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New Orleans Crime Coalition Citizen Satisfaction Survey

n=601 Adults (n=75 per District)

MoE=±4.0%

September 4-6, 2018

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Research Design

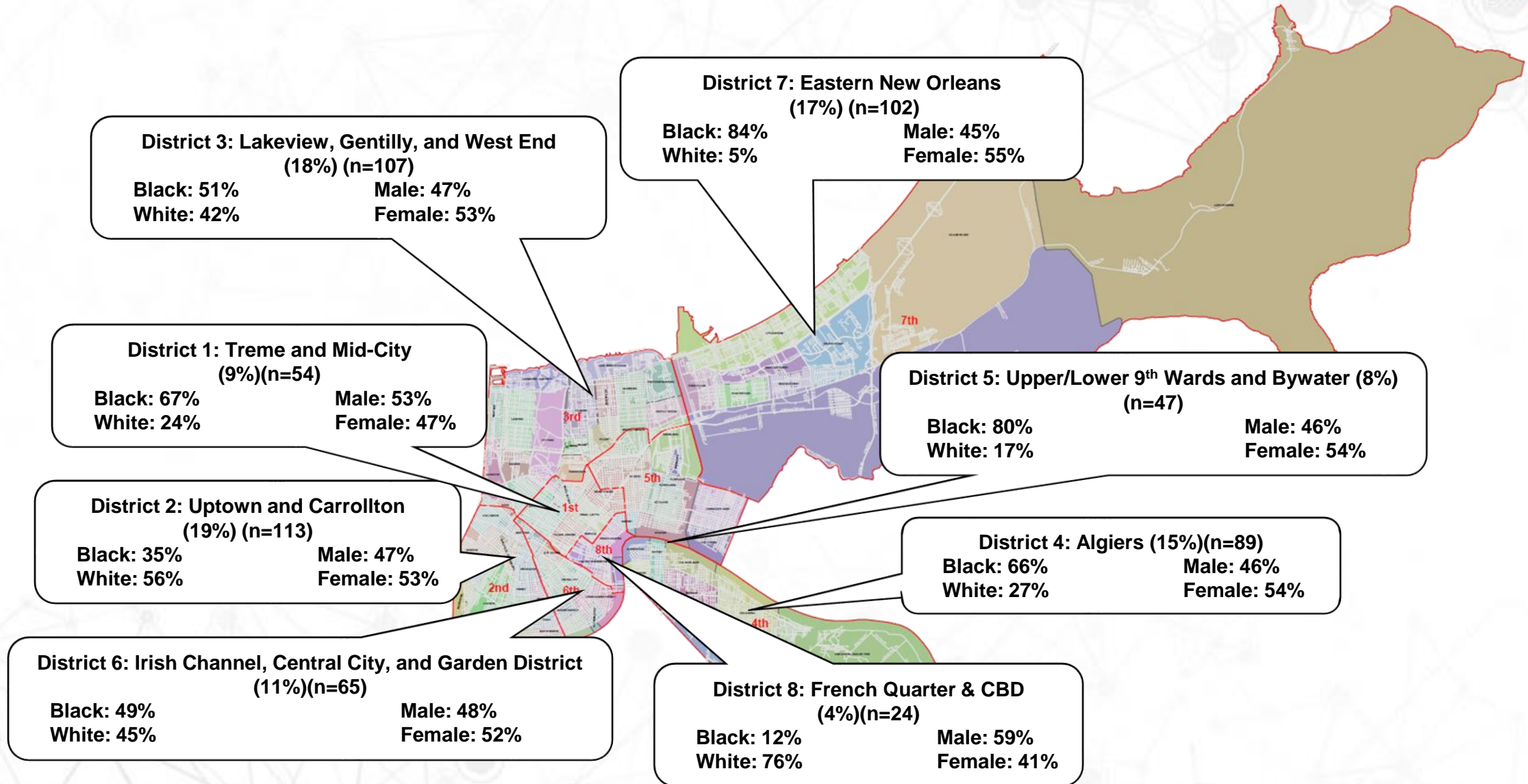


WPA Intelligence conducted a survey of adults in the City of New Orleans.

WPAi 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) September 4-6, 2018. The study has a sample size of n=601 adults (75 adults per District) with a margin of error of $\pm 4.0\%$ in 95 out of 100 cases.

Geography: Police Districts



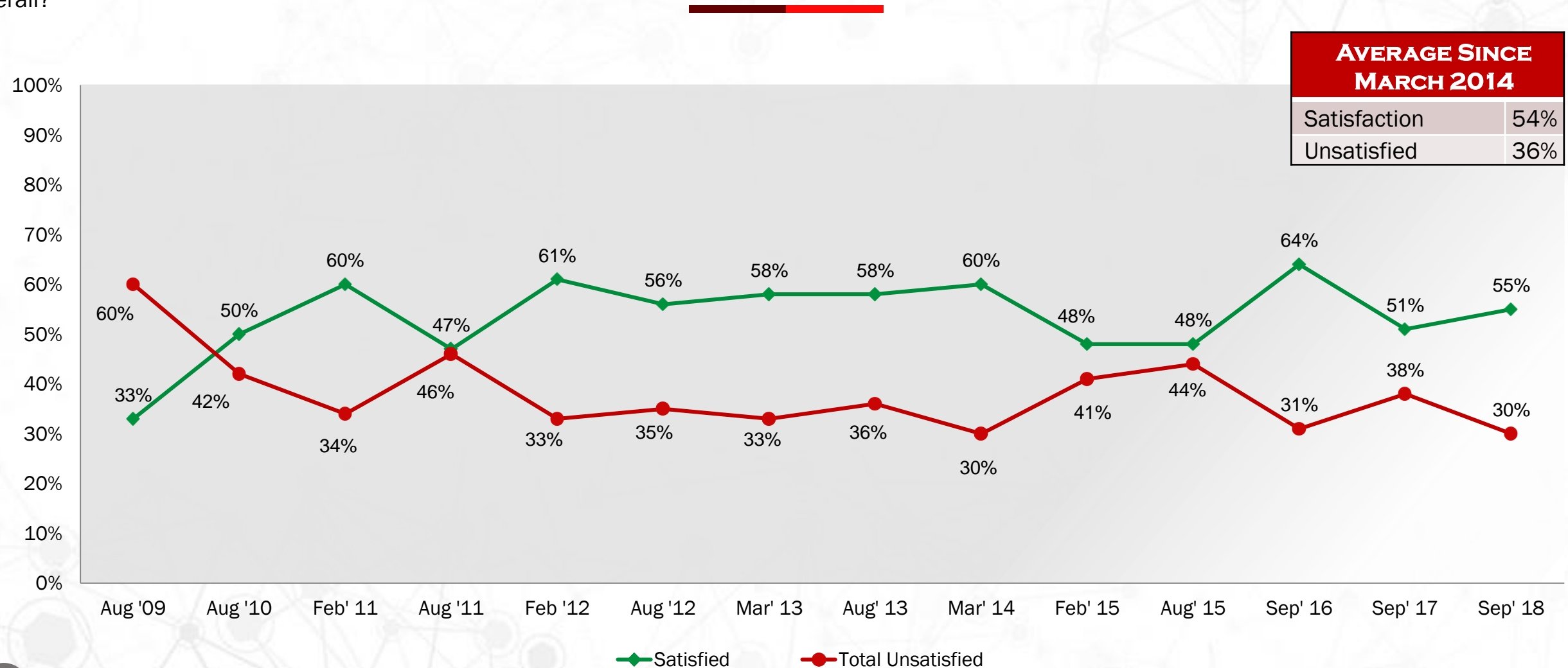
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Police Department Satisfaction

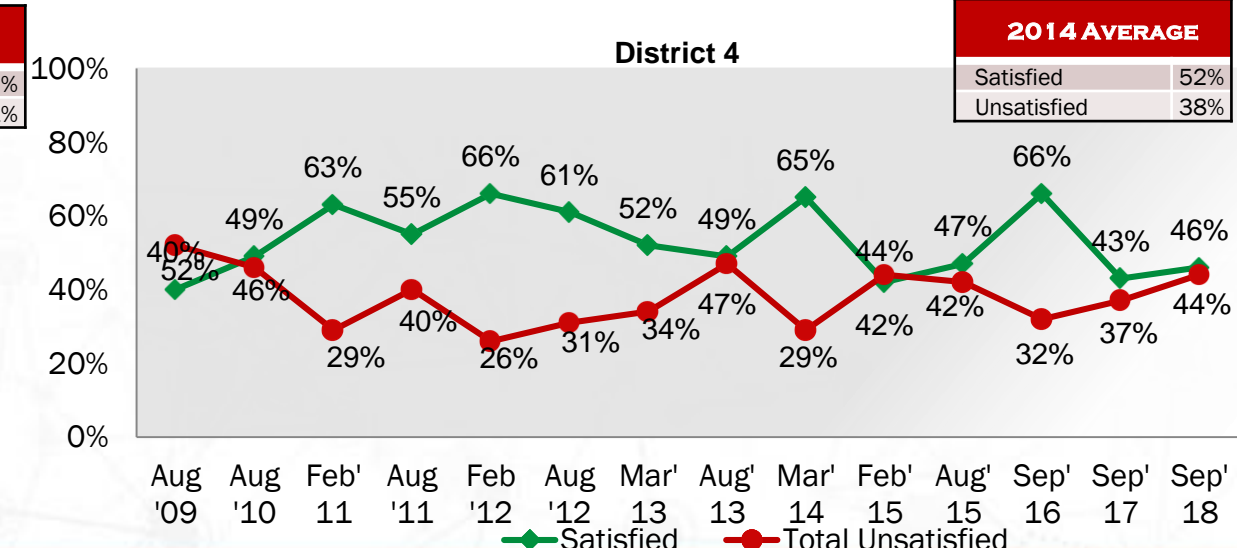
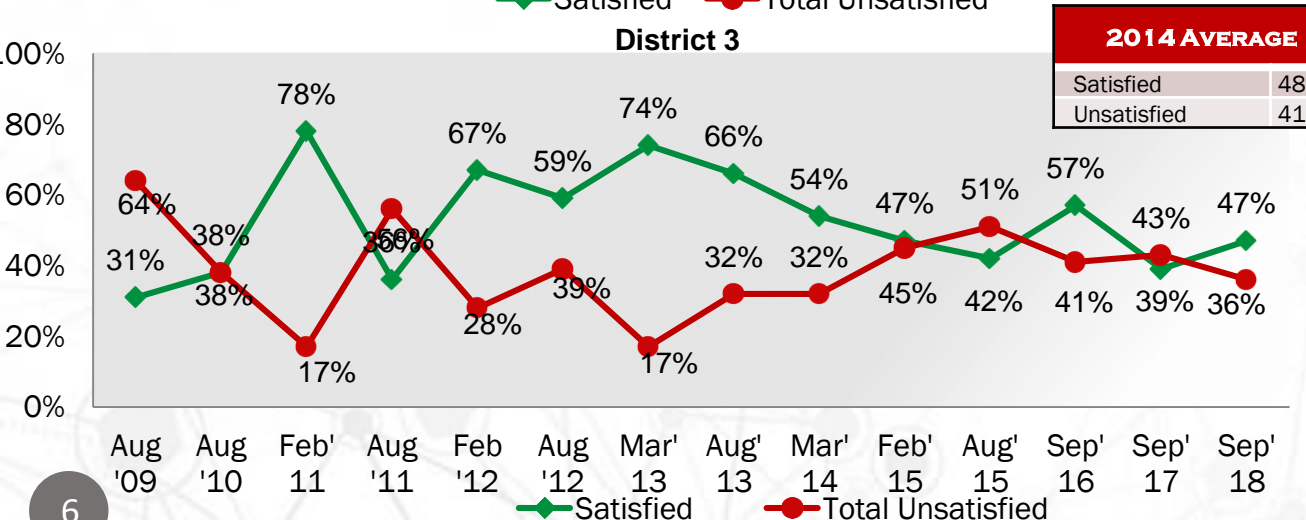
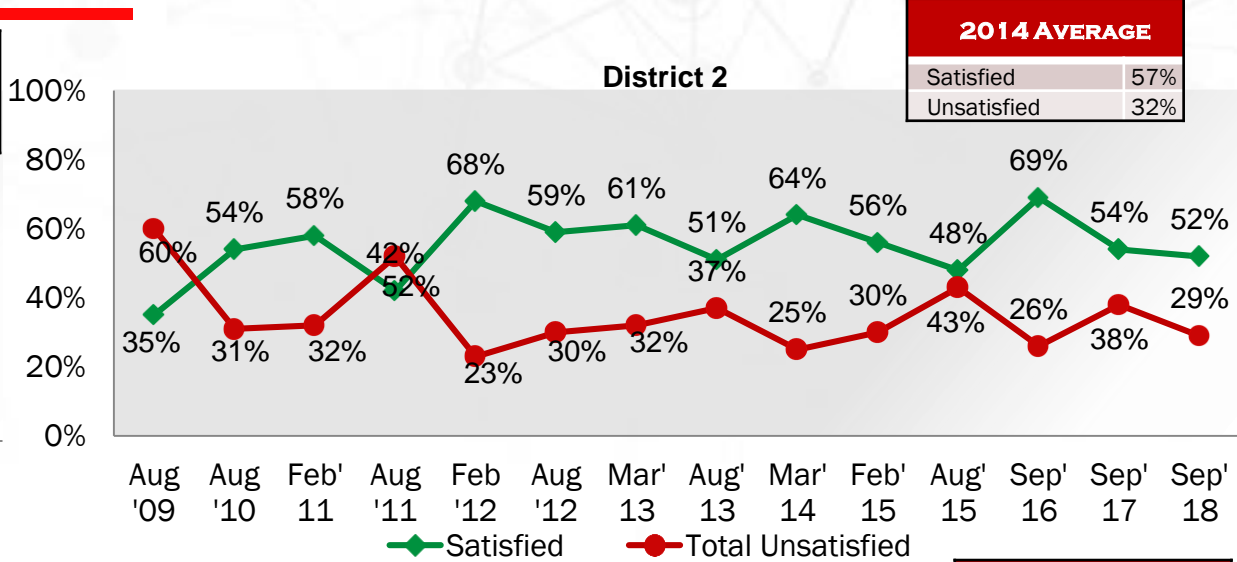
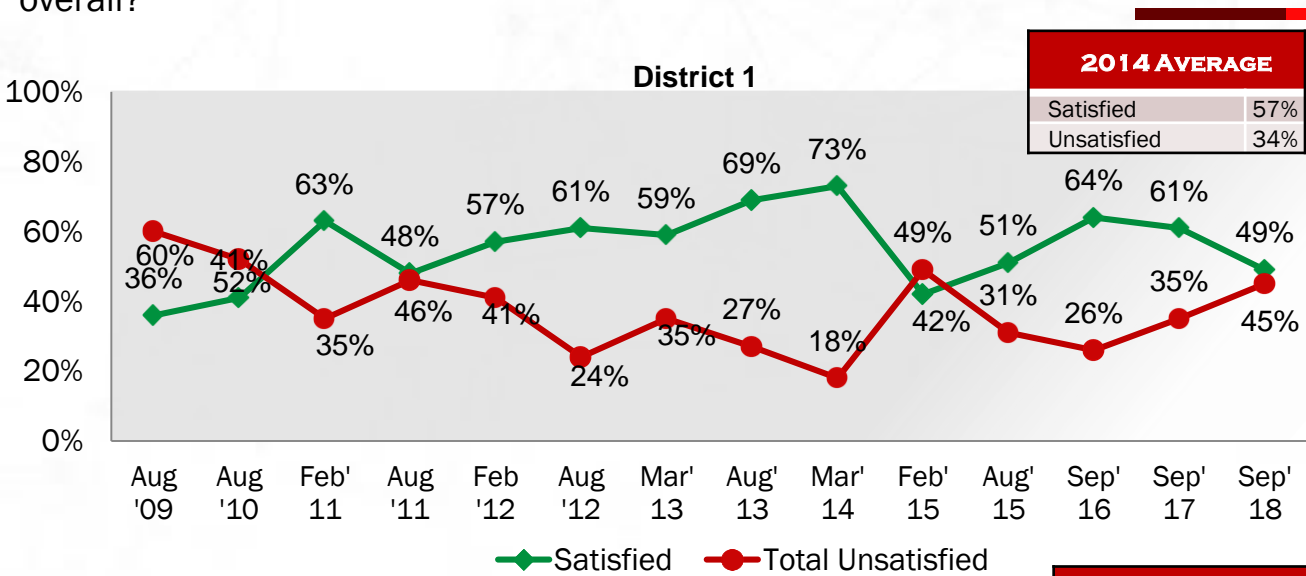
Overall satisfaction with the New Orleans Police Department is up four-points since last year (55%), slightly above the overall average since March 2014.

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?



