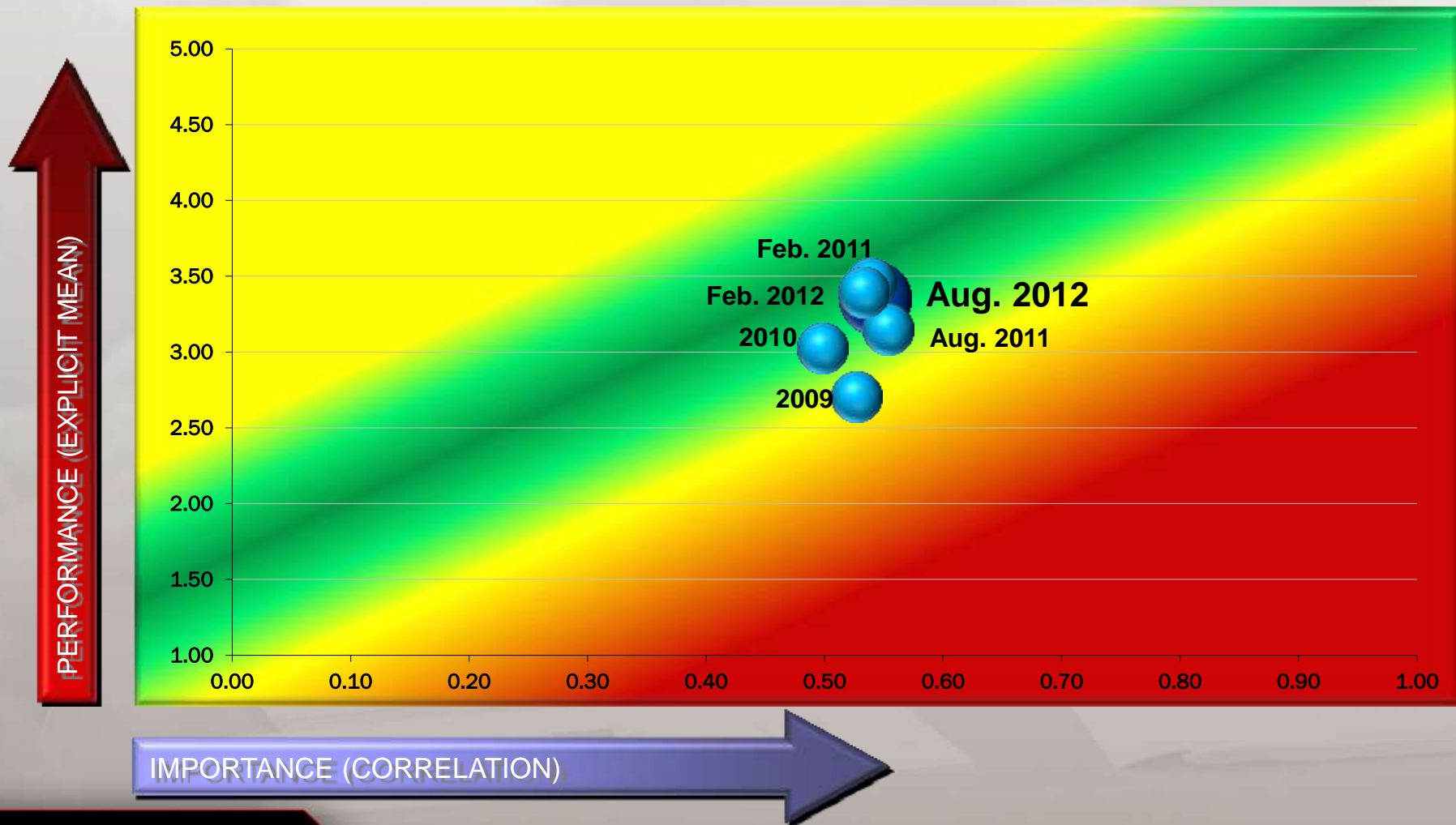


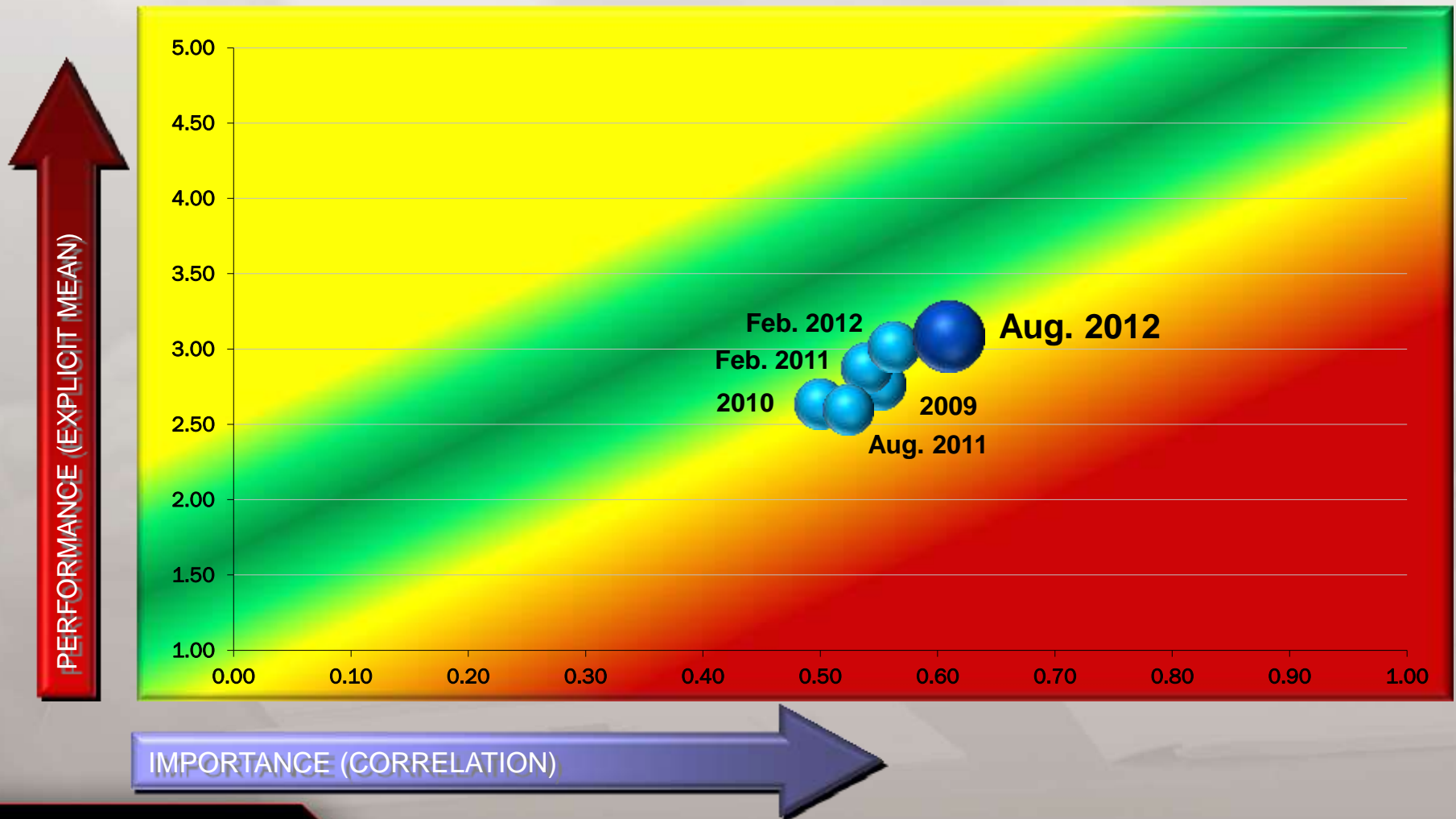
Individual Aspect Trends

Q10: Cooperating with the Public



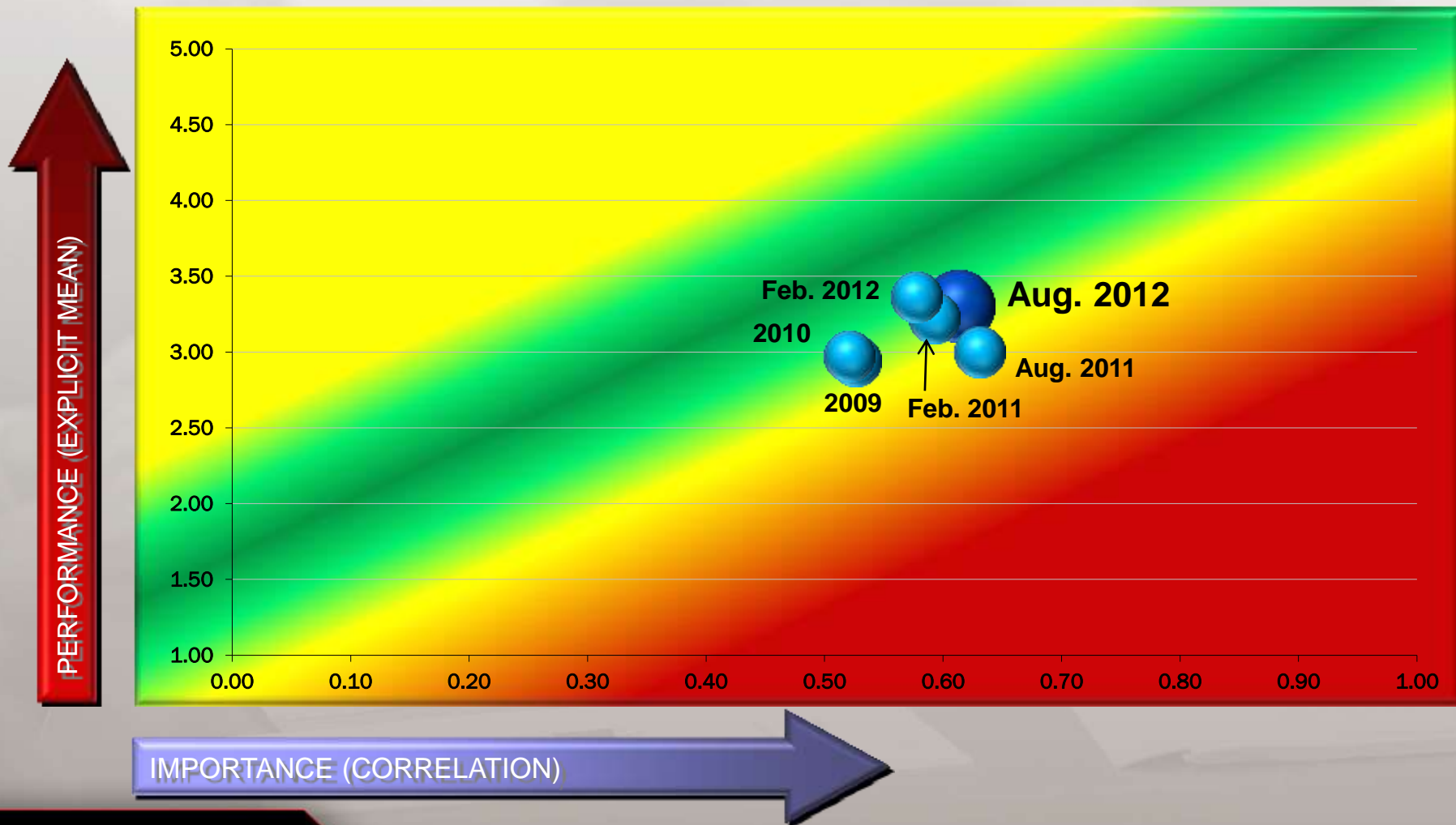
Individual Aspect Trends

Q11: Honesty and Integrity of Police Officers



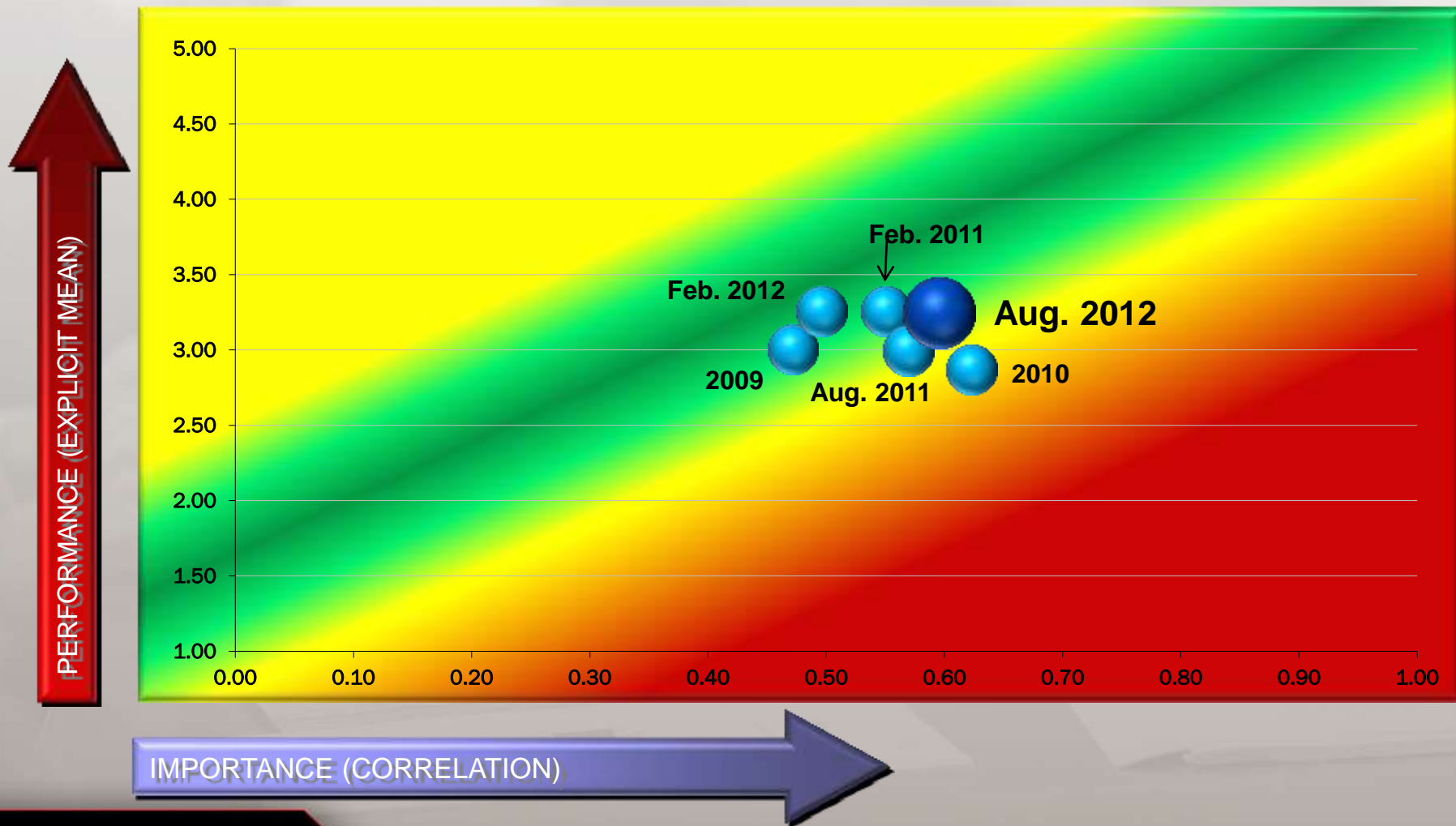
Individual Aspect Trends

Q12: Professionalism of Police Officers



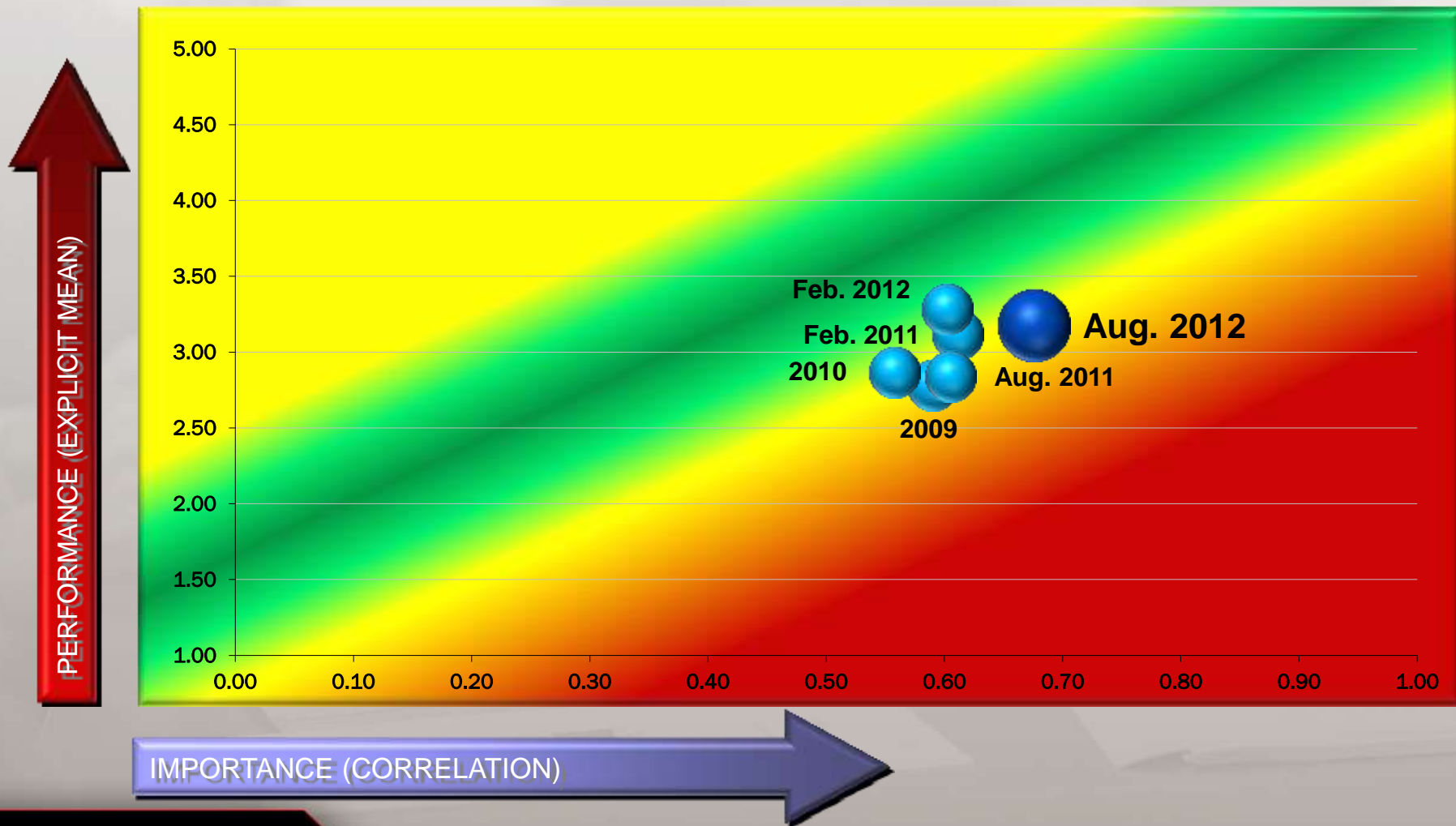
Individual Aspect Trends

Q13: General Attitude and Behavior of Officers



Individual Aspect Trends

Q14: Overall Competence of Police Department



KEY TARGET GROUPS

The following slides present the key target groups for the New Orleans Police Department to increase their overall level of satisfaction. The last column is the overall mean level of satisfaction for that particular demographic group. The higher the mean the more satisfied that demographic group is with the New Orleans Police Department overall.

