

Conducted for the

New Orleans Crime Coalition

Annual NOPD Citizens
Satisfaction Survey 2024



Survey information

- Survey was conducted May 29-June 4, 2024 under the direction of Ronald A. Fauchaux, Ph.D., CEO of Fauchaux Strategies, LLC, New Orleans and Washington, D.C.
- Survey based on a representative sample of completed interviews with 800 adults (18 and older) in the City of New Orleans.
- Interviews conducted by live, professionally trained telephone interviewers via cell phones (82%) and landlines (18%).
- Margin of error for full sample: +/- 3.46%.
- Because of rounding, some of the data columns do not add up to 100%.
- Racial composition of sample: 58% African American, 35% white, 7% other. Sample targets and weights based on census data.

Overview of key findings

NOPD SATISFACTION: Overall satisfaction with the NOPD is now 40%—that’s an improvement of 9 points since last year’s survey when it was 31%. Last year’s satisfaction rating was the lowest since the survey project began in 2009.

- While overall NOPD satisfaction has gone up, within these numbers lurks numerous signs of serious weaknesses that require concerted attention.
- All of the improvement in the NOPD’s overall satisfaction rating has happened within the “somewhat satisfied” category, going up from 26% to 36%. The “very satisfied” category actually went down a point, from 5% to 4%. This is an indication that improvement in the rating is somewhat soft and needs to be strengthened.
- The NOPD’s hard negative rating (20%) is five times higher than its hard positive rating (4%).
- There are widening differences on NOPD satisfaction by age, growing from 9 points to 16 points, and by race, growing from 9 points to 14 points.
- Comparing last year’s survey to this one, the NOPD satisfaction rating among Black residents increased 12 points, from 34% to 46%, and the satisfaction rating among White residents increased 7 points, from 25% to 32%.

CRIME PERCEPTIONS: There is notable improvement over last year’s survey on perceptions of New Orleans as a safe city. Last year, a total of 29% of residents polled said the city was “very safe” or “fairly safe.” Now, a total of 43% say the city is “very safe” or “fairly safe”—a 14-point increase. However, a majority of residents (56%) still say the city is either “not that safe” or “not safe at all.”

- In last year’s survey, 71% of residents said the crime problem had gotten worse over the prior year. In this new survey, that number is down to 25%—a dramatic change. This is an indication that perceptions may have hit bottom last year and have started to improve. It’s likely that recent news stories about a reduction in crime rates in key areas have had an impact on public perceptions.
- But—more than seven out of ten residents say the crime problem has either stayed the same (46%) or has gotten worse (25%) over the last year.

NOPD TASK RATINGS: Only 7% to 25% of city residents positively rate tasks performed by the NOPD as “excellent” or “good.” The worst rated is investigating and solving car jackings, thefts and break-ins (only 7% rate NOPD positively on that) and the best rated is working with neighborhood and community groups (still, only 25% rate NOPD positively).

Overview of key findings CONTINUED

NOPD COMPETENCE, CULTURE, PERFORMANCE VALUES: Only 25% to 30% of residents rate positively the NOPD's performance values. The best rated is "doing their job with honesty and integrity" (30% rate positively) and the worst rated is "doing their job with ethics and professionalism" (25% rate positively). Performance values ratings went down in all three categories compared to last year: Excellent + good ratings on ethics and professionalism went down 4 points, honesty and integrity went down 3 points and using appropriate force when apprehending suspect went down 8 points.

- However, residents saying NOPD's competence and effectiveness has "improved" went up 12 points since last year's survey (going from 12% to 24%). Also, residents saying NOPD's internal culture has "improved" went up 7 points since last year's survey (from 18% to 25%).

POLICE MISCONDUCT: Only 7% of residents say police brutality and misconduct increased over the past year, while 34% say it decreased and 48% say it's stayed the same; 39% of Blacks and 27% of Whites say misconduct decreased and 8% of Blacks and 4% of Whites say misconduct increased.

RECRUITMENT AND RETENTION OF OFFICERS: Only 17% positively rate NOPD's efforts at recruiting new police officers, while 65% rate those efforts either "poor" or "only fair." That's slightly better than last year's survey.

- Only 10% positively rate NOPD's retention of existing police officers, while 70% rate those efforts either "poor" or "only fair."

PROPOSALS TO REDUCE CRIME: Big majorities, between 62% to 92%, of city residents favor a variety of proposals aimed at reducing crime that deal with investigations, manpower, police pay, social and counseling programs, tracking crime suspects, use of computer analytics, camera technology and facial recognition.

- Since last year, support has increased the most for computer analytics and counseling programs.
- Differences between Blacks and Whites ranged between 2 and 12 points on all the proposals tested.

Overview of key findings CONTINUED

STATE POLICING AND PROSECUTION IN NEW ORLEANS: A solid majority of city residents (61%) think it's a "good idea" for the State Police to temporarily handle certain local policing duties in New Orleans.

- While nearly half of city residents favor having the state AG, instead of the Orleans DA, prosecute arrests made by the State Police, support for this idea is 14 points lower than is support for the State Police temporarily handling certain local policing duties in New Orleans (61% vs. 47%).

CRIME STOPPERS: New Orleans residents who would "definitely" or "probably" call Crime Stoppers remains very high, although it declined slightly (2 points) since last year's survey (going from 85% to 83%).

- The major reason why residents say they would **not** call Crime Stoppers is because they "just don't want to get involved." This is a sentiment shared more so by Blacks than Whites (57% vs. 31%).

CONTACT WITH NOPD OFFICER: 37% of residents say they had contact with an NOPD officer over the past year. That's the same as in last year's survey. More Whites, younger people and men say they have had contact than do Blacks, older people and women.

- Of those who say they have had contact with an officer, 38% were "very satisfied" and 37% were "somewhat satisfied" with the contact.

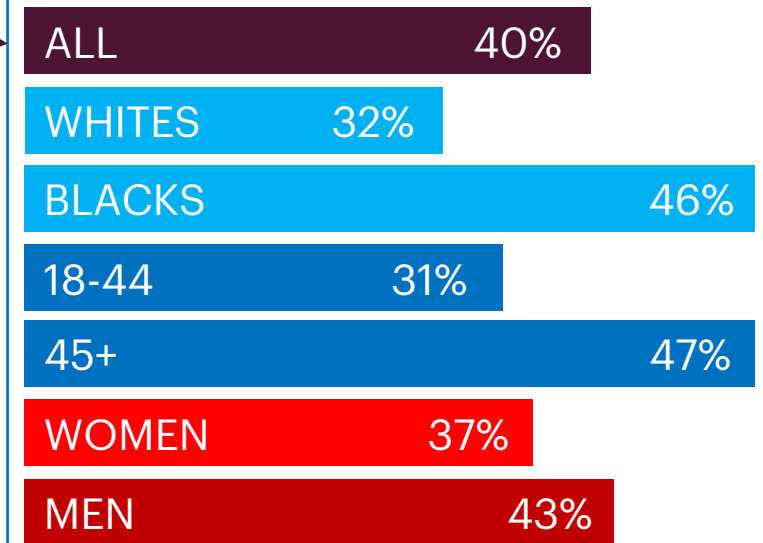
CIVIC PRIORITIES AND POLICYMAKERS: Results from additional survey questions related to broader civic issues will be released later this week. These will include ranking of issues and public official job ratings.

