



# **NOCC CITIZEN SATISFACTION SURVEY**

## **RESEARCH REPORT**

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**EMBARGOED UNTIL OCTOBER 2, 2019**

**SEPTEMBER 2019 ANNUAL REPORT**

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# NEW ORLEANS SURVEY REPORT

The Annual 2019 Police Survey was based upon a City-wide sampling of 800 registered voters that provides a statistical error factor of 3.5% at a .95 level of confidence.

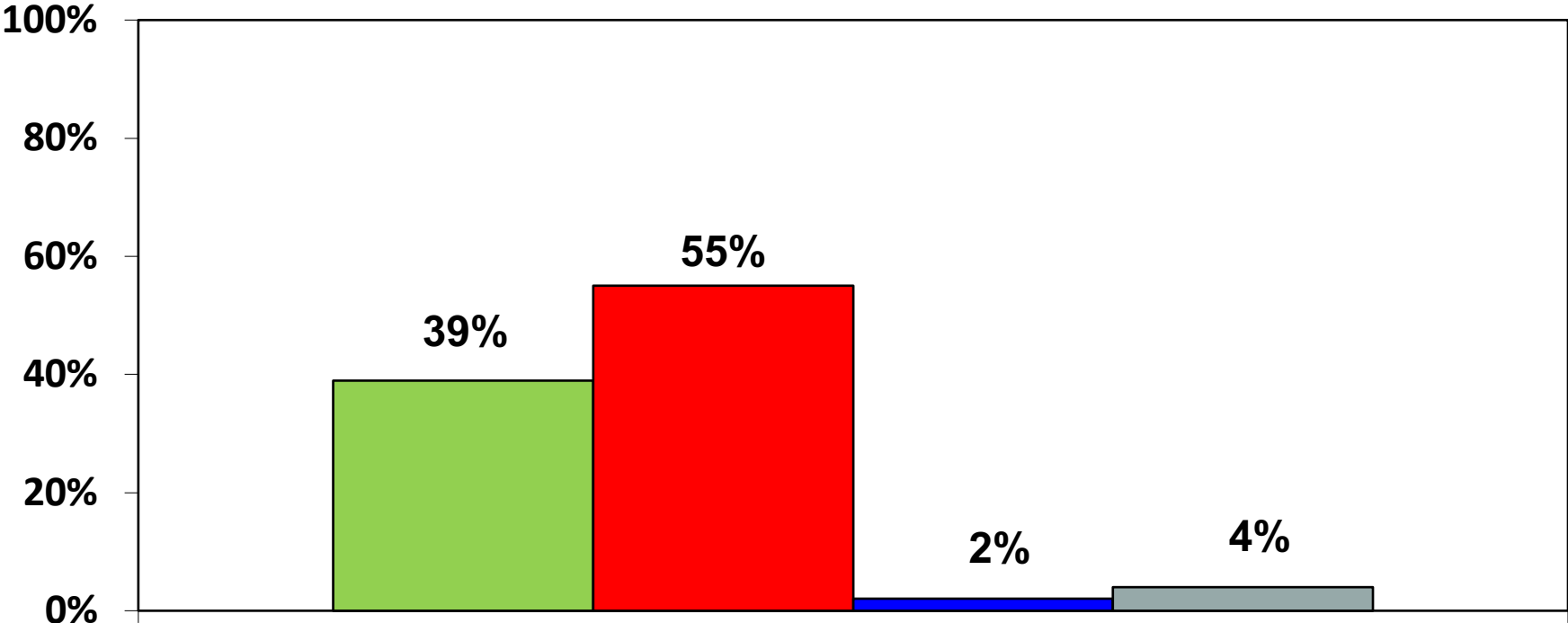
- All interviews were conducted by phone with trained and experienced interviewers and the sample had 76% of all interviews conducted on cell phones.
- Dr. Verne Kennedy, MRI President and Senior Analyst, was Project Manager, developed the questionnaire, directed sample selection, directed demographic for goodness of fit with the active New Orleans population and analyzed survey results.
- Time line charts and data were prepared by NOCC.

# DATA COLLECTION

In previous years, the NOCC Satisfaction Survey was conducted once annually. In order to better measure satisfaction with the Police Department and related issues Kennedy recommended that the sample size of the survey be increased from 600 used in previous years to 800 for this year. In addition, interviews of 200 voters each were conducted four times periodically throughout 2019 to ensure that news event would be less likely to influence voter responses. A major news event involving police, positive or negative, occurring during the time of interviewing or shortly before can impact survey results. Interviews were conducted in January, April, July, and early September.

The following slides present demographics of the surveyed population.