Groups with a mean less than the overall mean, 3.2086, are groups with whom the New Orleans Police Department should focus their efforts to increase satisfaction. Groups highlighted in red are those with a mean lower than the overall mean.

Key Target Groups

Overall Mean: 3.2086

| Group | Size of Group | % Unsatisfied | % Satisfied | Mean |
|------------------|---------------|---------------|-------------|--------|
| 45-54 | 11% | 60% | 34% | 2.4190 |
| Post graduate | 11% | 50% | 42% | 2.7361 |
| 25-34 | 10% | 44% | 42% | 2.7821 |
| Have Business | 13% | 50% | 47% | 2.8623 |
| District 7 | 19% | 45% | 49% | 2.9139 |
| District 5 | 13% | 40% | 44% | 2.9142 |
| College Graduate | 15% | 42% | 47% | 2.9499 |
| District 8 | 2% | 38% | 48% | 3.0397 |
| District 3 | 19% | 39% | 59% | 3.0837 |
| Male | 45% | 39% | 52% | 3.1076 |
| Some College | 25% | 35% | 52% | 3.1254 |
| African-American | 68% | 37% | 53% | 3.1905 |
| 15+ Years | 90% | 35% | 55% | 3.1957 |
| 55-64 | 18% | 39% | 56% | 3.2075 |

Key Target Groups

Overall Mean: 3.2086

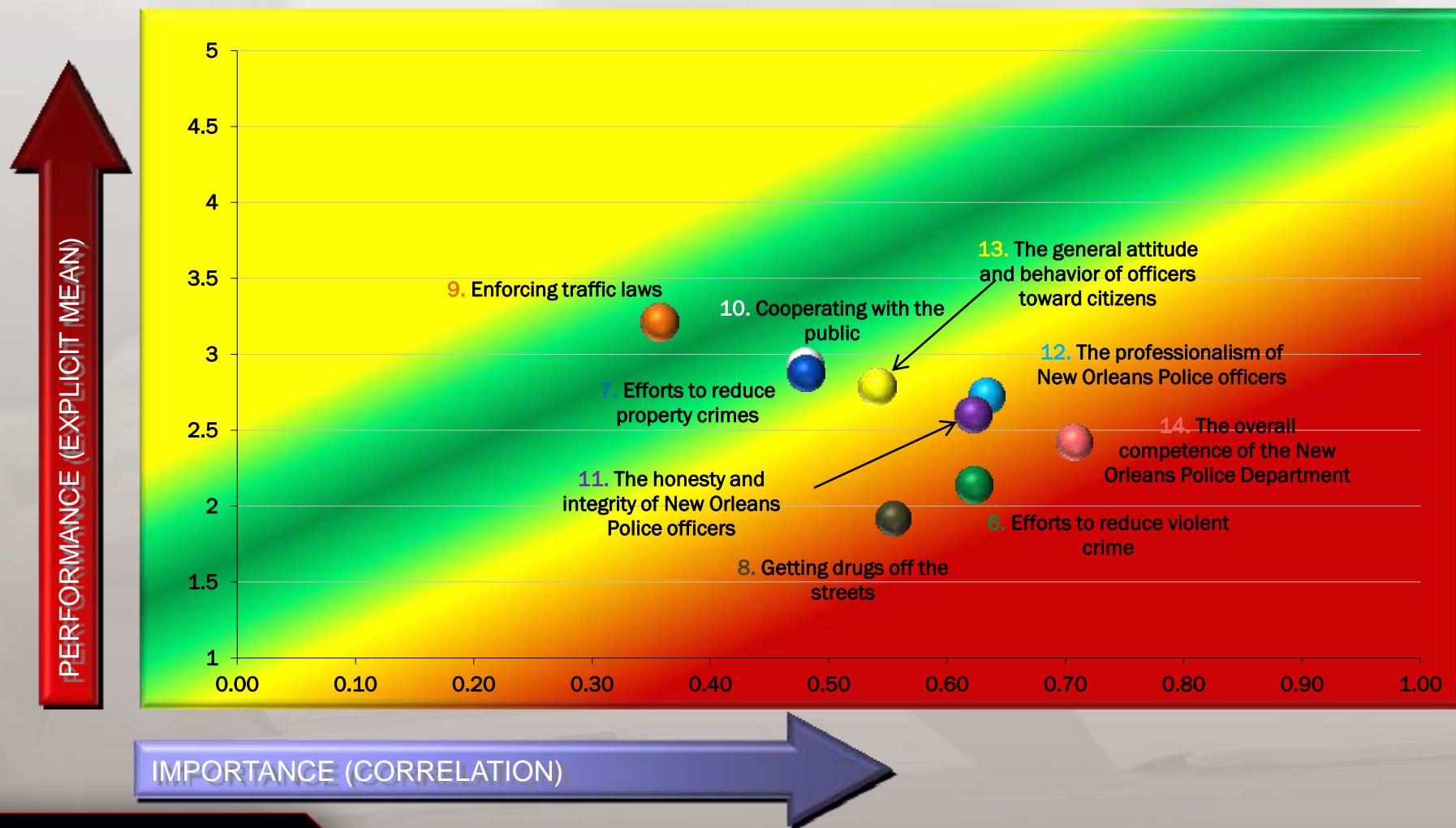
| Group | Size of Group | % Unsatisfied | % Satisfied | Mean |
|----------------------|---------------|---------------|-------------|--------|
| 35-44 | 30% | 34% | 58% | 3.2259 |
| <15 Years | 10% | 33% | 59% | 3.2729 |
| White | 28% | 32% | 64% | 3.2794 |
| No Business | 86% | 31% | 57% | 3.2862 |
| Female | 55% | 32% | 59% | 3.2974 |
| High School Graduate | 38% | 30% | 63% | 3.3433 |
| District 4 | 11% | 31% | 61% | 3.3779 |
| 65-74 | 10% | 30% | 56% | 3.3969 |
| District 2 | 19% | 30% | 59% | 3.4049 |
| District 1 | 10% | 24% | 61% | 3.4425 |
| District 6 | 8% | 30% | 61% | 3.5038 |
| 18-24 | 16% | 16% | 57% | 3.7054 |
| 75+ | 6% | 15% | 73% | 3.7791 |
| <HS Graduate | 10% | 21% | 64% | 3.7903 |



Improving performance with the overall competence of the Department, efforts to reduce violent crime, and getting drugs off the streets will help increase overall levels of satisfaction among those aged 45-54.

SatMap™ 45-54

45-54 (11%)

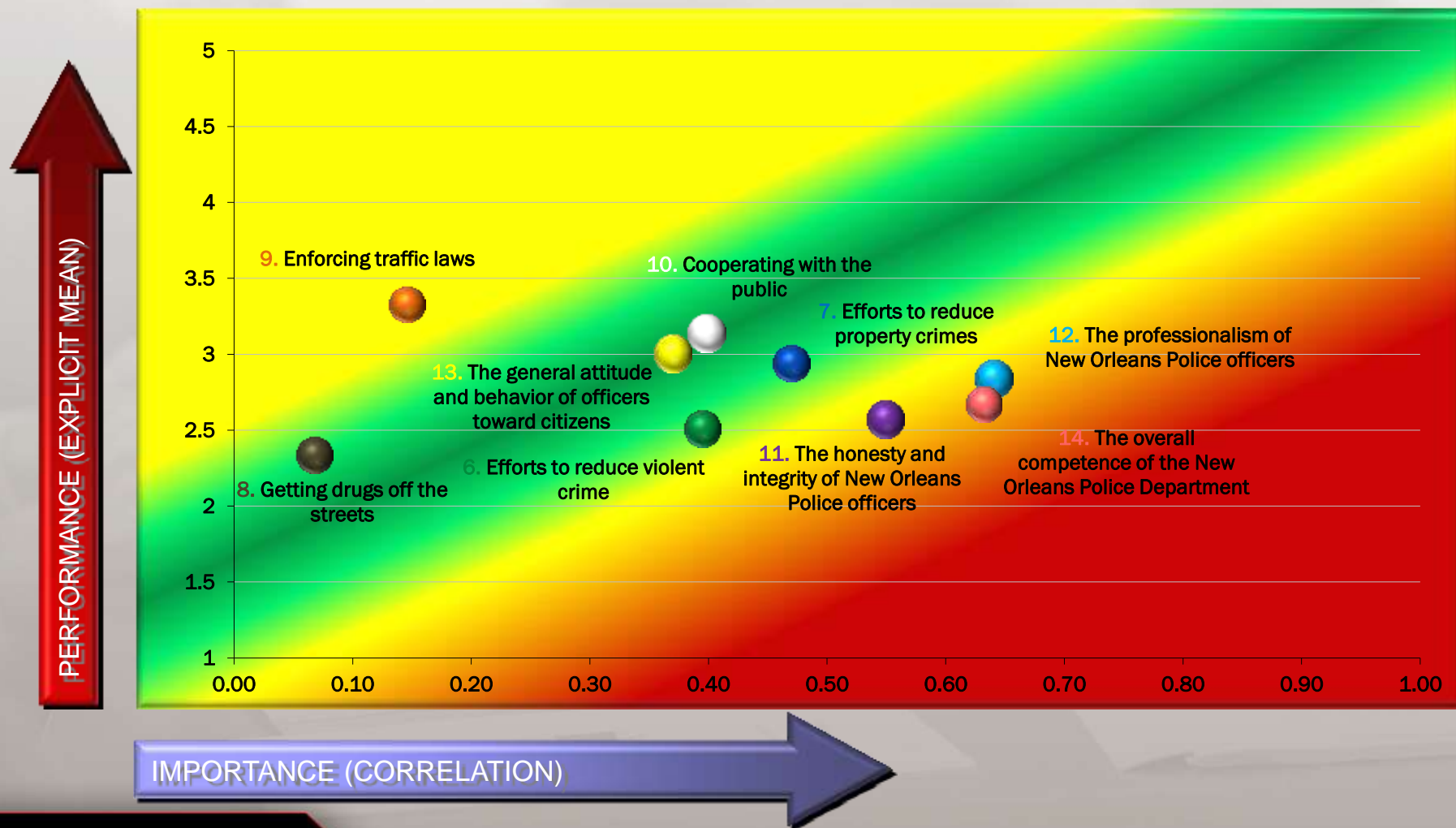




Improving performance of the overall competence of the Department and the professionalism, honesty, and integrity of officers will be the best way to increase overall satisfaction among those with post graduate educations.

SatMap™ Post Graduates

Post Graduates (11%)

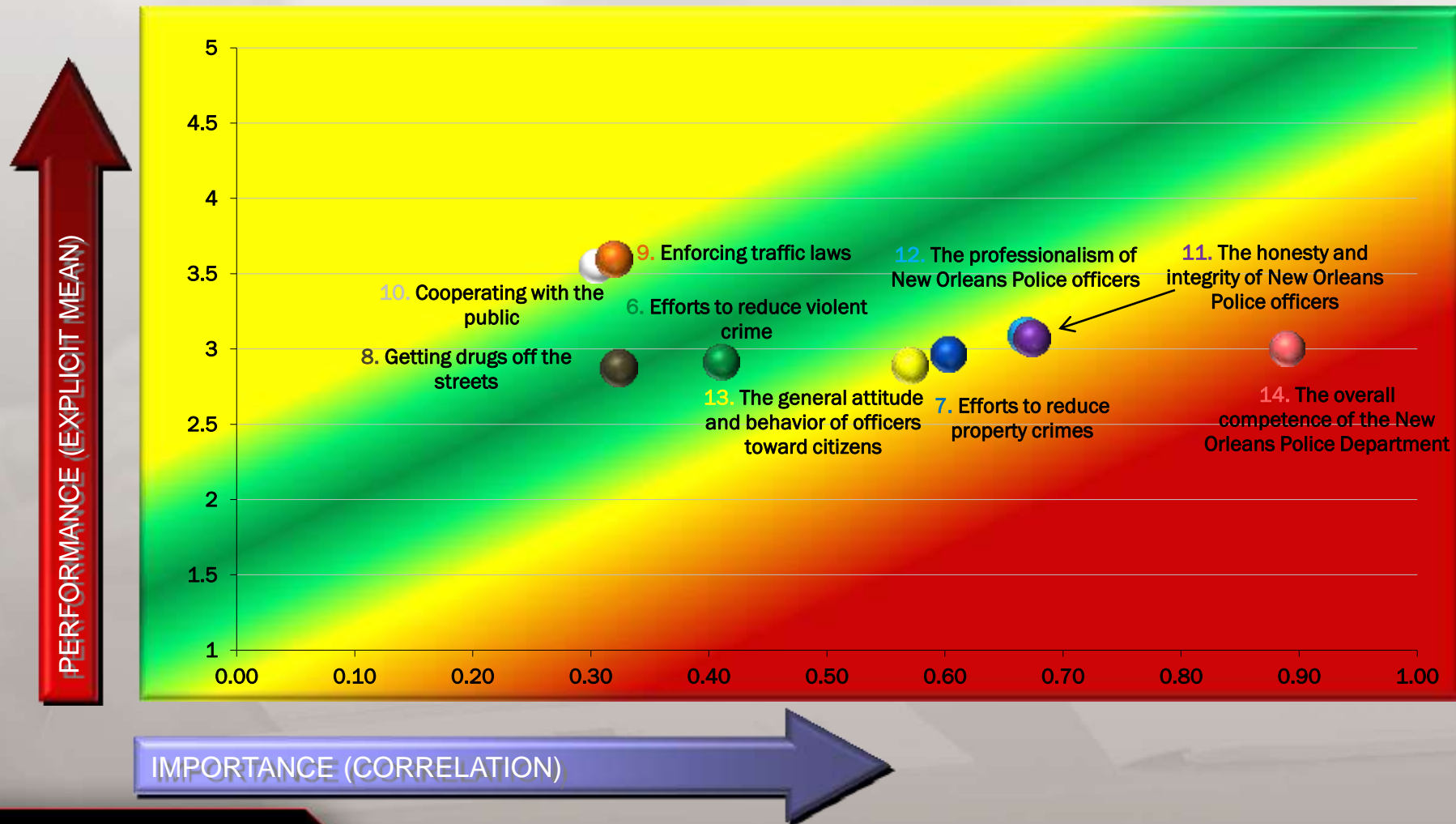




Improving performance of the overall competence of the Department will be the most effective way to increase overall satisfaction among those aged 25-34.

SatMap™ 25-34

25-34 (10%)

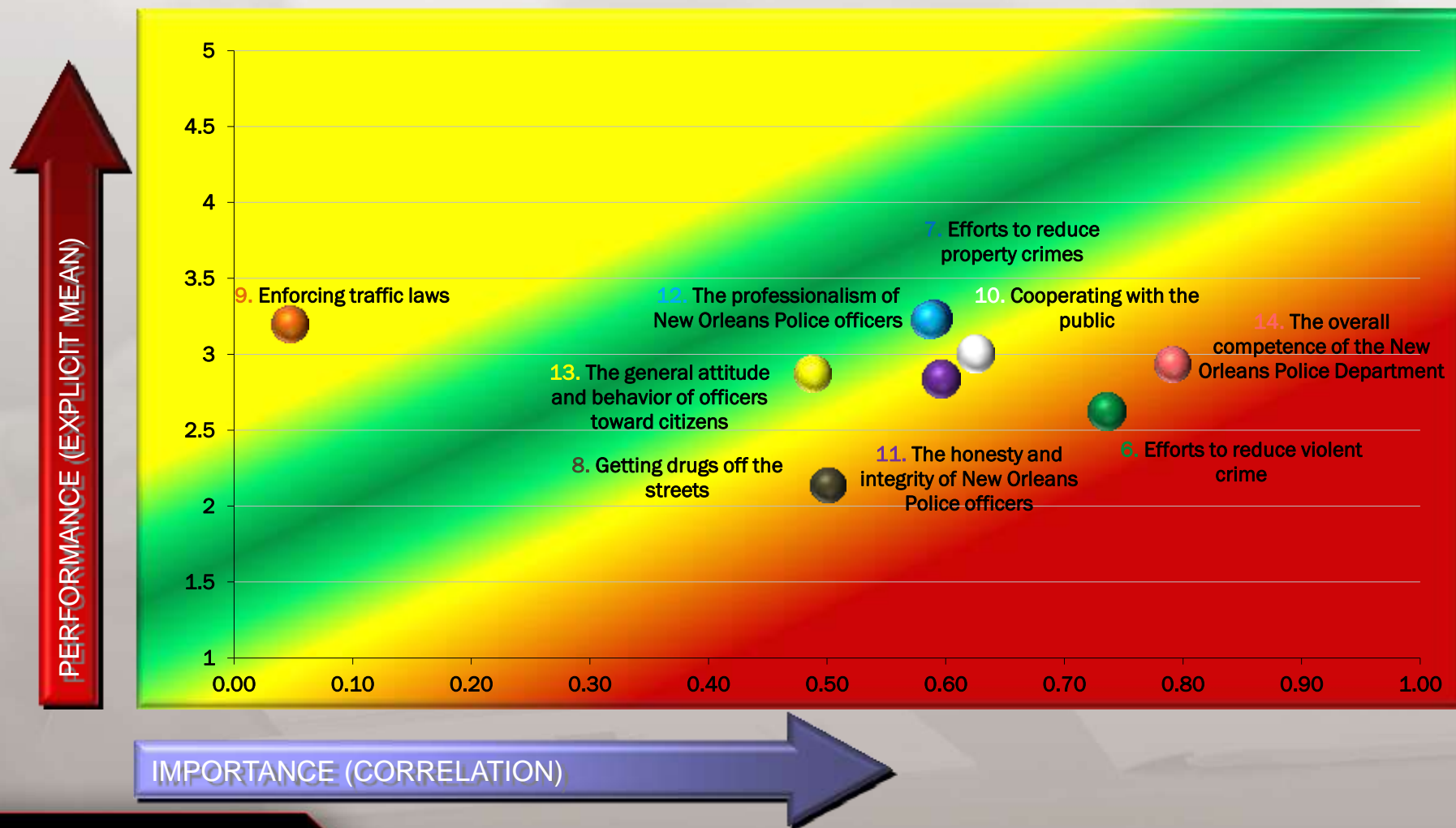




Improving performance of the overall competence of the Department and efforts to reduce violent crime will help improve overall satisfaction among those who have businesses.

