



# **NEW ORLEANS CRIME COALITION AUGUST 2015 CITIZEN SATISFACTION SURVEY**

n=600 Adults (n=75 per district)

MoE=±4.0%

Fielded August 27, 29, & 31- September 1, 2015

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# RESEARCH DESIGN AND DEMOGRAPHICS

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# Research Design

Wilson Perkins Allen Opinion Research conducted a survey 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 geography, age, gender, education, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

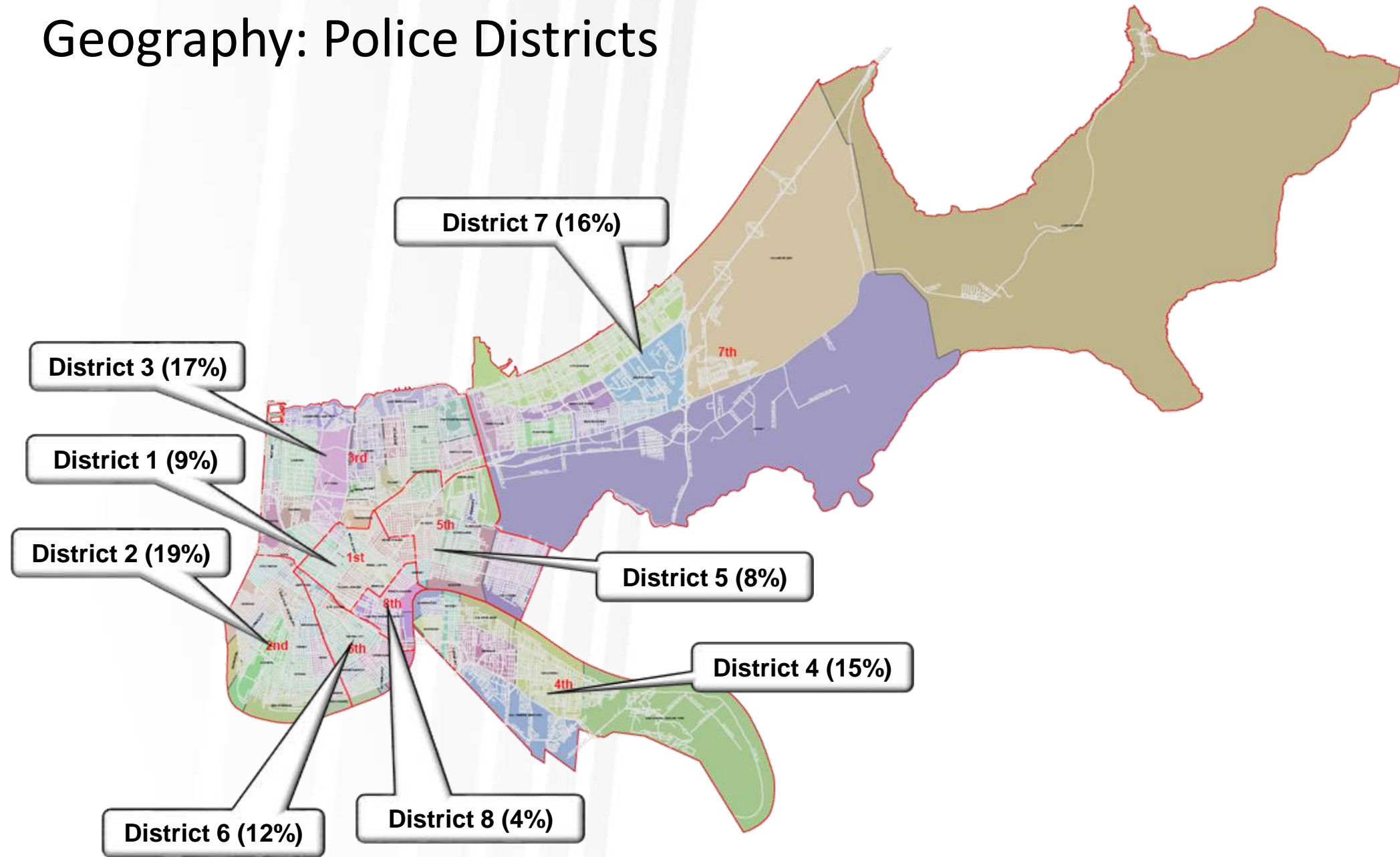
Respondents were contacted by phone via a live telephone operator interview (36% cell phone interviews) August 27, 29, & 31- September 1, 2015. The study has a sample size of n=600 adults (75 adults per district) with a margin of error of  $\pm 4.0\%$  in 95 out of 100 cases.

# Demography

Age	Result
18-34	27%
35-44	16%
45-54	19%
55-64	19%
65-74	11%
75+	8%
Gender	
Male	48%
Female	52%
Police District	
District 1	9%
District 2	19%
District 3	17%
District 4	15%
District 5	8%
District 6	12%
District 7	16%
District 8	4%

Education	Result
≤High School	28%
Some College	37%
College Grad	14%
Post Grad	20%
Ethnicity	
White	34%
Hispanic	4%
African-American	56%
Asian	2%
Other/Refused	4%
Contact Method	
Cell	36%
Landline	64%
Felony Conviction	
Yes	5%
No	95%

# Geography: Police Districts





# **POLICE DEPARTMENT SATISFACTION**

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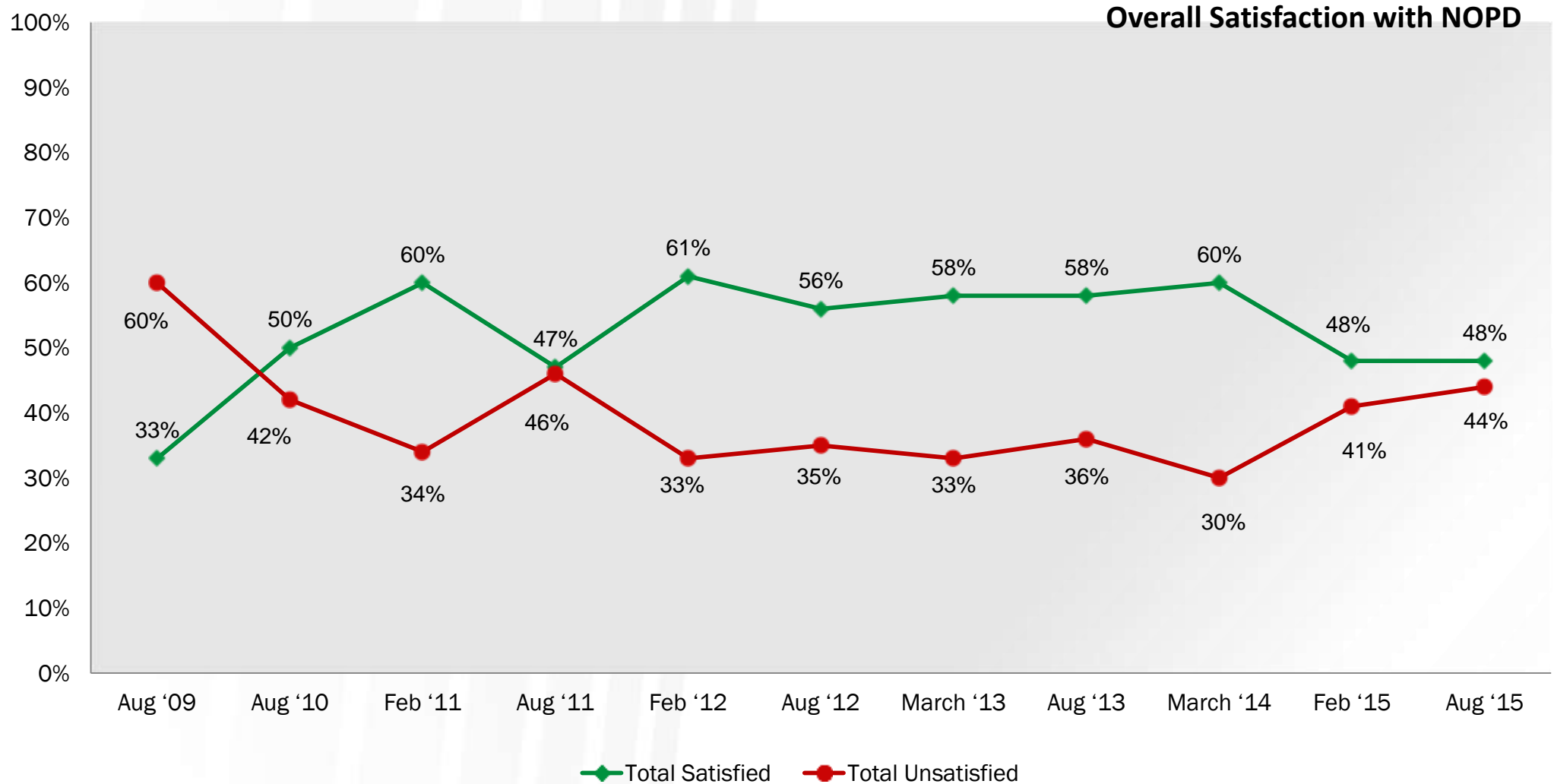
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## Overall satisfaction with the New Orleans Police department remains constant at 48%.

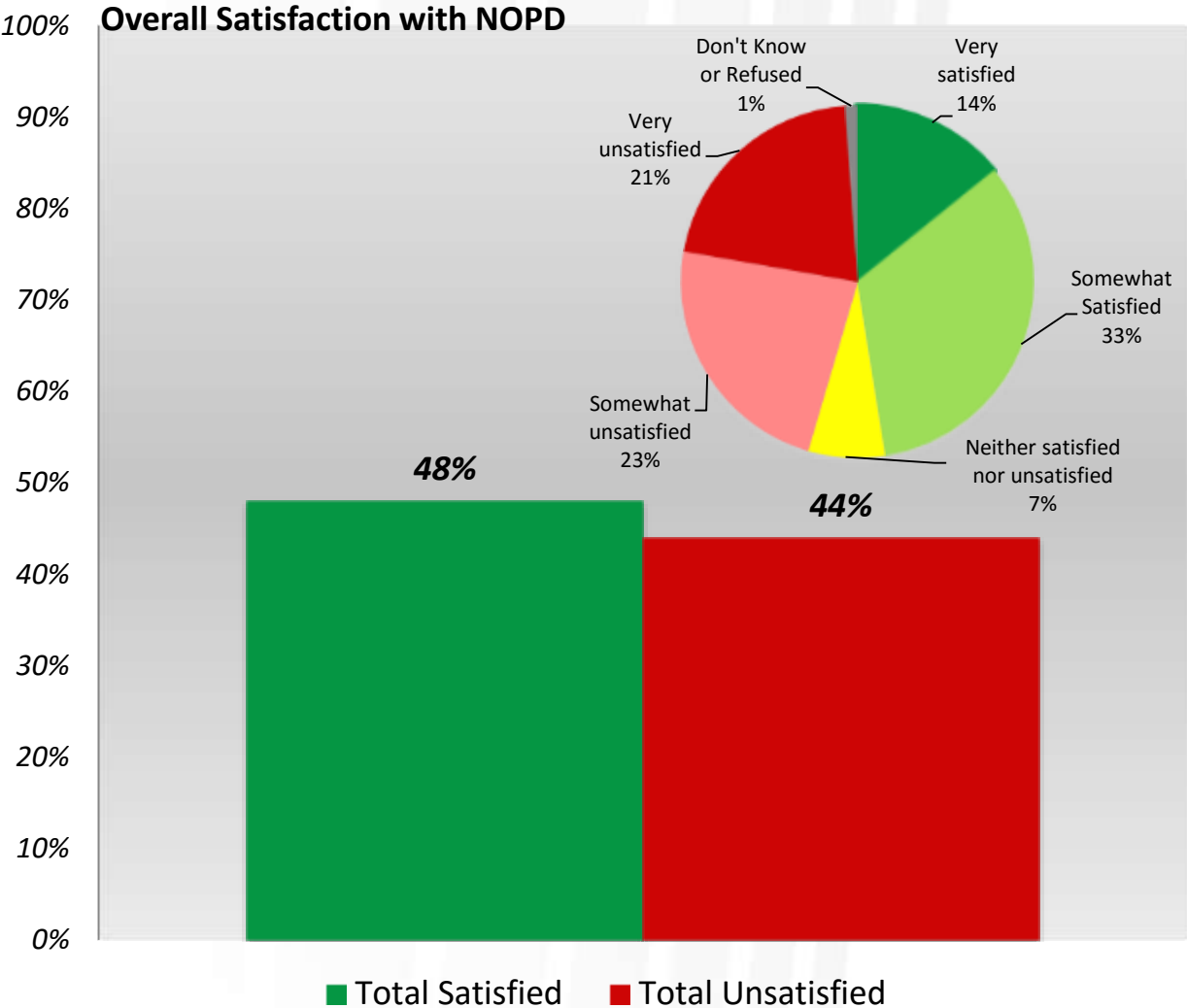
3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?





A plurality (48%) of respondents are satisfied with the New Orleans Police Department, while 44% are unsatisfied.

3. 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?