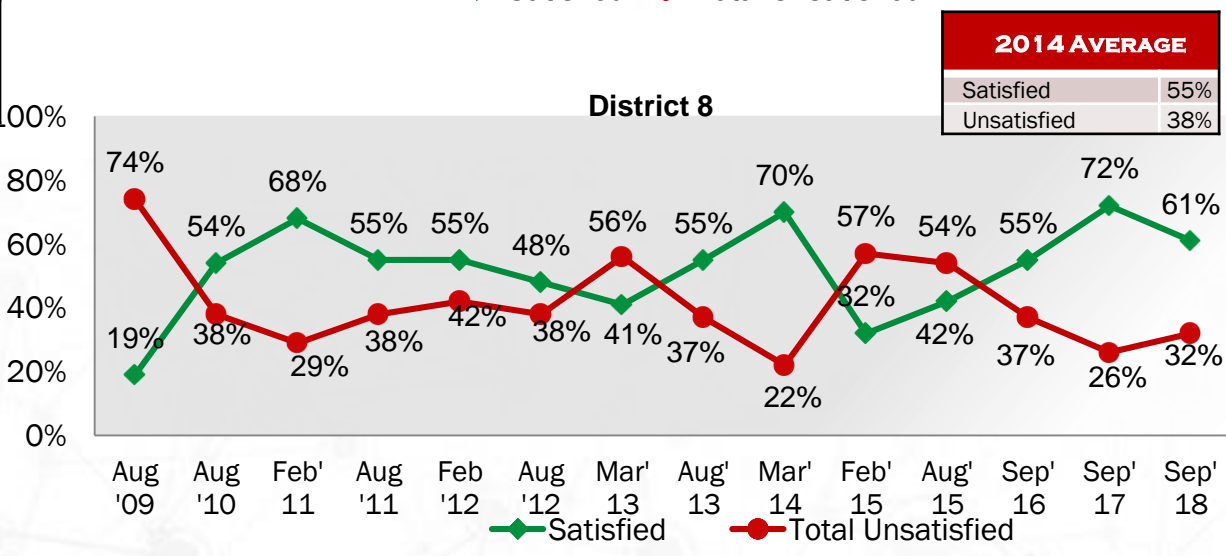
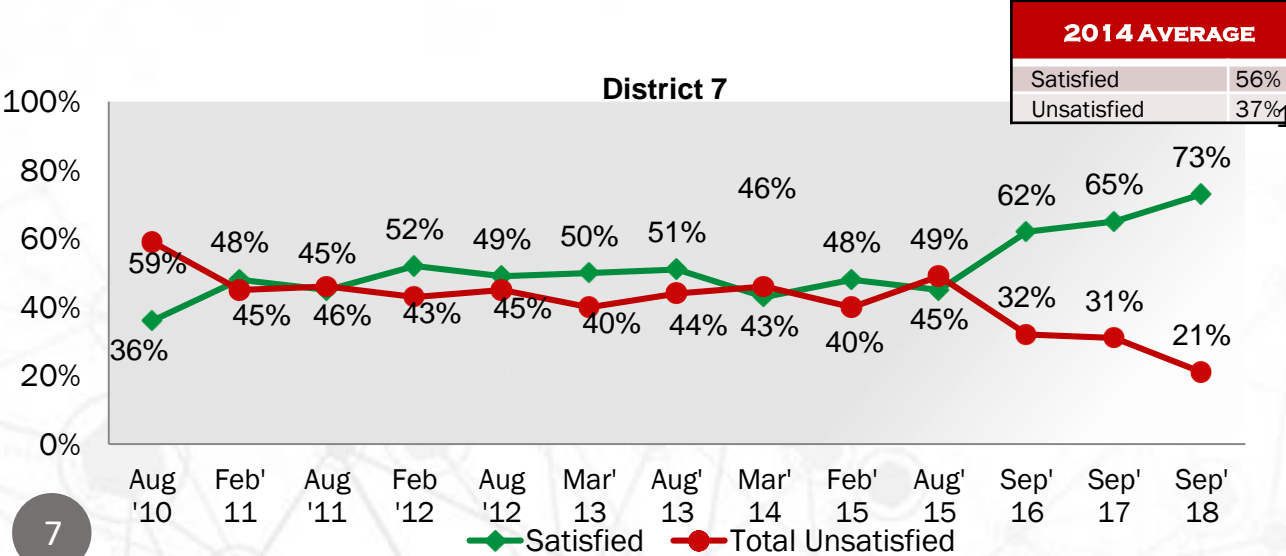
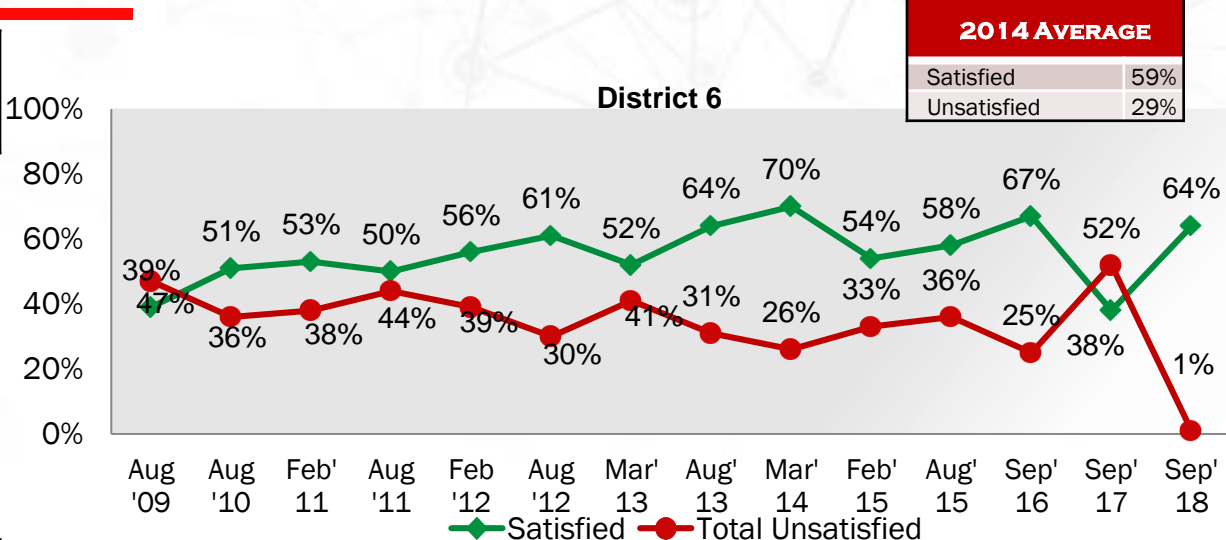
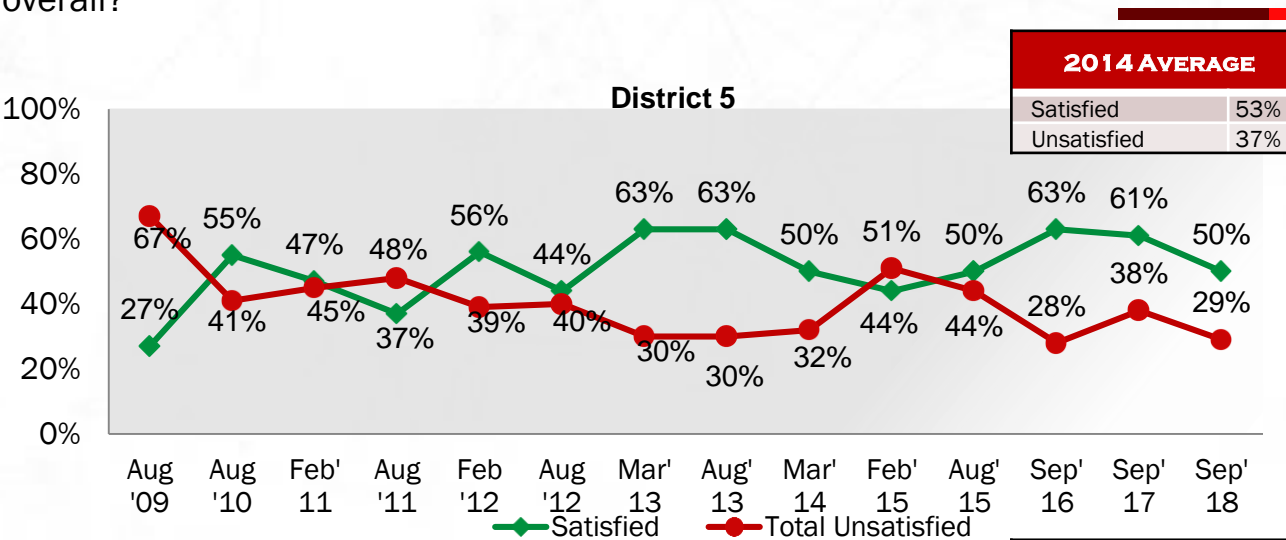
Overall satisfaction has decreased by twelve points in District 1 (49%)

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?



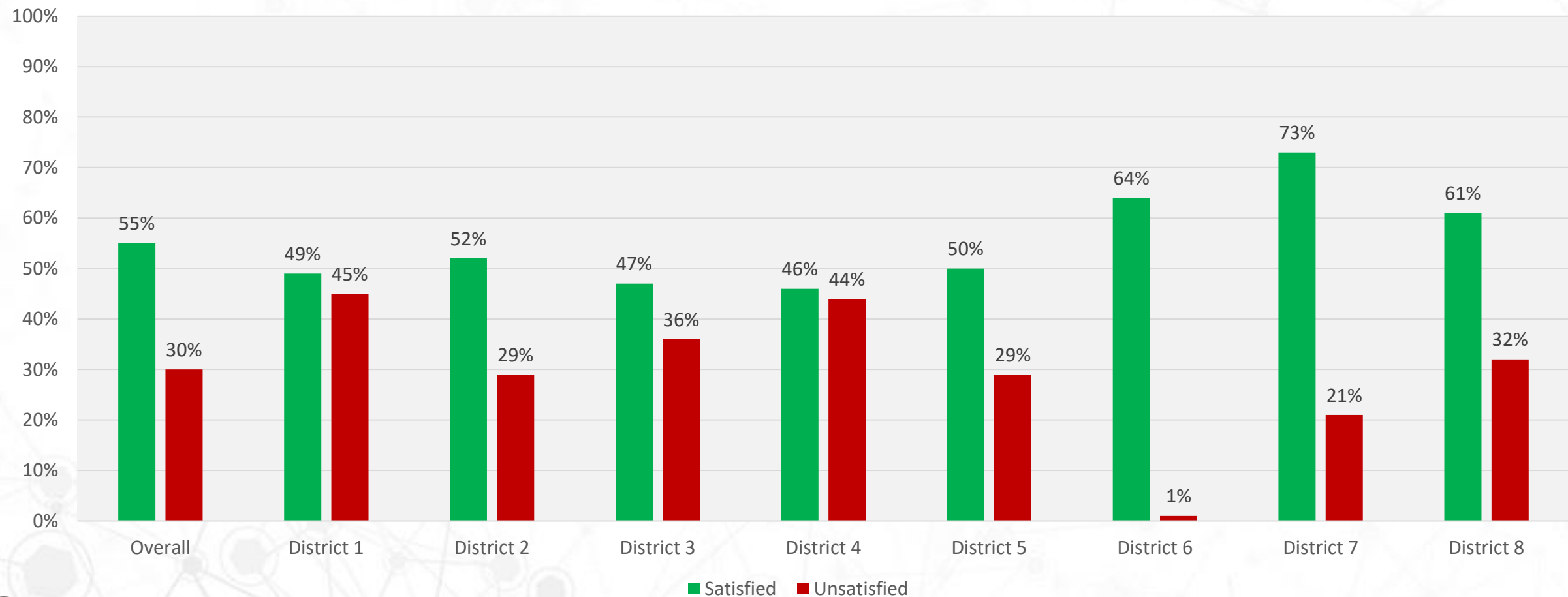
Overall satisfaction in District 6 has increased by twenty-six points (64%).

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 7 is the most satisfied district with the New Orleans Police Department overall (73%), followed by District 6 (64%).

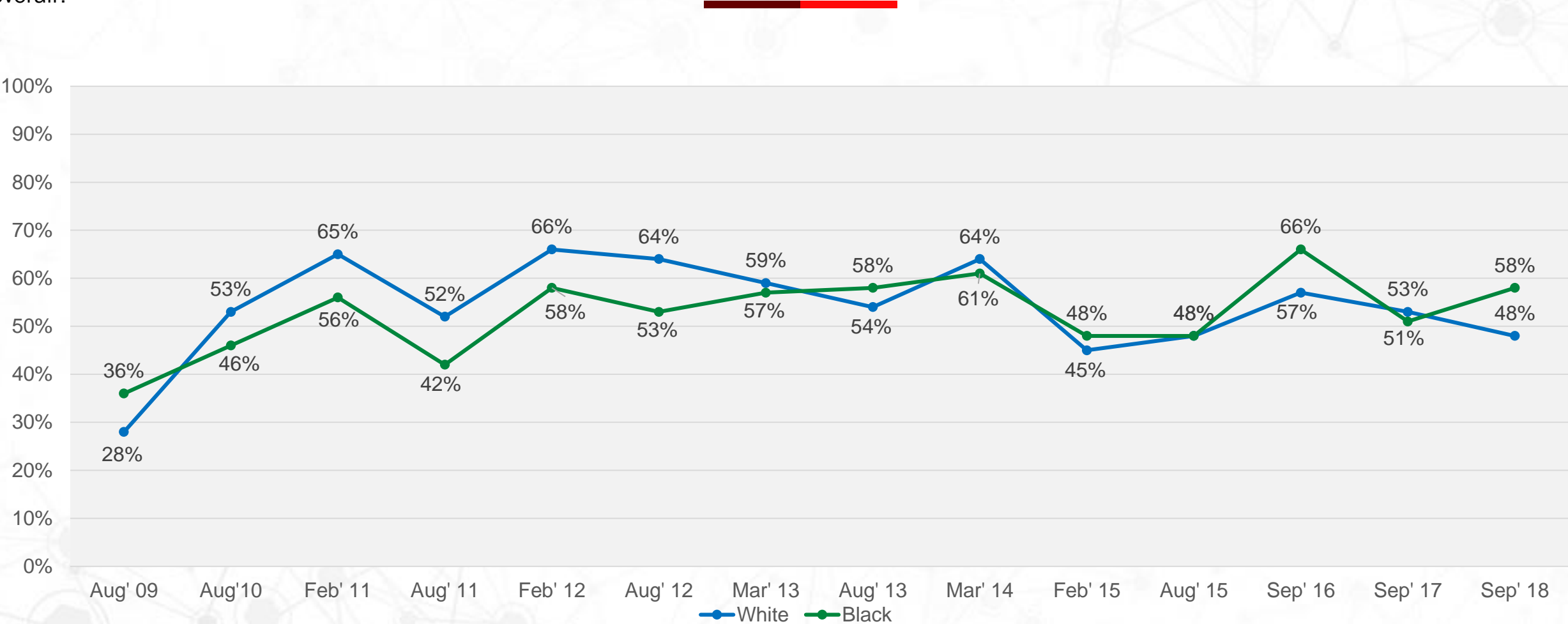
3. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?



Overall MOE=+/-6.0%, District 1=+/-13.3%, District 2=+/-9.2%, District 3=+/-9.4%, District 4=+/-10.3%, District 5=+/-14.1%, District 6=+/-12.1%, District 7=+/-9.7%, District 8=+/-20%

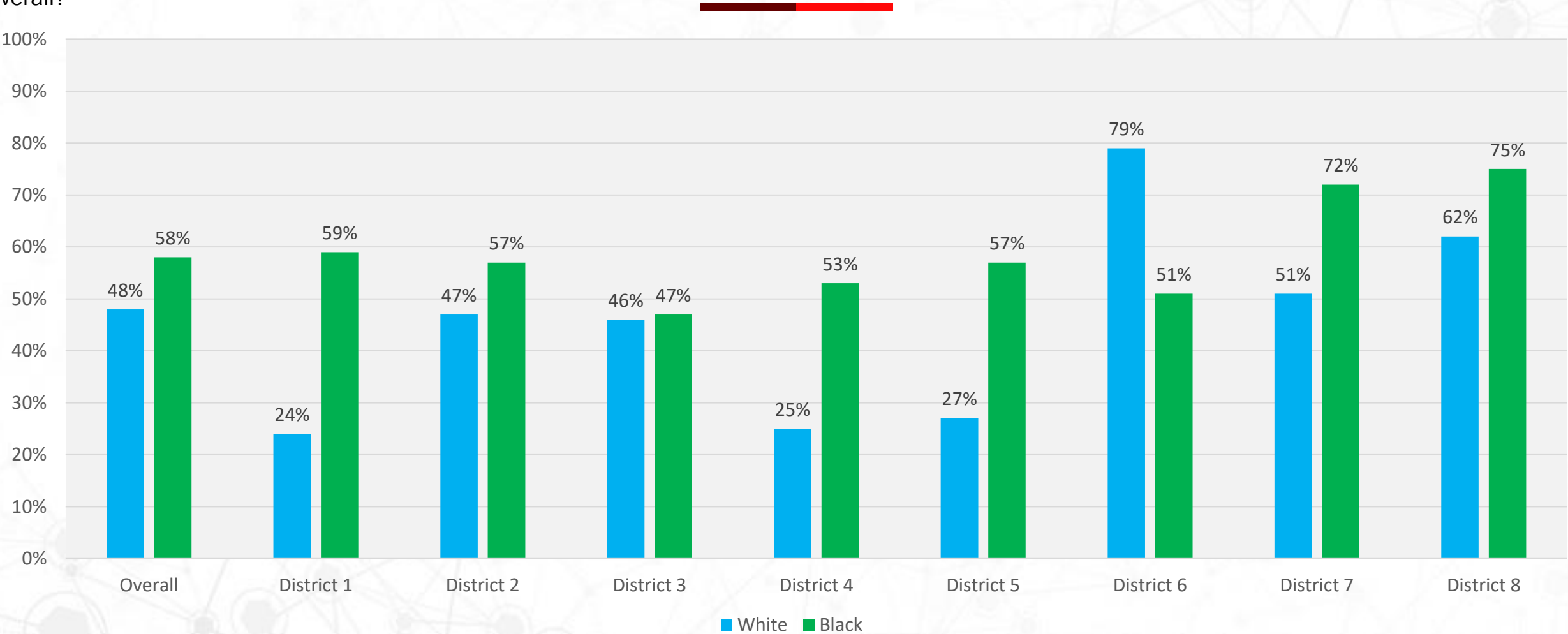
Similar to September of 2016, overall satisfaction among black adults (58%) is ten-points higher than white satisfaction (48%).

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?



Satisfaction is highest among white adults in District 6 (79%), followed by black adults in District 7 (72%).

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?