NOPD satisfaction rating

Overall, would you say that you are very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied...or... very unsatisfied with the New Orleans Police Department?

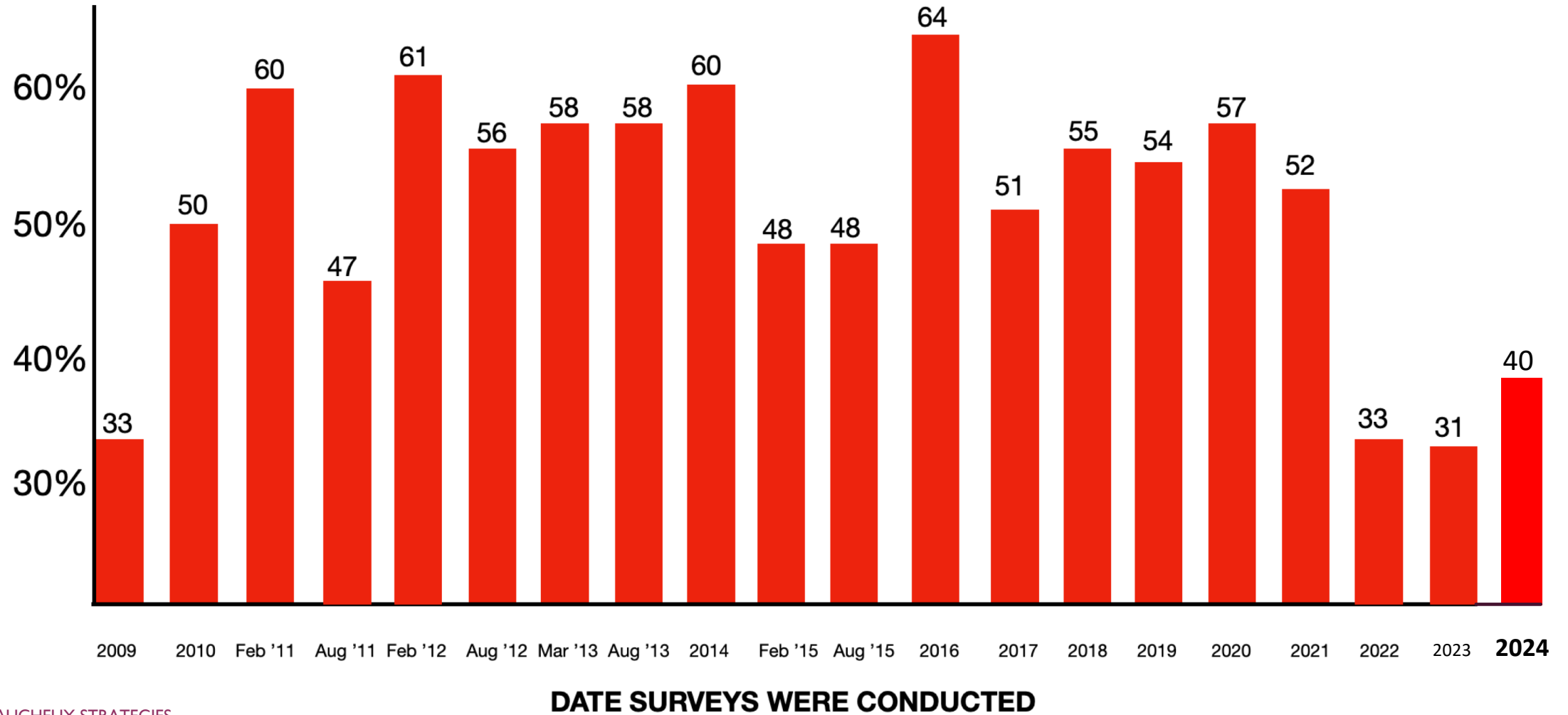
Very satisfied	4%
Somewhat satisfied	36%
TOTAL SATISFIED	40%
Neither satisfied nor unsatisfied	16%
Somewhat unsatisfied	22%
Very unsatisfied	20%

NOPD's total **satisfaction rating** by demographics



- Overall satisfaction with the NOPD is now 40%—it has improved 9 points since last year's survey when it was 31%. Last year's rating was the lowest since the survey project began in 2009.
- All of the improvement in the NOPD's overall satisfaction rating has happened within the "somewhat satisfied" category, going up from 26% to 36%. The "very satisfied" category actually went down a point, from 5% to 4%. This is an indication that improvement in the rating is somewhat soft and needs to be strengthened.
- The NOPD's hard negative rating (20%) is five times higher than its hard positive rating (4%).
- There are widening differences on NOPD satisfaction by age, growing from 9 points to 16 points, and by race, growing from 9 points to 14 points.
- Comparing the 2024 survey to the 2023 survey, the NOPD satisfaction rating among Black residents increased 12 points, from 34% to 46%, and the satisfaction rating among White residents increased 7 points, from 25% to 32%.

NOPD satisfaction rating: 2009-2024 (in percentages)



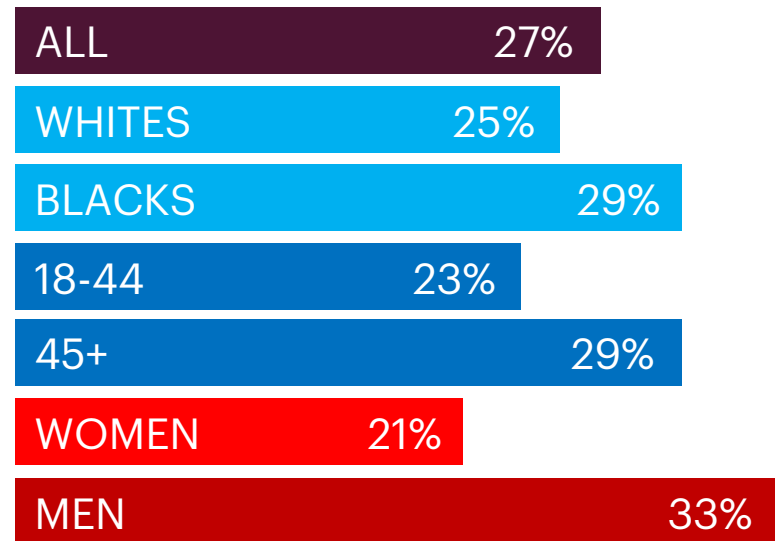
NOPD: Job performance compared to a few years ago

Compared to a few years ago--do you think the New Orleans Police Department is now doing a better job, a worse job or about the same?