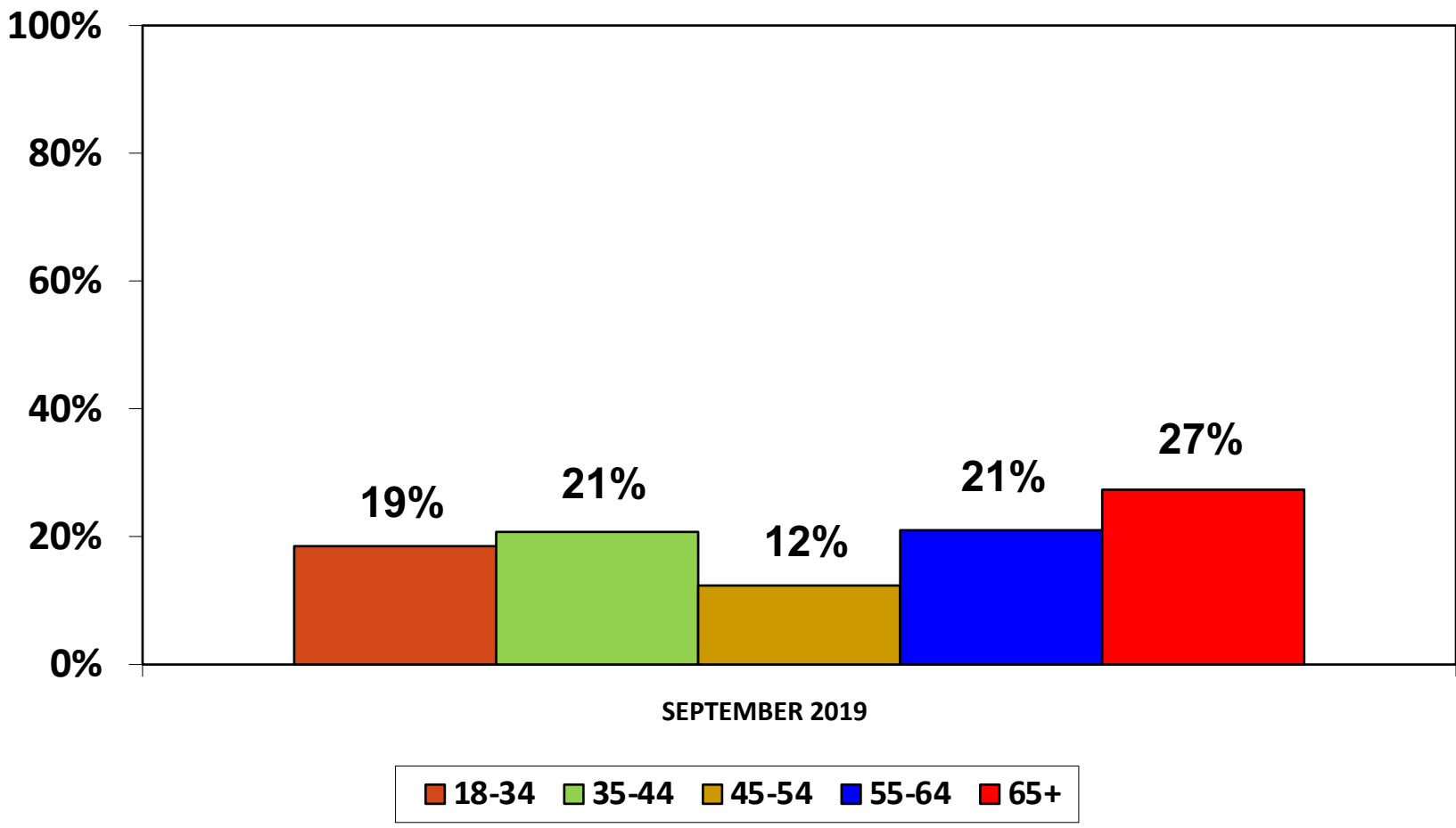
# ETHNICITY



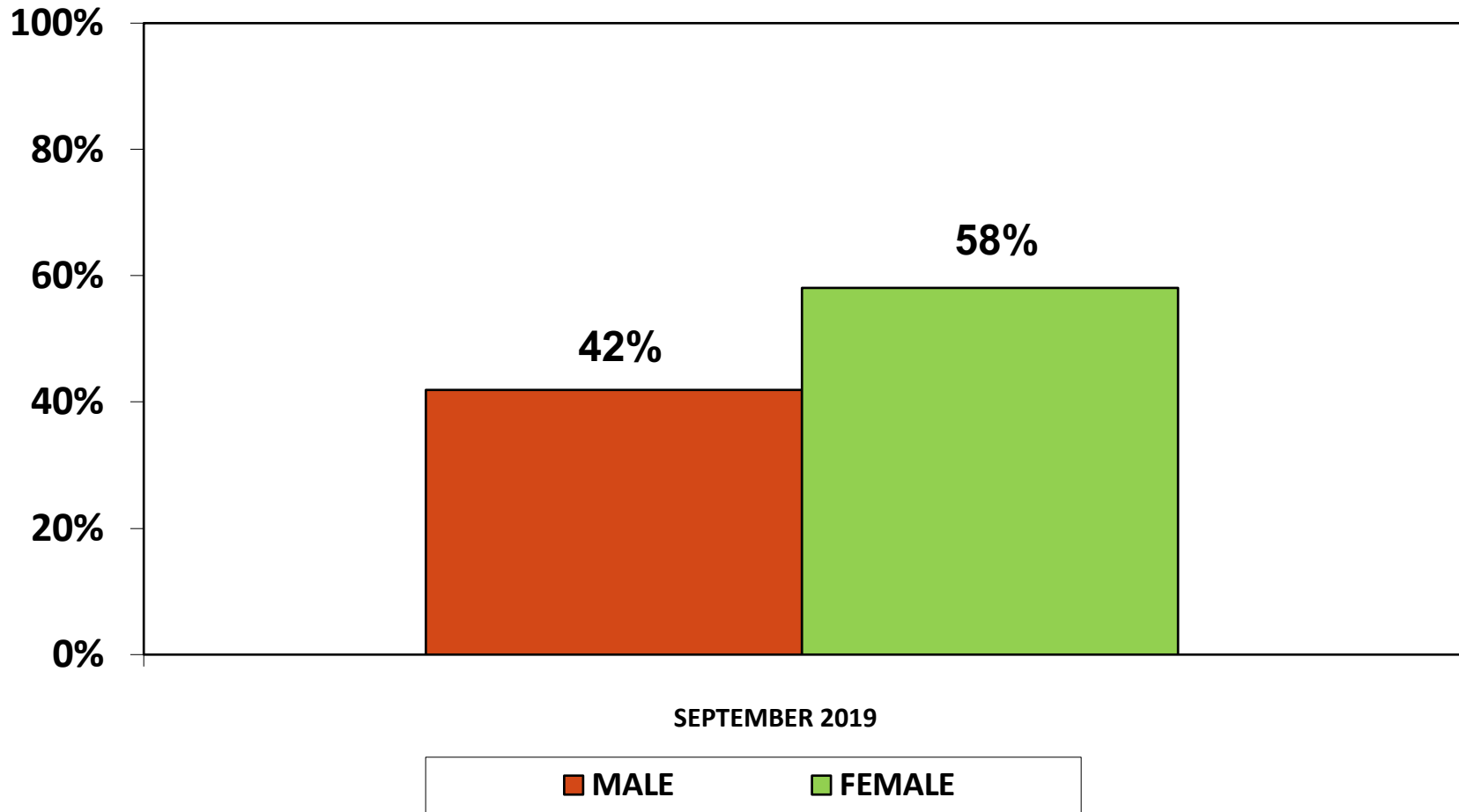
SEPTEMBER 2019



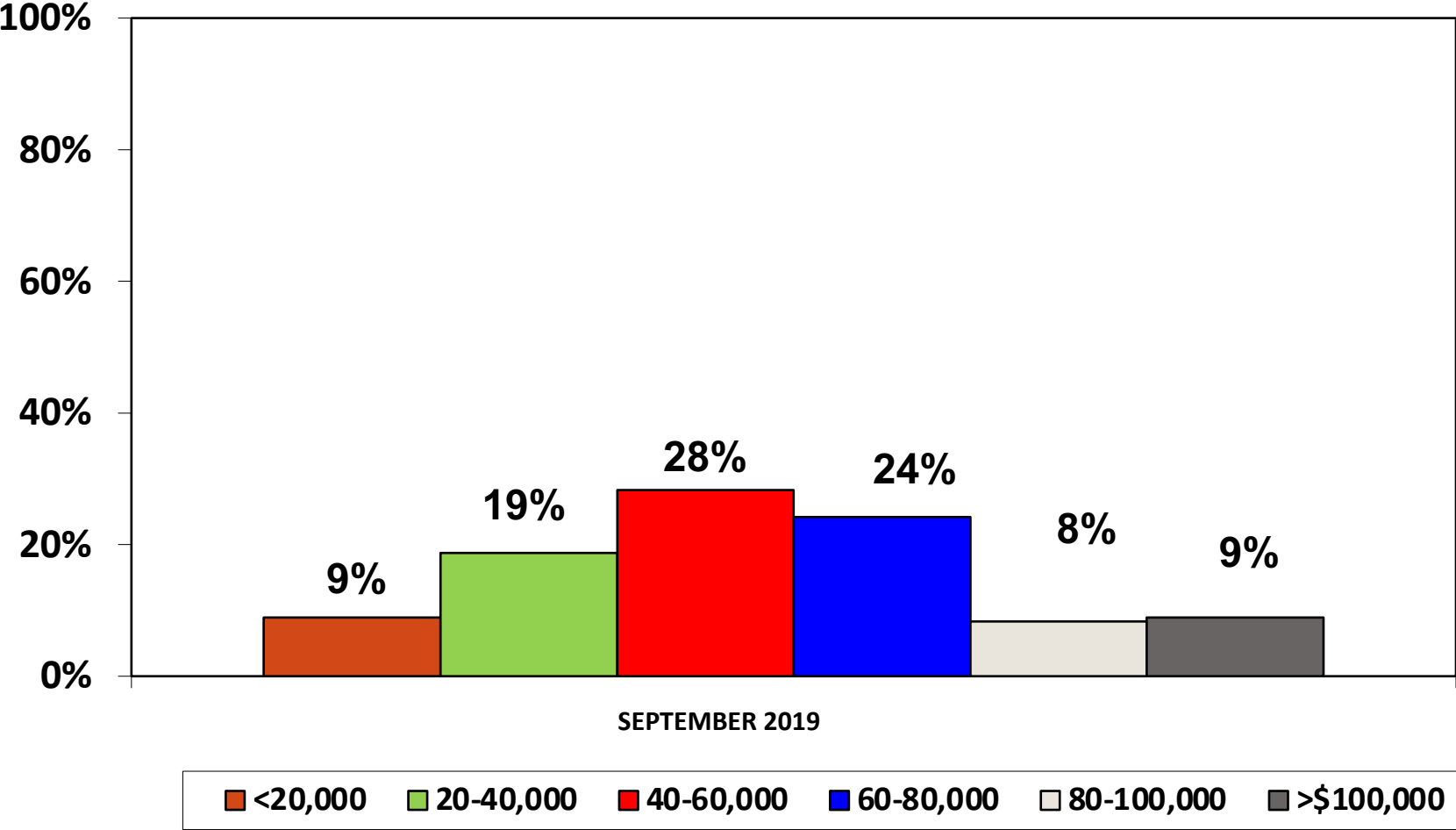
# AGE



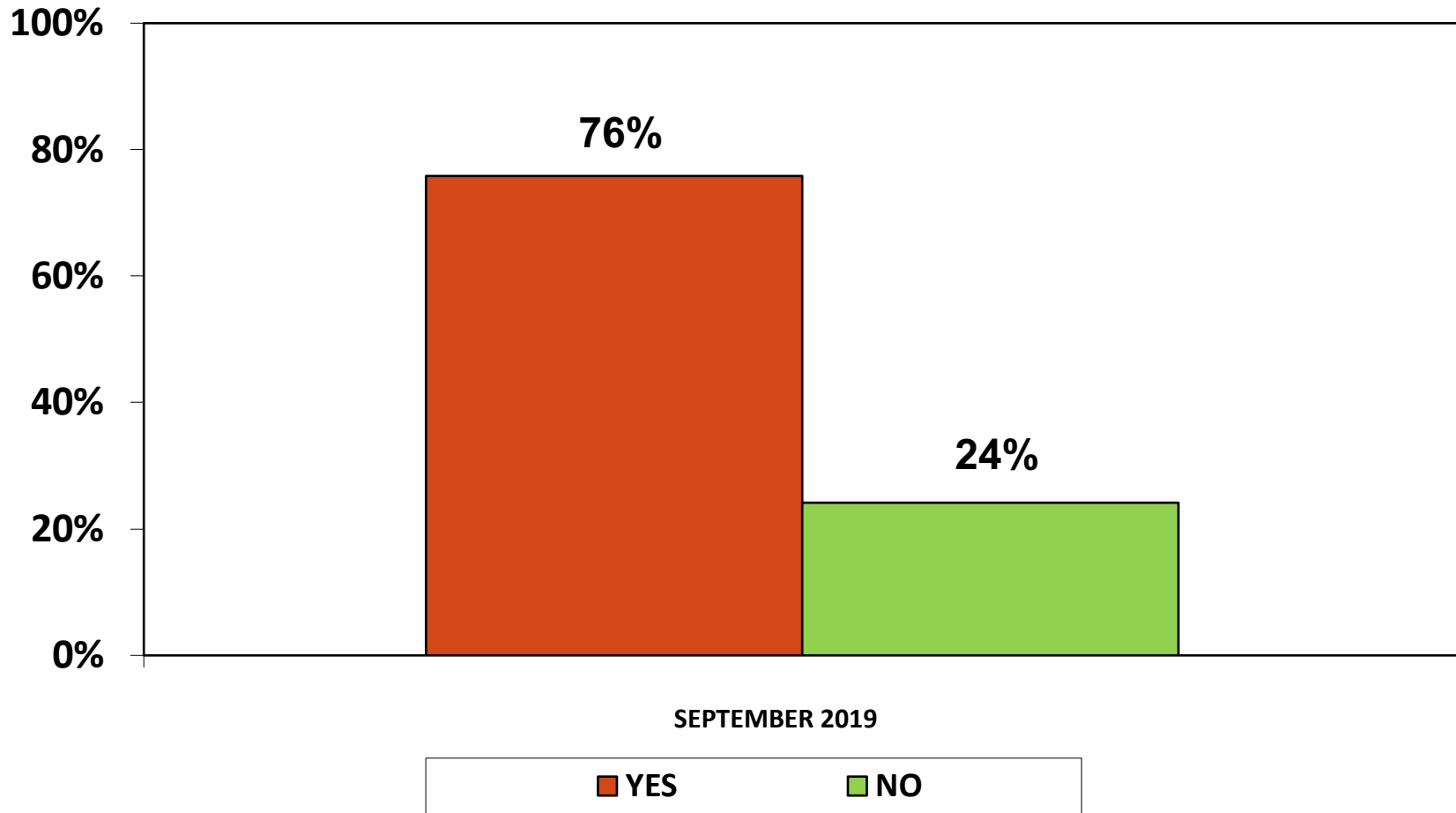
# GENDER



# WHICH OF THE FOLLOWING CATEGORIES INCLUDES THE ANNUAL INCOME FOR THIS HOUSEHOLD?

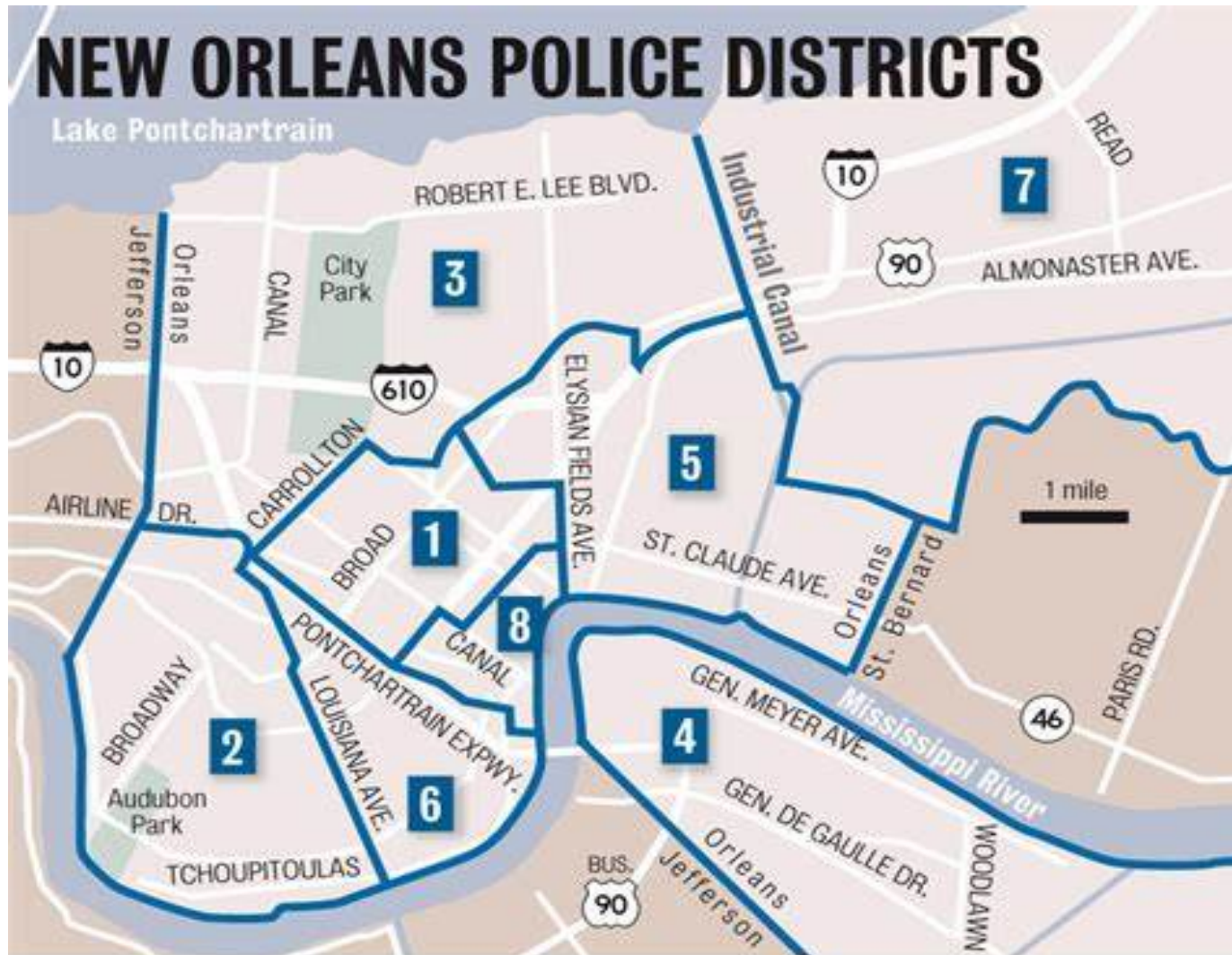


# CELL PHONE INTERVIEWS

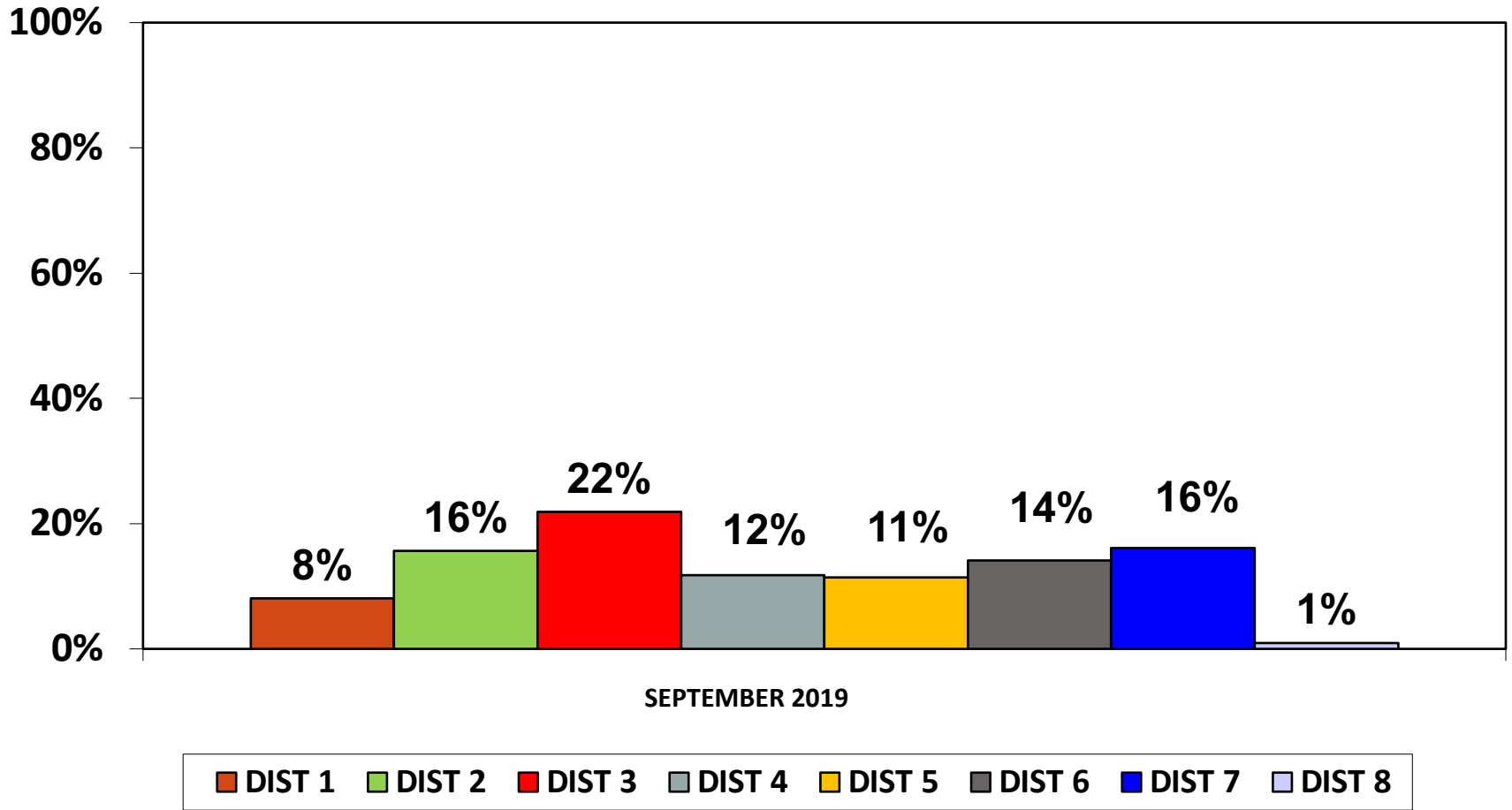




# POLICE DISTRICTS MAP



# POLICE DISTRICTS SAMPLE PERCENTS

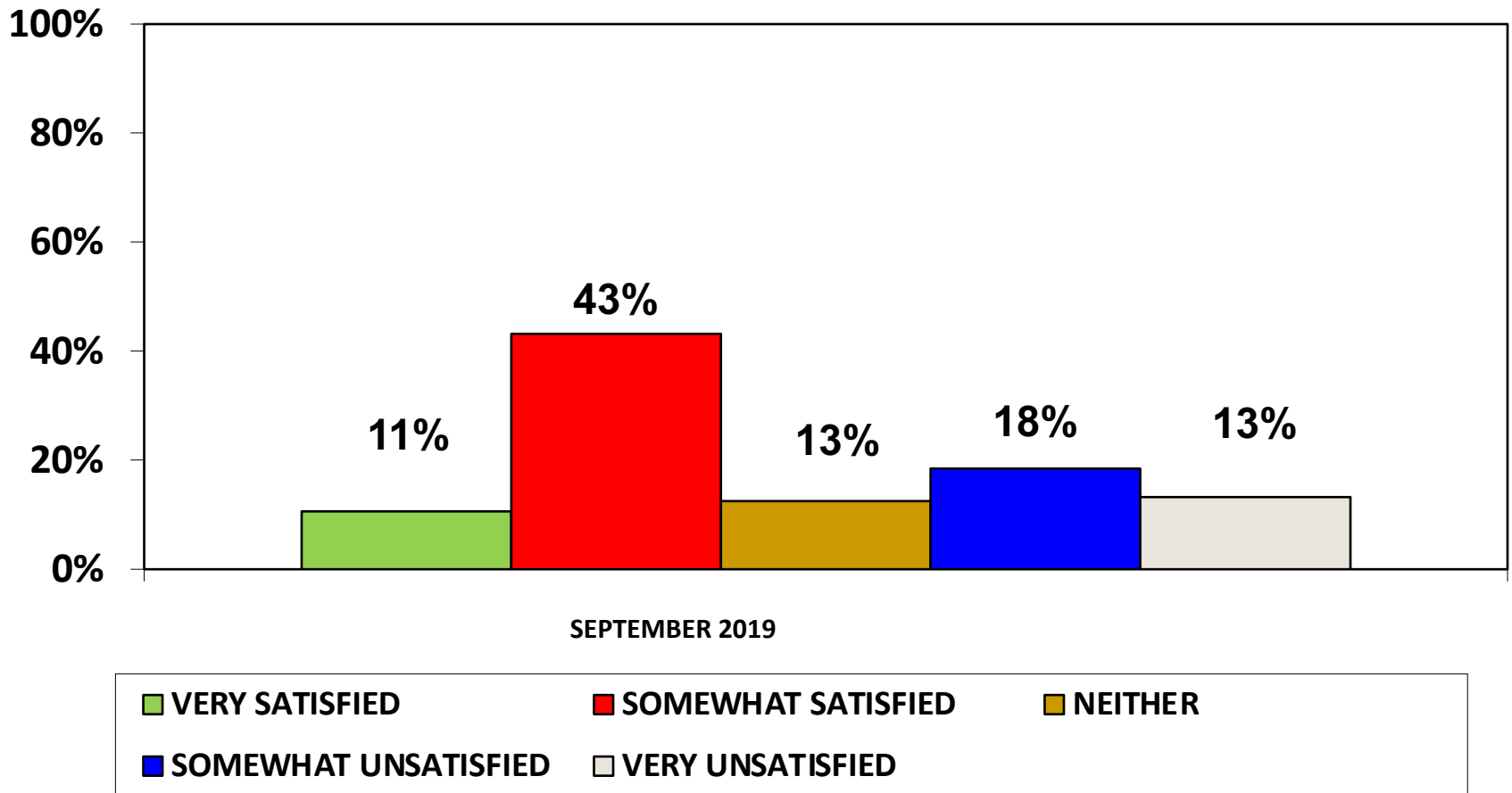


# NEW ORLEANS DEMOGRAPHICS PROFILE

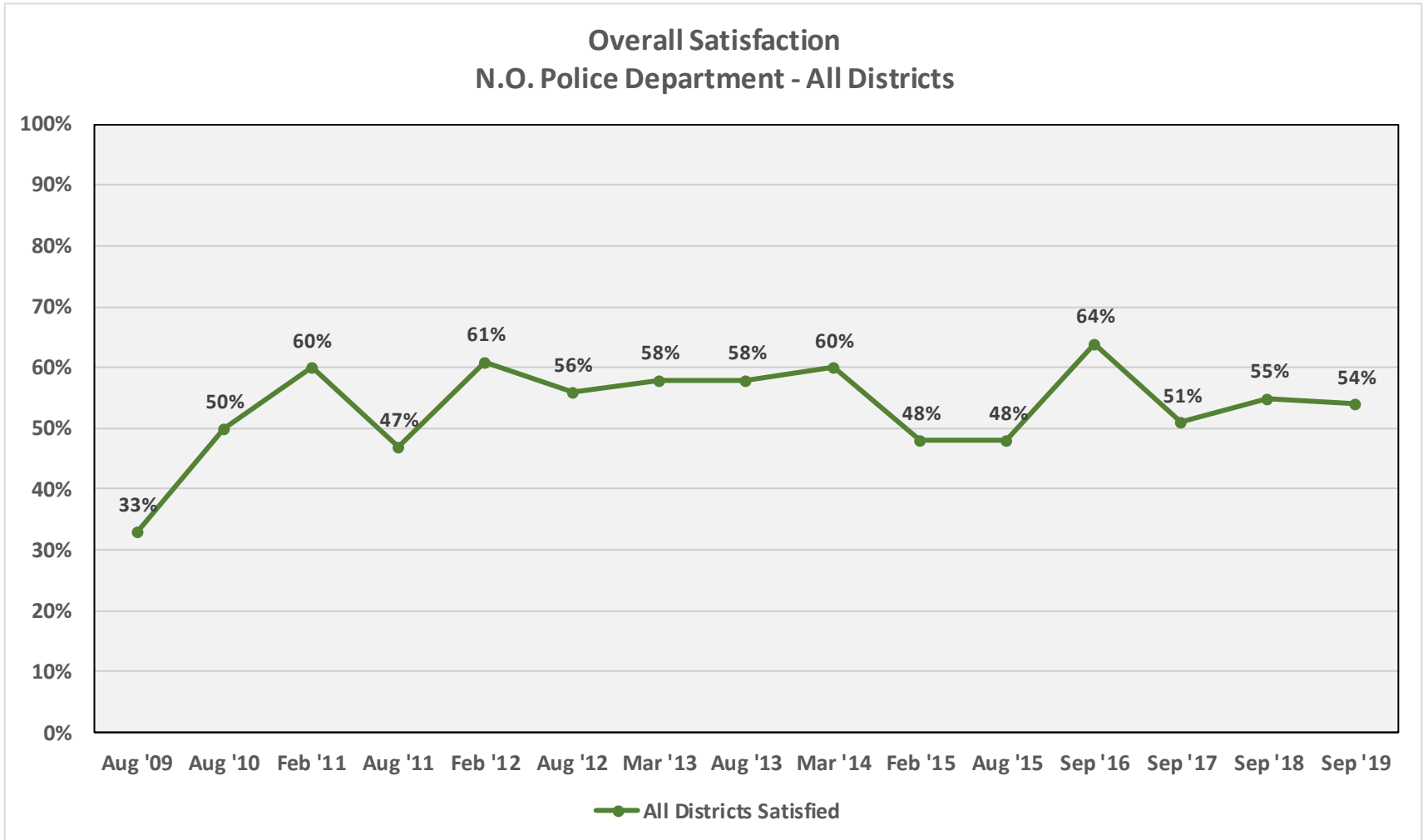
- Demographic factors above are equal to or very close to the actual makeup of New Orleans' voters based upon data indicating demographics for registered voters. Although African Americans make up 60% of the total population, including those under the age of 18, they comprise 56% of registered voters.
- Police District percentages may vary slightly from actual data due to the difficulty of overlying voting precincts with Police Districts. However, results should be close.
- The following percentages may not equal 100 because a few respondents may not have answered specific questions.
- Two documents contain survey results, this PowerPoint presentation and topline results. In neither document have results of combining response categories been rounded to avoid confusion.

# **OVERALL SATISFACTION WITH THE NEW ORLEANS POLICE DEPARTMENT**

# 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?

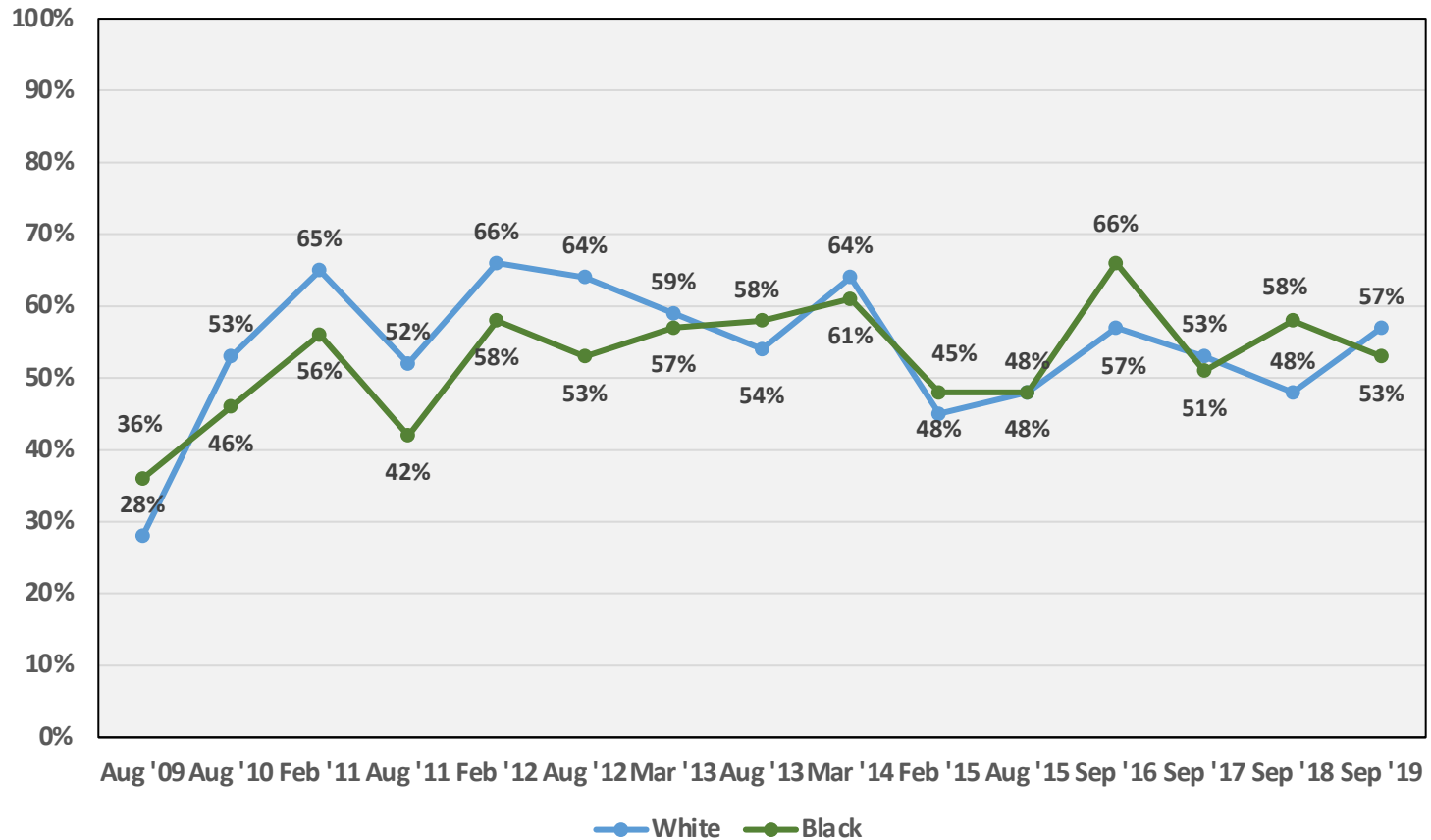


# WOULD YOU SAY YOU ARE SATISFIED OVERALL WITH THE NEW ORLEANS POLICE DEPARTMENT?



# WOULD YOU SAY YOU ARE SATISFIED OVERALL WITH THE NEW ORLEANS POLICE DEPARTMENT?

Overall Satisfaction  
N.O. Police Department - All Districts



# POLICE DEPARTMENT SATISFACTION

- Citizens responding very or somewhat satisfied for the New Orleans Police Department represented 54% of the population.
- Considerable uniformity existed in demographic characteristics including age, gender, and income.



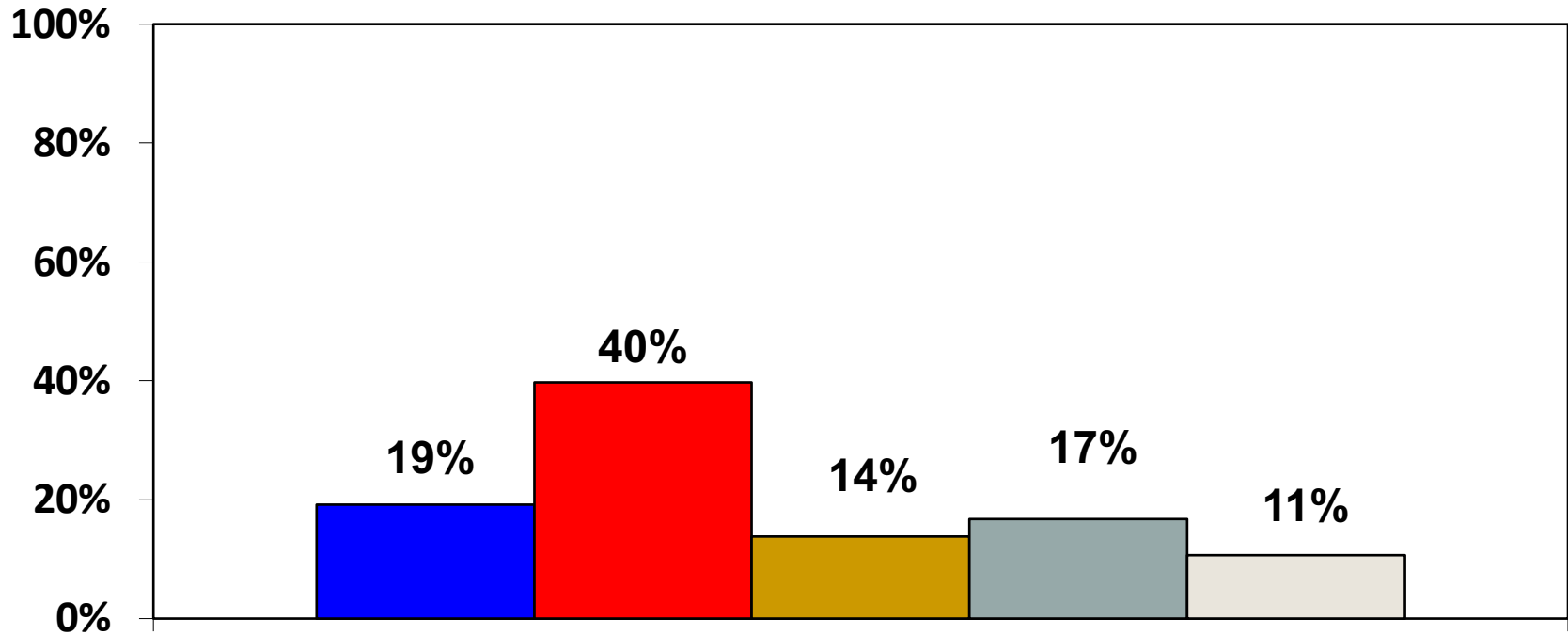
# POLICE DEPARTMENT REASONS FOR SATISFIED RESPONSES

- See Officers/Presence Of Officers
- Crime Down/Feel Safe/Streets Safe
- Good Job/Doing The Best They Can
- Community Involvement/Friendly/Image Improved
- Good Response Time