Frequency	Percentage
Never	10%
Sometimes	40%
Often	50%

[illegible]

“They are a dedicated group of men and women who put their lives on the line to protect”
-Male 75+



Frequency	Percentage
Never	10%
Sometimes	40%
Often	50%

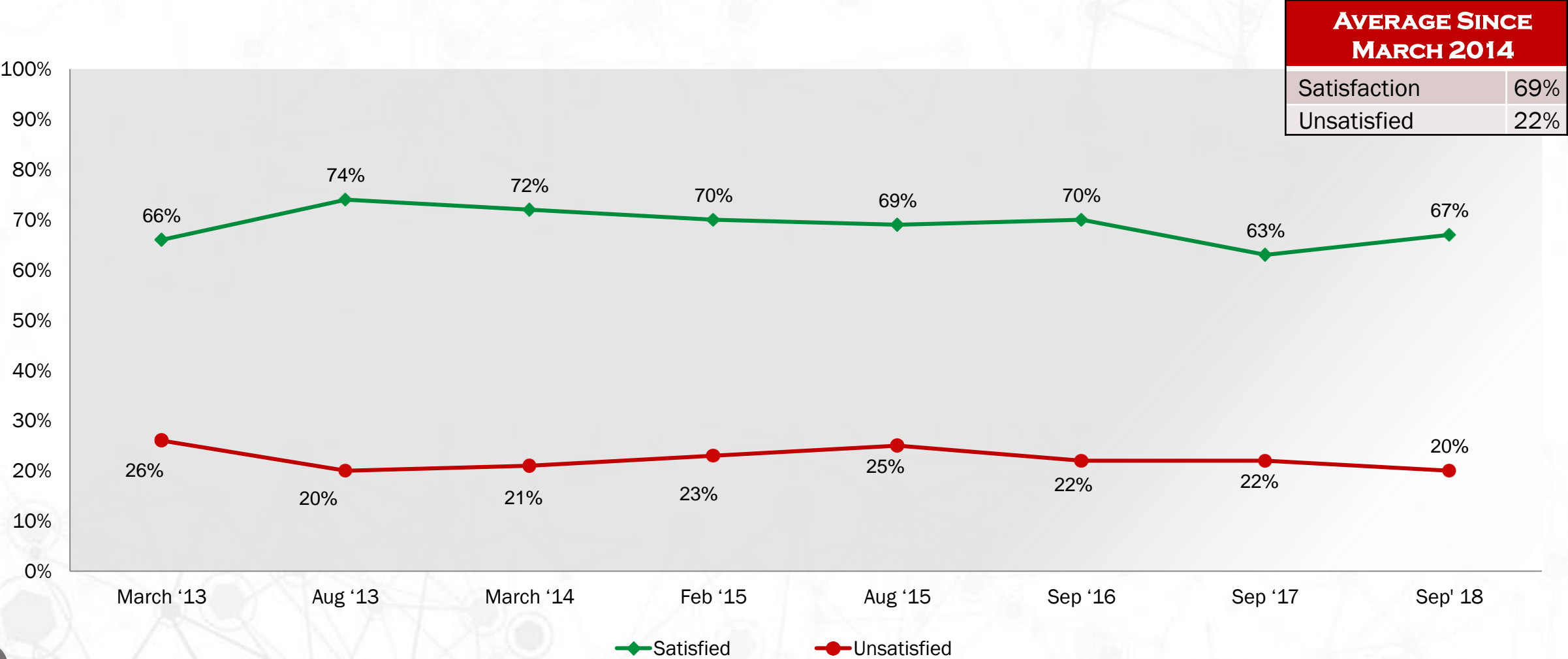
“Any time you call them they
take 2 to 3 hours”
-Male 35-44



“Not enough manpower to respond to emergencies on time”
-Male 35-44

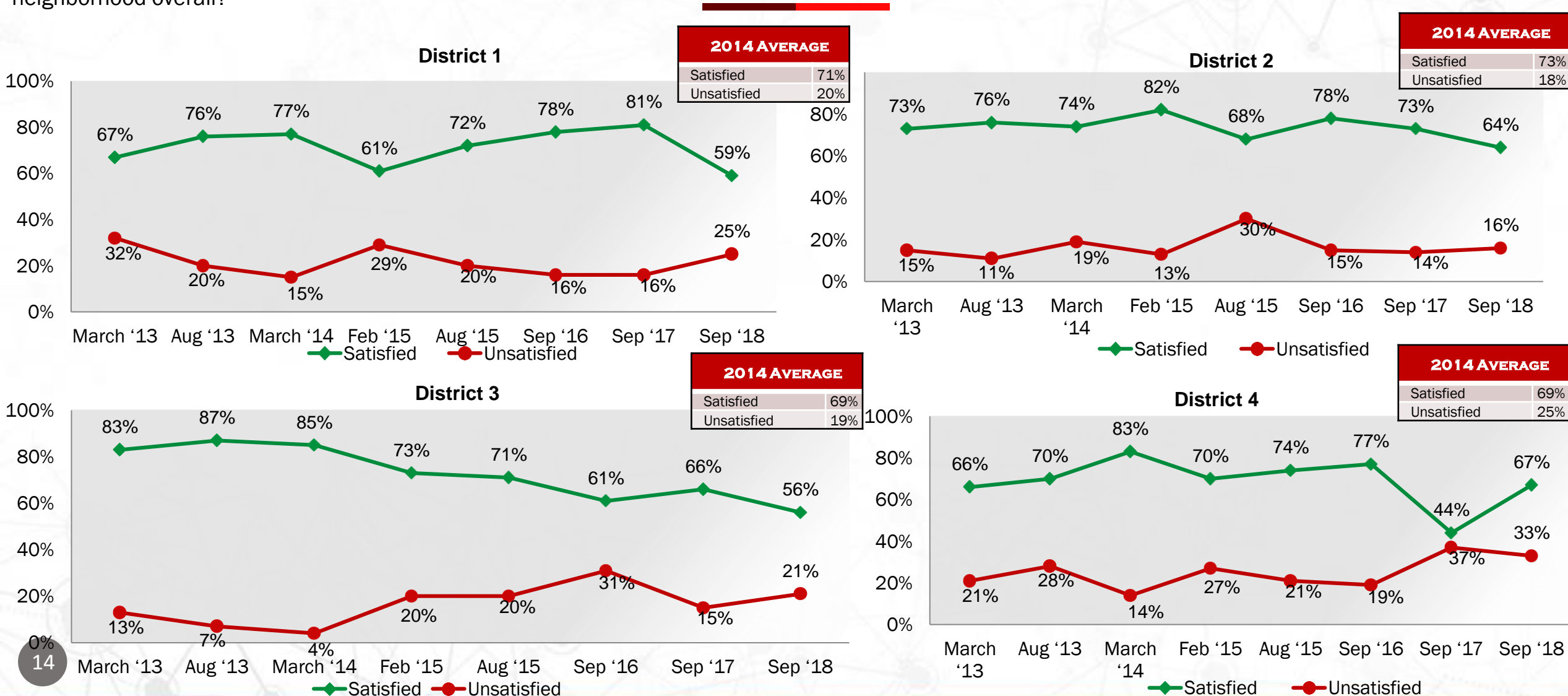
Satisfaction with the New Orleans Police Department’s performance in the respondent’s neighborhood remains high (67%), increasing four-points since last year.

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?



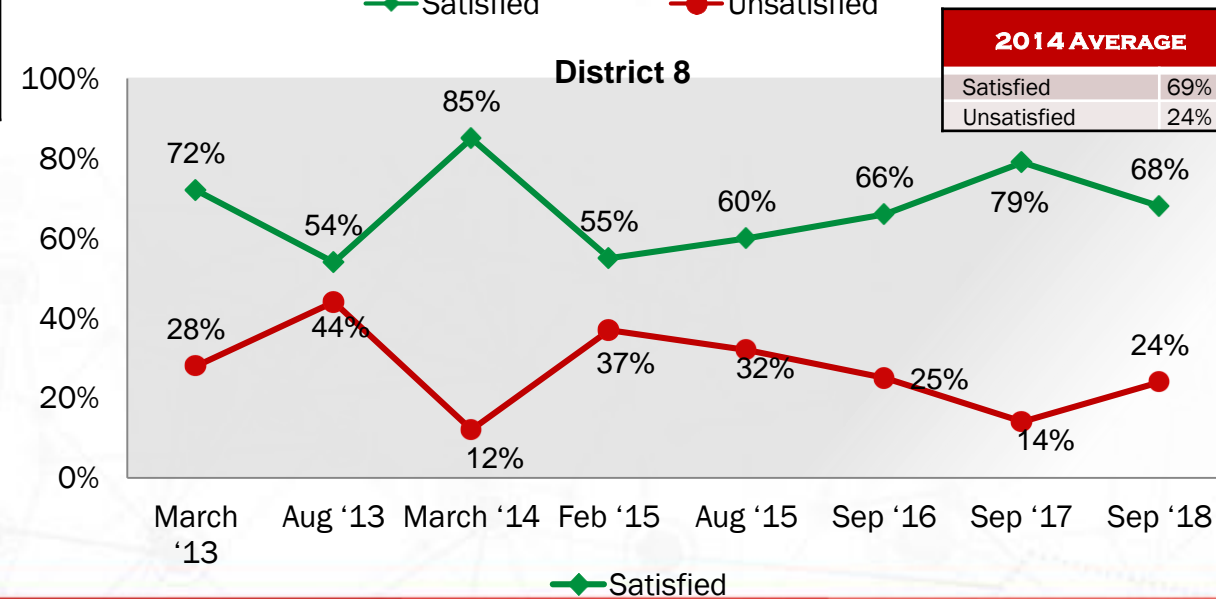
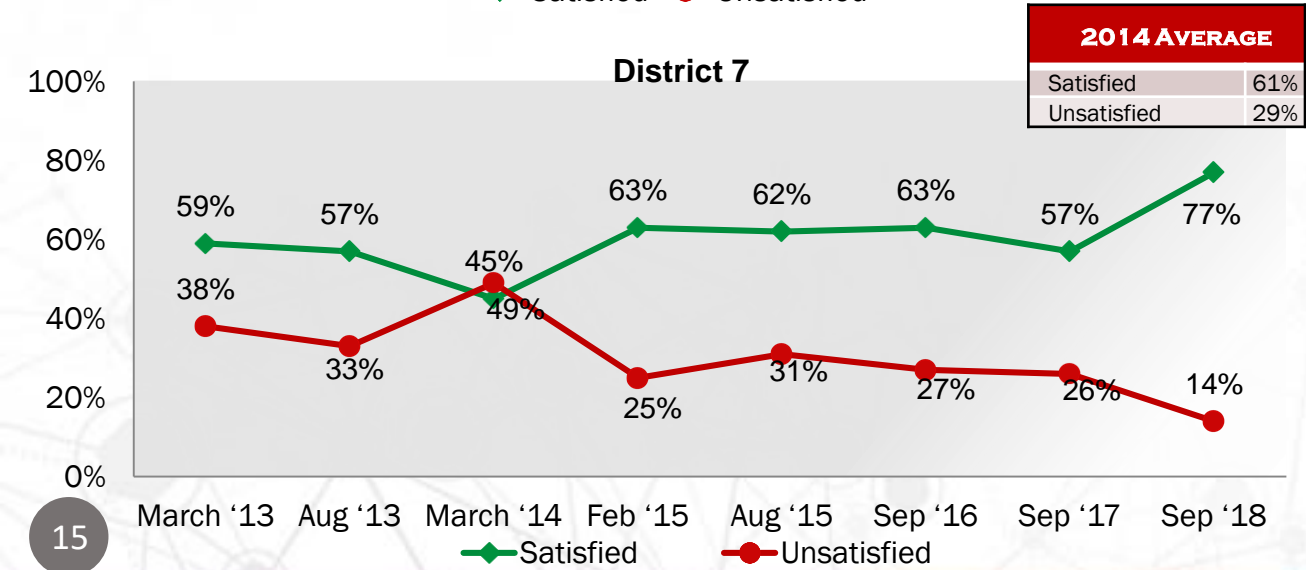
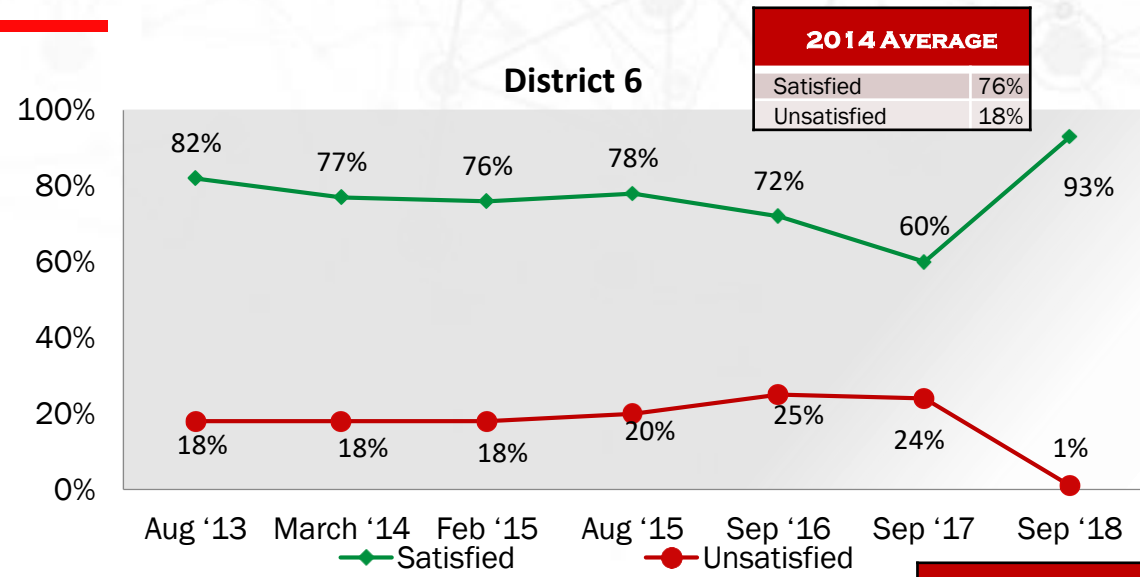
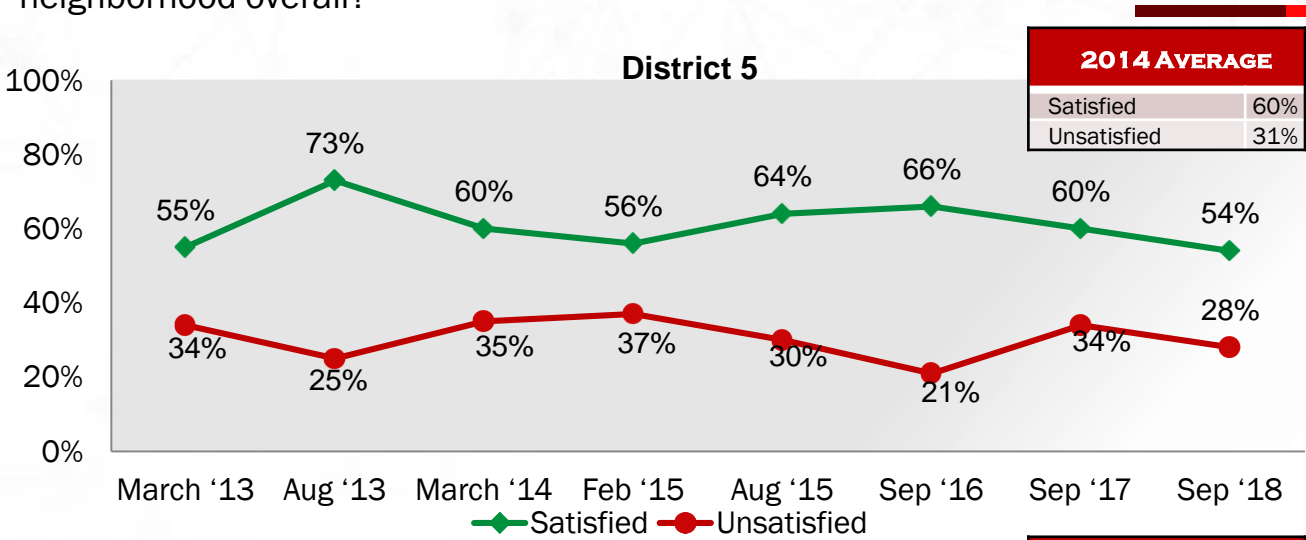
Neighborhood satisfaction has increased by twenty-three points (67%) in District 4.

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 has increased by thirty-three points (93%) in District 6.

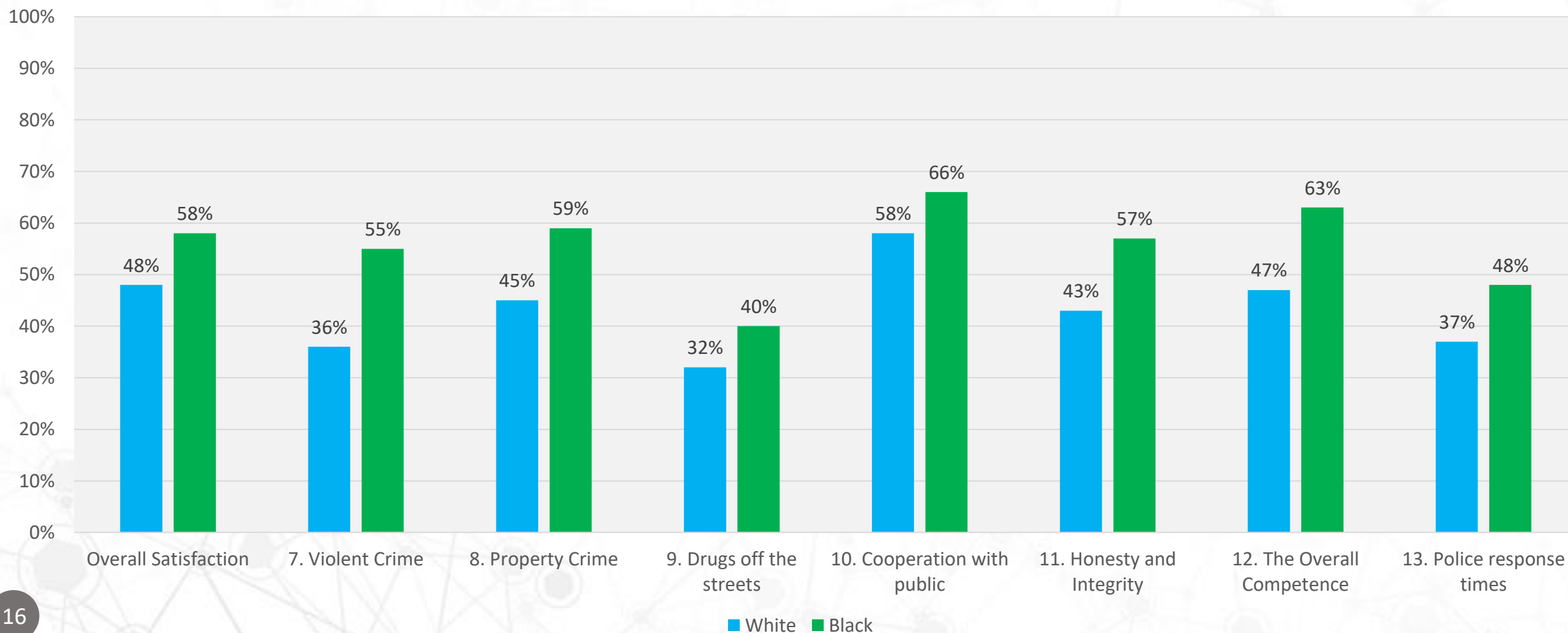
5. And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?



