



OPINION RESEARCH

New Orleans Crime Coalition

August 2011 Citizen Satisfaction Study

Conducted August 22-24, 2011

n=601 Adults

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

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Most Important Issue

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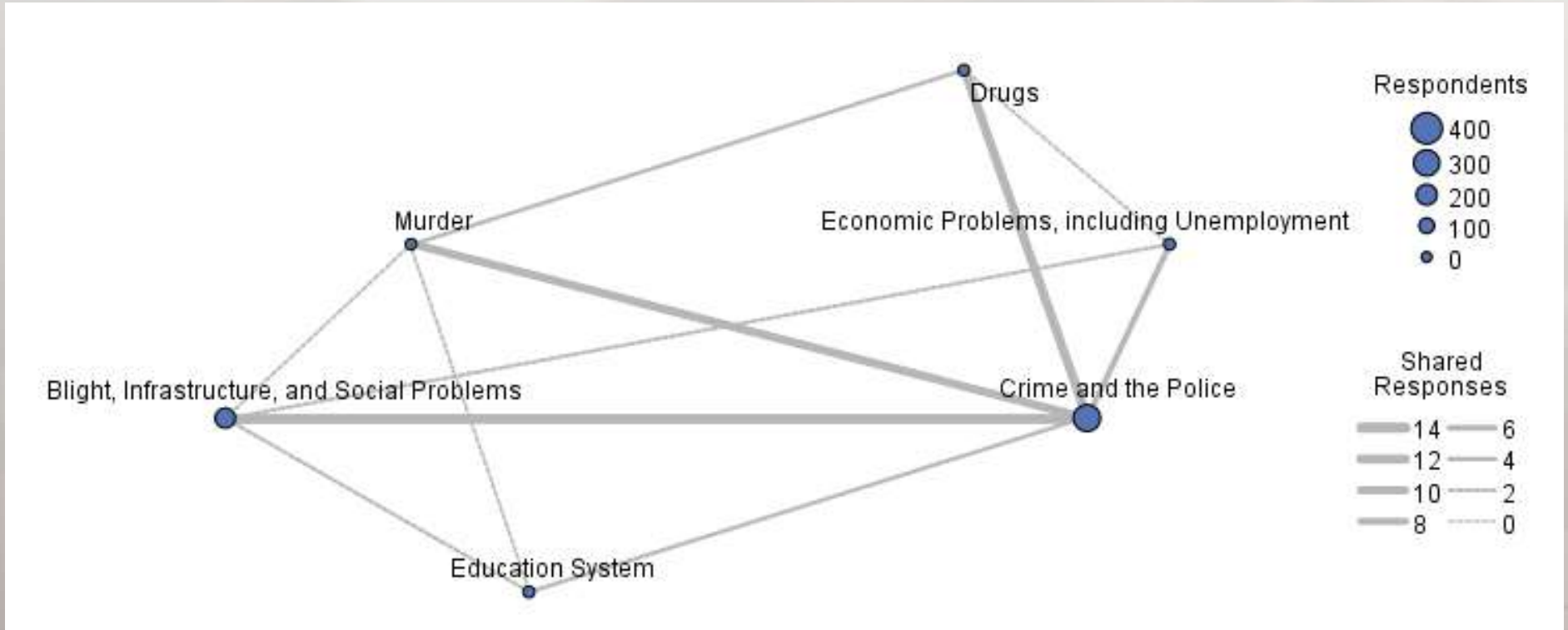
Semantic Web Analysis is an advanced analytical technique to gain additional information from open-ended survey responses. The semantic webs on the following slides show three types of information:

- 1) The number of responses which fit each category. These are the numbers shown in parentheses after the category name (note, the category names were user-defined based on their contents), the size of each “dot” is also an indicator of the number of responses in that category. A single response can, and often does, fit into multiple categories.*
- 2) Similarities of terms used in each category. The physical proximity of each “dot” indicates how closely related the terms in the two categories are.*
- 3) Links between categories within the responses. In addition to similarities in the language used, the software also identifies when responses link two concepts with “associative terms” (in its simplest form this means words like “so,” “because,” or “and”). These relationships are shown by the colored lines in the chart. The darker and thicker the line, the more often the two concepts are linked.*



Crime issues in New Orleans are closely associated with drugs, blight, infrastructure, and other social problems.

Q4: In your opinion, what is the most important issue facing your neighborhood today?



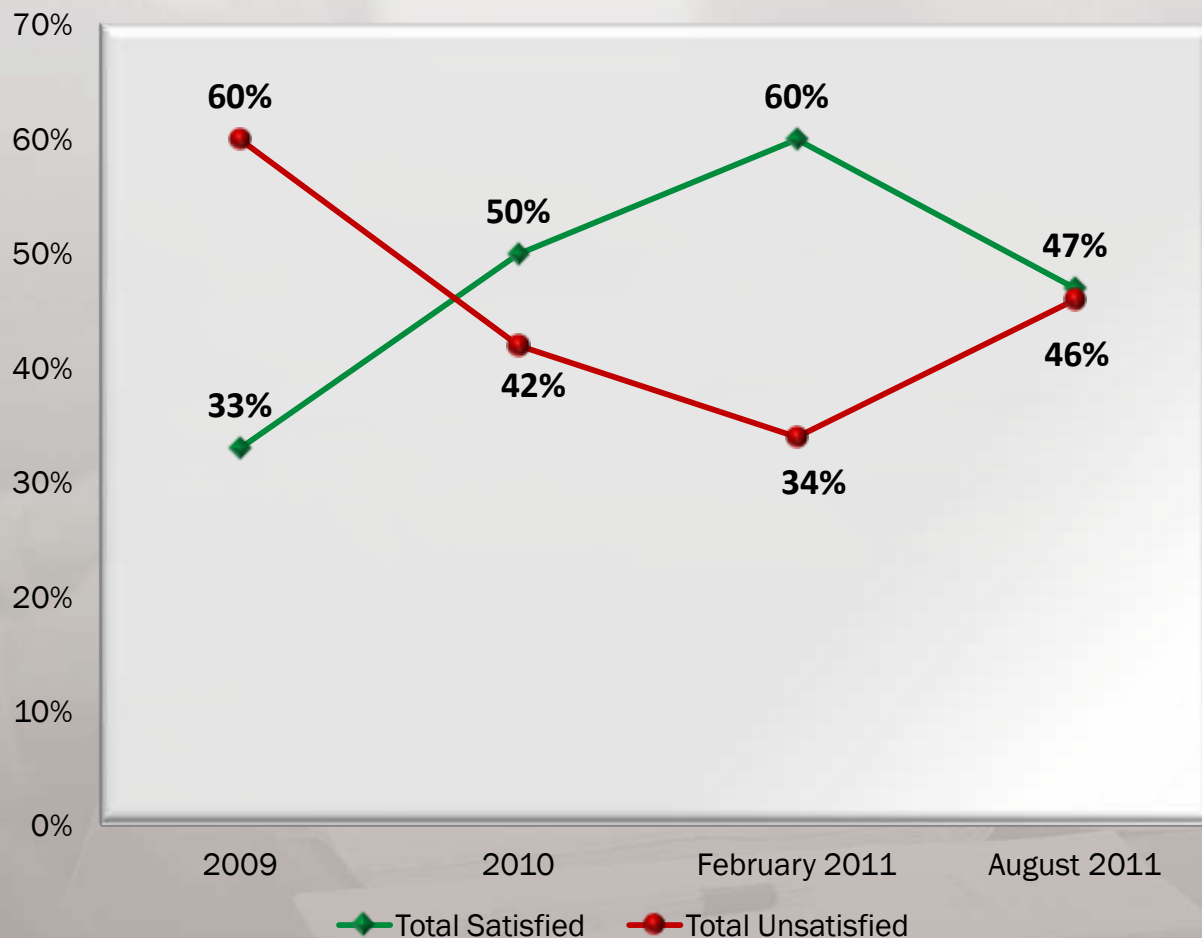
Police Department Satisfaction



Satisfaction with the New Orleans Police Department has dropped fourteen points since earlier this year. Over the last few months the Department has received an increase in bad press likely leading to the drop in satisfaction.

Q5: 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?

Q5: Overall Satisfaction



August 2011 Top Groups	
	% Satisfied
District 4	58%
Other Ethnicity	58%
Age 25-34	53%
White	52%
	% Unsatisfied
District 3	56%
Age 55-64	53%
Post Graduates	50%
Black	50%



Adults in the 3rd Police District had the largest drop in satisfaction with the police department.