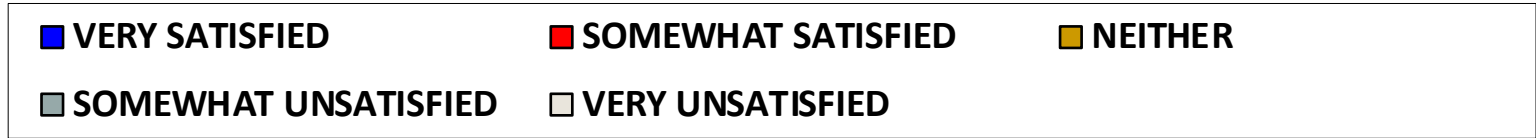
# POLICE DEPARTMENT REASONS FOR UNSATISFIED RESPONSES

- Need More Officers/Lack Of Patrolling
- Crime An Issue/Drugs/Guns
- Worst/Bad Judgement, Don't Trust, Lack Of Training, Issues With Bad/Lack Of Leadership/Corruption, Need Better Pay
- Racial Profiling, Bias, Lack Of Understanding, Lack Of Community, Indifference, Mean/Rude, Lack Of Respect/Need Improvement
- Slow/Poor Response Time

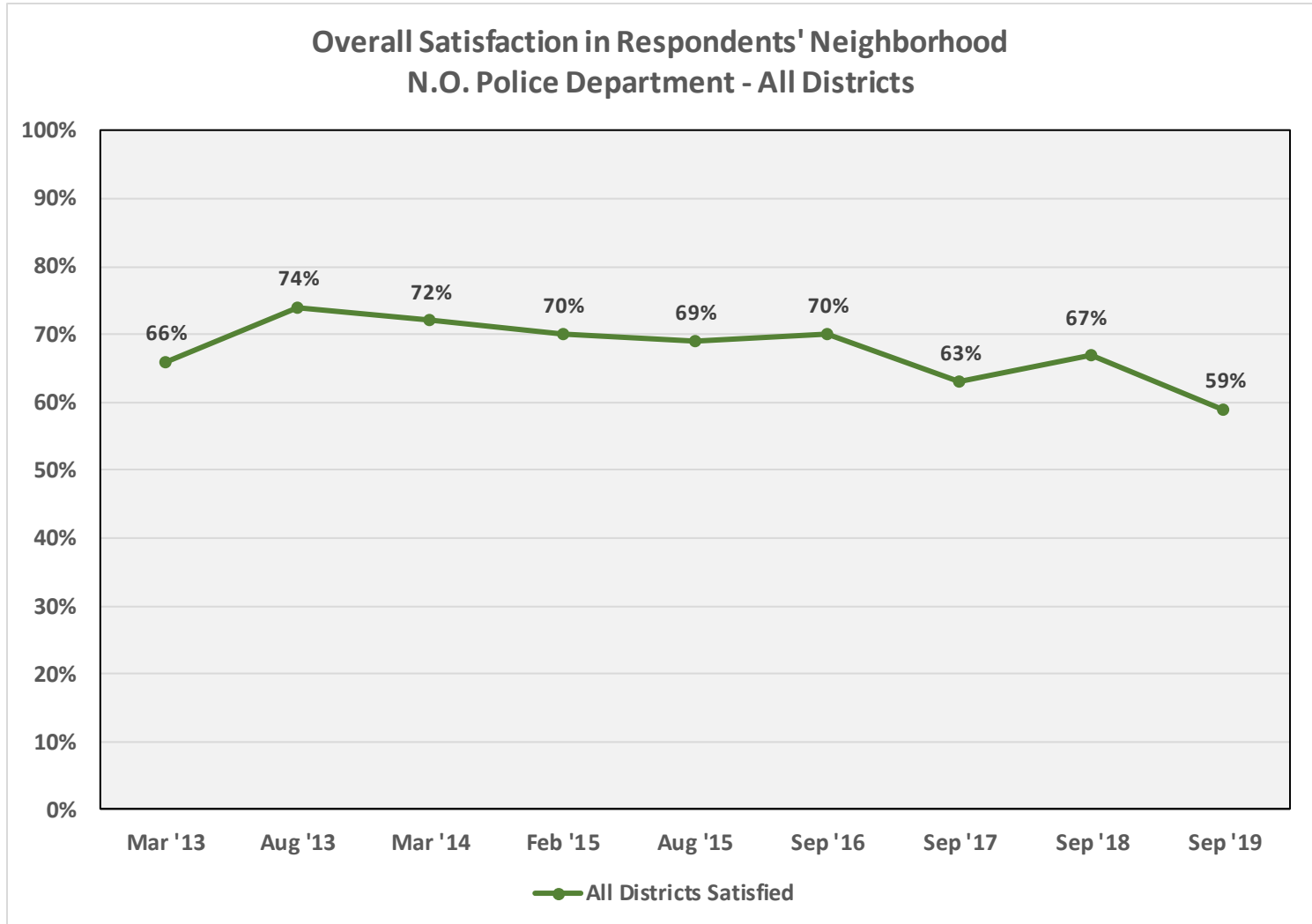
# THINKING ABOUT POLICE PERFORMANCE IN YOUR NEIGHBORHOOD, WOULD YOU SAY THAT YOU ARE SATISFIED OR UNSATISFIED WITH POLICE PERFORMANCE IN YOUR NEIGHBORHOOD OVERALL?



SEPTEMBER 2019



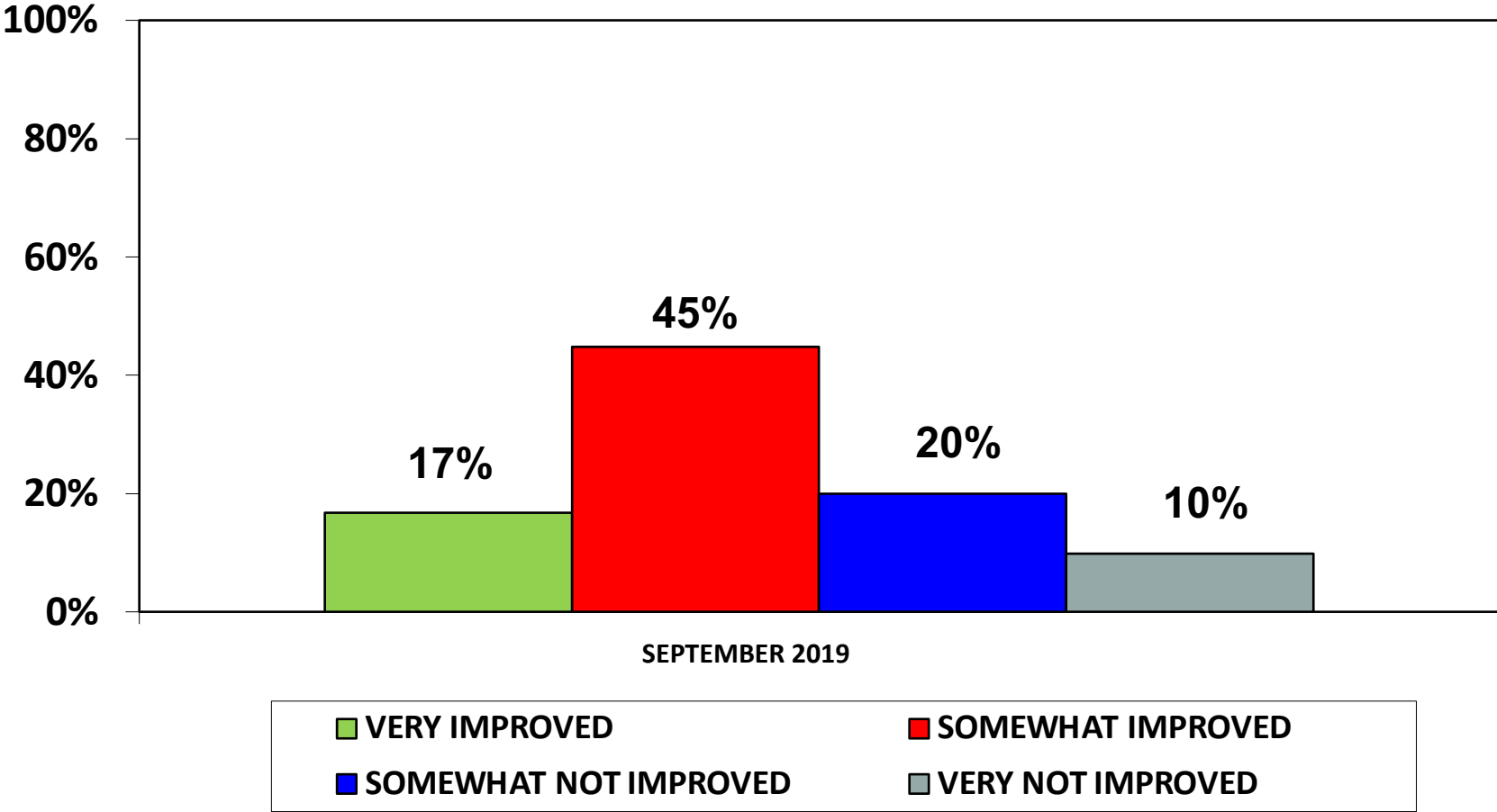
# OVERALL SATISFACTION WITH THE NEW ORLEANS POLICE DEPARTMENT IN YOUR NEIGHBORHOOD



# POLICE PERFORMANCE IN NEIGHBORHOOD

- Police performance was 59% very or somewhat satisfied for their neighborhoods. Neighborhood satisfaction was 5% higher than overall.
- Few differences existed in demographic characteristics.

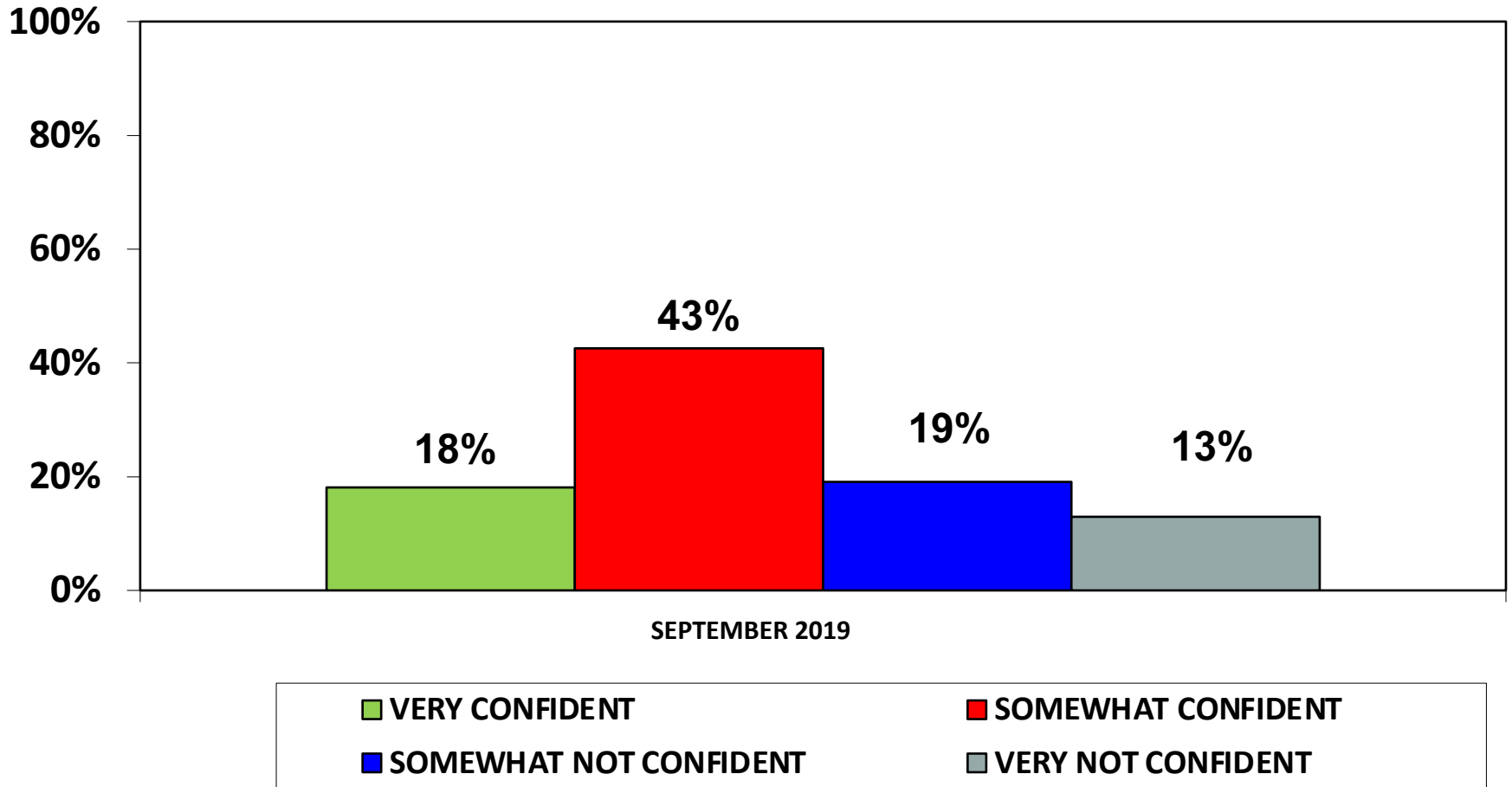
# WOULD YOU SAY THAT NOPD POLICE CULTURE HAS IMPROVED OR NOT IMPROVED OVER THE PAST FEW YEARS?



# NOPD POLICE CULTURE

- A strong majority of participants, 62%, said Police culture is very improved or somewhat improved in the past few years.
- African Americans rated Police cultural improvement slightly higher than Whites with a higher percentage saying very improved, 19% compared to 15%.

# 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?

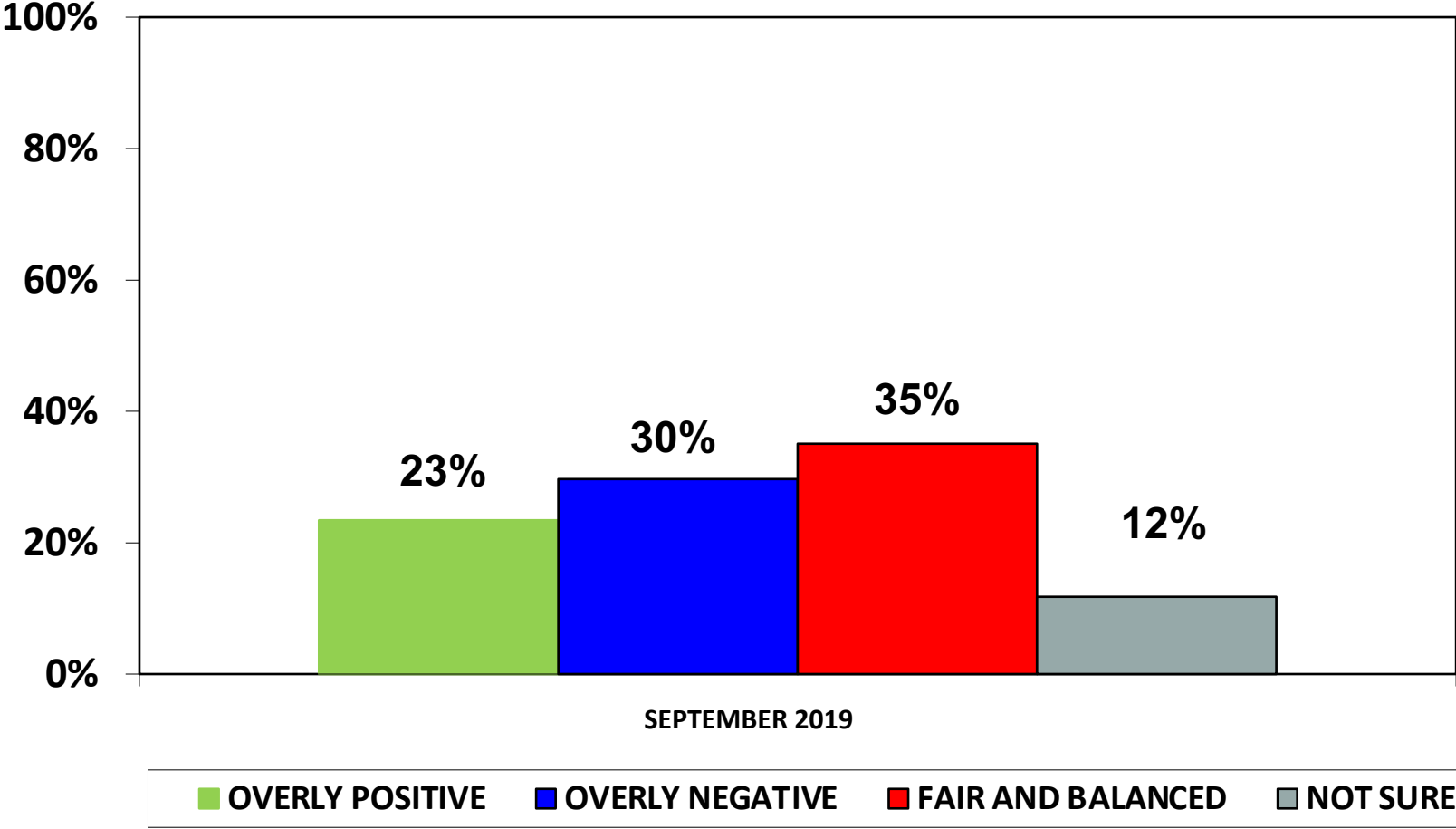




# POLICE MANAGING TENSION WITH COMMUNITY

- 61% of respondents said that they were very or somewhat confident with Police managing tension when they interacted with members of the community.
- Whites responded higher in confidence than African Americans.

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

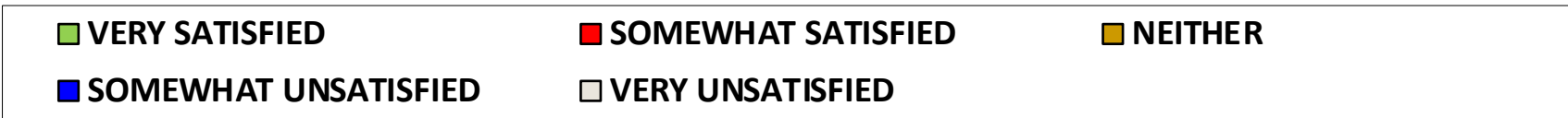
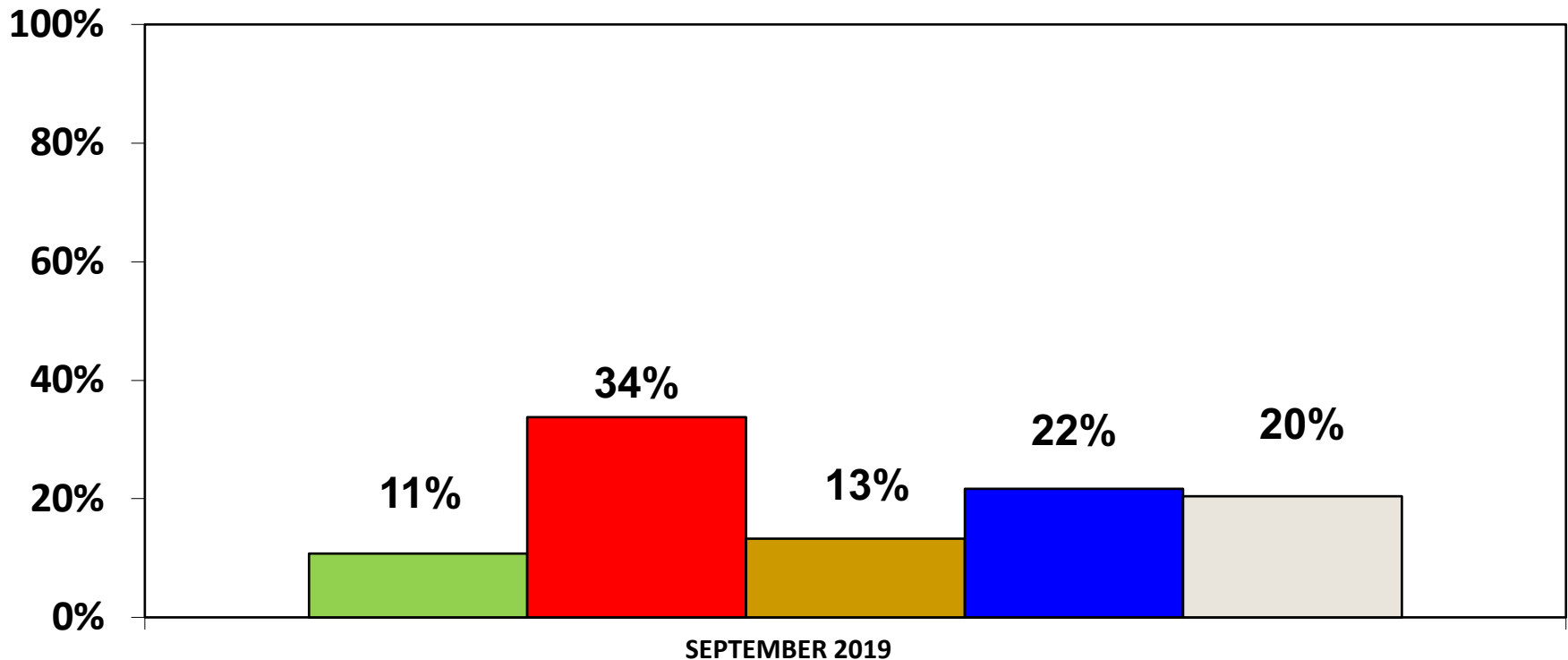