Both black (66%) and white (58%) adults tend to be the most satisfied with cooperation with the public.

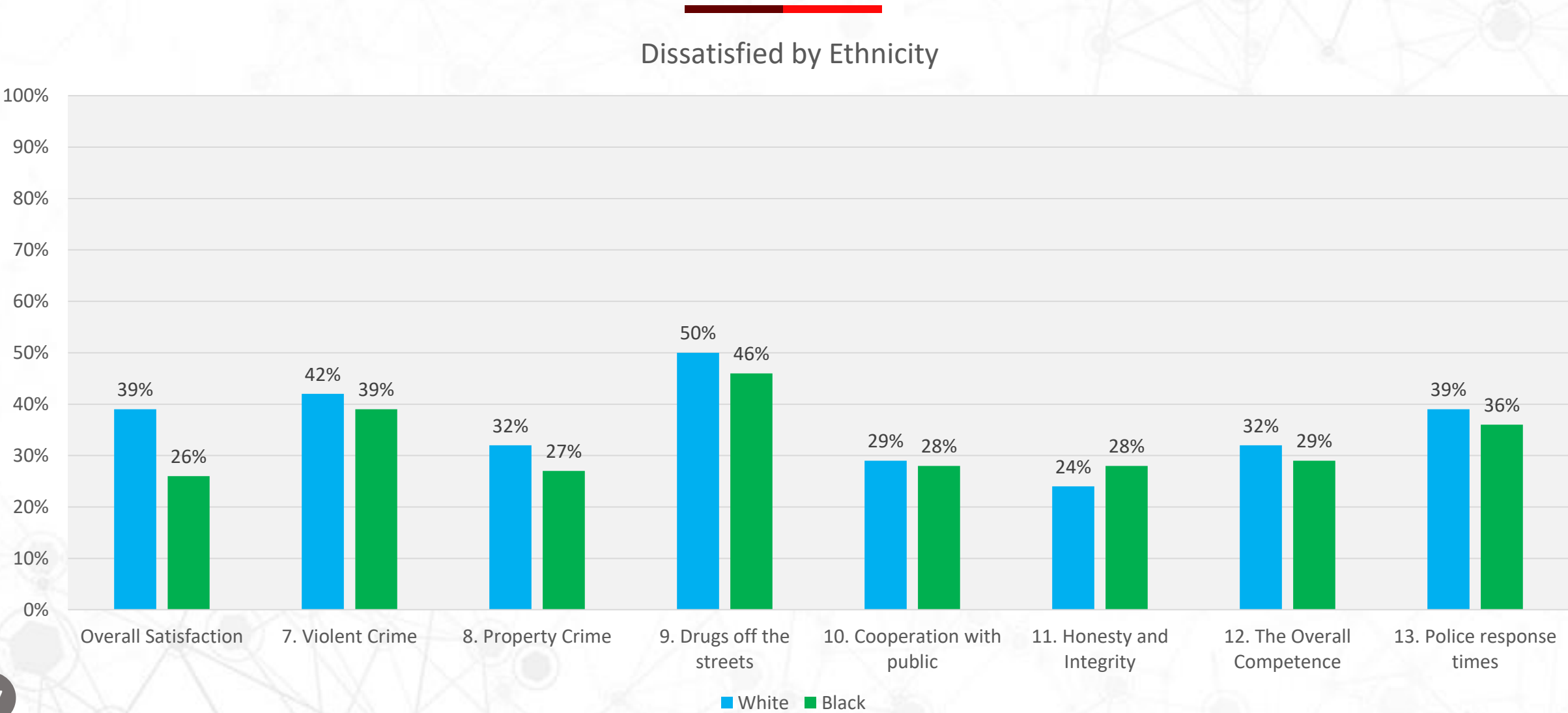
Satisfaction by Ethnicity

Satisfaction by Ethnicity



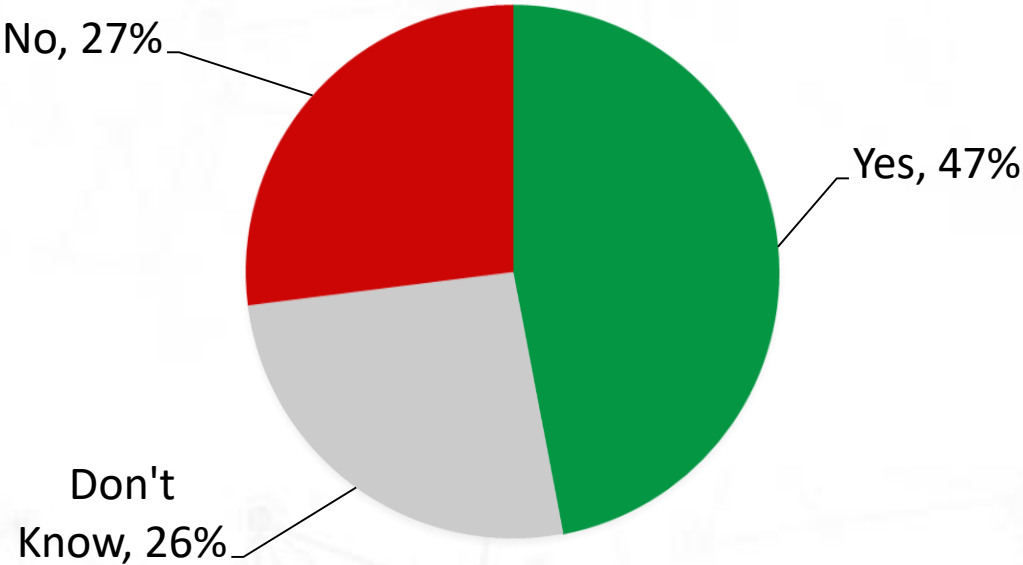
Black (46%) and white (50%) adults tend to be most unsatisfied with the NOPD's efforts to get drugs off the street.

Satisfaction by Ethnicity



A plurality of adults (47%) say they believe police officers within their community are being accurately portrayed by the media.

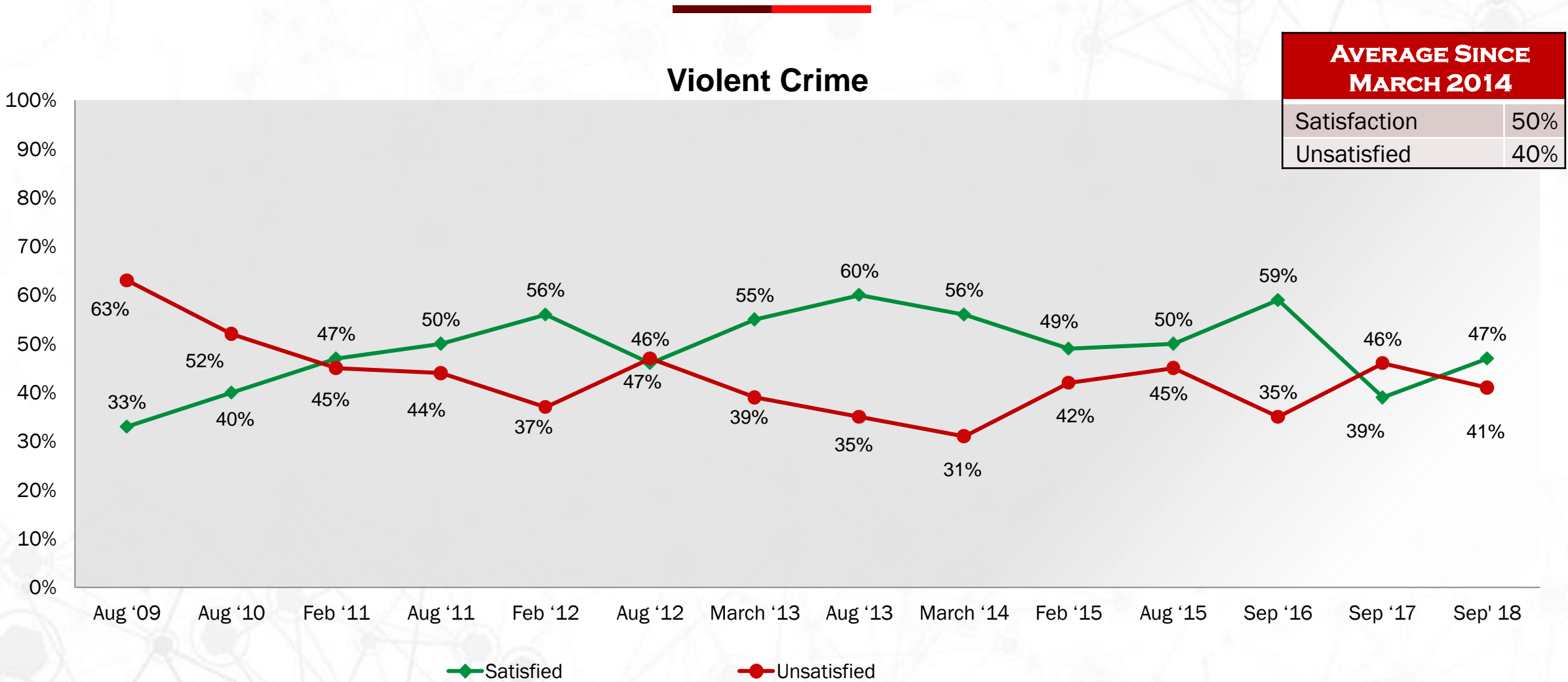
6. And thinking about the police officers in your community, do you think the media is doing an accurate job portraying them?



Demo Groups		
	Yes	No
Male	47%	28%
Female	47%	25%
District 1	42%	42%
District 2	34%	22%
District 3	42%	23%
District 4	61%	31%
District 5	58%	22%
District 6	46%	24%
District 7	54%	24%
District 8	42%	32%
White	37%	27%
African-American	54%	25%
Less than high school graduate	49%	33%
High school graduate	49%	31%
Some College	44%	28%
College graduate	37%	21%
Post graduate	60%	14%
Felony: Yes	46%	43%
Felony: No	47%	26%

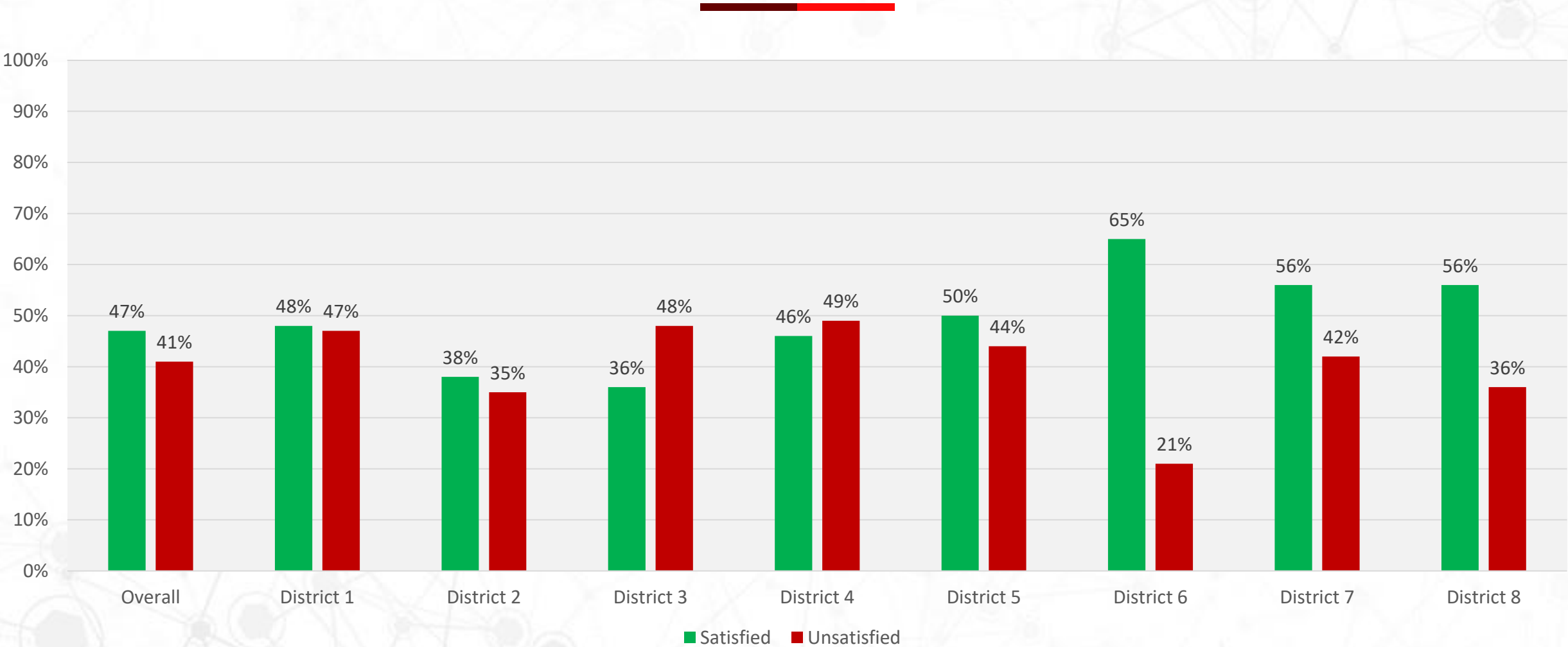
Satisfaction with efforts to address violent crimes has increased by eight-points since last year (47%), with adults who are unsatisfied decreasing by five-points (41%).

7. Efforts to address violent crime



District 6 is the most satisfied with efforts to address violent crime (65%), followed by District 7 and 8 (56%).

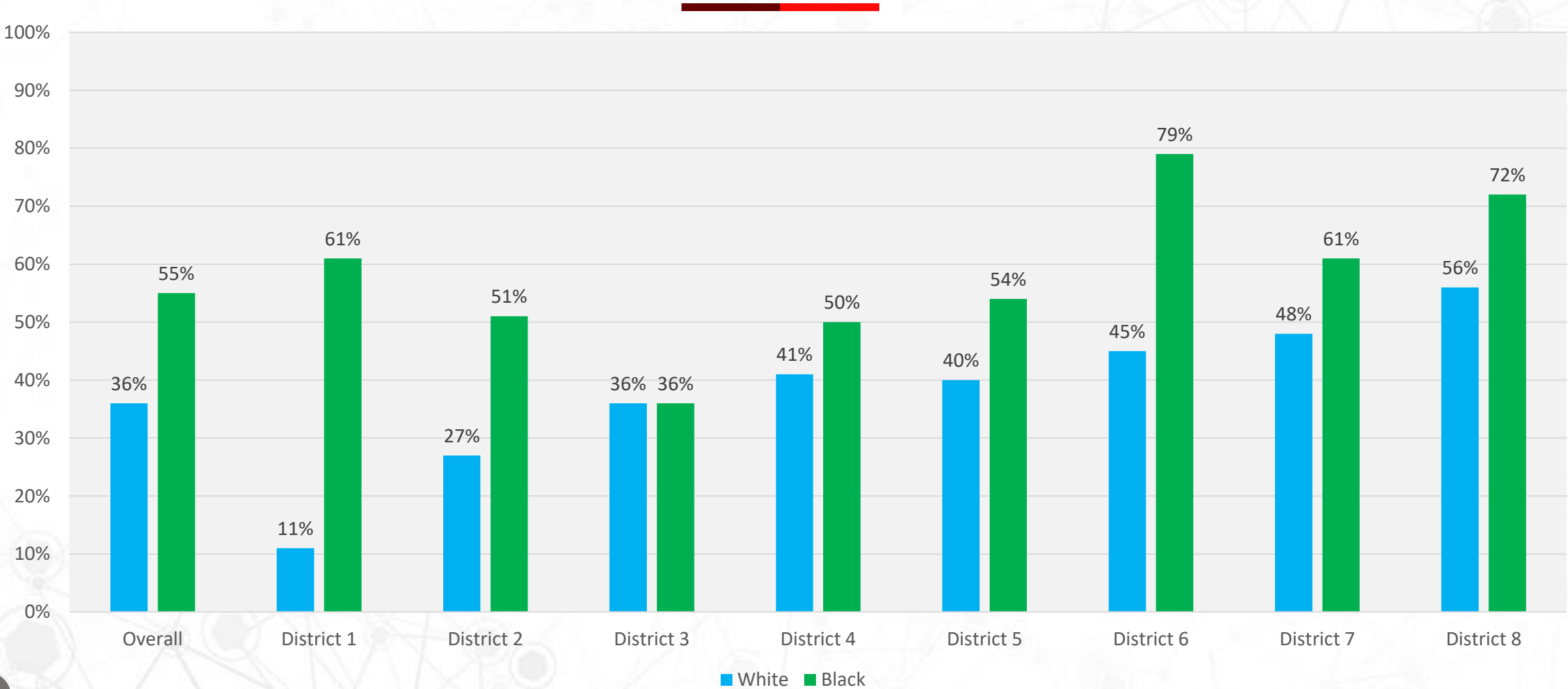
7. Efforts to address violent crime



Overall MOE=+/-6.0%, District 1=+/-13.3%, District 2=+/-9.2%, District 3=+/-9.4%, District 4=+/-10.3%, District 5=+/-14.1%, District 6=+/-12.1%, District 7=+/-9.7%, District 8=+/-20%