	Feb 2011 Total Satisfied	Aug 2011 Total Satisfied	Change
District 3	78%	36%	-42%
Business Owners	59%	39%	-21%
Other Ethnicity	76%	58%	-18%
<High School	66%	48%	-18%
Age 65+	66%	48%	-18%
District 2	58%	42%	-16%
Some College	61%	45%	-16%
Female	61%	46%	-16%
District 1	63%	48%	-15%
Post Graduate	58%	43%	-15%
College Graduate	62%	46%	-15%
Age 55-64	53%	38%	-15%
Residency: <15 Years	63%	50%	-14%
Age 35-44	64%	50%	-14%
Black	56%	42%	-14%
Age 18-24	60%	46%	-14%
White	65%	52%	-13%
District 8	68%	55%	-13%
Residency: 15+ Years	59%	46%	-13%
Non-Business Owners	59%	47%	-12%

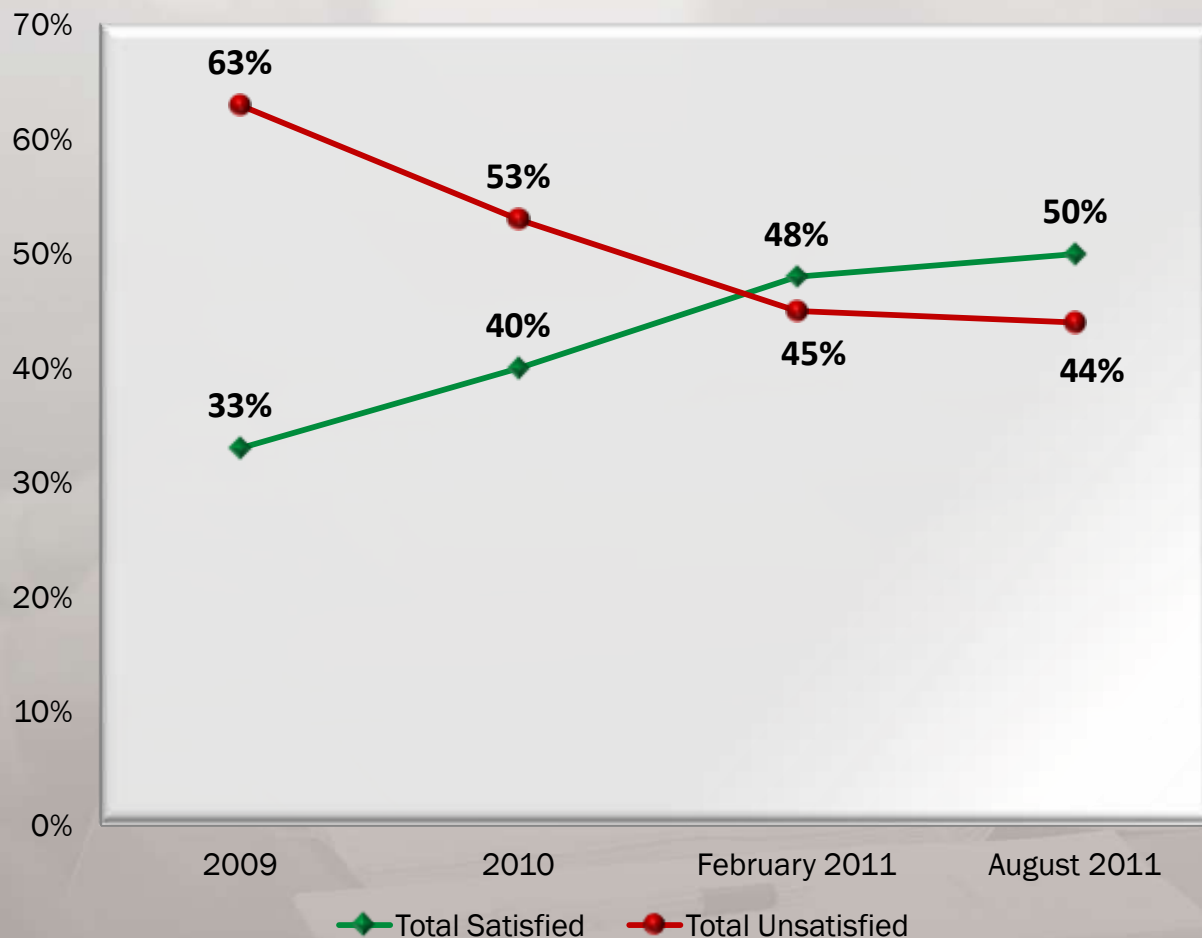
Efforts to Address Violent Crime



Satisfaction with the New Orleans Police Department's efforts to address violent crime increased by two percent from earlier this year.

Q6: Police Department Satisfaction – Efforts to address violent crime

Q6: Efforts to address violent crime



August 2011 Top Groups	
	% Satisfied
<High School	64%
District 8	62%
District 5	58%
Age 25-34	55%
	% Unsatisfied
Other Ethnicity	56%
Post Graduates	54%
High School Grad	53%
Business Owners	51%

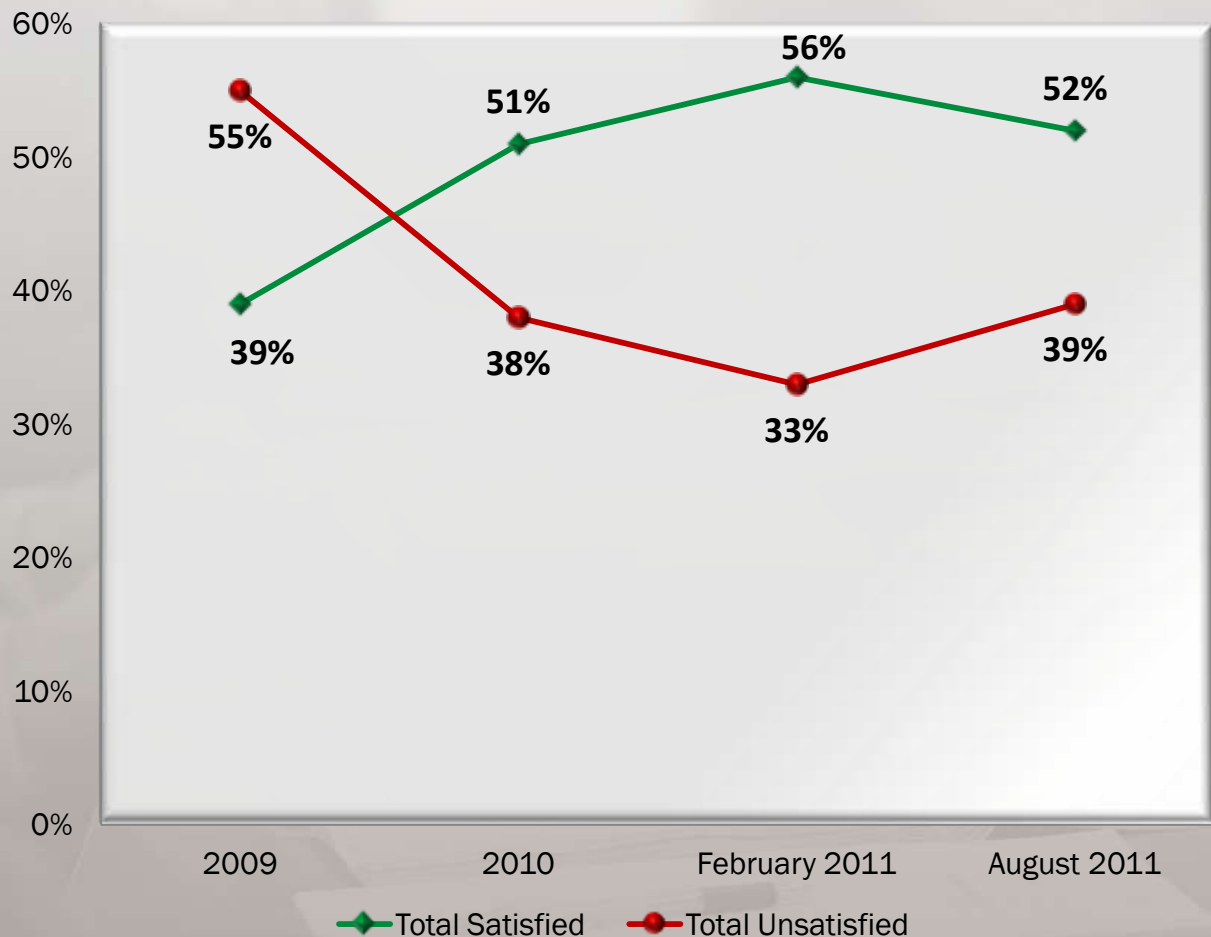
Efforts to Address Property Crimes



Satisfaction with the police department's efforts to address crimes against property dropped four percent from earlier this year.

Q7: Police Department Satisfaction – Efforts to address crimes against property like homes and businesses

Q7: Efforts to address crimes against property



August 2011 Top Groups	
	% Satisfied
<High School	67%
Age 35-44	61%
<15 Years	60%
District 7	59%
	% Unsatisfied
Other Ethnicity	49%
District 5	48%
District 2	46%
Business Owners	45%

