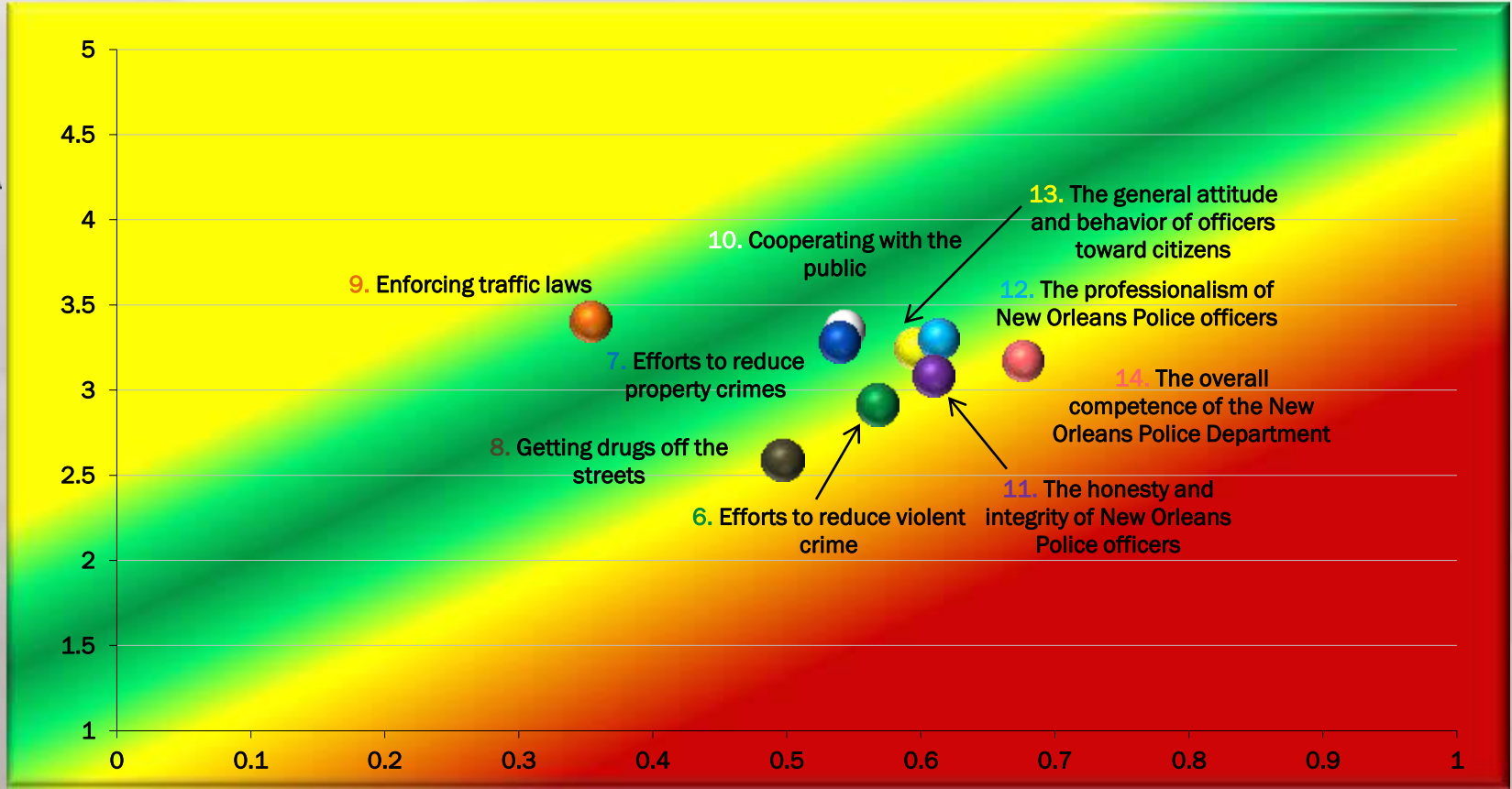


Performance on the various aspects of the Police Department performance dropped slightly in the summer of 2012.

SatMap™ TOTAL (August 2012)

August 2012 Overall

↑ PERFORMANCE (EXPLICIT MEAN)



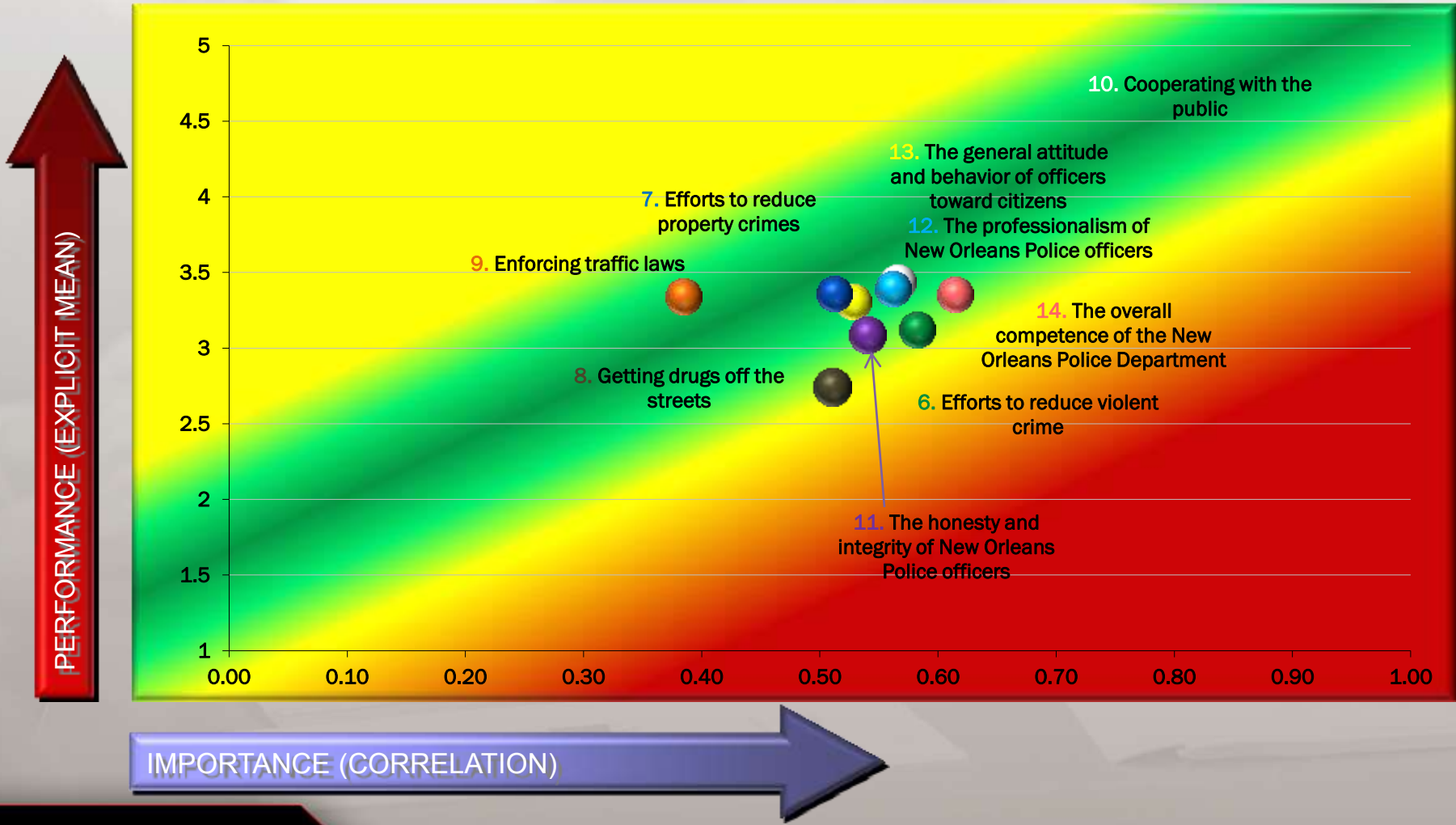
→ IMPORTANCE (CORRELATION)



Most aspects of Police Department performance generally met the low-end threshold for expectations in the winter of this year.

SatMap™ TOTAL (March 2013)

March 2013 Overall



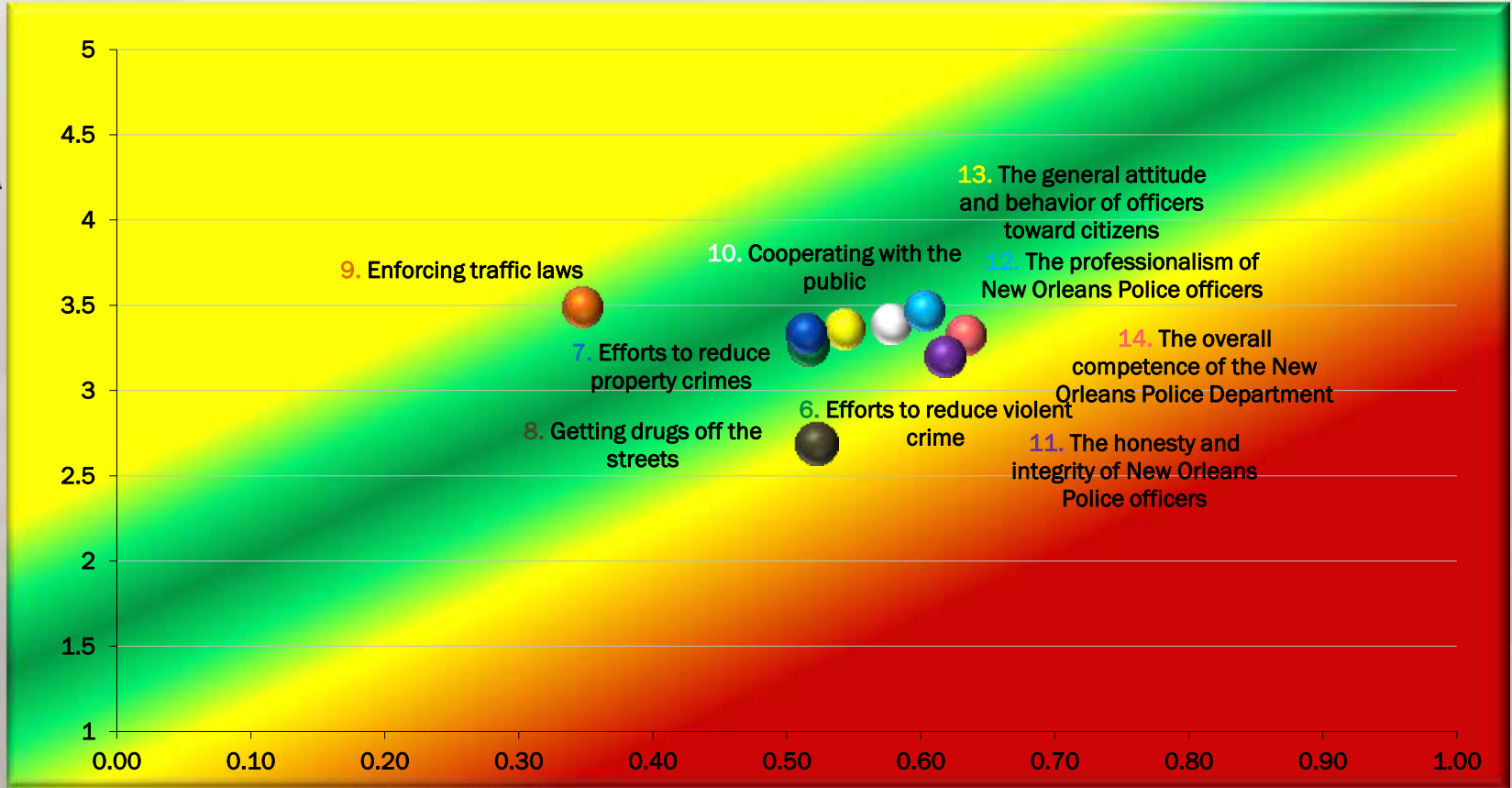


Most aspects of performance have held in line with expectations in the summer survey. Getting drugs off the streets has fallen into the borderline territory.

SatMap™ TOTAL (March 2013)

August 2013 Overall

↑ PERFORMANCE (EXPLICIT MEAN)

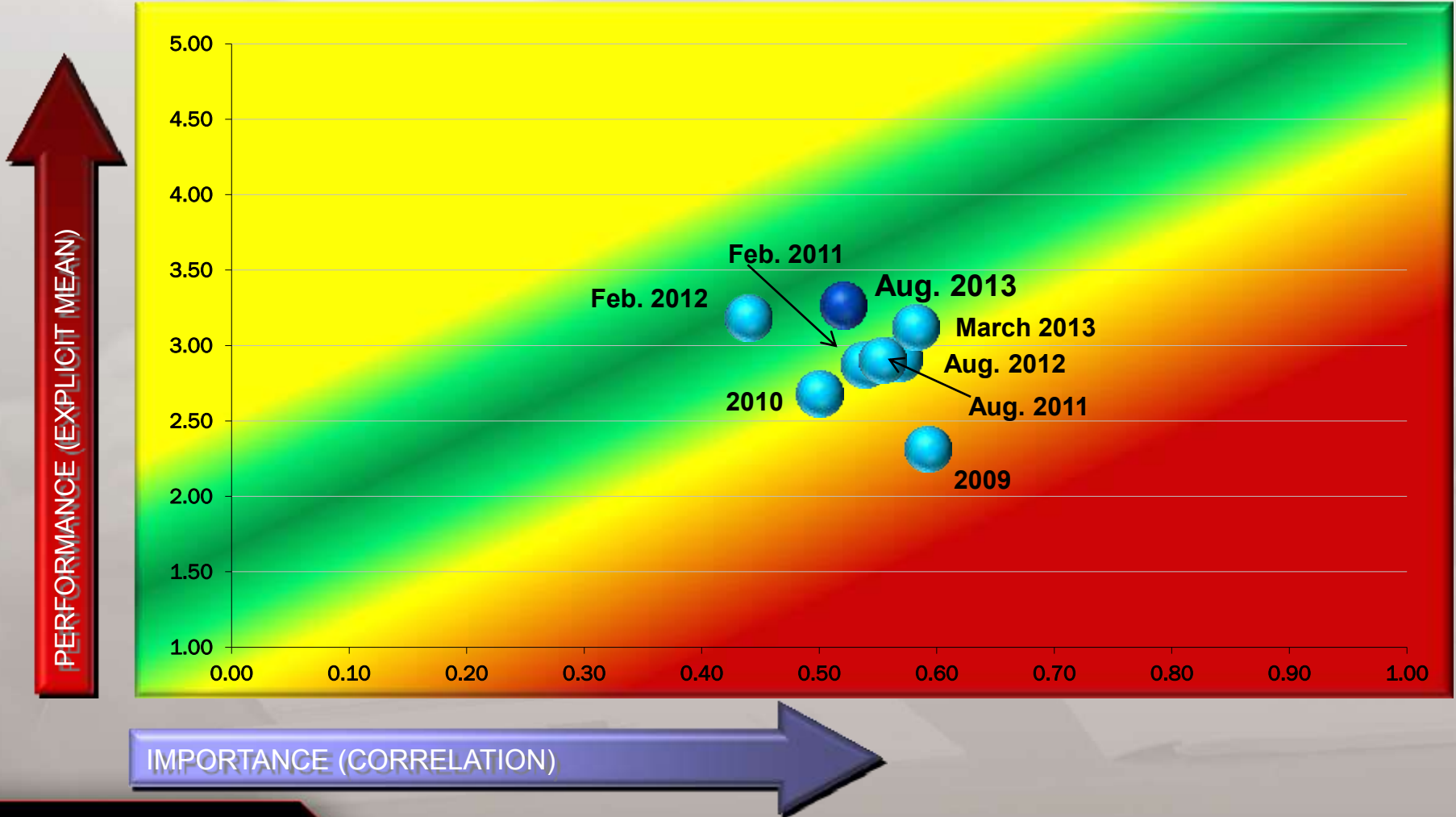


→ IMPORTANCE (CORRELATION)