Better job	27%
Worse job	13%
About the same	57%
Don't know	3%

- City residents saying the NOPD is doing a "better job" increased from 9% last year to 27% this year, a substantial jump; 57% say it's "about the same."
- But still, 70% say the NOPD is either doing "about the same" or a "worse job." Much more work needs to be done.
- Those saying the NOPD is doing a "worse job" fell from 38% last year to 13% this year, a substantial decrease.
- Those saying "about the same" increased from 50% last year to 57% this year.

Those saying the NOPD is doing a **better** job by demographics

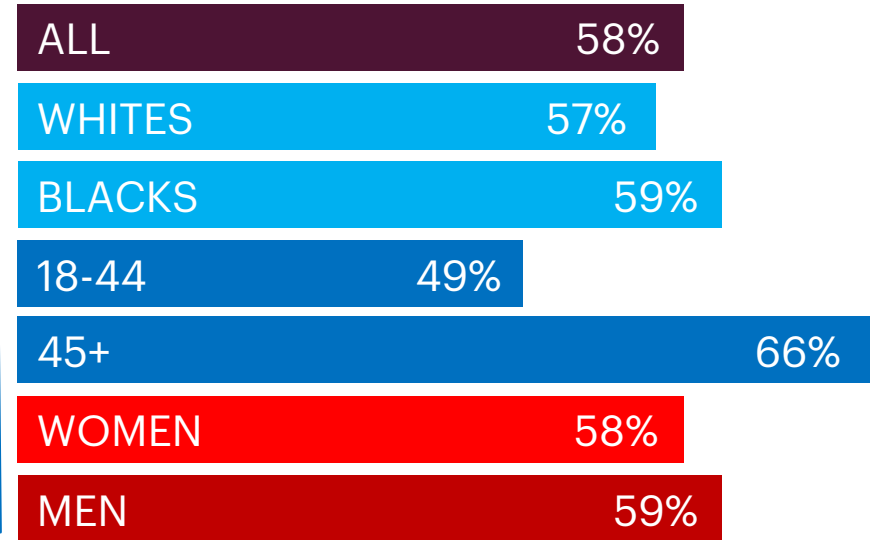


NOPD satisfaction rating: In your neighborhood

Thinking about your own neighborhood... Would you say that you are very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied or very unsatisfied with the New Orleans Police Department's work in your own neighborhood?

Very satisfied	18%
Somewhat satisfied	40%
TOTAL SATISFIED 58%	
Neither satisfied/unsatisfied	15%
Somewhat unsatisfied	13%
Very unsatisfied	14%

Those saying they're **very or somewhat satisfied** with NOPD work in their own neighborhood



- Overall NOPD neighborhood satisfaction rating is up 4 points from last year (going from 54% to 58%). "Very satisfied" is down 1 point and "somewhat satisfied" is up 5 points. Again, softer satisfaction is up and harder satisfaction is about the same.
- Total satisfaction is highest among residents 45 and older (66%) and lowest among residents 18-44 (49%), for a 17-point difference.

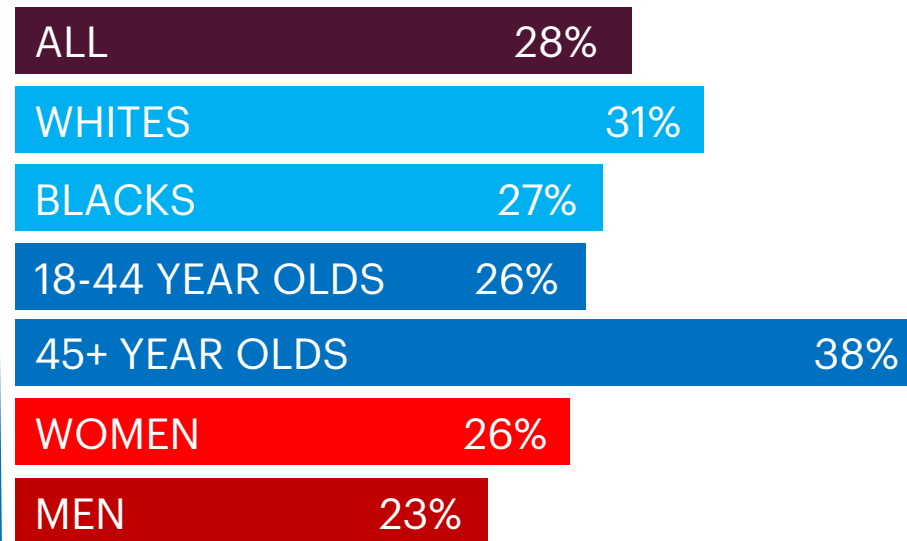
Crime problem in New Orleans: Better or worse

Over the last year, would you say the crime problem in New Orleans has gotten worse, gotten better OR is the same?

Worse	25%
Better	28%
The same	46%
Don't know	1%

- In last year's survey, 71% of residents said the crime problem had gotten worse over the prior year. In this new survey, that number is down to 25%—a dramatic change. This is an indication that perceptions had hit bottom last year and have started to improve a bit.
- Recent news stories about a reduction of crime rates in key areas have had an impact on public perceptions.
- But from a less positive perspective, more than seven out of ten residents say the crime problem has either stayed the same (46%) or has gotten worse (25%).
- There is a 12-point generational difference on this question.

Those who say the crime problem in New Orleans has gotten **better** over the last year



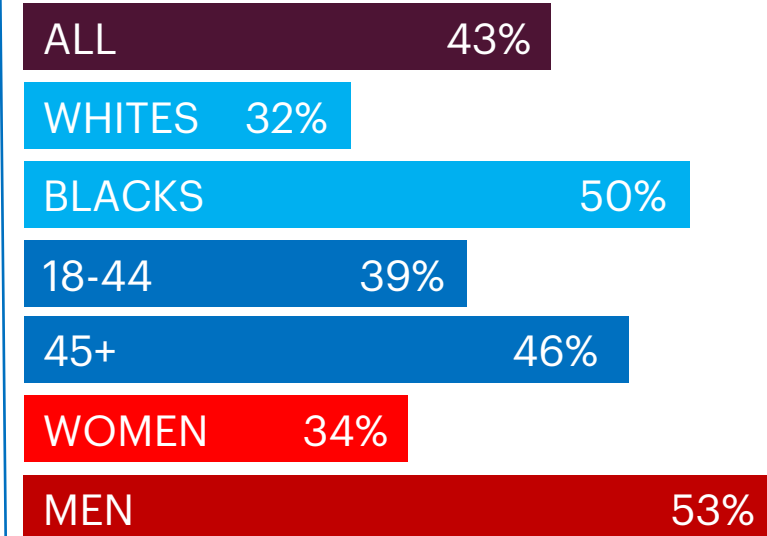
Perception of City of New Orleans safety

Generally speaking, how safe do you think the City of New Orleans is—very safe, fairly safe, not that safe ...or... not safe at all?