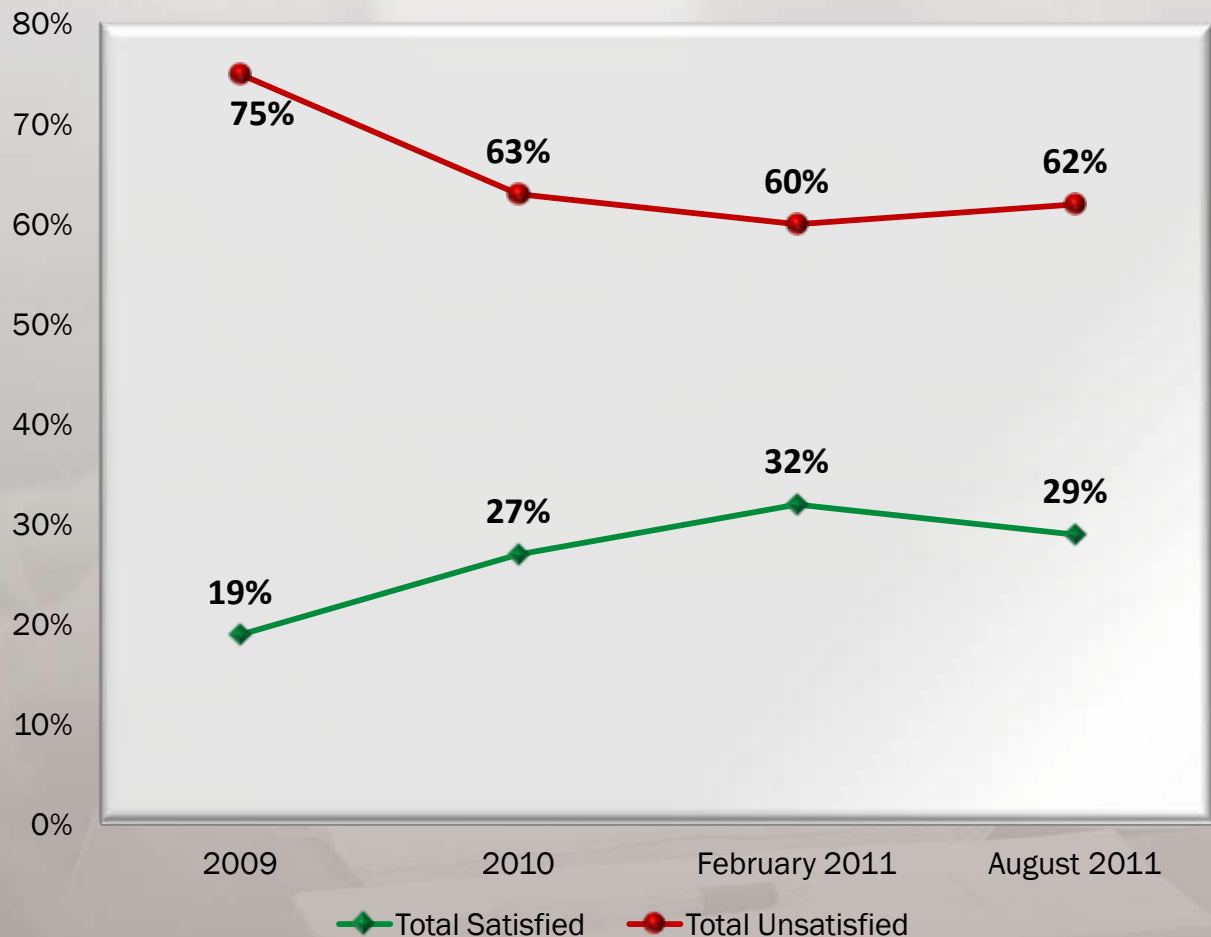
Getting Drugs Off the Streets



Satisfaction with getting drugs off the streets has dropped by three percent since earlier this year.

Q8: Police Department Satisfaction – Getting drugs off the streets

Q8: Getting drugs off the streets



August 2011 Top Groups	
	% Satisfied
<High School	50%
Age 25-34	39%
District 5	39%
District 6	38%
	% Unsatisfied
Other Ethnicity	75%
Post Graduates	74%
Business Owners	73%
Age 55-64	69%

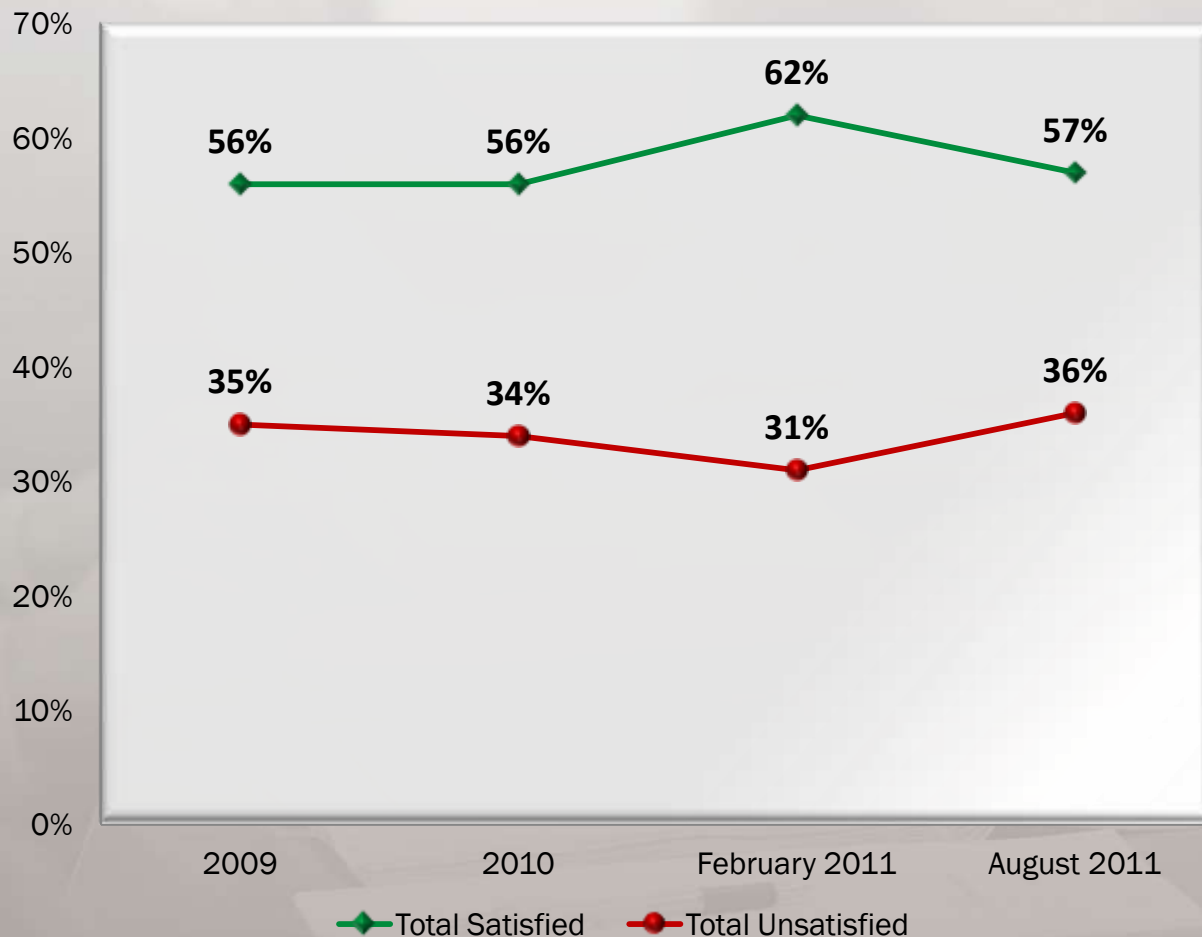
Enforcing Traffic Laws



Satisfaction with enforcing traffic laws has decreased by five percent since earlier this year.

Q9: Police Department Satisfaction – Enforcing traffic laws

Q9: Enforcing traffic laws



August 2011 Top Groups	
	% Satisfied
District 1	67%
Age 25-34	65%
Other Ethnicity	63%
Age 35-44	61%
	% Unsatisfied
Post Graduate	49%
District 7	45%
Business Owner	43%
District 3	42%

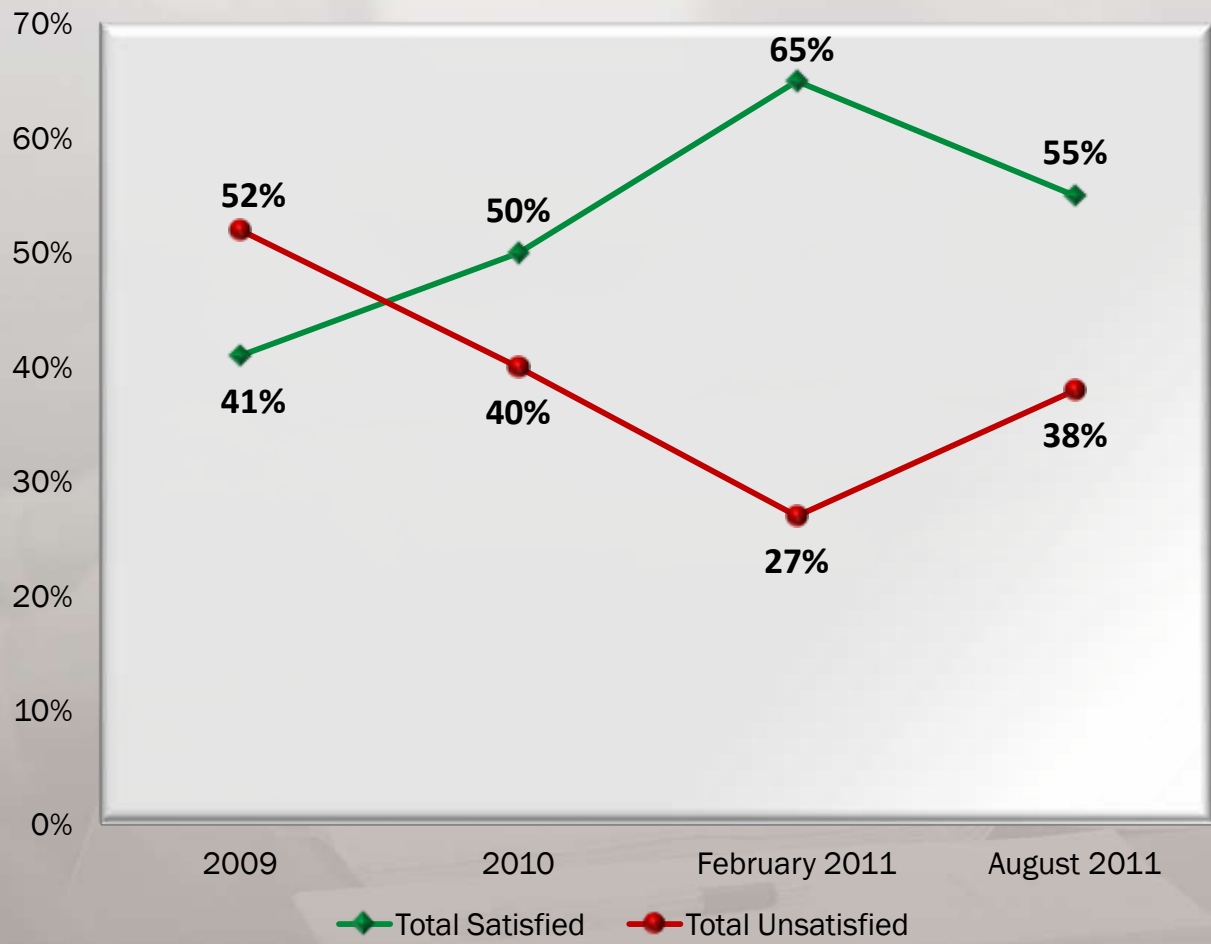
Cooperating with the Public



Satisfaction with the department's cooperation with the public has dropped ten percent since earlier this year.