TREND FOR INDIVIDUAL ASPECTS

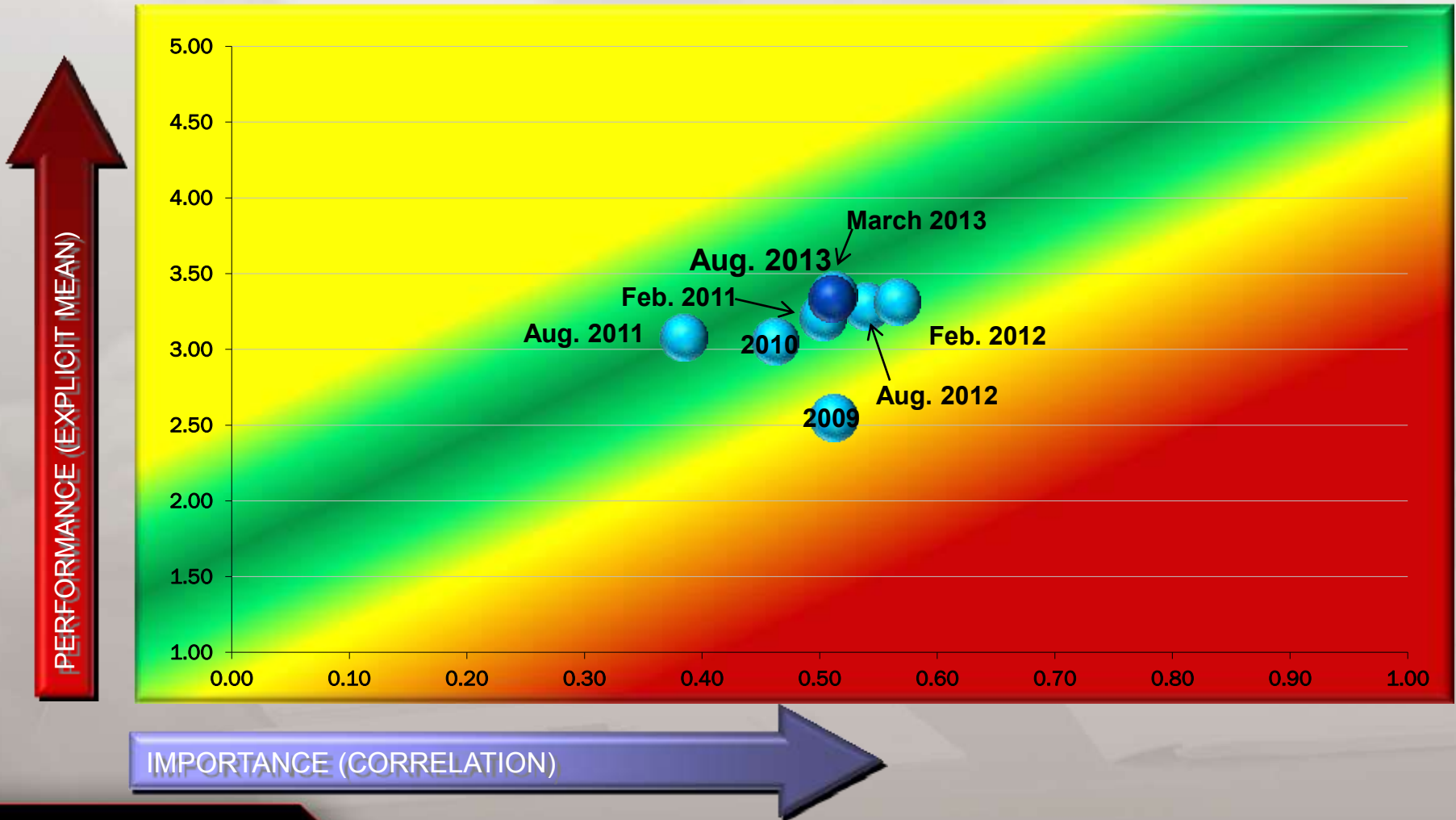
Individual Aspect Trends

Q6: Efforts to Address Violent Crime



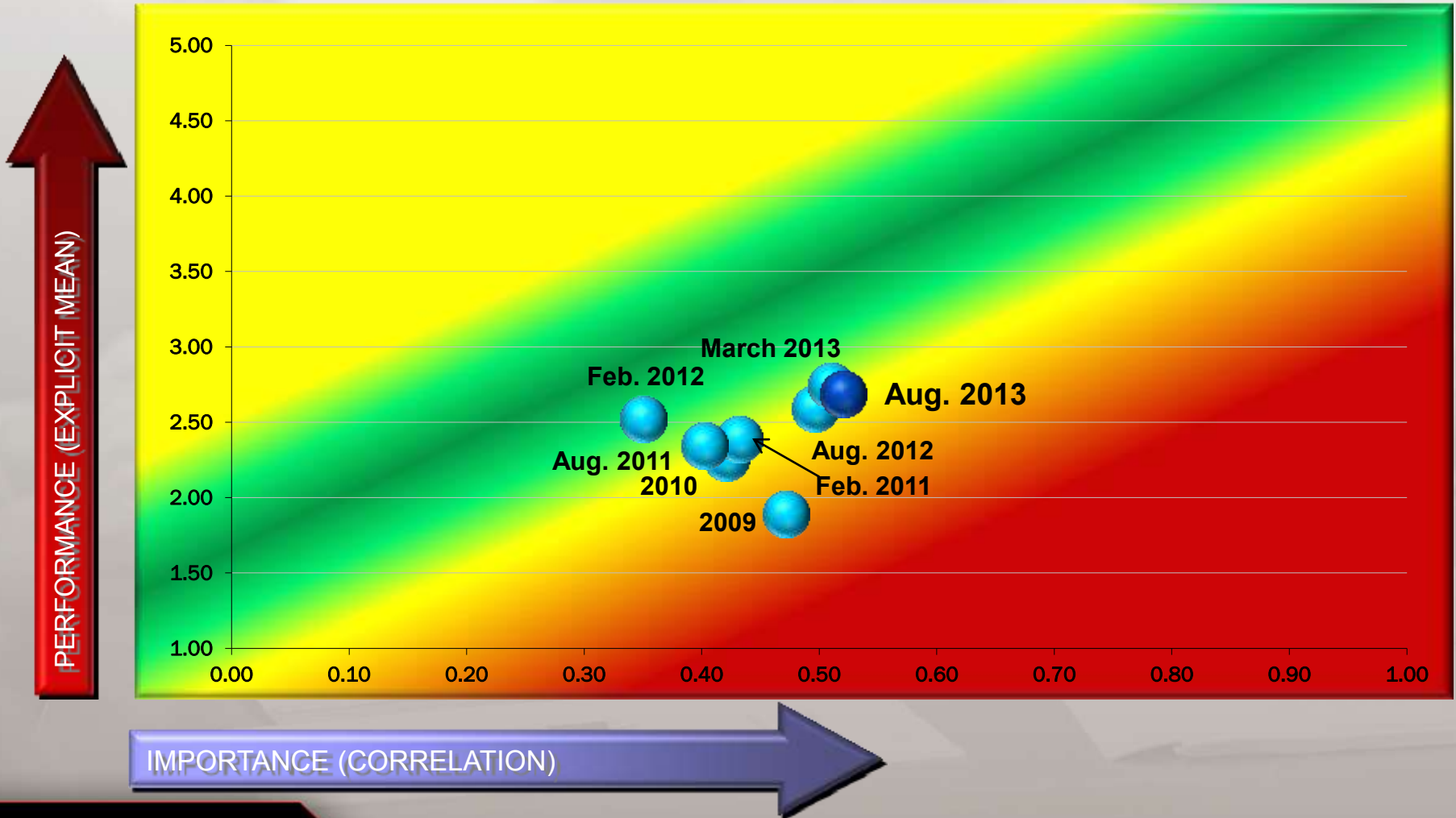
Individual Aspect Trends

Q7: Efforts to Address Crimes Against Property



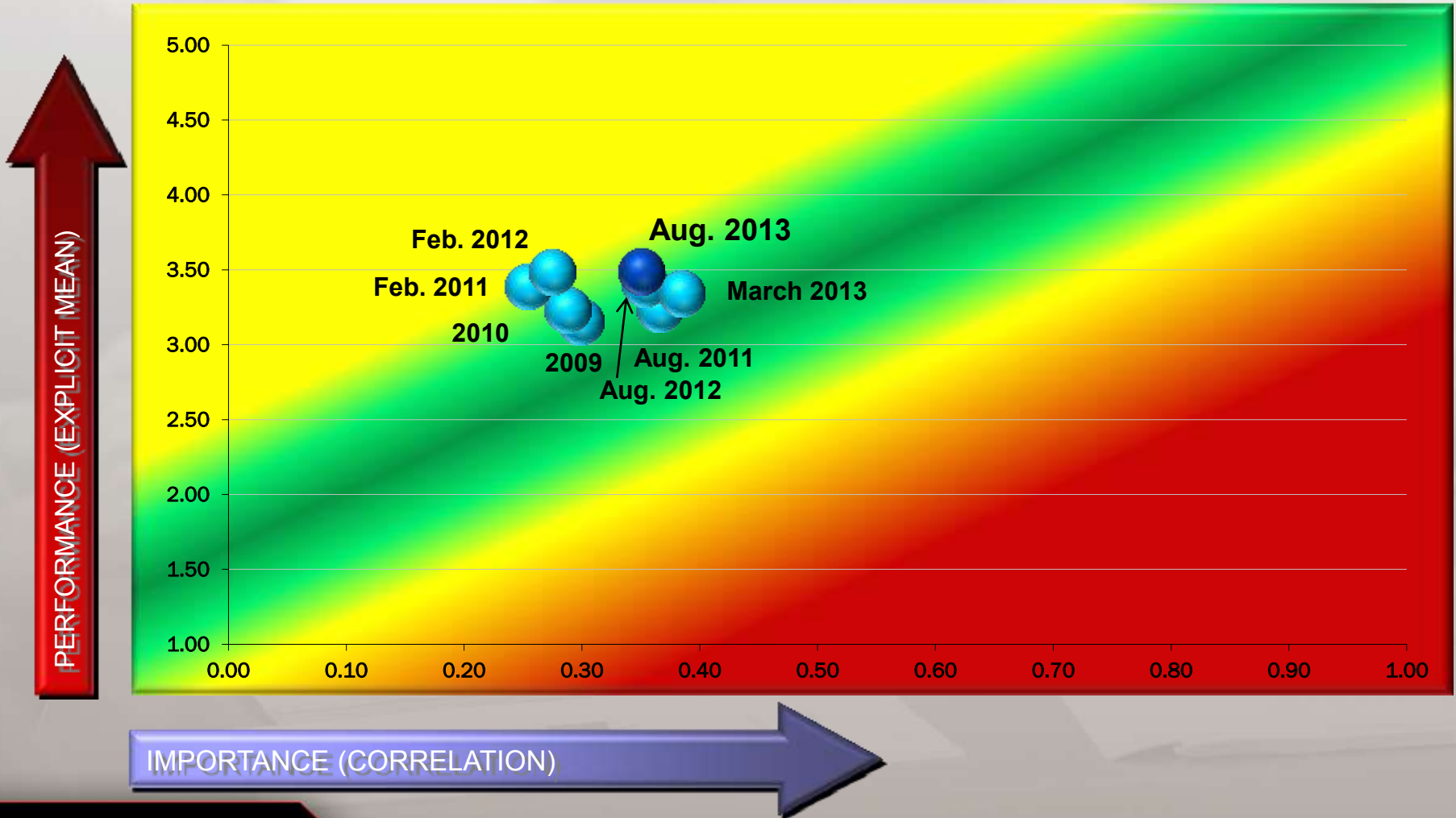
Individual Aspect Trends

Q8: Getting Drugs Off the Streets



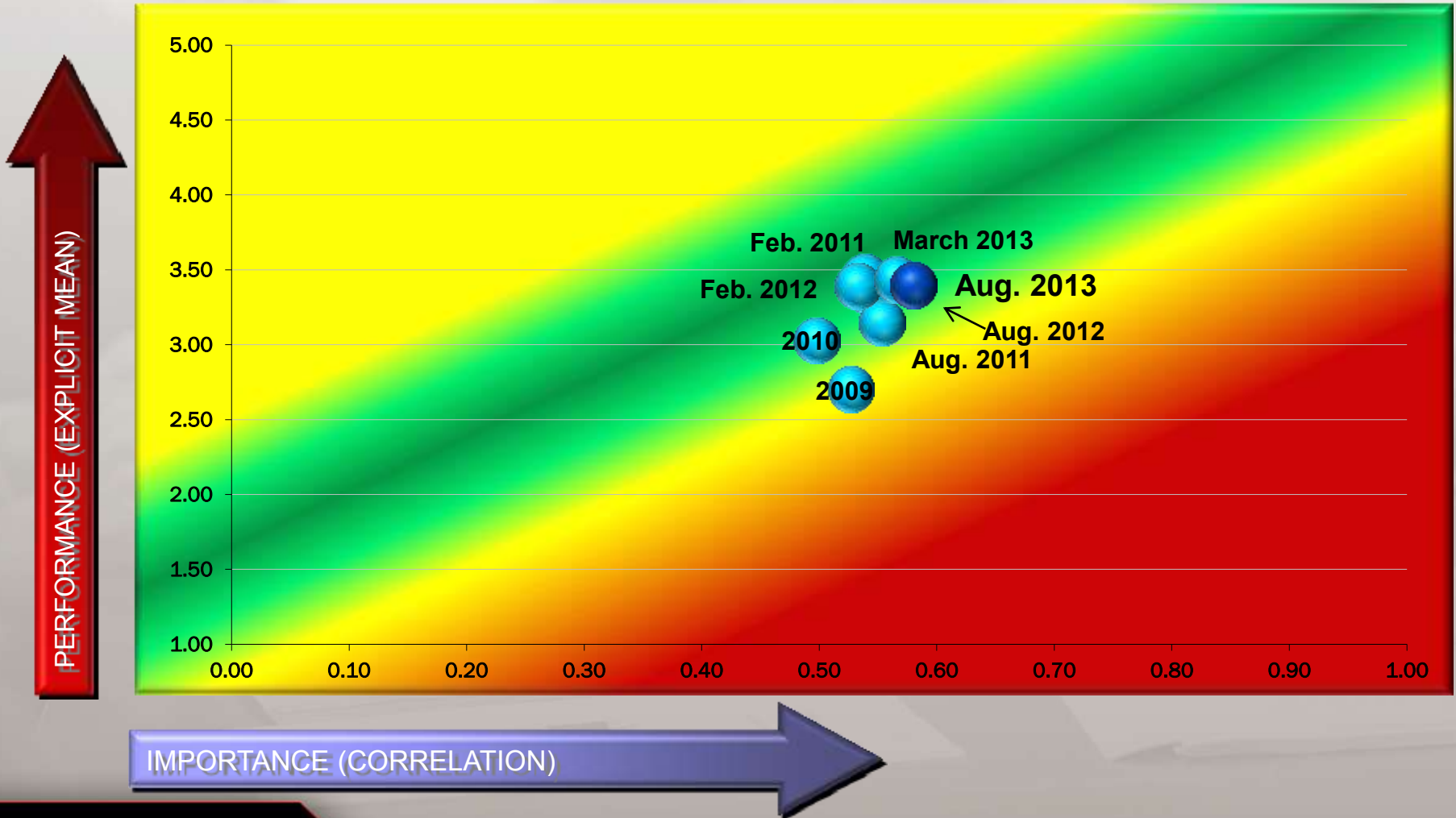
Individual Aspect Trends

Q9: Enforcing Traffic Laws



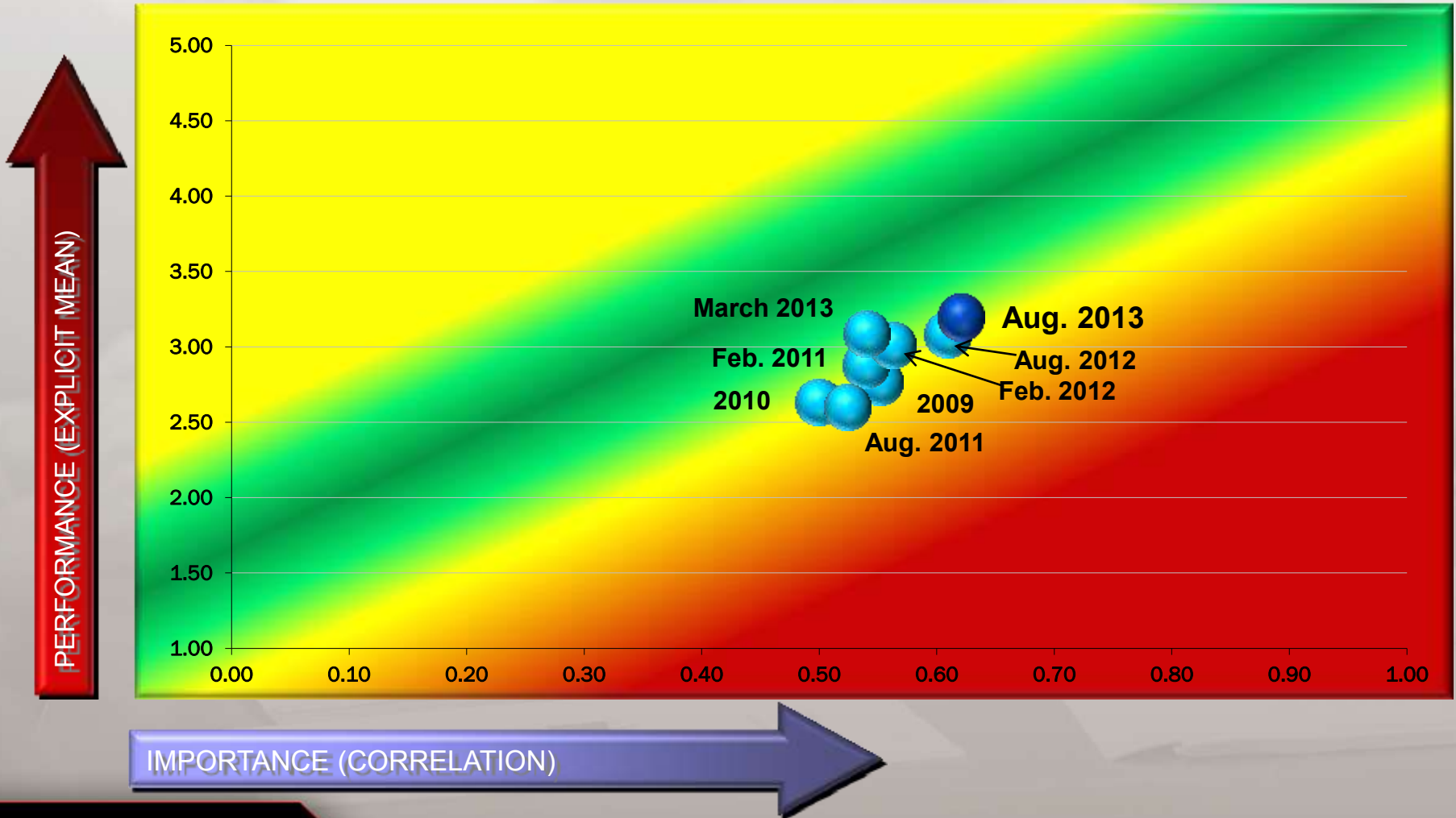
Individual Aspect Trends

Q10: Cooperating with the Public



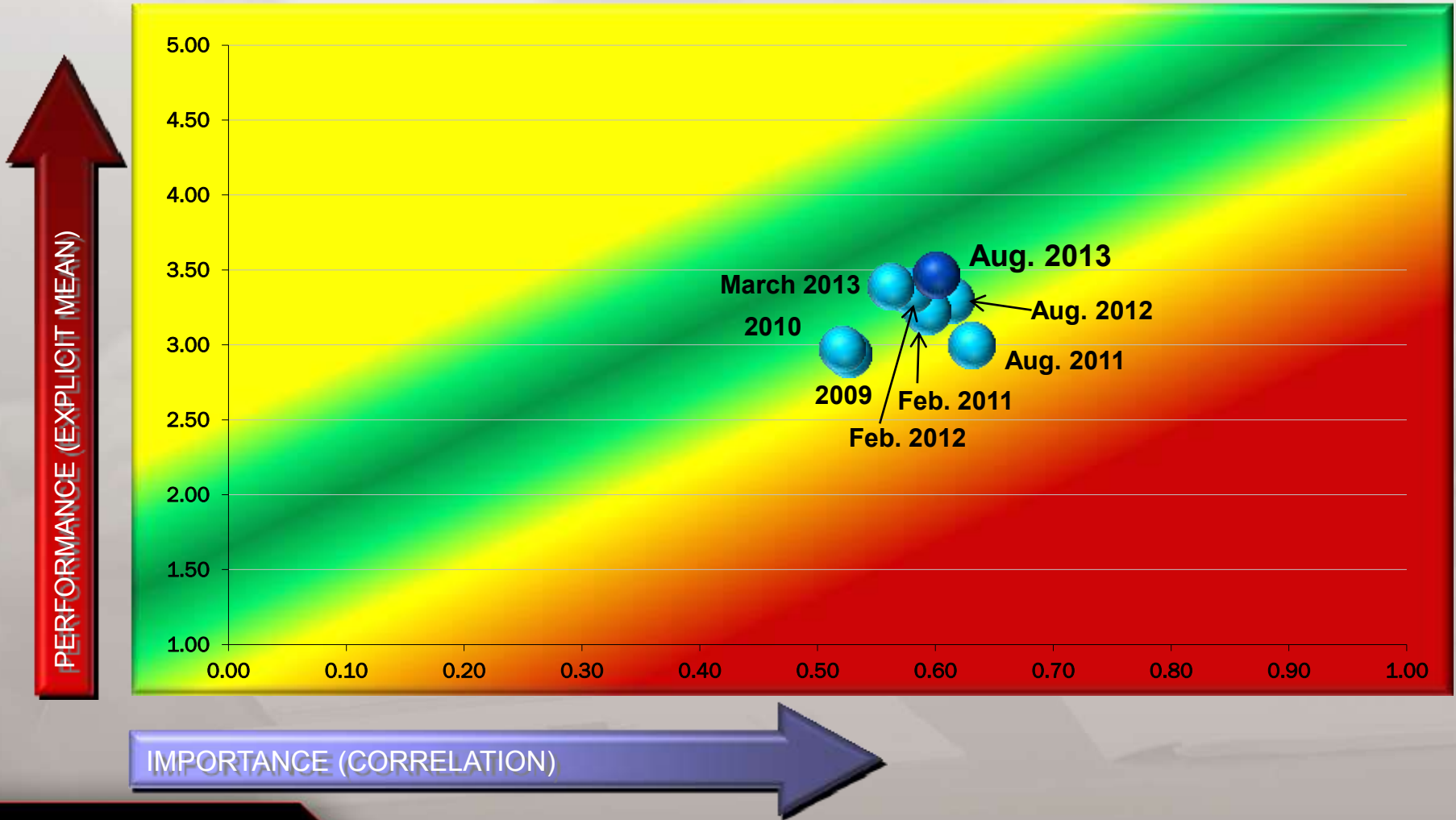
Individual Aspect Trends

Q11: Honesty and Integrity of Police Officers



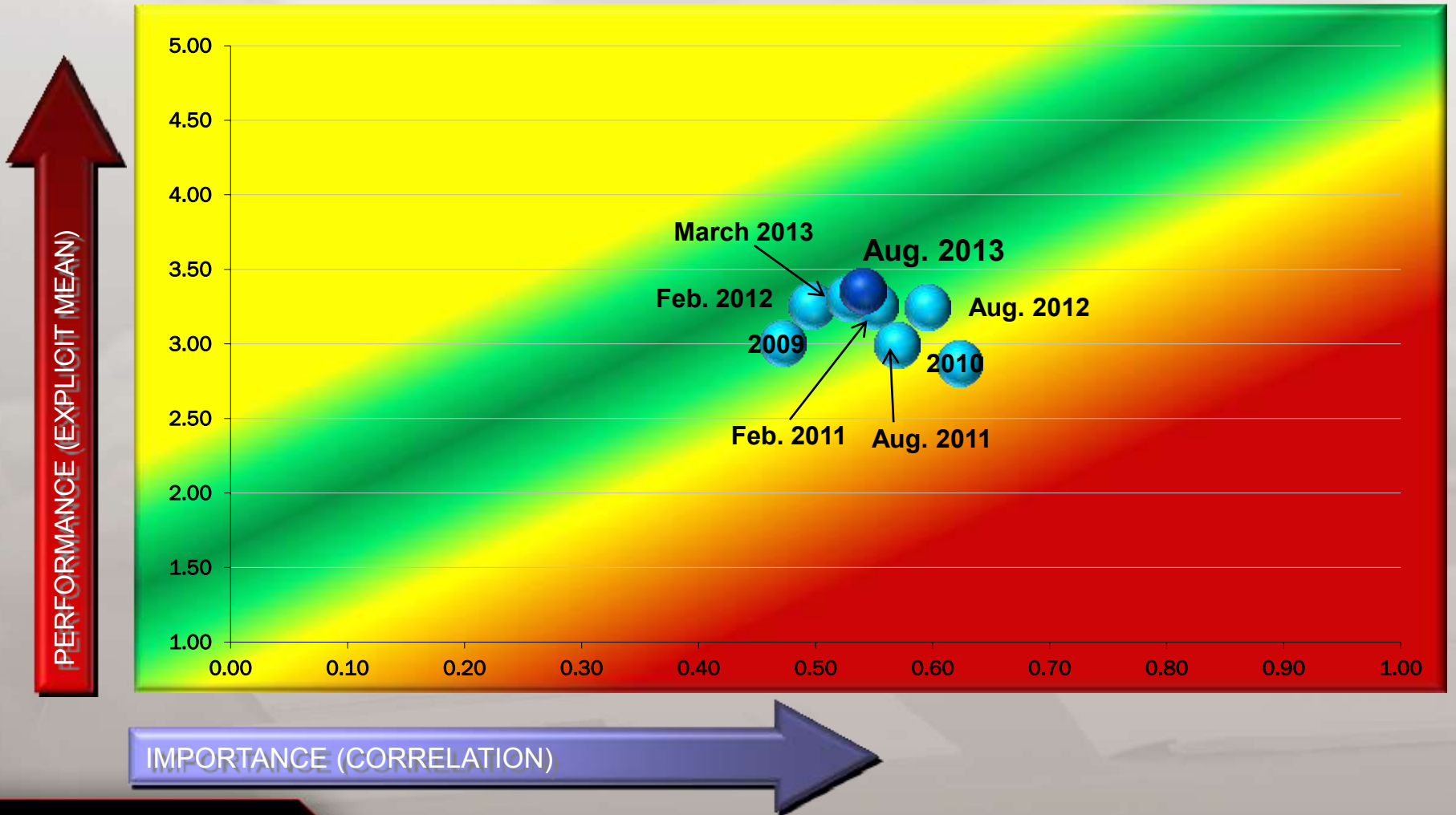
Individual Aspect Trends

Q12: Professionalism of Police Officers



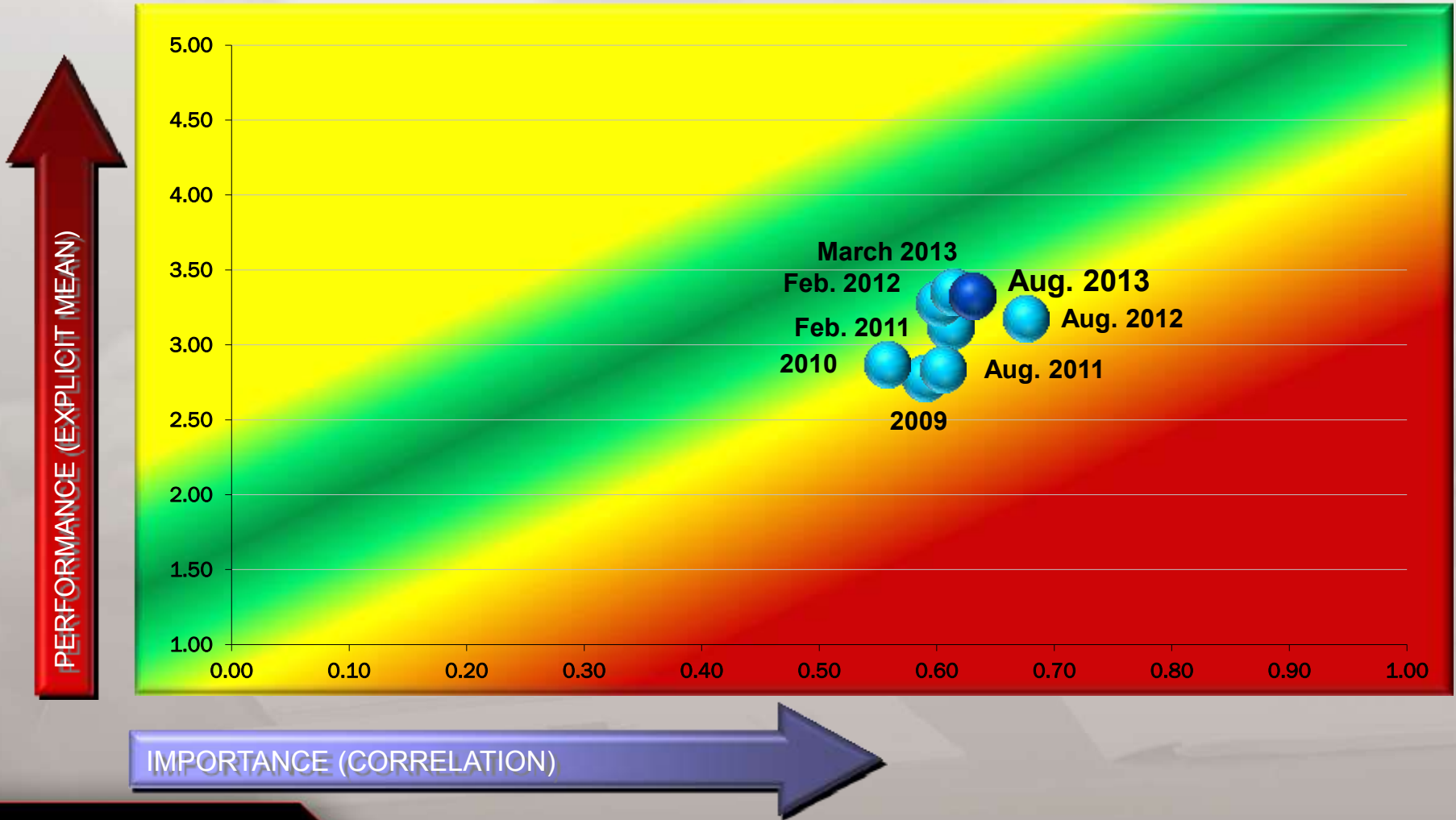
Individual Aspect Trends

Q13: General Attitude and Behavior of Officers



Individual Aspect Trends

Q14: Overall Competence of Police Department



KEY TARGET GROUPS



Methodology: Key Target Groups

Key Target Groups

