

**MARKET RESEARCH INSIGHT**

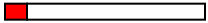

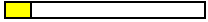


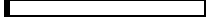

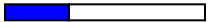
**EMBARGOED UNTIL OCTOBER 2, 2019**

NOCC CITIZEN SATISFACTION SURVEY  
 SURVEY RESEARCH REPORT  
 SEPTEMBER 2019 JOB NUMBER: 19102  
 OVERALL RESULTS

QUESTION 1. ARE YOU OR ANYONE IN THIS HOUSEHOLD EMPLOYED BY: THE NEWS MEDIA,  
 THE CITY OF NEW ORLEANS, THE NEW ORLEANS POLICE DEPARTMENT?

	#	%	
1. NO	800	100	
TOTAL	800		

QUESTION 2. 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?

	#	%	
1. VERY SATISFIED	85	11	
2. SOMEWHAT SATISFIED	346	43	
3. NEITHER SATISFIED NOR UNSATISFIED	100	13	
4. SOMEWHAT UNSATISFIED	147	18	
5. VERY UNSATISFIED	106	13	
98. NOT SURE	16	2	
TOTAL	800		
SATISFIED	430	54%	
DISSATISFIED	253	31%	
NET SATISFIED	177	23%	
SATISFIED : DISSATISFIED	1.7:1		

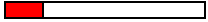


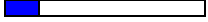



OVERALL SATISFACTION: AFRICAN AMERICAN 53% WHITE 57%

QUESTION 3. PLEASE TELL ME WHAT MOST MAKES YOU SATISFIED/UNSATISFIED  
 WITH THE NEW ORLEANS POLICE DEPARTMENT?




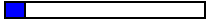
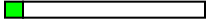
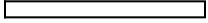

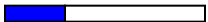
	#	%	
1. ALL RESPONSES [SEE VERBATIMS]	586	84	
98. NOT SURE	111	16	
99. REFUSED	4		
TOTAL	701		

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QUESTION 4. THINKING ABOUT POLICE PERFORMANCE IN YOUR NEIGHBORHOOD,  
 WOULD YOU SAY THAT YOU ARE SATISFIED OR UNSATISFIED WITH  
 POLICE PERFORMANCE IN YOUR NEIGHBORHOOD OVERALL?





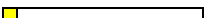


	#	%	
1. VERY SATISFIED	153	19	
2. SOMEWHAT SATISFIED	317	40	
3. NEITHER SATISFIED NOR UNSATISFIED	110	14	
4. SOMEWHAT UNSATISFIED	134	17	
5. VERY UNSATISFIED	85	11	
TOTAL	800		
SATISFIED	471	59%	
DISSATISFIED	219	28%	
NET SATISFIED	251	31%	
SATISFIED : DISSATISFIED	2.1:1		

QUESTION 5. WOULD YOU SAY THAT NOPD POLICE CULTURE HAS IMPROVED OR  
 NOT IMPROVED OVER THE PAST FEW YEARS?

	#	%	
1. VERY IMPROVED	134	17	
2. SOMEWHAT IMPROVED	358	45	
3. SOMEWHAT NOT IMPROVED	160	20	
4. VERY NOT IMPROVED	79	10	
98. NOT SURE	69	9	
99. REFUSED	1		
TOTAL	800		
IMPROVED	492	62%	
NOT IMPROVED	238	30%	
NET IMPROVED	254	32%	
IMPROVED : NOT IMPROVED	2.1:1		

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QUESTION 6. WOULD YOU SAY YOU ARE CONFIDENT OR NOT CONFIDENT THAT THE POLICE DO A GOOD JOB MANAGING TENSION WHEN THEY INTERACT WITH MEMBERS OF YOUR COMMUNITY?

	#	%	
1. VERY CONFIDENT	145	18	
2. SOMEWHAT CONFIDENT	341	43	
3. SOMEWHAT NOT CONFIDENT	152	19	
4. VERY NOT CONFIDENT	103	13	
98. NOT SURE	59	7	
TOTAL	800		
CONFIDENT	486	61%	
NOT CONFIDENT	256	32%	
NET CONFIDENT	230	29%	
CONFIDENT : NOT CONFIDENT	1.9:1		

QUESTION 7. THINKING ABOUT THE POLICE OFFICERS IN YOUR COMMUNITY, DO YOU THINK THE NEWS MEDIA IS OVERLY POSITIVE OR OVERLY NEGATIVE IN THEIR COVERAGE?