# MEDIA COVERAGE POSITIVE OR NEGATIVE

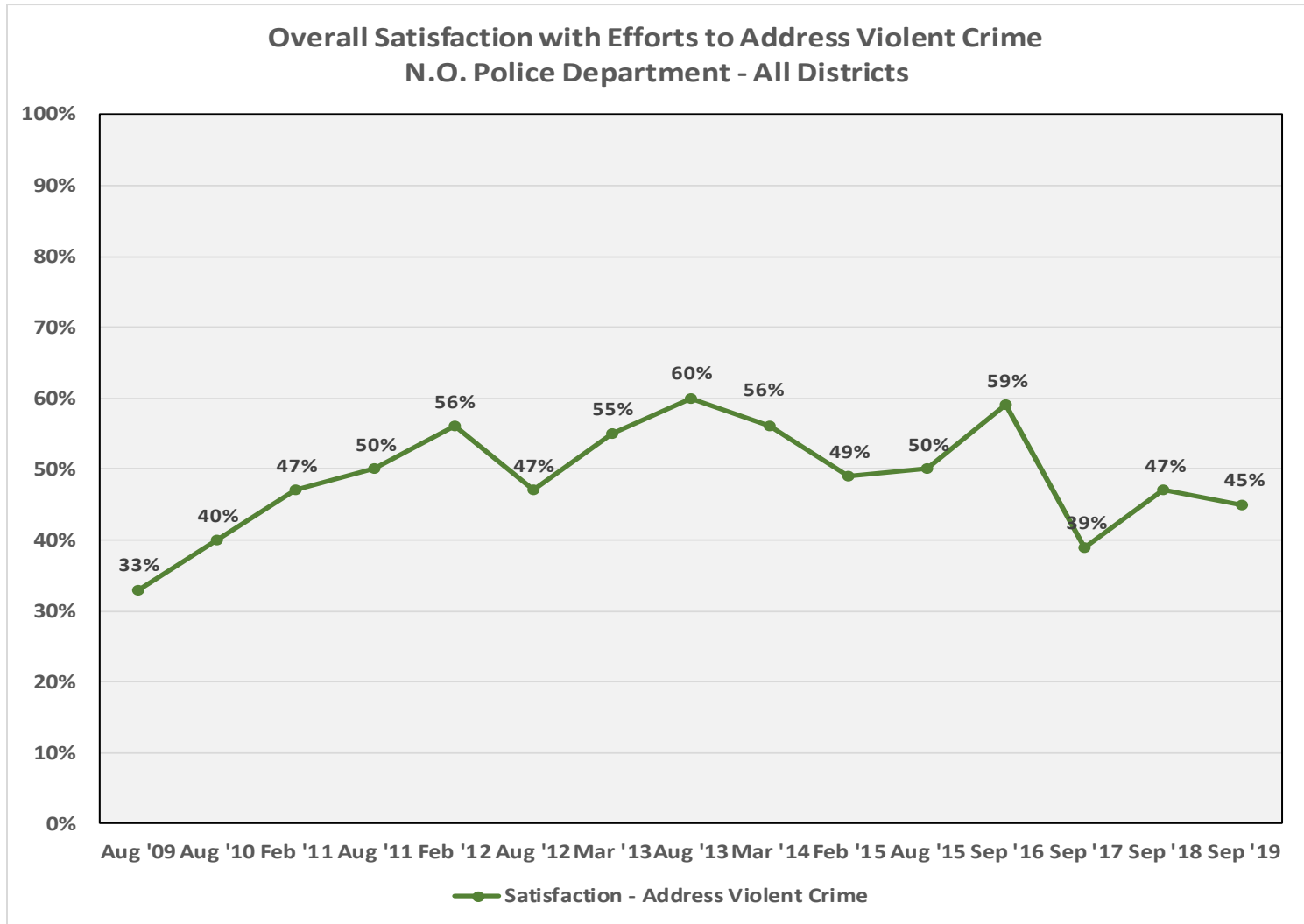
- Although 35% of respondents said that media coverage was fair and balanced, 30% considered it overly negative, and 23% overly positive.
- Compared to Whites, African Americans responded 5% higher in overly negative.

**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.**



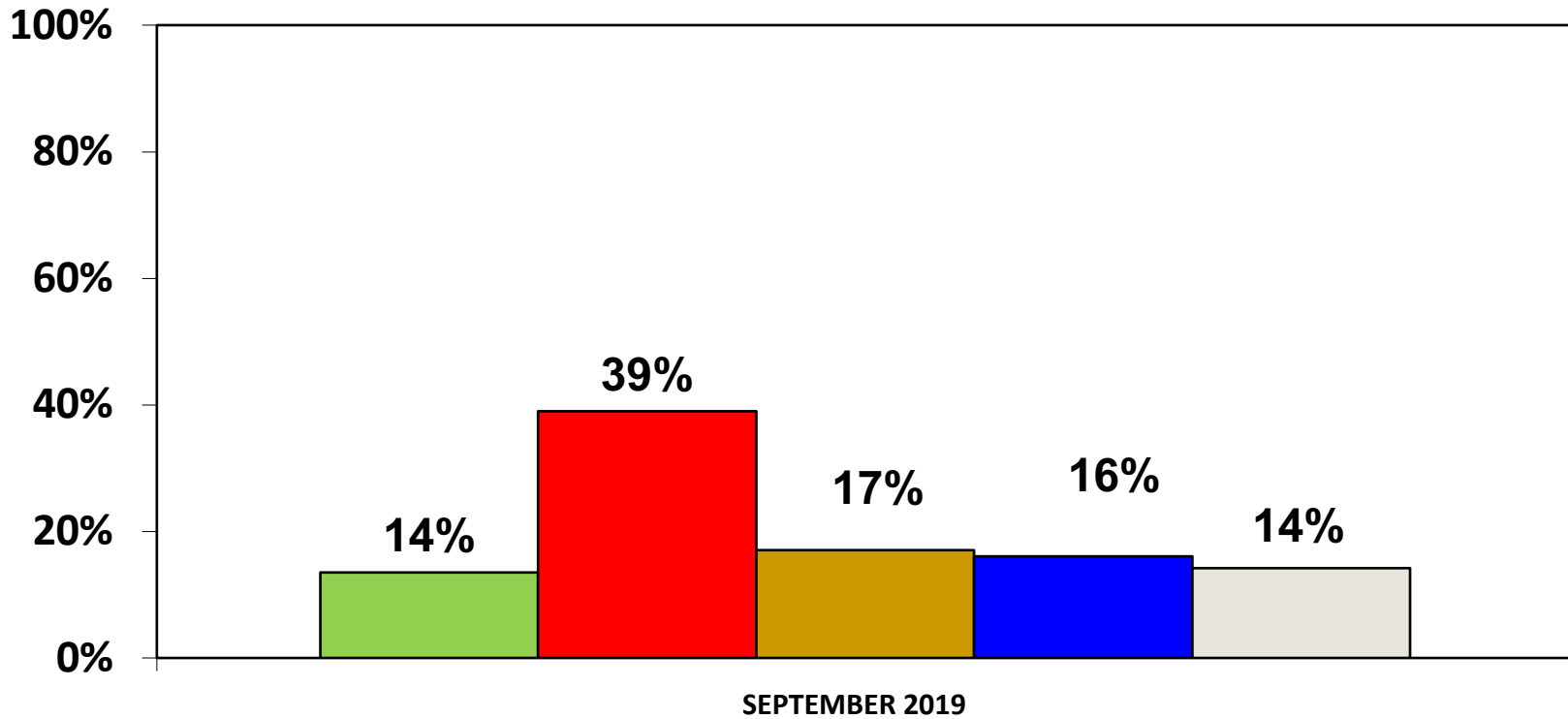
# SATISFACTION WITH EFFORTS TO ADDRESS VIOLENT CRIME



# EFFORTS ON VIOLENT CRIME

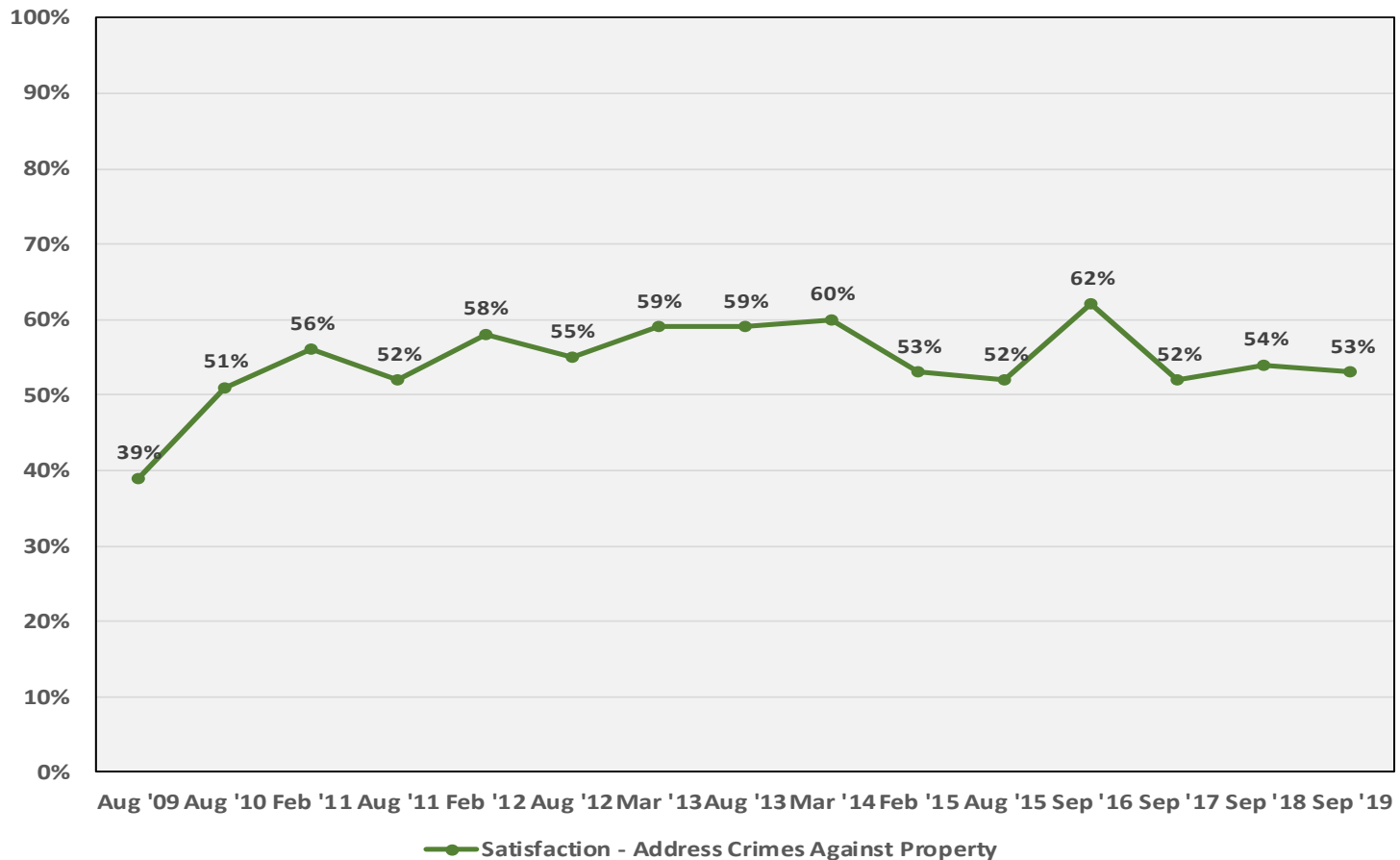
- 45% of citizens said they were very or somewhat satisfied with efforts to address violent crimes.
- African Americans were slightly less satisfied than Whites on Police addressing violent crimes, 46% to 43%.

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



# SATISFACTION WITH EFFORTS TO ADDRESS CRIMES AGAINST PROPERTY, HOMES AND BUSINESSES

Overall Satisfaction with Efforts to Address Crimes Against Property  
N.O. Police Department - All Districts



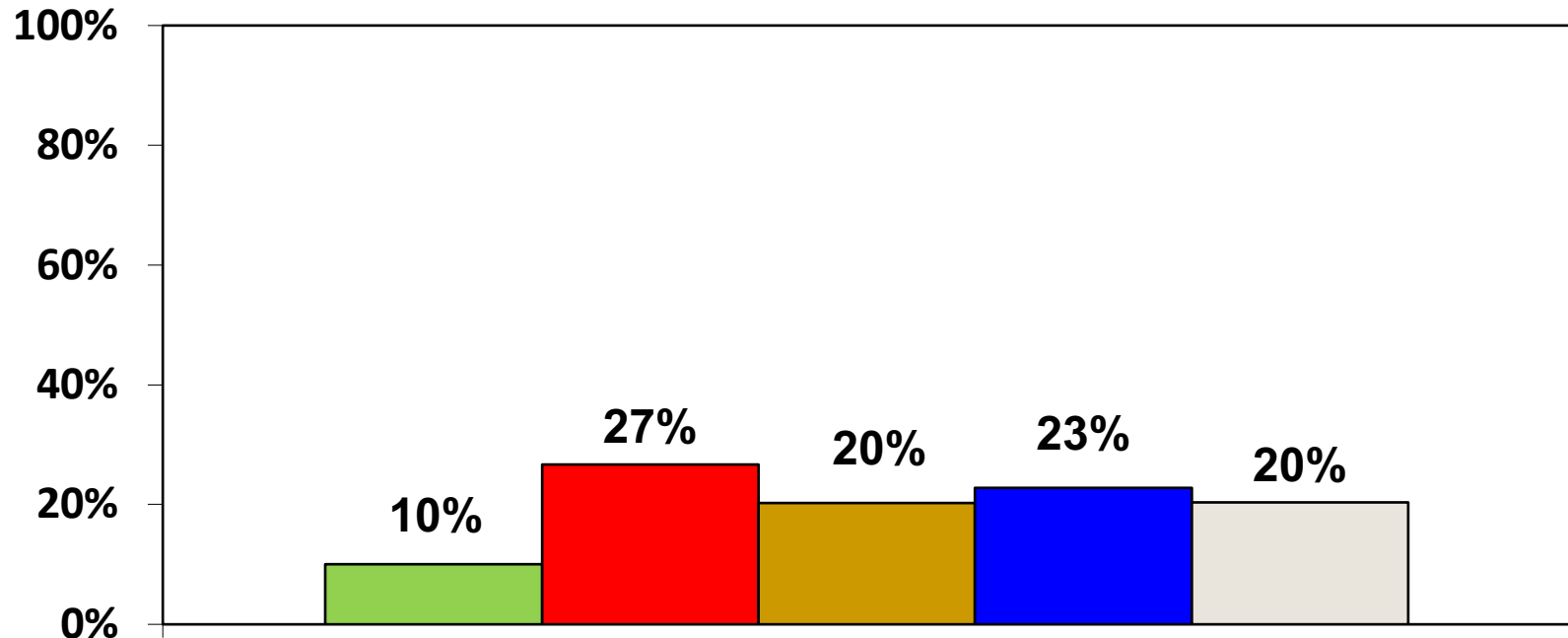


# CRIMES AGAINST PROPERTY

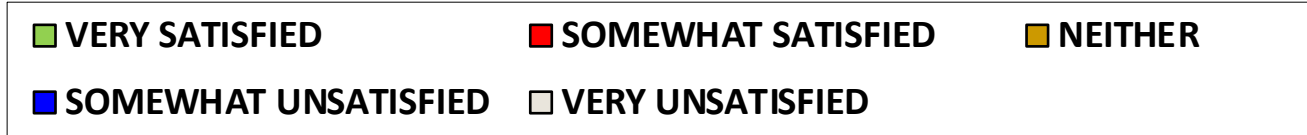
- 53% of respondents were very or somewhat satisfied.
- African Americans were slightly less satisfied than Whites on the issue of addressing crimes against property, 54% to 50%.

# EFFECTIVELY WORKING TO GET DRUGS OFF THE STREETS

## 37% SATISFIED

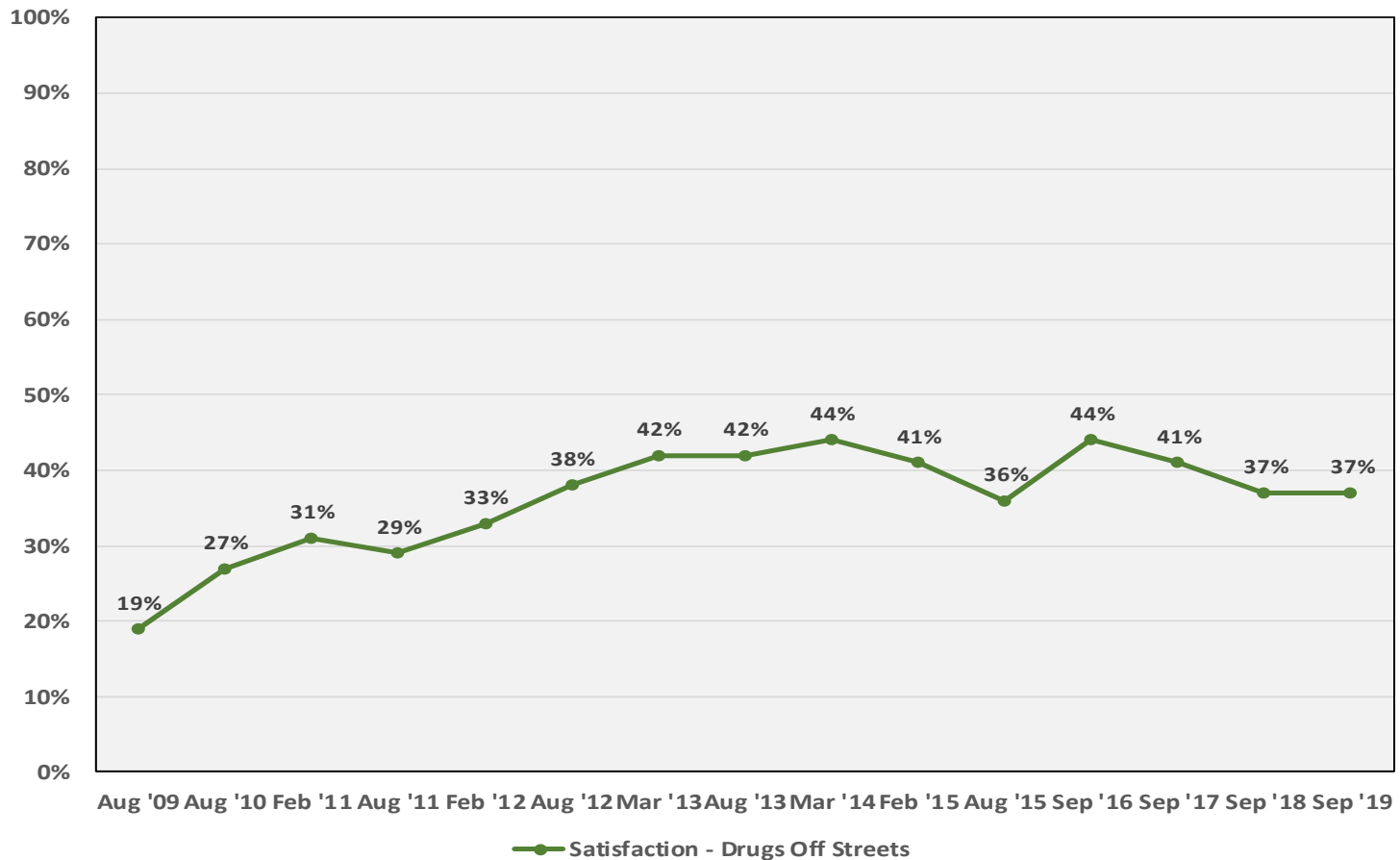


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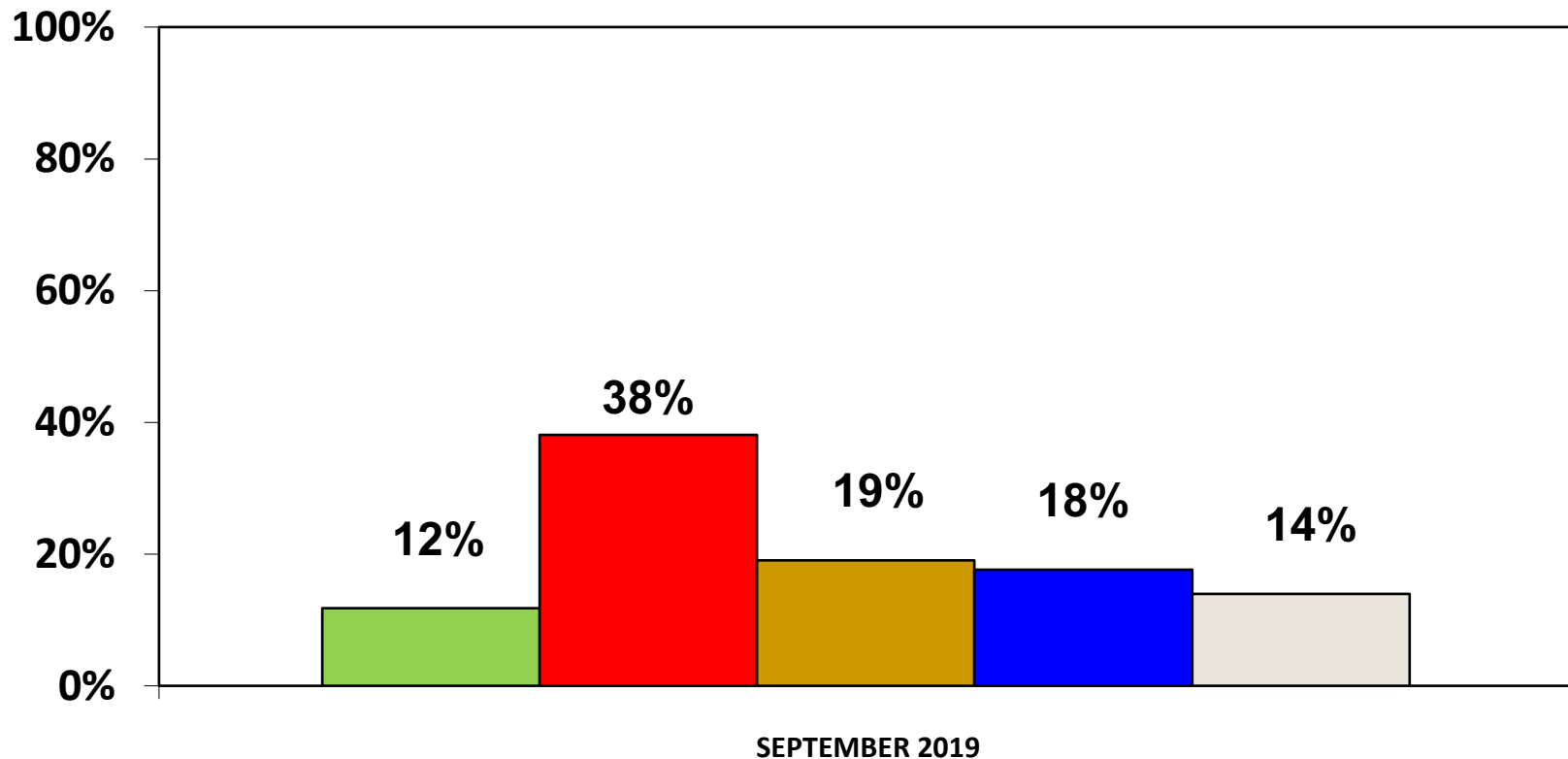
# SATISFACTION WITH EFFECTIVELY WORKING TO GET DRUGS OFF THE STREETS