The following slides present the key target groups for the New Orleans Police Department to increase their overall level of satisfaction. The last column is the overall mean level of satisfaction for that particular demographic group. The higher the mean the more satisfied that demographic group is with the New Orleans Police Department overall.

Groups with a mean less than the overall mean, 3.2445, are groups with whom the New Orleans Police Department should focus their efforts to increase satisfaction. Groups highlighted in red are those with a mean lower than the overall mean.

Key Target Groups

Overall Mean: 3.2445

Group	Size of Group	% Unsatisfied	% Satisfied	Mean
Post Graduate	15%	52%	41%	2.8273
District 7	16%	44%	51%	2.8566
District 4	15%	47%	49%	2.9283
Men 18-44	29%	46%	49%	2.9452
Women 18-44	23%	43%	53%	2.9604
Some College	28%	38%	53%	3.0066
Ethnicity: White	34%	40%	54%	3.1341
Own or Manage Business	9%	45%	45%	3.1815
Length Lived: 15+ Years	83%	75%	75%	3.1967
Don't Own or Manage Business	91%	22%	70%	3.2131
Ethnicity: African-American	56%	35%	58%	3.2303

Key Target Groups

Overall Mean: 3.2445

Group	Size of Group	% Unsatisfied	% Satisfied	Mean
District 8	4%	37%	55%	3.2527
College Graduate	15%	35%	60%	3.2531
District 2	19%	37%	51%	3.2603
Men 45+	19%	33%	62%	3.2660
District 5	8%	29%	63%	3.2805
Length Lived: <15 Years	17%	36%	58%	3.2996
District 6	12%	30%	65%	3.3486
District 3	17%	32%	67%	3.3751
High School Graduate	32%	32%	66%	3.4120
<High School	9%	27%	64%	3.5125
Women 45+	29%	23%	68%	3.6347
District 1	9%	27%	69%	3.6509

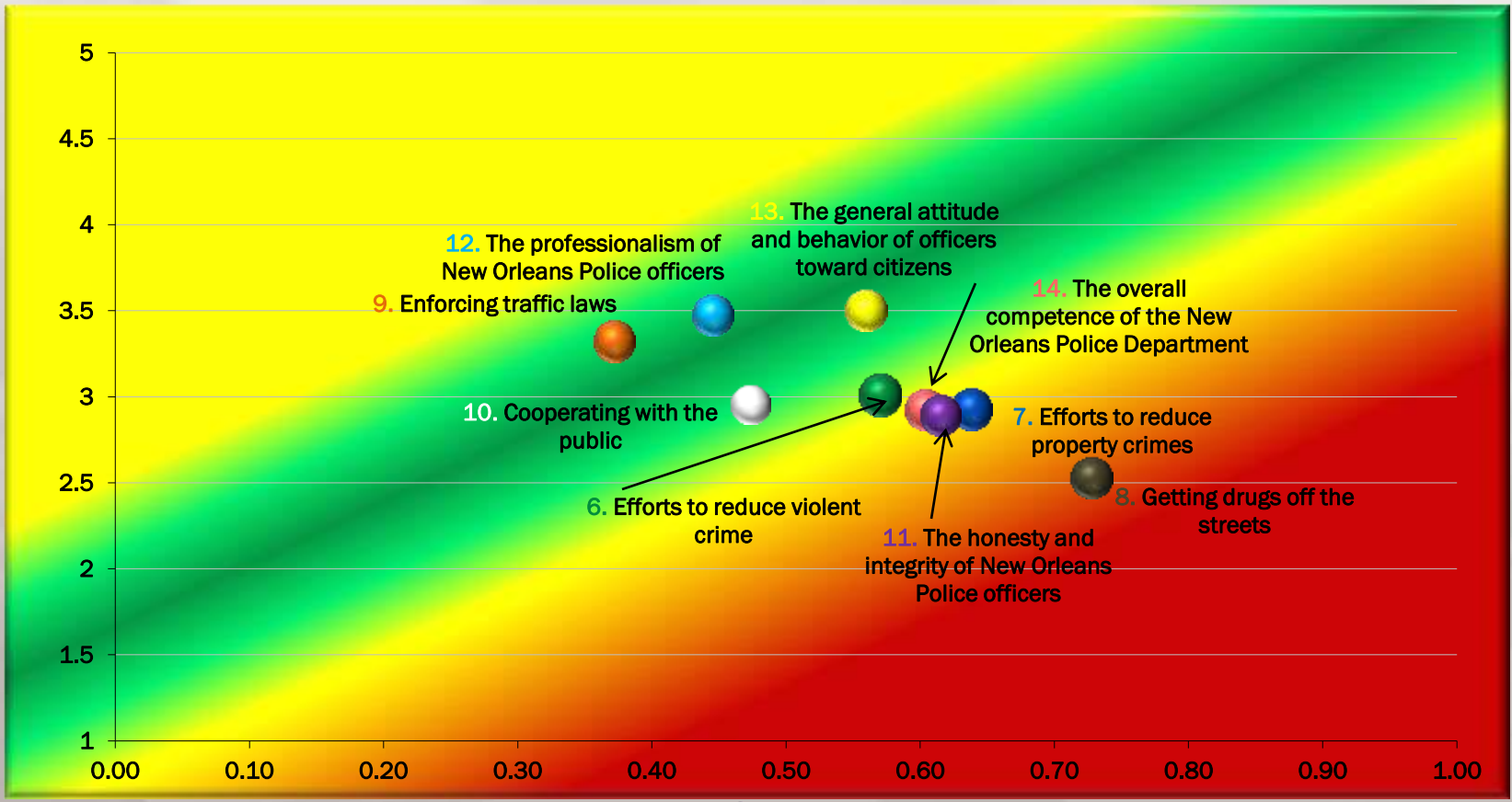


Dissatisfaction from respondents with post-graduate degrees is being driven by a desire to get drugs off the streets.

SatMap™ Key Target Groups

Post Graduates (15%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

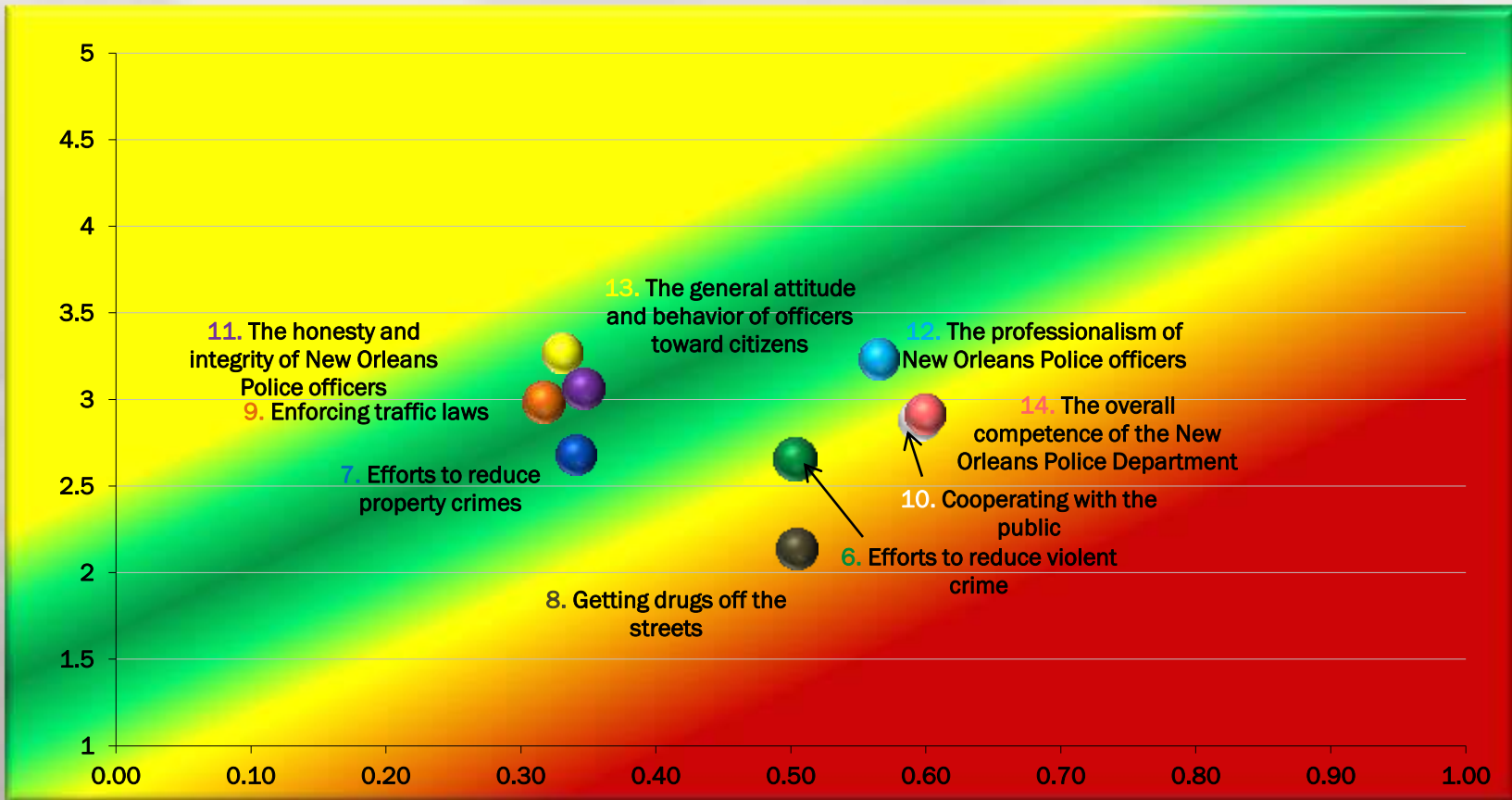


Respondents in police district seven want to see the drug problem addressed. Other issues of concern are violent crime, cooperation and competence. Cooperation and competence are likely being driven by the perceived drug problems.