	#	%	
1. OVERLY POSITIVE	186	23	
2. OVERLY NEGATIVE	236	30	
3. FAIR AND BALANCED	278	35	
98. NOT SURE	94	12	
99. REFUSED	6		
TOTAL	800		

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QUESTION 8. NEXT, I AM GOING TO READ YOU SOME SPECIFIC ASPECTS OF THE NEW ORLEANS POLICE DEPARTMENT'S JOB. FOR EACH ONE PLEASE TELL ME WHETHER YOU ARE SATISFIED OR UNSATISFIED WITH THE NEW ORLEANS POLICE DEPARTMENT IN THAT AREA. ARE YOU VERY OR SOMEWHAT SATISFIED/UNSATISFIED?

EFFORTS TO ADDRESS VIOLENT CRIME.

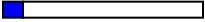


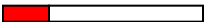

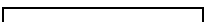
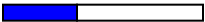

	#	%	
1. VERY SATISFIED	86	11	
2. SOMEWHAT SATISFIED	270	34	
3. NEITHER SATISFIED NOR UNSATISFIED	106	13	
4. SOMEWHAT UNSATISFIED	174	22	
5. VERY UNSATISFIED	164	20	
TOTAL	800		
SATISFIED	356	45%	
DISSATISFIED	337	42%	
NET SATISFIED	19	3%	
SATISFIED : NOT SATISFIED		1.0:1	

QUESTION 9. EFFORTS TO ADDRESS CRIMES AGAINST PROPERTY, LIKE HOMES AND BUSINESSES.

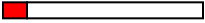

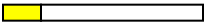

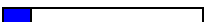


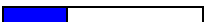
	#	%	
1. VERY SATISFIED	108	14	
2. SOMEWHAT SATISFIED	311	39	
3. NEITHER SATISFIED NOR UNSATISFIED	138	17	
4. SOMEWHAT UNSATISFIED	128	16	
5. VERY UNSATISFIED	113	14	
99. REFUSED	1		
TOTAL	800		
SATISFIED	419	53%	
DISSATISFIED	242	30%	
NET SATISFIED	178	23%	
SATISFIED : NOT SATISFIED		1.8:1	

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QUESTION 10. EFFECTIVELY WORKING TO GET DRUGS OFF THE STREETS.

	#	%	
1. VERY SATISFIED	80	10	
2. SOMEWHAT SATISFIED	213	27	
3. NEITHER SATISFIED NOR UNSATISFIED	162	20	
4. SOMEWHAT UNSATISFIED	182	23	
5. VERY UNSATISFIED	162	20	
99. REFUSED	1		
<b>TOTAL</b>	<b>800</b>		
<b>SATISFIED</b>	<b>293</b>	<b>37%</b>	
<b>DISSATISFIED</b>	<b>345</b>	<b>43%</b>	
<b>NET SATISFIED</b>	<b>-52</b>	<b>-6%</b>	
<b>SATISFIED : DISSATISFIED</b>	<b>0.8:1</b>		

QUESTION 11. WORKING WITH THE PUBLIC TO ADDRESS THEIR CONCERNS.

	#	%	
1. VERY SATISFIED	94	12	
2. SOMEWHAT SATISFIED	304	38	
3. NEITHER SATISFIED NOR UNSATISFIED	149	19	
4. SOMEWHAT UNSATISFIED	141	18	
5. VERY UNSATISFIED	112	14	
99. REFUSED	1		
<b>TOTAL</b>	<b>800</b>		
<b>SATISFIED</b>	<b>398</b>	<b>50%</b>	
<b>DISSATISFIED</b>	<b>252</b>	<b>32%</b>	
<b>NET SATISFIED</b>	<b>146</b>	<b>18%</b>	
<b>SATISFIED : NOT SATISFIED</b>	<b>1.6:1</b>		

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QUESTION 12. THE HONESTY AND INTEGRITY OF NEW ORLEANS POLICE OFFICERS.

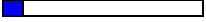
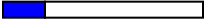


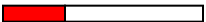



	#	%	
1. VERY SATISFIED	103	13	
2. SOMEWHAT SATISFIED	322	40	
3. NEITHER SATISFIED NOR UNSATISFIED	146	18	
4. SOMEWHAT UNSATISFIED	125	16	
5. VERY UNSATISFIED	102	13	
99. REFUSED	2		
TOTAL	800		
SATISFIED	425	53%	
DISSATISFIED	227	29%	
NET SATISFIED	198	24%	
SATISFIED : NOT SATISFIED		1.8:1	

QUESTION 13. THE OVERALL COMPETENCE OF THE NEW ORLEANS POLICE DEPARTMENT.