SatMap™ Have Business

Have Business (13%)



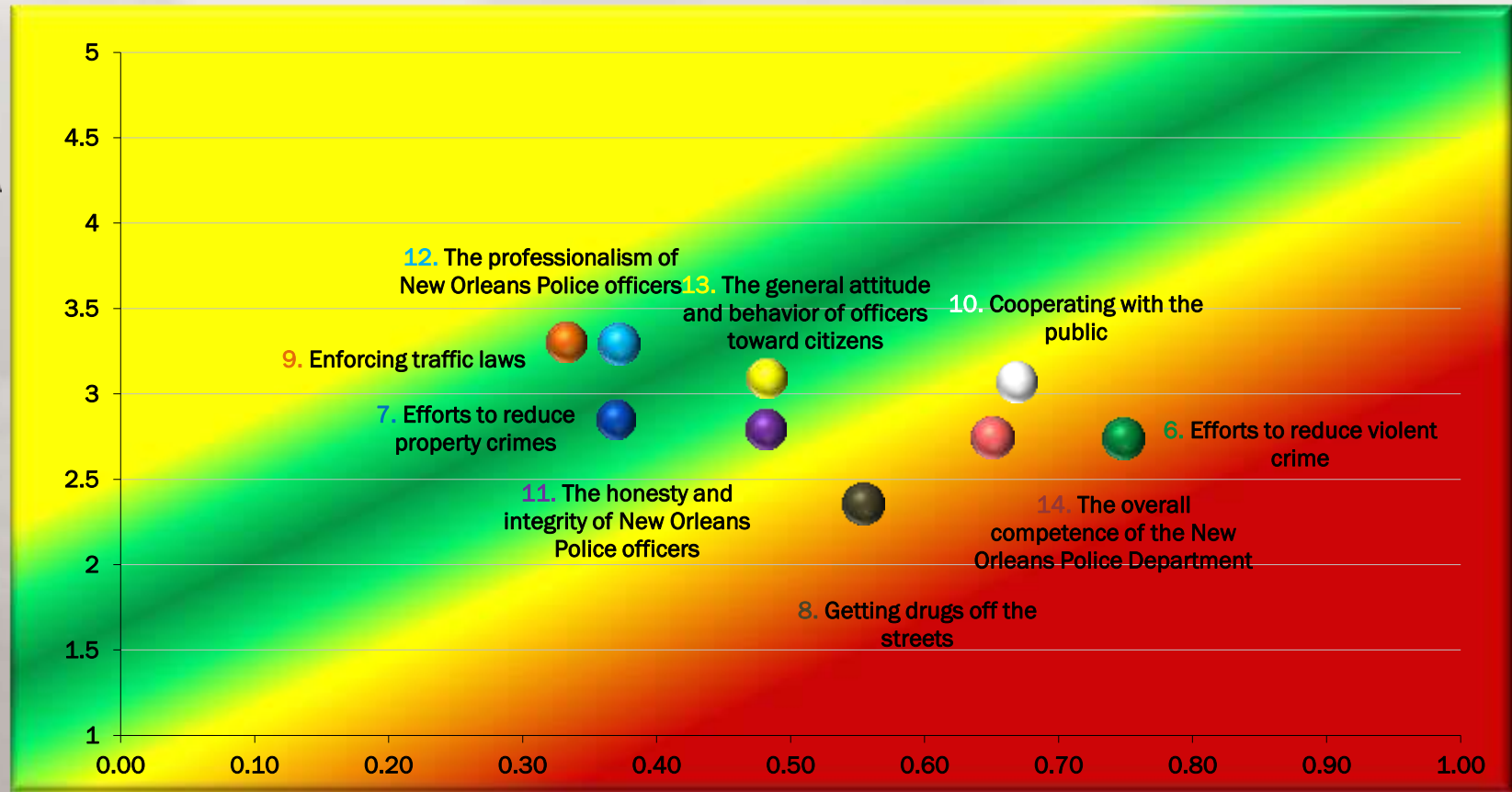


Improving performance of the Departments efforts to reduce violent crime will help improve the overall satisfaction among those in District 7.

SatMap™ District 7

District 7 (19%)

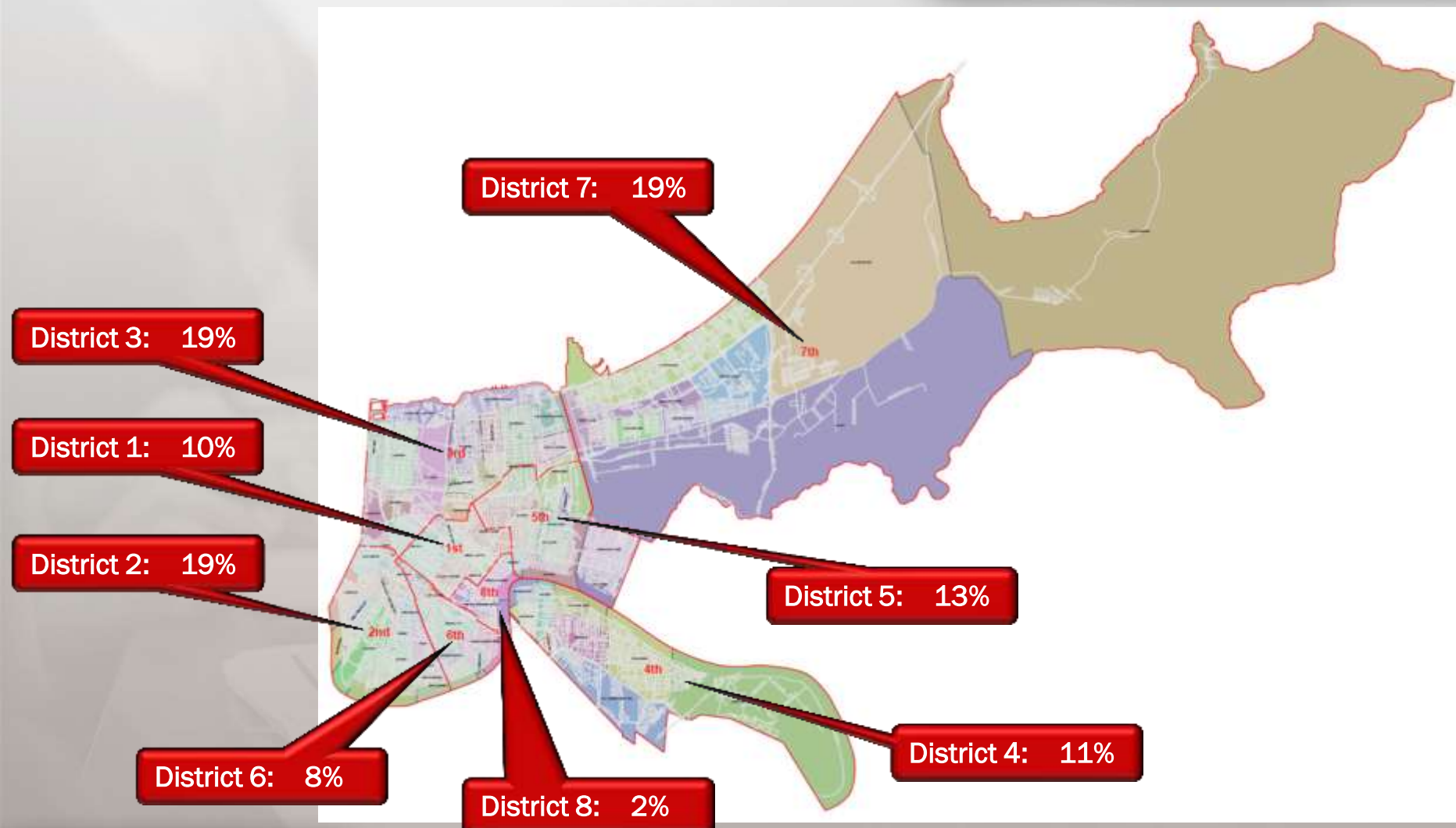
↑
PERFORMANCE (EXPLICIT MEAN)



→
IMPORTANCE (CORRELATION)

POLICE DISTRICT

Geography: Police Precincts

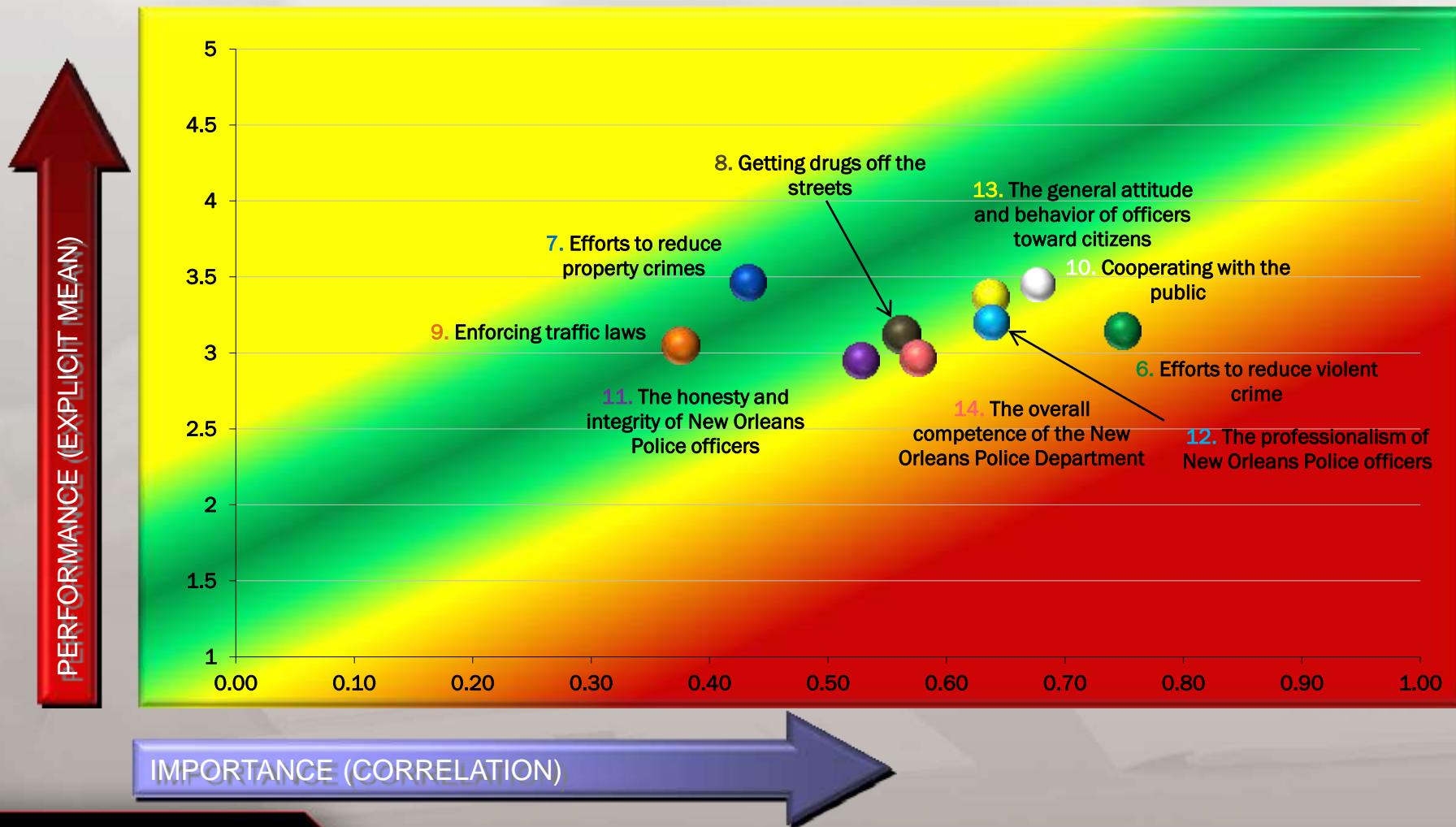




Improving performance on the Departments efforts to reduce violent crime will help improve overall satisfaction among those in District 1.

SatMap™ District 1

District 1 (10%)

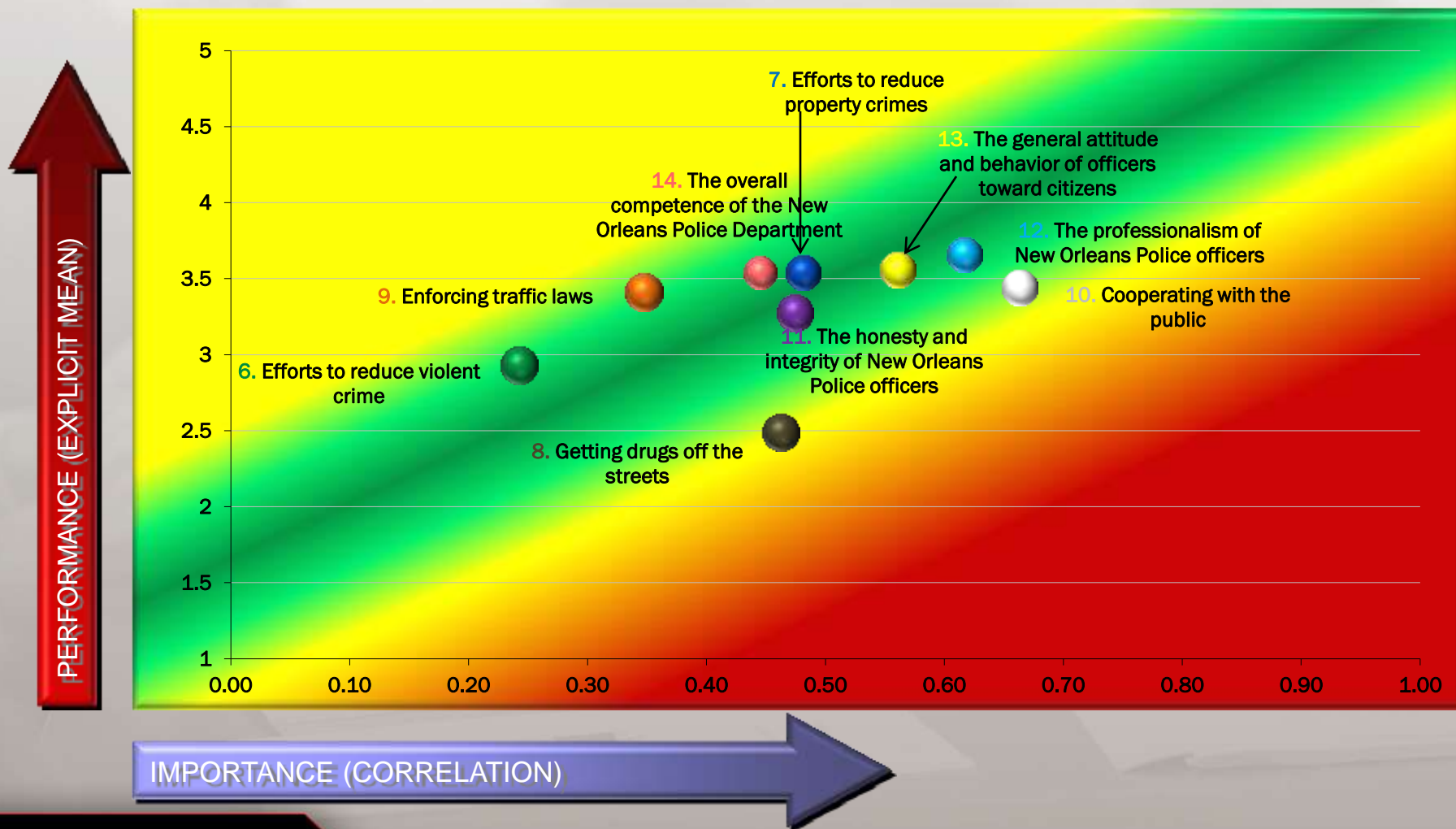




Improving performance on the Department's cooperation with the public and efforts to get drugs off the streets will help increase overall satisfaction among those in District 2.