Very safe	5%
Fairly safe	38%
Not that safe	37%
Not safe at all	19%

TOTAL SAFE 43%

Those saying the city is either **very or fairly safe**



- 43% now say the city is safe—a 14-point improvement over last year’s survey.
- In last year’s survey, 3% said the city was “very safe” and 26% said it was “fairly safe” for a total of 29%.
- However, a majority of residents (56%) still say the city is either “not that safe” or “not safe at all.” Much work still needs to be done to knock down these negative numbers.
- In last year’s survey, 34% of Blacks and 23% of Whites said the city was safe—now, 50% of Blacks and 32% of Whites say the city is safe.
- Of those who now say the city is safe, the racial gap is 18 points and the gender gap is 19 points.

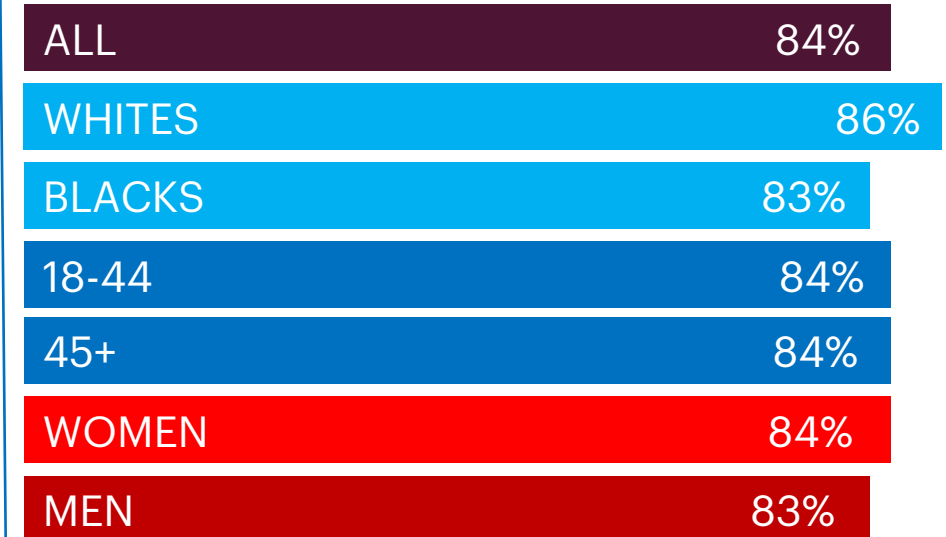
Perception of own neighborhood safety

How safe do you think your own neighborhood is - very safe, fairly safe, not that safe or not safe at all?

Very safe	27%
Fairly safe	57%
Not that safe	11%
Not safe at all	5%

TOTAL SAFE 84%

Those saying their own neighborhood is either **very or fairly safe**



- Perception of the safety of one's own neighborhood is much stronger than perception of the entire city's safety (84% vs. 43%).
- There are only small demographic differences in the results.