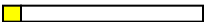

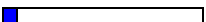

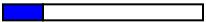
	#	%	
1. VERY SATISFIED	107	13	
2. SOMEWHAT SATISFIED	312	39	
3. NEITHER SATISFIED NOR UNSATISFIED	148	18	
4. SOMEWHAT UNSATISFIED	136	17	
5. VERY UNSATISFIED	98	12	
TOTAL	800		
SATISFIED	419	52%	
DISSATISFIED	233	29%	
NET SATISFIED	186	23%	
SATISFIED : NOT SATISFIED		1.8:1	

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QUESTION 14. POLICE RESPONSE TIMES.

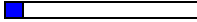


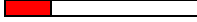
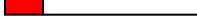
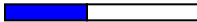
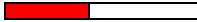
	#	%	
1. VERY SATISFIED	78	10	
2. SOMEWHAT SATISFIED	171	21	
3. NEITHER SATISFIED NOR UNSATISFIED	160	20	
4. SOMEWHAT UNSATISFIED	145	18	
5. VERY UNSATISFIED	246	31	
99. REFUSED	1		
TOTAL	800		
SATISFIED	249	31%	
DISSATISFIED	391	49%	
NET SATISFIED	-142	-18%	
SATISFIED : DISSATISFIED		0.6:1	

QUESTION 15. NOW, THINKING ABOUT YOUR PERSONAL SAFETY, PLEASE TELL ME IF YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS:  
 DO YOU STRONGLY OR SOMEWHAT AGREE/DISAGREE.  
 I FEEL SAFE IN MY OWN NEIGHBORHOOD.

	#	%	
1. STRONGLY AGREE	228	29	
2. SOMEWHAT AGREE	342	43	
3. NEITHER AGREE NOR DISAGREE	71	9	
4. SOMEWHAT DISAGREE	99	12	
5. STRONGLY DISAGREE	59	7	
TOTAL	800		
AGREE	570	72%	
DISAGREE	159	19%	
NET AGREE	411	53%	
AGREE : DISAGREE		3.8:1	

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QUESTION 16. I FEEL SAFE VISITING OTHER AREAS IN NEW ORLEANS, OUTSIDE MY OWN NEIGHBORHOOD.

	#	%	
1. STRONGLY AGREE	74	9	
2. SOMEWHAT AGREE	256	32	
3. NEITHER AGREE NOR DISAGREE	132	16	
4. SOMEWHAT DISAGREE	188	23	
5. STRONGLY DISAGREE	151	19	
TOTAL	800		
AGREE	330	41%	
DISAGREE	338	42%	
NET AGREE	-8	-1%	
AGREE : DISAGREE	1:1.0		

QUESTION 17. HAVE YOU HAD ANY CONTACT WITH ONE OR MORE OFFICERS OF THE NEW ORLEANS POLICE DEPARTMENT IN THE PAST 12 MONTHS?

	#	%	
1. YES	176	22	
2. NO	622	78	
TOTAL	798		


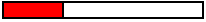


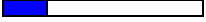

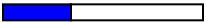
QUESTION 18. WAS THIS CONTACT INITIATED BY YOU OR BY A POLICE OFFICER?

	#	%	
1. RESPONDENT	83	48	
2. POLICE OFFICER	55	32	
3. BOTH	19	11	
4. NEITHER	15	9	
98. NOT SURE	2	1	
99. REFUSED	1		
TOTAL	176		


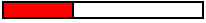


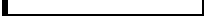

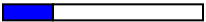


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QUESTION 19. OVERALL, WOULD YOU SAY THAT YOU ARE SATISFIED OR UNSATISFIED WITH THE WAY THE OFFICER(S) HANDLED YOUR SITUATION?

	#	%	
1. VERY SATISFIED	50	28	
2. SOMEWHAT SATISFIED	54	30	
3. NEITHER SATISFIED NOR UNSATISFIED	14	8	
4. SOMEWHAT UNSATISFIED	20	12	
5. VERY UNSATISFIED	38	22	
TOTAL	176		
SATISFIED	104	58%	
DISSATISFIED	59	34%	
SATISFIED	45	24%	
SATISFIED : NOT SATISFIED	1.7:1		

QUESTION 20. DO YOU RECALL IF THE NEW ORLEANS POLICE DEPARTMENT EMPLOYEE(S) WAS/WERE: PLEASANT AND COURTEOUS OR RUDE AND UNPLEASANT?

