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this study, please contact:

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New Orleans Crime Coalition February 2011 Citizen Satisfaction Study

Conducted February 21-22, 2011

n=607 Adults (n=76 per Police District)

MoE= $\pm 4.0\%$ @ 95% Confidence Interval overall and

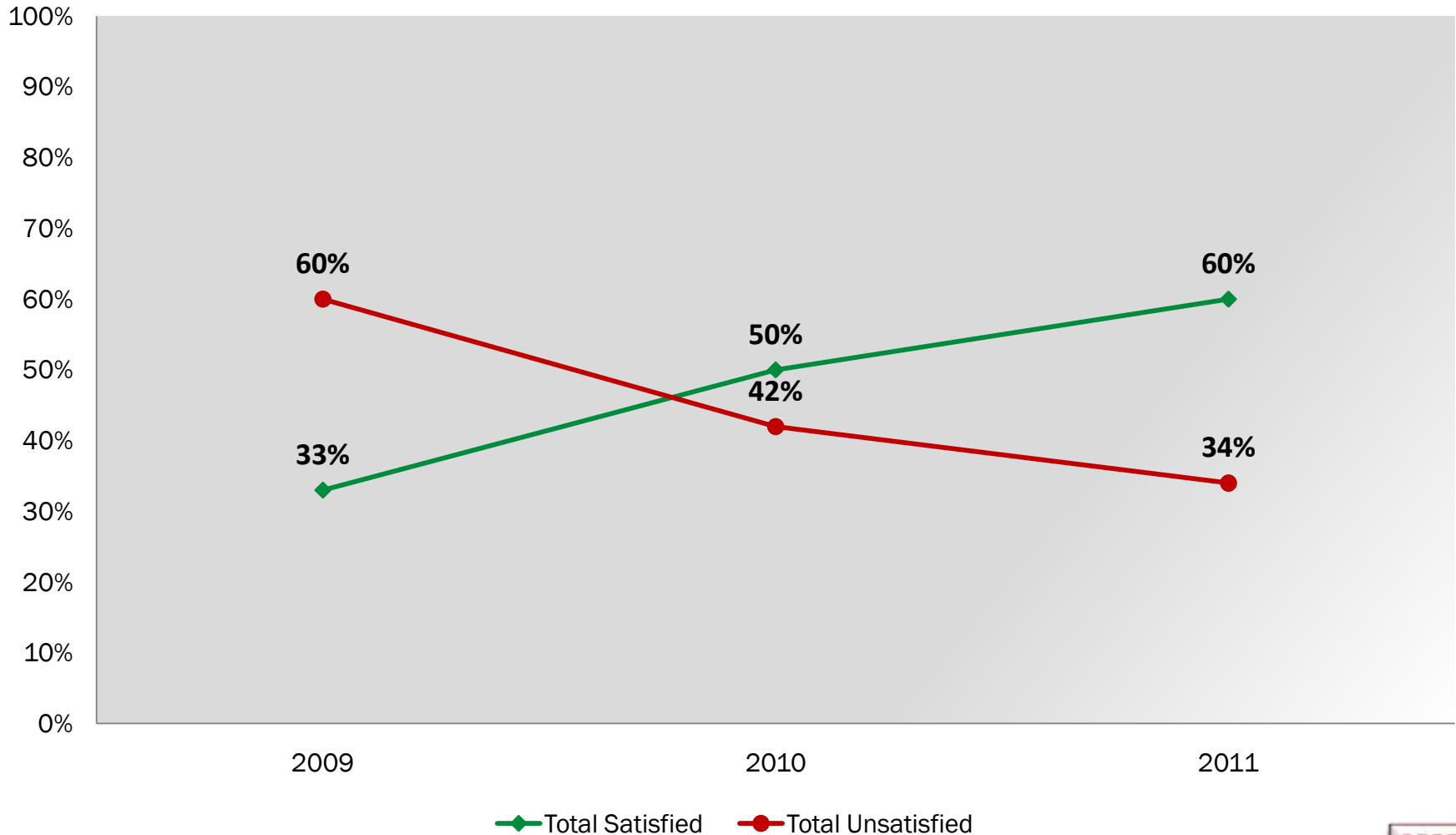
MoE= $\pm 11.3\%$ @ 95% Confidence Interval for each individual precinct



Overall satisfaction with the police department has continued to rise with nearly 3 in 5 residents now indicating that they are satisfied.