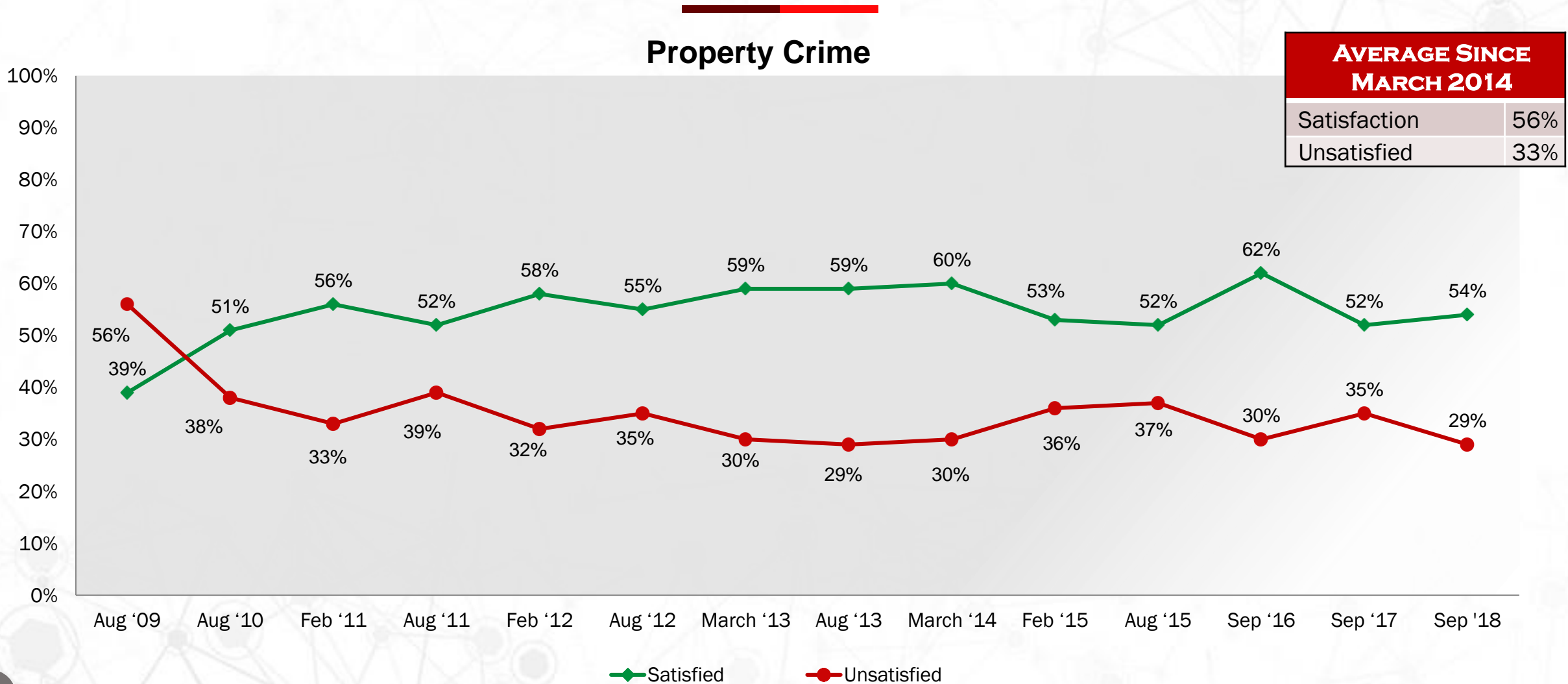
Efforts to address violent crime satisfaction is highest among white adults in District 8 (56%) and among black adults in District 6 (79%).

7. Efforts to address violent crime



Satisfaction with efforts to address property crimes has increased by two-points (54%), with adults who are unsatisfied decreasing by six-points (29%).

8. Efforts to address crimes against property, like homes and businesses.

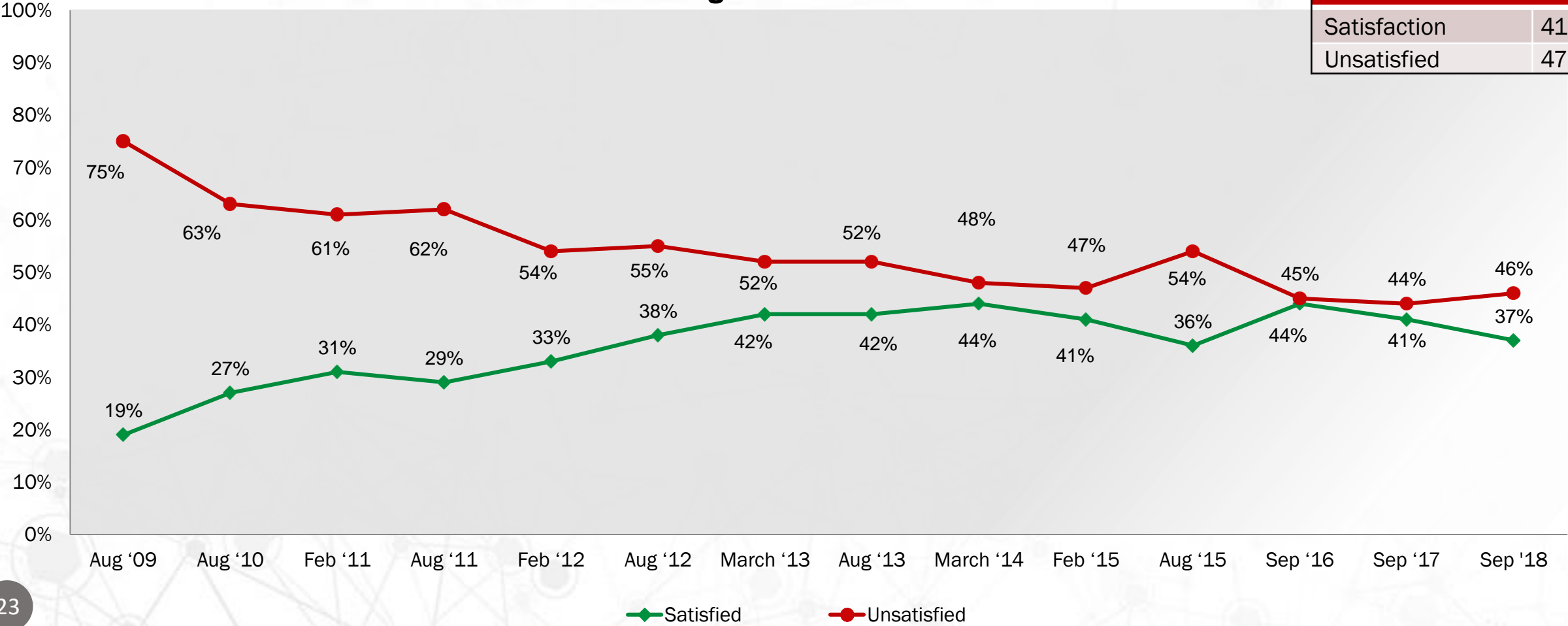


Satisfaction with efforts to get drugs off the streets has decreased by four-points since last year (37%), and is below the yearly average by four-points (41%).

9. Getting drugs off the streets

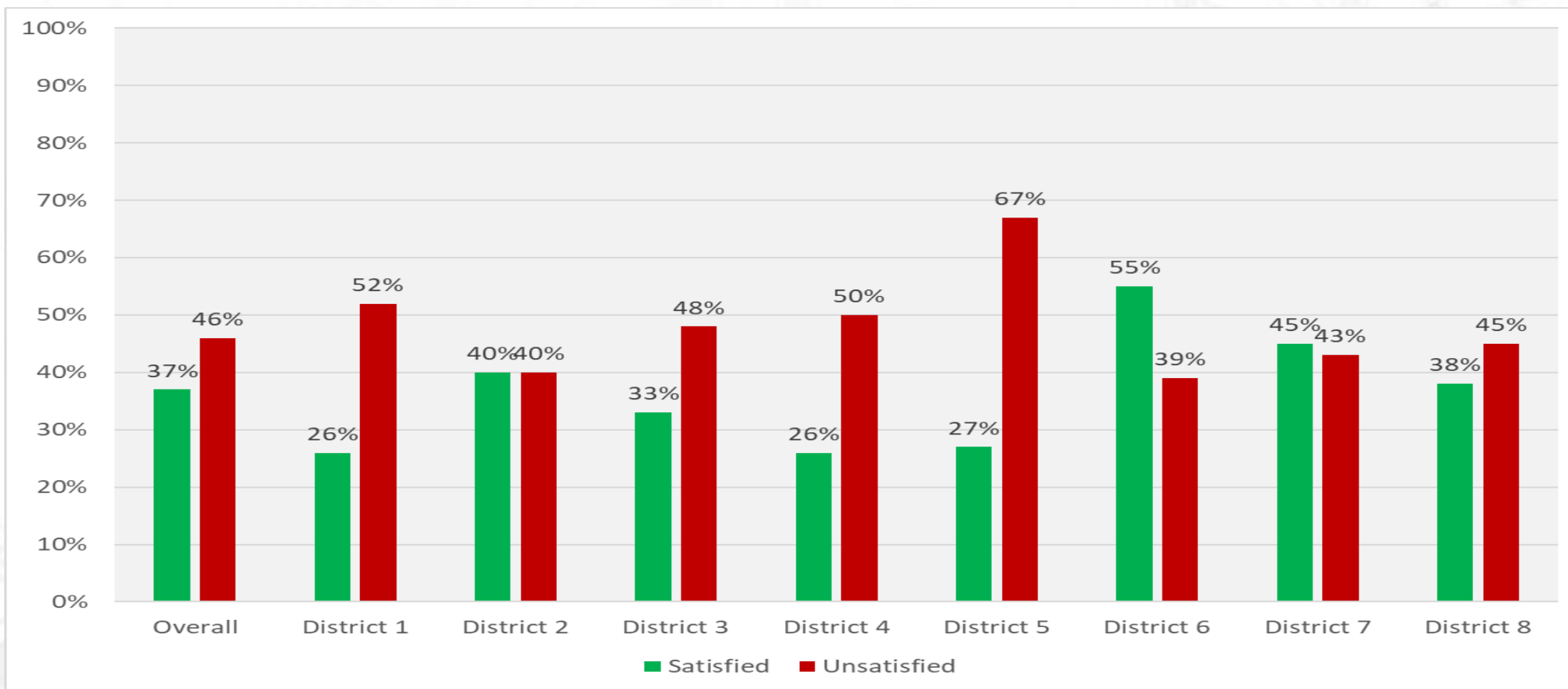
Drugs off streets

AVERAGE SINCE MARCH 2014	
Satisfaction	41%
Unsatisfied	47%



District 5 is the most unsatisfied with efforts to get drugs off the streets (67%).

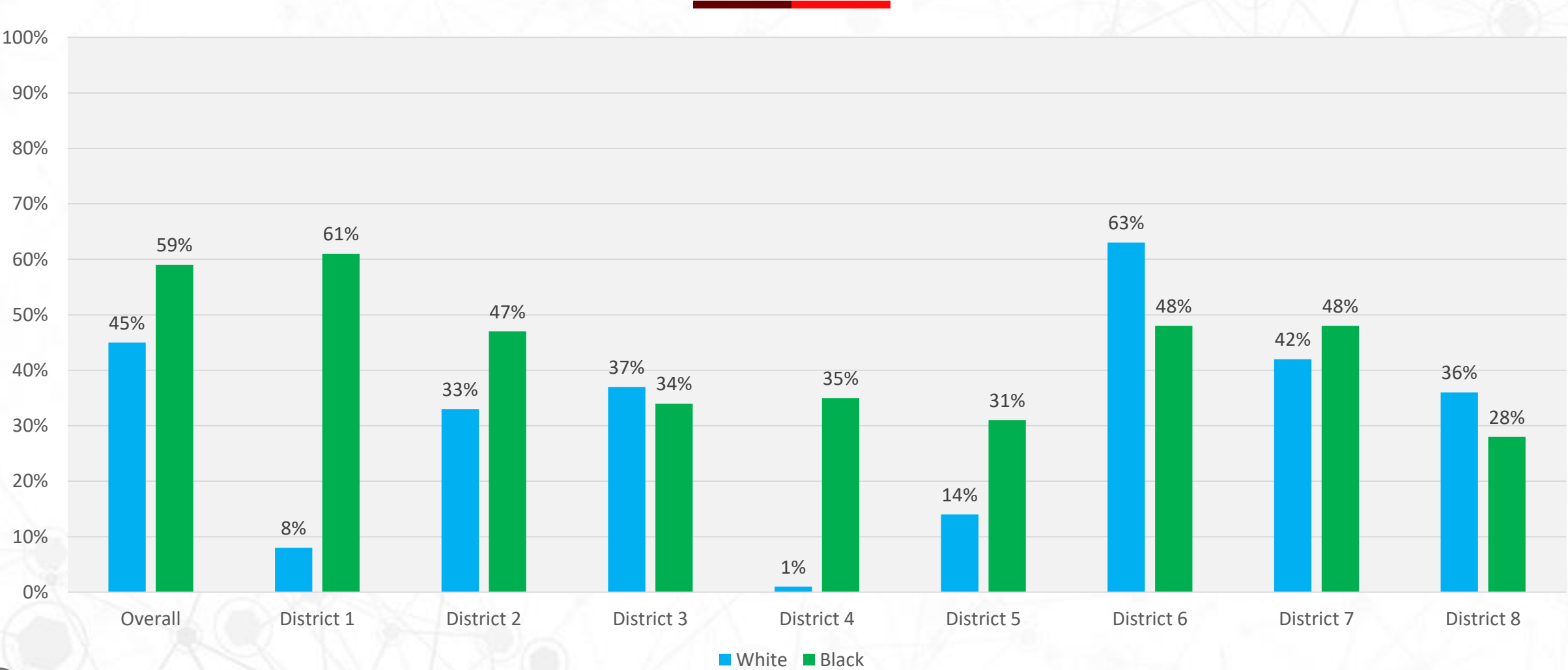
9. Getting drugs off the streets



Overall MOE=+/-6.0%, District 1=+/-13.3%, District 2=+/-9.2%, District 3=+/-9.4%, District 4=+/-10.3%, District 5=+/-14.1%, District 6=+/-12.1%, District 7=+/-9.7%, District 8=+/-20%

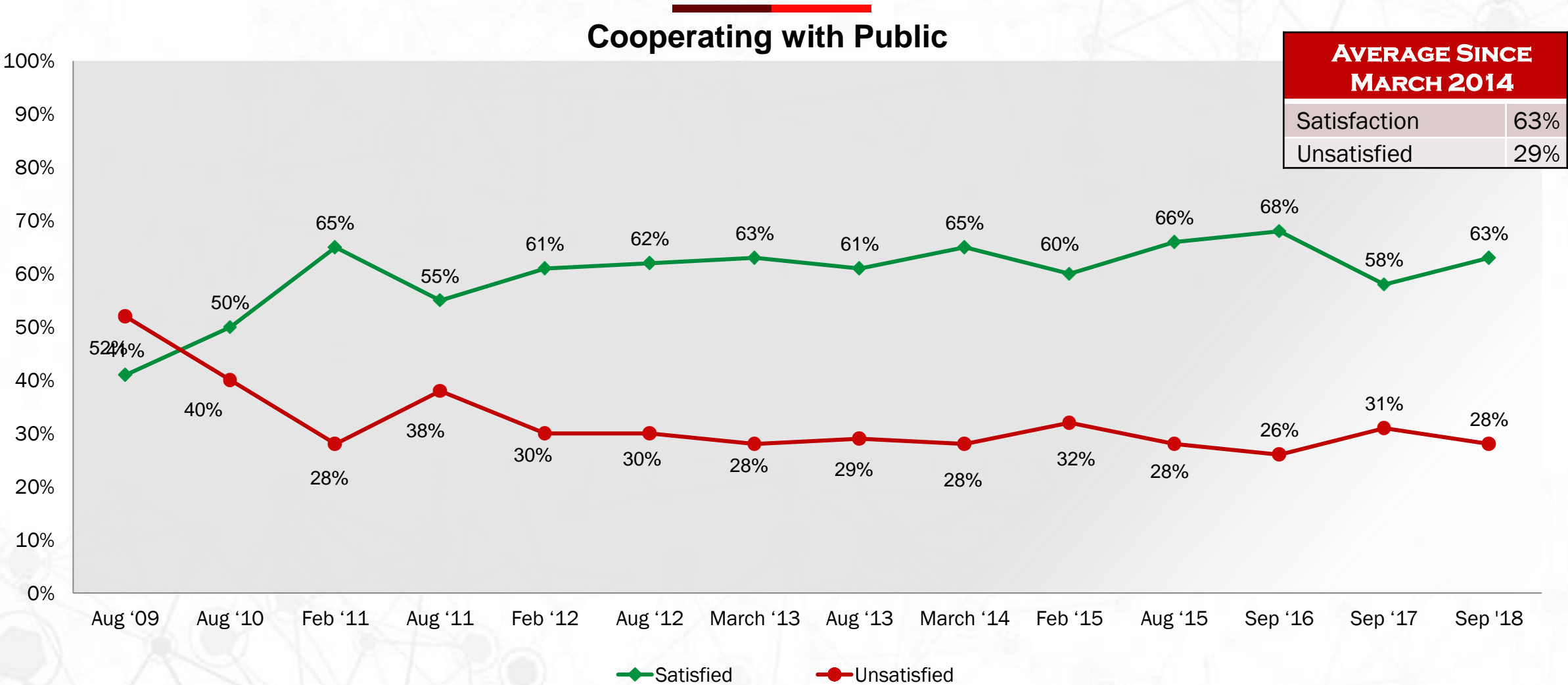
Satisfaction with getting drugs off the streets is highest among white adults in District 6 (63%) and among black adults in District 1 (61%).