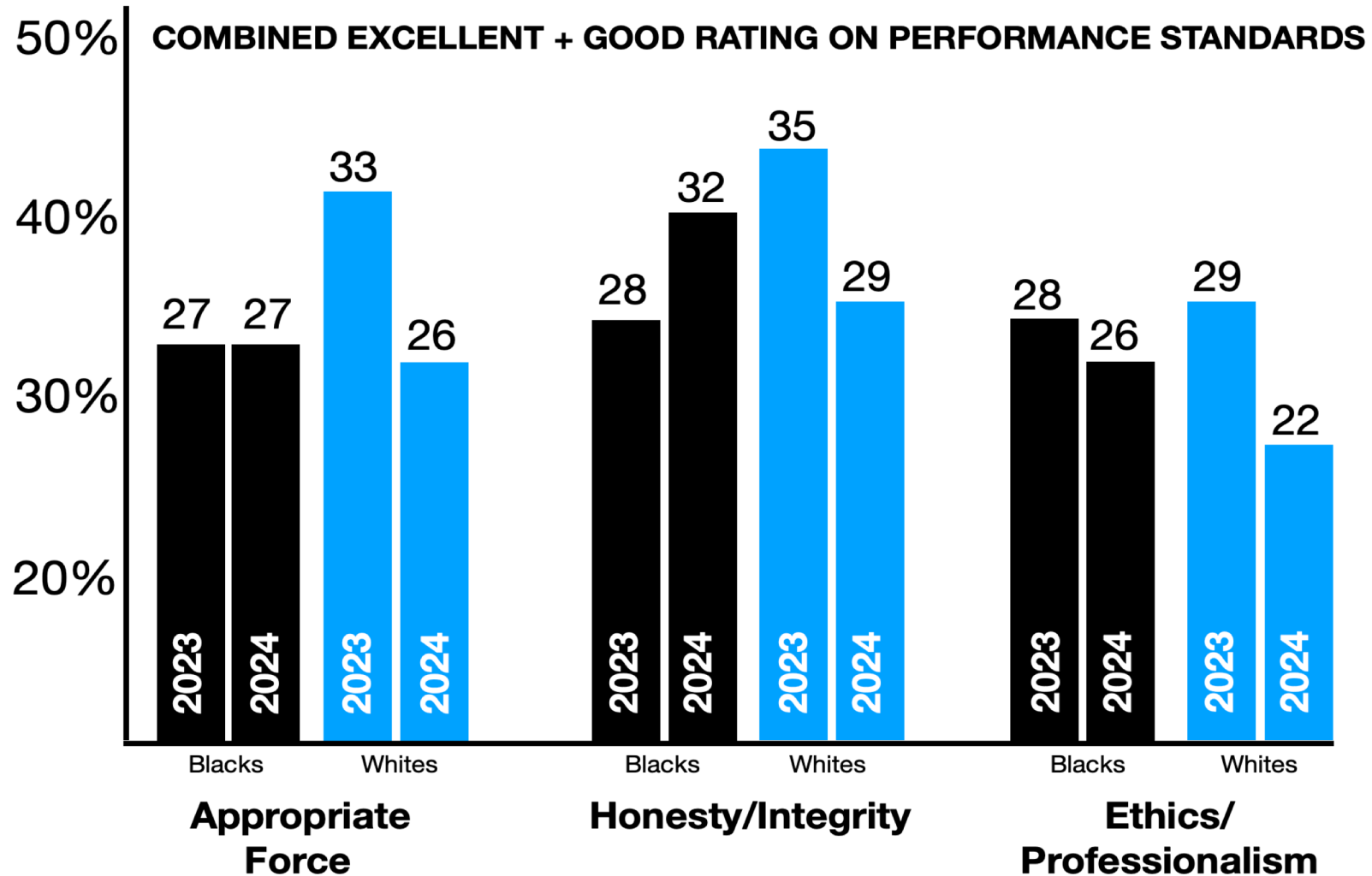
NOPD ratings by tasks, values

On a scale of excellent, good, only fair or poor-- how would you rate the New Orleans Police Department in the following areas...?

TASKS	Excellent	Good	Only Fair	Poor	Excellent + Good change since last year
Investigating and solving murders and violent crimes	4%	14%	37%	33%	+4
Investigating and solving car jackings, thefts and break-ins	2%	5%	31%	56%	- 2
Investigating and solving burglaries and property crime	2%	7%	32%	49%	- 2
Investigating and solving major drug crimes	2%	8%	37%	35%	- 5
Patrolling neighborhoods	2%	12%	35%	46%	+3
Responding quickly to emergency calls	3%	10%	23%	57%	+1
Working with neighborhood/community groups to reduce crime	5%	20%	30%	30%	+5
Recruitment of new police officers	3%	14%	31%	34%	+3
Retention of existing police officers	2%	8%	36%	34%	same
PERFORMANCE VALUES	Excellent	Good	Only Fair	Poor	Excellent + Good change since last year
Doing their job with ethics and professionalism	5%	20%	38%	28%	- 4
Doing their job with honesty and integrity	6%	24%	39%	21%	- 3
Using appropriate force when apprehending suspects	4%	22%	38%	20%	- 8

NOPD values: Views by race

On a scale of excellent, good, only fair or poor-- how would you rate the New Orleans Police Department in the following areas...?

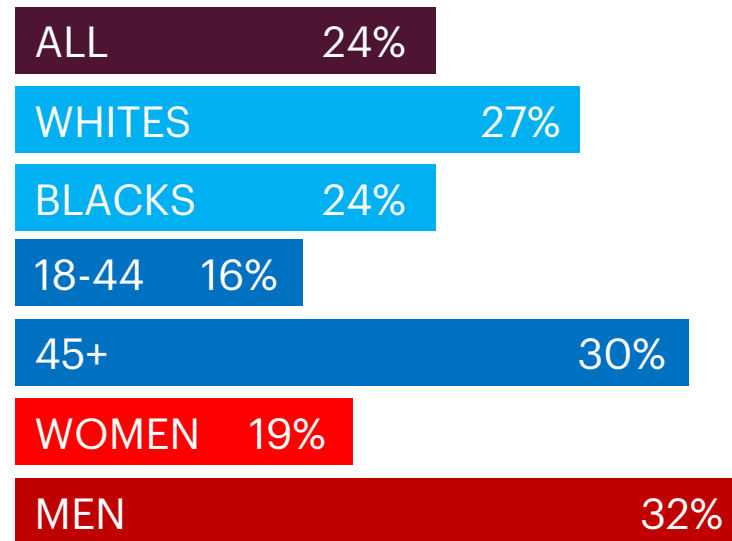


NOPD: Competence and effectiveness

Compared to a few years ago--do you think the competence and effectiveness of the New Orleans Police Department has improved, gotten worse or is about the same?

Improved	24%
Gotten worse	13%
About the same	58%
Don't know	5%

Those saying the NOPD's competence and effectiveness has **improved**



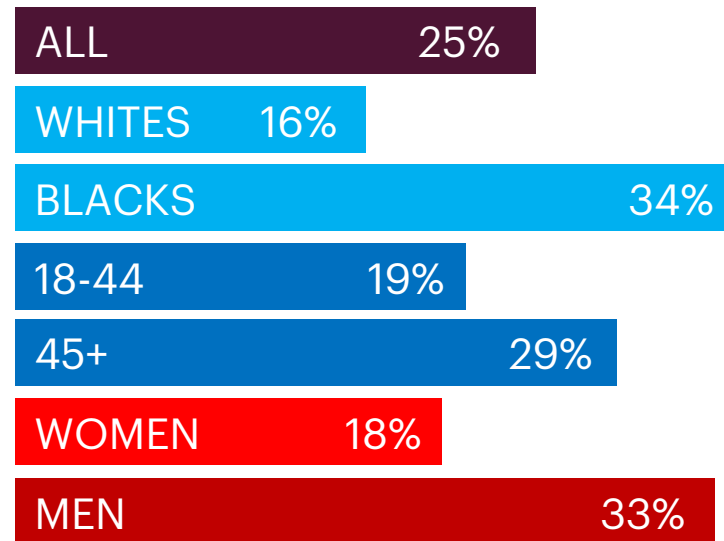
- Those residents saying NOPD competence and effectiveness has "improved" went up 12 points since last year's survey (going from 12% to 24%).
- Those saying it's "gotten worse" dropped 17 points since last year (going from 30% to 13%).
- The gender difference on this question is 13 points (more men say "improved") and the generation gap is 14 points (more people 45+ say "improved").

NOPD: Internal culture

Compared to a few years ago--do you think the internal culture of the New Orleans Police Department has improved, gotten worse or is about the same?

Improved	25%
Gotten worse	11%
About the same	50%
Don't know	14%

Those saying the NOPD's internal culture has **improved**



- Those residents saying NOPD internal culture has "improved" went up 7 points since last year's survey (from 18% to 25%).
- Those saying it's "gotten worse" dropped 18 points since last year (from 29% to 11%).
- The gender difference on this question is 15 points (more men say "improved") and the racial difference is 18 points (more Blacks say "improved").