Overall Satisfaction with Efforts to Get Drugs Off Streets  
N.O. Police Department - All Districts



# WORKING WITH THE PUBLIC TO ADDRESS THEIR CONCERNS

## 50% SATISFIED



VERY SATISFIED

SOMEWHAT SATISFIED

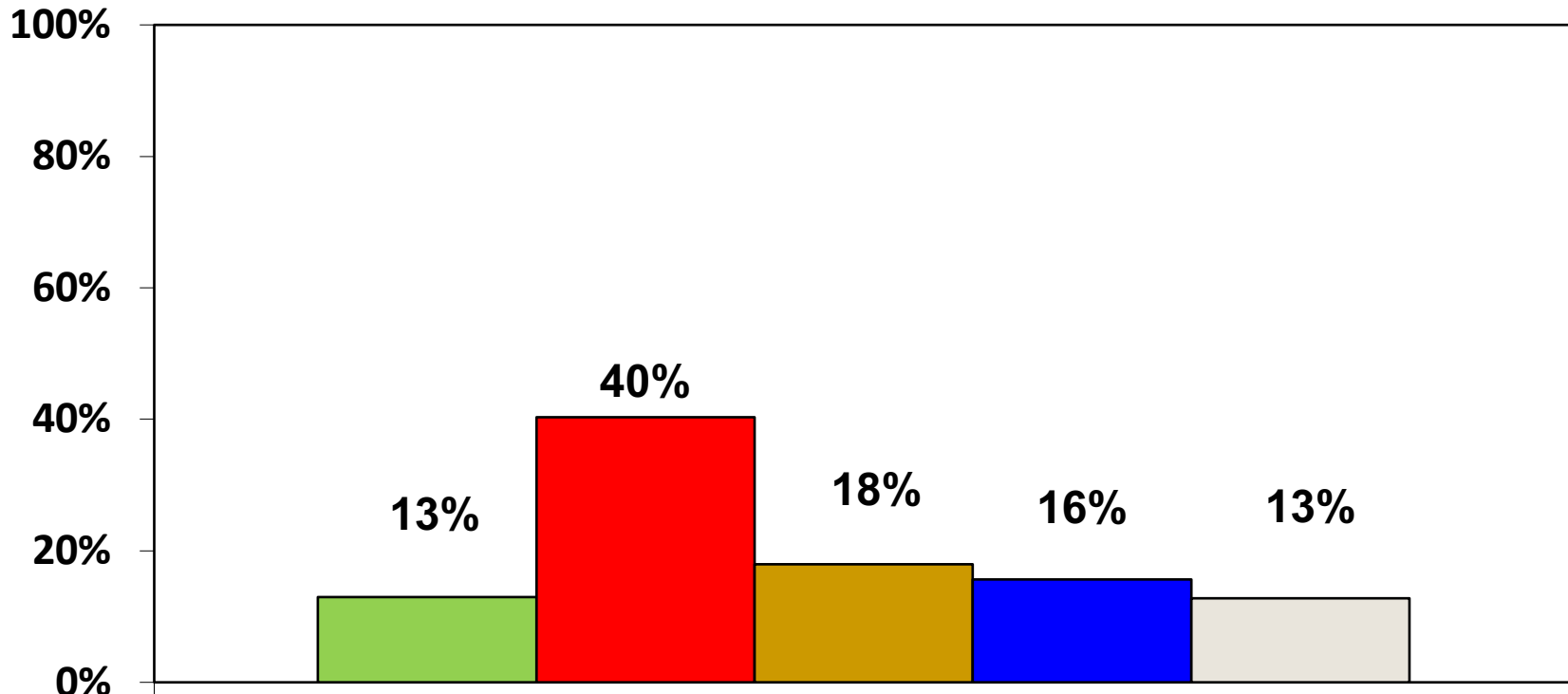
NEITHER

SOMEWHAT UNSATISFIED

VERY UNSATISFIED

# THE HONESTY AND INTEGRITY OF NEW ORLEANS POLICE OFFICERS

## 53% SATISFIED



SEPTEMBER 2019

■ VERY SATISFIED

■ SOMEWHAT SATISFIED

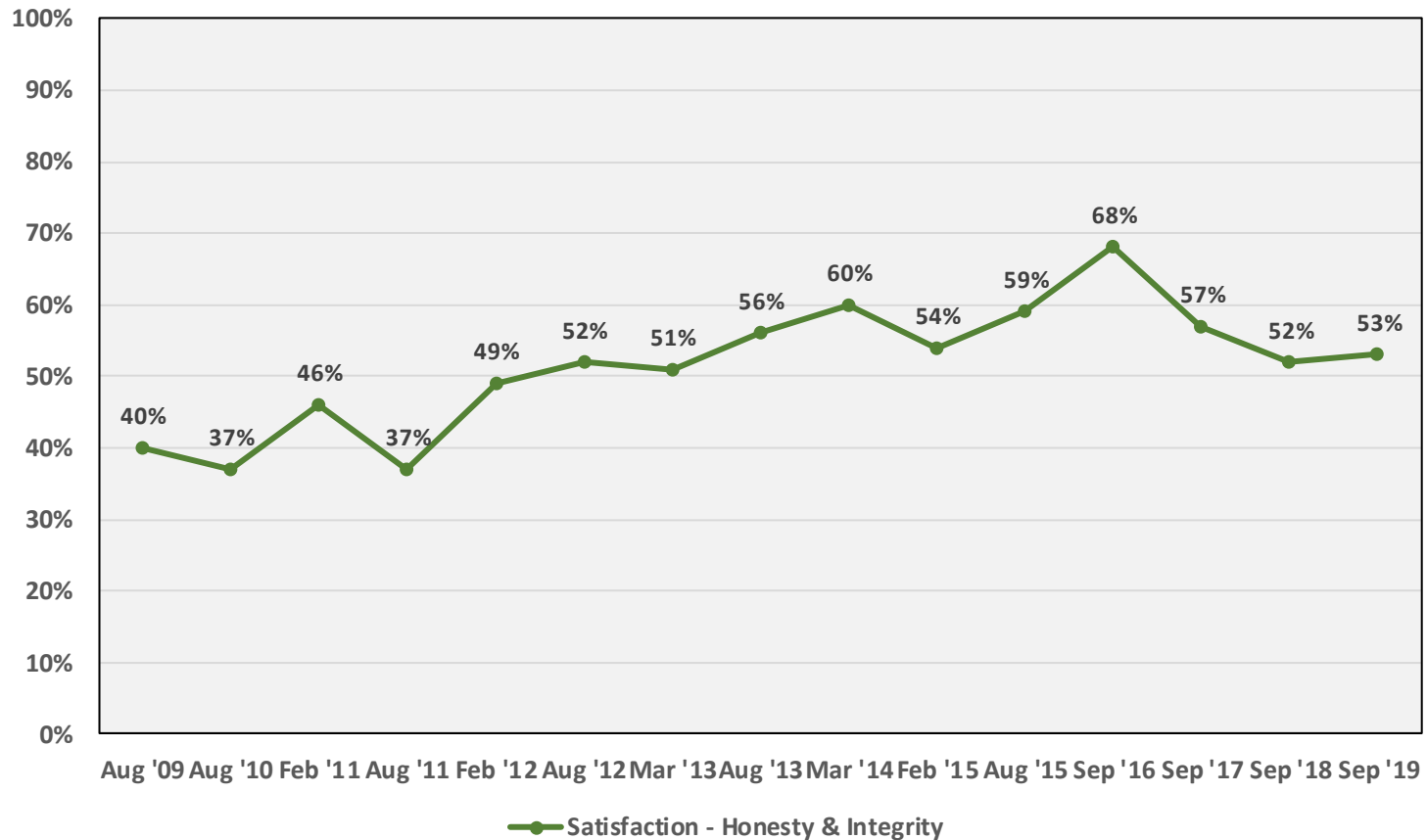
■ NEITHER

■ SOMEWHAT UNSATISFIED

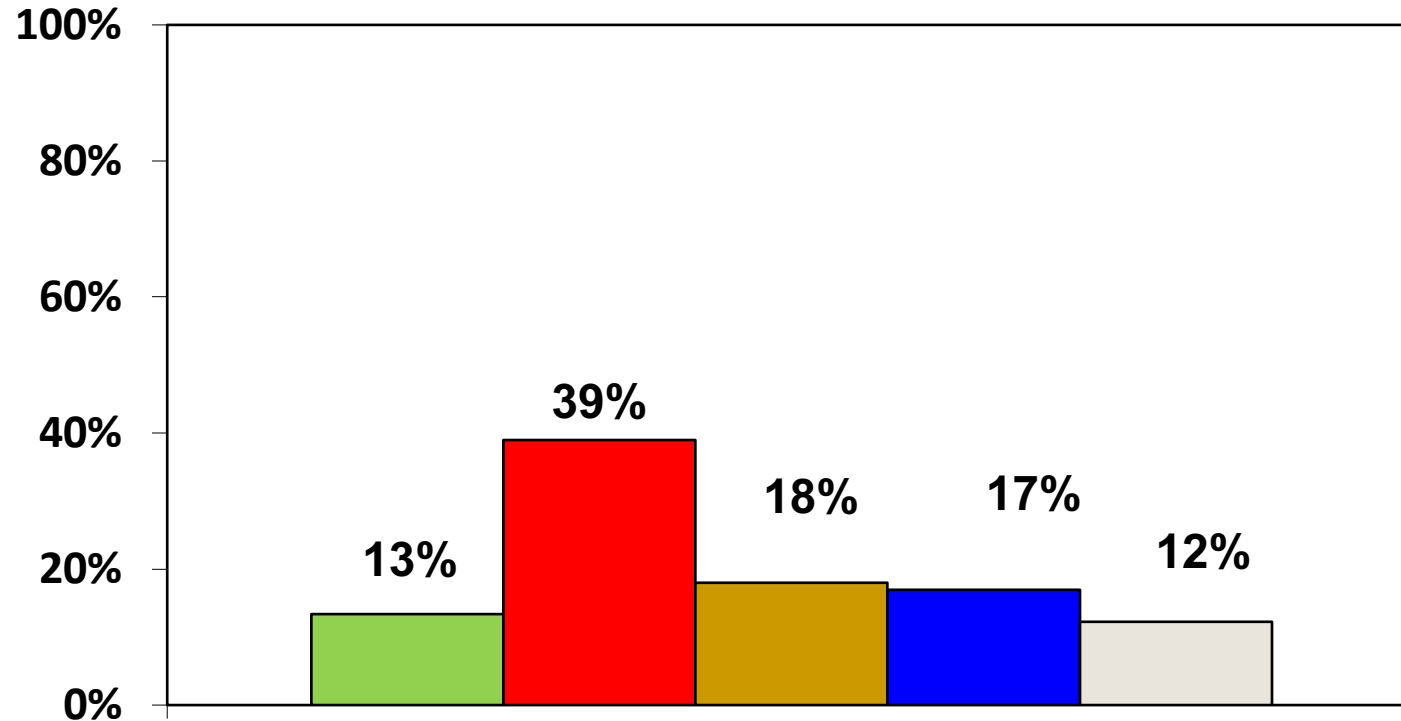
■ VERY UNSATISFIED

# SATISFACTION WITH THE HONESTY AND INTEGRITY OF NEW ORLEANS POLICE OFFICERS

Overall Satisfaction - Honesty & Integrity  
N.O. Police Department - All Districts



# THE OVERALL COMPETENCE OF THE NEW ORLEANS POLICE DEPARTMENT



SEPTEMBER 2019

VERY SATISFIED

SOMEWHAT SATISFIED

NEITHER

SOMEWHAT UNSATISFIED

VERY UNSATISFIED

# SATISFACTION WITH THE OVERALL COMPETENCE OF THE NEW ORLEANS POLICE DEPARTMENT



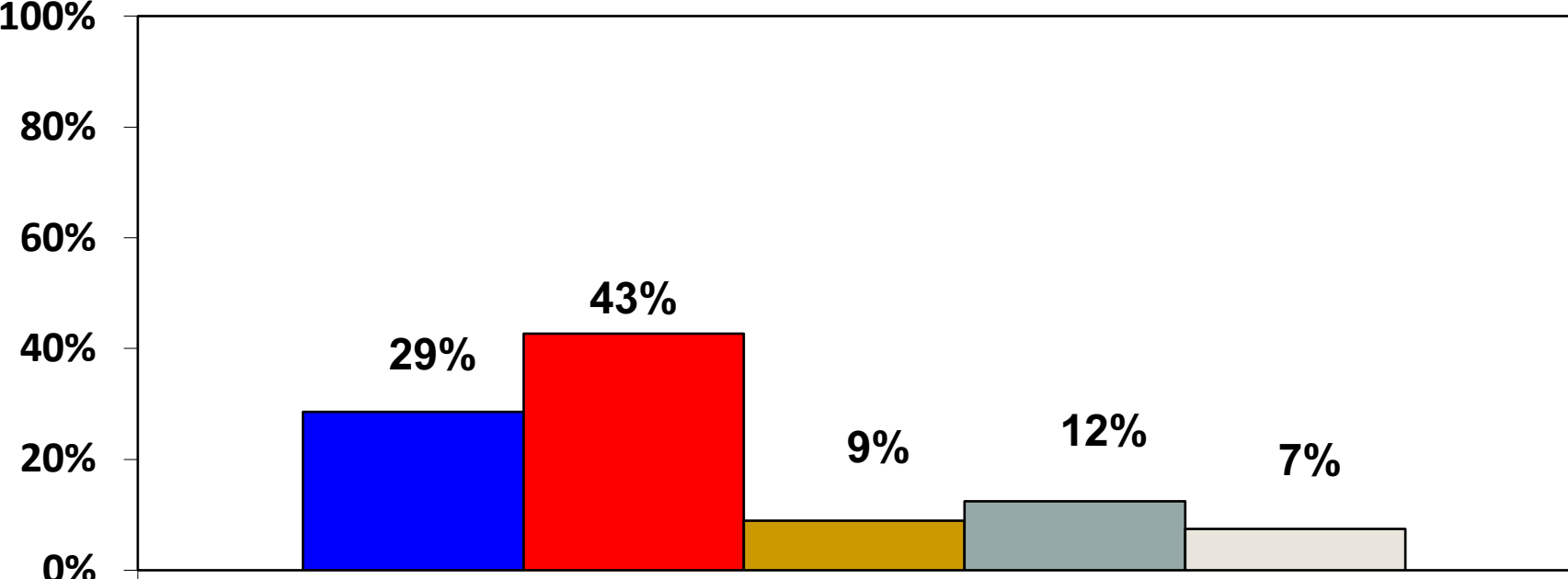


# OVERALL COMPETENCE OF POLICE DEPARTMENT

- 52% of respondents were satisfied.
- Whites were more satisfied than African Americans 55% to 50%.

**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.**

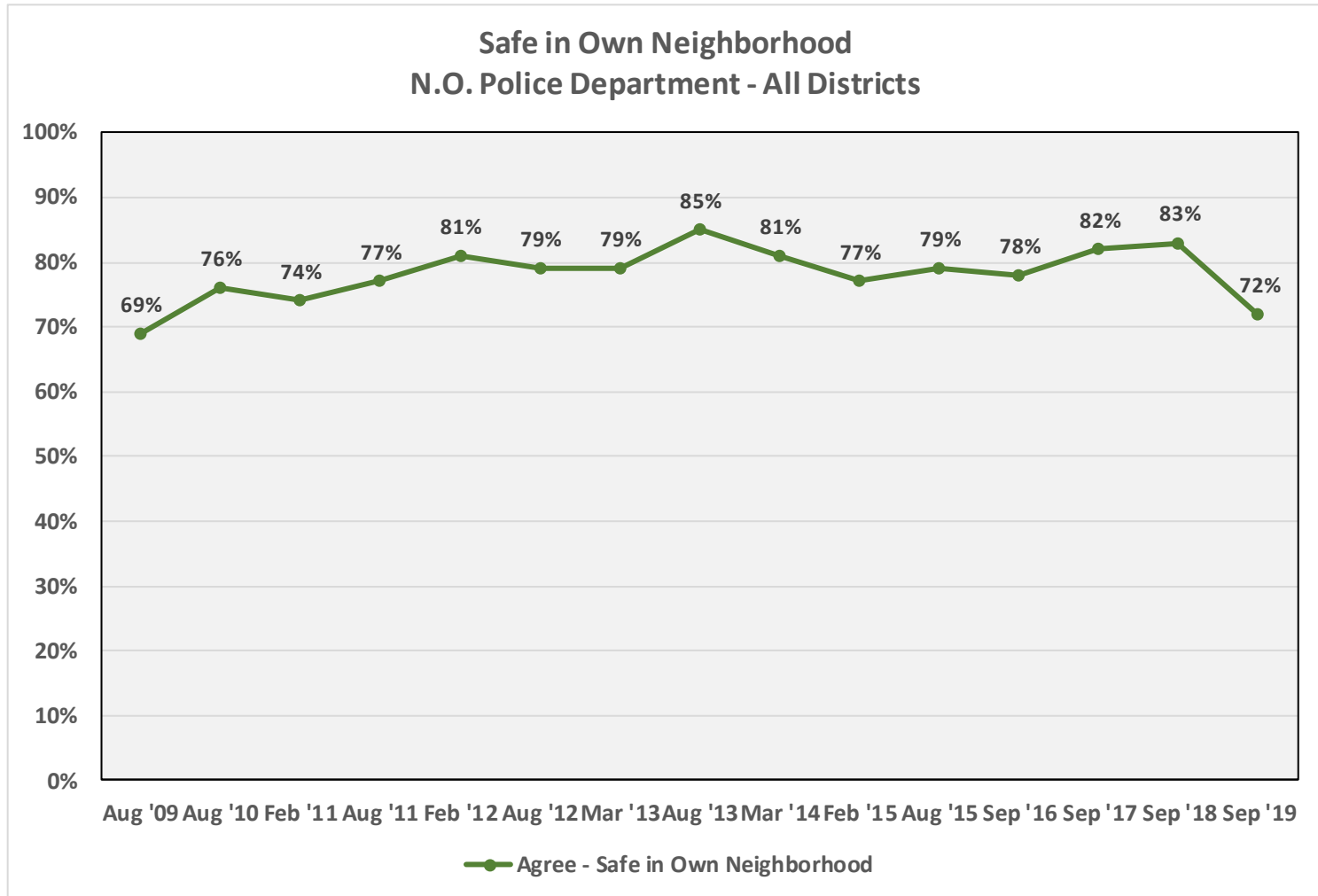
**I FEEL SAFE IN MY OWN NEIGHBORHOOD.**



SEPTEMBER 2019

STRONGLY AGREE	SOMEWHAT AGREE	NEITHER
SOMEWHAT DISAGREE	STRONGLY DISAGREE	

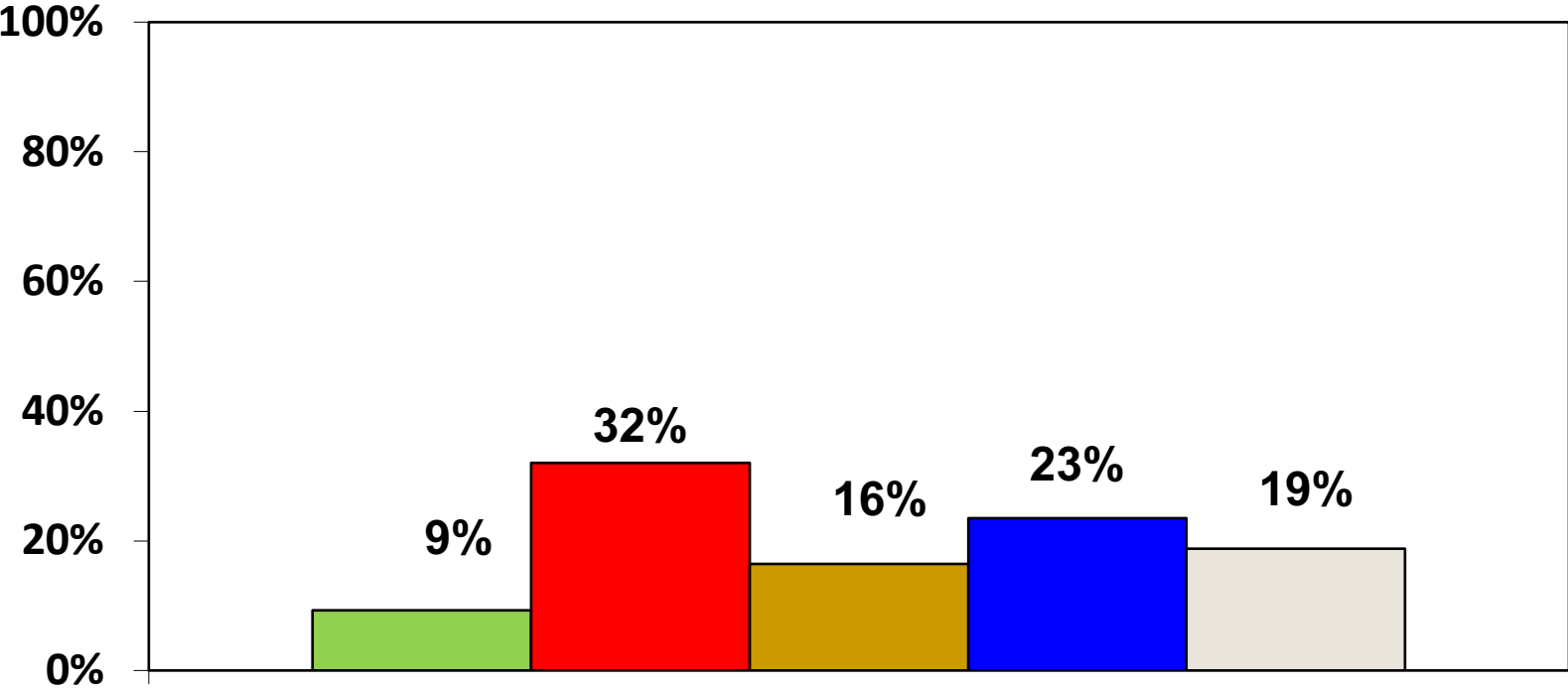
# I FEEL SAFE IN MY OWN NEIGHBORHOOD



# FEEL SAFE IN NEIGHBORHOOD

- A high proportion of New Orleans citizens, 72%, say they strongly or somewhat agree that they feel safe in their own neighborhoods.
- In surveys of this nature women tend to say they feel less safe than men; however, no significant differences occurred based upon gender in New Orleans.
- African Americans replied lower in neighborhood safety 69% compared to Whites 76%.