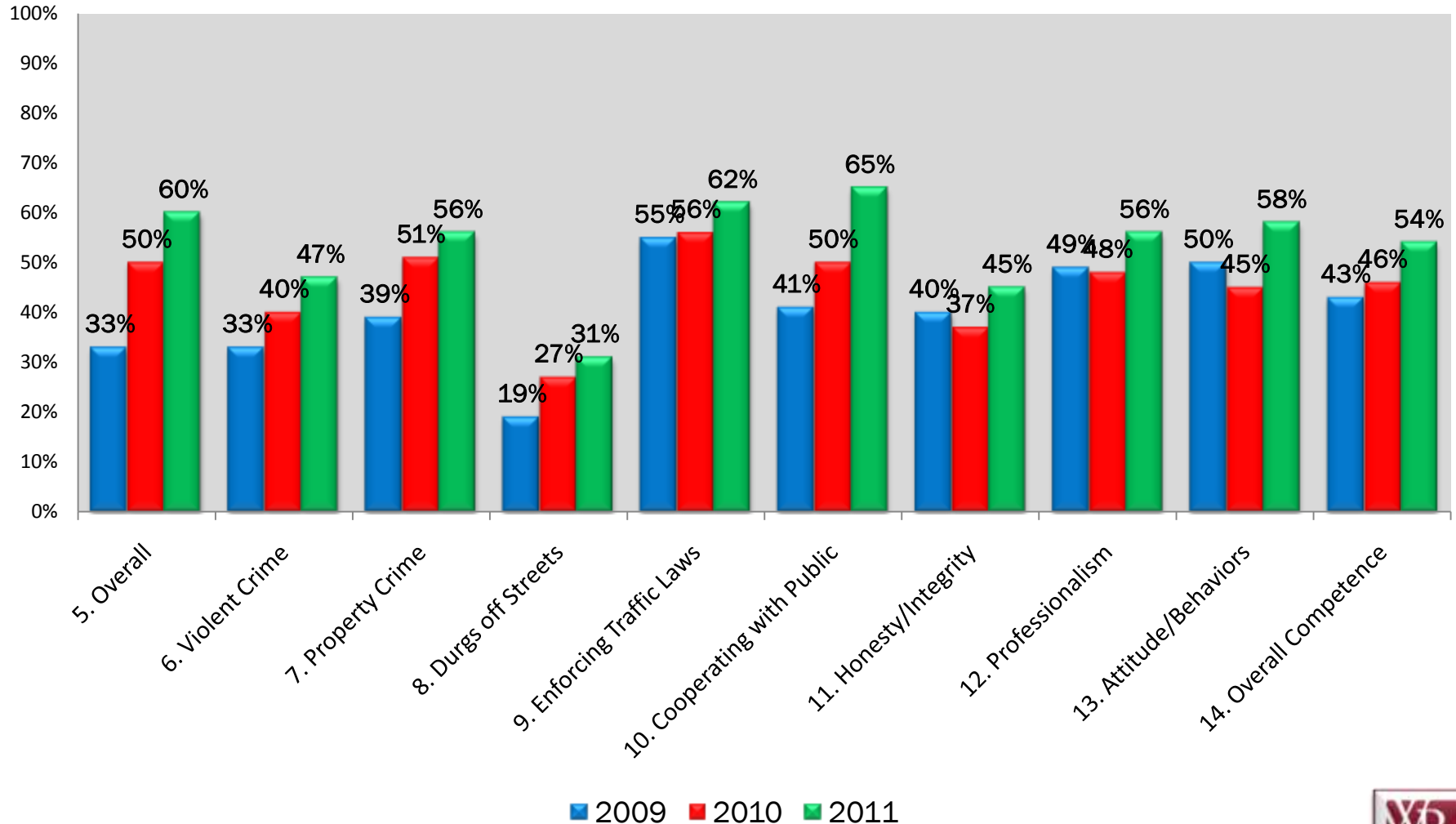
5. Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?



Satisfaction with the police force in each category tested has grown over the last two years.