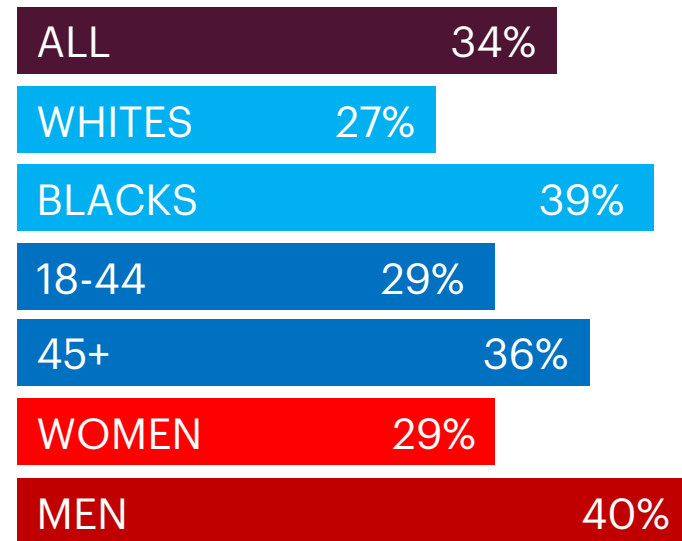
NOPD: Police brutality and misconduct

Compared to a few years ago--do you think police brutality and misconduct has increased, decreased or remained the same in New Orleans?

Increased	7%
Decreased	34%
About the same	48%
Don't know	11%

- Very little movement on this question since last year's survey when 9% said "increased" and 33% said "decreased."
- Only 4% of Whites and 8% of Blacks now say brutality and misconduct has increased.
- Of those who now say brutality and misconduct has "decreased" there is a 12-point racial difference (more Blacks say "decreased") and an 11-point gender difference (more men say "decreased.")

Those saying police brutality and misconduct have **decreased** over the past few years



NOPD: Proposals to reduce crime

I will now read to you a series of proposals some people have made to reduce crime in the city.... Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose each one...

Proposals	Strongly support	Somewhat support	Total support	Change in total support from last year
Improve the NOPD's capacity to better investigate and solve crimes	75%	17%	92%	- 1
Increase NOPD manpower to better patrol neighborhoods	68%	17%	85%	- 6
Further increase police pay to recruit new officers and keep experienced ones	72%	20%	92%	+1
Increase the number of social and counseling programs as a way to reduce crime	70%	18%	88%	+2
Allow the NOPD to track the color, make and size of cars used by crime suspects	48%	21%	69%	- 12
Increase police department's use of computer analytics and other technologies to solve crimes	65%	19%	84%	+5
Increase the police department's legal use of camera technology to solve crimes	44%	33%	77%	- 1
Allow the NOPD to help identify crime suspects with facial recognition technology	42%	20%	62%	- 9

NOPD: Proposals to reduce crime, views by race

I will now read to you a series of proposals some people have made to reduce crime in the city.... Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose each one...

Proposals	WHITES strongly + somewhat support	BLACKS strongly + somewhat support	Difference
Improve the NOPD's capacity to better investigate and solve crimes	96%	90%	6
Increase NOPD manpower to better patrol neighborhoods	80%	88%	8
Further increase police pay to recruit new officers and keep experienced ones	91%	93%	2
Increase the number of social and counseling programs as a way to reduce crime	84%	92%	8
Allow the NOPD to track the color, make and size of cars used by crime suspects	70%	68%	2
Increase the police department's use of computer analytics and other technologies to solve crimes	86%	80%	6
Increase the police department's legal use of camera technology to solve crimes	72%	84%	12
Allow the NOPD to help identify crime suspects with facial recognition technology	55%	66%	11

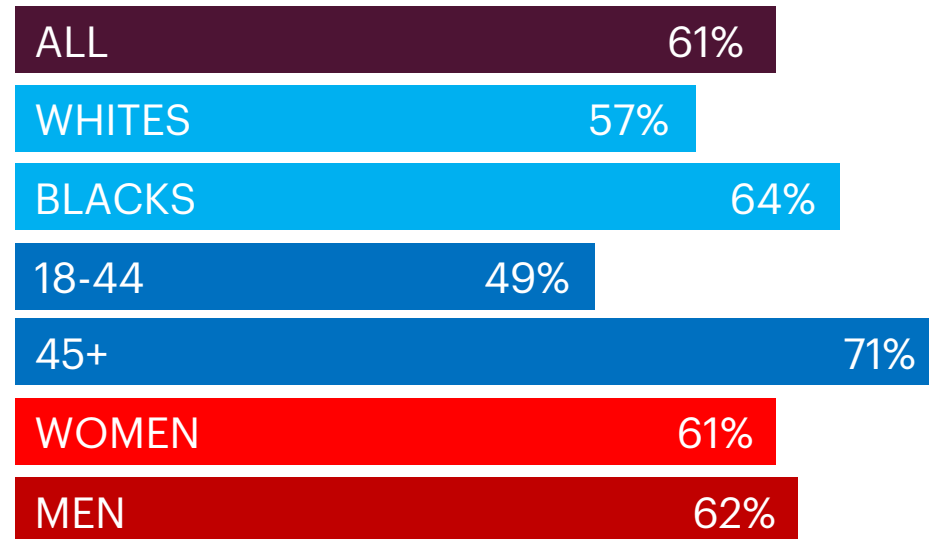
State police handling local policing in New Orleans

As you may know, the Louisiana State Police is going to temporarily handle certain local policing duties in New Orleans. Do you think this is a good idea or a bad idea?

Good idea 61%
Bad idea: 30%
Don't know: 9%

- A solid majority of city residents think it's a "good idea" for the State Police to temporarily handle certain local policing duties in New Orleans.
- More Blacks and Whites think it's a good idea.
- The generational difference is widest, at 22 points.

Those saying it's a **"good idea"** for the State Police to temporarily handle certain local policing duties in New Orleans



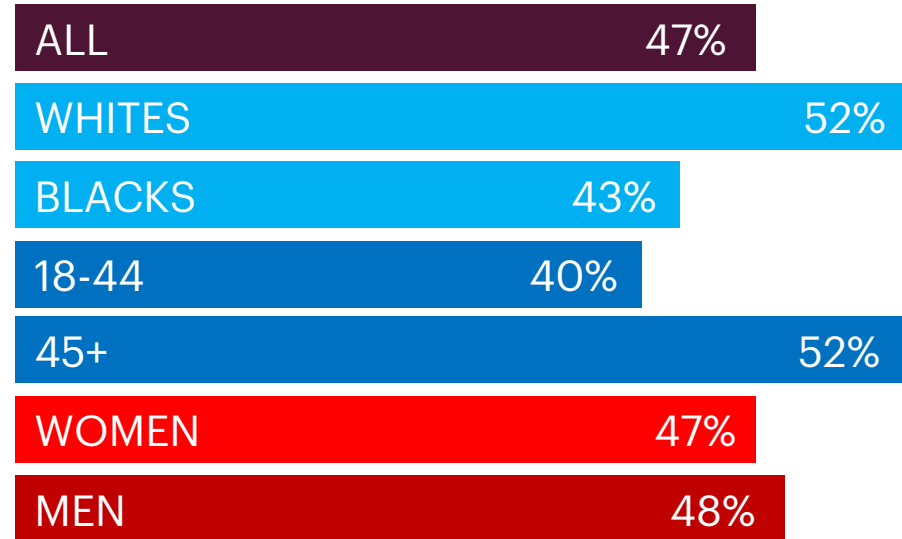
State Attorney General prosecuting local crimes in New Orleans

The Louisiana Attorney General--instead of the Orleans Parish District Attorney--will prosecute arrests made by the State Police while handling certain local policing duties in New Orleans. Do you think this is a good idea or a bad idea?