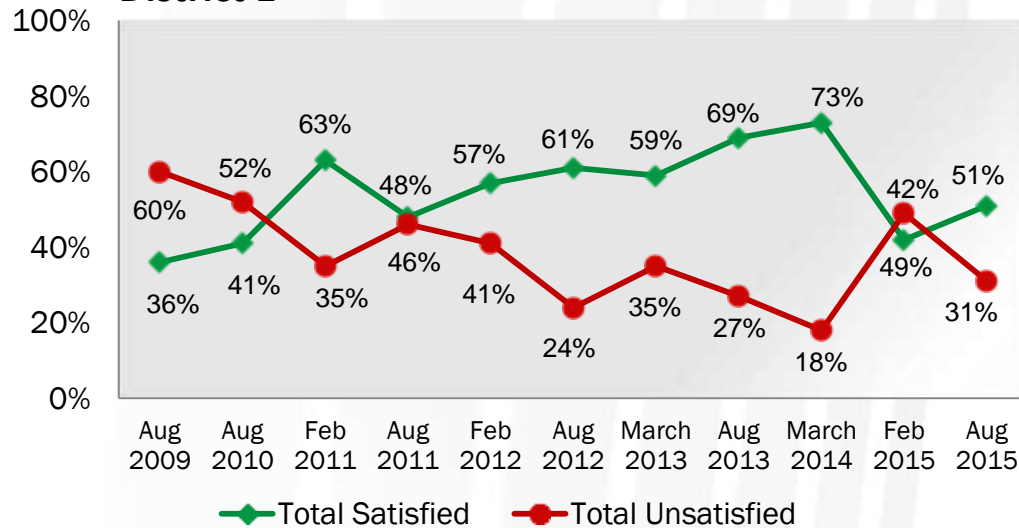


Top Groups	
Satisfied	%
College Graduate	51%
Men 55+	50%
Less than College	50%
Women 55+	49%
Unsatisfied	%
Men 18-54	46%
Post Graduate	46%
Women 55+	45%
African-American	44%

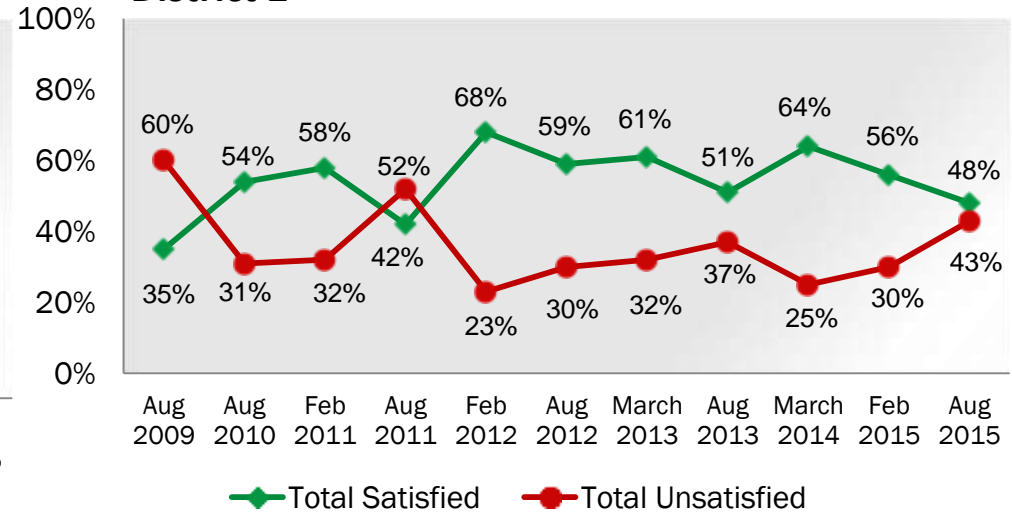
# Overall Satisfaction/Dissatisfaction by District

3. 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?

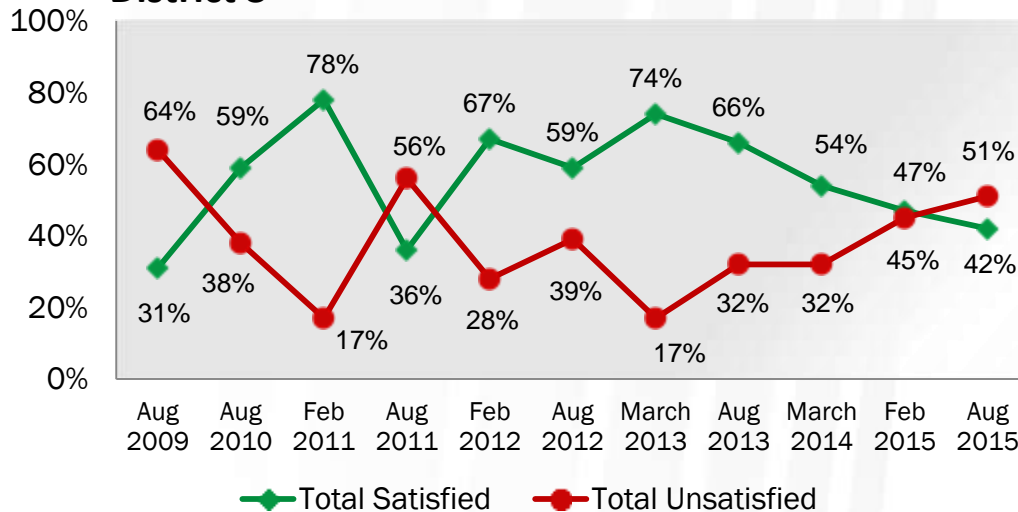
## District 1



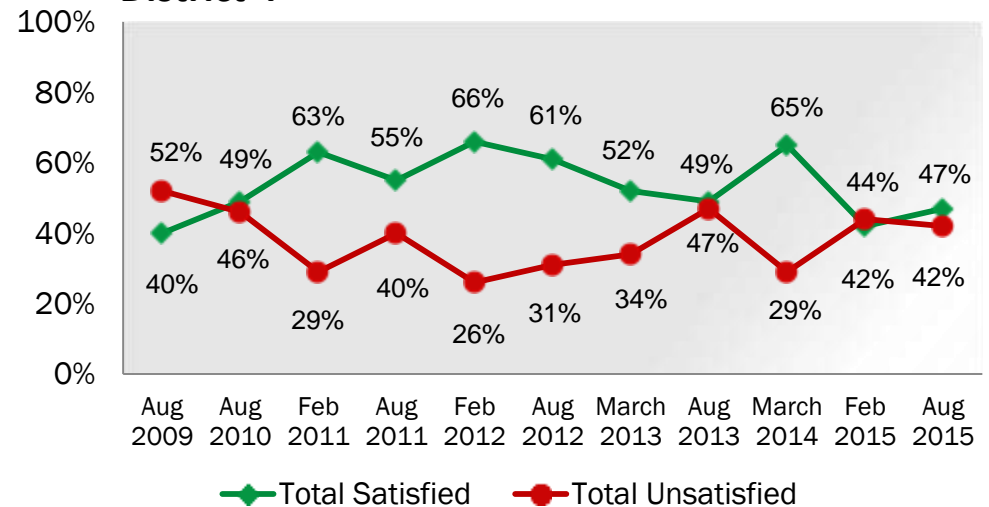
## District 2



## District 3



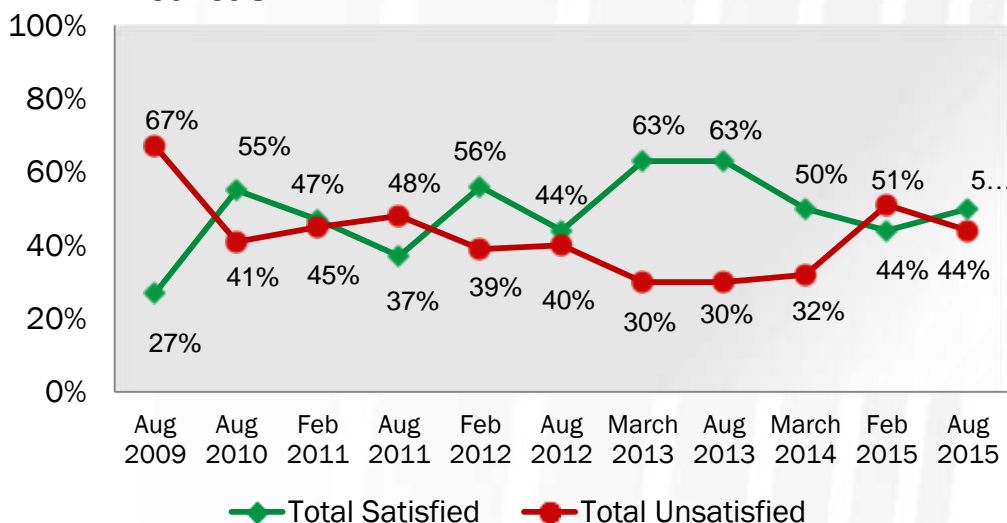
## District 4



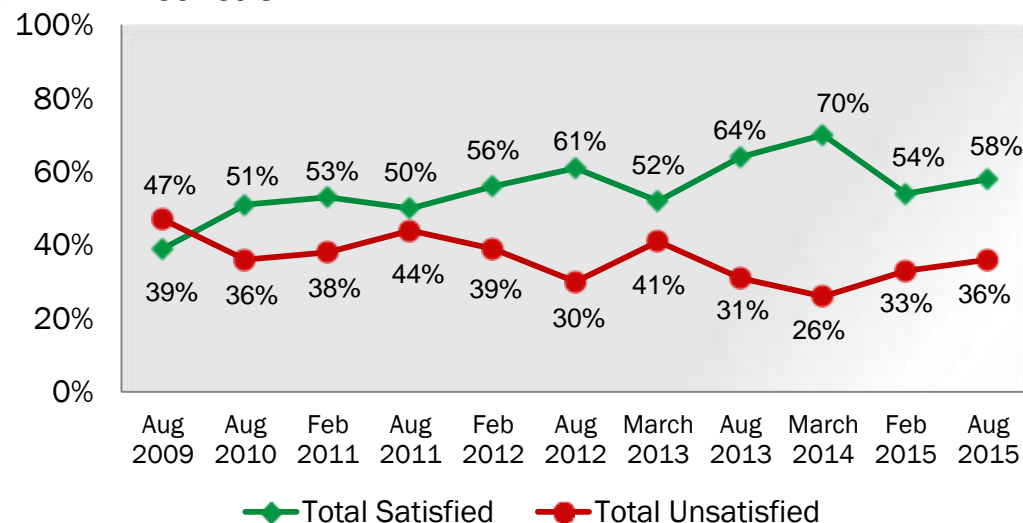
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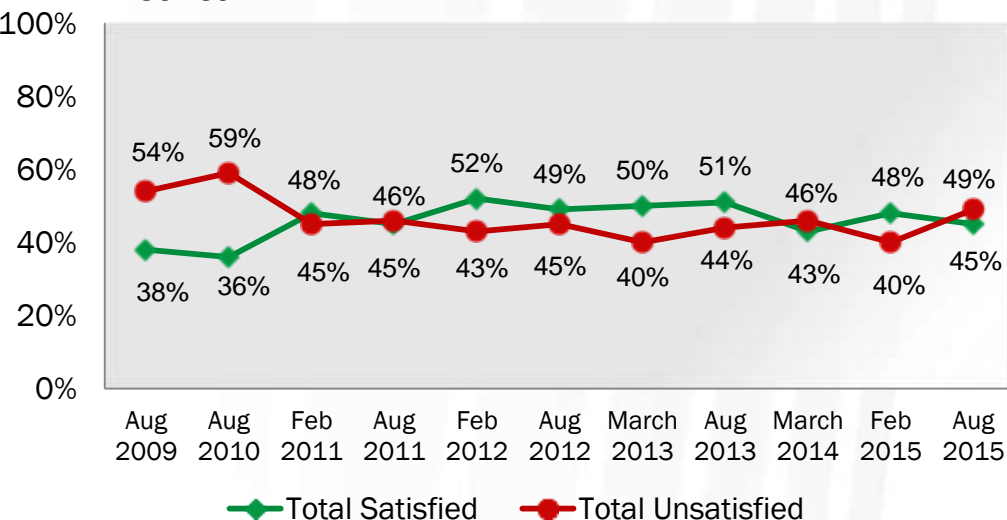
## District 5