SatMap™ District 7

District 7 (16%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

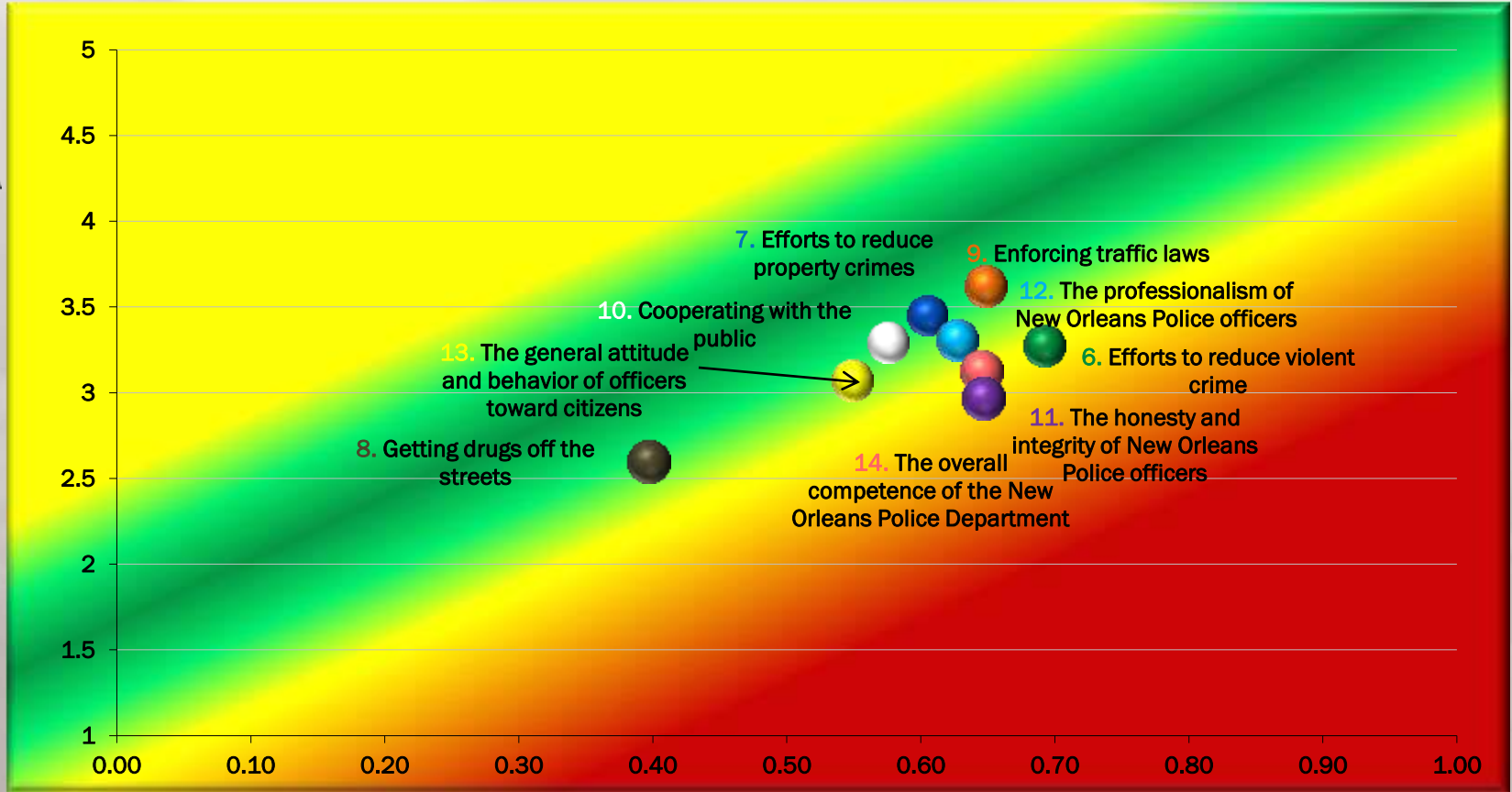


Respondents in district four are mostly concerned with honesty of officers, competence and violent crime.

SatMap™ District 4

District 4 (15%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

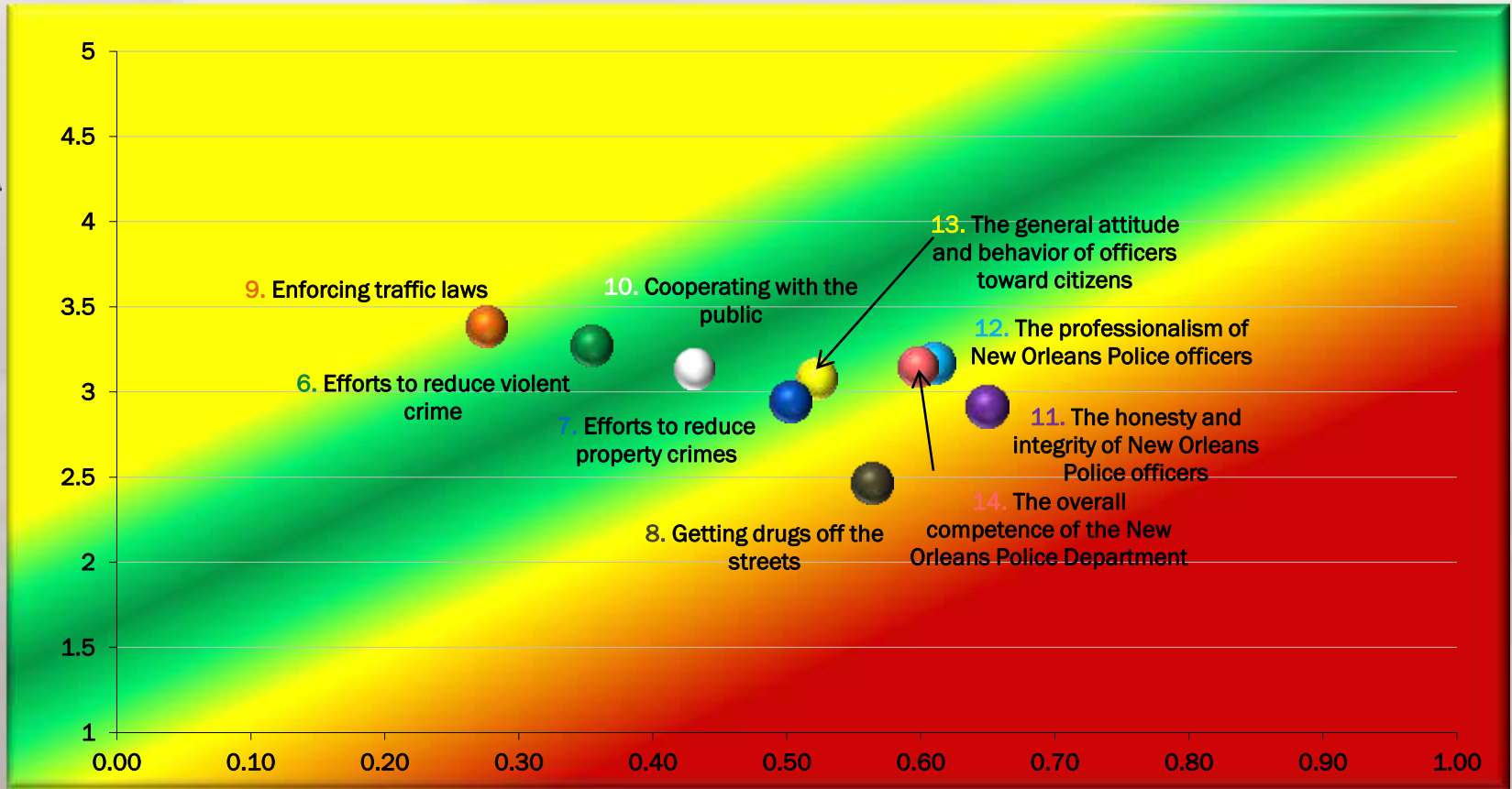


Younger men are most concerned with getting drugs off the streets and the honesty of police officers.

Men 18-44 (29%)

SatMap™ Key Target Groups

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

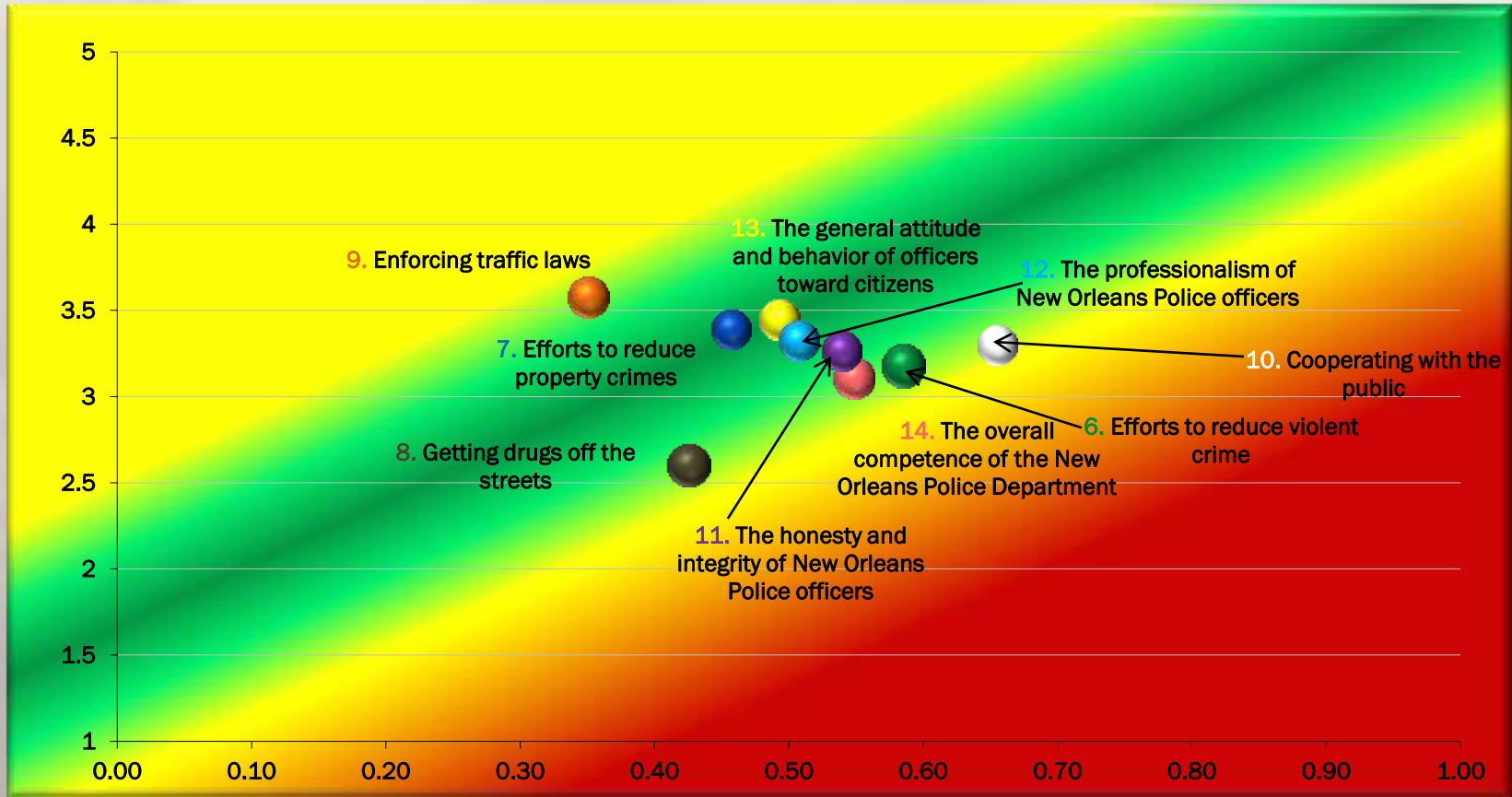


Drugs and cooperating with the public are close to falling out of line with expectations of younger women though no aspect has fallen too far out of line with expectations.

SatMap™ Key Target Groups

Women 18-44 (23%)

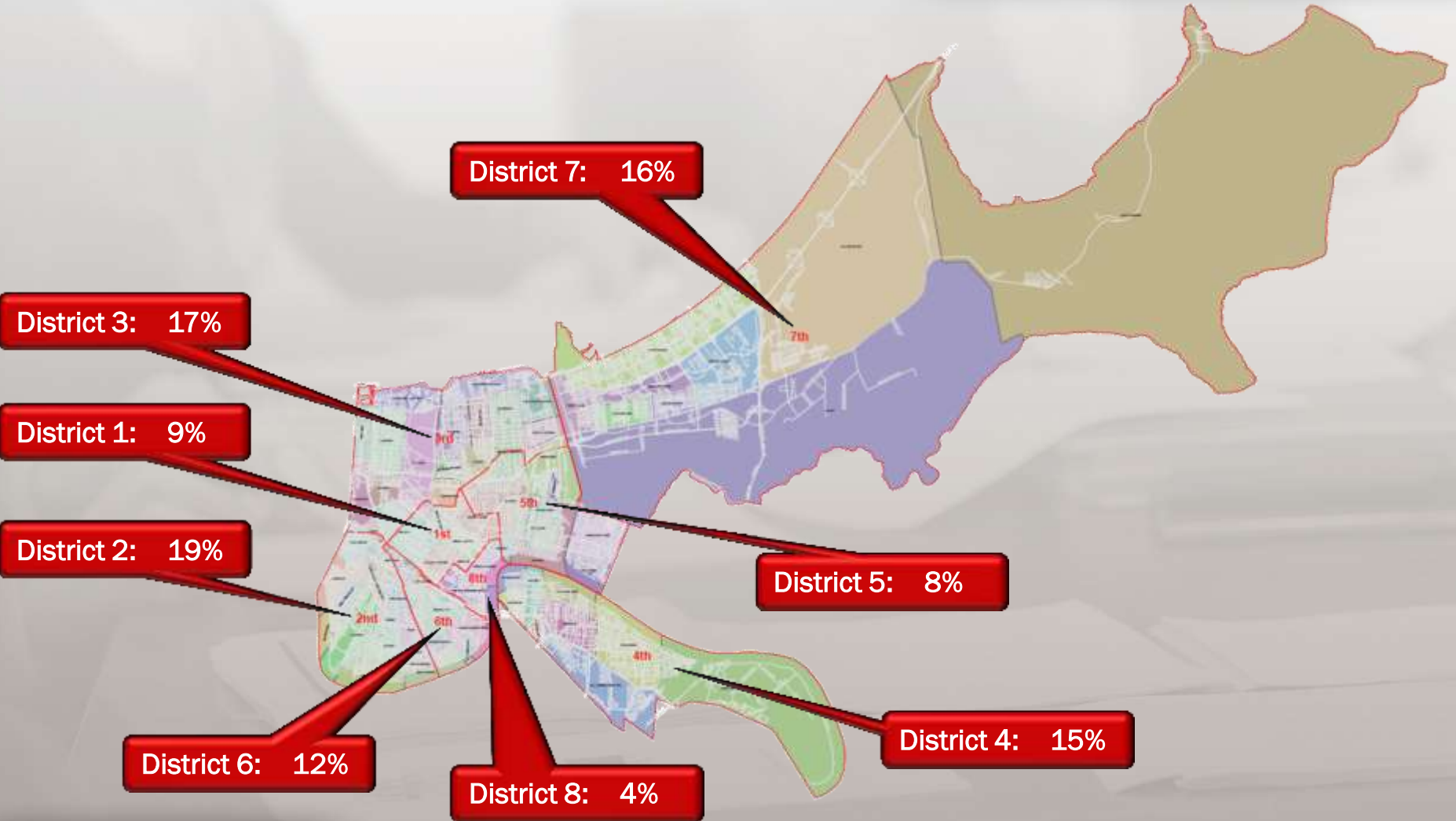
PERFORMANCE (EXPLICIT MEAN)