SatMap™ District 2

District 2 (19%)

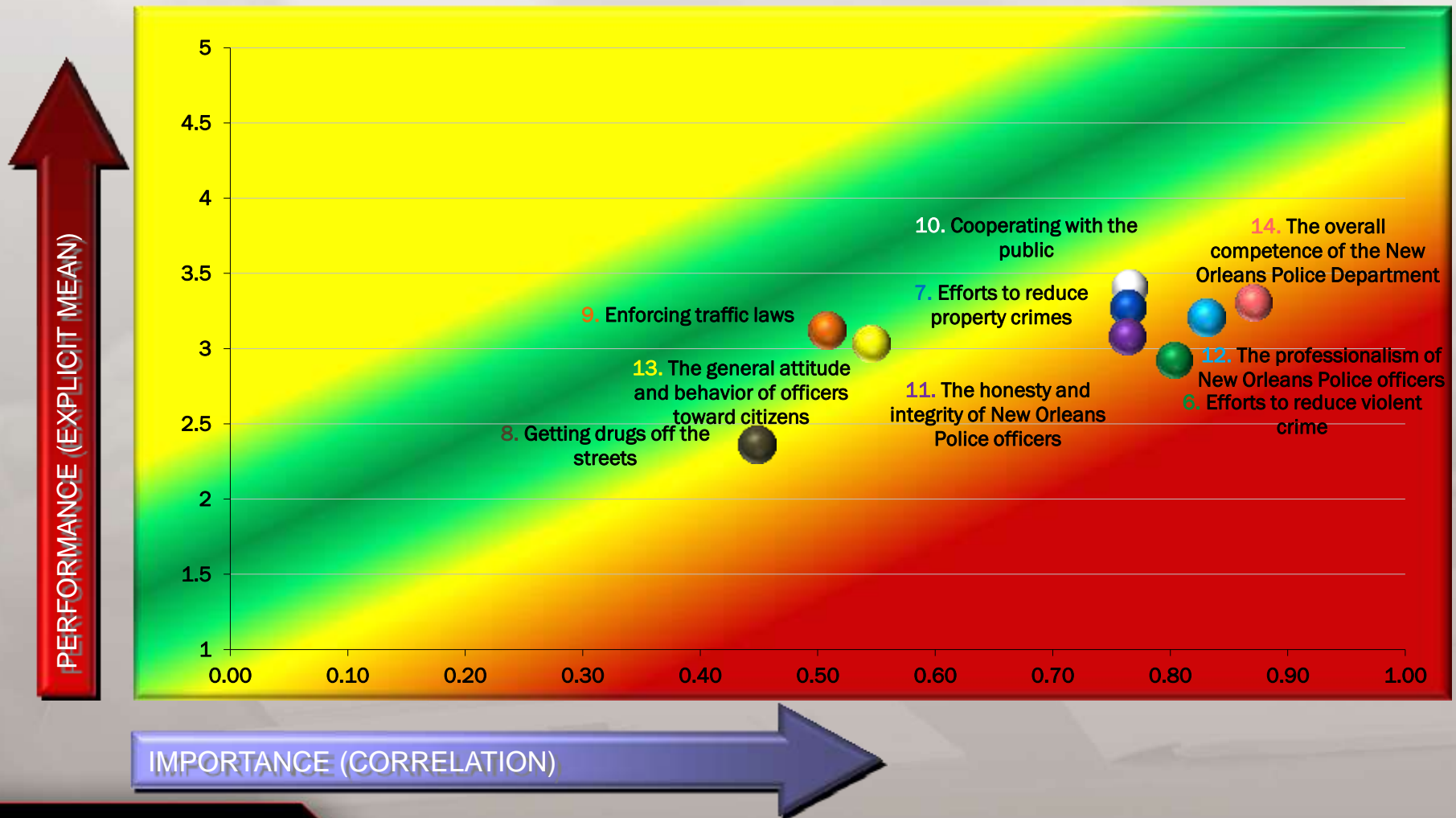




Improving performance of the overall competence of the Department, efforts to reduce violent crime, and the professionalism of officers will help increase overall satisfaction among those in District 3.

SatMap™ District 3

District 3 (19%)

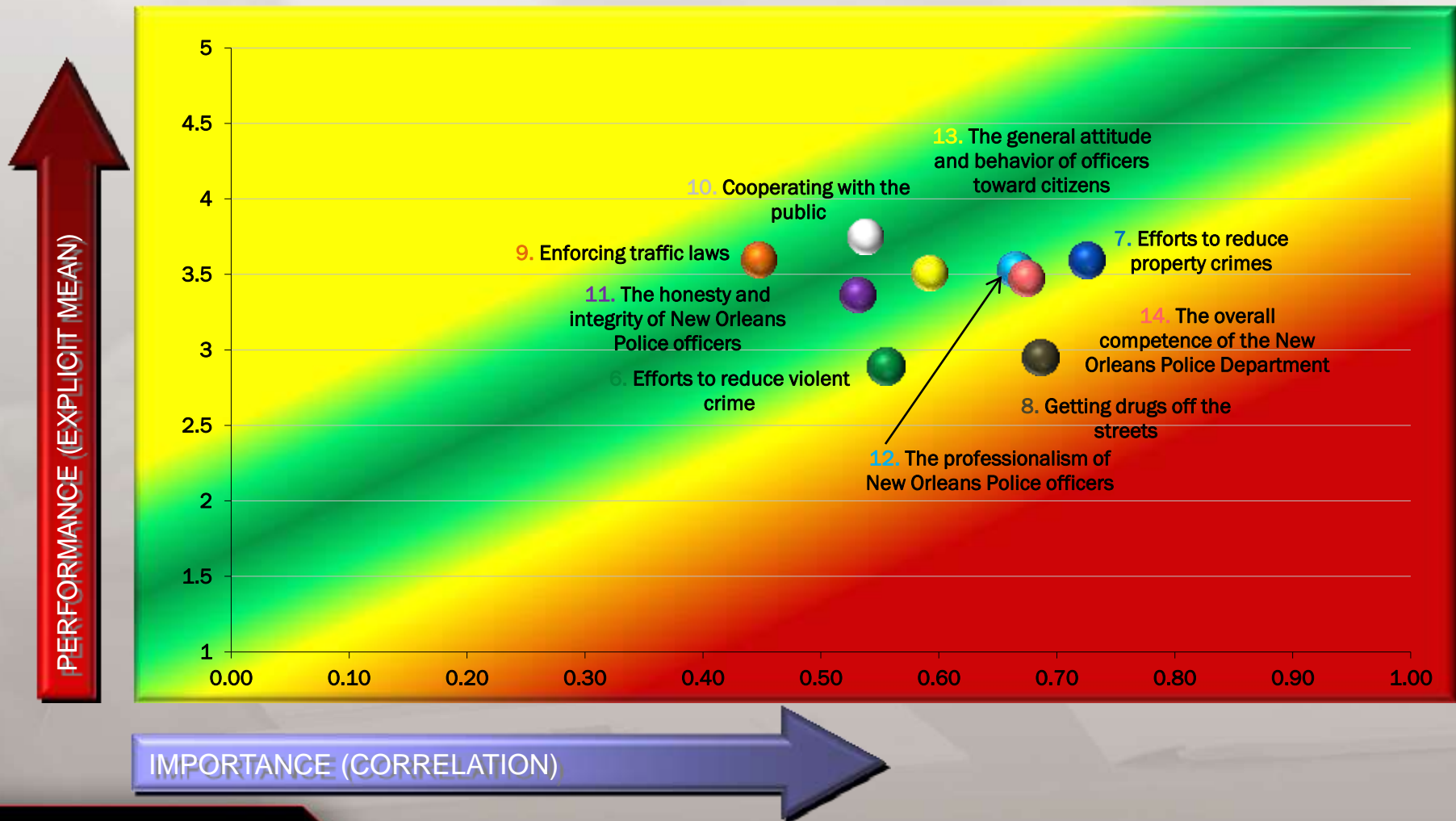




Improving performance of getting drugs off the streets and efforts to reduce property crimes will help improve overall satisfaction among those in District 4.

SatMap™ District 4

District 4 (11%)



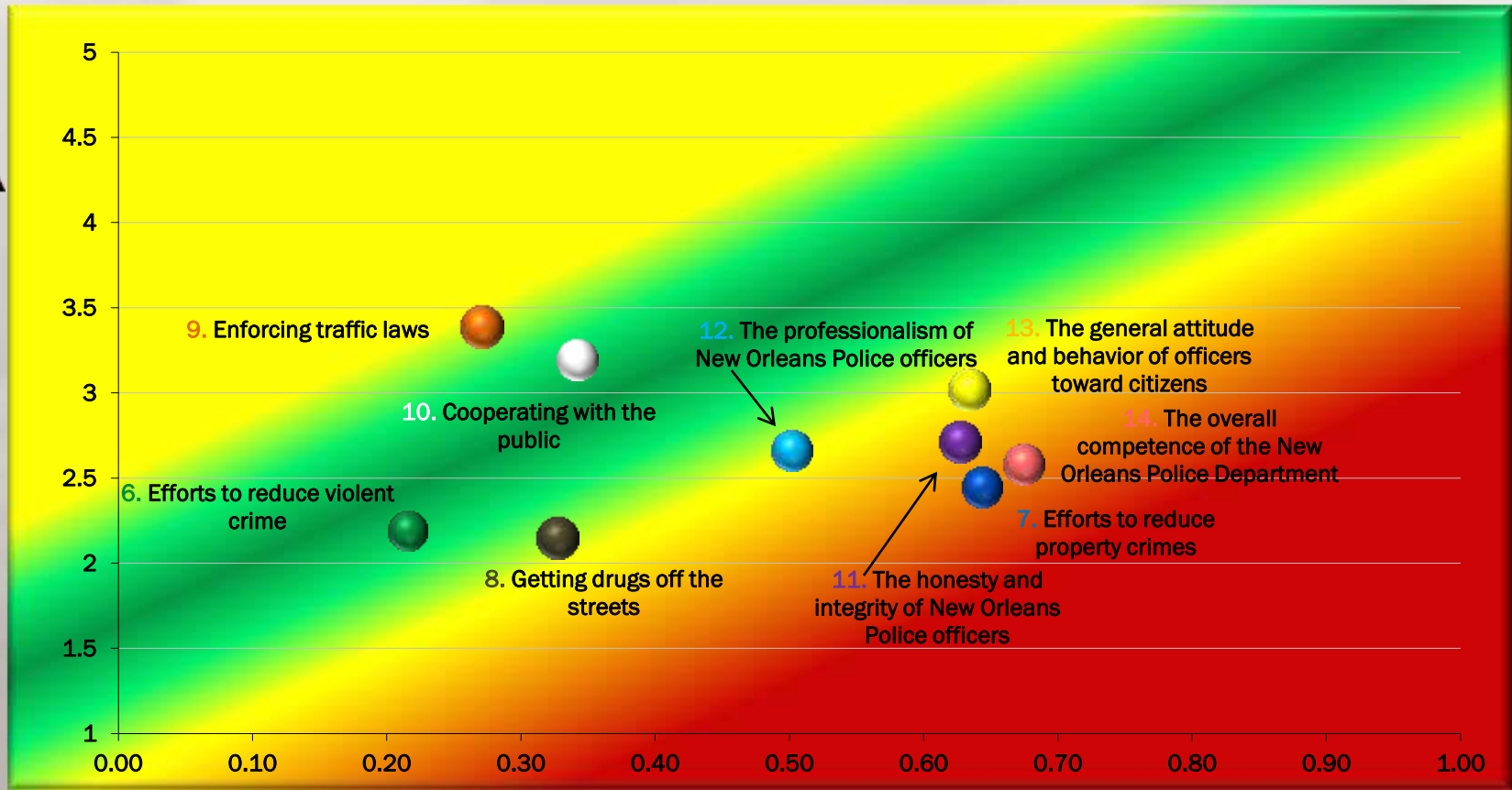


Improving performance of the overall competence of the Department and their efforts to reduce property crimes will help improve overall satisfaction among those in District 5.

SatMap™ District 5

District 5 (13%)

↑
PERFORMANCE (EXPLICIT MEAN)



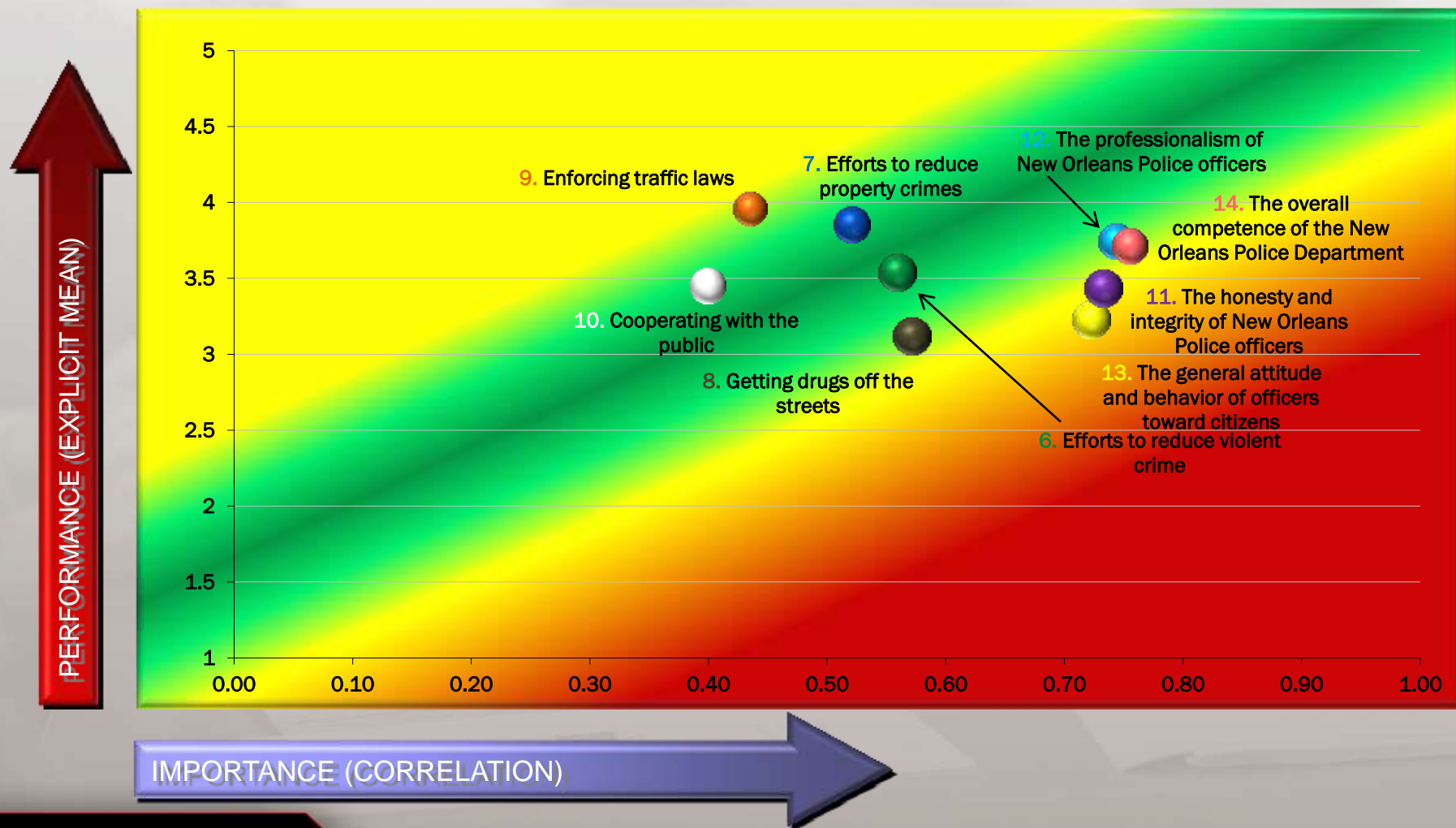
→
IMPORTANCE (CORRELATION)



Improving performance of the general attitude, behavior, honesty, and integrity of officers and the overall competence of the Department will help improve overall satisfaction among those in District 6.

SatMap™ District 6

District 6 (8%)

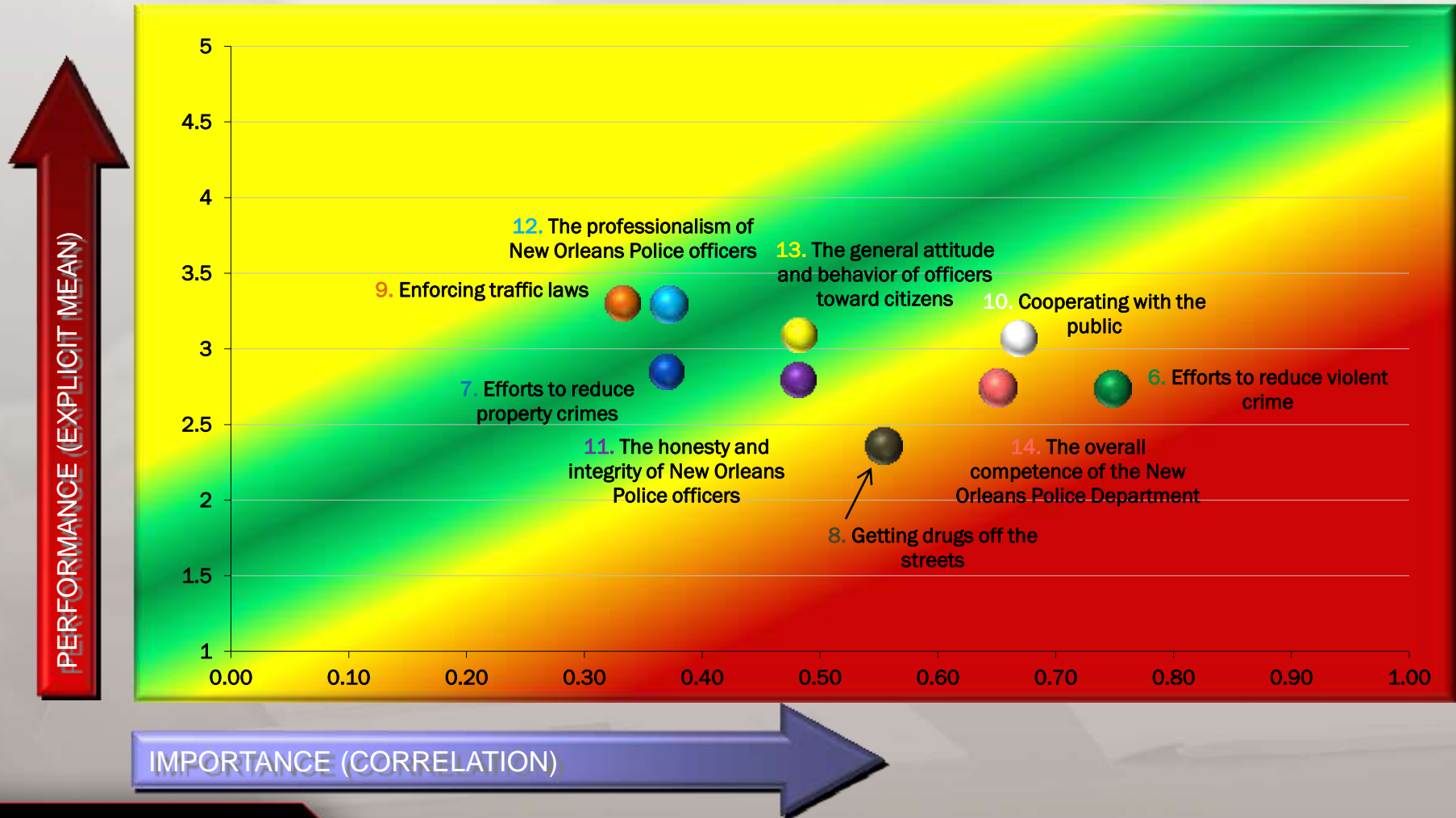




Improving performance of the Departments efforts to reduce violent crime will help improve the overall satisfaction among those in District 7.