Good idea 47%
Bad idea: 44%

- Nearly half of city residents favor having the state AG prosecute arrests made by the State Police while handling certain local policing duties in New Orleans--but that's 14 points lower than those who favor the State Police temporarily handling certain local policing duties (61%).

Those saying it's a **"good idea"** for the state AG to prosecute arrests made by the State Police



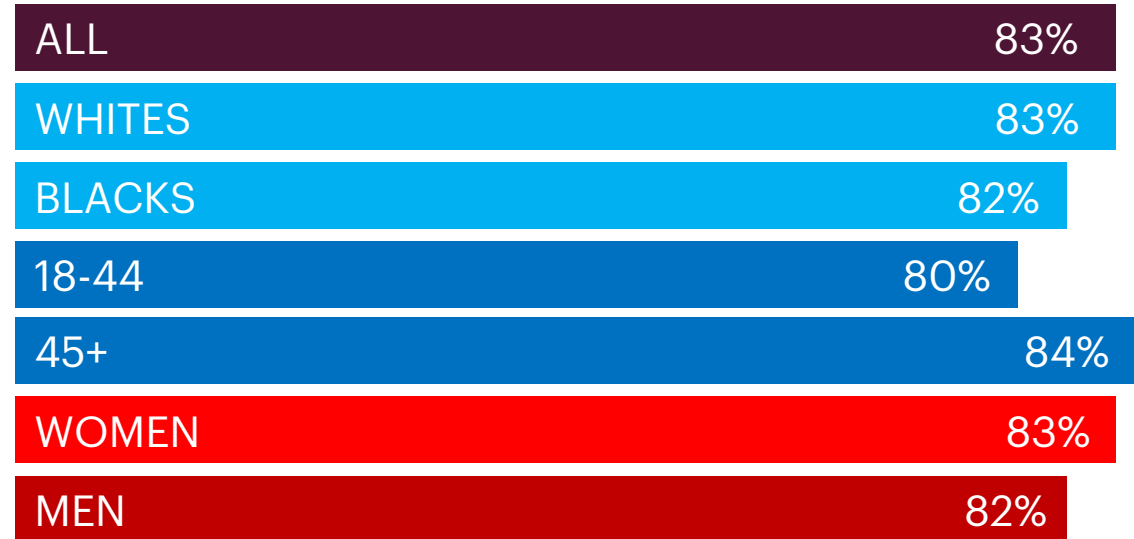
NOPD: Crime Stoppers

If you had information about a felony crime, would you definitely call, probably call, probably NOT call or definitely NOT call Crime Stoppers to anonymously share what you knew so they could pass it on to law enforcement?

Definitely call	59%
Probably call	24%
Probably not call	6%
Definitely not call	6%
Don't know	5%

TOTAL WOULD CALL 83%

Those saying they would definitely or probably call Crime Stoppers (= total % would call)



- New Orleans residents who would "definitely" or "probably" call Crime Stoppers remains very high, although it declined 2 points since last year's survey (going from 85% to 83%).
- Those who would "definitely" call went down 6 points and those who would "probably call" went up 4 points.
- There are only minor demographic differences.

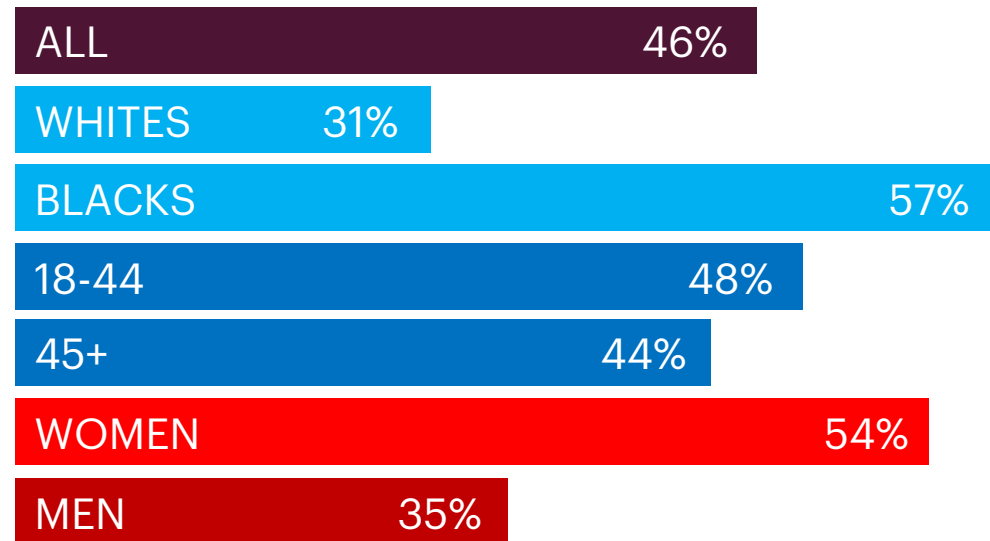
NOPD: Crime Stoppers follow-up probe

Why do would not call Crime Stoppers?

Just don't want to get involved	46%
Don't trust it's really anonymous	20%
Don't know who I'm talking to	8%
Reward money is usually too low	6%
Don't know how to do it	4%
Not sure	16%

- "Don't want to get involved" remains, by far, the top reason why residents would not call Crime Stoppers, but it has declined 12 points from last year's survey (from 58% to 46%).
- There are wide differences by race (26 points) and gender (19 points)