IMPORTANCE (CORRELATION)

POLICE DISTRICT

Geography: Police Precincts



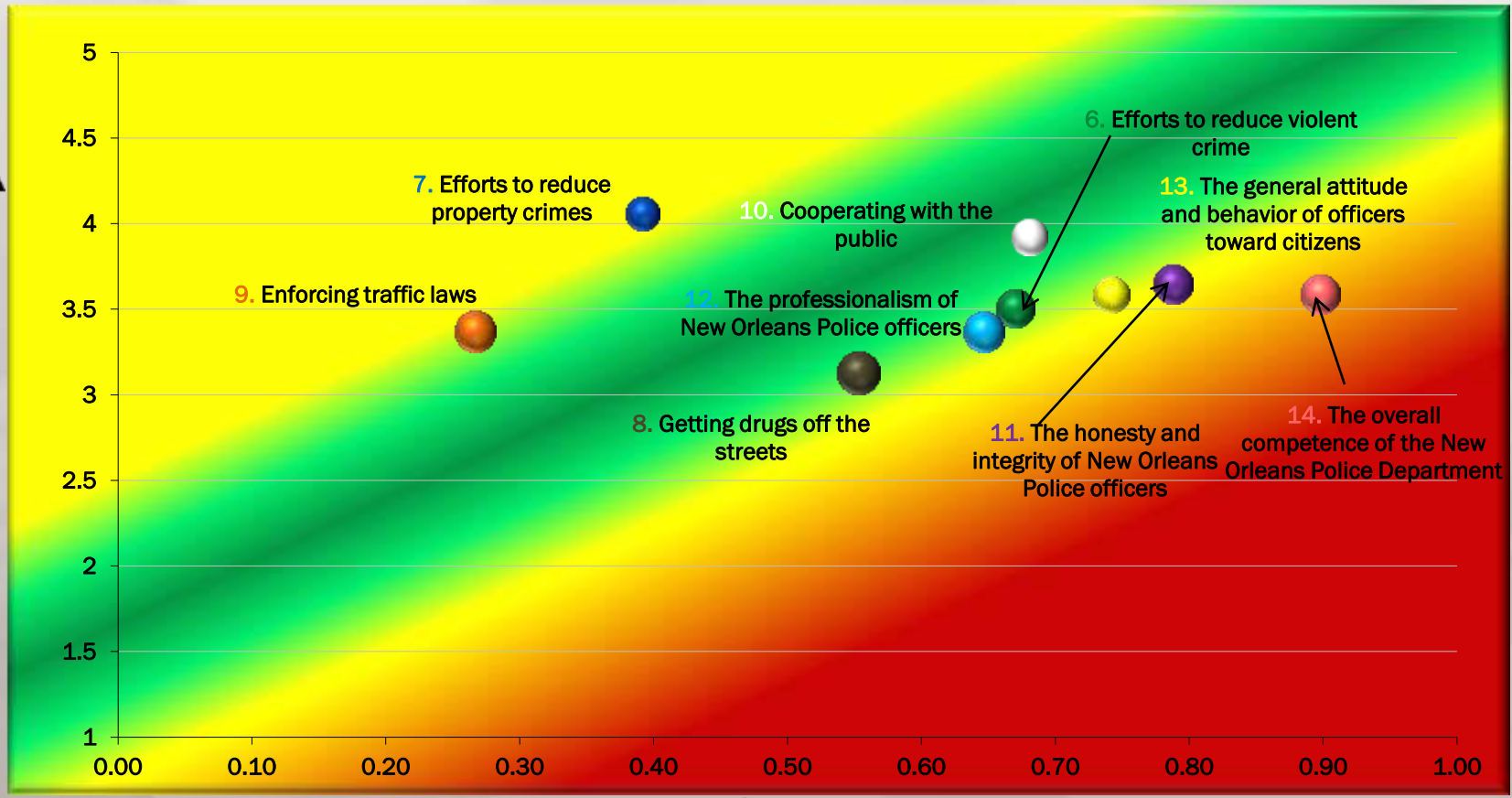


Overall competence is a moderate concern of respondents in district one. This is partially due to the exceptionally high level of importance these respondents place on this aspect, though.

SatMap™ District 1

District 1 (9%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

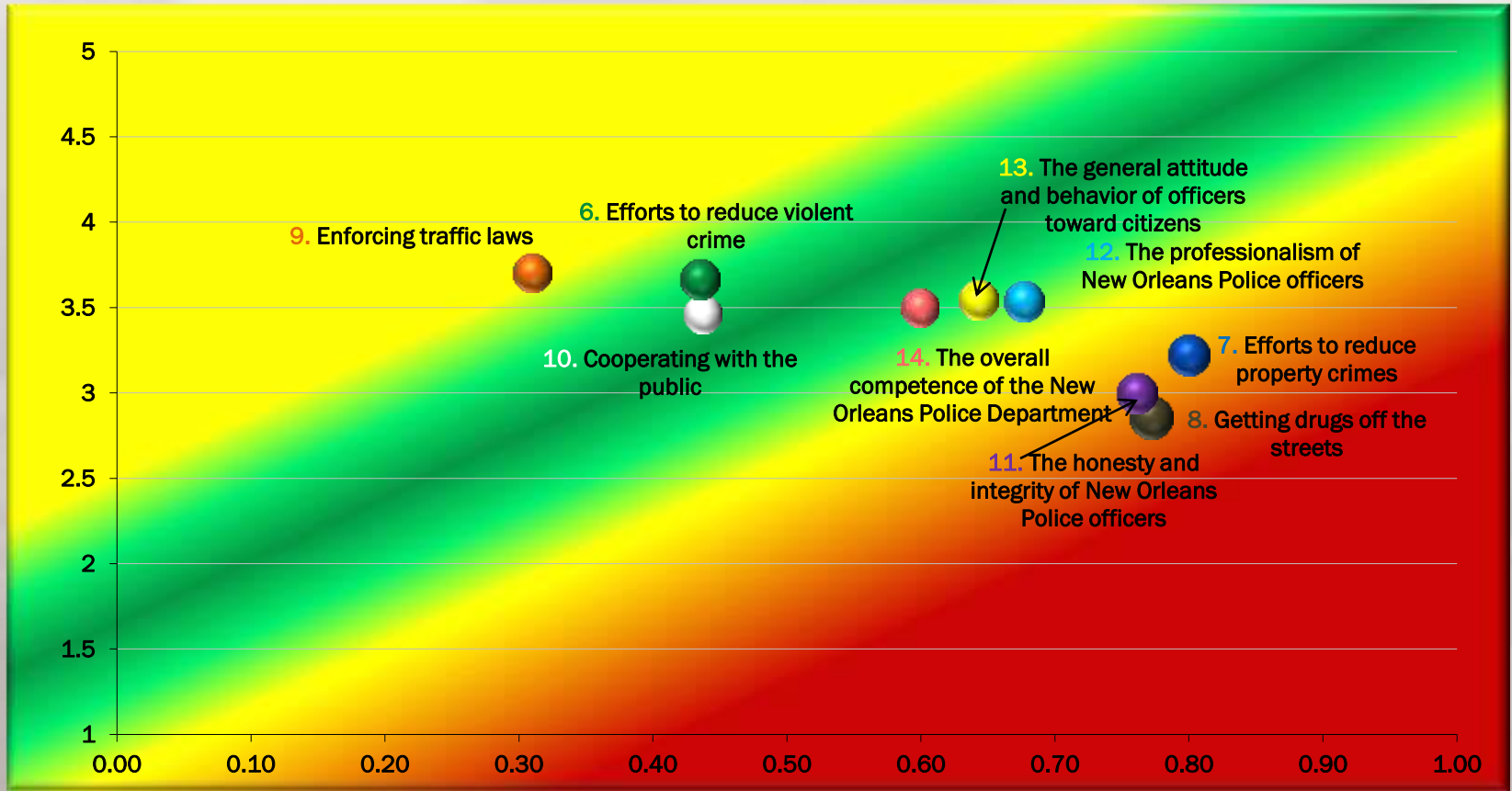


District two respondents are concerned with the honesty of officers, property crimes and getting drugs off the streets.

SatMap™ District 2

District 2 (19%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

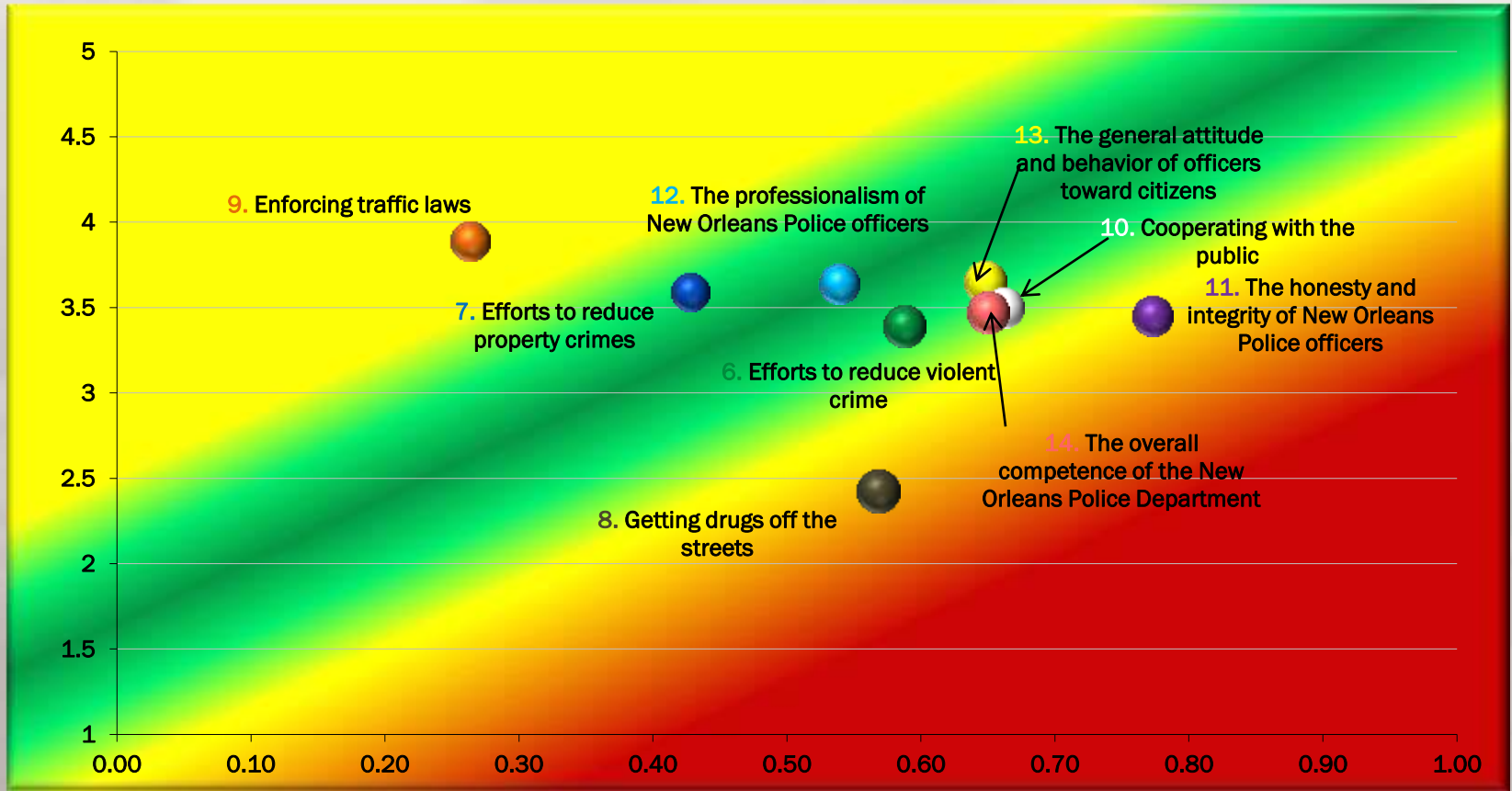


District three respondents are moderately concerned with honesty and integrity of officers and with getting drugs off the streets.

SatMap™ District 3

District 3 (17%)

↑ PERFORMANCE (EXPLICIT MEAN)



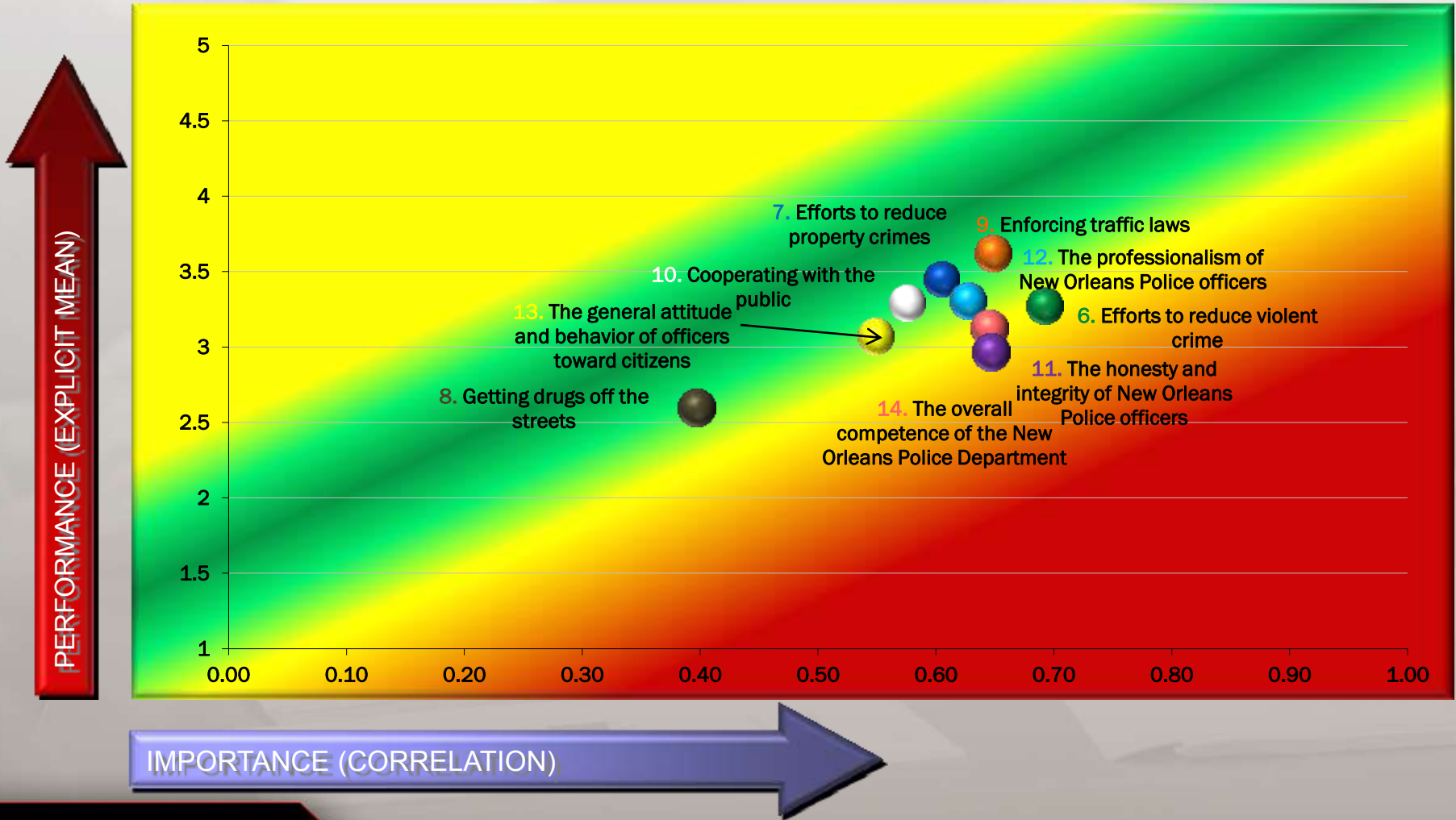
→ IMPORTANCE (CORRELATION)



District four respondents are moderately concerned with violent crime, overall competence and honesty and integrity of officers.