9. Getting drugs off the streets



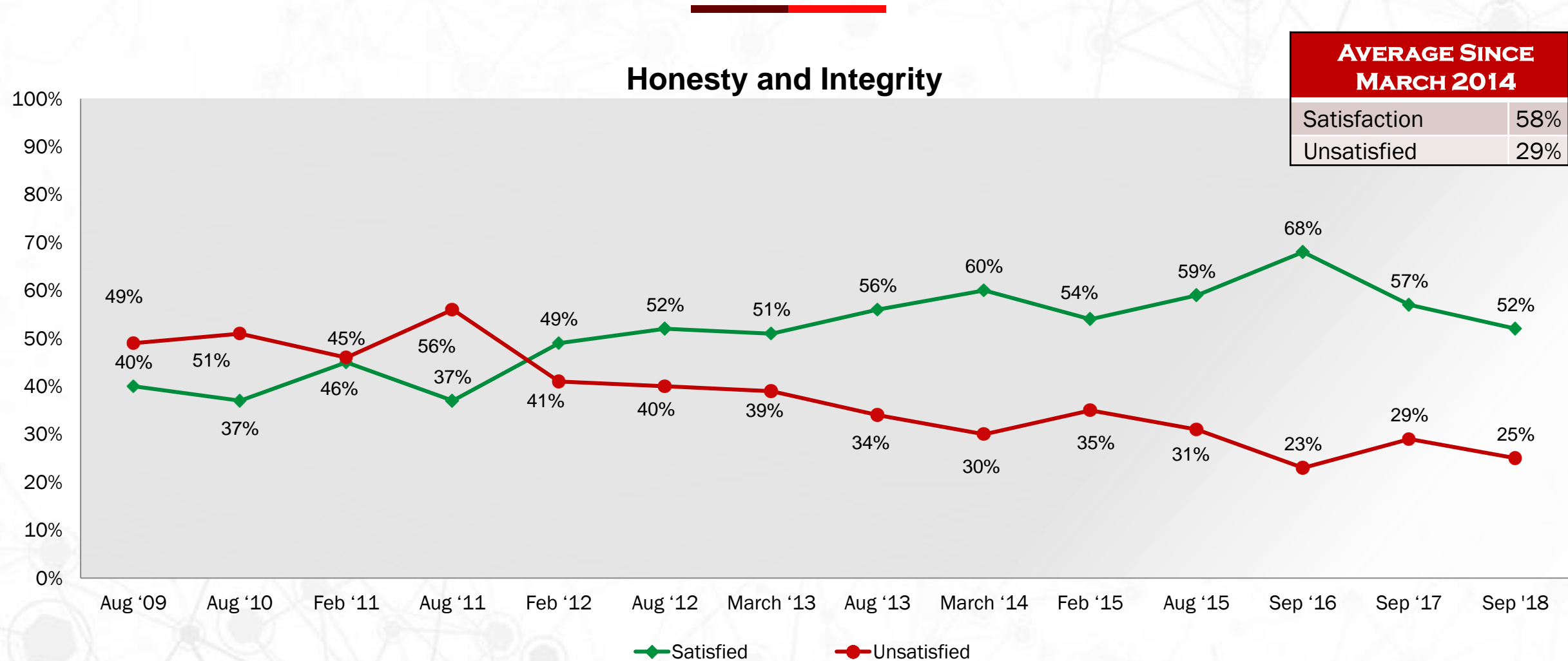
Satisfaction with the New Orleans Police Department cooperating with the public has increased five-points since last year (63%).

10. Cooperating with the public to address their concerns



Satisfaction with the honesty and integrity of New Orleans Police Officers has decreased by five-points since last year (52%), but dissatisfaction has also decreased by four-points (25%).

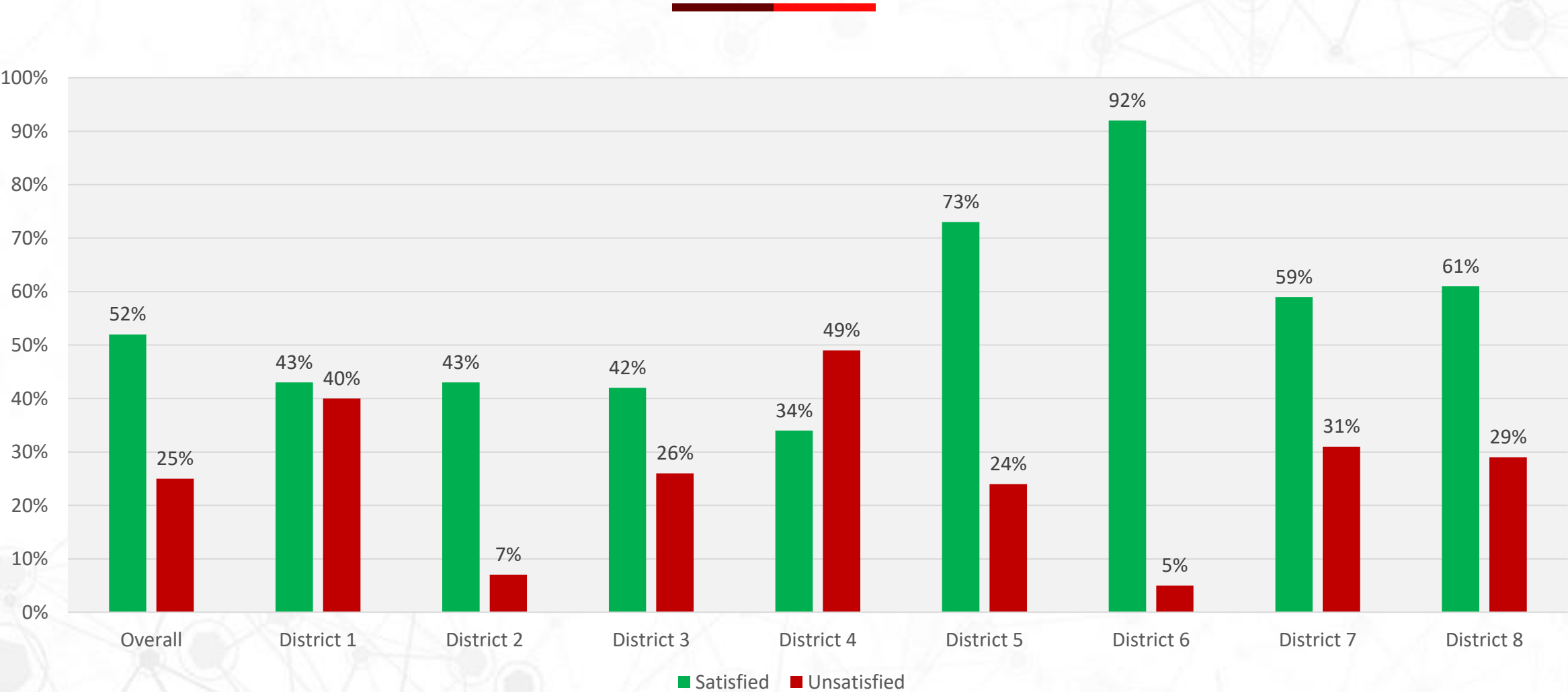
11. The honesty and integrity of New Orleans Police officers



Over nine-in-ten adults in District 6 are satisfied with the honesty and integrity of New Orleans Police officers.



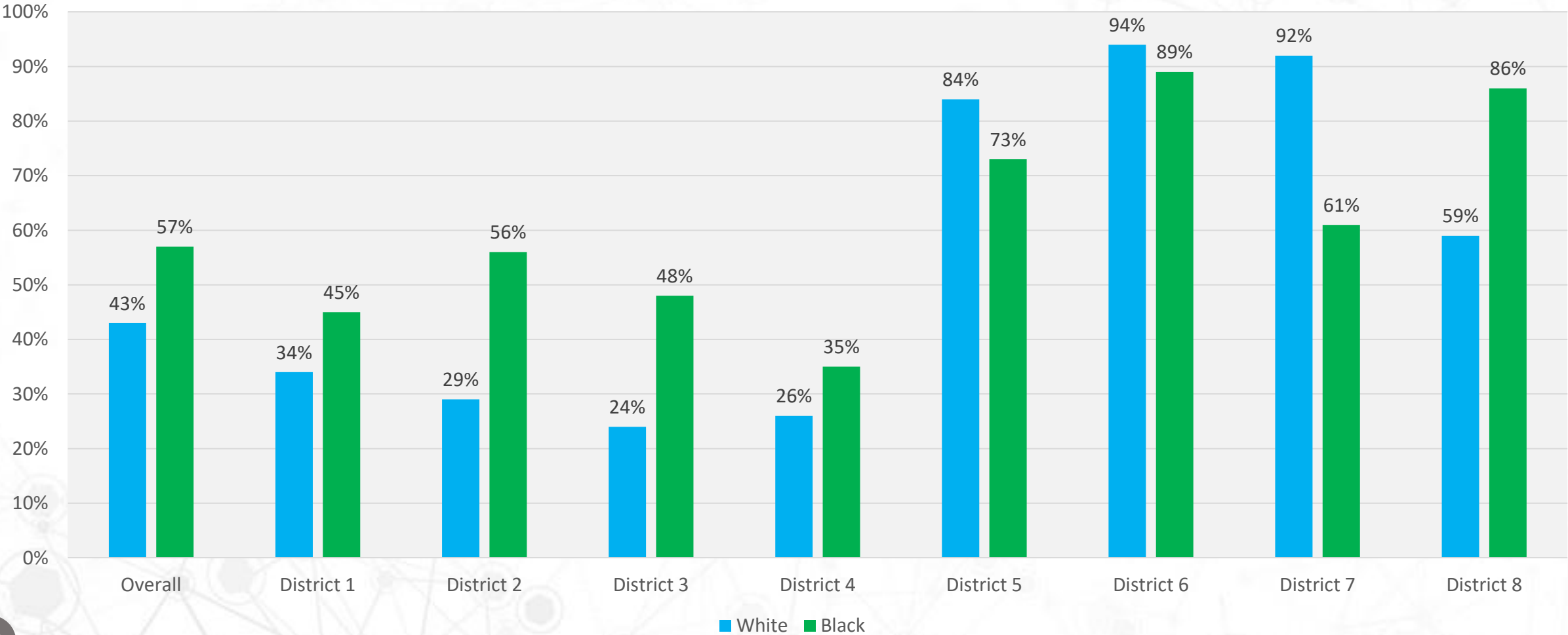
11. The honesty and integrity of New Orleans Police officers



Overall MOE=+/-6.0%, District 1=+/-13.3%, District 2=+/-9.2%, District 3=+/-9.4%, District 4=+/-10.3%, District 5=+/-14.1%, District 6=+/-12.1%, District 7=+/-9.7%, District 8=+/-20%

Satisfaction with the honesty and integrity of police officers is high among both white (94%) and black (89%) adults in District 6.

11. The honesty and integrity of New Orleans Police officers



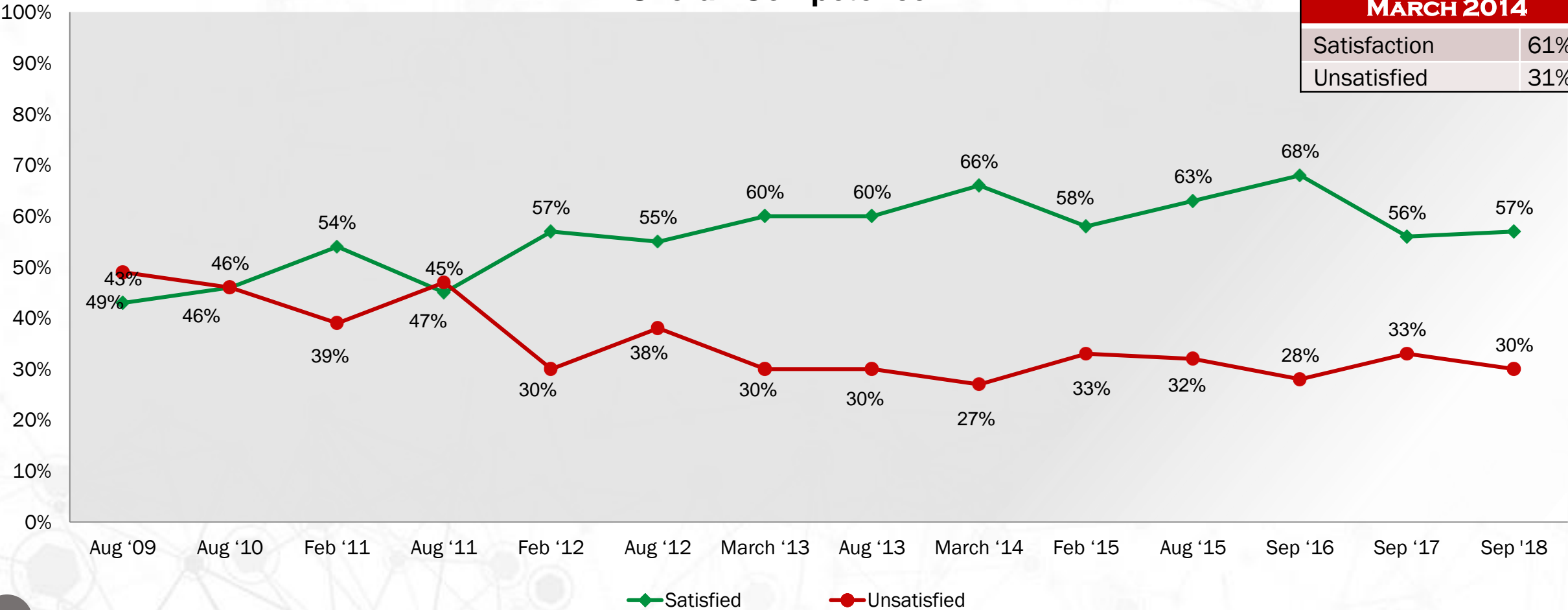
Satisfaction with the overall competence of the New Orleans Police Department has stayed steady since last year (57%) with a one-point increase.

12. The overall competence of the New Orleans Police Department



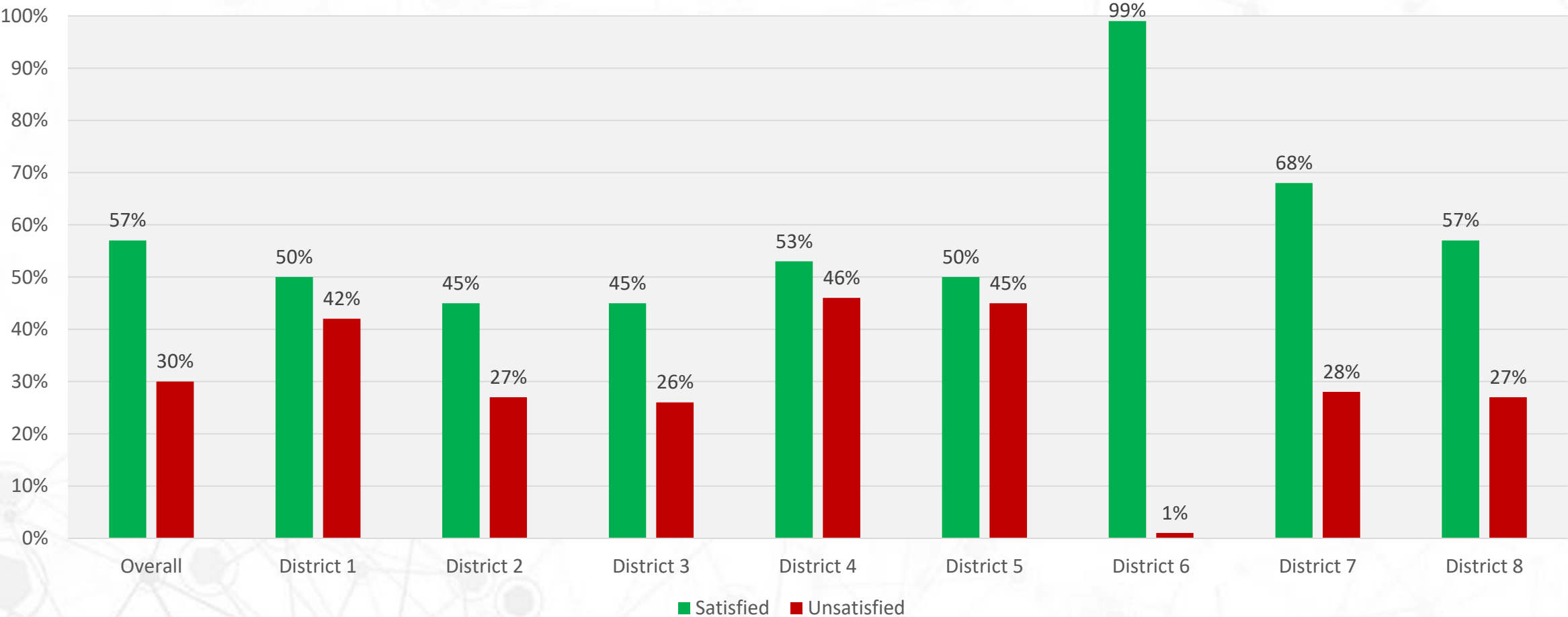
Overall Competence

AVERAGE SINCE MARCH 2014	
Satisfaction	61%
Unsatisfied	31%



Nearly every adult in District 6 is satisfied with the overall competence of the New Orleans Police Department (99%).

12. The overall competence of the New Orleans Police Department

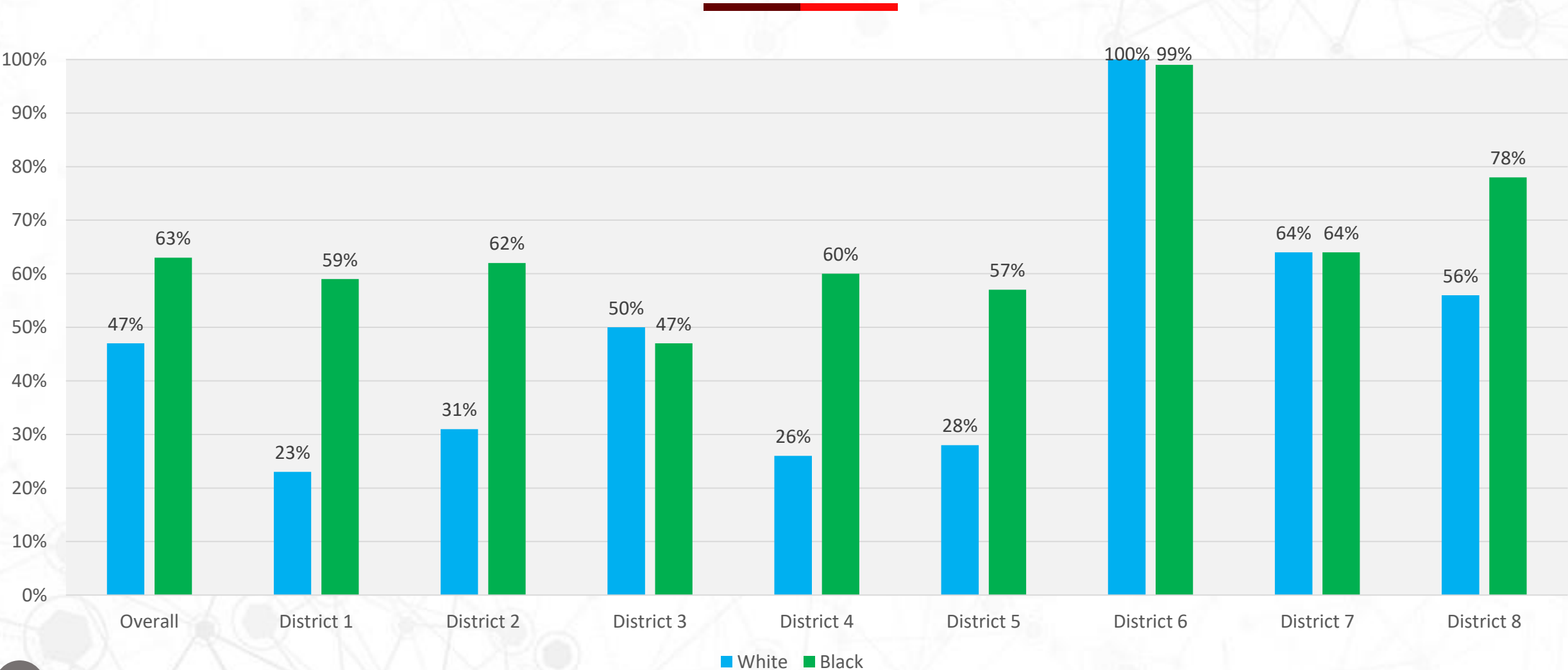


Overall MOE=+/-6.0%, District 1=+/-13.3%, District 2=+/-9.2%, District 3=+/-9.4%, District 4=+/-10.3%, District 5=+/-14.1%, District 6=+/-12.1%, District 7=+/-9.7%, District 8=+/-20%

Competence satisfaction is high among both white (100%) and black (99%) adults in District 6.