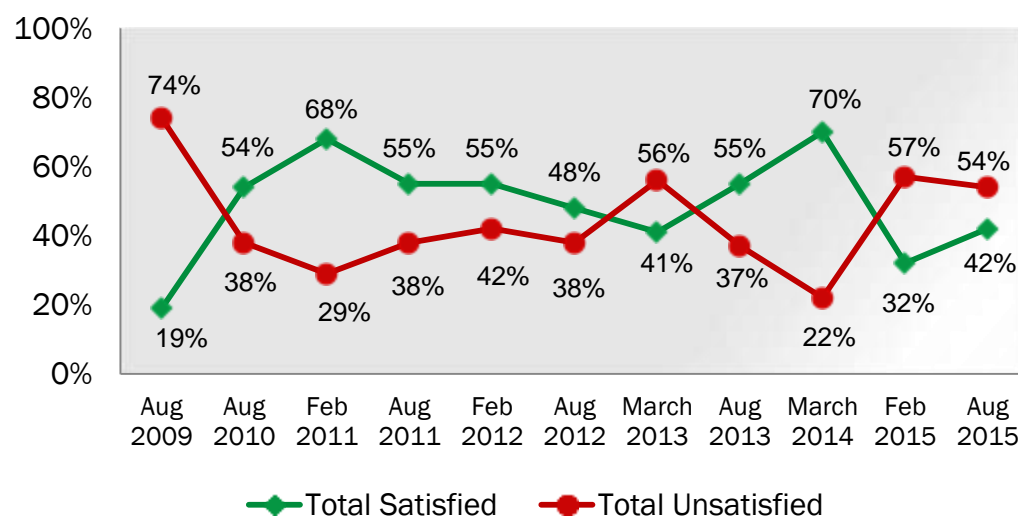
## District 6



## District 7

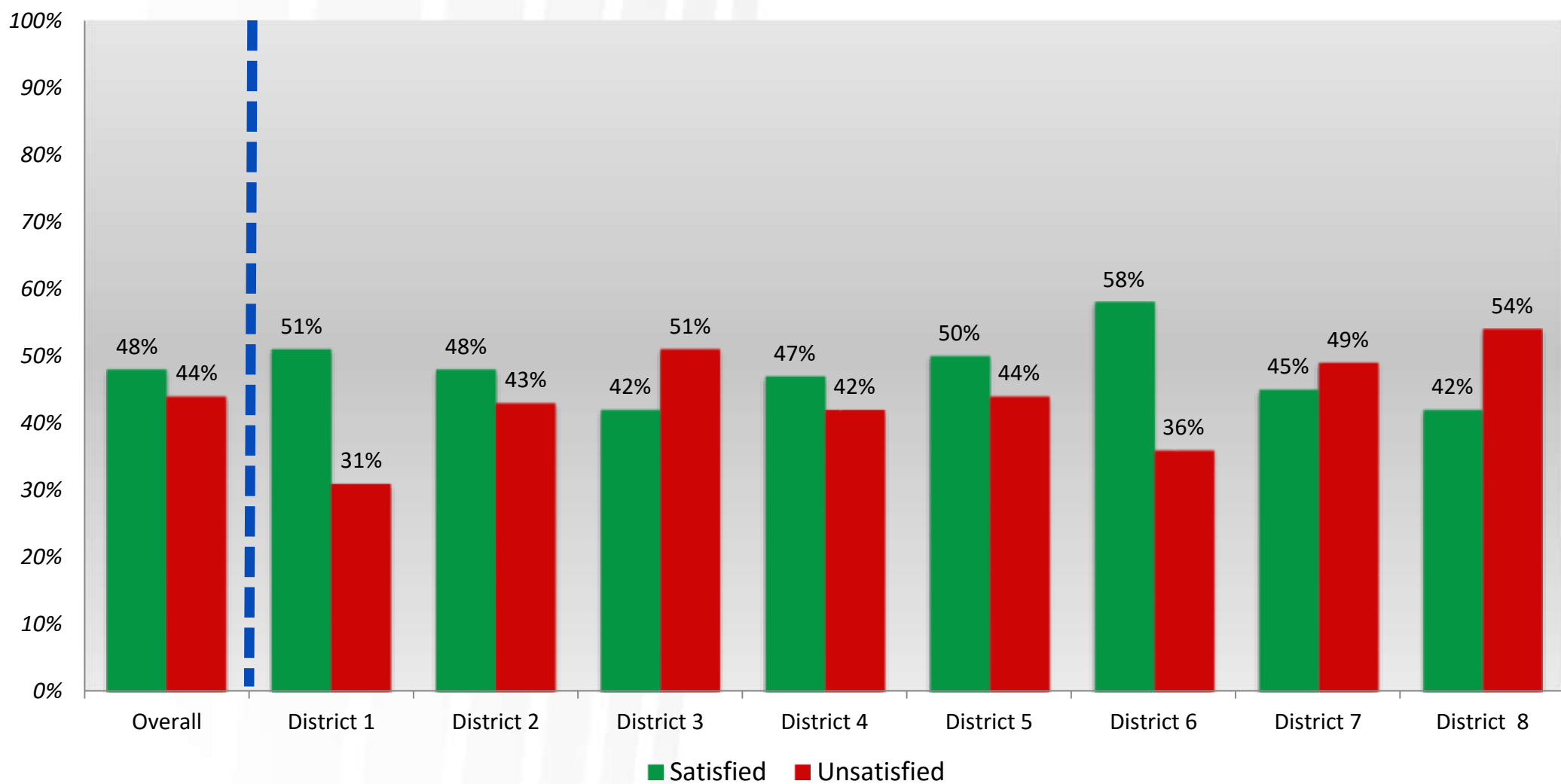


## District 8



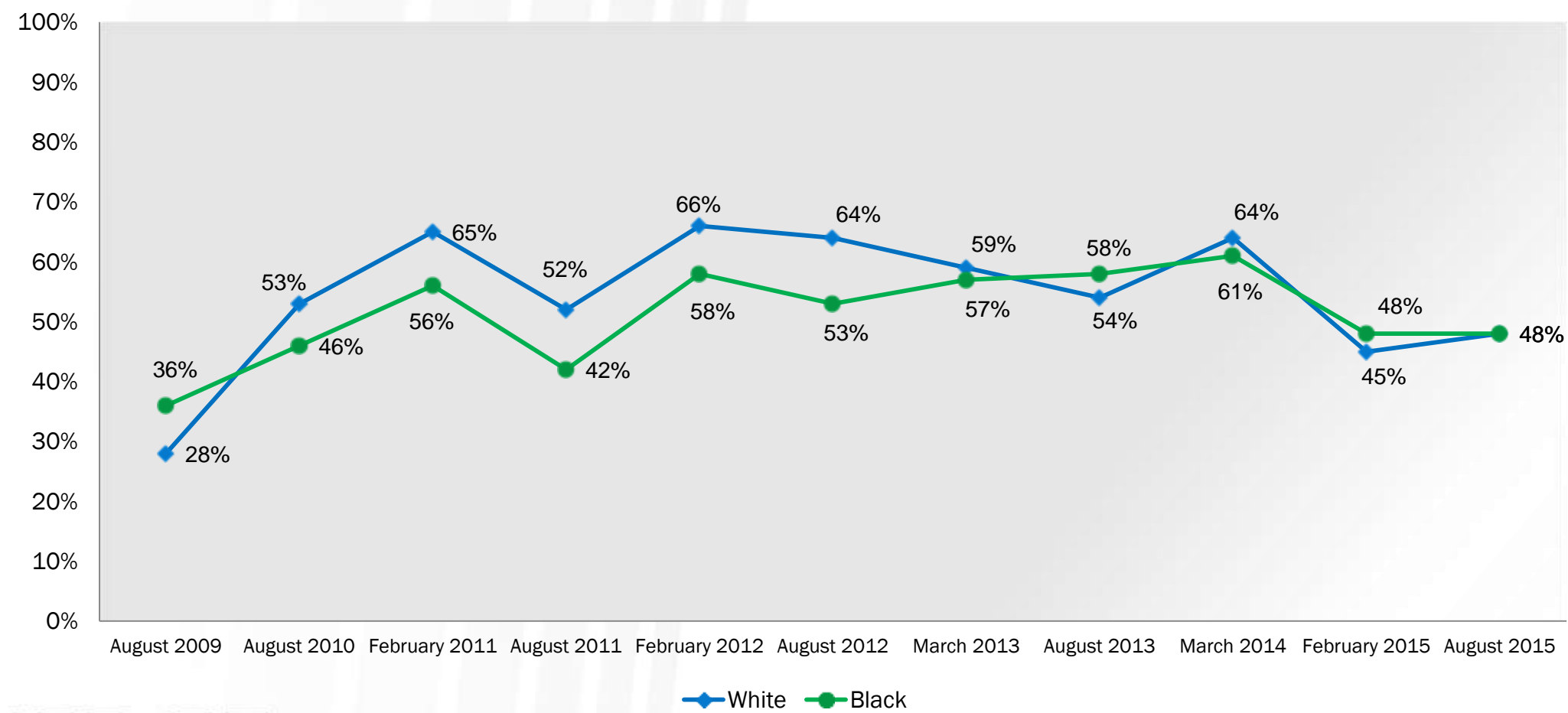
## Overall Satisfaction by District.

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



## Overall Satisfaction by Ethnicity.

3. 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?





The main reason individuals are satisfied with the police is because they believe the police are doing the best they can with the limited resources they have.

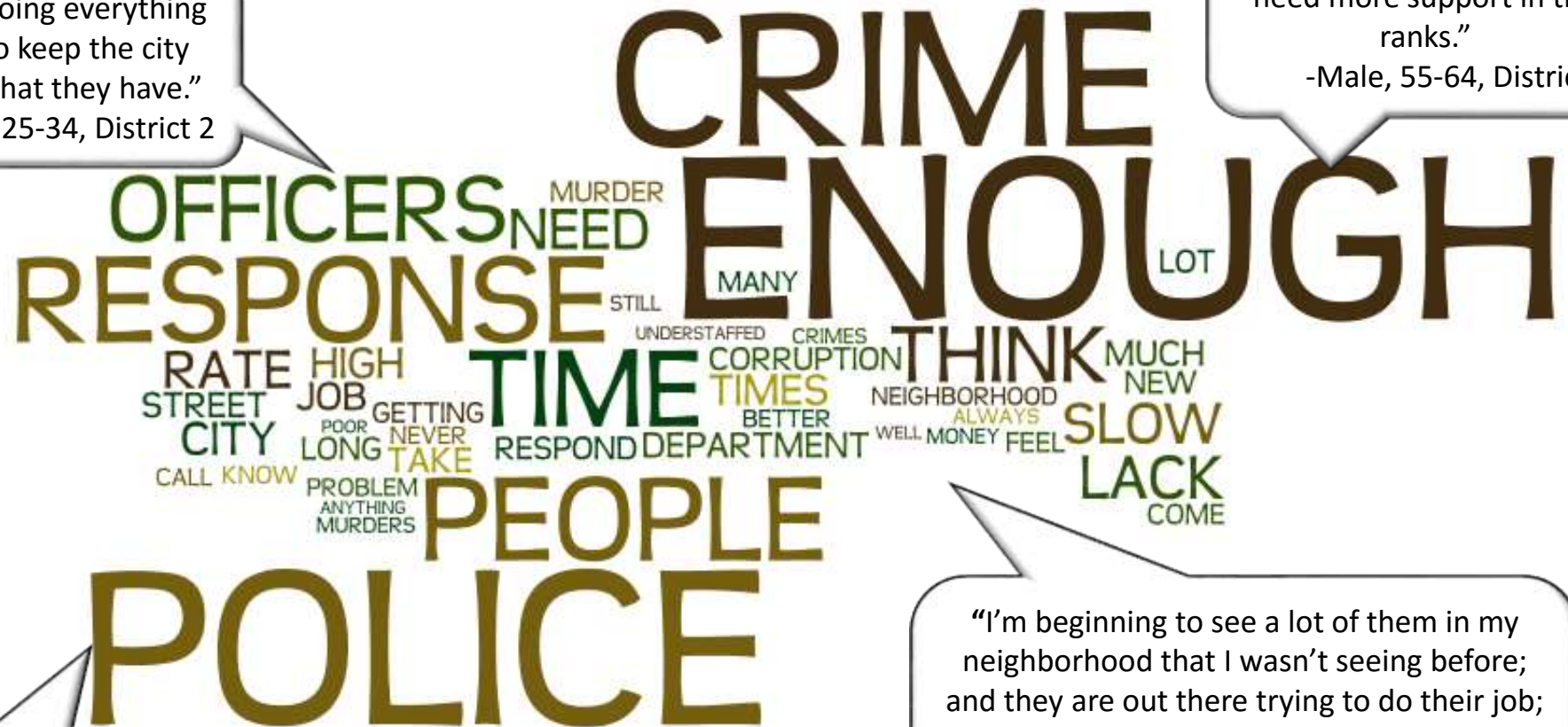
4. Please tell me some of the reasons you are satisfied with the New Orleans Police Department.

“They are doing everything they can to keep the city safe with what they have.”

-Male, 25-34, District 2

“They are doing as good a job as they can, but they need more support in the ranks.”

-Male, 55-64, District 8



"It is a rough job and they get up every day to help us."

-Female, 45-54, District 1

“I’m beginning to see a lot of them in my neighborhood that I wasn’t seeing before; and they are out there trying to do their job; it means a lot especially in my neighborhood because there is a lot of crime in my neighborhood.”

-Female, 75+, District 5

The main reason individuals are unsatisfied with the police is because of high crime rates in their neighborhoods and recent violence.

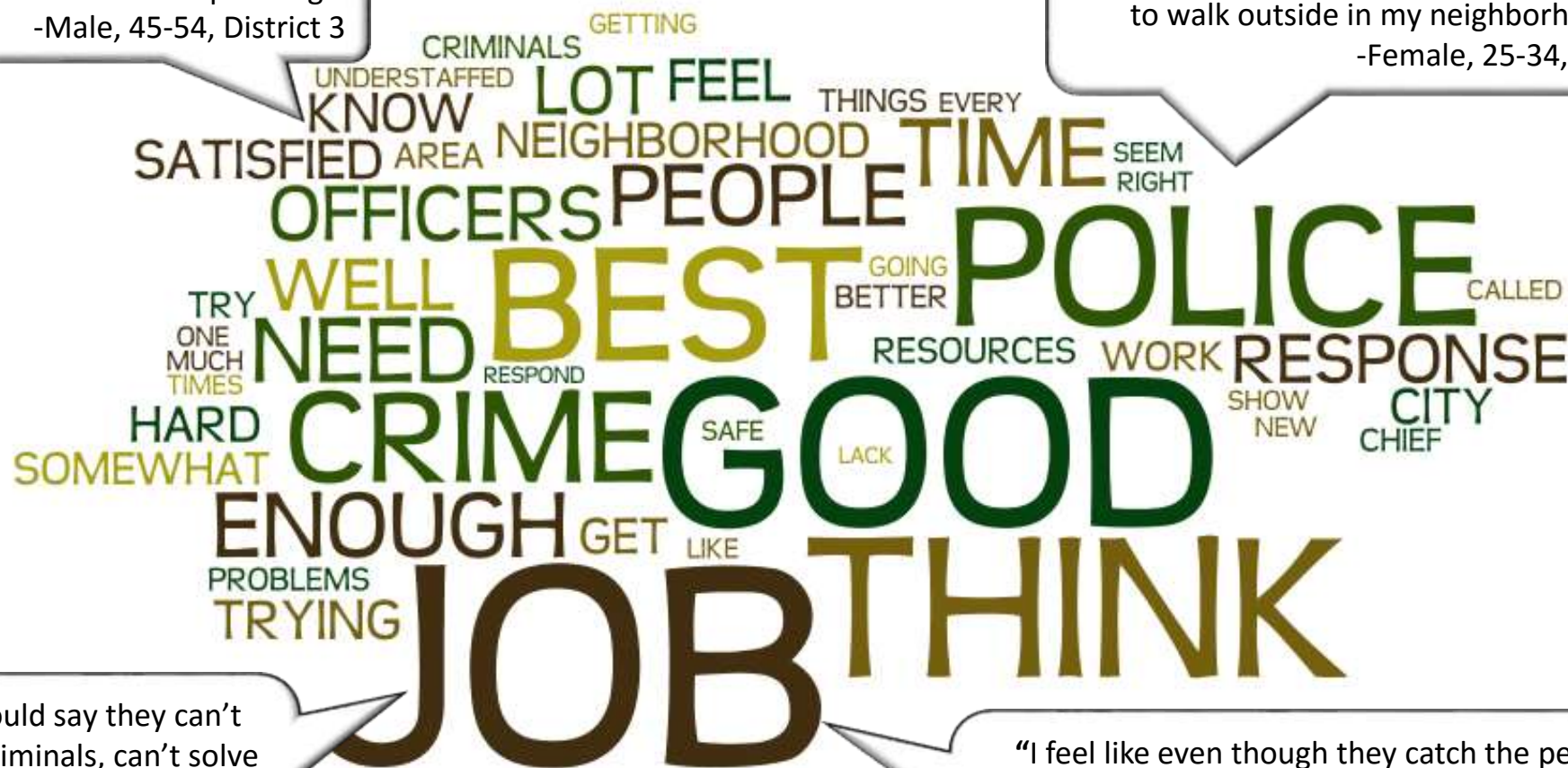
4. Please tell me some of the reasons you are unsatisfied with the New Orleans Police Department.

"Corruption and racial profiling."

-Male, 45-54, District 3

"Just the rate of crime and it just seems to get worse. Shootings and killings. I am afraid to walk outside in my neighborhood."

-Female, 25-34, District 1



"I would say they can't find criminals, can't solve cases, understaffed, crime is up and murder is up."

-Male, 65-74, District 3

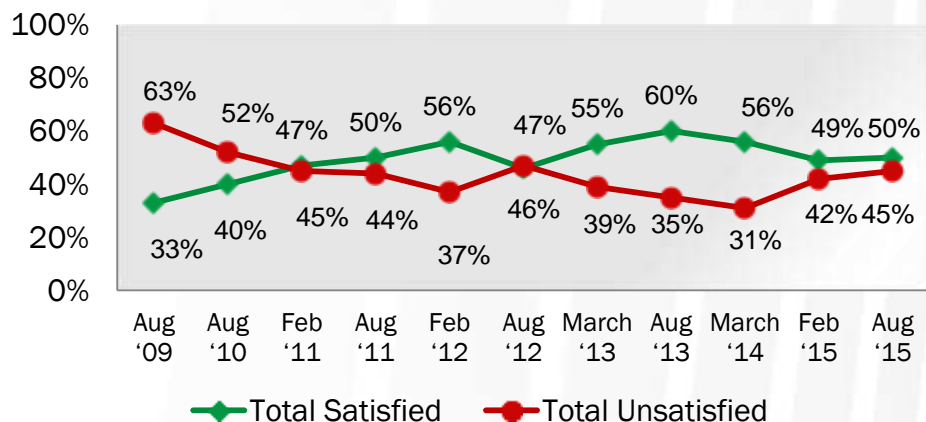
"I feel like even though they catch the person accused of the crime, the police don't collect enough evidence so they get off. The response time isn't fast enough."