SatMap™ District 4

District 4 (15%)



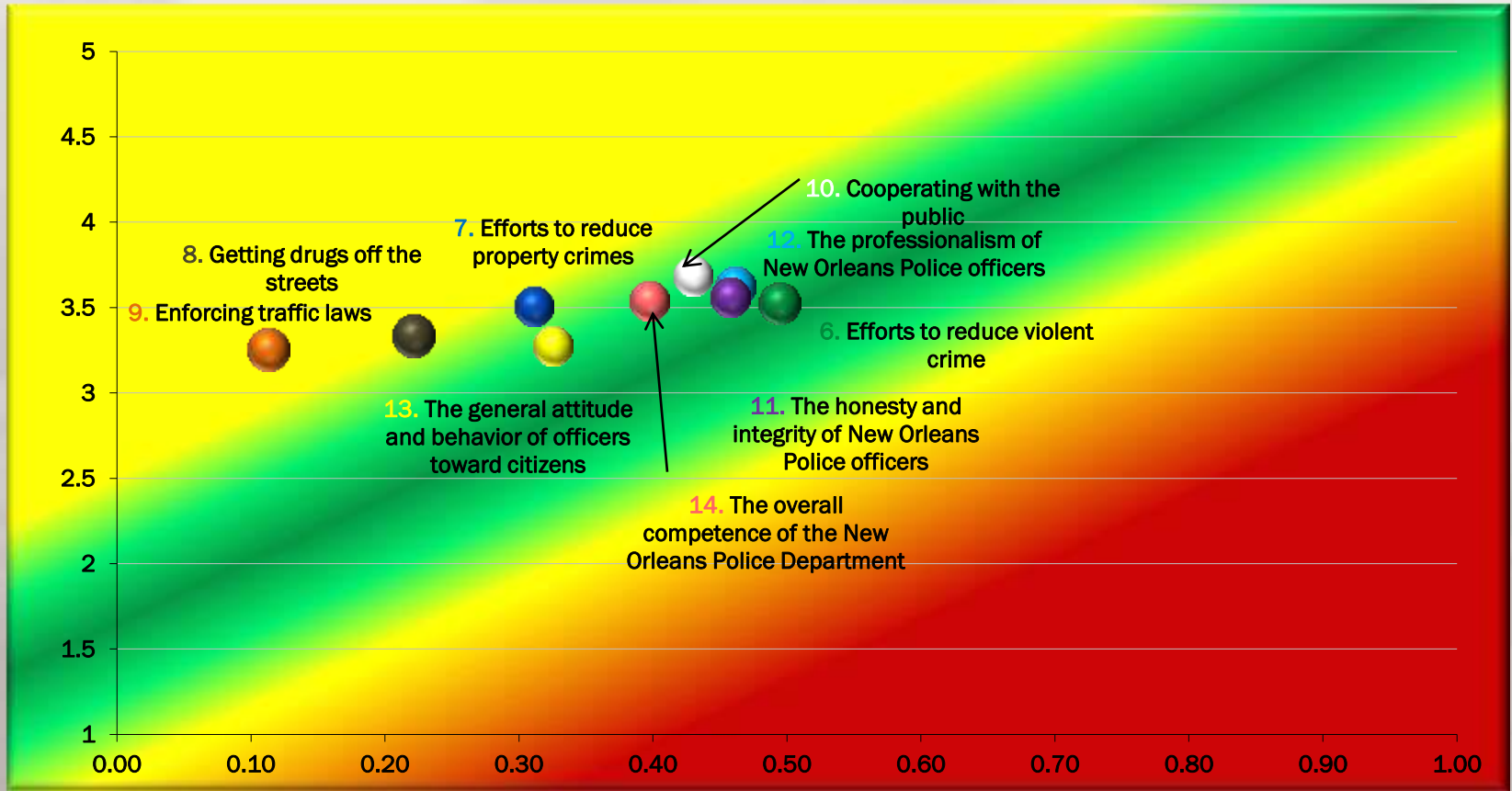


Police performance is in line with expectations in district five.

SatMap™ District 5

District 5 (8%)

↑ PERFORMANCE (EXPLICIT MEAN)



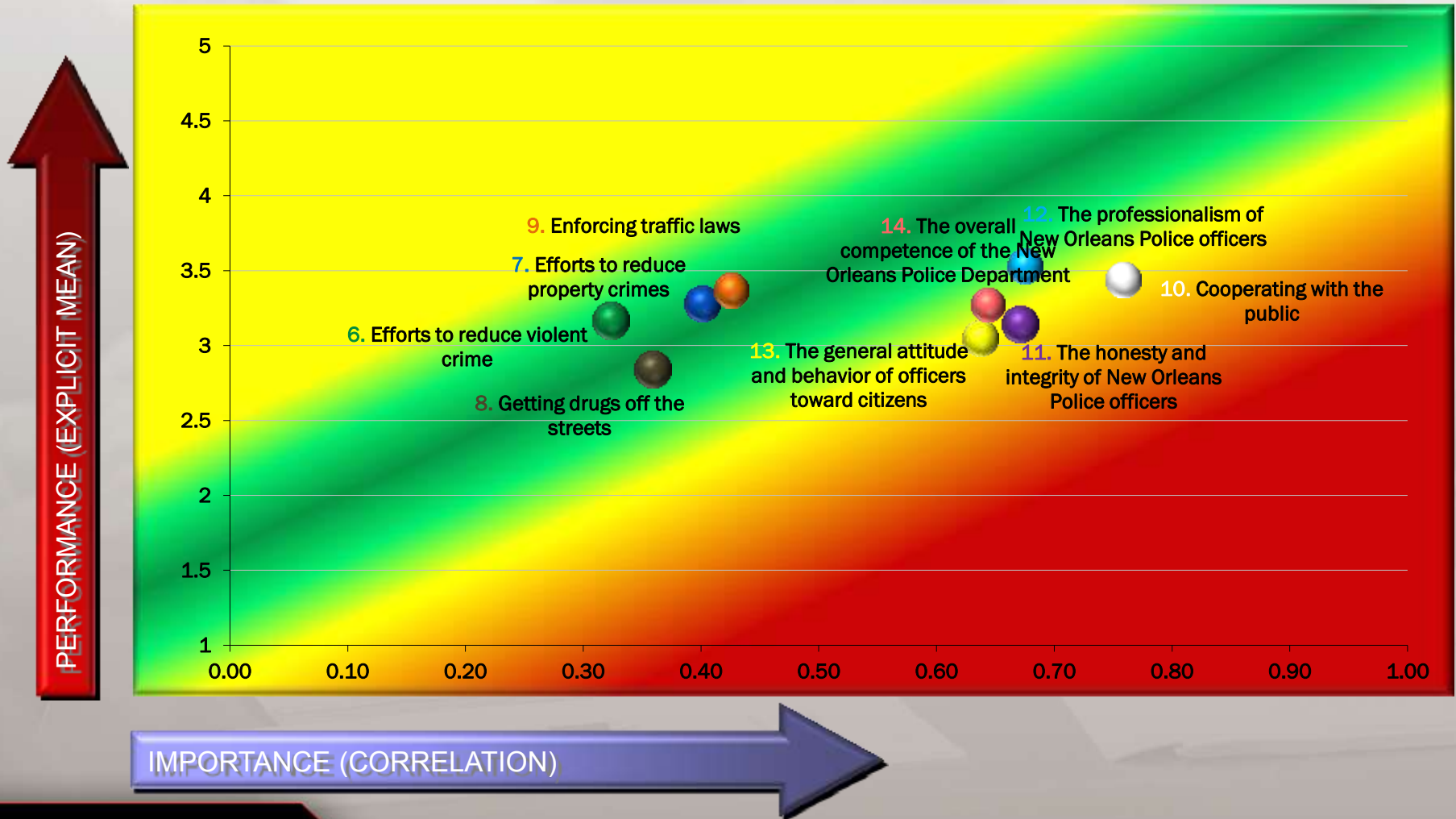
→ IMPORTANCE (CORRELATION)



Respondents in district six are moderately concerned with police cooperation, honesty, and general attitude of officers.

SatMap™ District 6

District 6 (12%)

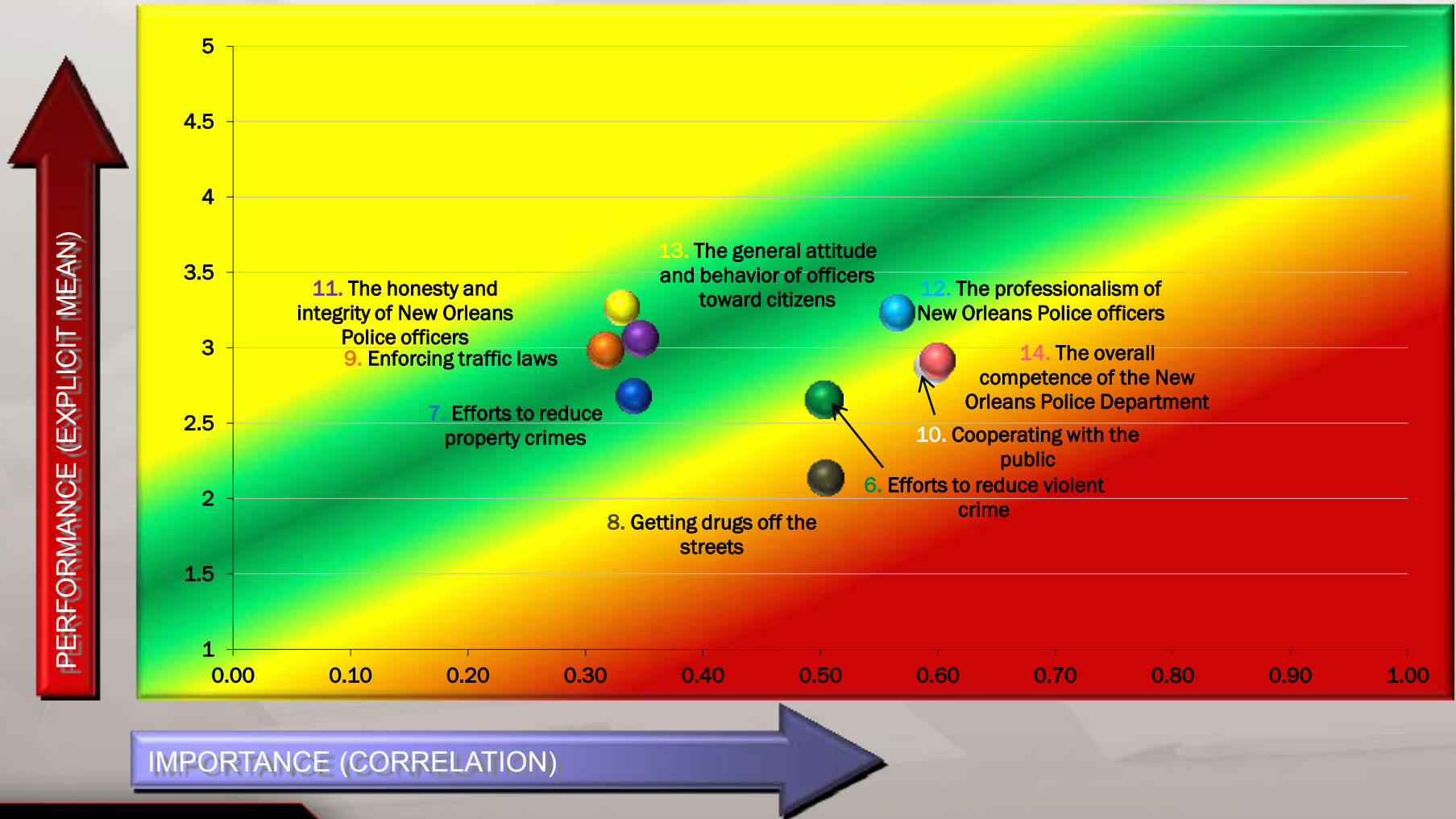




Respondents in district seven are mostly concerned with getting drugs off the streets. There is also some concern with regard to violent crime, overall competence and cooperating with the public.