Q10: Police Department Satisfaction – Cooperating with the public to address their concerns

Q10: Cooperating with the public



August 2011 Top Groups	
	% Satisfied
District 6	66%
District 8	62%
<High School	61%
White	61%
	% Unsatisfied
Other Ethnicity	46%
District 7	45%
Age 25-34	44%
High School Grad	44%

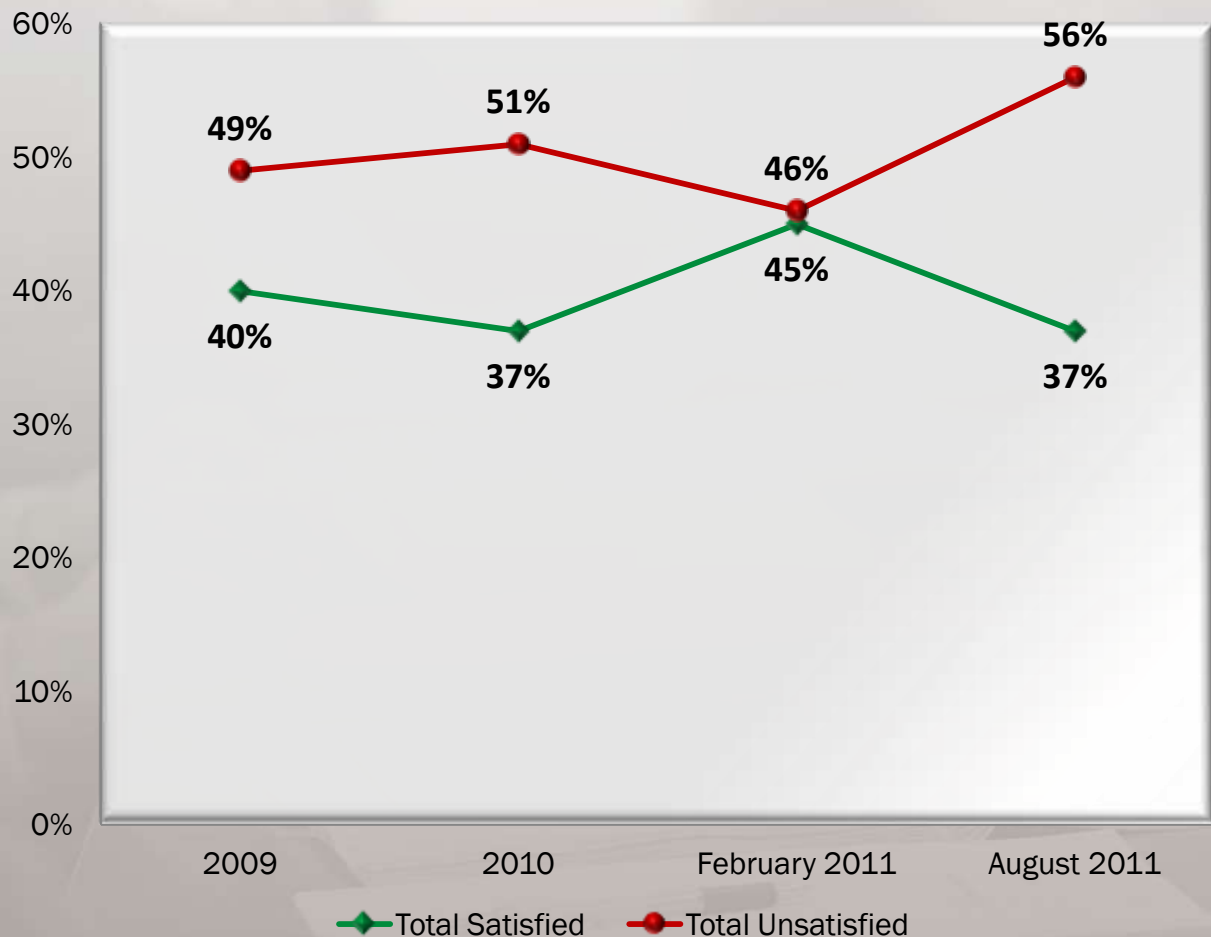
Honest & Integrity of Police Officers



Satisfaction with the honesty and integrity of New Orleans police officers has dropped by eight percent since earlier this year.

Q11: Police Department Satisfaction – Honesty and integrity of New Orleans Police officers

Q11: Honesty and integrity of NO Police Officers



August 2011 Top Groups	
	% Satisfied
District 1	52%
<High School	43%
Age 65+	43%
District 8	43%
	% Unsatisfied
Post Graduate	66%
Age 25-34	65%
District 5	64%
Age 55-64	63%

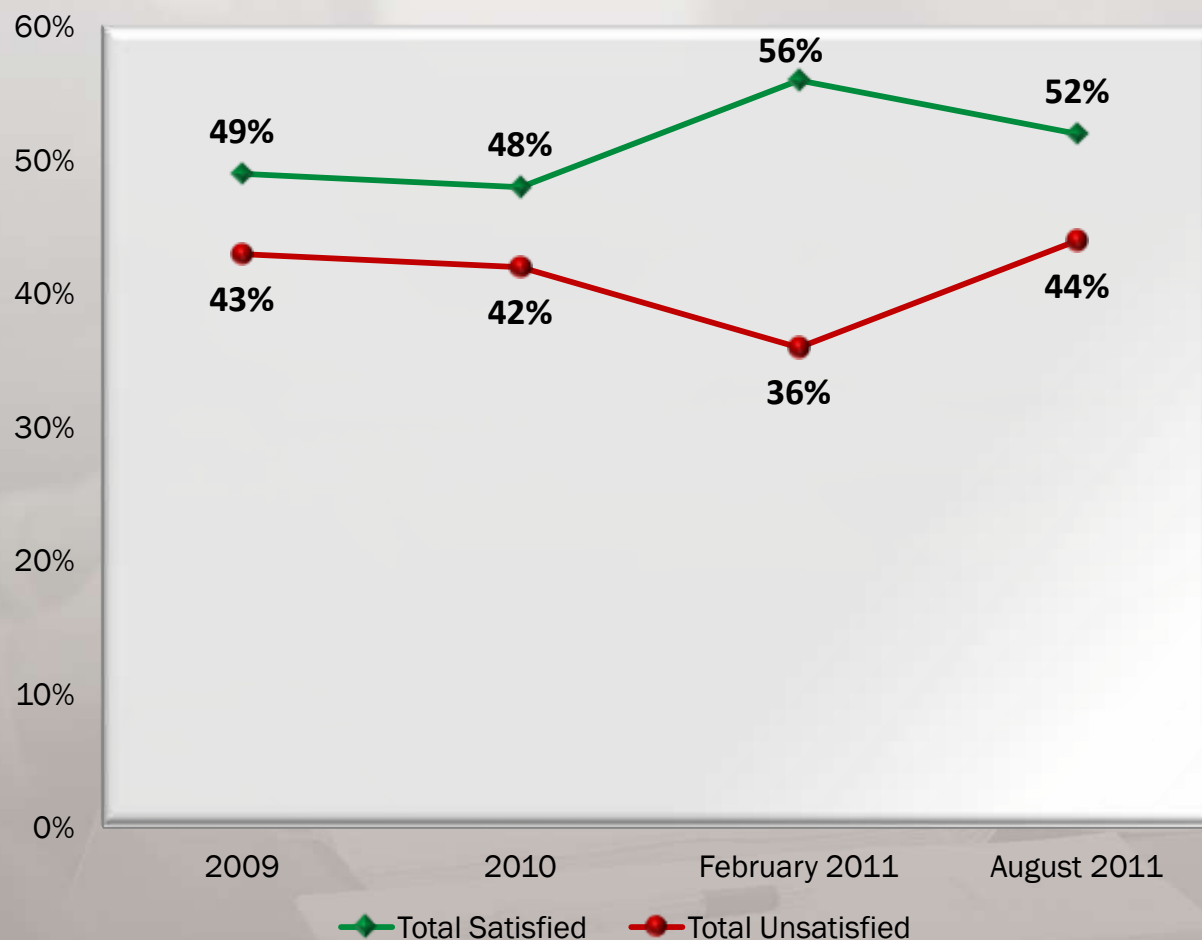
Professionalism of Police Officers



Satisfaction with the professionalism of New Orleans police officers has dropped by four percent since earlier this year.