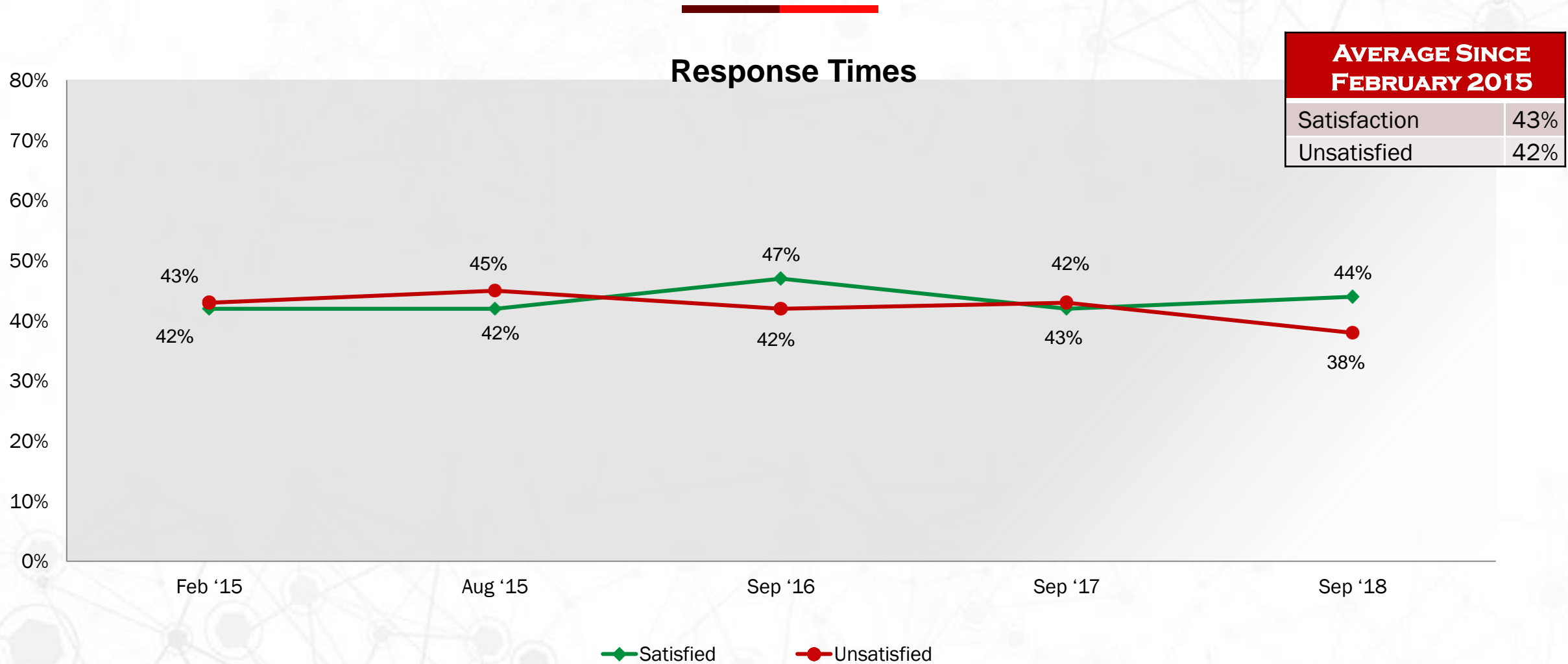


12. The overall competence of the New Orleans Police Department



Adults unsatisfied with police response times has had a five-point decrease (38%) since last year, now five-points below the average since February 2015.

13. Police response times



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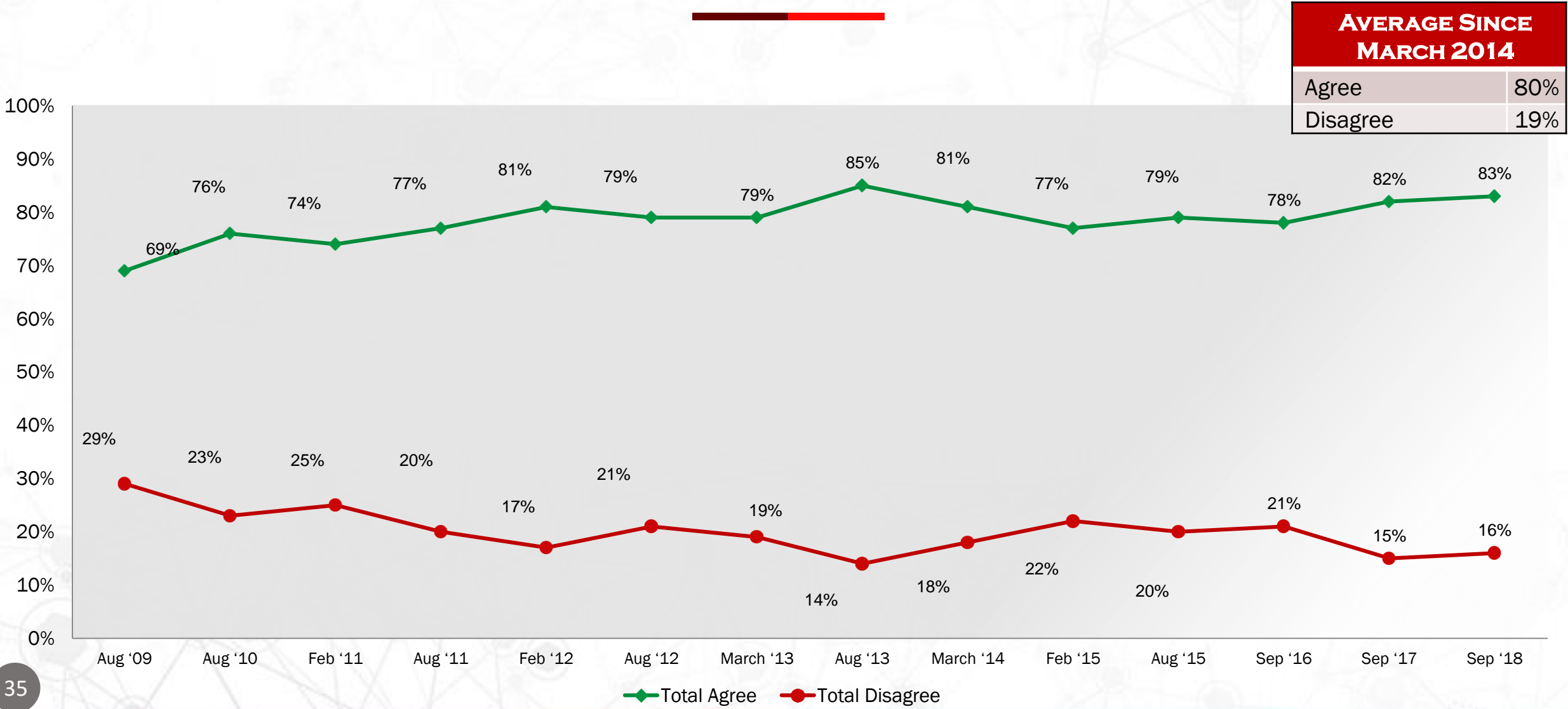


Neighborhood Safety

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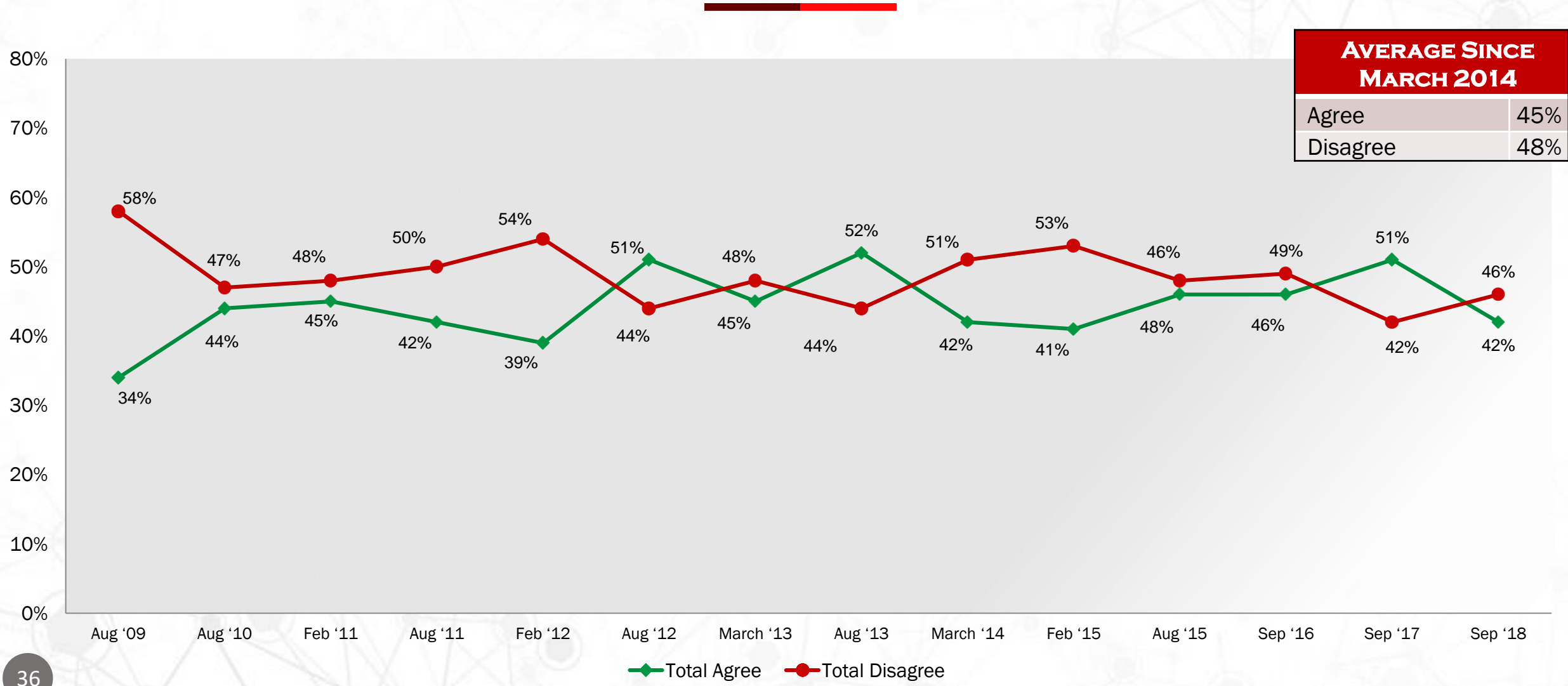
Adults who feel safe in their own neighborhood has had a slight increase since last year (83%) and is now three-points above the four-year average.

14. I feel safe in my own neighborhood



Adults who feel safe visiting other areas of New Orleans has decreased by nine-points (42%), falling three-points below the average since March 2014.

15. I feel safe visiting other areas in New Orleans, outside of my own neighborhood



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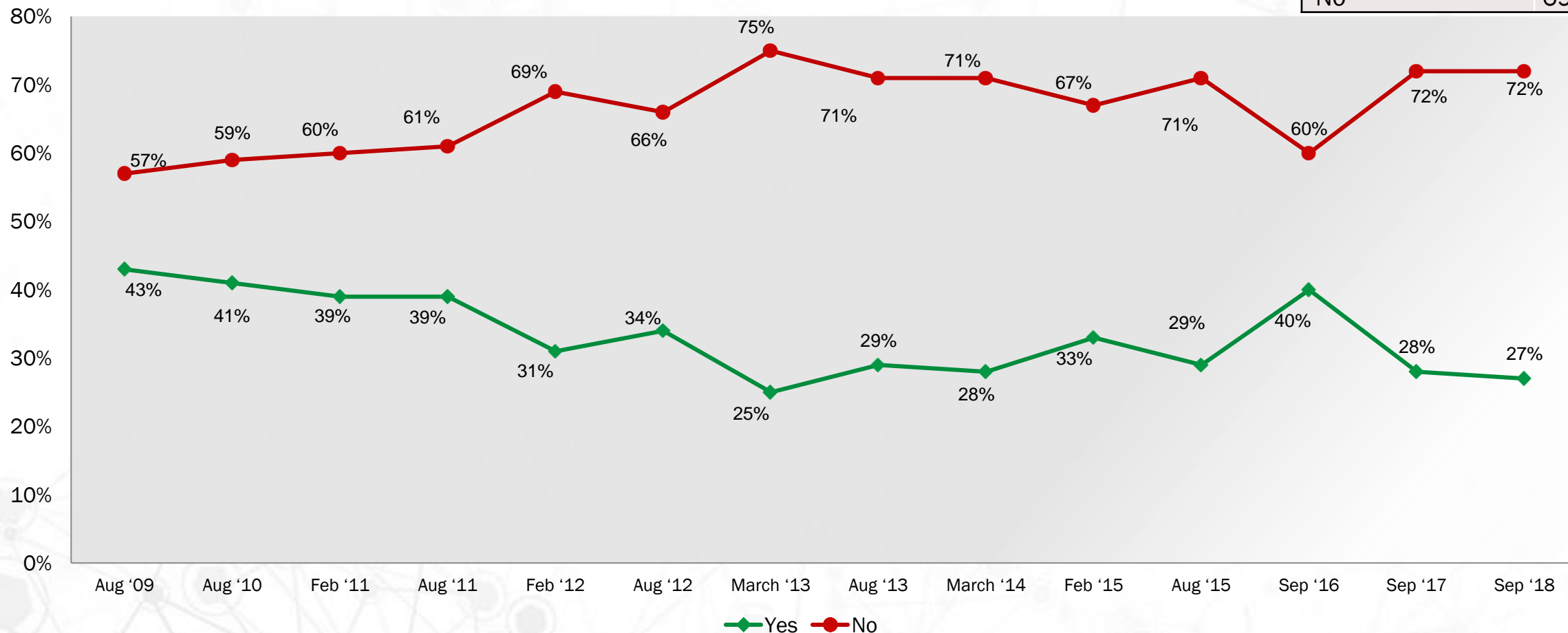


Interactions with New Orleans Police Department

Contact with officers in the last twelve months has remained steady since last year, down only one-point (27%).

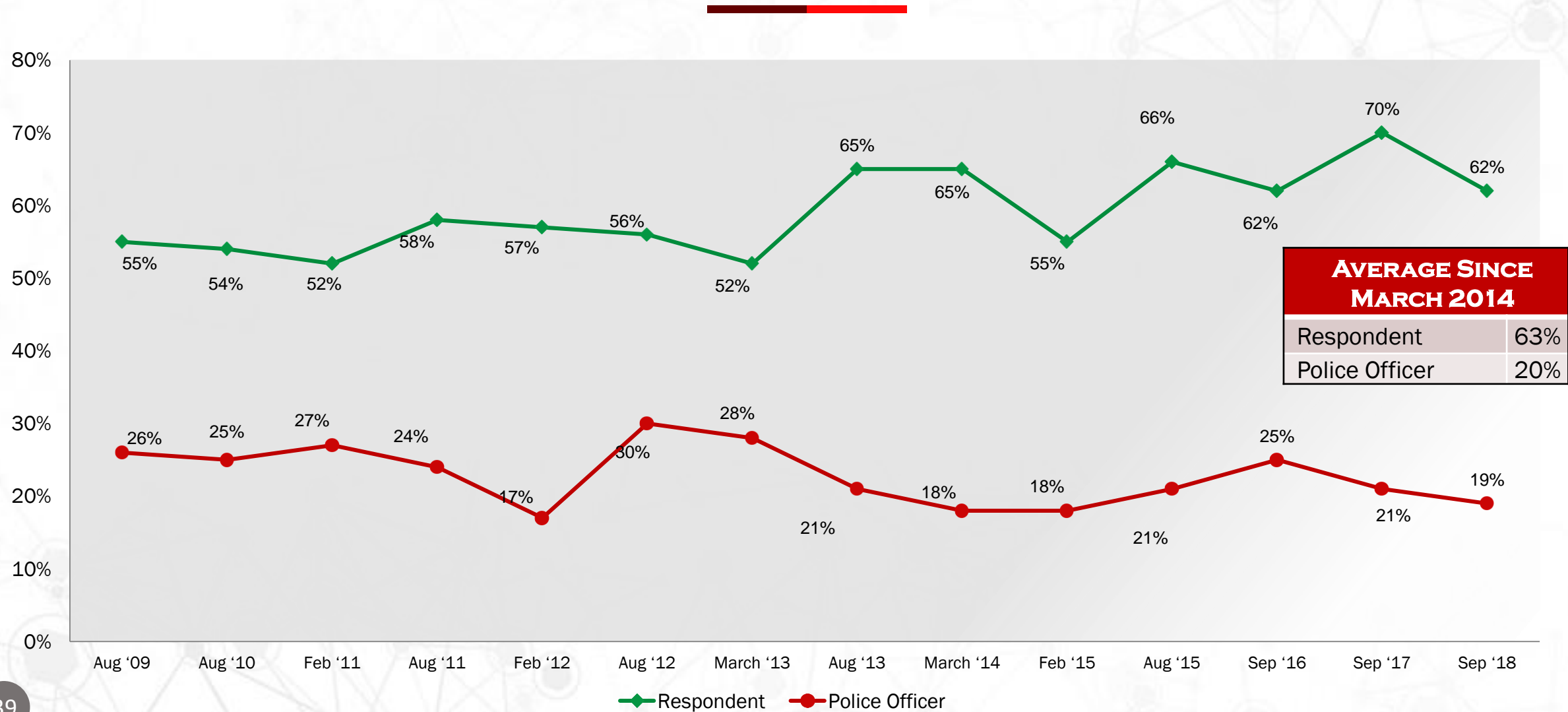
16. Have you had any contact with officers of the New Orleans Police Department in the past 12 months?