-Female, 35-44, District 6

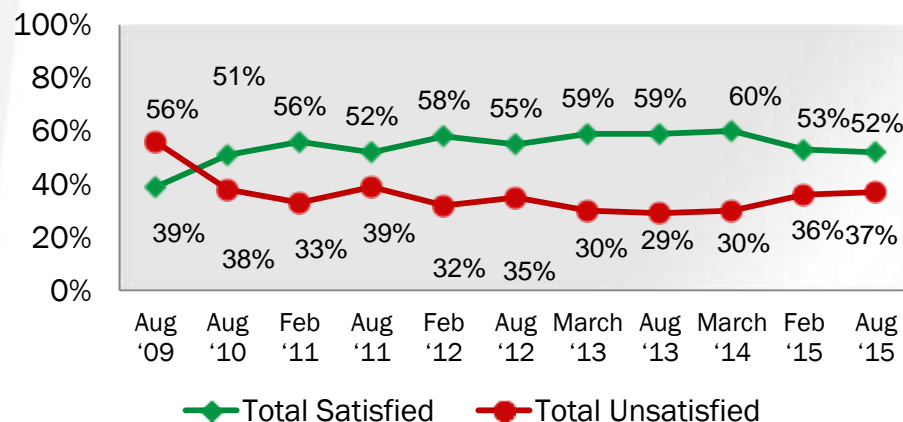


# Total Satisfaction/Dissatisfaction

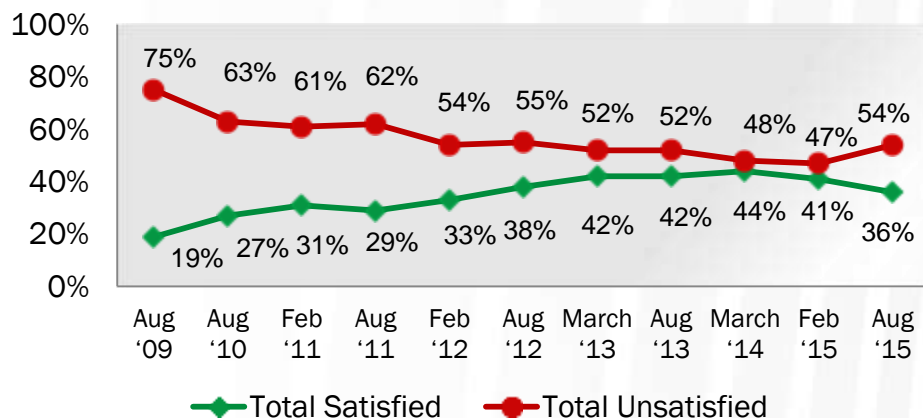
## 6. Violent Crime



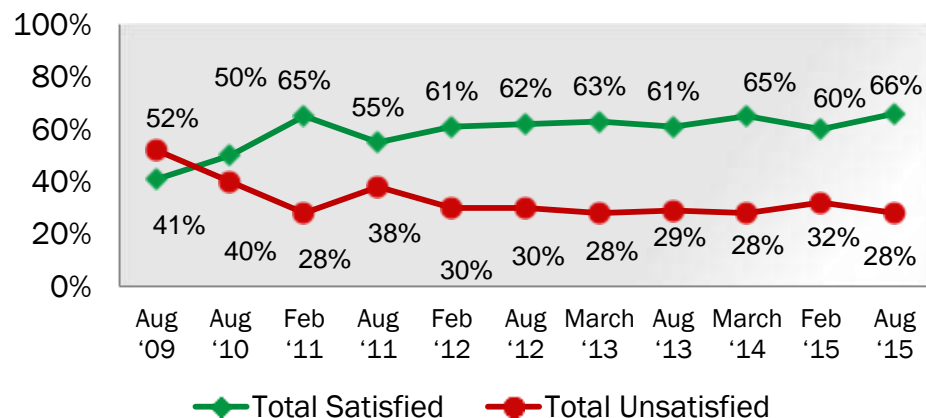
## 7. Property Crime



## 8. Drugs Off Streets

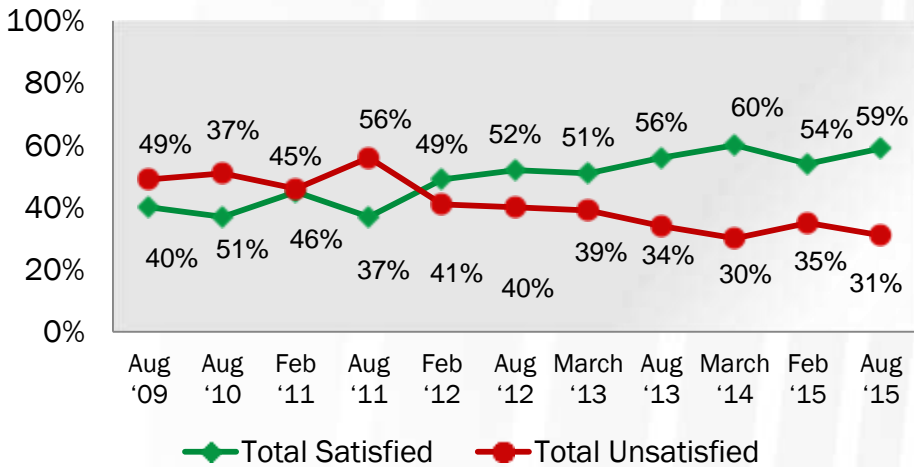


## 9. Cooperating with Public

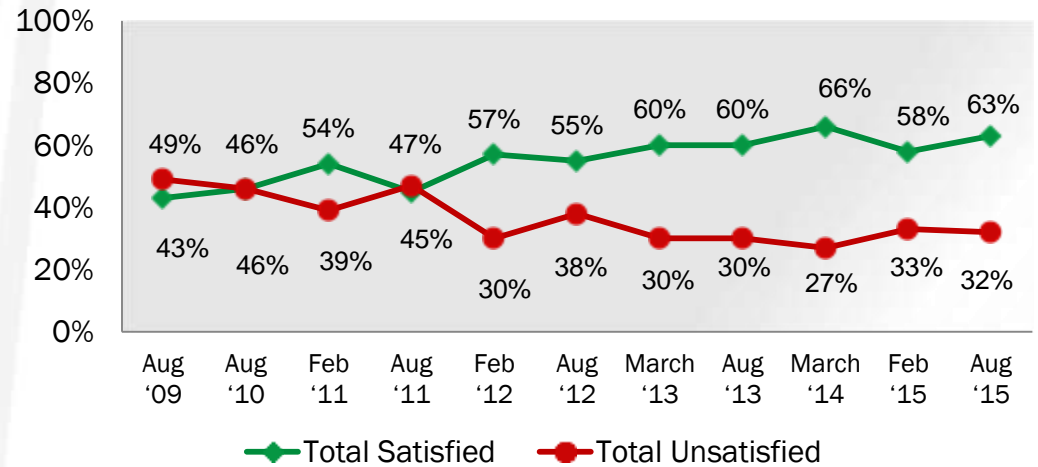


# Total Satisfaction/Dissatisfaction

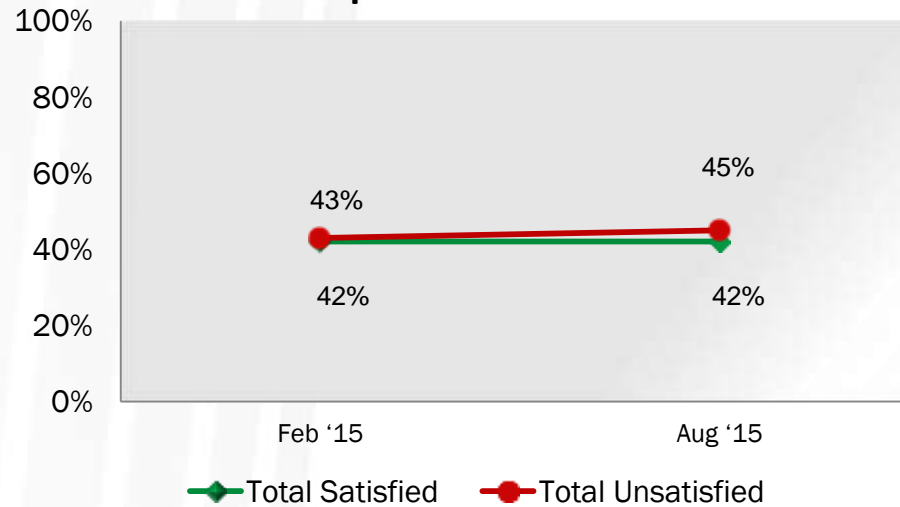
## 10. Honesty and Integrity



## 11. Overall Competence

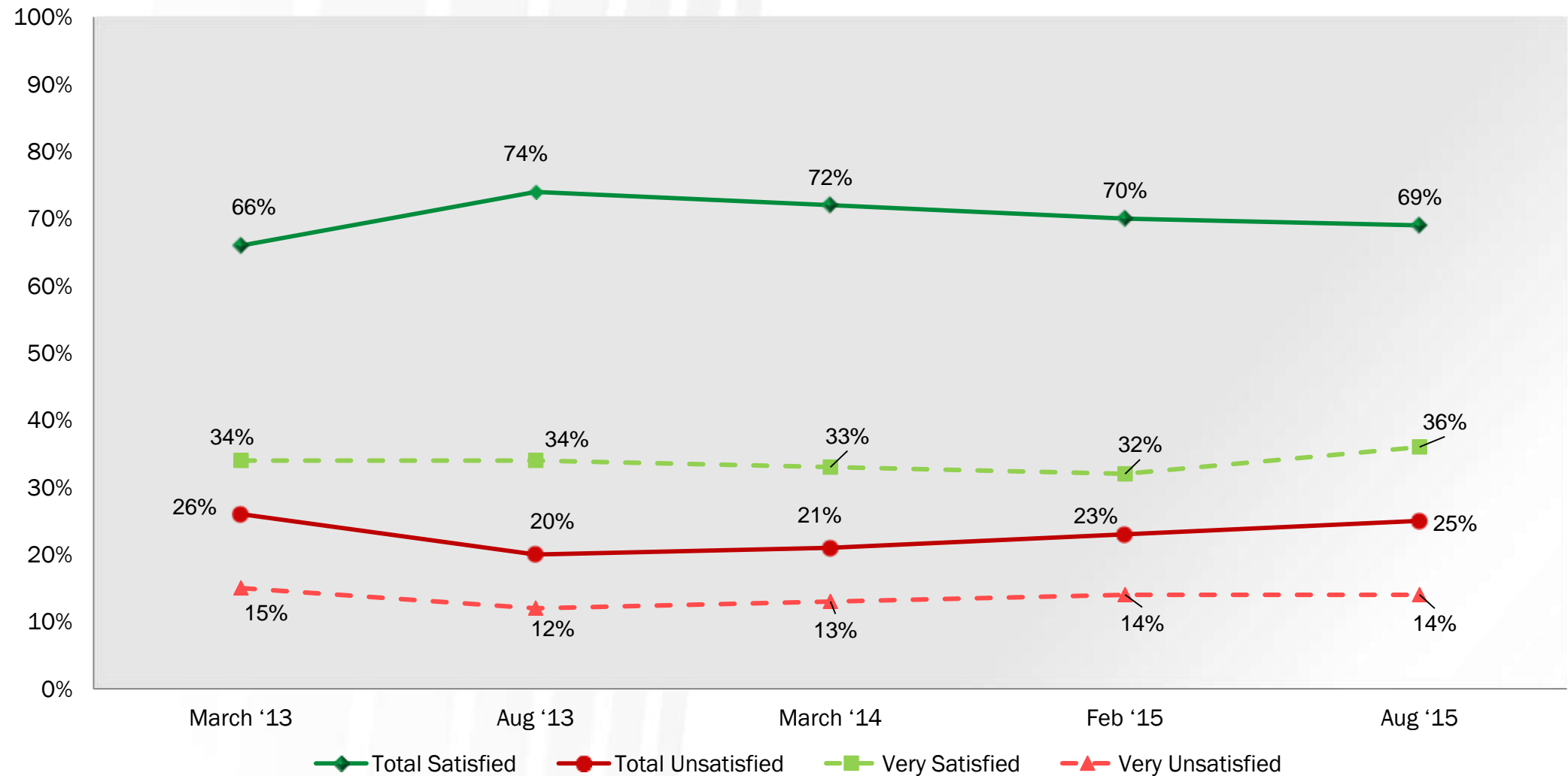


## 12. Police Response Times



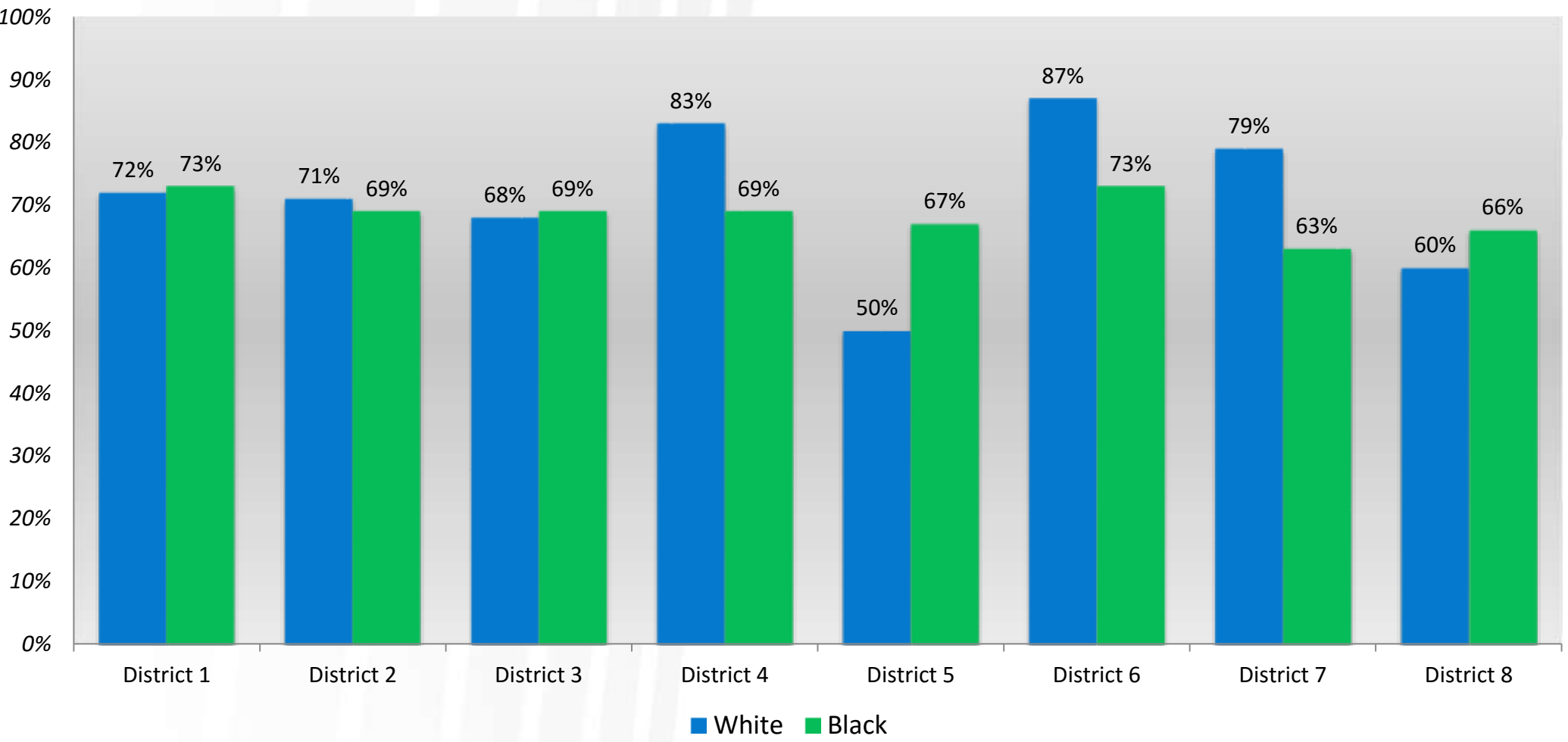