Q12: Police Department Satisfaction – Professionalism of New Orleans Police officers

Q12: Professionalism of NO Police Officers



August 2011 Top Groups	
	% Satisfied
Age 35-44	62%
Other Ethnicity	61%
White	59%
District 2	59%
	% Unsatisfied
District 3	51%
Business Owners	50%
Age 45-54	50%
Black	49%

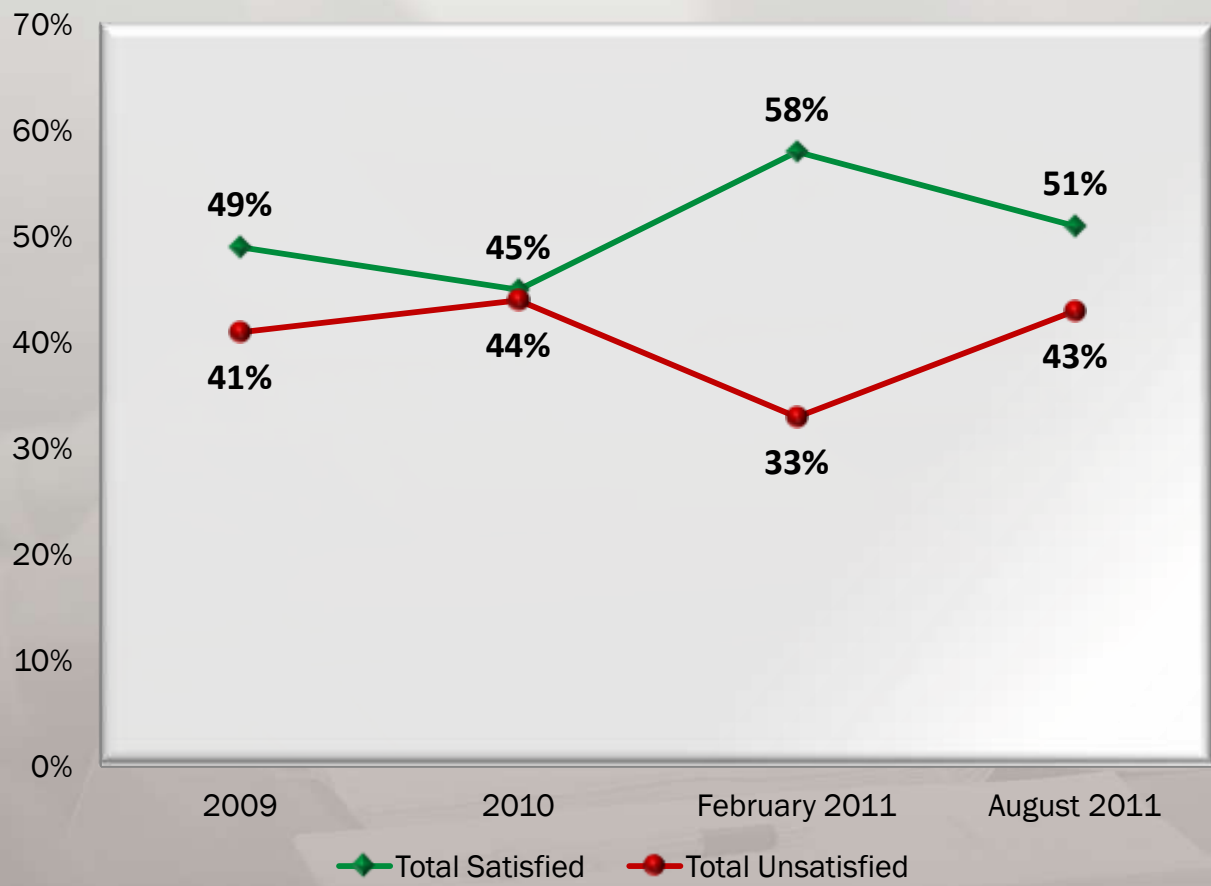
General Attitude and Behavior of Officers



Satisfaction with the general attitude and behavior of officers toward citizens has dropped by seven points since earlier this year.

Q13: Police Department Satisfaction – General attitude and behavior of officers toward citizens

Q13: General attitude and behavior of officers toward citizens



August 2011 Top Groups	
	% Satisfied
District 6	65%
Other Ethnicity	60%
College Graduate	57%
Age 35-44	57%
	% Unsatisfied
High School Grad	51%
<15 Years	51%
District 5	51%
Business Owners	51%

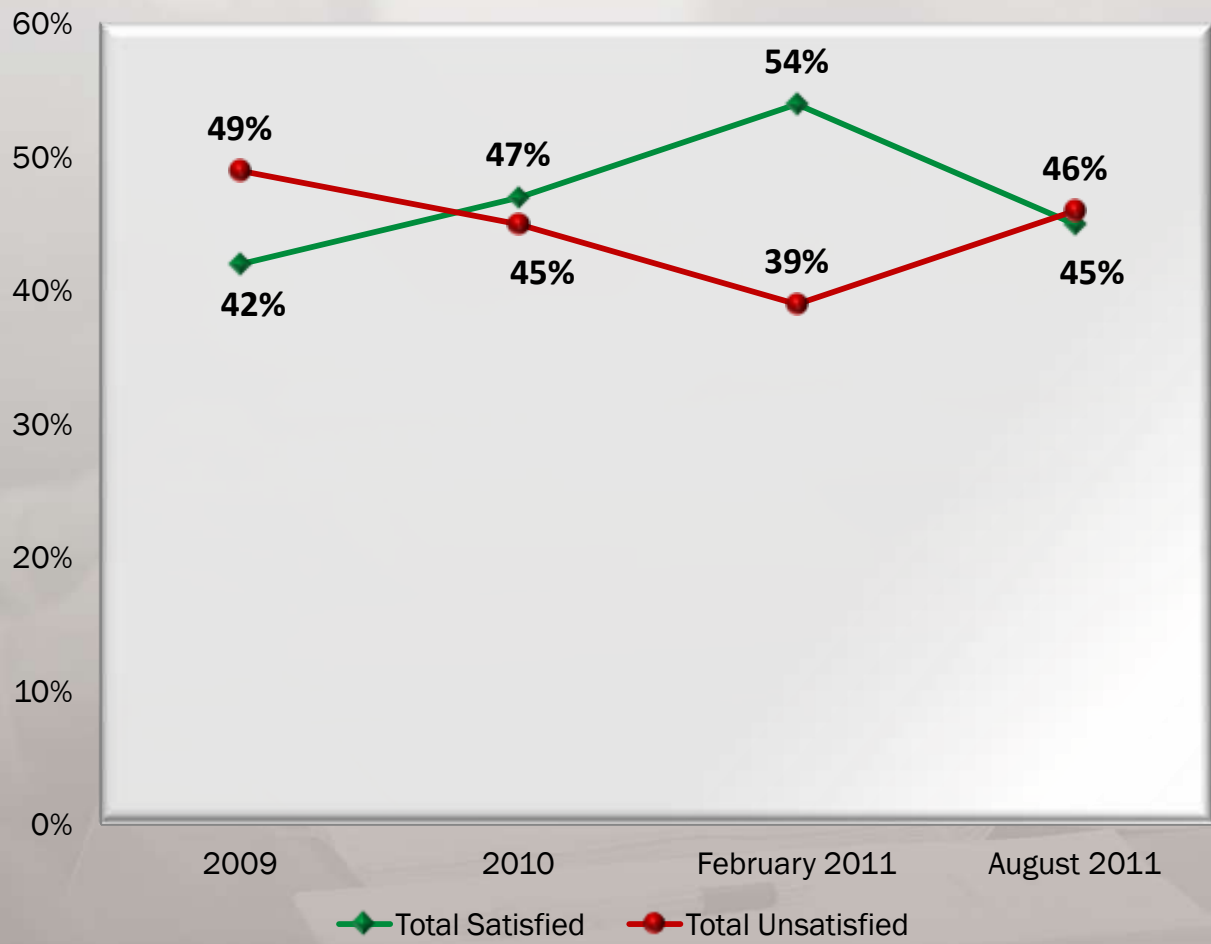
Overall Competence of Police Department



Satisfaction with the overall competence of the New Orleans Police Department has dropped by nine percent since earlier this year.

Q14: Police Department Satisfaction –Overall competence of the New Orleans Police Department