	#	%	
1. VERY PLEASANT AND COURTEOUS	66	38	
2. SOMEWHAT PLEASANT AND COURTEOUS	62	35	
3. SOMEWHAT RUDE AND UNPLEASANT	25	14	
4. VERY RUDE AND UNPLEASANT	19	11	
98. NOT SURE	4	2	
TOTAL	176		
PLEASANT	128	73%	
RUDE	44	25%	
NET PLEASANT	84	48%	
PLEASANT : RUDE	2.9:1		

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QUESTION 21. WOULD YOU SAY YOU ARE: FAMILIAR OR UNFAMILIAR WITH CRIMESTOPPERS, THE CITIZEN-RUN NONPROFIT ANONYMOUS TIP LINE THAT OFFERS CASH REWARDS UPON ARREST FOR INFORMATION ABOUT FELONY CRIMES?

	#	%	
1. VERY FAMILIAR	265	33	
2. SOMEWHAT FAMILIAR	345	43	
3. UNCERTAIN	96	12	
4. SOMEWHAT UNFAMILIAR	34	4	
5. VERY UNFAMILIAR	37	5	
98. NOT SURE	22	3	
TOTAL		800	
FAMILIAR	611	76%	
UNFAMILIAR	167	9%	
NET FAMILIAR	443	67%	
FAMILIAR : UNFAMILIAR	8.4:1		

QUESTION 22. IF YOU HAD INFORMATION ABOUT A FELONY CRIME, WOULD YOU CALL CRIMESTOPPERS TO ANONYMOUSLY SHARE WHAT YOU KNEW FOR CRIMESTOPPERS TO PASS IT ON TO LAW ENFORCEMENT? CALL CRIMESTOPPERS?

	#	%	
1. DEFINITELY WOULD	358	45	
2. PROBABLY WOULD	253	32	
3. PROBABLY WOULD NOT	99	12	
4. DEFINITELY WOULD NOT	28	3	
98. NOT SURE	62	8	
TOTAL		800	
WOULD	611	77%	
WOULD NOT	127	15%	
NET WOULD	484	62%	
WOULD : WOULD NOT	5.1:1		

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QUESTION 23. WHICH OF THE FOLLOWING CATEGORIES INCLUDES THE ANNUAL INCOME FOR THIS HOUSEHOLD?

	#	%	
1. LESS THAN \$20,000	63	9	
2. BETWEEN \$20,000 AND \$40,000	133	19	
3. BETWEEN \$40,000 AND \$60,000	201	28	
4. BETWEEN \$60,000 AND \$80,000	172	24	
5. BETWEEN \$80,000 AND \$100,000	59	8	
6. OVER \$100,000	63	9	
98. NOT SURE	19	3	
99. REFUSED	90		
TOTAL	800		

QUESTION 24. FINALLY, WOULD YOU TELL ME IF YOU HAVE MOVED SINCE JULY 1ST 2018 TO WHERE YOU ARE PRESENTLY LIVING?

	#	%	
1. DID NOT MOVE	749	94	
98. NOT SURE	51	6	
TOTAL	800		

QUESTION 25. AGE

	#	%	
1. 18-34	148	19	
2. 35-44	166	21	
3. 45-54	99	12	
4. 55-64	168	21	
5. 65+	219	27	
TOTAL	800		

NOCC CITIZEN SATISFACTION SURVEY  
 SURVEY RESEARCH REPORT  
 SEPTEMBER 2019 JOB NUMBER: 19102  
 OVERALL RESULTS

QUESTION 26. GENDER

	#	%	
1. MALE	335	42	
2. FEMALE	465	58	
TOTAL	800		

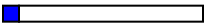
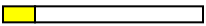
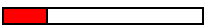
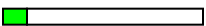

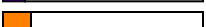
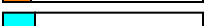
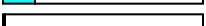
QUESTION 27. ETHNICITY

	#	%	
1. WHITE	312	39	
2. BLACK/AFRICAN AMERICAN	440	55	
3. HISPANIC	16	2	
4. OTHER	32	4	
TOTAL	800		

QUESTION 28. CELL

	#	%	
1. YES	607	76	
2. NO	193	24	
TOTAL	800		

QUESTION 29. POLICE DISTRICT

	#	%	
1. 1	65	8	
2. 2	125	16	
3. 3	175	22	
4. 4	94	12	
5. 5	91	11	
6. 6	113	14	
7. 7	129	16	
8. 8	8	1	
TOTAL	800		