# Neighborhood Satisfaction

5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



# Neighborhood Satisfaction by Ethnicity

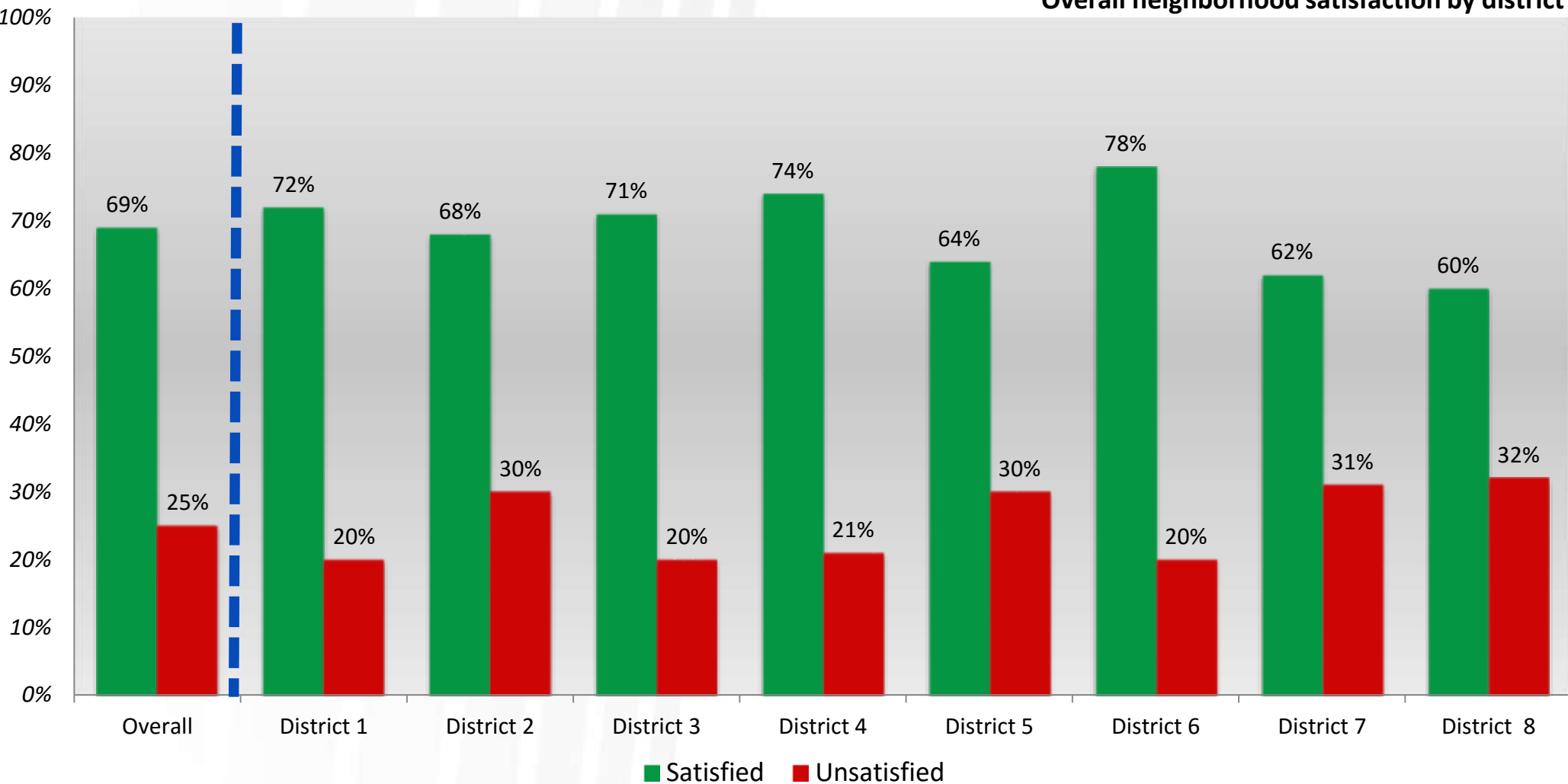
5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



A majority of respondents across all districts are satisfied with police performance in their neighborhoods.

5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?

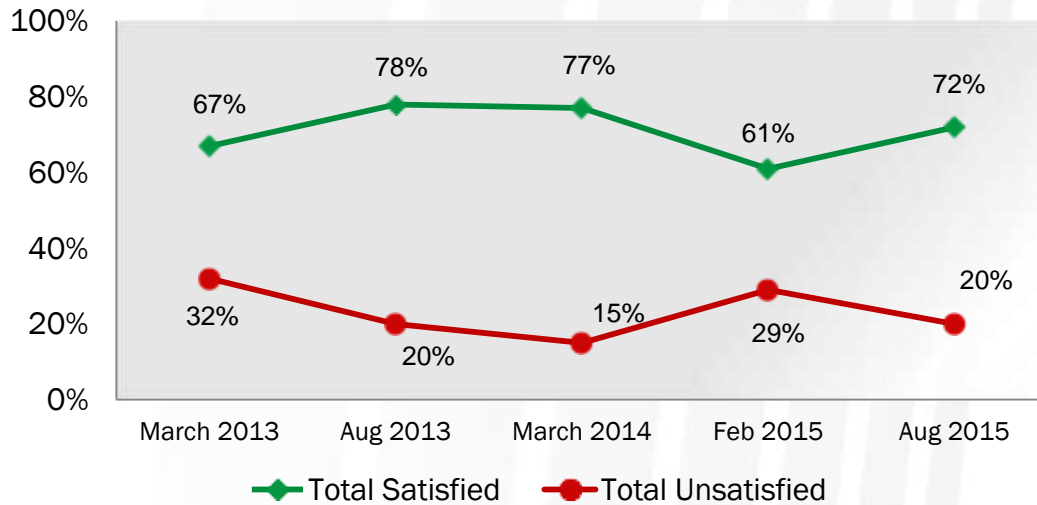
Overall neighborhood satisfaction by district



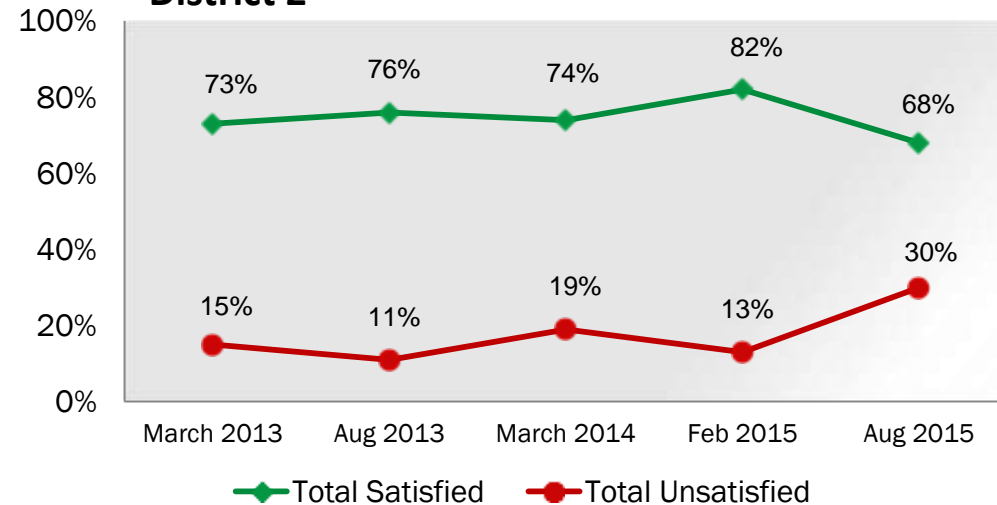
# Neighborhood Satisfaction/Dissatisfaction by District

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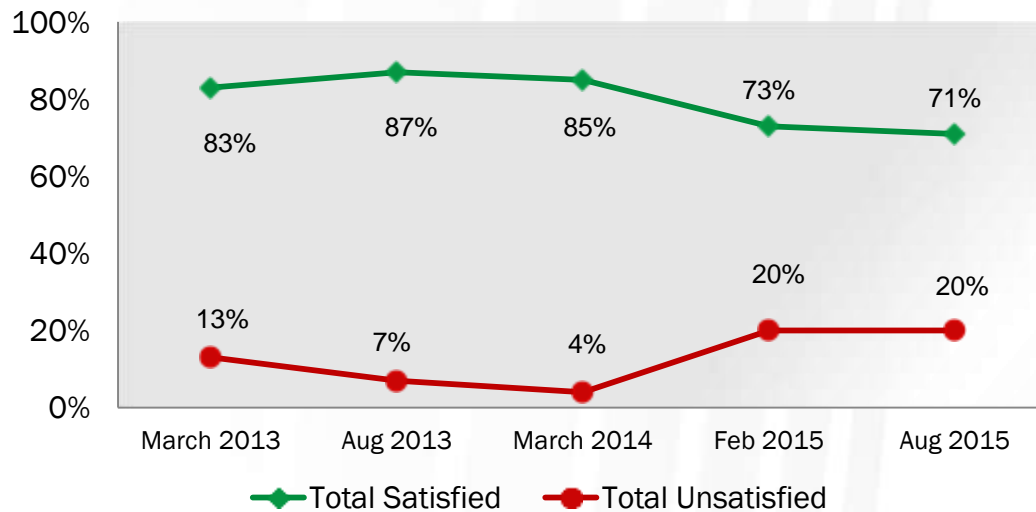
## District 1