SatMap™ District 7

District 7 (19%)



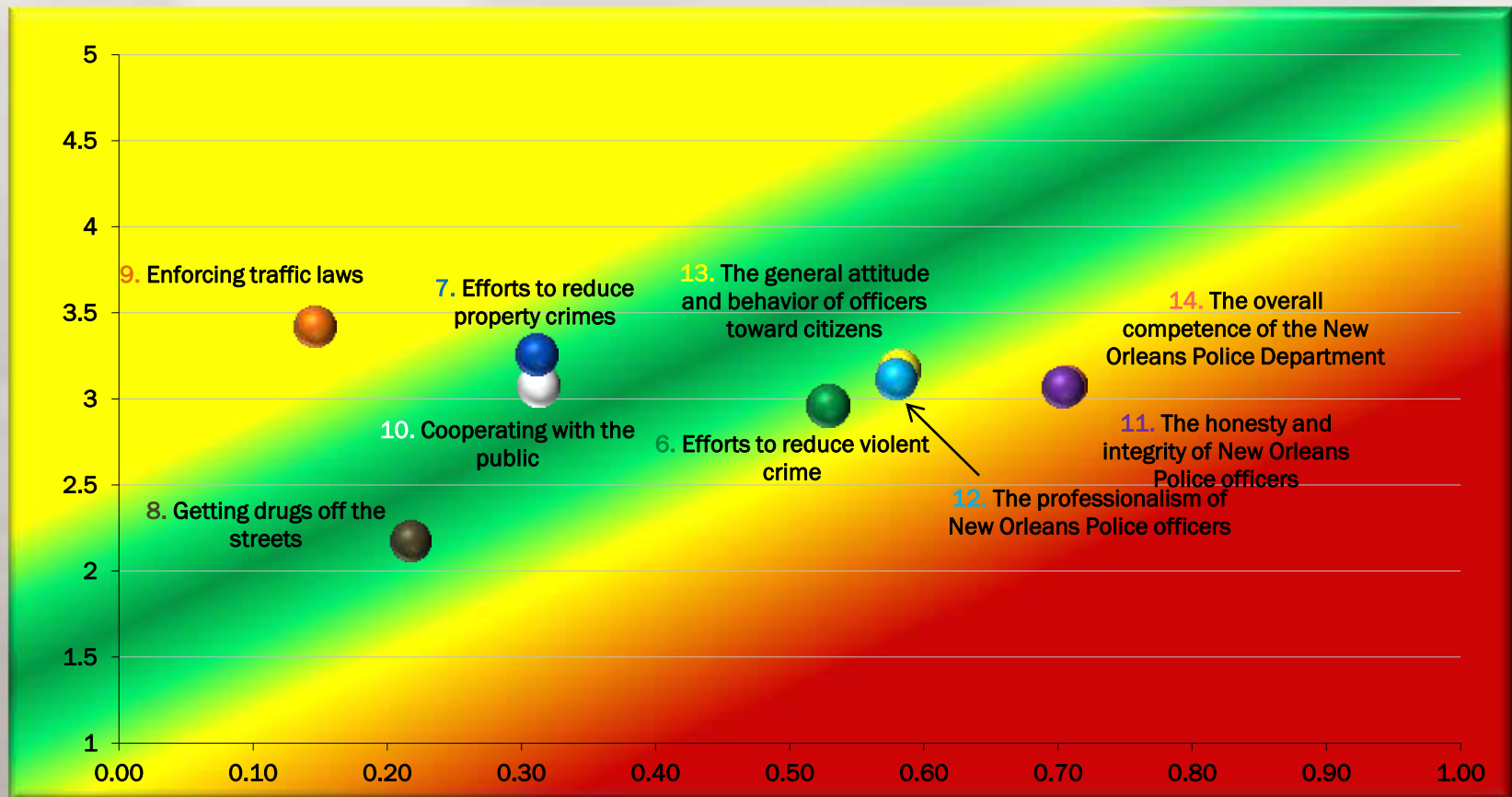


Improving performance of the overall competence of the Department and the honesty and integrity of officers will help increase overall satisfaction among those in District 8.

SatMap™ District 8

District 8 (2%)

↑
PERFORMANCE (EXPLICIT MEAN)



→
IMPORTANCE (CORRELATION)

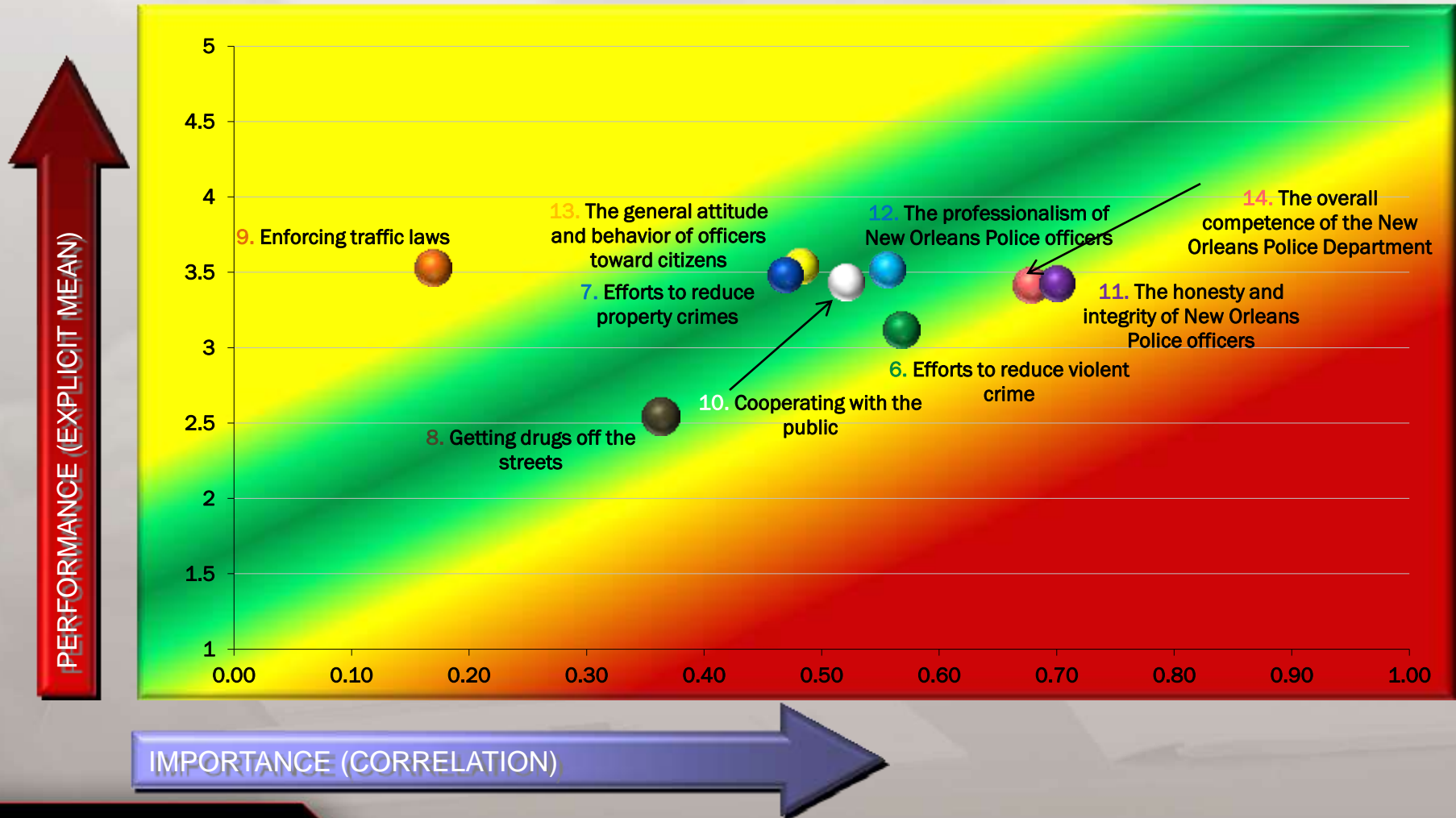
ETHNICITY



Improving performance of the honesty and integrity of officers and the overall competence of the Department will help increase overall satisfaction with the Department amount white residents.

SatMap™ White

White (28%)

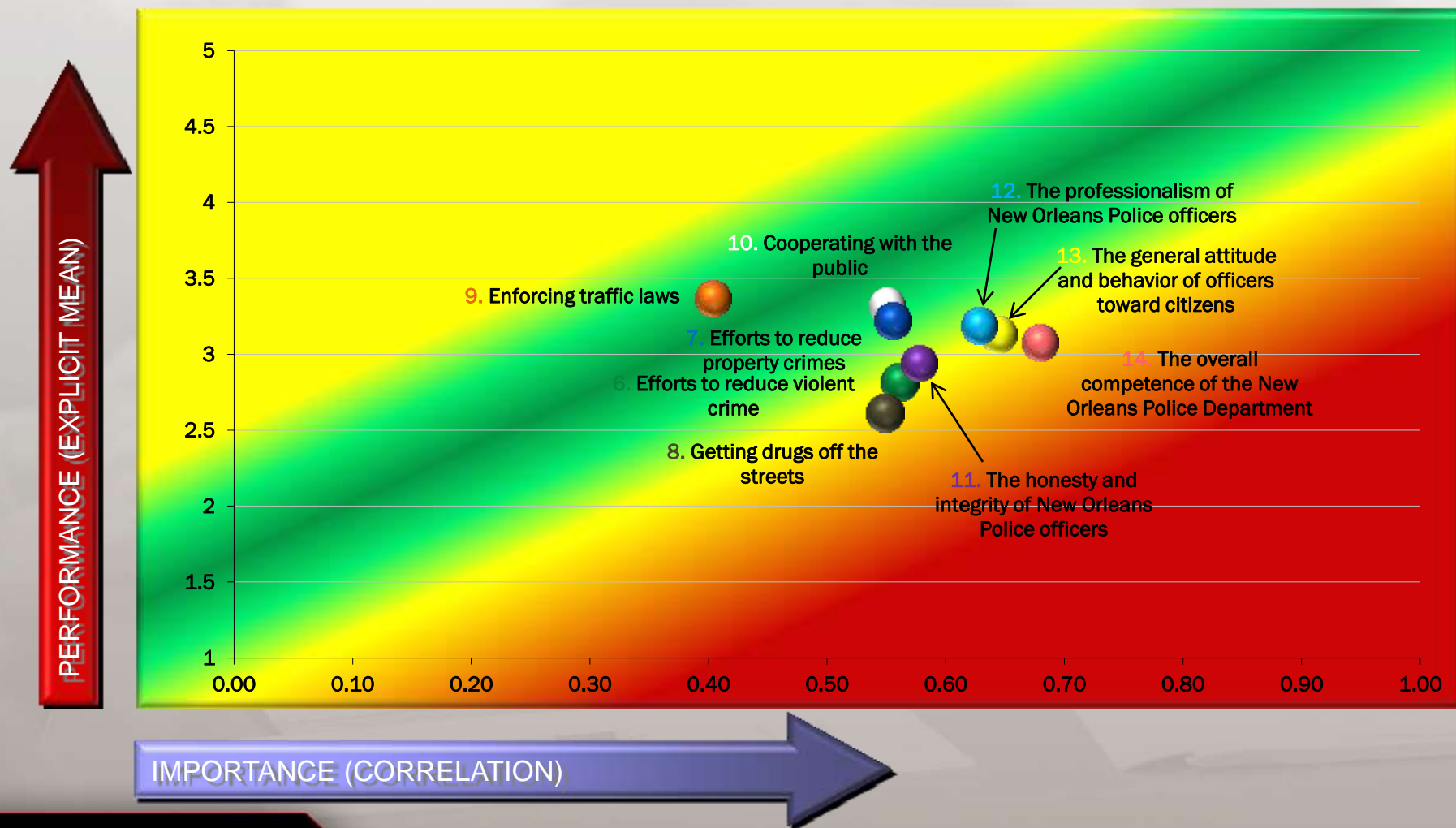




Improving performance on the overall competence of the Department, the general attitude and behavior of officers, and efforts to get drugs off the streets will help improve overall satisfaction among black residents.

SatMap™ African-Americans

African-Americans (68%)



OVERVIEW OF AREAS TO IMPROVE TO INCREASE SATISFACTION

Individual Aspects by District

| | | Highest Rated Aspects | | Lowest Rated Aspects | | |
|-----------------|------------|-----------------------|---|--|---|---|
| | | Highest Rated | 2 nd Highest | 2 nd Lowest | Lowest Rated | |
| Police District | Overall | 100% | <u>Q10 (62%)</u> Cooperation w/ Public | <u>Q12/Q9 (60%)</u> Professionalism Traffic Laws | <u>Q6 (49%)</u> Violent Crime | <u>Q8 (38%)</u> Drugs |
| | District 1 | 10% | <u>Q10 (63%)</u> Cooperation w/ Public | <u>Q7 (62%)</u> Property Crimes | <u>Q14 (45%)</u> Overall Competence | <u>Q9 (44%)</u> Traffic Laws |
| | District 2 | 19% | <u>Q12 (70%)</u> Professionalism | <u>Q14 (65%)</u> Overall Competence | <u>Q6 (46%)</u> Violent Crime | <u>Q8 (32%)</u> Drugs |
| | District 3 | 19% | <u>Q10 (67%)</u> Cooperation w/ Public | <u>Q12 (62%)</u> Professionalism | <u>Q13 (45%)</u> Attitude/Behavior | <u>Q8 (31%)</u> Drugs |
| | District 4 | 11% | <u>Q10 (73%)</u> Cooperation w/ Public | <u>Q9 (68%)</u> Traffic Laws | <u>Q8 (53%)</u> Drugs | <u>Q6 (52%)</u> Violent Crime |
| | District 5 | 13% | <u>Q9 (60%)</u> Traffic Laws | <u>Q10 (59%)</u> Cooperation w/ Public | <u>Q8 (29%)</u> Drugs | <u>Q6 (28%)</u> Violent Crime |
| | District 6 | 8% | <u>Q9 (74%)</u> Traffic Laws | <u>Q7 (73%)</u> Property Crimes | <u>Q10 (57%)</u> Cooperation w/ Public | <u>Q11/Q8 (56%)</u> Honesty/Integrity Drugs |
| | District 7 | 19% | <u>Q12 (59%)</u> Professionalism | <u>Q10 (56%)</u> Cooperation w/ Public | <u>Q7 (41%)</u> Property Crimes | <u>Q8 (35%)</u> Drugs |
| | District 8 | 2% | <u>Q9 (59%)</u> Traffic Laws | <u>Q7 (57%)</u> Property Crimes | <u>Q6 (48%)</u> Violent Crime | <u>Q8 (27%)</u> Drugs |

Top Aspects Needing Improvement to Increase Overall Satisfaction

| | | 1 st Area | 2 nd Area | 3 rd Area | |
|-----------------|------------|----------------------|---|--|--|
| Police District | Overall | 100% | 14. Overall competence of the Police Department | 11. Honesty & integrity of Police officers | 6. Efforts to address violent crime |
| | District 1 | 10% | 6. Efforts to address violent crime | 12. Professionalism of New Orleans Police officers | 14. Overall competence of the Police Department |
| | District 2 | 19% | 8. Getting drugs off the streets | 10. Cooperating with the public | 12. Professionalism of New Orleans Police officers |
| | District 3 | 19% | 14. Overall competence of the Police Department | 6. Efforts to address violent crime | 12. Professionalism of New Orleans Police officers |
| | District 4 | 11% | 8. Getting drugs off the streets | 7. Efforts to address property crimes | 14. Overall competence of the Police Department |
| | District 5 | 13% | 14. Overall competence of the Police Department | 7. Efforts to address property crimes | 11. Honesty & integrity of Police officers |
| | District 6 | 8% | 13. General attitude & behavior of officers | 11. Honesty & integrity of Police officers | 14. Overall competence of the Police Department |
| | District 7 | 19% | 6. Efforts to address violent crime | 14. Overall competence of the Police Department | 8. Getting drugs off the streets |
| | District 8 | 2% | 14. Overall competence of the Police Department | 11. Honesty & integrity of Police officers | 12. Professionalism of New Orleans Police officers |

Top Aspects Needing Improvement to Increase Overall Satisfaction

| | | | 1 st Area | 2 nd Area | 3 rd Area |
|-------------------|-----------|-----|---|--|--|
| Key Target Groups | 45-54 | 11% | 14. Overall competence of the Police Department | 6. Efforts to address violent crime | 8. Getting drugs off the streets |
| | Post Grad | 11% | 14. Overall competence of the Police Department | 12. Professionalism of New Orleans Police officers | 11. Honesty & integrity of Police officers |
| | 25-34 | 10% | 14. Overall competence of the Police Department | 11. Honesty & integrity of Police officers | 12. Professionalism of New Orleans Police officers |
| | Business | 13% | 14. Overall competence of the Police Department | 6. Efforts to address violent crime | 11. Honesty & integrity of Police officers |
| | Dist. 7 | 19% | 6. Efforts to address violent crime | 14. Overall competence of the Police Department | 8. Getting drugs off the streets |
| Ethnicity | White | 28% | 11. Honesty & integrity of Police officers | 14. Overall competence of the Police Department | 6. Efforts to address violent crime |
| | Black | 68% | 14. Overall competence of the Police Department | 13. General attitude & behavior of officers | 8. Getting drugs off the streets |

NEIGHBORHOOD SAFETY



Adults in New Orleans continue to feel safe in their own neighborhoods.

Q15: Please tell me if you agree or disagree with each of the following statements: I feel safe in my own neighborhood.