Q14: Overall competence of the NOPD

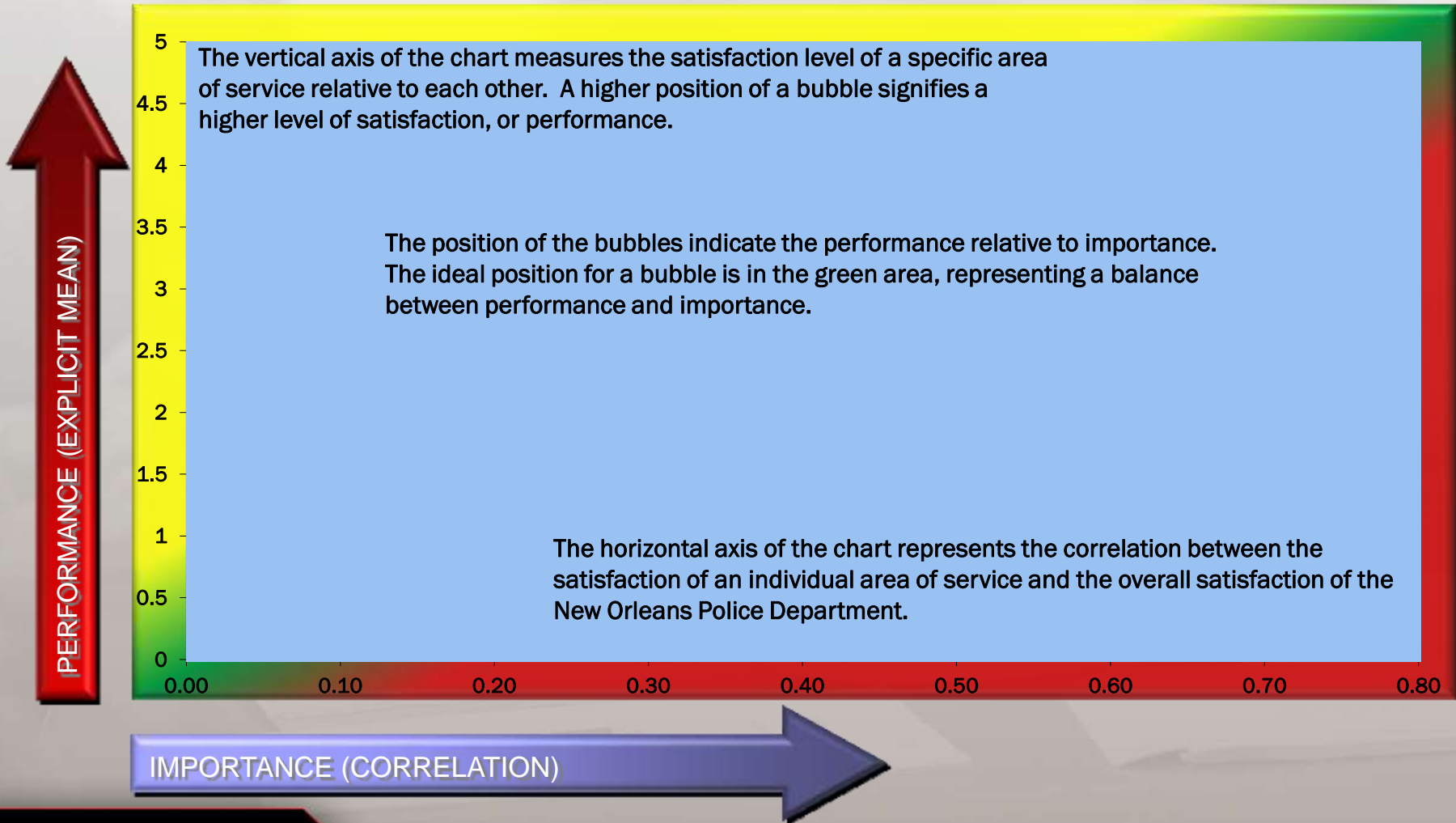


August 2011 Top Groups	
	% Satisfied
<High School	62%
District 8	59%
District 6	57%
District 5	54%
	% Unsatisfied
District 3	56%
High School Grad	56%
Business Owners	54%
Age 55-64	53%

Satisfaction Maps

- **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.**

Subgroup



Satisfaction Areas Tested

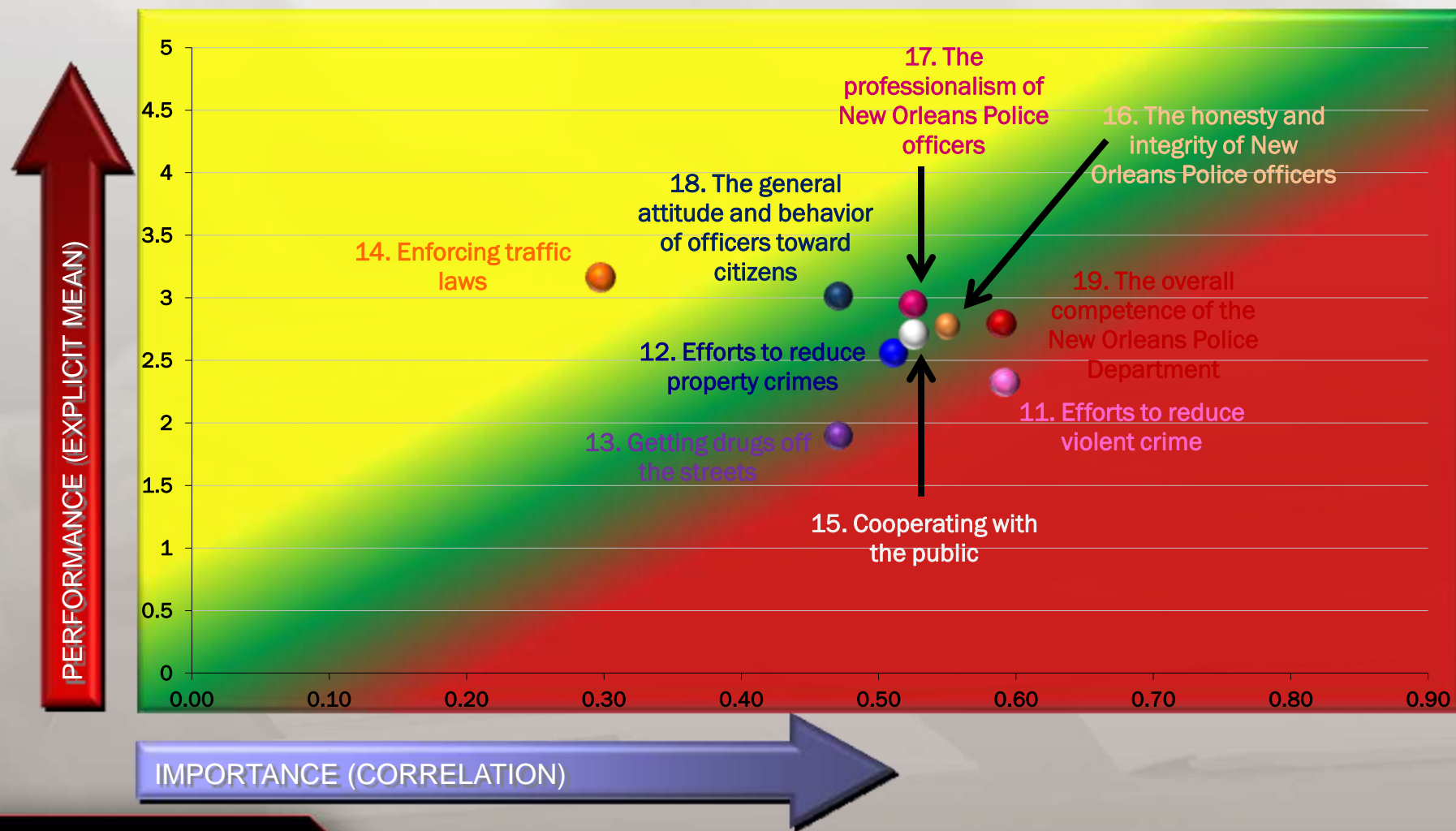
Characteristics	Total Satisfied	Very Satisfied
6. Efforts to address violent crime	50%	12%
7. Efforts to address crimes against property, like homes and businesses	52%	17%
8. Getting drugs off the streets	29%	10%
9. Enforcing traffic laws	57%	24%
10. Cooperating with the public to address their concerns	55%	17%
11. The honesty and integrity of New Orleans Police officers	37%	11%
12. The professionalism of New Orleans Police officers	51%	17%
13. The general attitude and behavior of officers toward citizens	51%	16%
14. The overall competence of the New Orleans Police Department	45%	10%



Overall satisfaction with a number various aspects of the police department were low in 2009 including getting drugs off the streets and addressing violent crime.

SatMap™ TOTAL (2009)

2009 Overall

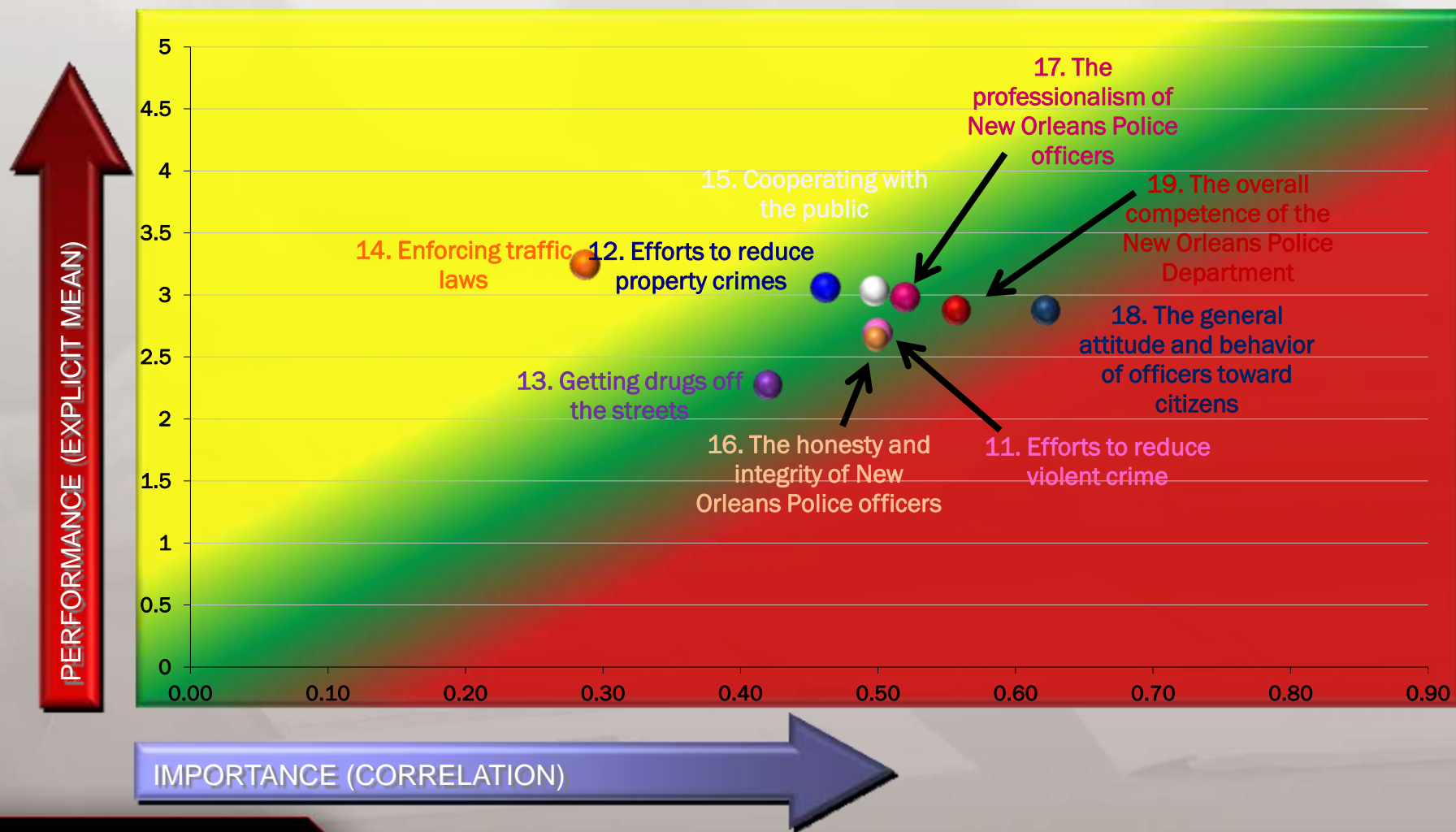




2010 saw a slight improvement in the overall satisfaction among New Orleans adults.