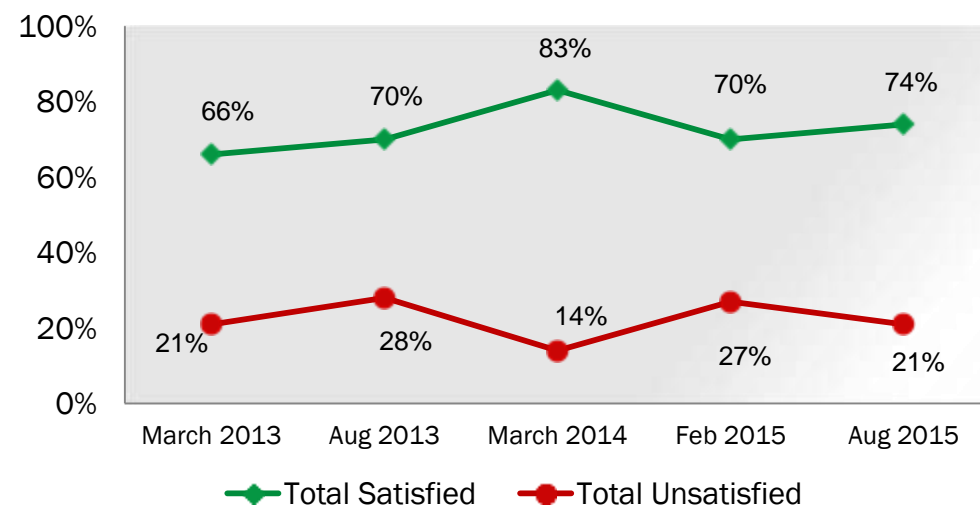
## District 2



## District 3

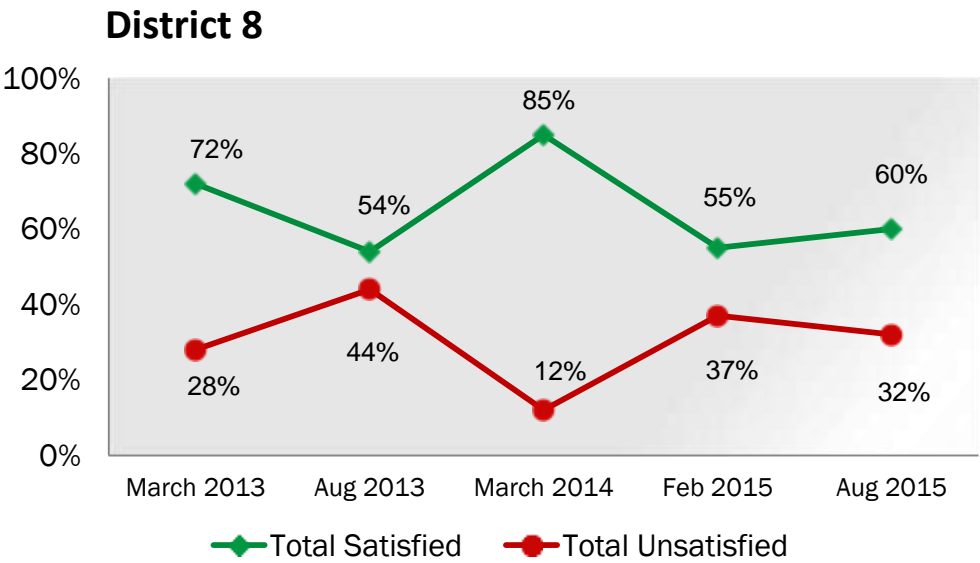
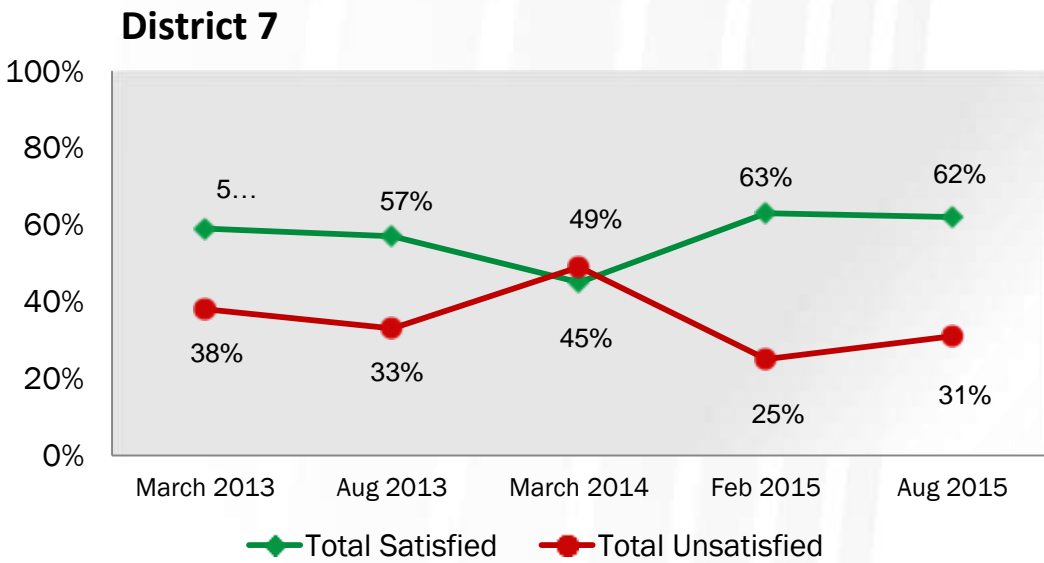
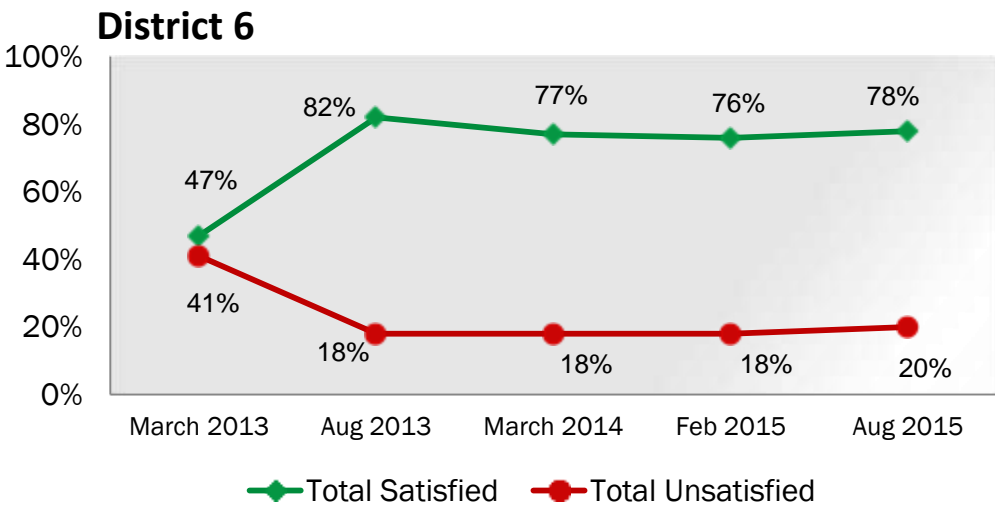
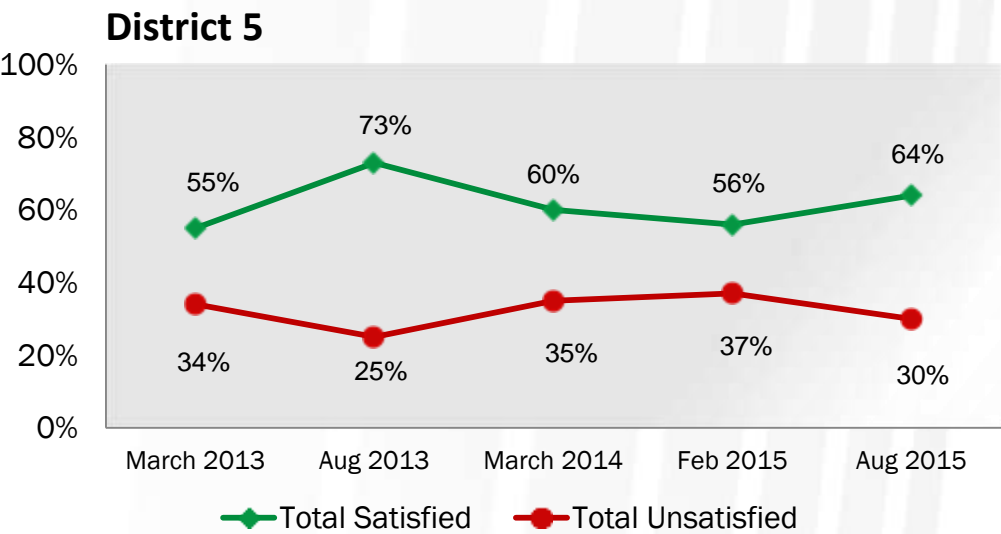


## District 4



# Neighborhood Satisfaction/Dissatisfaction by District

5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?







# SATISFACTION MAPS

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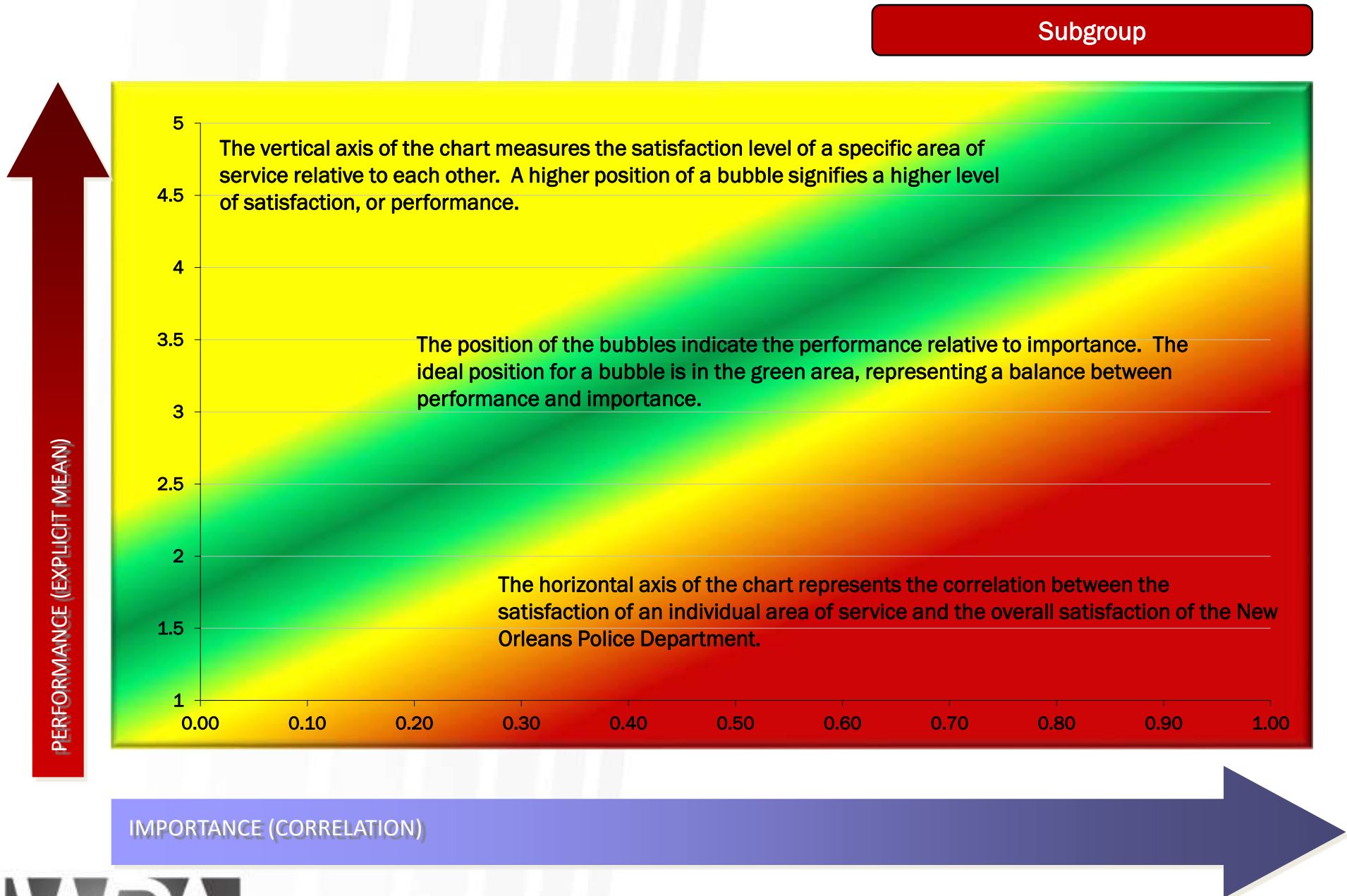
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# ***Satisfaction SatMap™ Methodology***

- **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.**

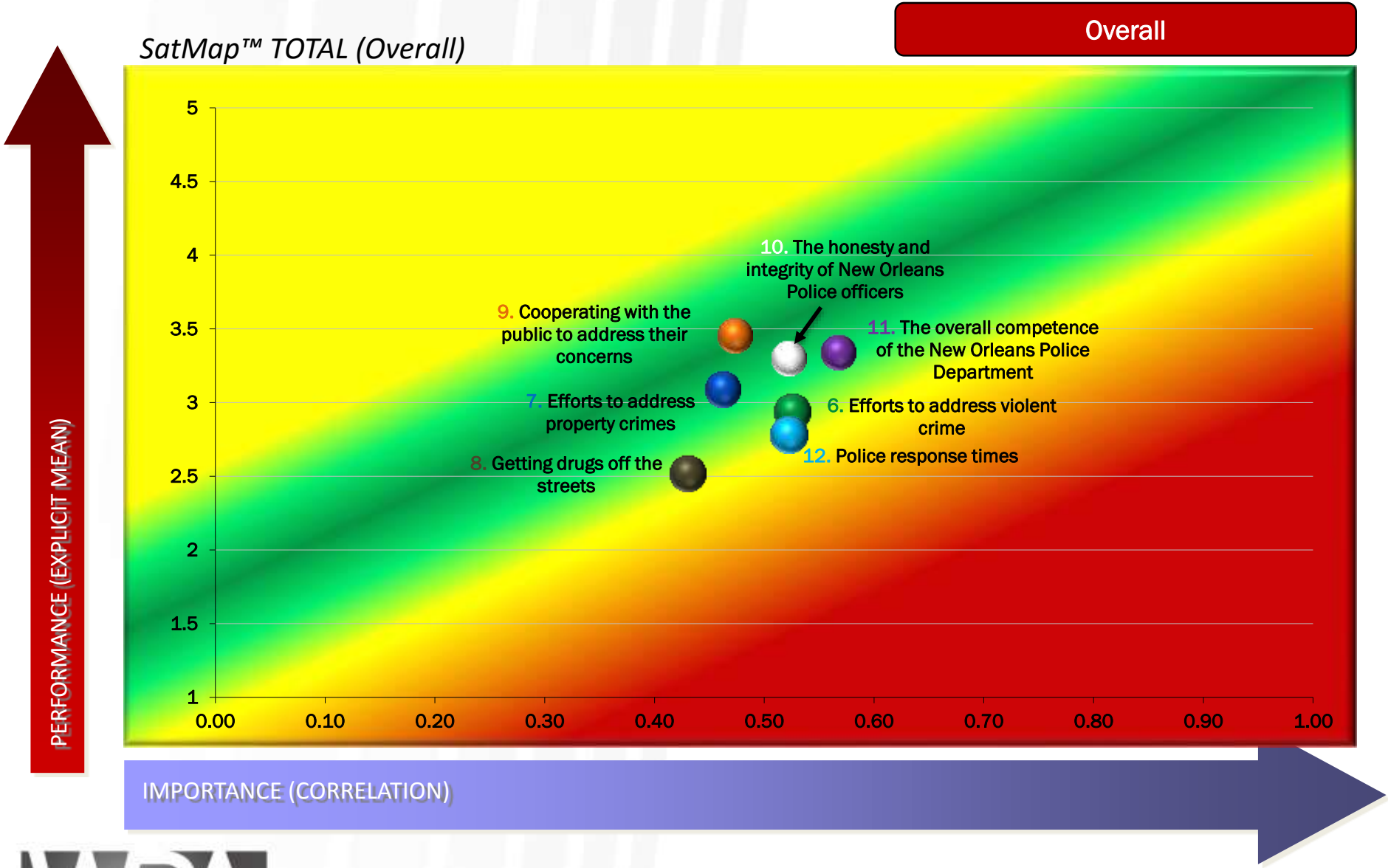
# Satisfaction SatMap™ Methodology



## ***Satisfaction Areas Tested***

Characteristics	Total Satisfied	Very Satisfied
6. Efforts to address violent crime	50%	18%
7. Efforts to address crimes against property, like homes and businesses	52%	18%
8. Getting drugs off the streets	36%	13%
9. Cooperating with the public to address their concerns	66%	24%
10. The honesty and integrity of New Orleans Police officers	59%	21%
11. The overall competence of the New Orleans Police Department	63%	20%
12. Police response times	42%	20%

Overall, police response times and efforts to address violent crime are on the low end threshold of expectations, while New Orleans residents are satisfied with performance in cooperating with the public, efforts to address property crimes, and honesty and integrity of New Orleans Police Officers.