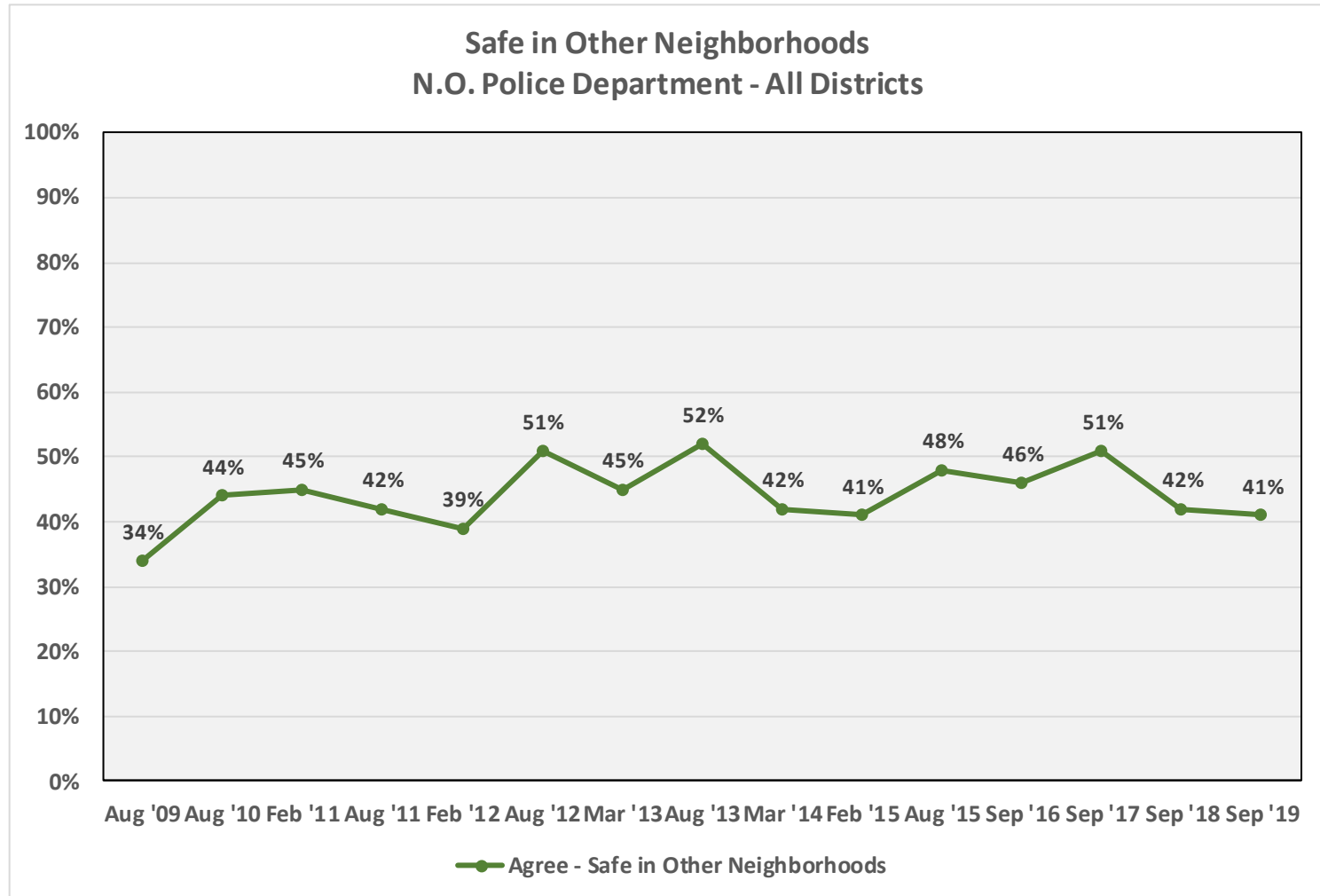
# I FEEL SAFE VISITING OTHER AREAS IN NEW ORLEANS, OUTSIDE MY OWN NEIGHBORHOOD.



SEPTEMBER 2019



# I FEEL SAFE VISITING OTHER AREAS IN NEW ORLEANS, OUTSIDE MY OWN NEIGHBORHOOD

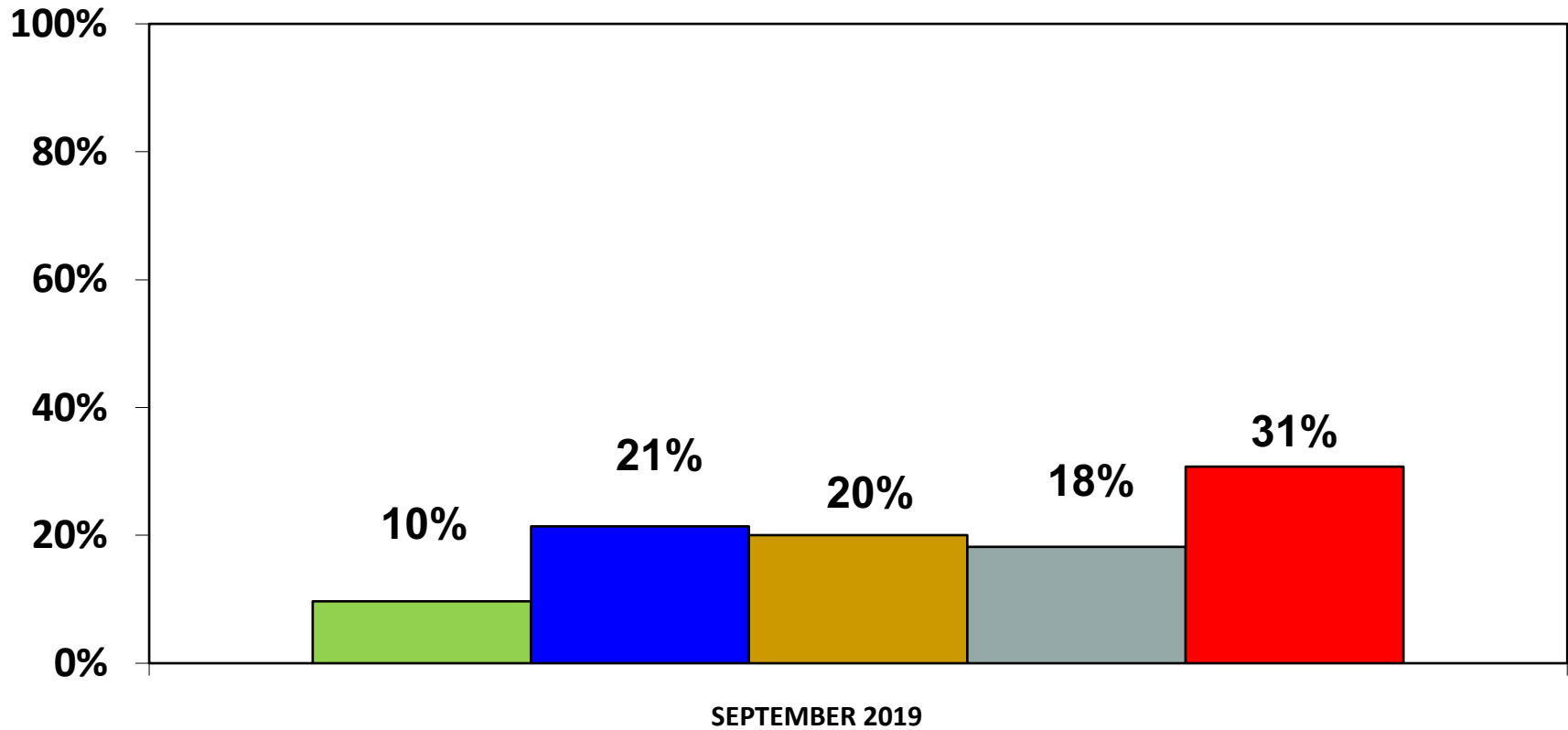


# SAFE IN OTHER AREAS OF CITY

- 41% of respondents agreed strongly or somewhat agreed.
- Demographic responses had no significant differences feeling safe outside of the respondent's neighborhood.

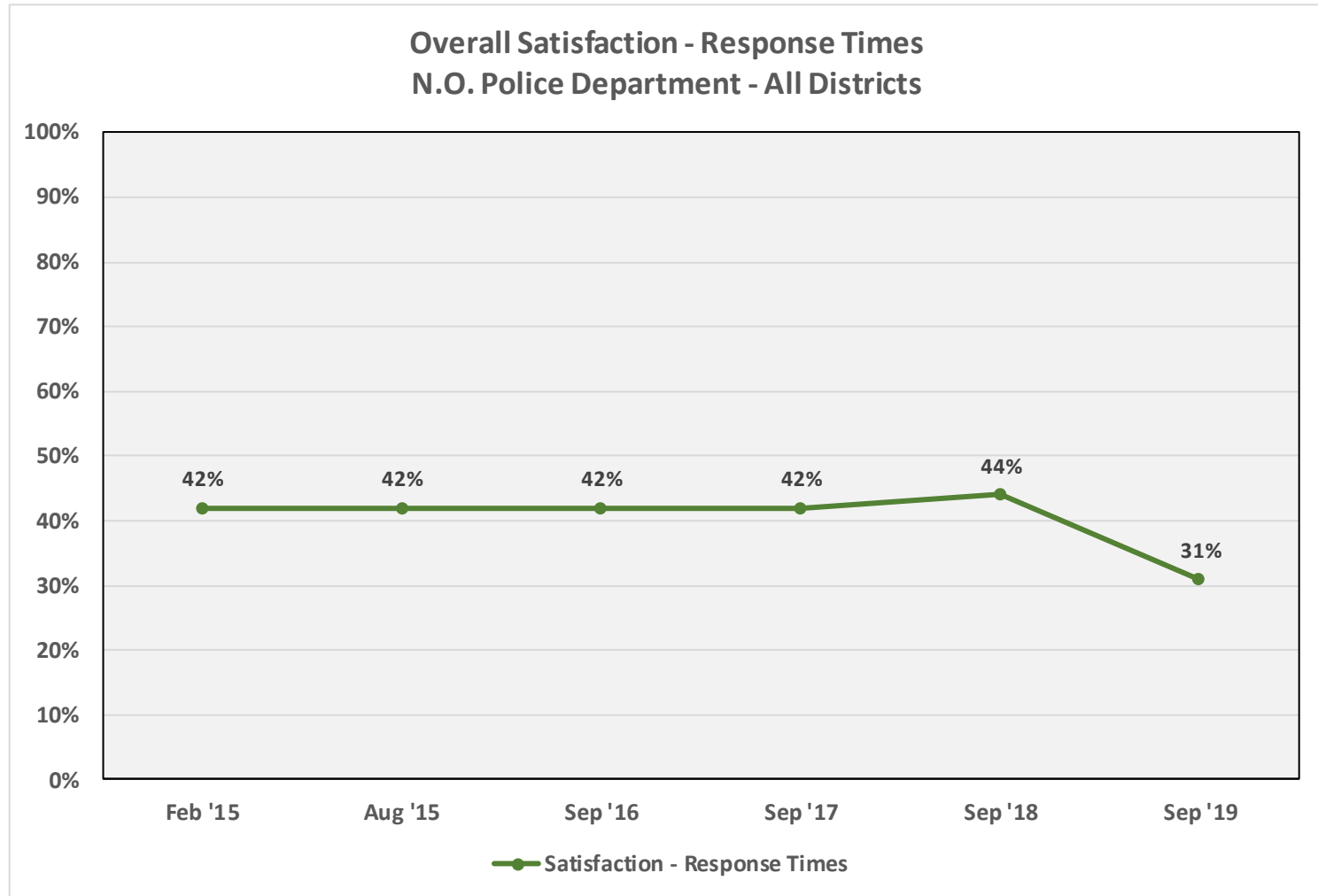
# POLICE RESPONSE TIMES

## ALL SURVEY PARTICIPANTS





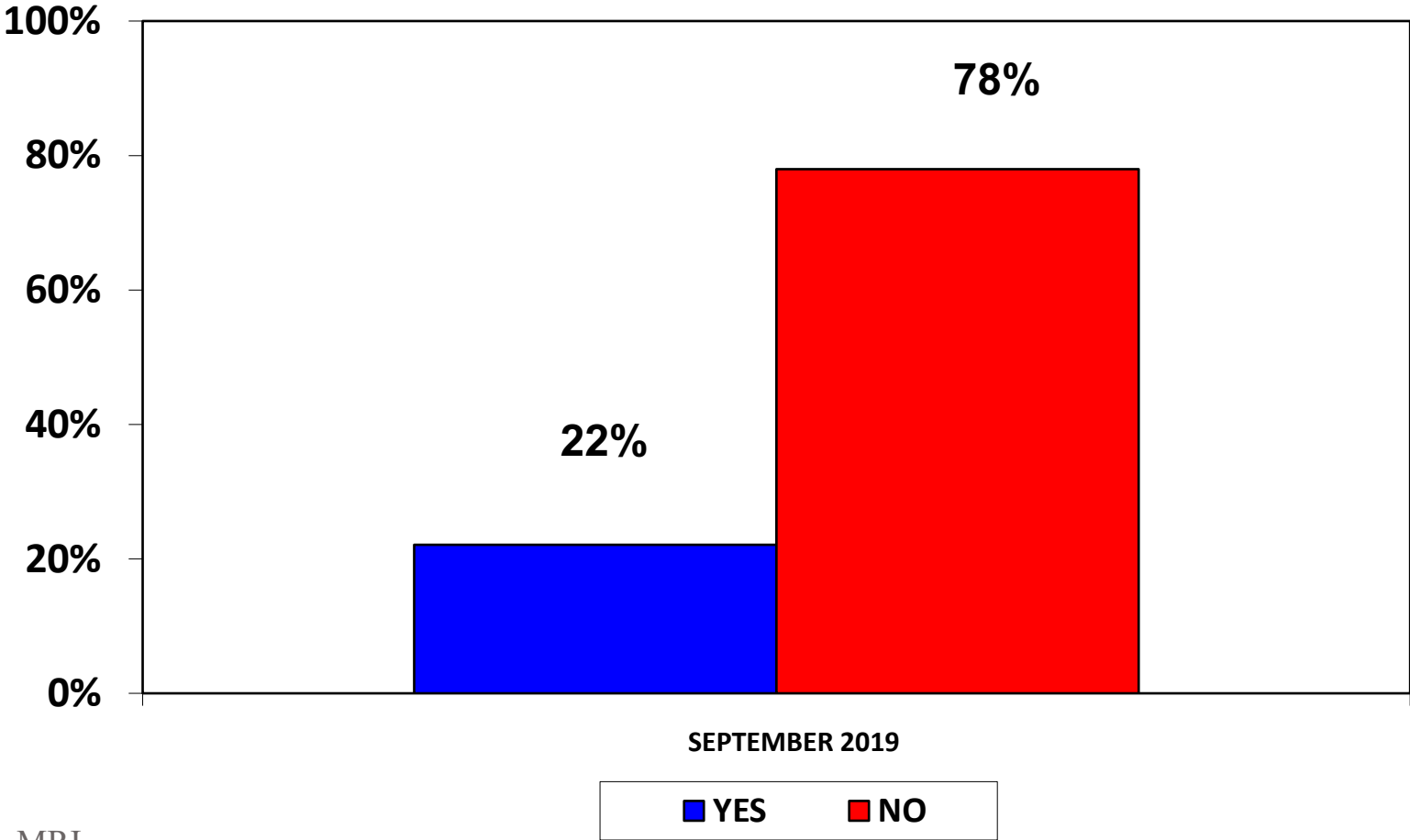
# SATISFACTION WITH POLICE RESPONSE TIMES



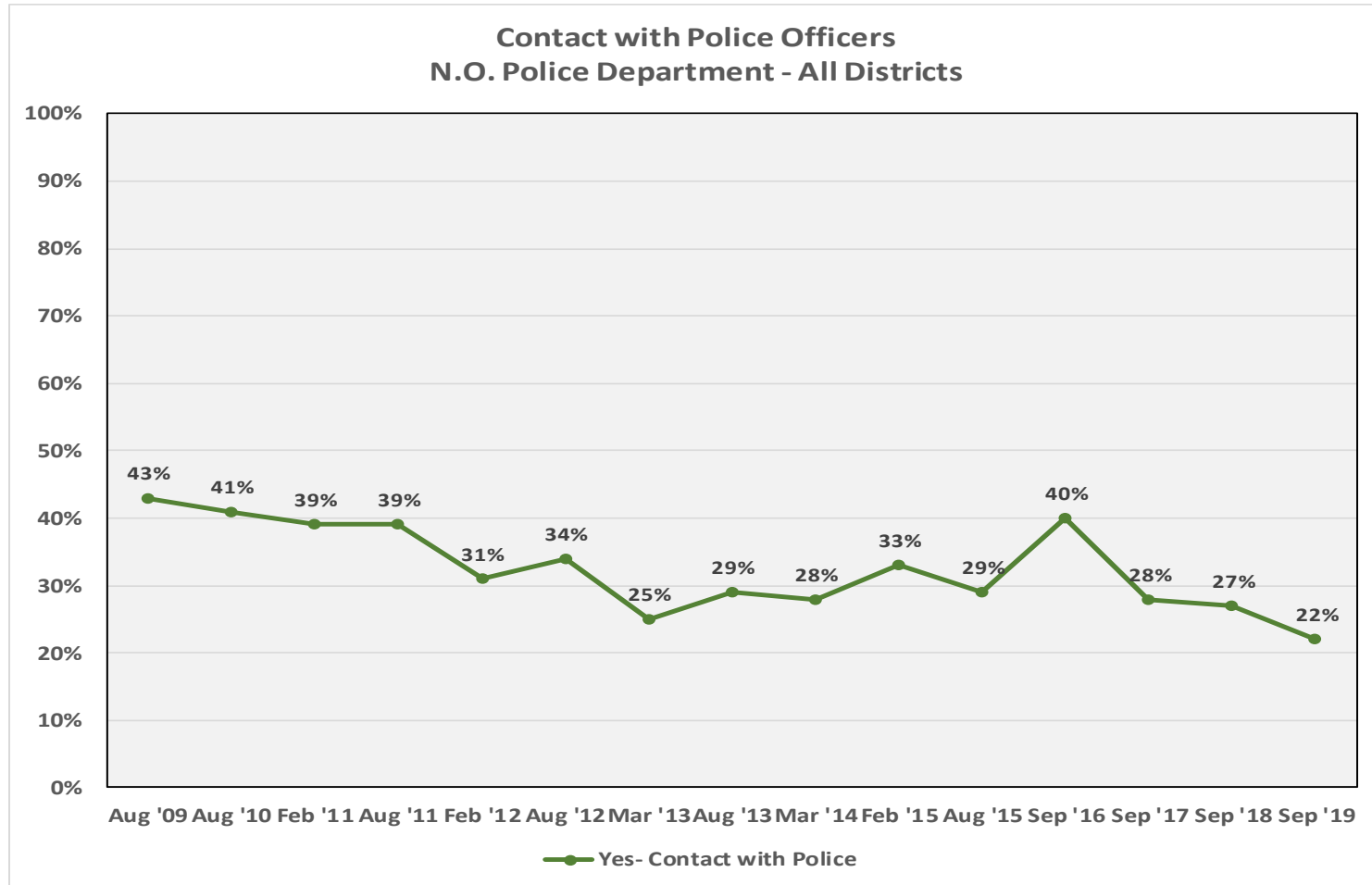
# RESPONSE TIMES SATISFACTION

- Regarding Police response times, 31% were satisfied.
- Men replied 34% very unsatisfied and women 28%.
- Among those with a police contact in the past 12 months, 44% were very unsatisfied.