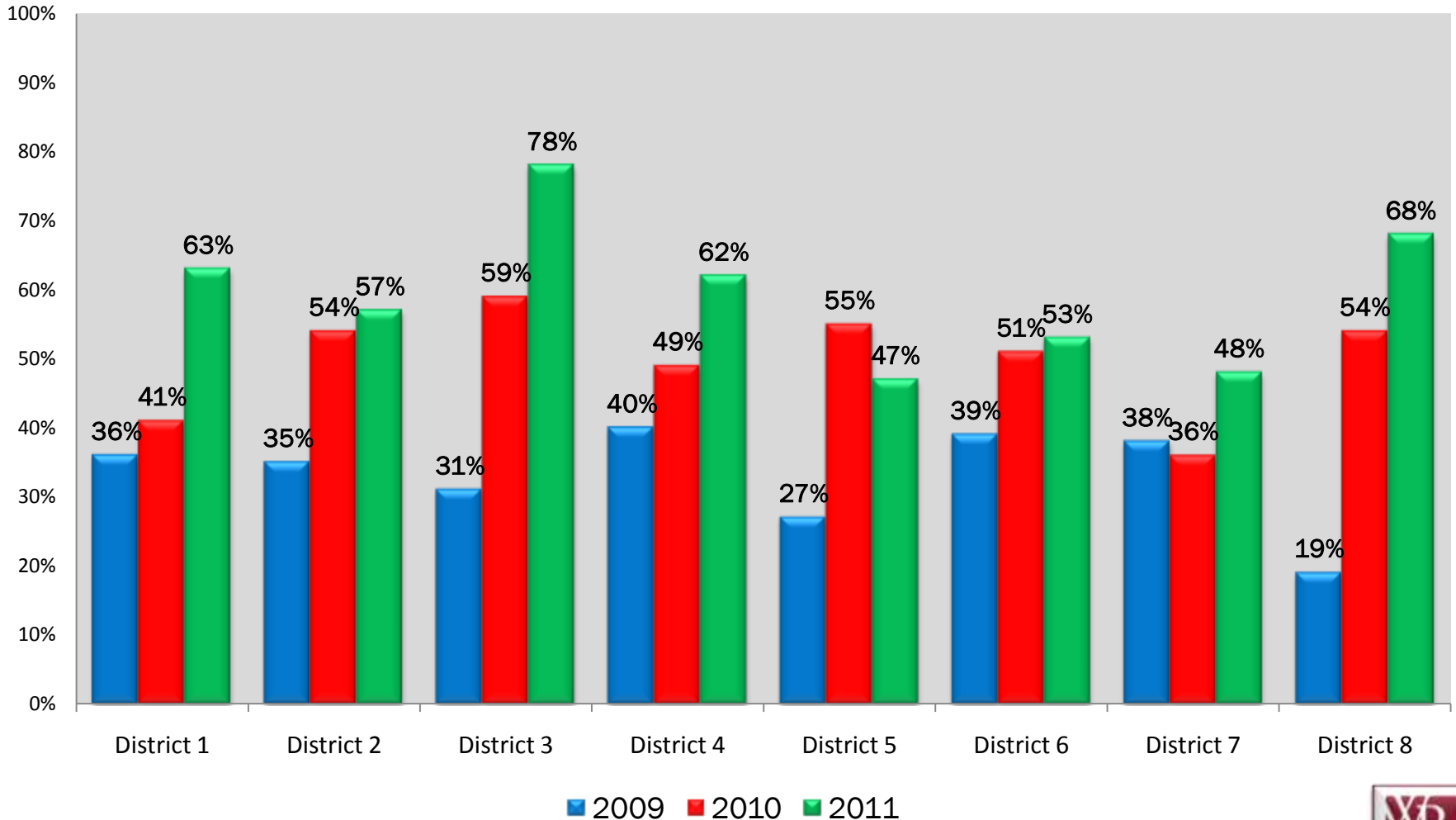
NOPD Satisfaction Levels Trend (Total Satisfied)



Overall satisfaction with the Police Department has increased in every police district from two years ago.



NOPD Overall Satisfaction Trend by District (Total Satisfied)





Research Design and Demographics





Methodology

Wilson Research Strategies conducted a research study of adults in the City of New Orleans.

WRS selected a random sample of adults in the New Orleans Statistical Area. The sample for this survey was stratified based on gender, age 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 February 21-22, 2011. The study has a sample size of 607 adults (76 per district). The margin of error is equal to $\pm 4.0\%$ in 95 out of 100 cases.

Chris Wilson, CEO of Wilson Research Strategies; Bryon Allen, COO; and Ryan Steusloff, Vice President were the lead researchers on this project. Daniel Narvaiz, Director of Research Operations, and Nathan Flint, Research Analyst, provided project management and analytical support.