Q15: I Feel Safe in My Own Neighborhood



August 2012 Top Groups

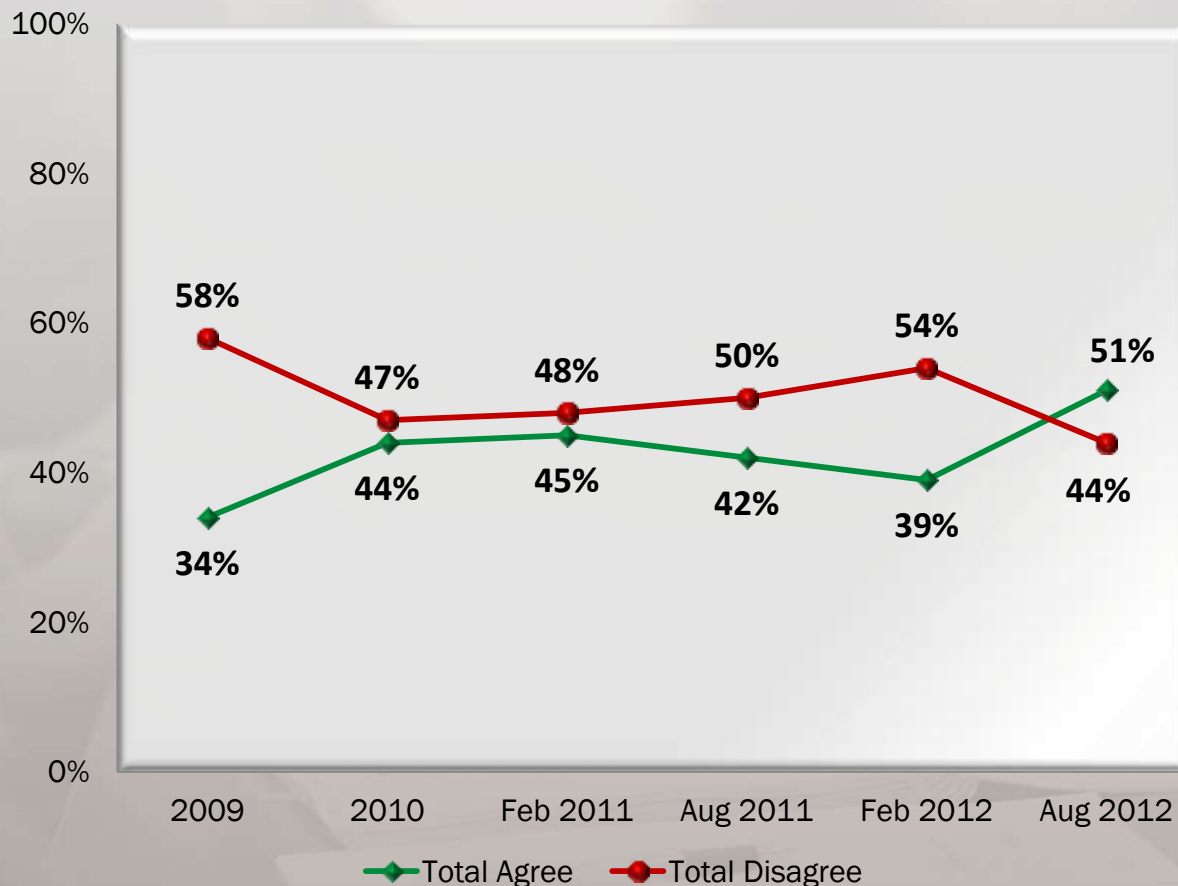
| | % Agree |
|-----------------|------------|
| 25-34 | 94% |
| District 2 | 93% |
| Post Graduate | 86% |
| 75+ | 85% |
| | % Disagree |
| 45-54 | 40% |
| Length: <15 Yrs | 36% |
| District 1 | 34% |
| 18-24 | 30% |



A majority of adults in New Orleans now indicate that they do feel safe visiting other areas of New Orleans.

Q16: 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.

Q16: I Feel Safe Visiting Other Areas in New Orleans



August 2012 Top Groups

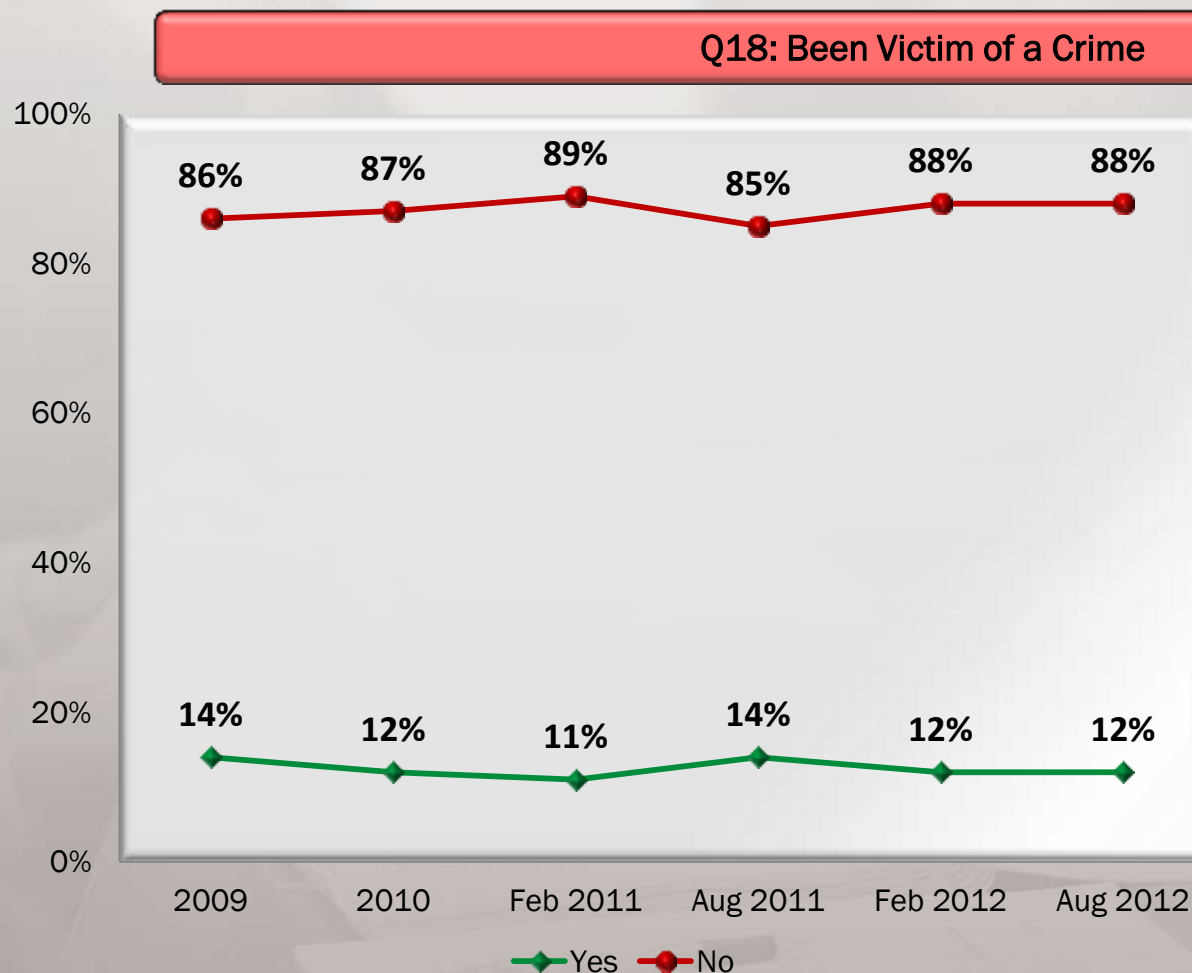
| | % Agree |
|--------------|------------|
| 25-34 | 70% |
| District 5 | 68% |
| District 6 | 66% |
| District 1 | 61% |
| | % Disagree |
| College Grad | 54% |
| District 2 | 53% |
| District 8 | 52% |
| White | 51% |

INTERACTION WITH THE NEW ORLEANS POLICE DEPARTMENT



Most adults in New Orleans indicate that they have not been a victim of a crime in the past twelve months.

Q18: Have you or any member of your household been the victim of a crime during the past twelve months?



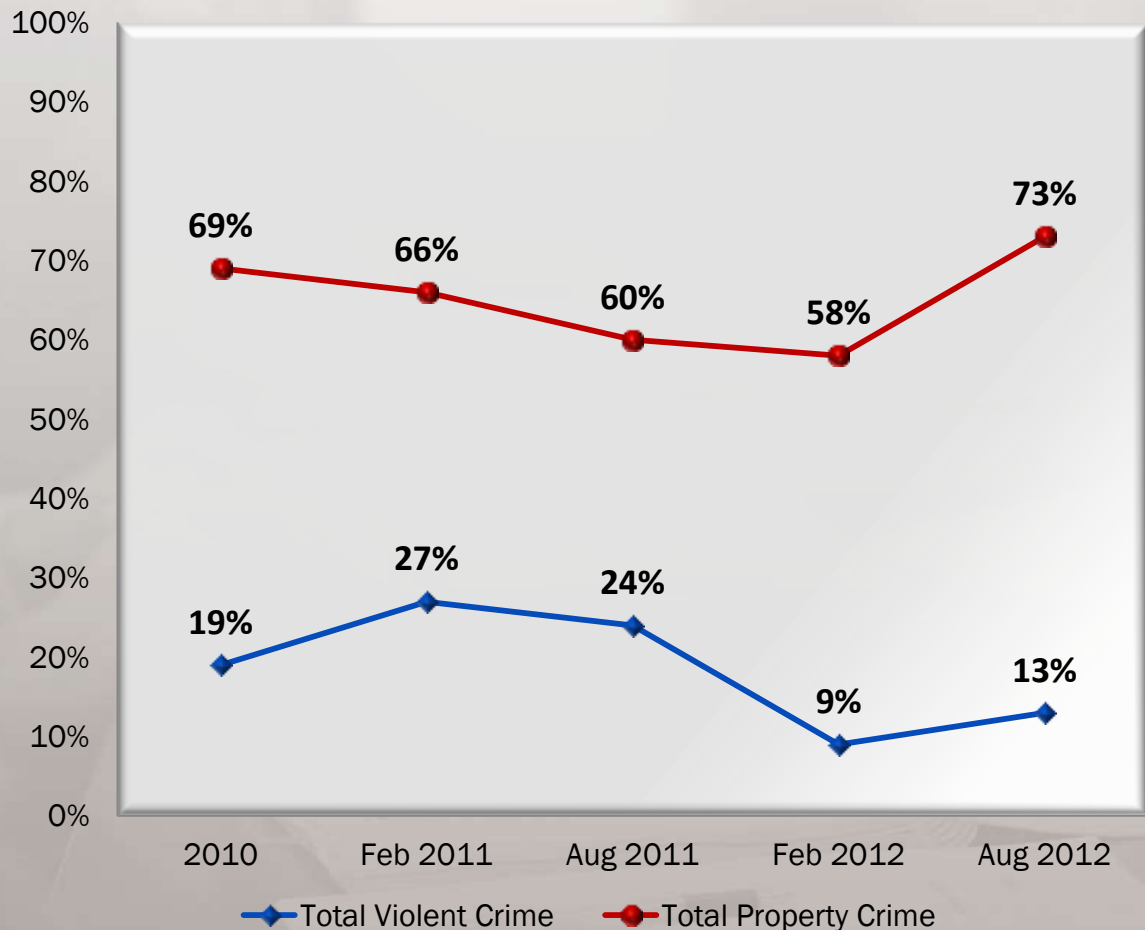
| August 2012 Top Groups | |
|------------------------|-------|
| | % Yes |
| Have Business | 39% |
| District 8 | 28% |
| Length: <15 Yrs | 27% |
| White | 23% |
| | % No |
| District 1 | 99% |
| 65-74 | 96% |
| HS Graduate | 94% |
| 18-24 | 92% |



Nearly three-quarters of those who have been a victim of a crime were involved with a property crime.

Q19: Please tell me, specifically, what the crime was.

Type of Crime Trend



August 2012: n=38

Violent Crime:

| | |
|---------------------|-----|
| Rape/Sexual Assault | 0% |
| Robbery | 10% |
| Aggravated Assault | 0% |
| Simple Assault | 3% |

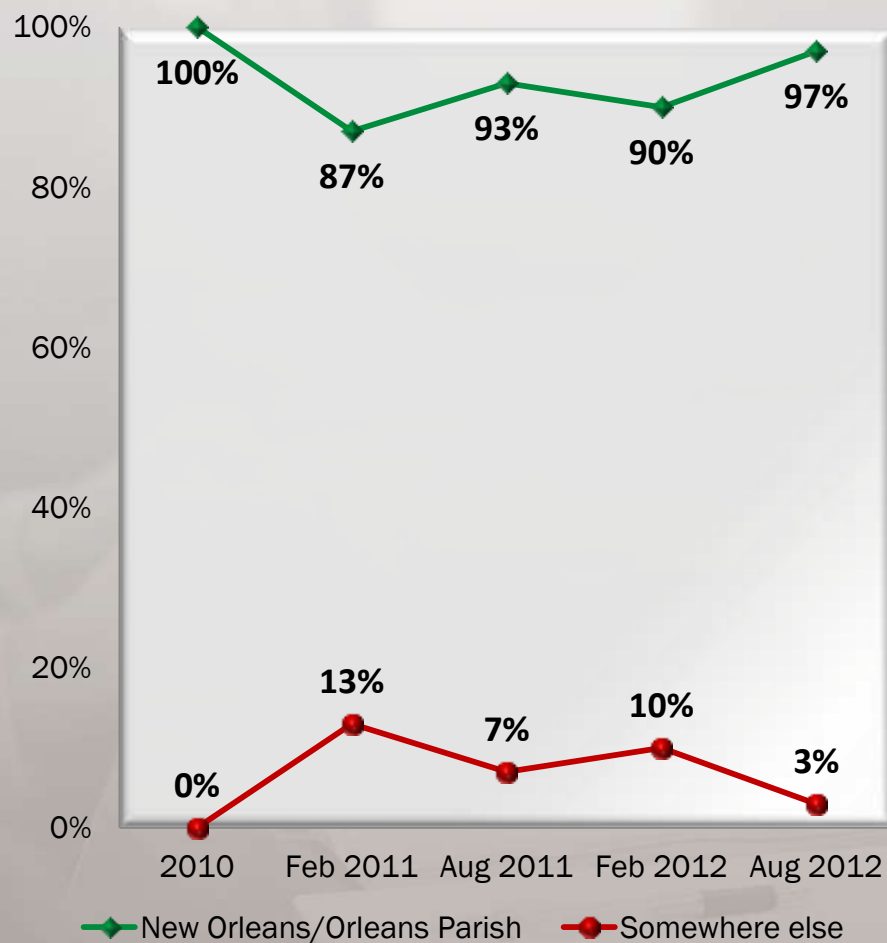
Total Property Crime:

| | |
|---------------------|-----|
| Burglary | 41% |
| Motor vehicle theft | 24% |
| Theft/Larceny | 4% |
| Vandalism | 7% |
| All Other | 11% |



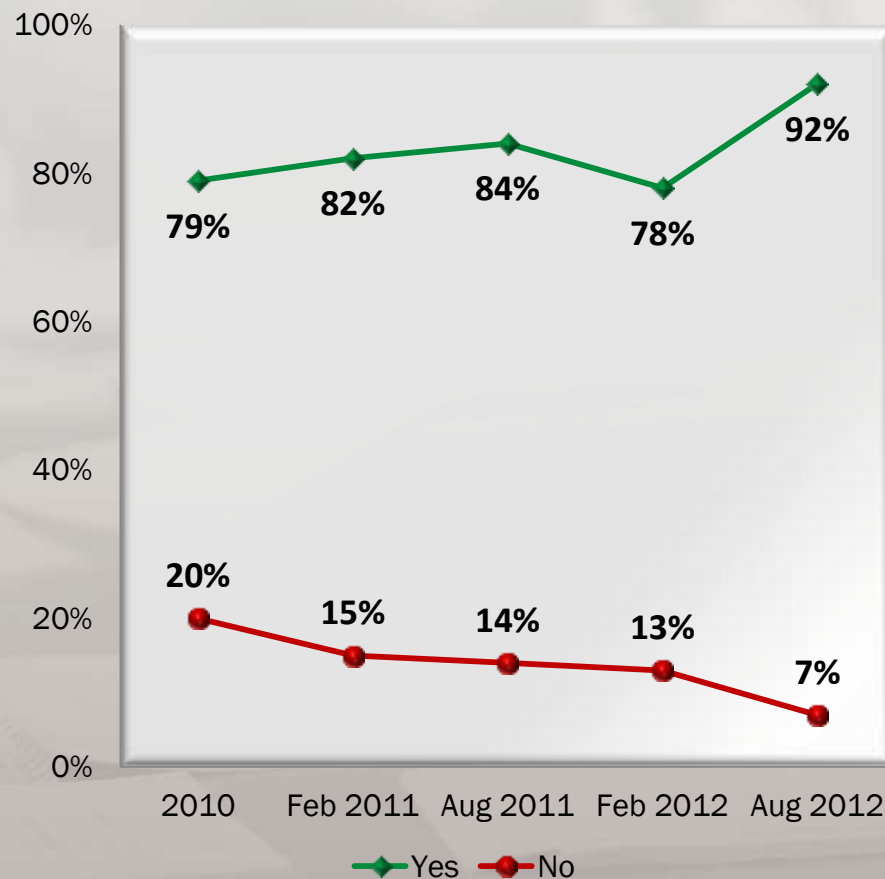
Of those who were involved with a crime, most were in New Orleans/Orleans Parish and they reported it to the police department.

Q20: Where did the crime occur?



August 2012: n=42

Q21: Did you report the crime to the NOPD?



August 2012: n=40



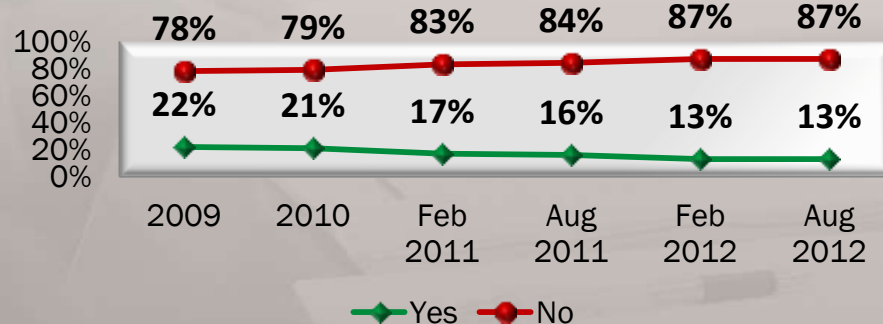
Two-thirds of residents report that they have not had any contact with police in the past year.