# NEIGHBORHOOD SAFETY

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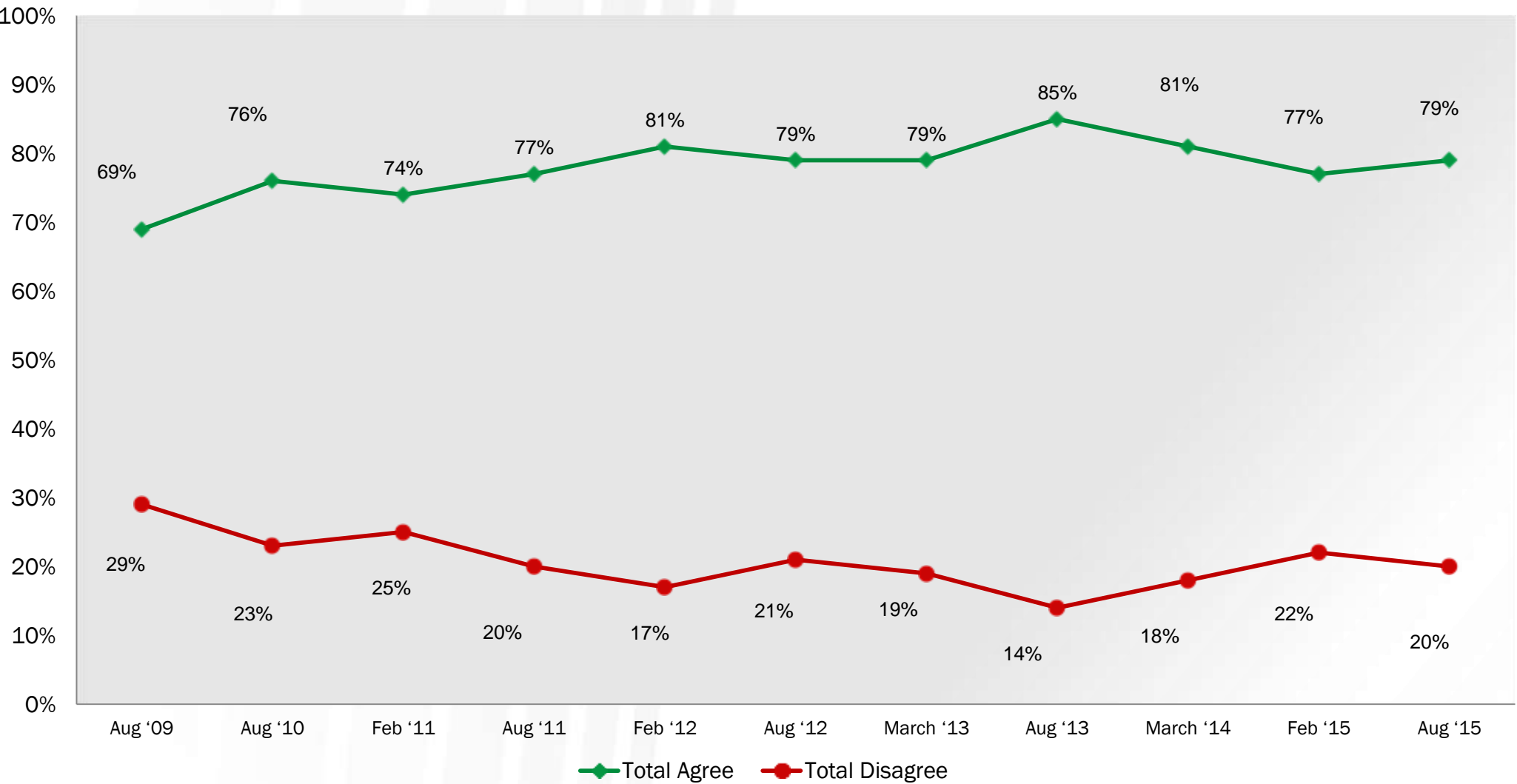
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# Safety in Own Neighborhood

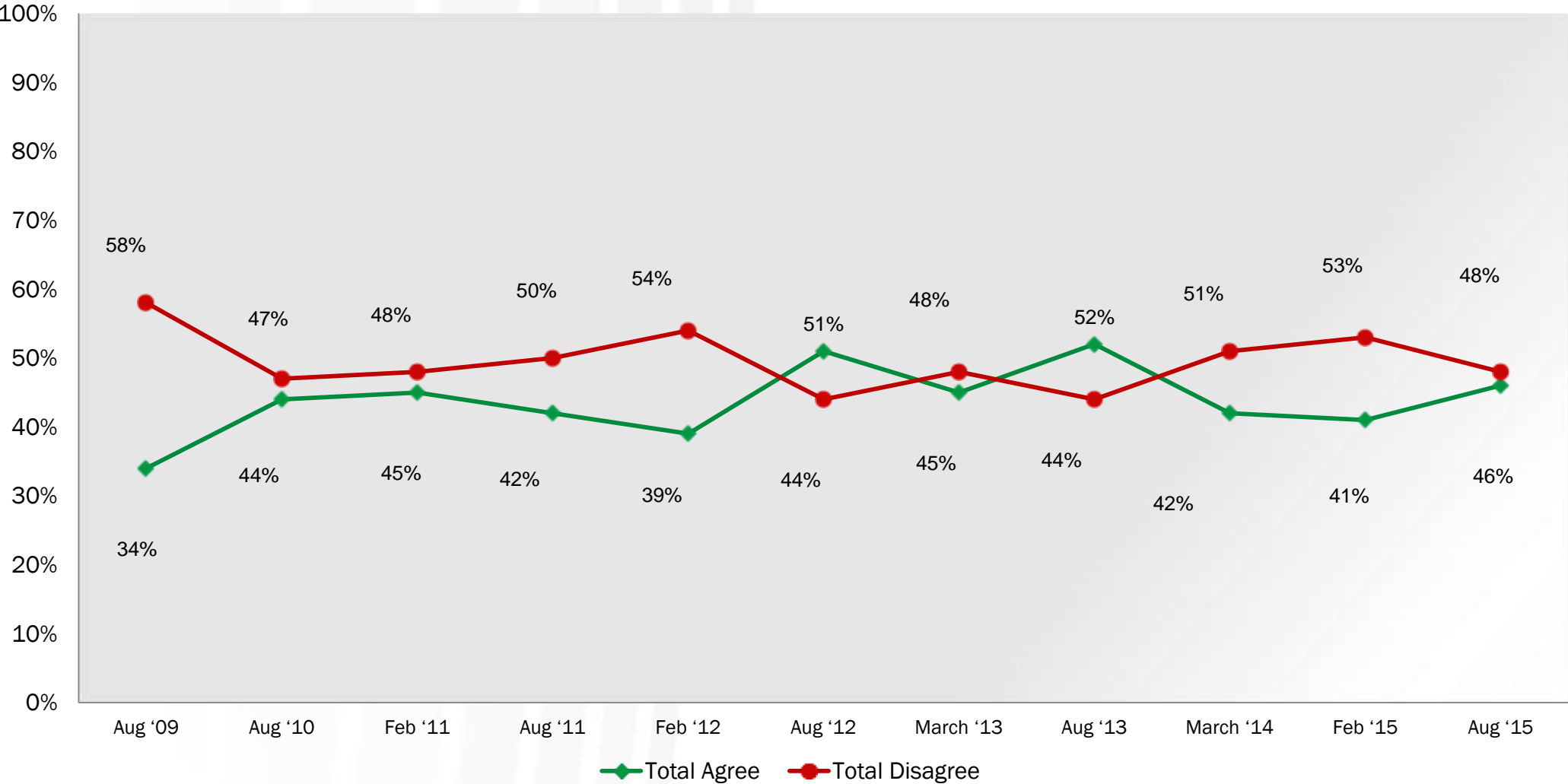
13. Please tell me if you agree or disagree with each of the following statements: I feel safe in my own neighborhood.





## Safety in Other Neighborhoods

14. Please tell me if you agree or disagree with each of the following statements: I feel safe visiting other areas in New Orleans, outside of my own neighborhood





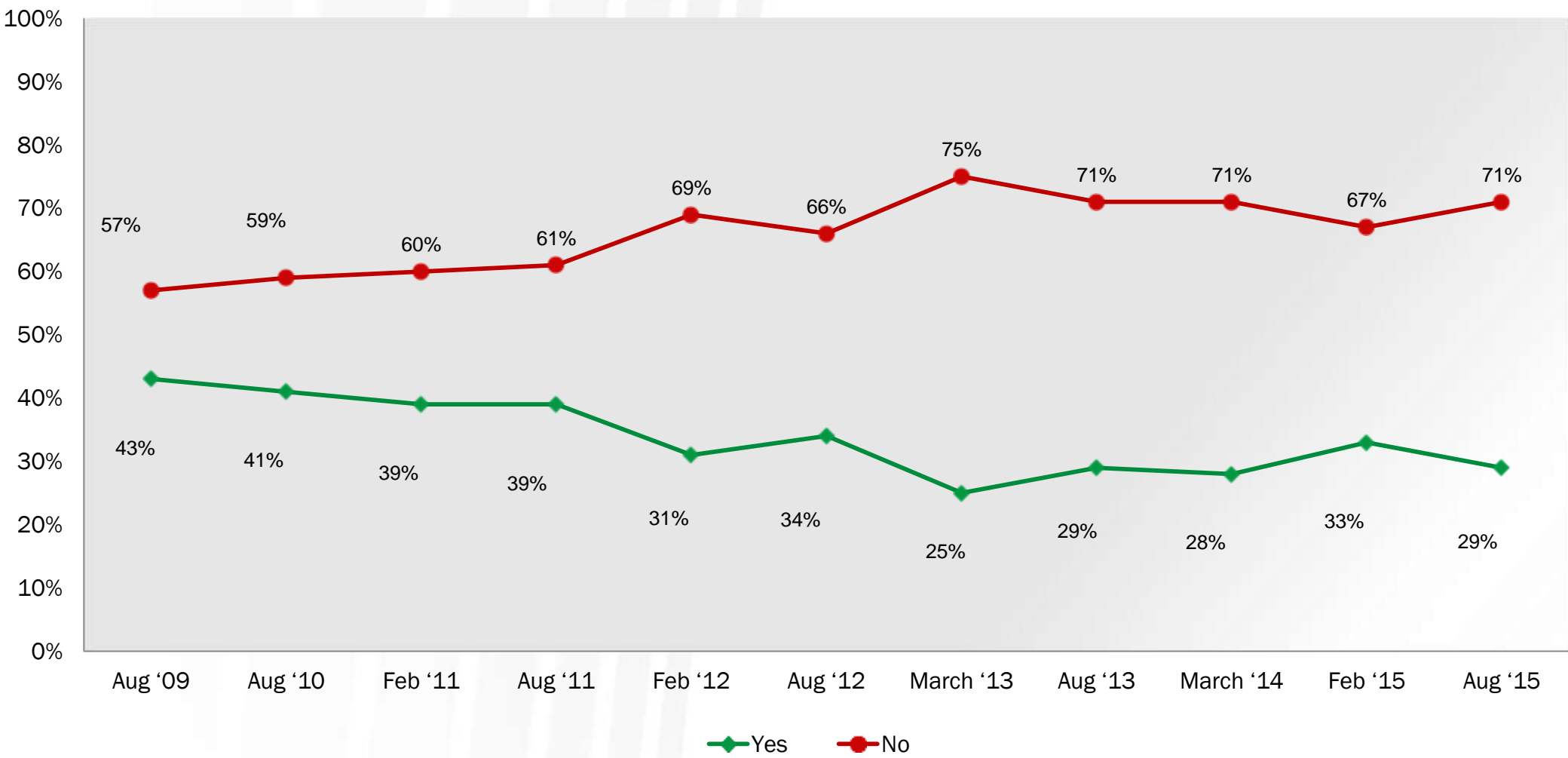
# **INTERACTION WITH THE NEW ORLEANS POLICE DEPARTMENT**

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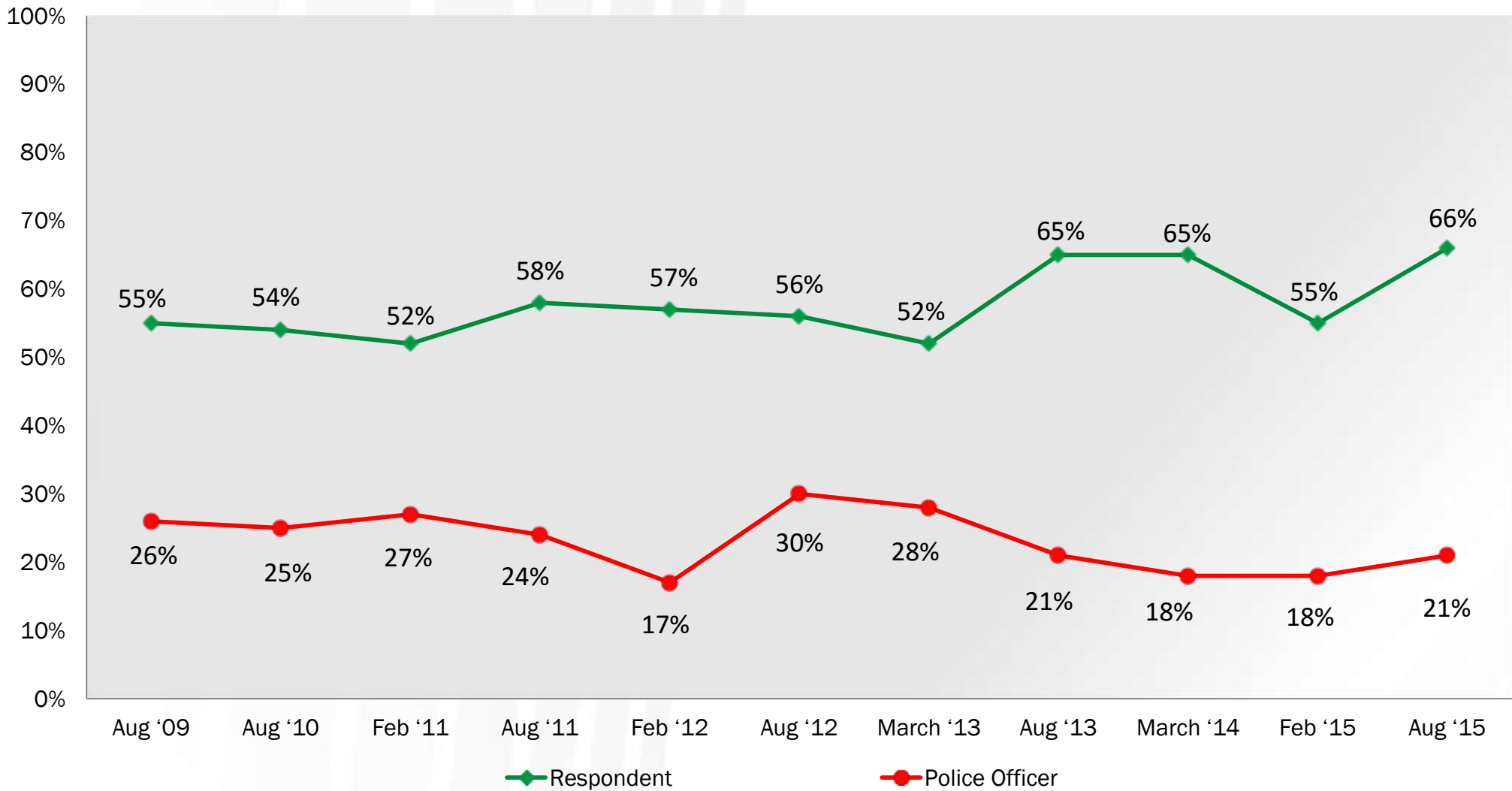
# Interaction with NOPD