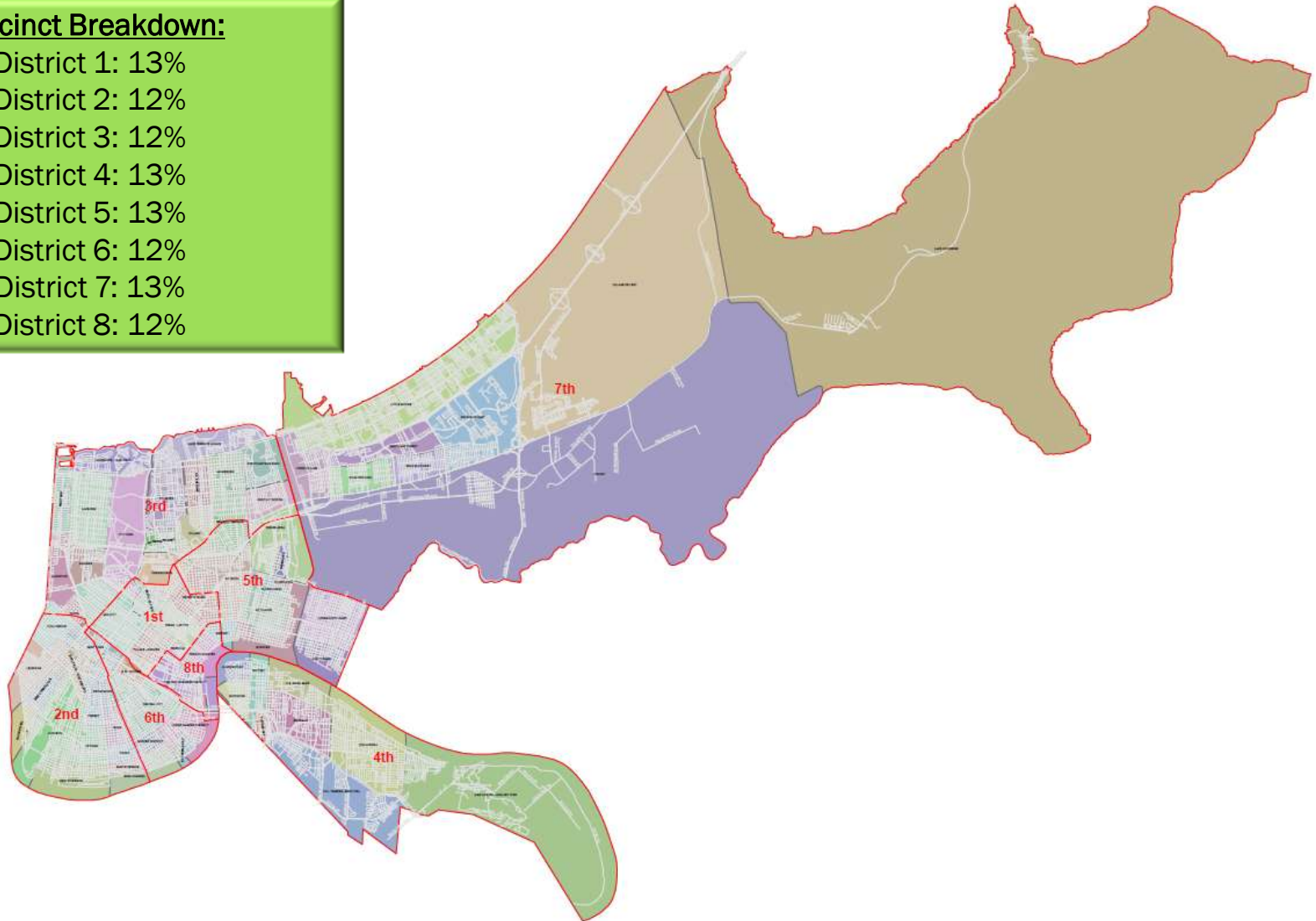




New Orleans Precinct Map

Precinct Breakdown:

- District 1: 13%
- District 2: 12%
- District 3: 12%
- District 4: 13%
- District 5: 13%
- District 6: 12%
- District 7: 13%
- District 8: 12%





Demographics

Age	Survey Results
18-34	31%
35-44	17%
45-54	15%
55-64	21%
65-74	11%
75 and over	5%
Ethnicity	
White	31%
Hispanic	4%
African-American	60%
Other	5%
Gender	
Men	45%
Women	55%

Length of Residency	Survey Results
Less than 4 years	4%
5 to 9 years	4%
10-15 years	6%
More than 15 years	85%
Education	
Less than HS	22%
Some College	20%
College Graduate	29%
Post Graduate	27%
Business	
Yes, Own	13%
Yes, Manage	4%
No	80%





WILSON RESEARCH STRATEGIES

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

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We do much more than collect information. We interpret and analyze data to develop actionable strategies and tactics to best position our client versus the competition.

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