Q22-24: Interaction with the New Orleans Police Department

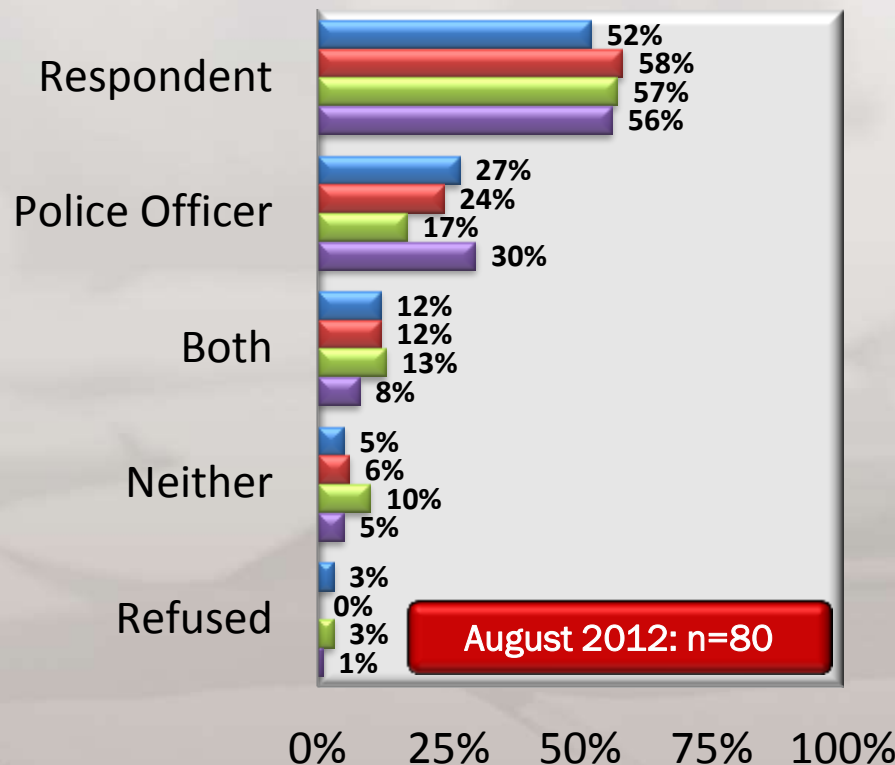
Q22: Contact with officers of NOPD in past 12 months



Q24: Have you called/visited any NO Police Station in past 12 months?



Q23: Who initiated the contact?



Feb 2011 Aug 2011

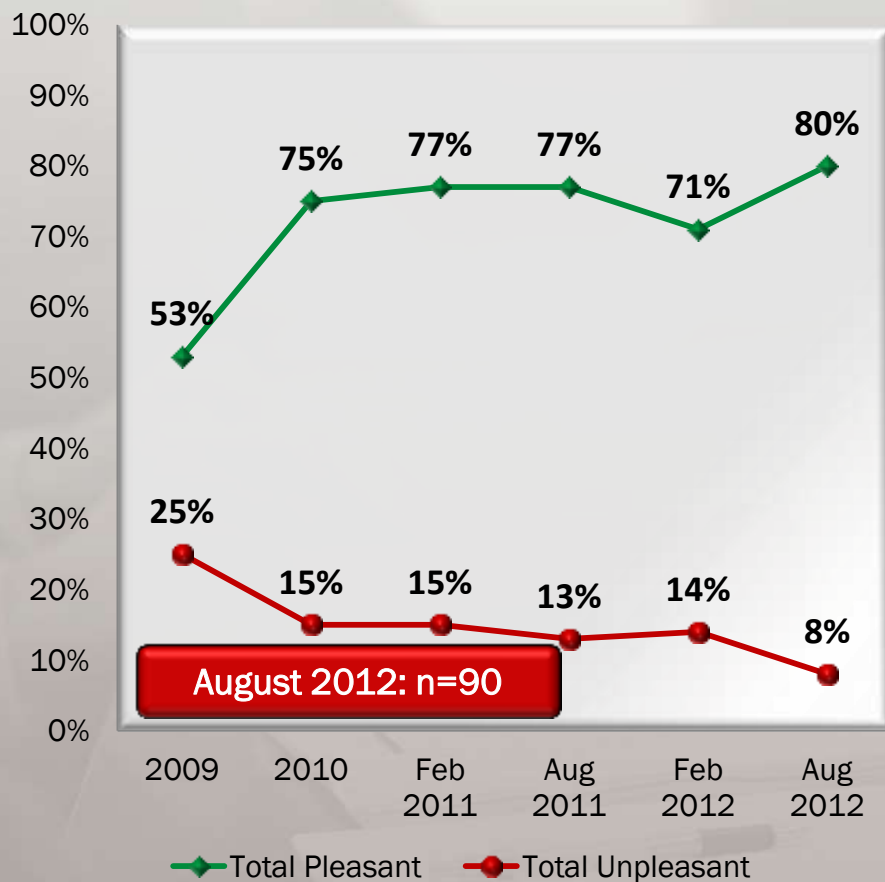
Feb 2012 Aug 2012



Respondents indicating that their interaction with the New Orleans Police was pleasant reached an all time high.

Q25-26: Courteousness of New Orleans Police Department employees

Q25: Officers of NOPD you met outside of Police Station



Q26: Employees at New Orleans Police Station



CRIME PROBLEMS

Crime Problems: Question Wording

Q27: Now, thinking some more about one of the areas we just talked about, getting drugs off the street. I am going to read you two things some people say about this issue and I'd like you to tell me which you agree with more...

(Some/Other) people say drugs on our streets are primarily a police-enforcement problem and it is up to the New Orleans Police Department to do more to combat them with things like more patrols, arrests and drug seizures.

...while...

(Some/Other) people say drugs in our neighborhoods are a social problem and that while the police have a role to play in stopping drugs, we will need changes in everything from schools to the courts to federal anti-drug programs in order to really get drugs off the streets.

Q28: Now, thinking some more about one of the areas we just talked about, reducing the murder rate. I am going to read you two things some people say about this issue and I'd like you to tell me which you agree with more...

(Some/Other) people say that reducing the number of murders is primarily a police-enforcement problem.

...while...

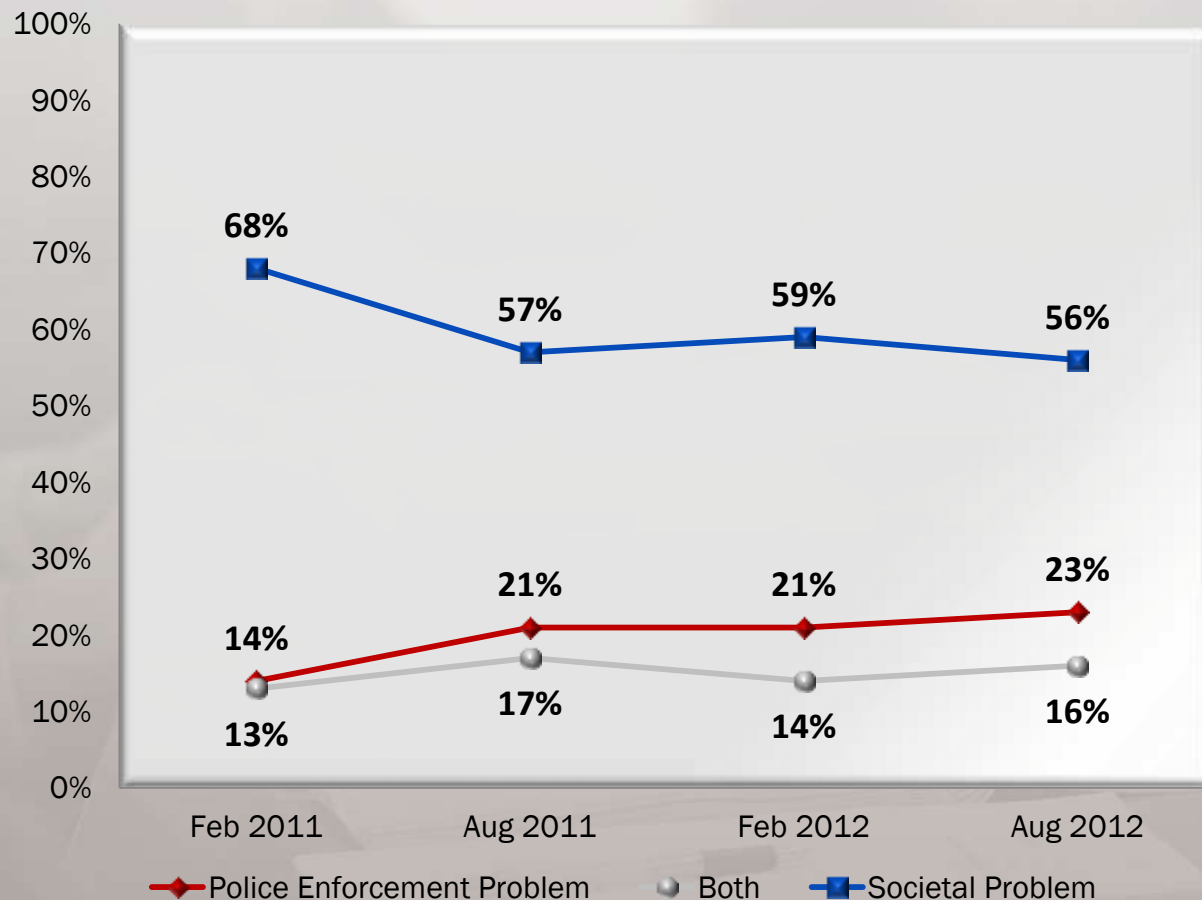
(Some/Other) people say the number of murders is a social problem and that while the police have a role to play in stopping murderers, we will need changes in areas such as families, schools, and neighborhoods in order to really reduce the number of murders.



More than half of adults in New Orleans still believe that getting drugs off of the streets is primarily a societal problem.

Q27: Getting drugs off the streets...

Q27: Getting Drugs off the Streets



August 2012 Top Groups

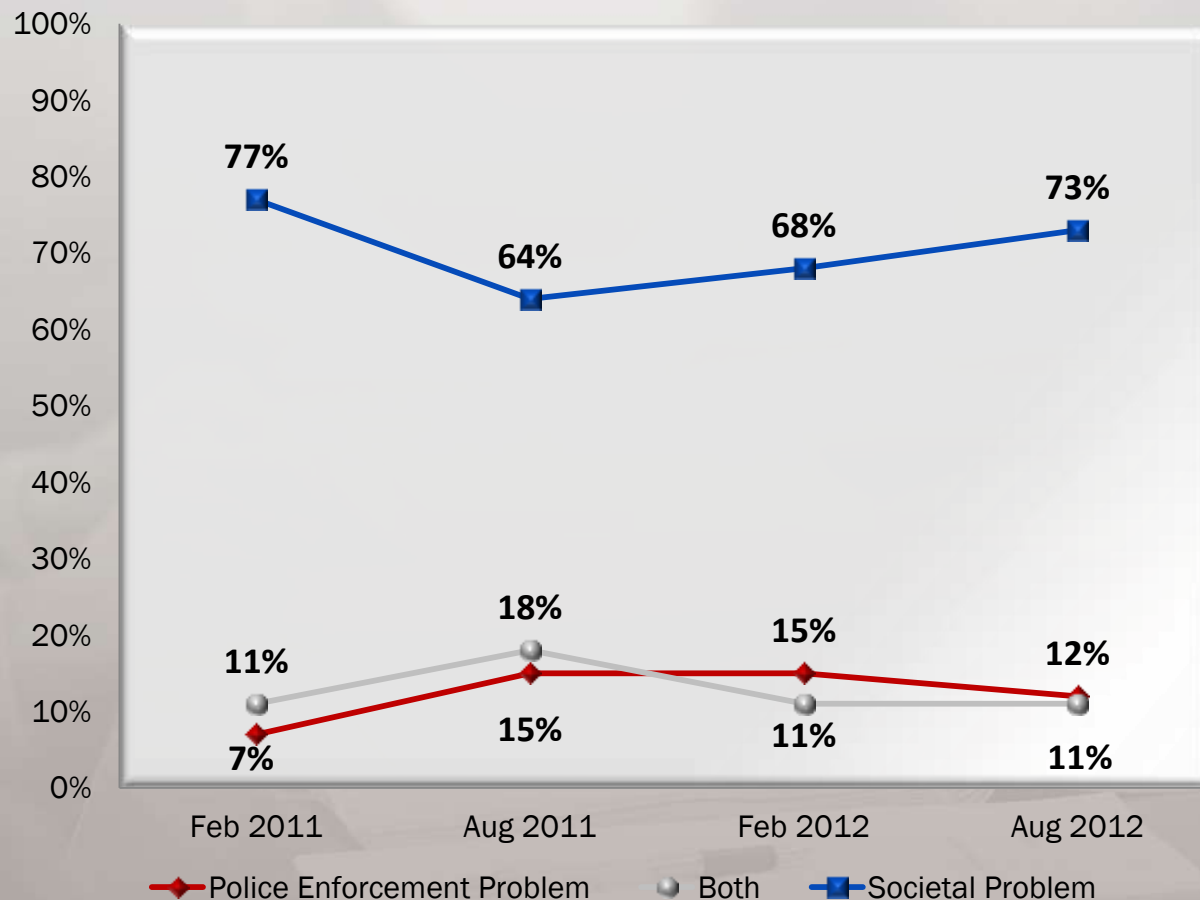
| | % Police |
|-----------------|-----------|
| District 5 | 48% |
| Black | 29% |
| 25-34 | 27% |
| <HS Grad | 27% |
| | % Society |
| District 8 | 75% |
| Post Graduate | 74% |
| White | 73% |
| Length: <15 Yrs | 71% |



Three-quarters of adults in New Orleans indicate that reducing the murder rate is a societal problem, an increase of five points since earlier this year.

Q28: Reducing the murder rate...

Q28: Reducing the Murder Rate



August 2012 Top Groups

| | % Police |
|-----------------|-----------|
| 25-34 | 34% |
| District 5 | 26% |
| District 1 | 17% |
| HS Graduate | 17% |
| | % Society |
| Length: <15 Yrs | 87% |
| College Grad | 86% |
| District 3 | 86% |
| White | 85% |

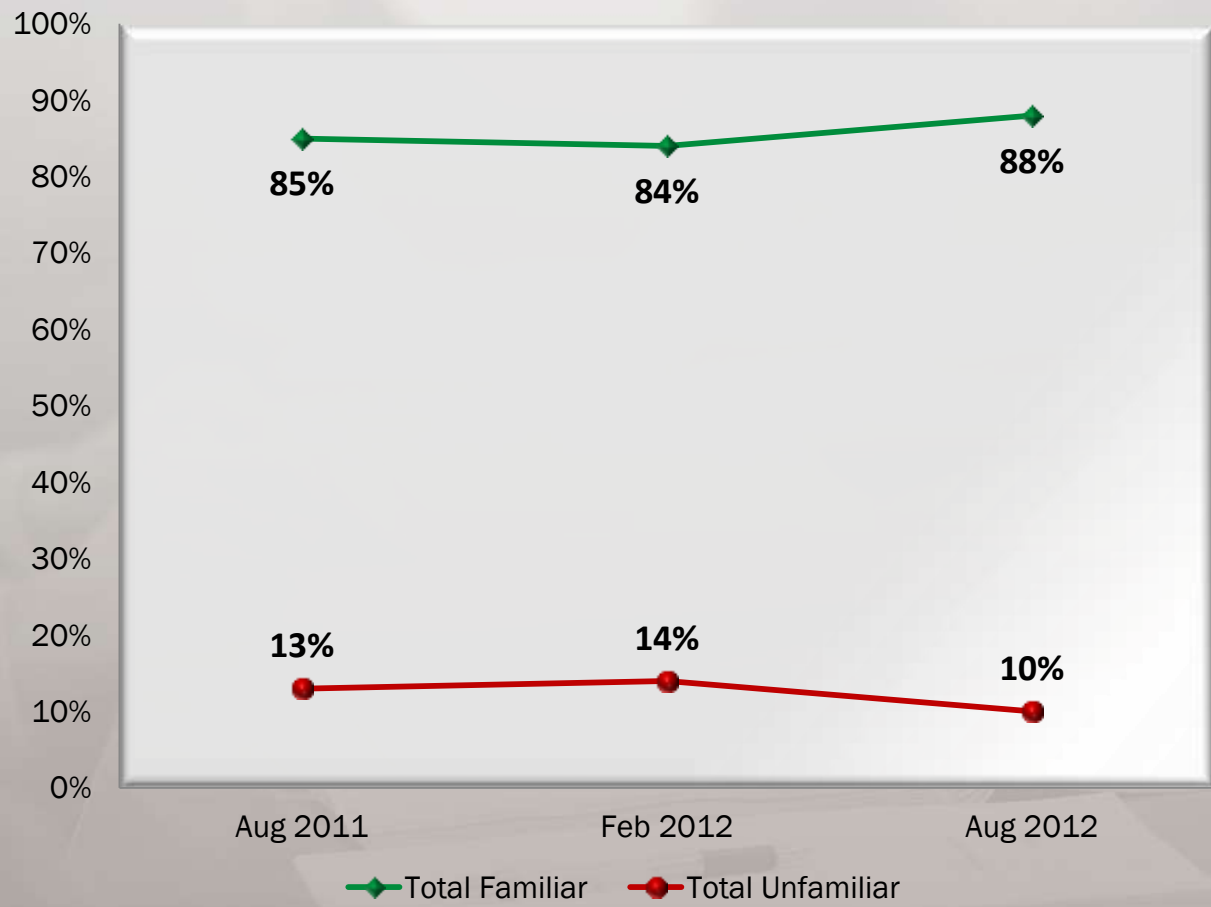
CRIME STOPPERS



Most adults in New Orleans are familiar with Crime Stoppers.

Q29: Would you say you are familiar or unfamiliar with Crime stoppers, the citizen-run anonymous tip line that offers cash rewards for information about felony crimes?