SatMap™ TOTAL (2010)

2010 Overall

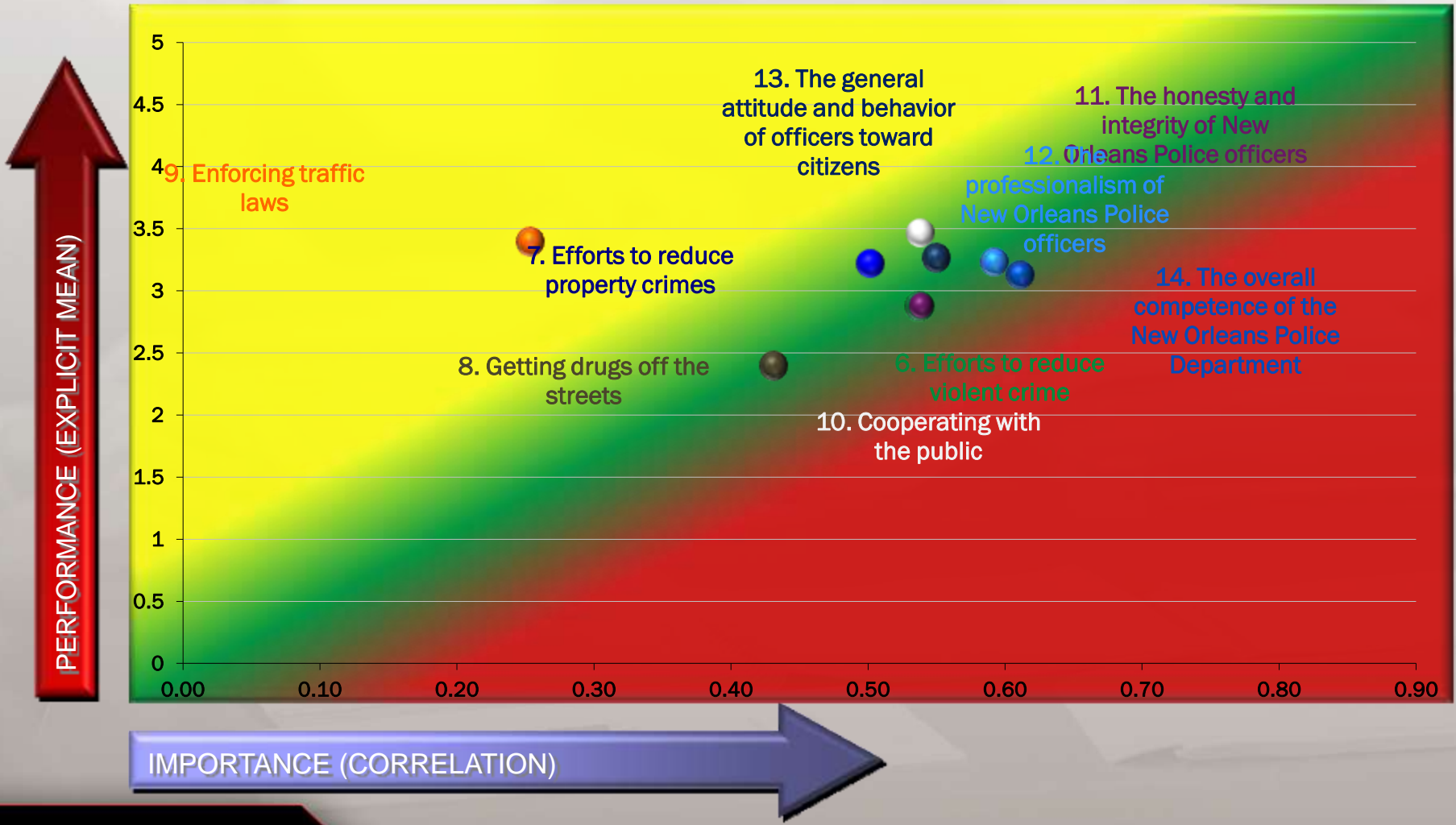




Satisfaction with the New Orleans Police Department increased slightly since 2010 with most items in line with expectations.

SatMap™ TOTAL (February 2011)

February 2011 Overall

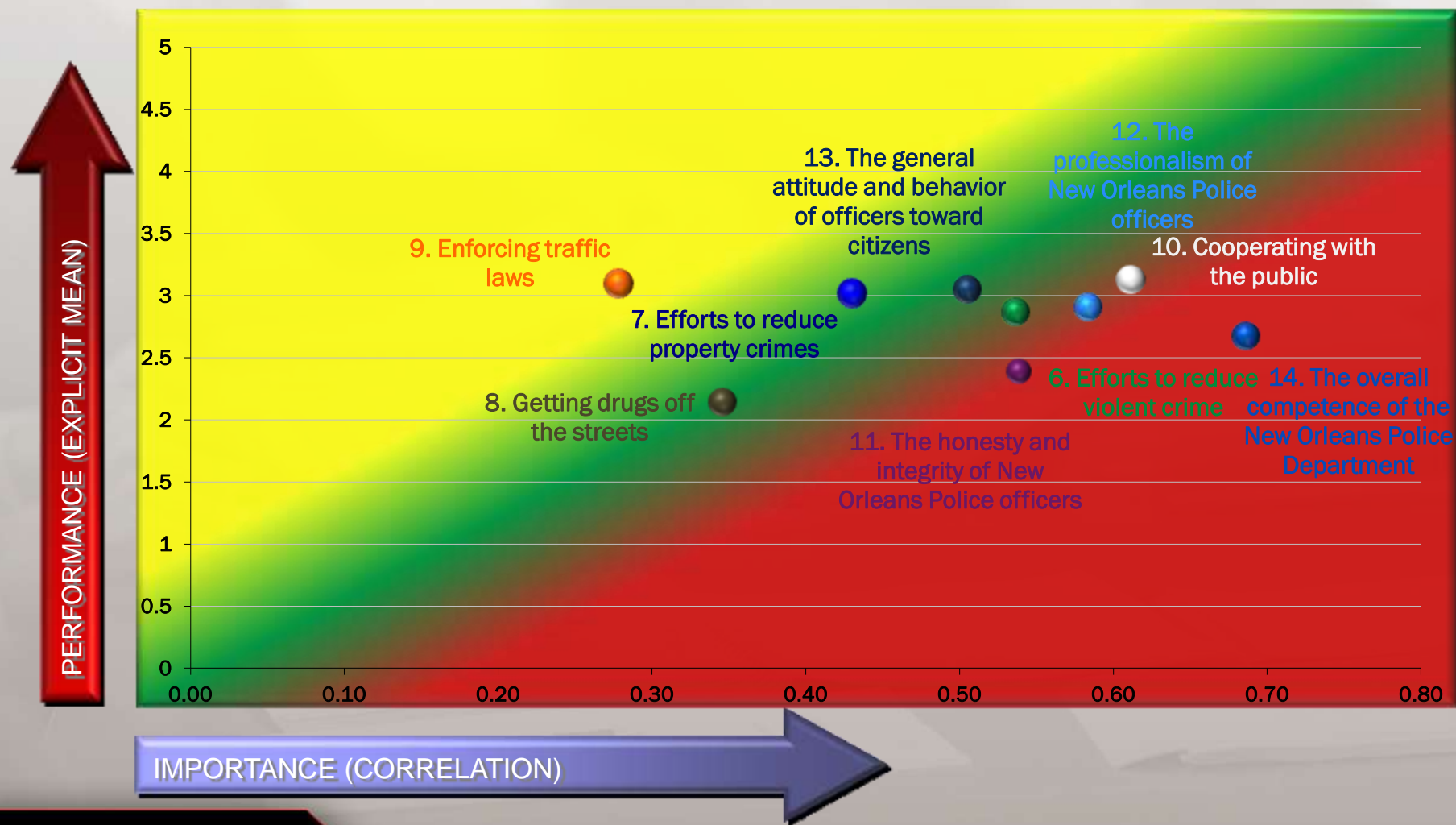




Satisfaction among each category tested has dropped since earlier this year. The aspect needing the most improvement to increase the New Orleans Police Department's satisfaction overall is improving the overall competence of the Police Department.