SatMap™ District 7

District 7 (16%)



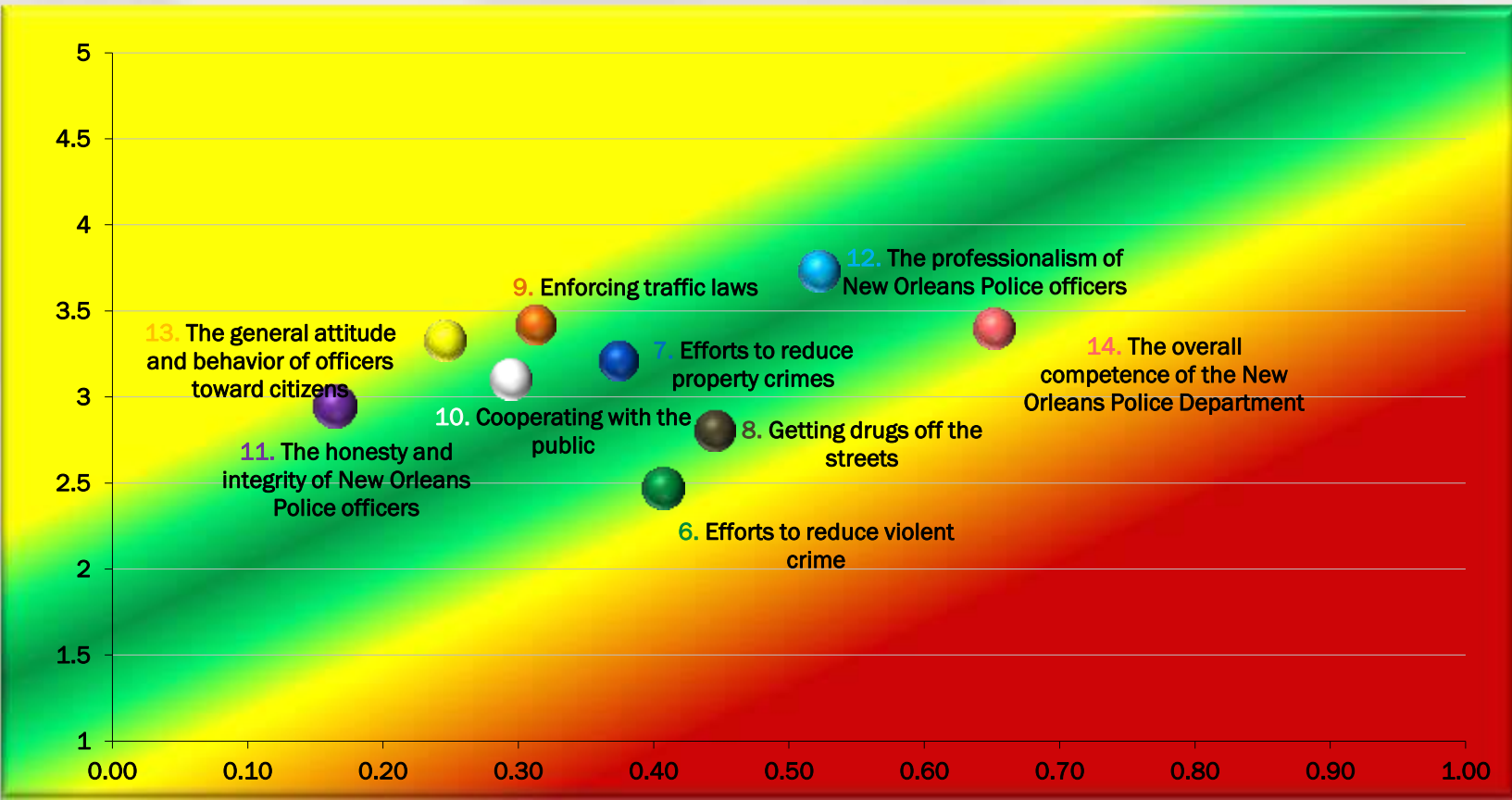


Police performance is in line with expectations in district eight. Overall competence and violent crime are close to being out of line with expectations, though.

SatMap™ District 8

District 8 (4%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

ETHNICITY

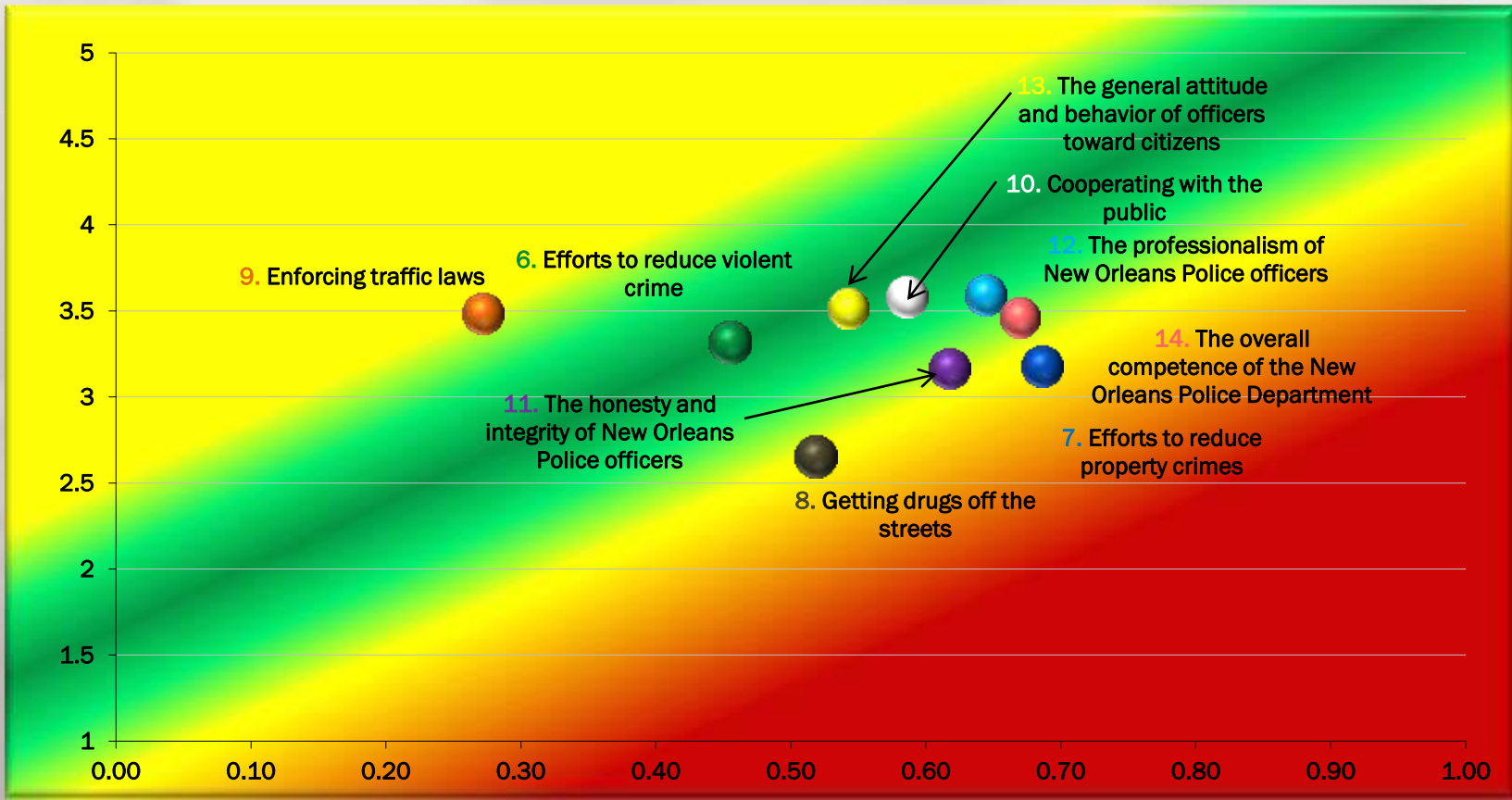


White respondents are concerned with getting drugs off the streets, reducing violent crime and to a lesser extent honesty and integrity of officers.

SatMap™ White

White (34%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

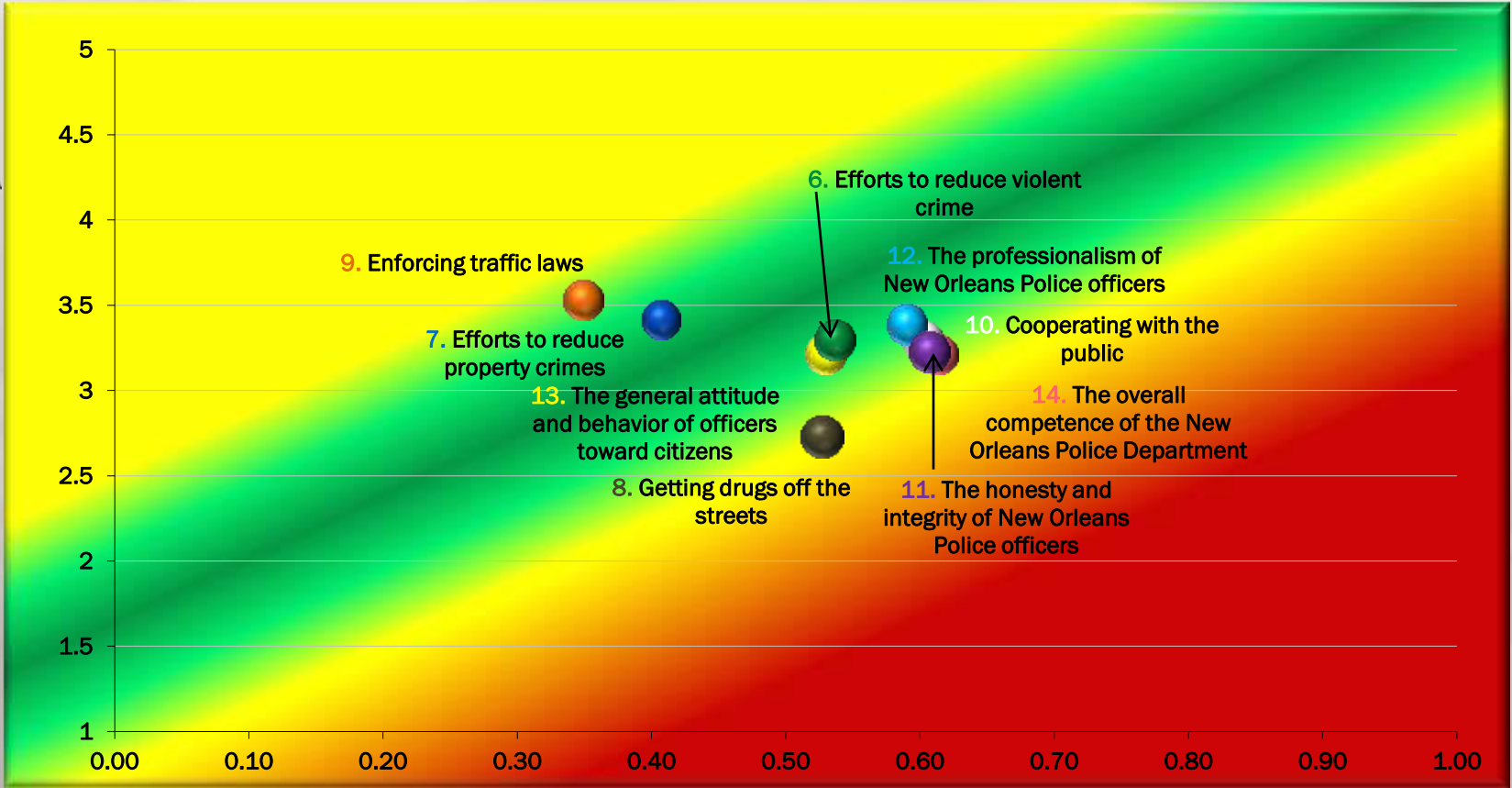


African-American respondents are mostly concerned with getting drugs off the streets.

SatMap™ African-Americans

African-Americans (56%)

↑ PERFORMANCE (EXPLICIT MEAN)



→ IMPORTANCE (CORRELATION)

OVERVIEW OF AREAS TO IMPROVE TO INCREASE SATISFACTION

Individual Aspects by District

Police District

Highest Rated Aspects

Lowest Rated Aspects

		Highest Rated Aspects		Lowest Rated Aspects	
		Highest Rated	2 nd Highest	2 nd Lowest	Lowest Rated
Overall	100%	Professionalism	Traffic Enforcement	Honesty/Integrity	Drugs off Streets
District 1	9%	Property Crime	Cooperating	Drugs off Streets	Traffic Enforcement
District 2	19%	Professionalism	Traffic Enforcement	Honesty/Integrity	Drugs off Streets
District 3	17%	Traffic Enforcement	Professionalism	Overall Competence	Drugs off Streets
District 4	15%	Traffic Enforcement	Property Crime	Honesty/Integrity	Drugs off Streets
District 5	8%	Professionalism	Cooperating	Drugs off Streets	Traffic Enforcement
District 6	12%	Professionalism	Traffic Enforcement	Drugs off Streets	General Attitude
District 7	16%	General Attitude	Professionalism	Property Crimes	Drugs off Streets
District 8	4%	Professionalism	Traffic Enforcement	Drugs off Streets	Violent Crime



Top Aspects Needing Improvement to Increase Overall Satisfaction

		1 st Area	2 nd Area	3 rd Area	
Police District	Overall	100%	Drugs off Streets	Honesty/Integrity	Overall Competence
	District 1	9%	Overall Competence	Honesty/Integrity	General Attitude
	District 2	19%	Drugs off Streets	Honesty/Integrity	Property Crimes
	District 3	17%	Drugs off Streets	Honesty/Integrity	Cooperation
	District 4	15%	Honesty/Integrity	Violent Crime	Overall Competence
	District 5	8%	Violent Crime	Honest/Integrity	Professionalism
	District 6	12%	Cooperation	Honesty/Integrity	General Attitude
	District 7	16%	Drugs off Streets	Cooperation	Overall Competence
	District 8	4%	Violent Crime	Overall Competence	Drugs off Streets



Top Aspects Needing Improvement to Increase Overall Satisfaction

		1 st Area	2 nd Area	3 rd Area	
Key Target Groups	Post Graduates	15%	Drugs off Streets	Property Crimes	Honesty/Integrity
	District 7	16%	Drugs off Streets	Cooperation	Overall Competence
	District 4	15%	Honesty/Integrity	Violent Crime	Overall Competence
	Men 18-44	29%	Honesty/Integrity	Drugs off Streets	Professionalism
	Women 18-44	23%	Cooperation	Violent Crime	Drugs off Streets
Ethnicity	White	34%	Property Crimes	Drugs off Streets	Honesty/Integrity
	Black	56%	Drugs off Streets	Overall Competence	Honesty/Integrity

RESEARCH DESIGN & DEMOGRAPHY

Research Design

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

WPA selected a random sample of adults living in New Orleans. Respondents were screened to ensure that they were neither a member of the news media or a public relations company. The sample for this survey was stratified based on gender, age, ethnicity, and geography.

Respondents were contacted by phone via a live telephone operator interview August 26-28, 2013. The study has a sample size of 600 adults. The margin of error is equal to $\pm 4.0\%$ in 95 out of 100 cases.

Demography

Age	Survey Results
18-24	16%
25-34	20%
35-44	16%
45-54	19%
55-64	15%
65+	15%
Gender	
Male	48%
Female	52%
Ethnicity	
White	34%
Black	56%

Education	Survey Results
<High School	9%
High School Grad	32%
Some College	28%
College Grad	15%
Post Grad	15%
Residency	
<15 Years	17%
15+ Years	83%
Business	
Yes	9%
No	91%

Geography: Police Precincts