AVERAGE SINCE MARCH 2014	
Yes	31%
No	69%



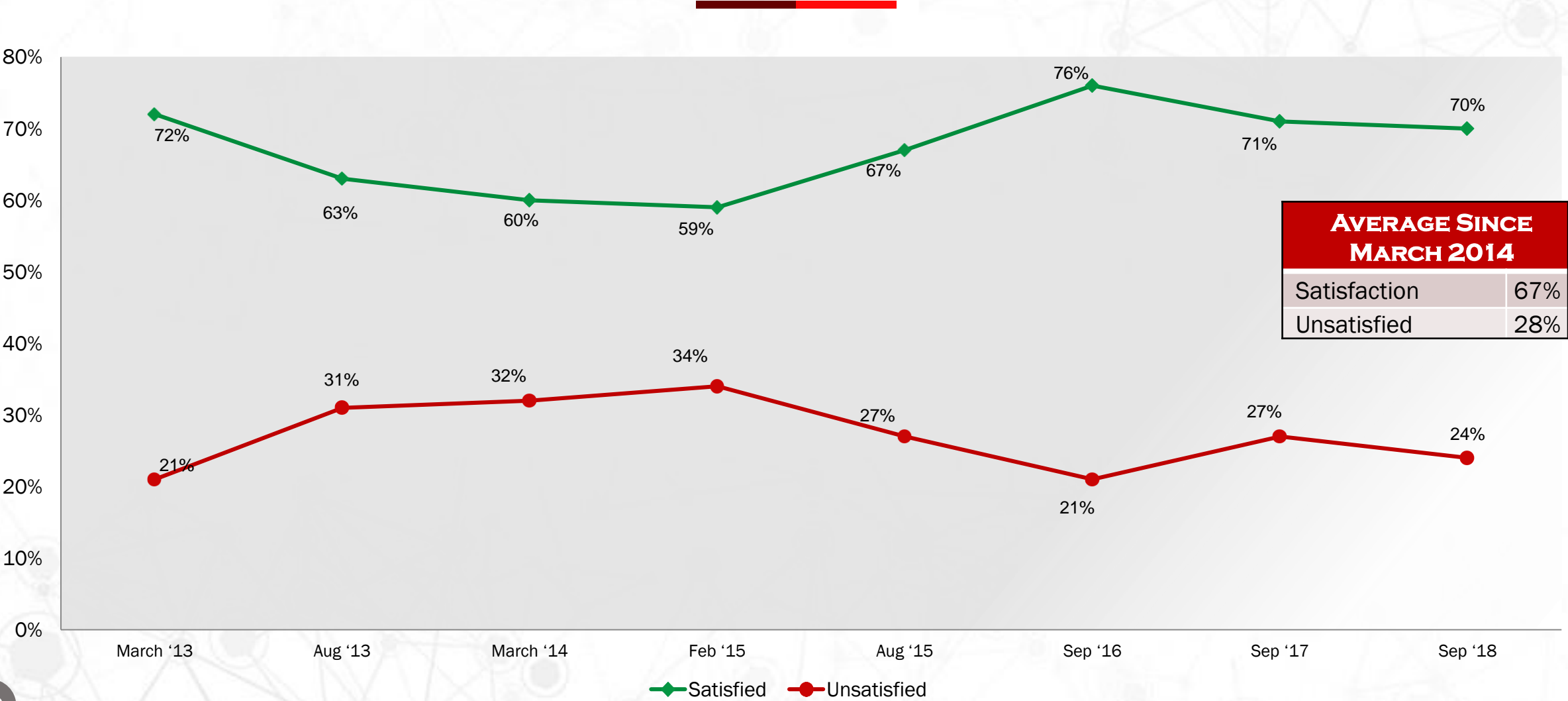
Among adults who had contact with an officer, over three-in-five say they initiated contact with the police officer (62%), an eight-point decrease since last year.

17. Was this contact initiated by you or by the police officer? (n=162)



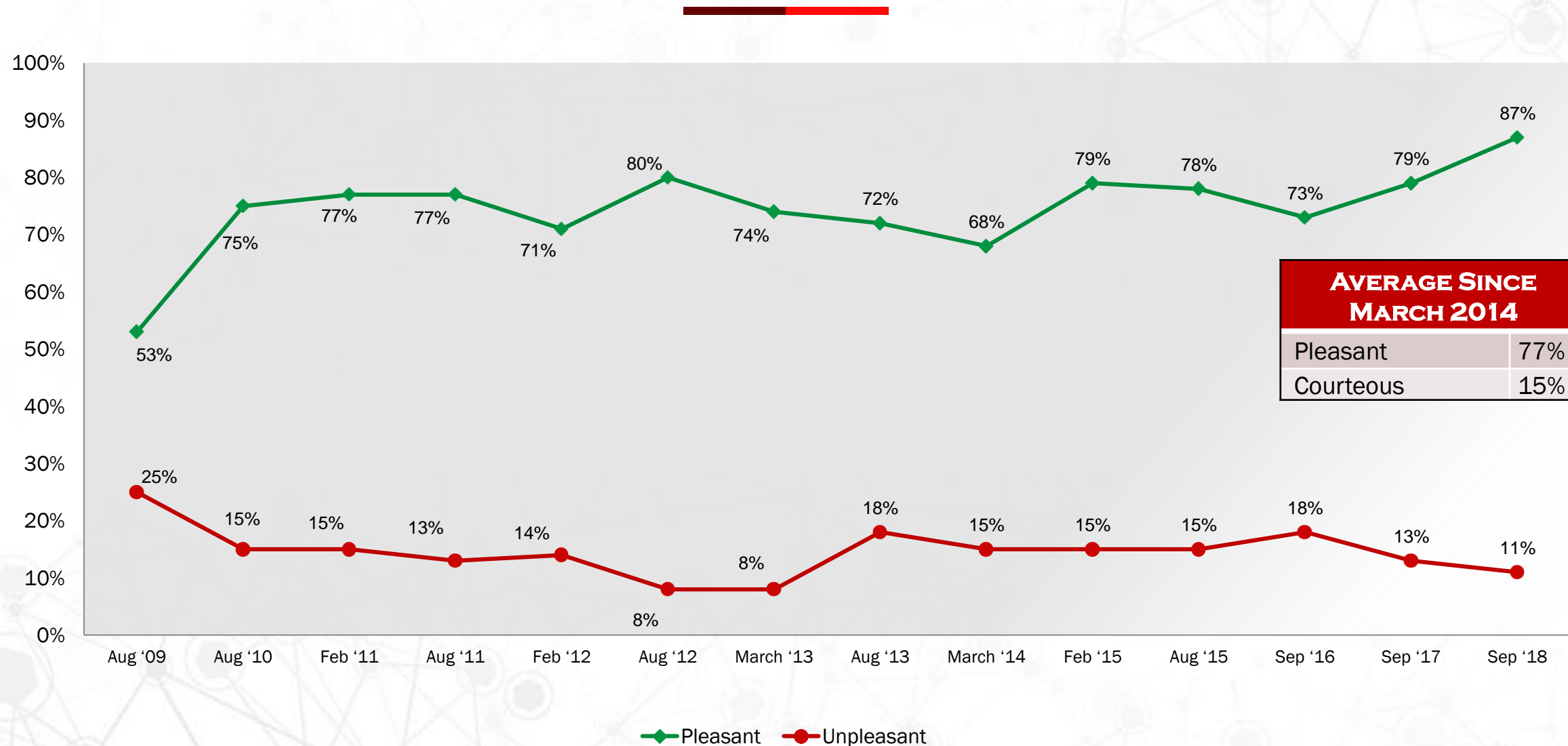
Among adults who had contact with an officer, seven-in-ten say they were satisfied with the way the police officer handled their situation (70%), a one-point decrease since last year.

18. Overall, would you say that you are satisfied or unsatisfied with the way the police officer handled your situation? (n=162)



Among adults who had contact with an officer, those who say the employee was pleasant and courteous increased eight-points since last year (87%), 10-points above the four year average.

19. Do you recall if the New Orleans police department employee was pleasant and courteous or rude and unpleasant? (n=162)



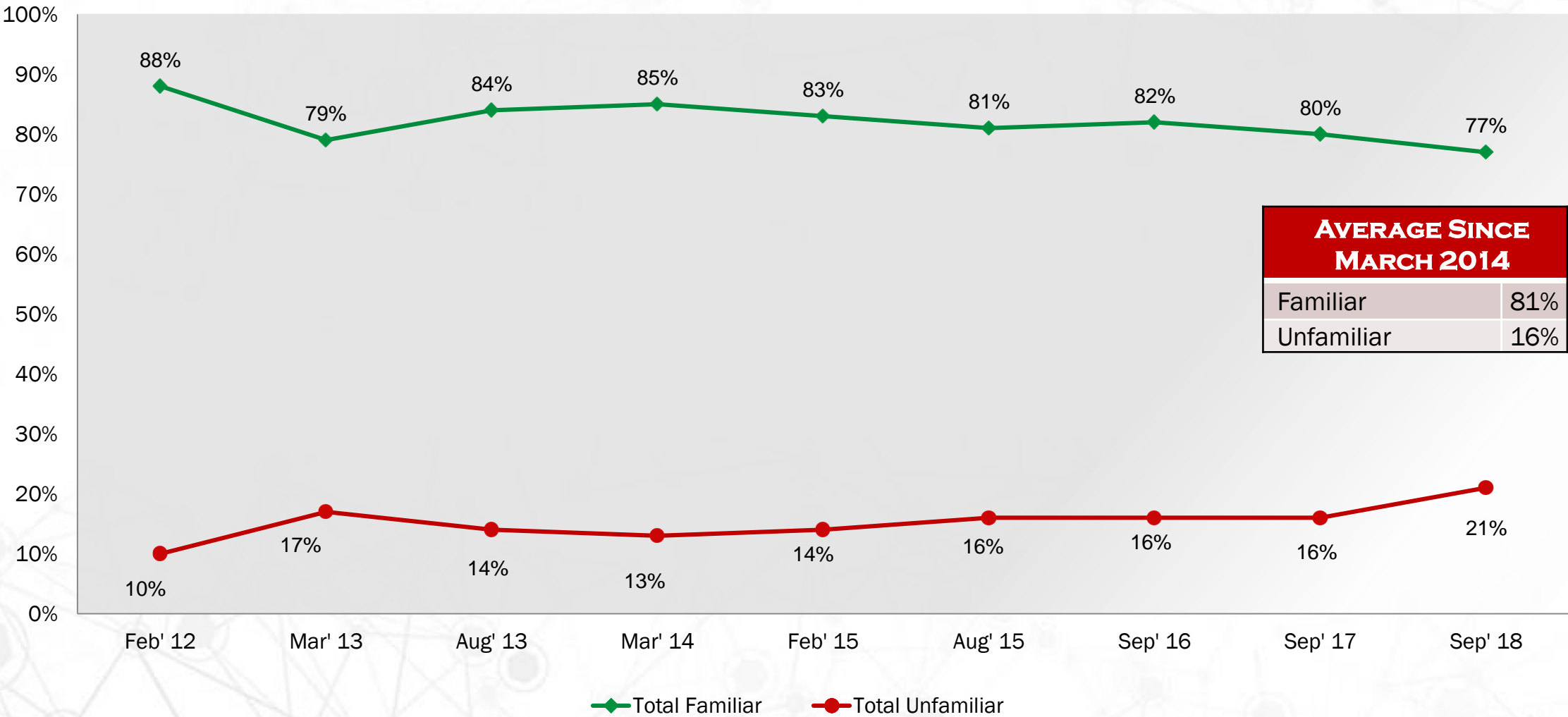
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Crimestoppers

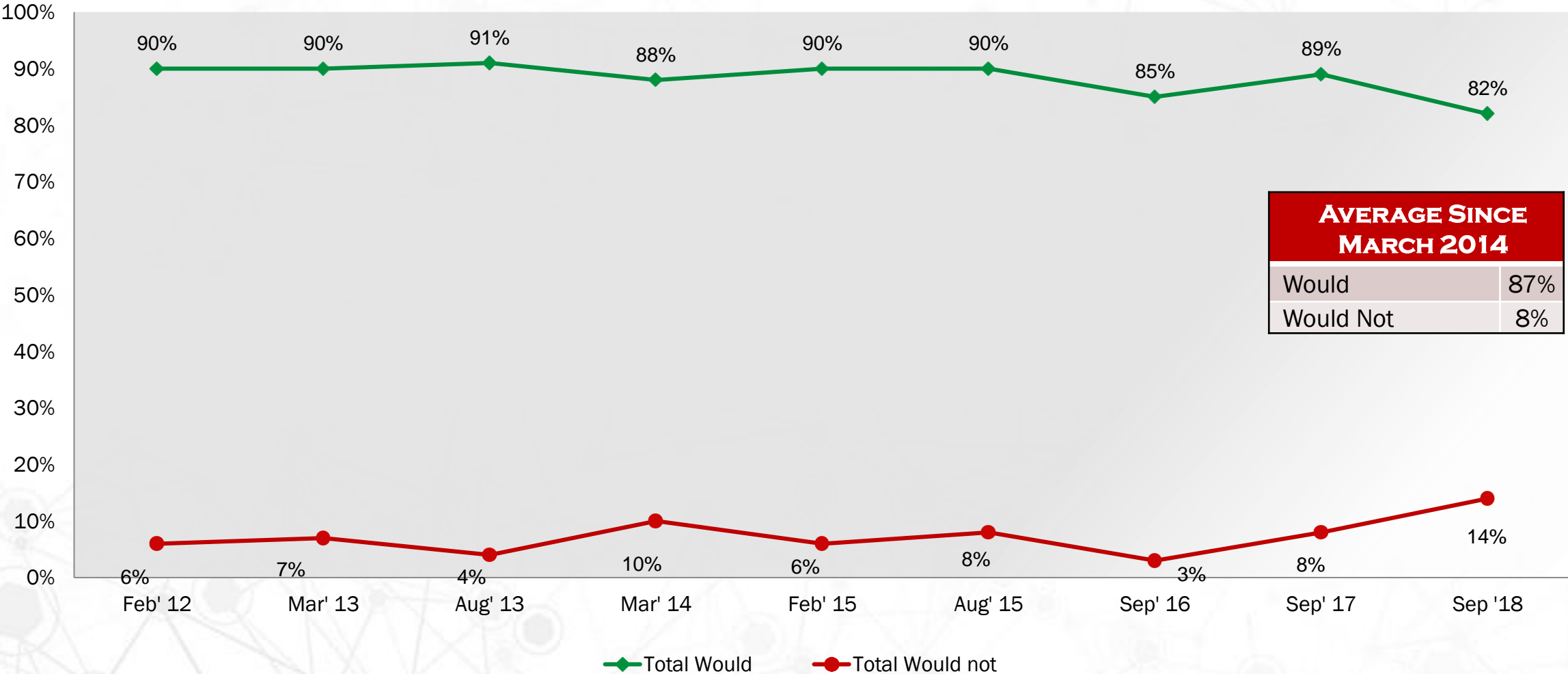
Adults familiar with Crimestoppers has decreased by three-points (77%), now falling four-points below the average since March 2014.

20. 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?



Adults who would call Crimestoppers with information (82%) has decreased seven-points since last year, down five-points below the average since March 2014.

21. 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?



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Summary and Recommendations

Overall Satisfaction

- Overall satisfaction (55%) has increased four-points since 2017 and is now slightly above the average since March 2013.
- Overall satisfaction is higher among black adults (58%) than white adults (48%), the largest discrepancy comes from District 1, where satisfaction among black adults (59%) is thirty-five points higher than with white adults (24%).
- The biggest declines in satisfaction are in District 1 (49%, -12 points), District 5 (50%, -11 points), and District 8 (61%, -11 points).
- Satisfaction with the honesty and integrity of the New Orleans Police officers has decreased the most (52% - 5 points), followed by efforts to get drugs off the street (37% -4 points).
- Satisfaction increased the most with efforts to address violent crimes (47%, +8 points).
- The aspect of the New Orleans Police Department's job that has the highest satisfaction is cooperation with the public (63%), followed closely by overall competence of the department (57%).

Overall Experience

- Nearly twice as many adults say they feel safe in their own neighborhood (83%) than feel safe visiting other areas in New Orleans. Safety outside of their own neighborhood had one of the most significant decreases, going from a majority feeling safe to just over forty-percent.
- Interaction with police remains strongly positive (70%), three-points higher than the average since 2013. The rate of adults having interactions with police officers remains unchanged from last year (72%).

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Demographics

Demography

Age	Result
18-34	35%
35-44	16%
45-54	18%
55-64	16%
65+	15%
Gender	
Male	47%
Female	53%
Police District	
District 1	9%
District 2	19%
District 3	18%
District 4	15%
District 5	8%
District 6	11%
District 7	17%
District 8	4%

Ethnicity	
White	24%
Hispanic	7%
African-American	67%
Asian	0%
Other/Refused	2%
Contact Method	
Cell	36%
Landline	64%
Felony Conviction	
Yes	3%
No	96%
Education	Result
≤High School	43%
Some College	23%
College Grad	23%
Post Grad	24%



Chris Wilson

(202) 470-6300

csw@wpaintel.com

Mitch Carney

(202) 470-6300

mcarney@wpaintel.com

For questions or projects, reach out to us anytime.