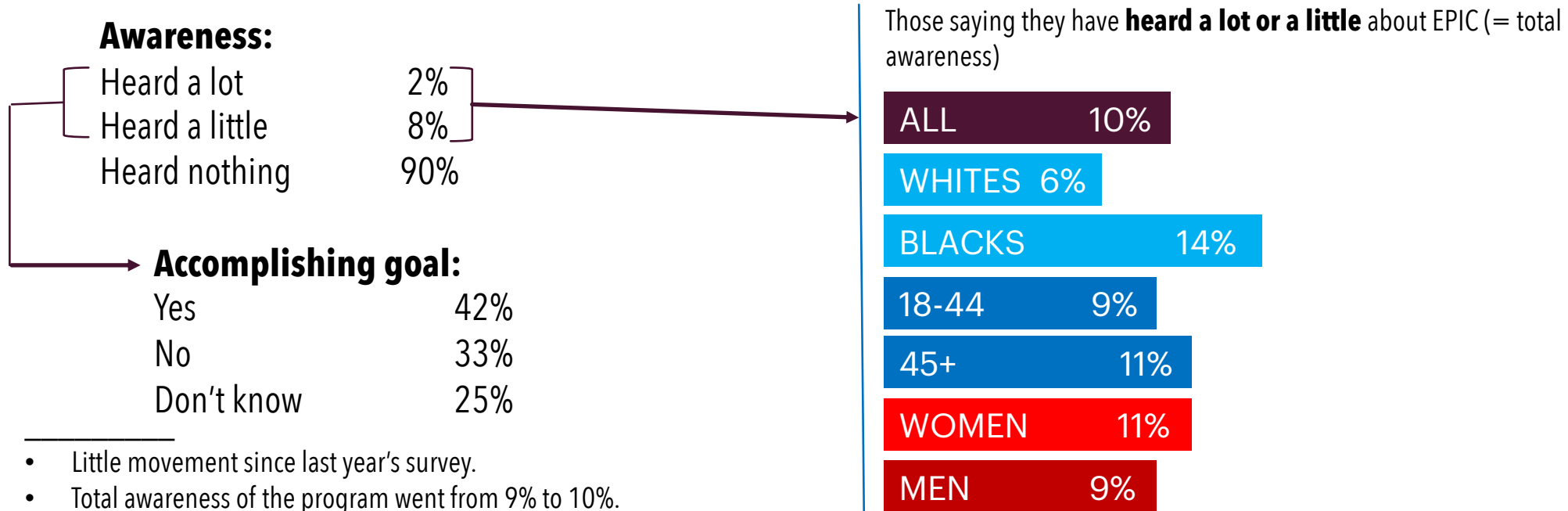
Those saying they **"just don't want to get involved"** by demographics



EPIC: Awareness, accomplishing goal

The NOPD created a fellow officer intervention training program called EPIC (*pronounced "epic"*)--which stands for Ethical Policing is Courageous. Have you heard a lot, a little or nothing at all about this program?

FOLLOW-UP QUESTION ASKED IF ANSWERED "HEARD A LOT" OR "HEARD A LITTLE" ABOVE: Do you think the EPIC program is accomplishing its goal of helping to discourage police misconduct--yes or no?

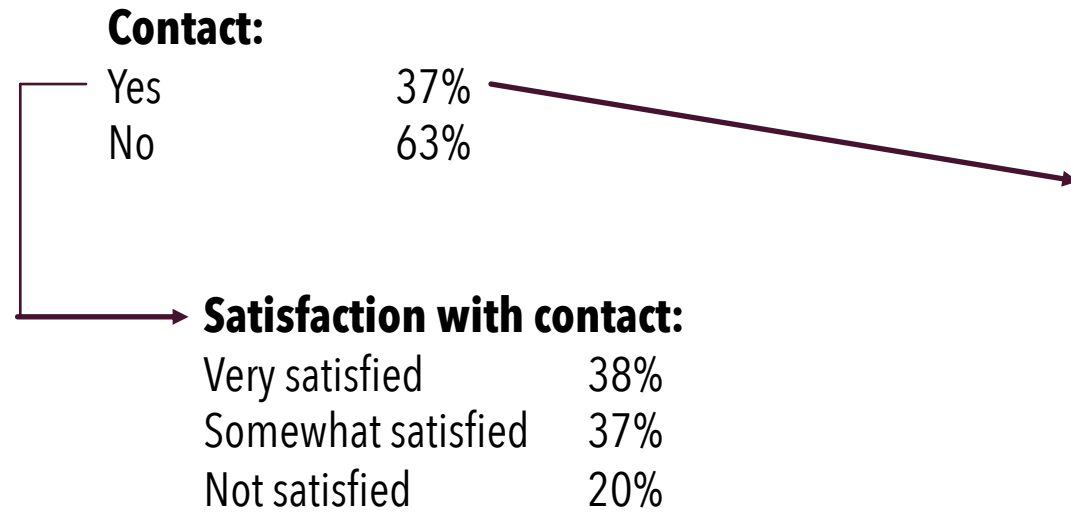


- Little movement since last year's survey.
- Total awareness of the program went from 9% to 10%.
- Those saying EPIC was accomplishing its goal went from 37% to 42%.

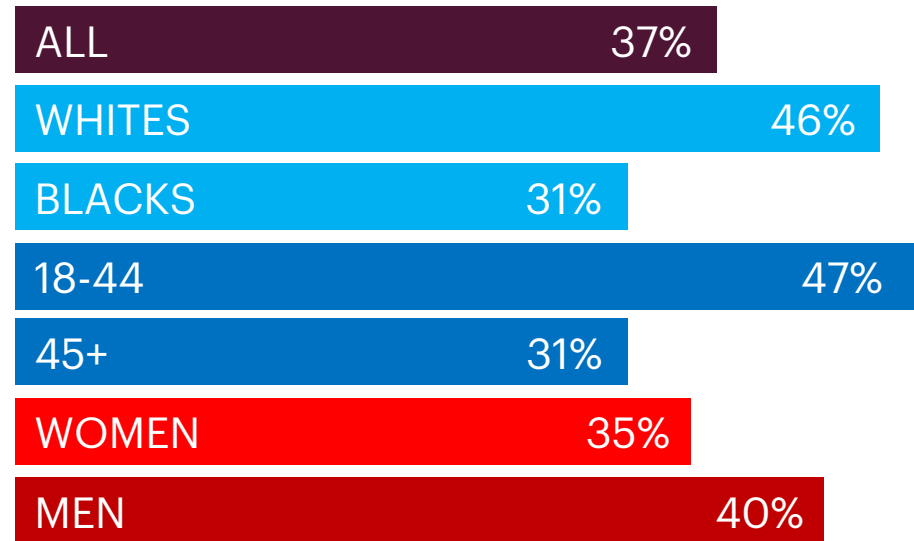
Contact with NOPD officer

Have you had contact with a New Orleans police officer in the past year--yes or no?

IF ANSWERED YES ABOVE, ASK FOLLOW-UP QUESTION: Overall, were you very satisfied, somewhat satisfied ...or... not satisfied with the way the police handled your situation?



Those saying they had contact with NOPD police officer over the past year



- The "yes" response received 37% in the 2023 and 37% in the 2024 survey--no change.
- Total satisfaction went from 78% last year to 75% this year, although "very satisfied" went up 2 points (from 36% to 38%).