15. Have you had any contact with officers of the New Orleans Police Department in the past 12 months?



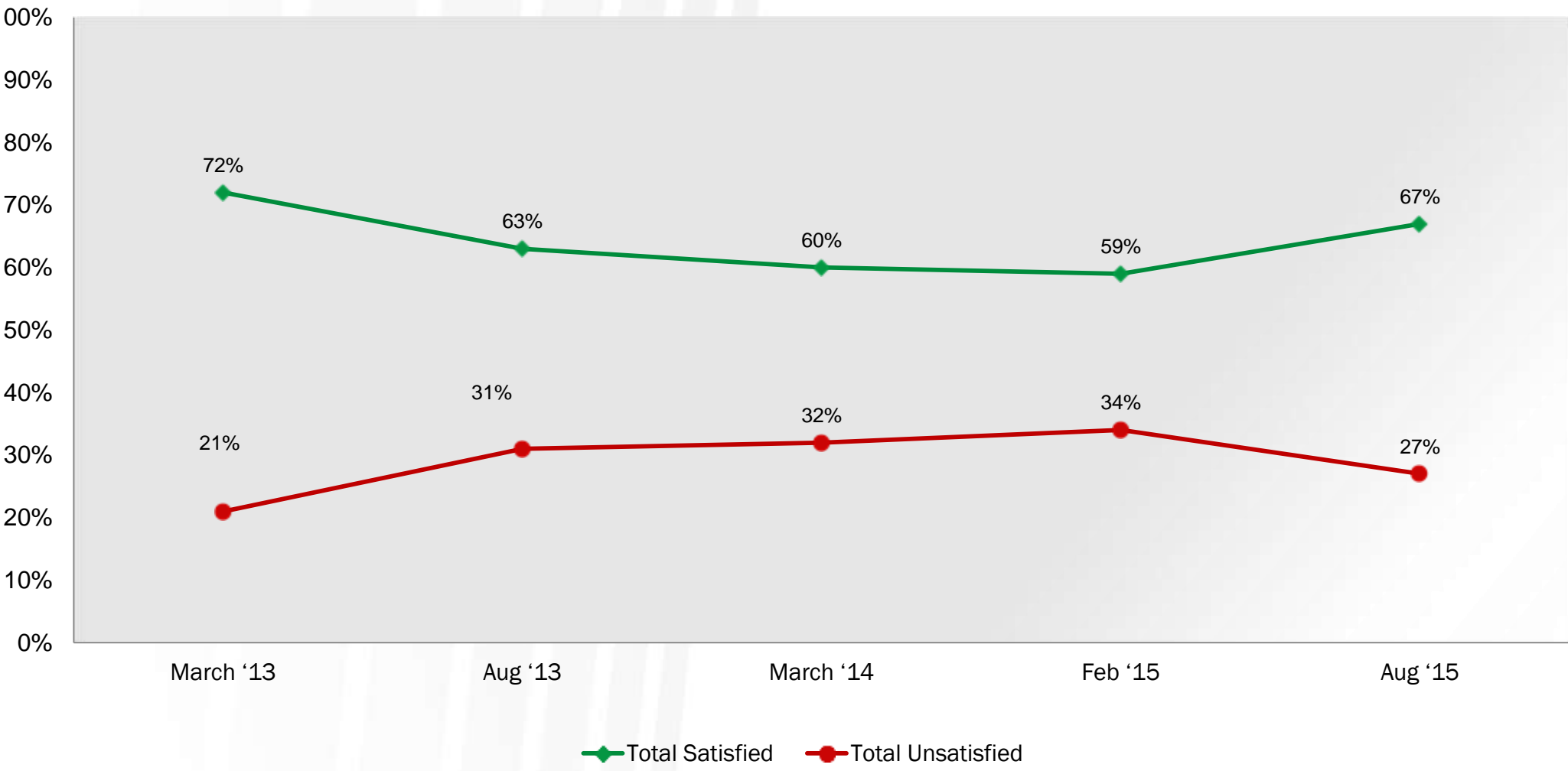
# Contact Initiation

16. Was this contact initiated by you or by the police officer? (n=174)



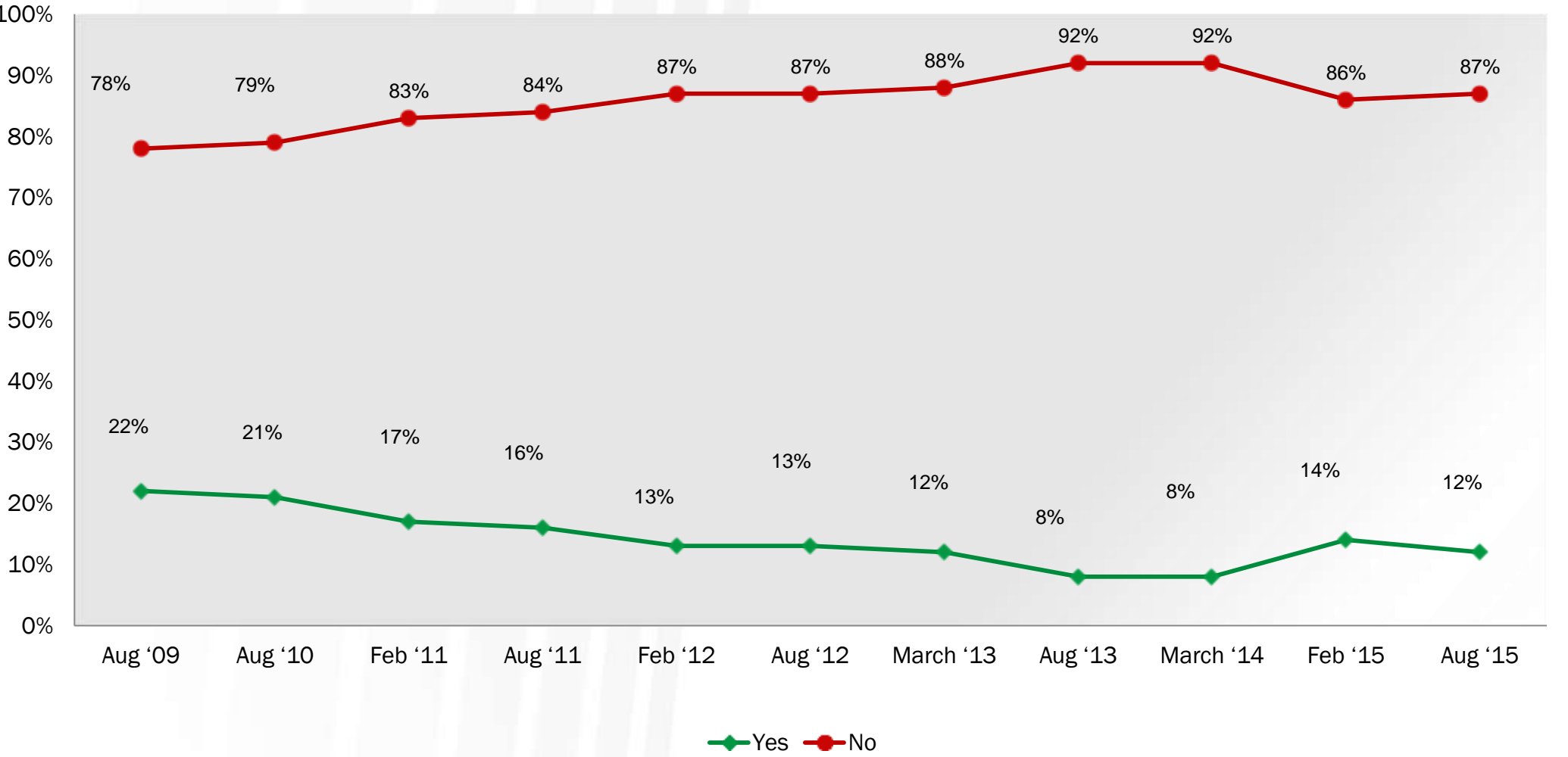
## Satisfaction with Officer

17. Overall, would you say that you are satisfied or unsatisfied with the way the police officer handled your situation?



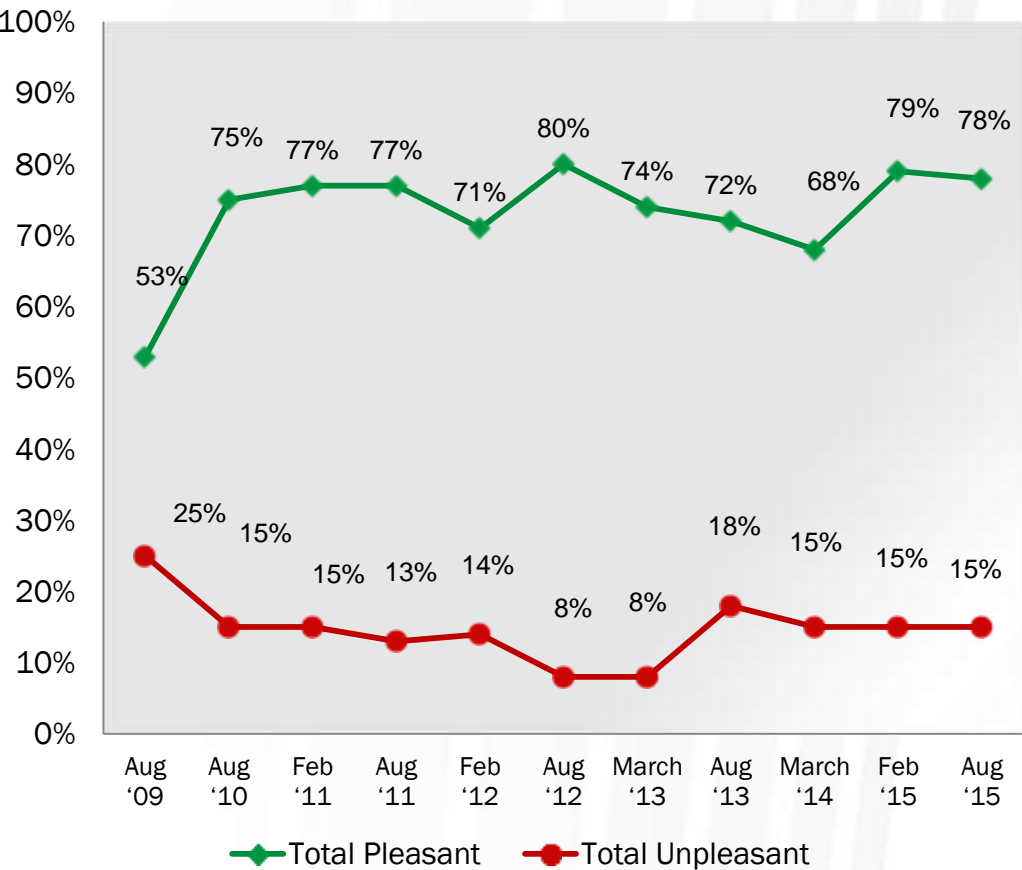
# Police Station Visits

18. Have you called or visited any New Orleans City Police Station in the past 12 months?

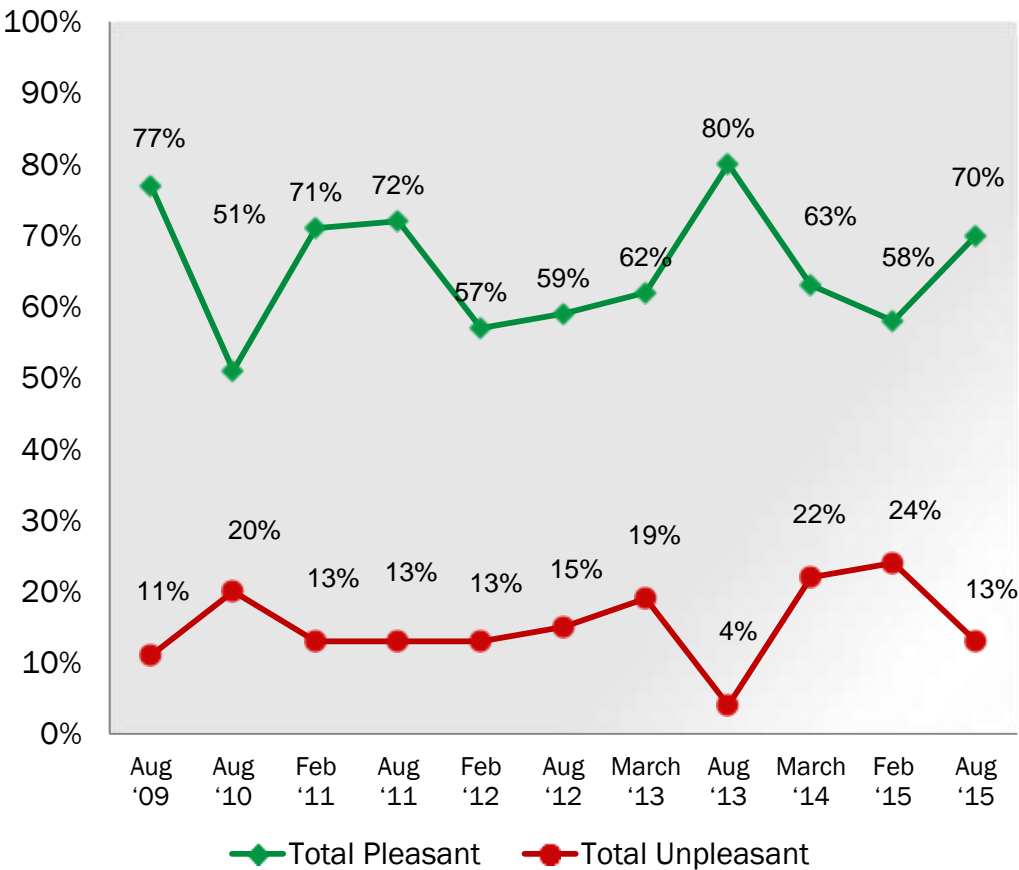


# Courteousness of Police Department Employees

**19. Officers of the New Orleans Police Department you met outside of a police station.**



**20. Employees at New Orleans Police Stations**







# SUMMARY

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# SUMMARY

- New Orleans residents are generally satisfied with the New Orleans Police Department. Overall satisfaction has decreased since last year but remained the same since February.
  - New Orleans residents tend to feel safer in their own neighborhoods than they do in other neighborhoods in New Orleans.
  - New Orleans residents are satisfied with police efforts to address violent crimes and crimes against property. However, they are unsatisfied with efforts to get drugs off the street and police response times.
  - Police are seen as being honest, competent, and having integrity. A majority of respondents reported officers as being courteous in their interactions.
- The survey was fielded August 27, 29, & 31- September 1, 2015

For additional information about this data, please feel free to contact:



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