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



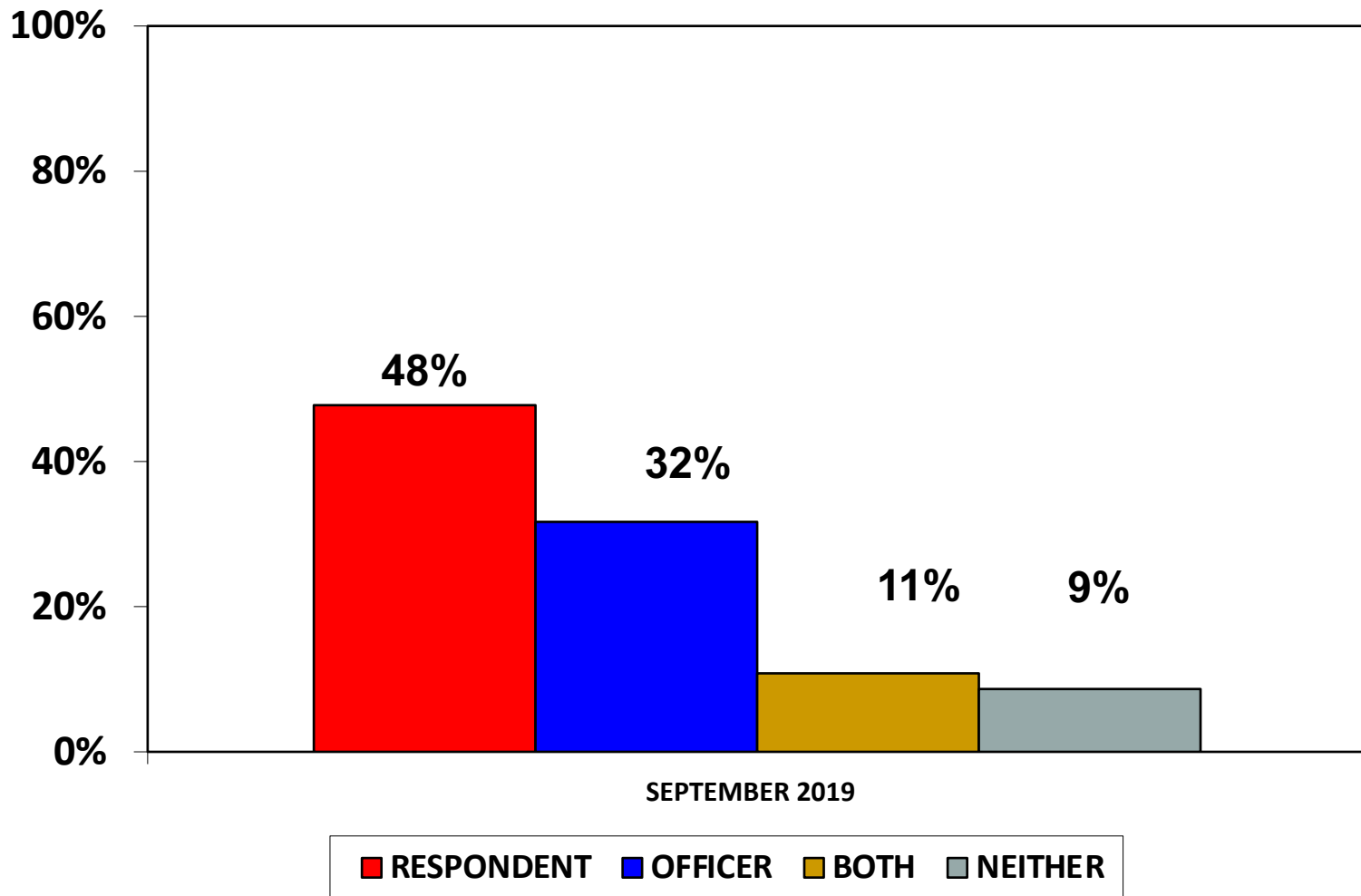
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# POLICE CONTACT IN PAST 12 MONTHS

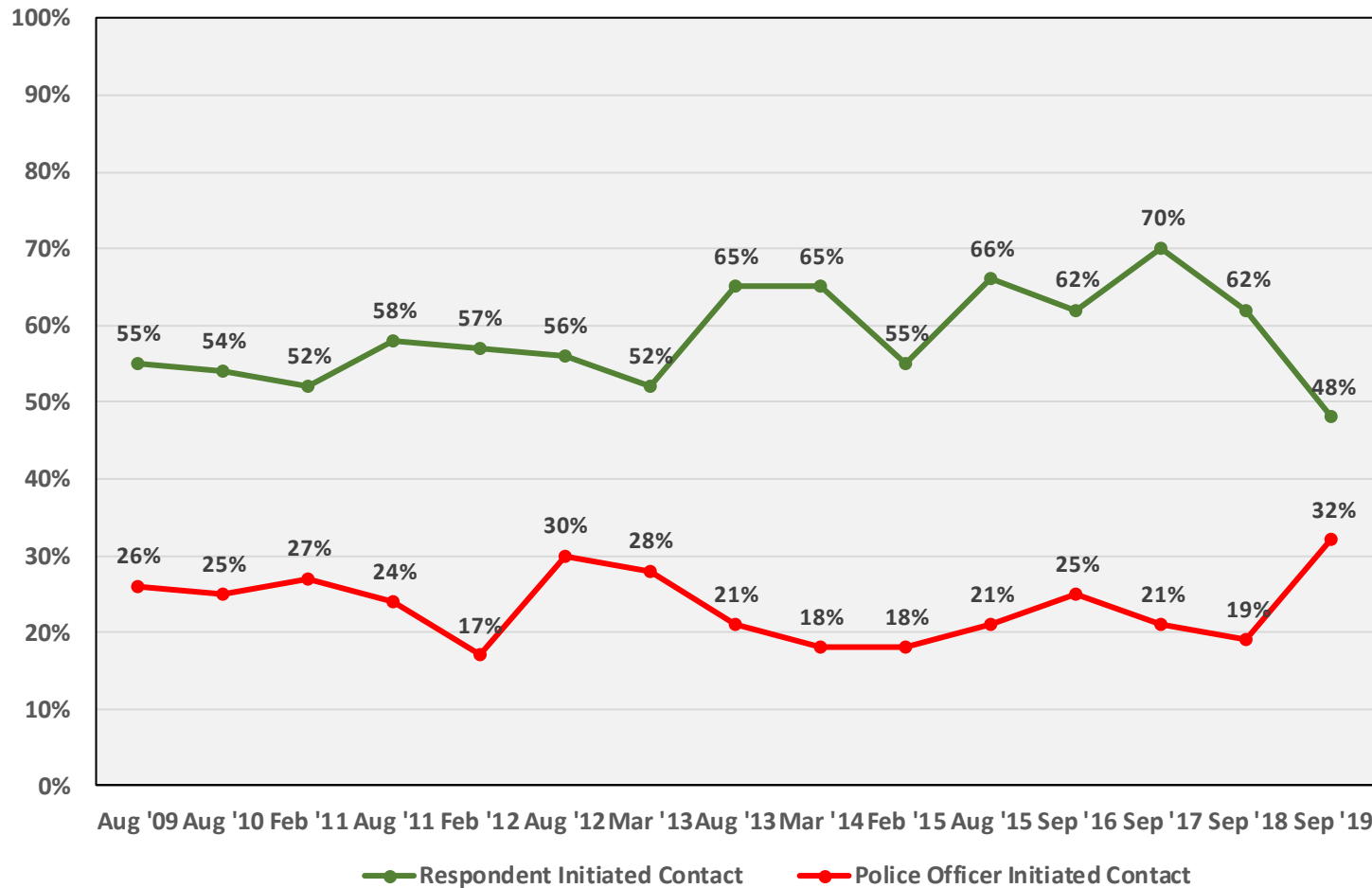
- As indicated in the previous graph, 22% of respondents said they had contacted with one or more officers in the past 12 months.
- Whites reported 27% and African Americans 19%.

# WAS THIS CONTACT INITIATED BY YOU OR BY A POLICE OFFICER?

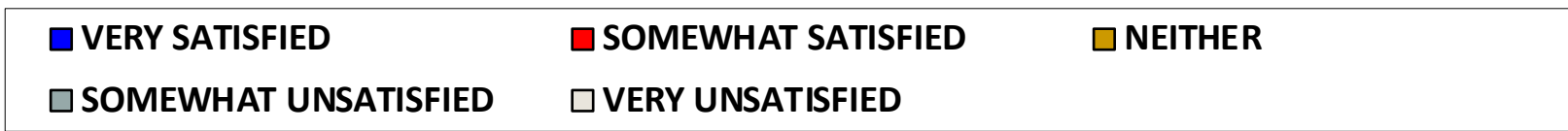
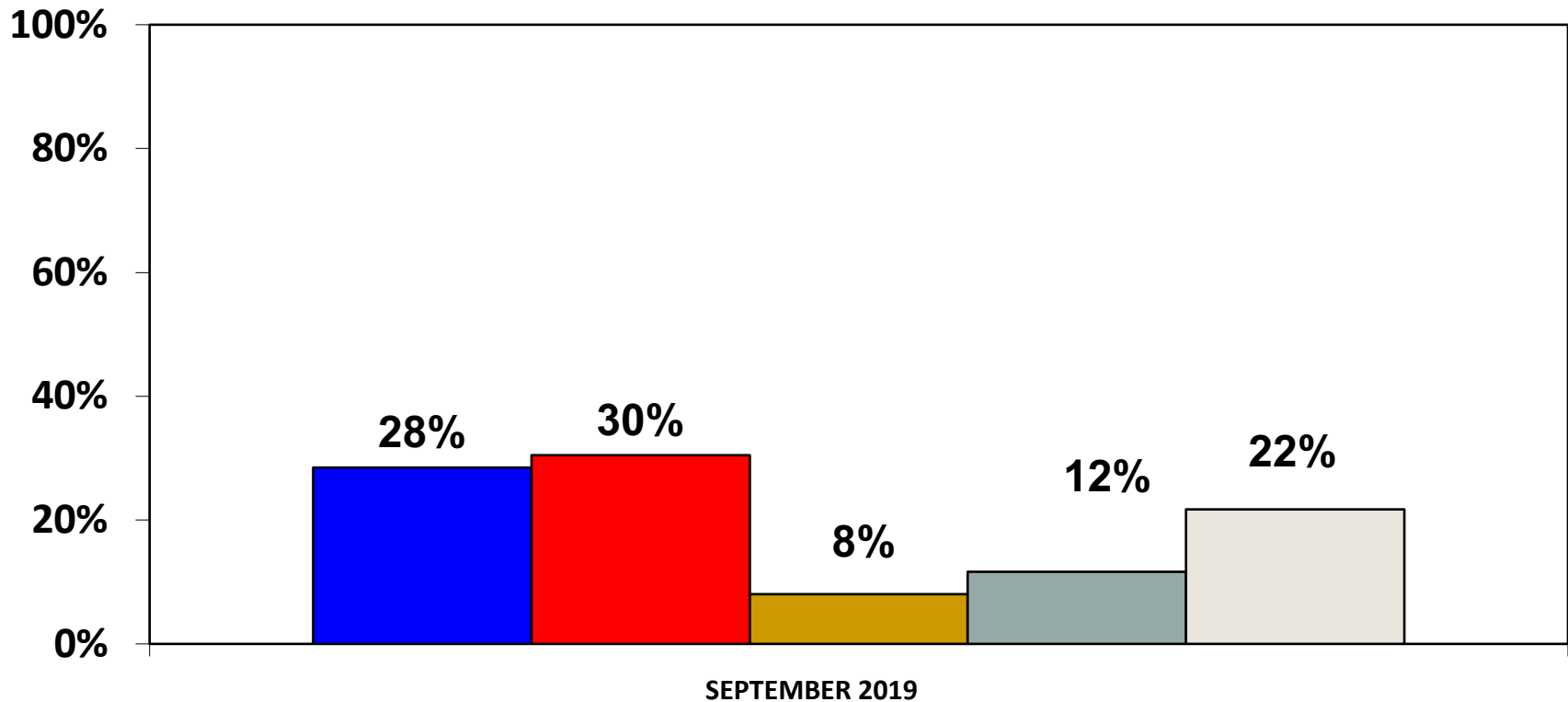


# WAS THIS CONTACT INITIATED BY YOU OR BY A POLICE OFFICER?

Contact with Police Officers - Contact Initiated  
N.O. Police Department - All Districts

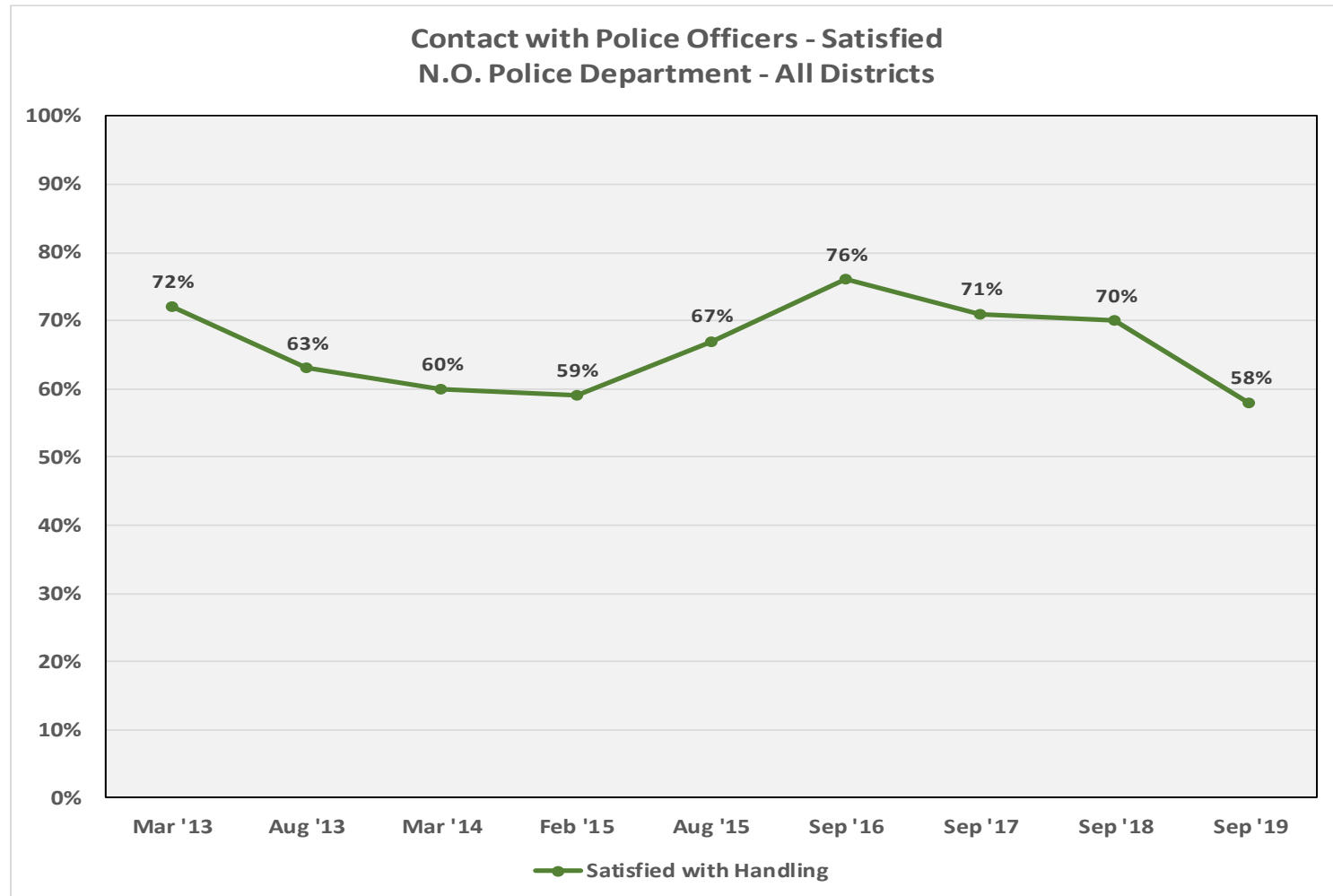


# OVERALL, WOULD YOU SAY THAT YOU ARE SATISFIED OR UNSATISFIED WITH THE WAY THE OFFICER(S) HANDLED YOUR SITUATION?





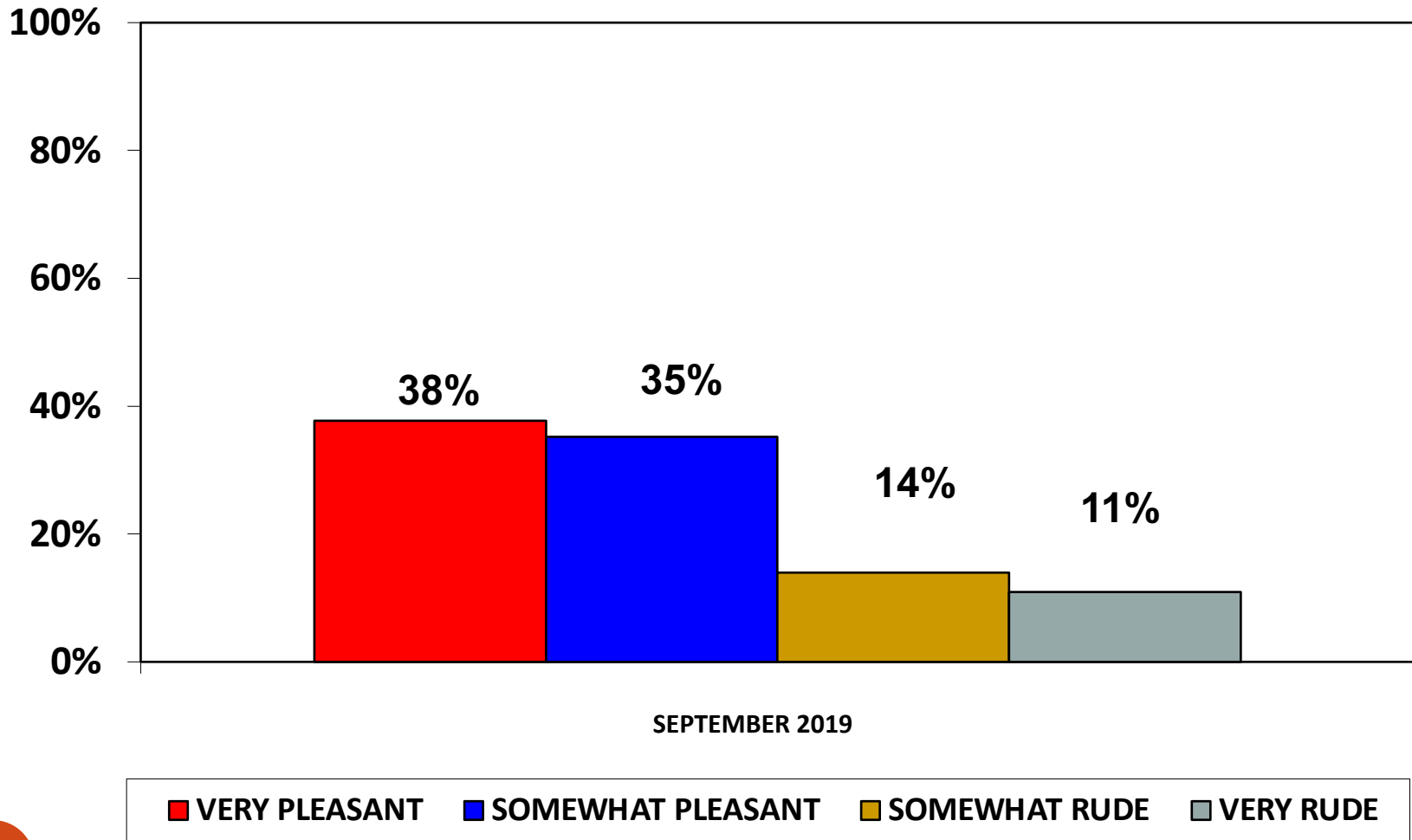
# OVERALL, WOULD YOU SAY THAT YOU ARE SATISFIED OR UNSATISFIED WITH THE WAY THE OFFICER(S) HANDLED YOUR SITUATION?