Q29: Familiarity with Crime Stoppers



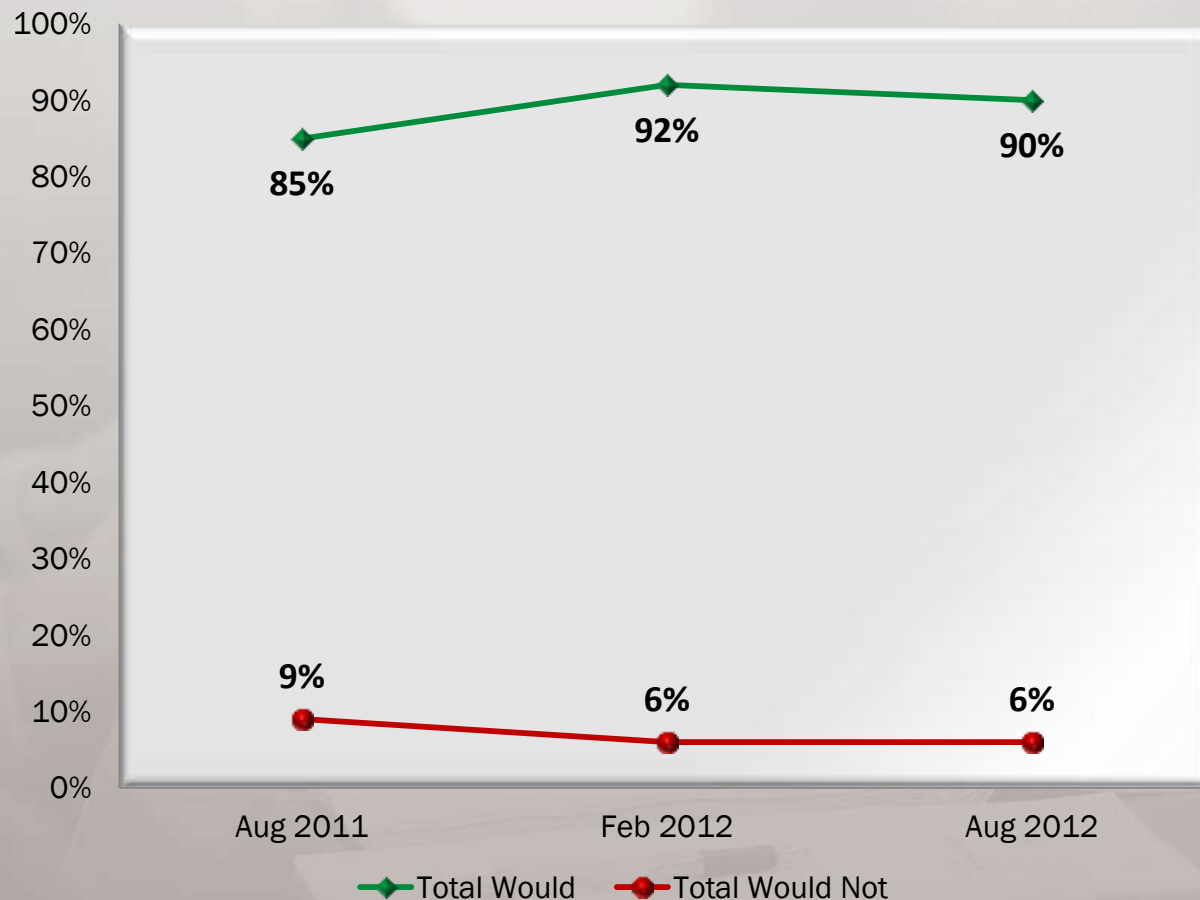
| August 2012 Top Groups | |
|------------------------|--------------|
| | % Familiar |
| District 6 | 100% |
| 65-74 | 99% |
| District 3 | 99% |
| 45-54 | 97% |
| | % Unfamiliar |
| District 1 | 22% |
| Length: <15 Yrs | 18% |
| 75+ | 16% |
| <HS Grad | 13% |



Nearly all adults in New Orleans who are familiar with Crime Stoppers indicate they would call Crime Stoppers to anonymously report a crime.

Q30: If you had information about a felony crime, would you call Crime stoppers to anonymously share what you knew with law enforcement?

Q30: Would You Call Crime Stoppers to Anonymously Share a Crime (n=524)



August 2012 Top Groups

| | % Would |
|-----------------|-------------|
| District 4 | 98% |
| Post Graduate | 97% |
| District 1 | 95% |
| District 3 | 95% |
| | % Would Not |
| 25-34 | 23% |
| District 5 | 20% |
| Length: <15 Yrs | 15% |
| District 8 | 10% |

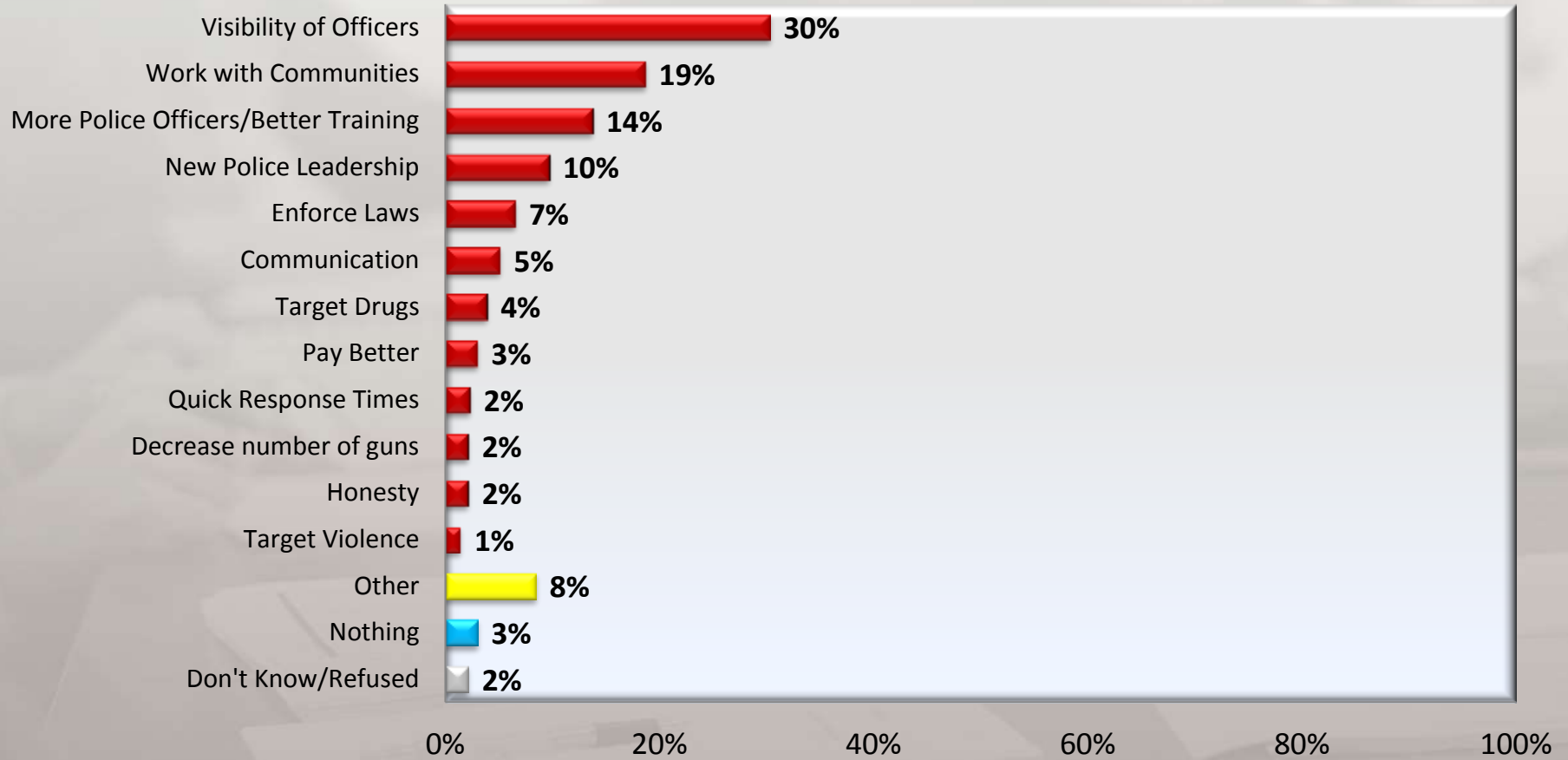
SUGGESTIONS FOR THE POLICE DEPARTMENT



Respondents indicate that greater visibility of officers and working more closely with the community will help the police department better serve the public.

Q31: Now, I'd like to ask you one question that is very important and your answer will be taken very seriously...What is the one thing you would suggest the New Orleans Police Department do to better serve you and the public?

Suggestions to Better Serve the Public

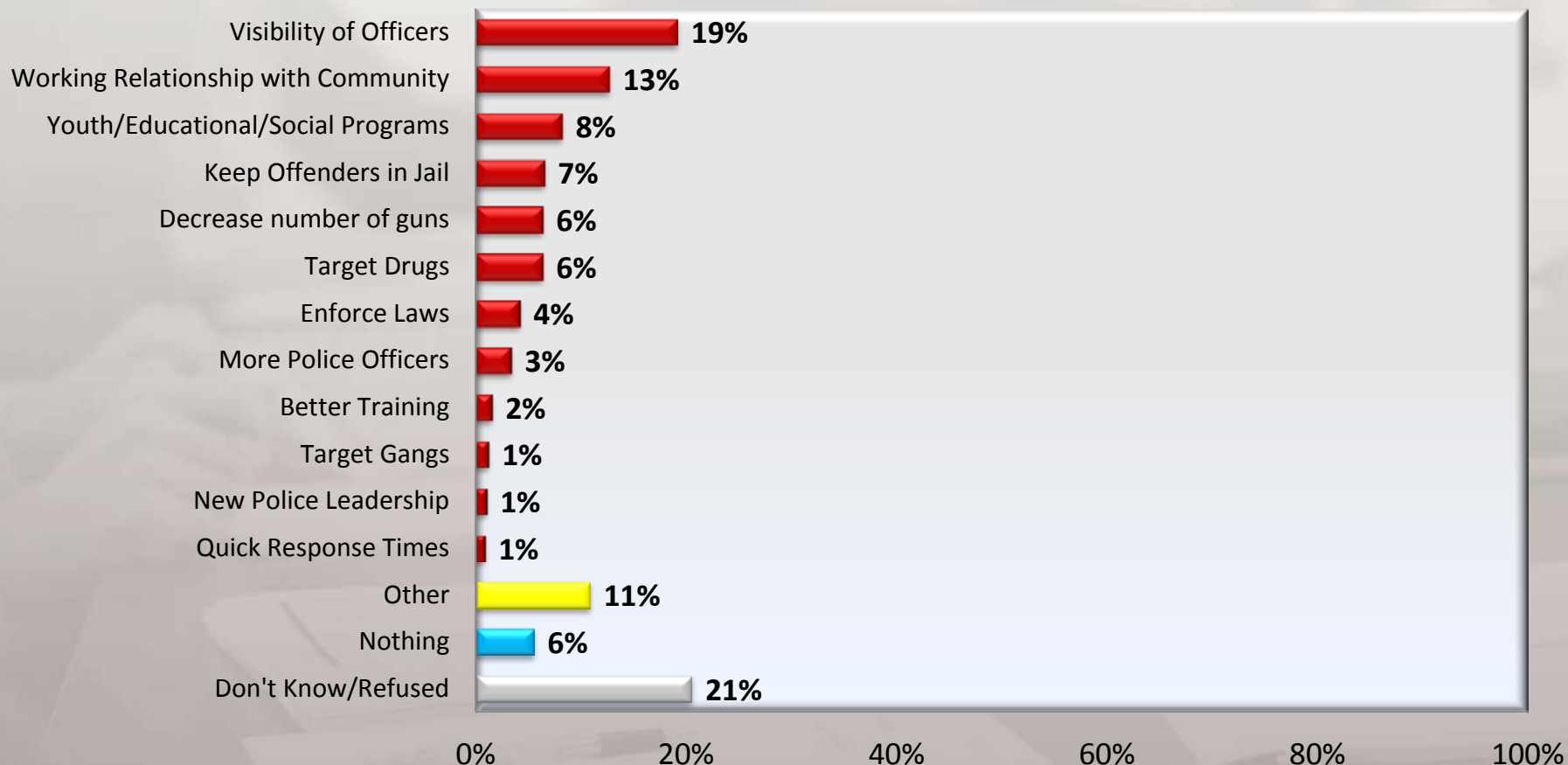




Respondents in New Orleans believe that increasing the presence of police officers and working closer with the community are the best ways to reduce the murder rate.

Q32: As you may know, some people say that New Orleans has a problem with its murder rate. What suggestions do you have for the New Orleans Police Department that would help combat murders in New Orleans?

Suggestions to Combat Murders



SUMMARY AND RECOMMENDATIONS

Summary and Recommendations

Crime is still the biggest issue identified facing the residents of New Orleans today and satisfaction with the police department's efforts to address crime decreased since earlier this year.

- Less than half (46%) of adults are satisfied with the police department's efforts to address violent crime; a four point drop since August of last year.
- Most (55%) of adults are satisfied with the police department's efforts to address property crimes; while this represents a three point drop since February it is an increase of three points since August of last year.

Over the last six months, satisfaction with the New Orleans Police Department dropped though it is still higher than one year ago.

- Top target groups for the police department to increase satisfaction include:
 - Age 45-54
 - Post Graduates
 - Age 25-34
 - Those with a business
 - District 7

The biggest thing the New Orleans Police Department can and should do is increase their presence in the communities and to develop a closer working relationship with the community. This will not only help increase the satisfaction with the Department but a plurality of adults indicated these as the biggest things the Department can do to help combat murders and serve the public.

RESEARCH DESIGN & DEMOGRAPHY

Research Design

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

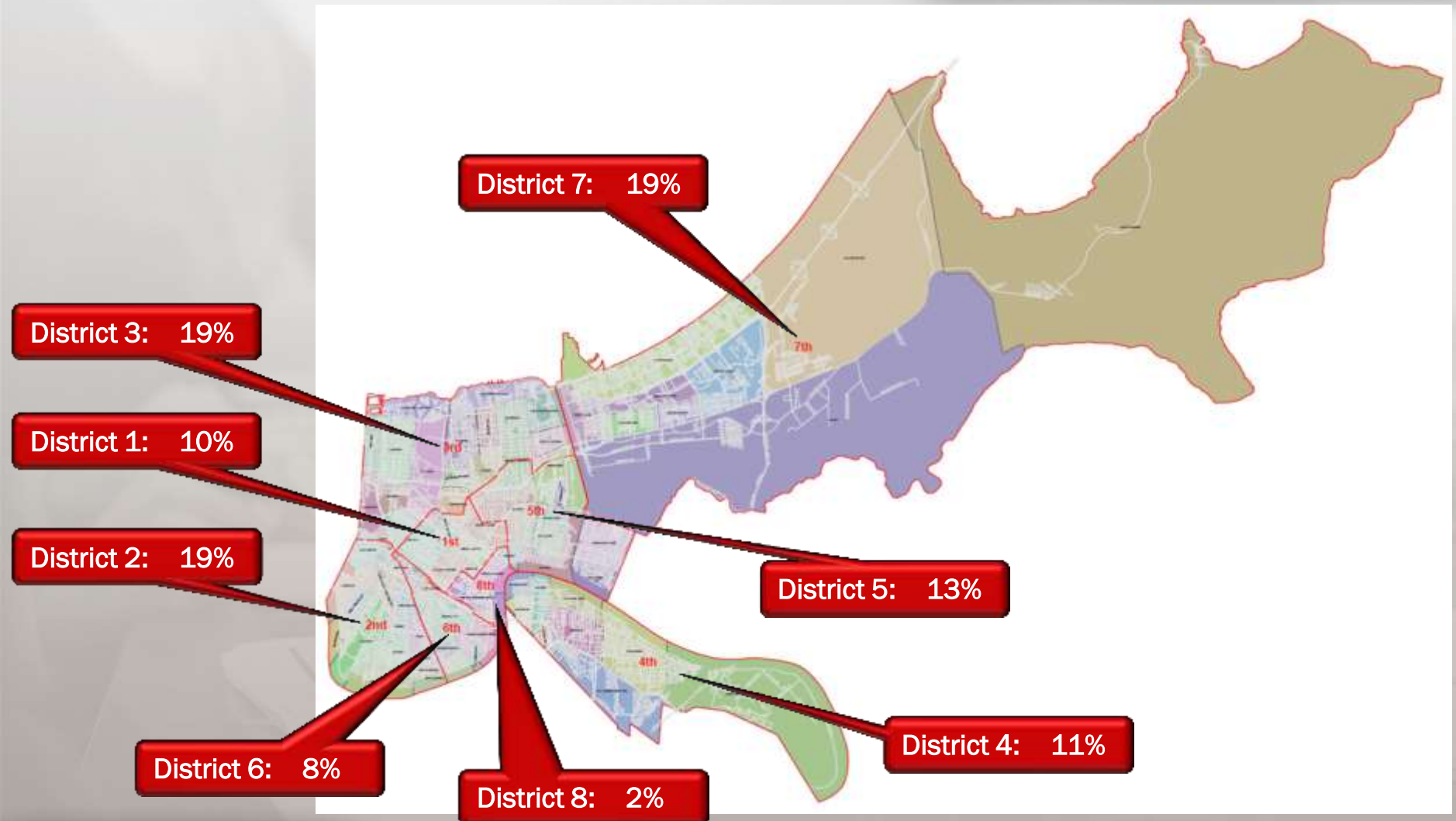
Respondents were contacted by phone via a live telephone operator interview August 20-21, 2012. The study has a sample size of 600 adults. The margin of error is equal to $\pm 4.0\%$ in 95 out of 100 cases.

Demography

| Age | Survey Results |
|-----------|----------------|
| 18-24 | 16% |
| 25-34 | 10% |
| 35-44 | 30% |
| 45-54 | 11% |
| 55-64 | 18% |
| 65+ | 16% |
| Gender | |
| Male | 45% |
| Female | 55% |
| Ethnicity | |
| White | 28% |
| Black | 68% |

| Education | Survey Results |
|------------------|----------------|
| <High School | 10% |
| High School Grad | 38% |
| Some College | 25% |
| College Grad | 15% |
| Post Grad | 11% |
| Residency | |
| <15 Years | 10% |
| 15+ Years | 90% |
| Business | |
| Yes | 13% |
| No | 86% |

Geography: Police Precincts





OPINION RESEARCH

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APPENDIX

Individual Aspects of the Police Department by Ethnicity

| | White (28%) | | Black (68%) | |
|--|----------------|-------------|----------------|-------------|
| | Satisfied | Unsatisfied | Satisfied | Unsatisfied |
| 6. Efforts to address violent crime | 54% | 38% | 43% | 51% |
| 7. Efforts to address crimes against property, like homes and businesses | 67% | 24% | 52% | 38% |
| 8. Getting drugs off the streets | 39% | 50% | 38% | 56% |
| 9. Enforcing traffic laws | 66% | 26% | 57% | 32% |
| 10. Cooperating with the public to address their concerns | 72% | 24% | 58% | 32% |
| 11. The honesty and integrity of New Orleans Police officers | 68% | 28% | 46% | 45% |
| 12. The professionalism of New Orleans Police Officers | 73% | 24% | 54% | 39% |
| 13. The general attitude and behavior of officers toward citizens. | 62% | 20% | 53% | 41% |
| 14. The overall competence of the New Orleans Police Department | 70% | 26% | 50% | 43% |