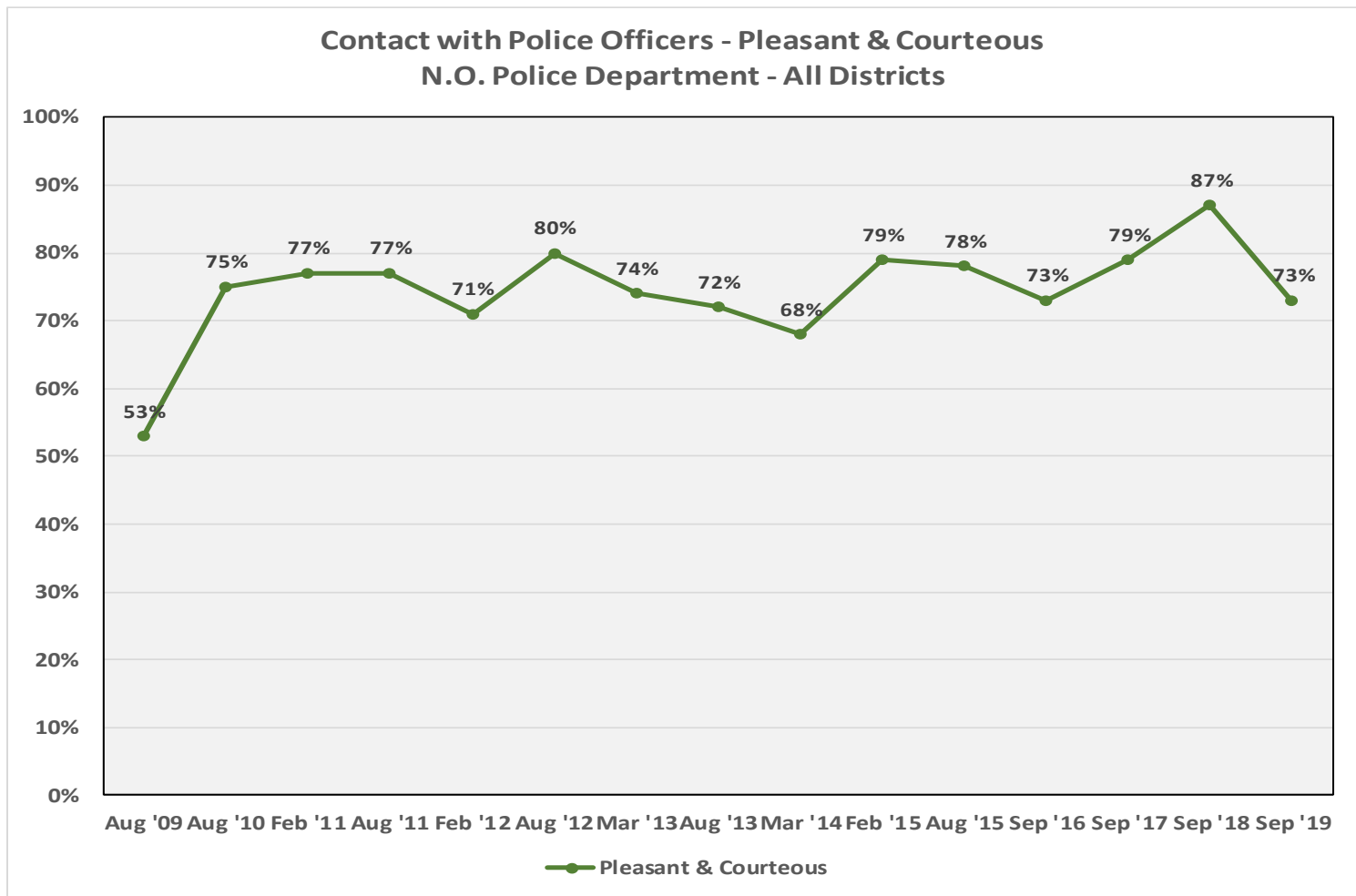
# HOW OFFICER HANDLED THE SITUATION

- 58% of those with a Police contact said they were very or somewhat satisfied.
- Men responded 26% very unsatisfied compared to women 19%.
- 66% of Whites said they were satisfied compared to 50% of African Americans satisfied.

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



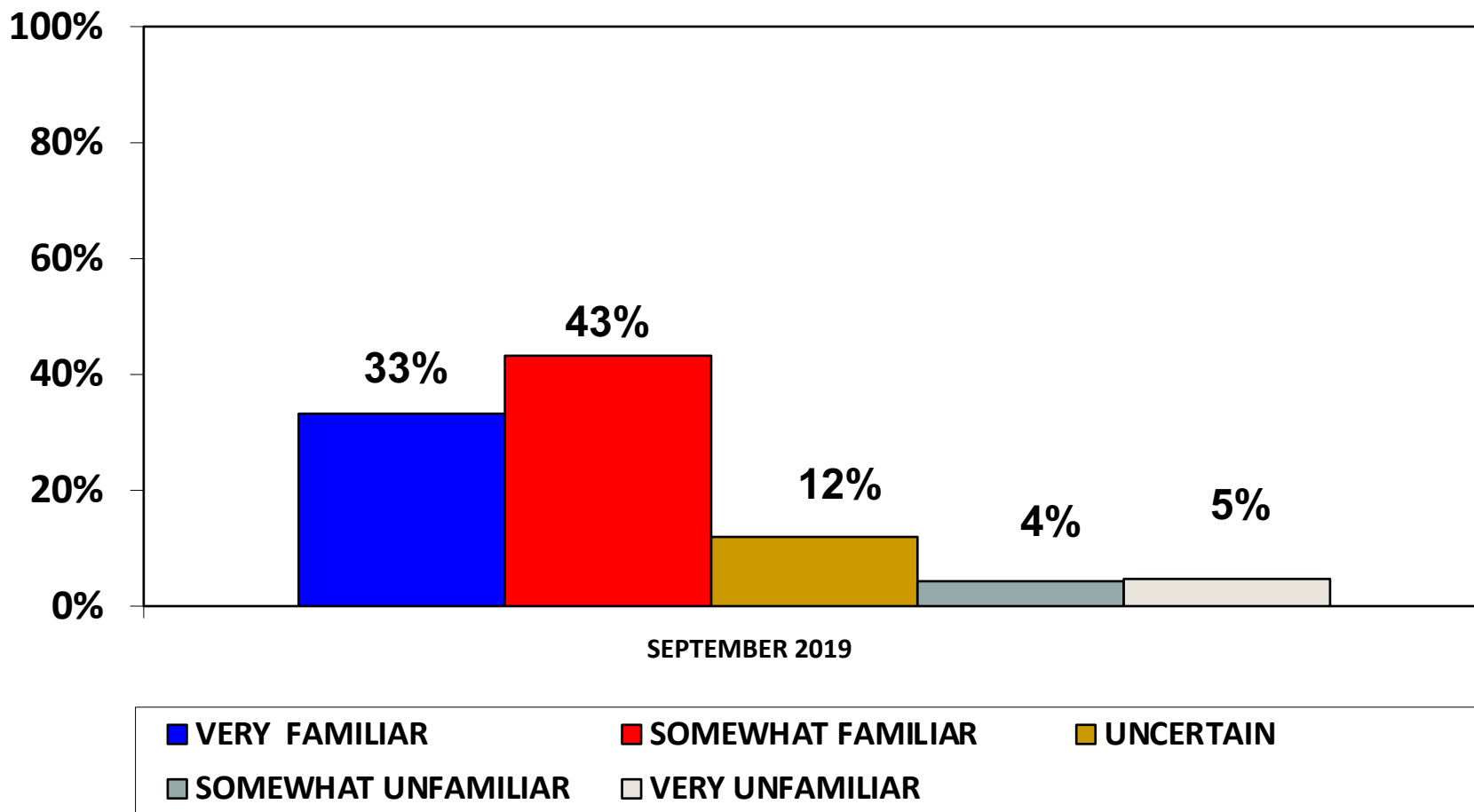
# DO YOU RECALL IF THE NEW ORLEANS POLICE DEPARTMENT EMPLOYEE(S) WAS/WERE: PLEASANT AND COURTEOUS OR RUDE AND UNPLEASANT?



# PLEASANT/COURTEOUS OR RUDE/UNPLEASANT

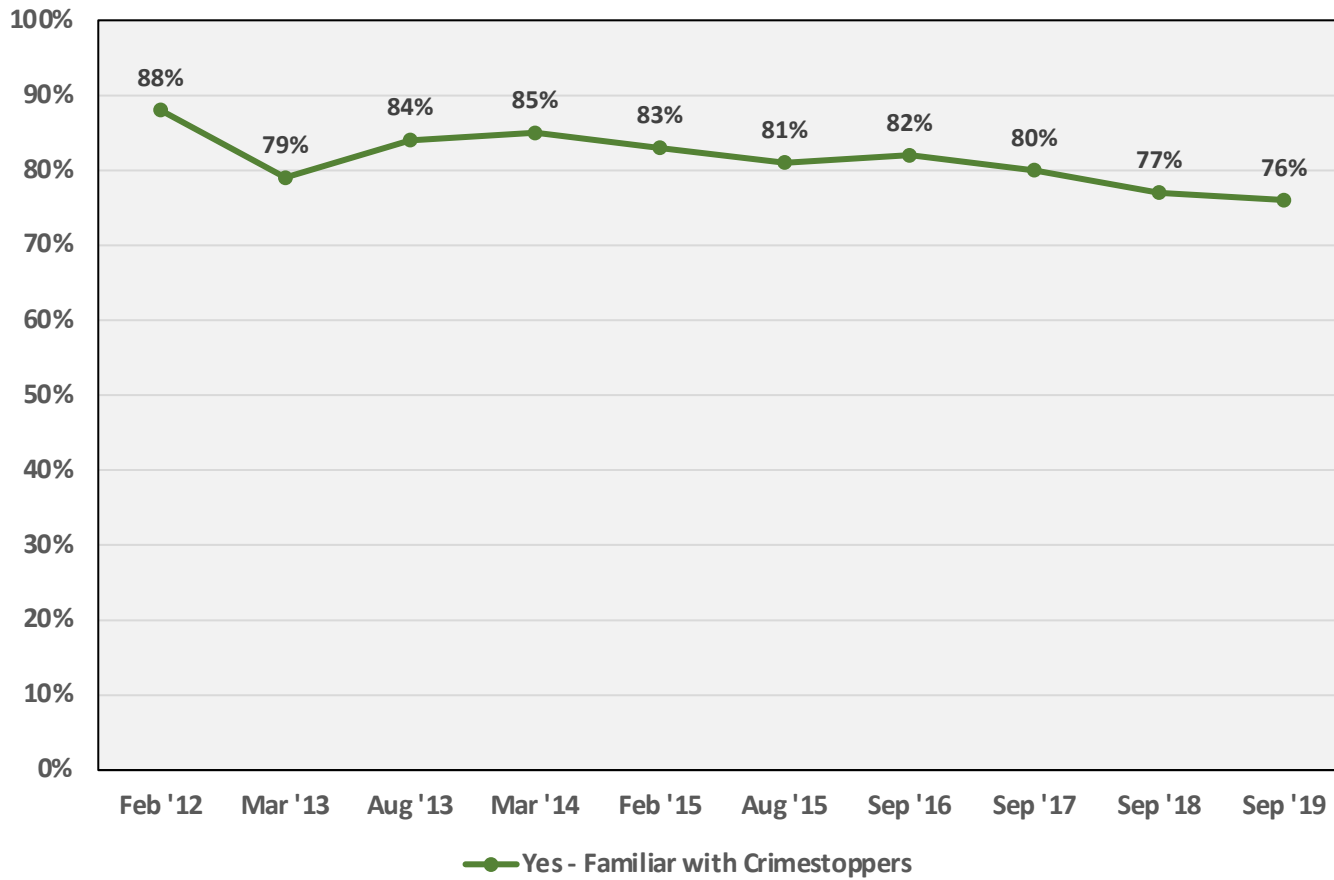
- 73% of those contacted responded very or somewhat pleasant.
- Women responded 30% very pleasant and men 49% very pleasant.
- Whites said 43% and African Americans 32% very pleasant.

# 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?



# ARE YOU FAMILIAR OR UNFAMILIAR WITH CRIMESTOPPERS

Familiar with Crimestoppers  
N.O. Police Department - All Districts

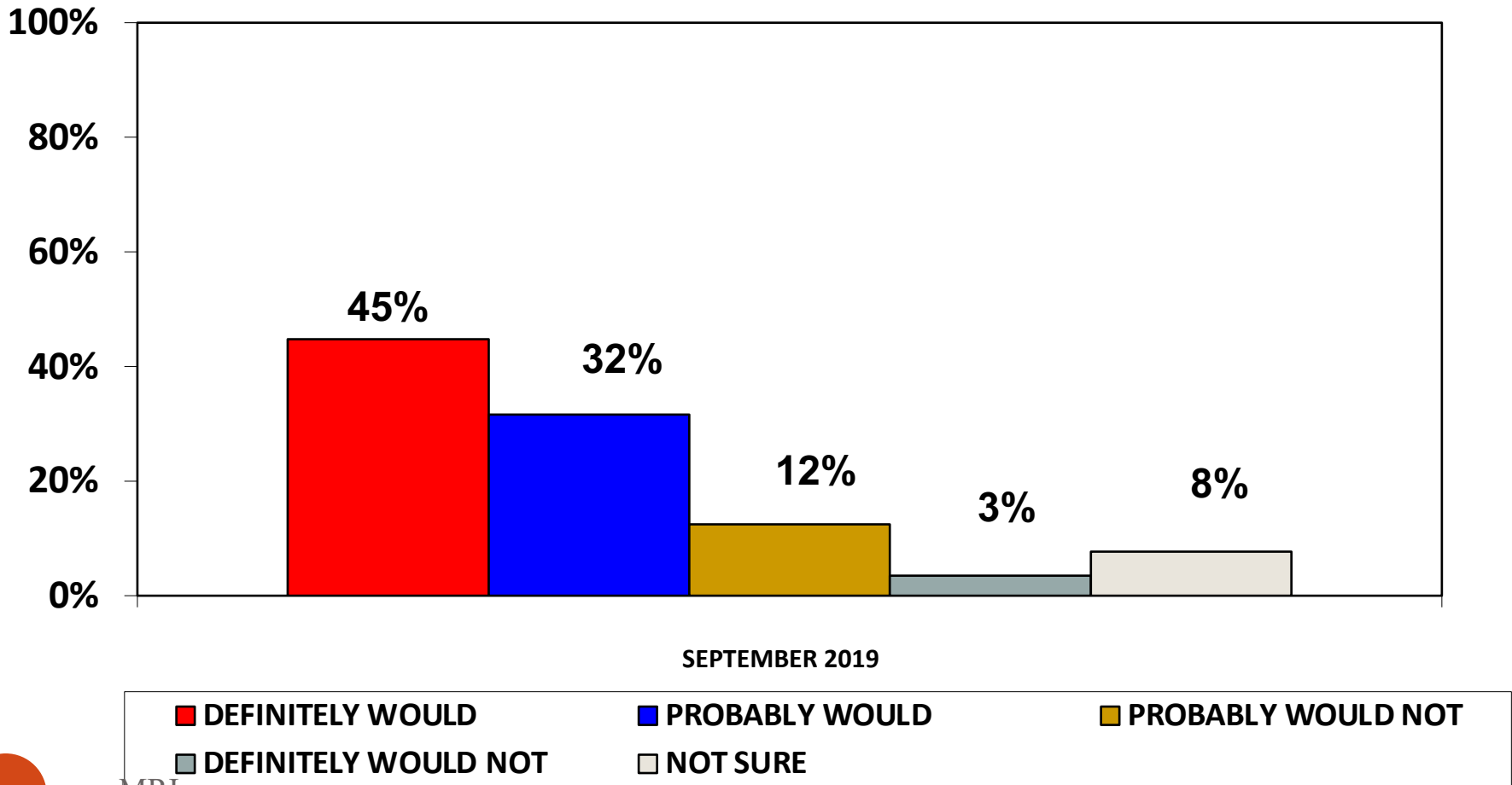


# FAMILIAR WITH CRIMESTOPPERS

- 76%, said they are very or somewhat familiar with Crimestoppers.
- Regardless of income, age, gender, or ethnic background, a strong majority of all respondents in these categories said they were familiar with tip line.

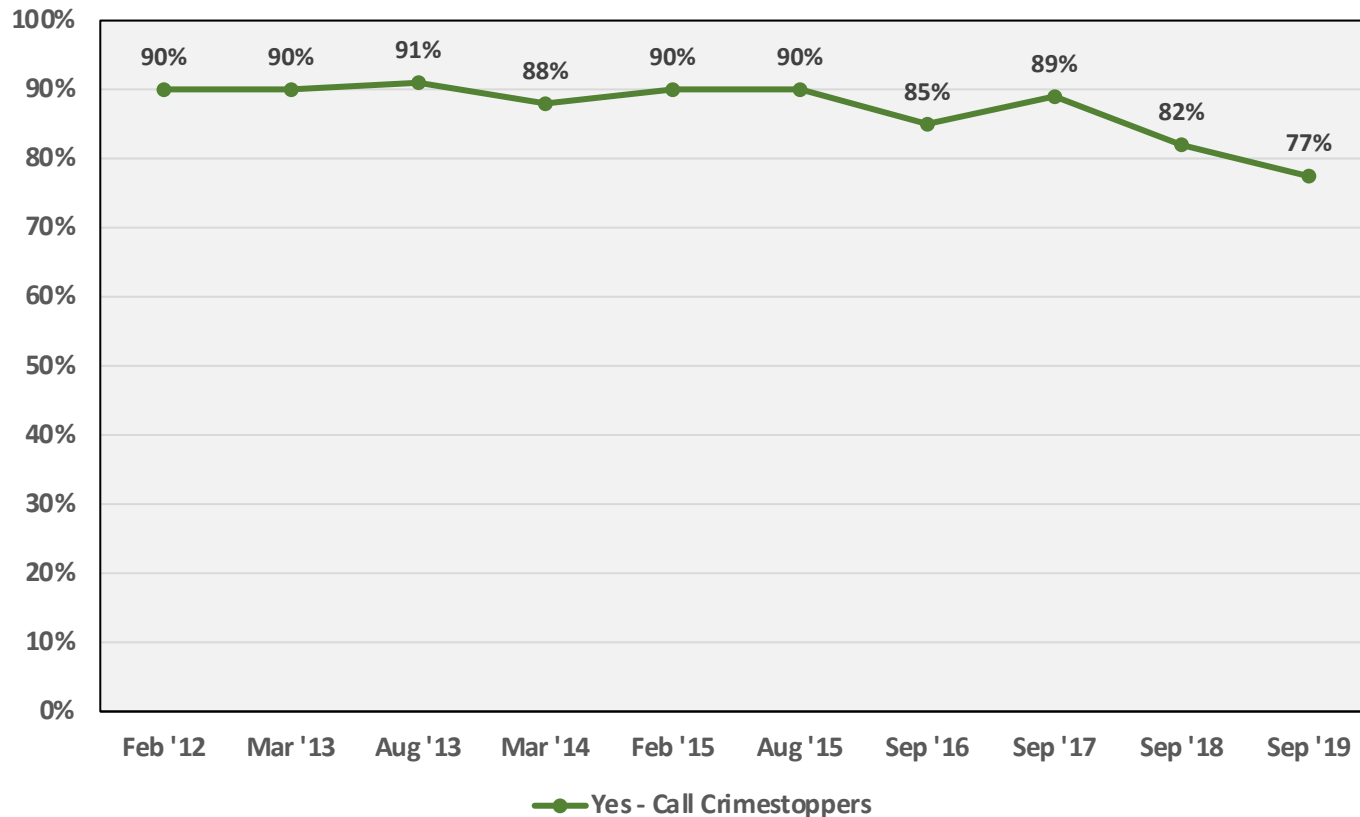


# IF YOU HAD INFORMATION ABOUT A FELONY CRIME, WOULD YOU CALL CRIMESTOPPERS TO ANONYMOUSLY SHARE WHAT YOU KNEW FOR CRIMESTOPPERS TO PASS IT ON TO LAW ENFORCEMENT? CALL CRIMESTOPPERS?



# 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?

Call Crimestoppers with Info  
N.O. Police Department - All Districts



# CALL CRIMESTOPPERS IF AWARE OF A FELONY

- 77% of respondents said they would definitely or probably would call Crimestoppers if they had information about a felony crime.
- Younger respondents, 18 to 34 years of age, were less likely than other age groups to call Crimestoppers but still a majority said they would call.

# CONCLUSIONS - 1

The survey of 800 registered voters provides a statistical error factor of 3.5% at a .95 level of confidence.

The eight Police Districts in New Orleans were surveyed proportionately based upon the population of each District. Because Police Districts and voting precincts are not always comparable, the percent of voters in each Police District may be slightly higher or lower than the actual population of the District.

Citizens responding very or somewhat satisfied with the New Orleans Police Department overall represented 54% of the population compared to only 31% saying very or somewhat unsatisfied. In the September 2018 Survey 55% of respondents were satisfied and 30% unsatisfied with the Police Department overall. Annual surveys conducted from 2009 to 2018 had an average satisfaction level of 54%.

# CONCLUSIONS - 2

Issues covered in the survey are presented below.

- Police performance in your neighborhood 59% satisfied.
- 62% NOPD Police culture has improved.
- 61% confident Police do a good job of managing tensions when interacting with members of your community.
- Is the news media coverage of Police overly positive, overly negative, or fair and balanced: overly positive 23%, fair and balanced 35%, and overly negative 30% with 12% uncertain.

# CONCLUSIONS - 3

- 45% satisfied police efforts to address violent crimes.
- 53% satisfied police efforts to address crimes against property.
- 37% police effectively working to get drugs off the street.
- 50% satisfied police working with the public to address their concerns.
- 53% satisfied with honesty and integrity of New Orleans Police Officers.
- 52% satisfied with overall competence of the NOPD.
- Police response times: 31% satisfied, 49% unsatisfied, 20% neither with 31% responding very unsatisfied.

# CONCLUSIONS - 4

- 72% feel safe in my own neighborhood.
- 41% feel safe visiting other areas in New Orleans.
- 76% familiar with Crimestoppers.
- 77% would call Crimestoppers to anonymously share what you know about a felony crime.

# CONCLUSIONS - 5

- 22% had contact with one or more NOPD Officers in the past 12 months.
- Those with contacts on response time replied 33% satisfied compared to all respondents 31% satisfied.
- Was this contact initiated by you or by a Police Officer: 48% by the respondent, 32% Police Officer, 11% both, and 9% by someone else.
- 58% satisfied with way the Police Officer(s) handled your situation.
- 73% said Police Department employees pleasant and courteous.



# CONCLUSIONS - 6

Dr. Kennedy has completed numerous surveys of citizen satisfaction functions of City Government. He was impressed with several findings including neighborhood Police performance, Police culture improvement, managing tensions when Police interact with community members, working with the public to address their concerns, citizens feeling safe in their own neighborhoods, 76% familiar with Crimestoppers and 77% saying they would definitely or probably call Crimestoppers if they had information about a felony crime.