SatMap™ TOTAL (August 2011)

August 2011 Overall



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, 2.8871, 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: 2.8871

Group	Size of Group	% Unsatisfied	% Satisfied	Mean
Age 55-64	18%	53%	38%	2.6512
Owner Business	11%	48%	39%	2.6678
District 3	14%	56%	36%	2.6802
District 2	20%	52%	42%	2.7184
District 5	12%	48%	37%	2.7414
Black	60%	50%	42%	2.7703
District 1	10%	46%	48%	2.8068
Post Graduate	13%	50%	43%	2.8126
High School graduate	28%	47%	46%	2.8135
Some College	27%	49%	45%	2.8365
Age 18-24	18%	50%	46%	2.8554
Residency 15+ Years	86%	46%	46%	2.8583
Age 45-54	18%	46%	50%	2.8607
District 7	16%	46%	45%	2.8640
Male	45%	46%	48%	2.8851

Key Target Groups

Overall Mean: 2.8871

Group	Size of Group	% Unsatisfied	% Satisfied	Mean
Female	55%	45%	46%	2.8887
Non-Business Owner	87%	46%	47%	2.9120
District 6	8%	44%	50%	2.9503
College Graduate	20%	42%	46%	2.9633
Age 65+	16%	42%	48%	2.9676
<High School Grad	10%	43%	48%	2.9711
Residency <15 Years	12%	44%	50%	2.9895
White	31%	41%	52%	3.0355
Age 25-34	12%	38%	53%	3.0483
Age 35-44	18%	40%	50%	3.0494
District 8	3%	38%	55%	3.0803
District 4	17%	40%	55%	3.0958
Other Ethnicity	7%	39%	58%	3.1566

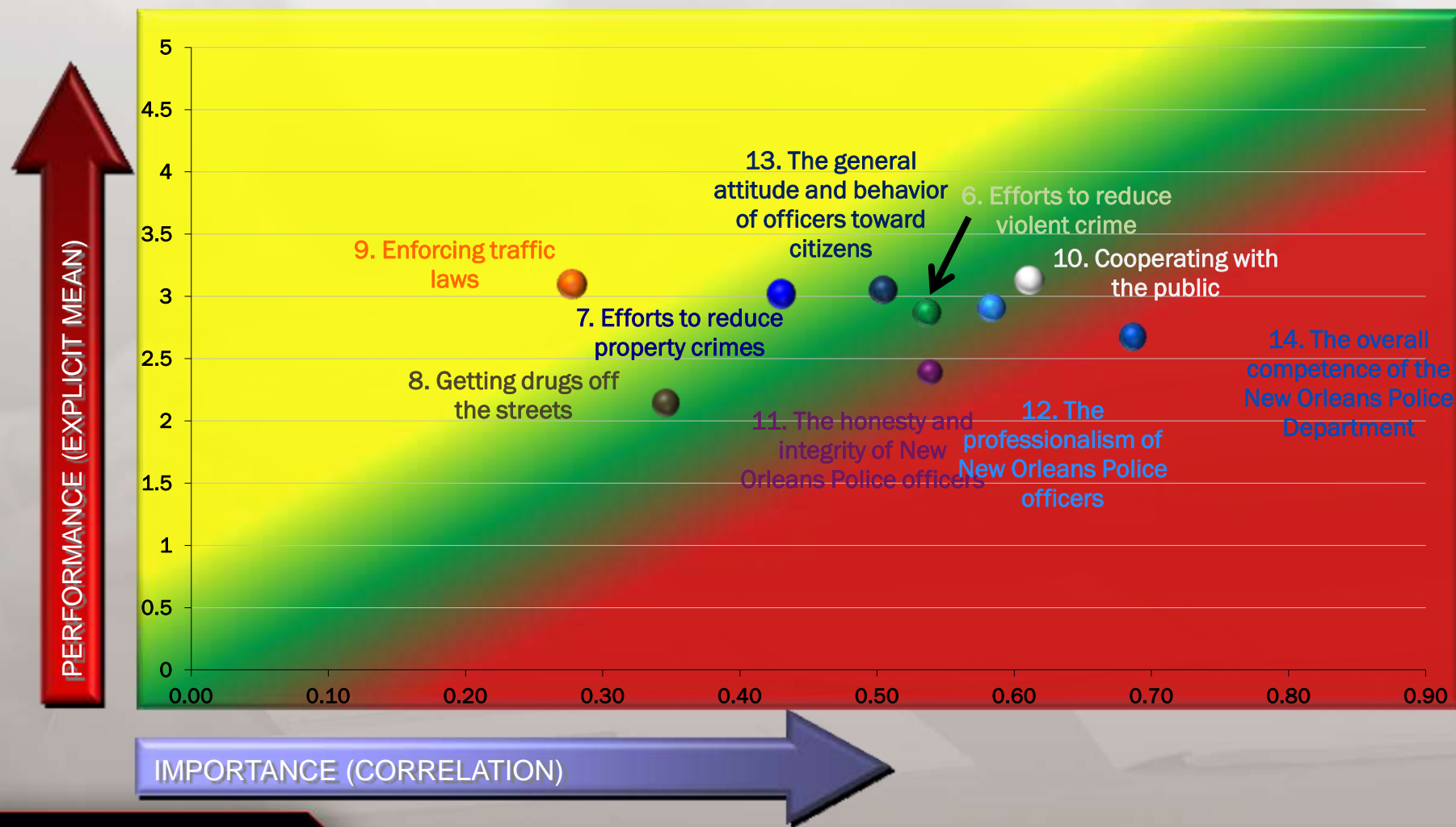
Key Demographic Targets



Among adults aged 55-64 the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the overall competence of the New Orleans Police Department.

SatMap™ Age 55-64 (22%)

Age 55-64 (22%)



The following slide presents a graphical display of the specific areas in which the New Orleans Police Department had the largest drop in performance from earlier this year. Movement down and to the left indicates a decrease in both performance and importance of that aspect.

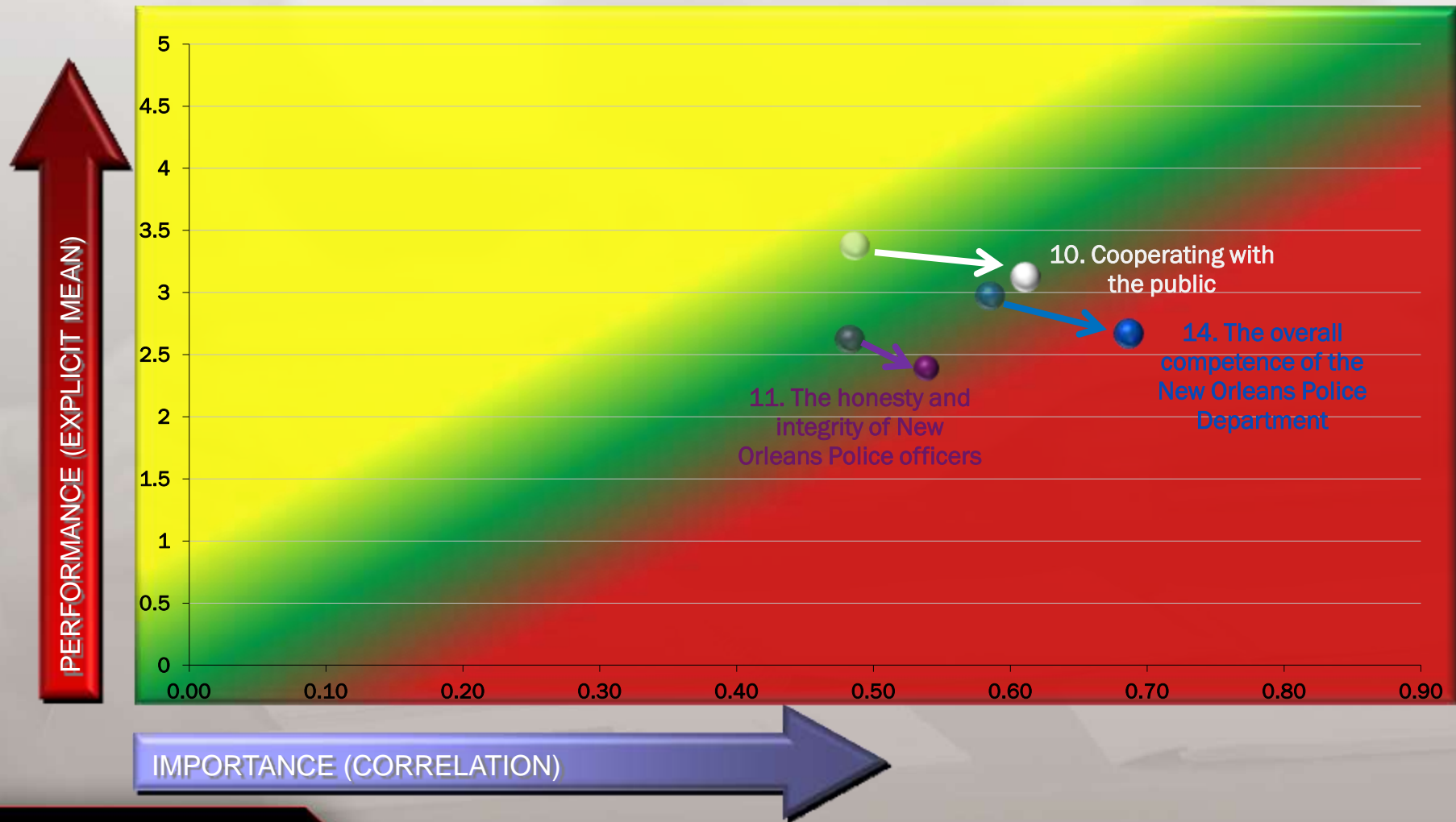
Movement down and to the right indicates an increase in importance and a decrease in performance for that specific aspect. These are the areas where the Police Department should pay the most attention as they are going to be the aspects contributing the most to the decline in overall satisfaction with the New Orleans Police Department.



The overall competence of the police department, their cooperation with the public, and the honesty and integrity of officers had the largest drop in performance among those aged 55-64 from earlier this year.

SatMap™ Age 55-64 (22%)

Trend for Age 55-64 (22%)

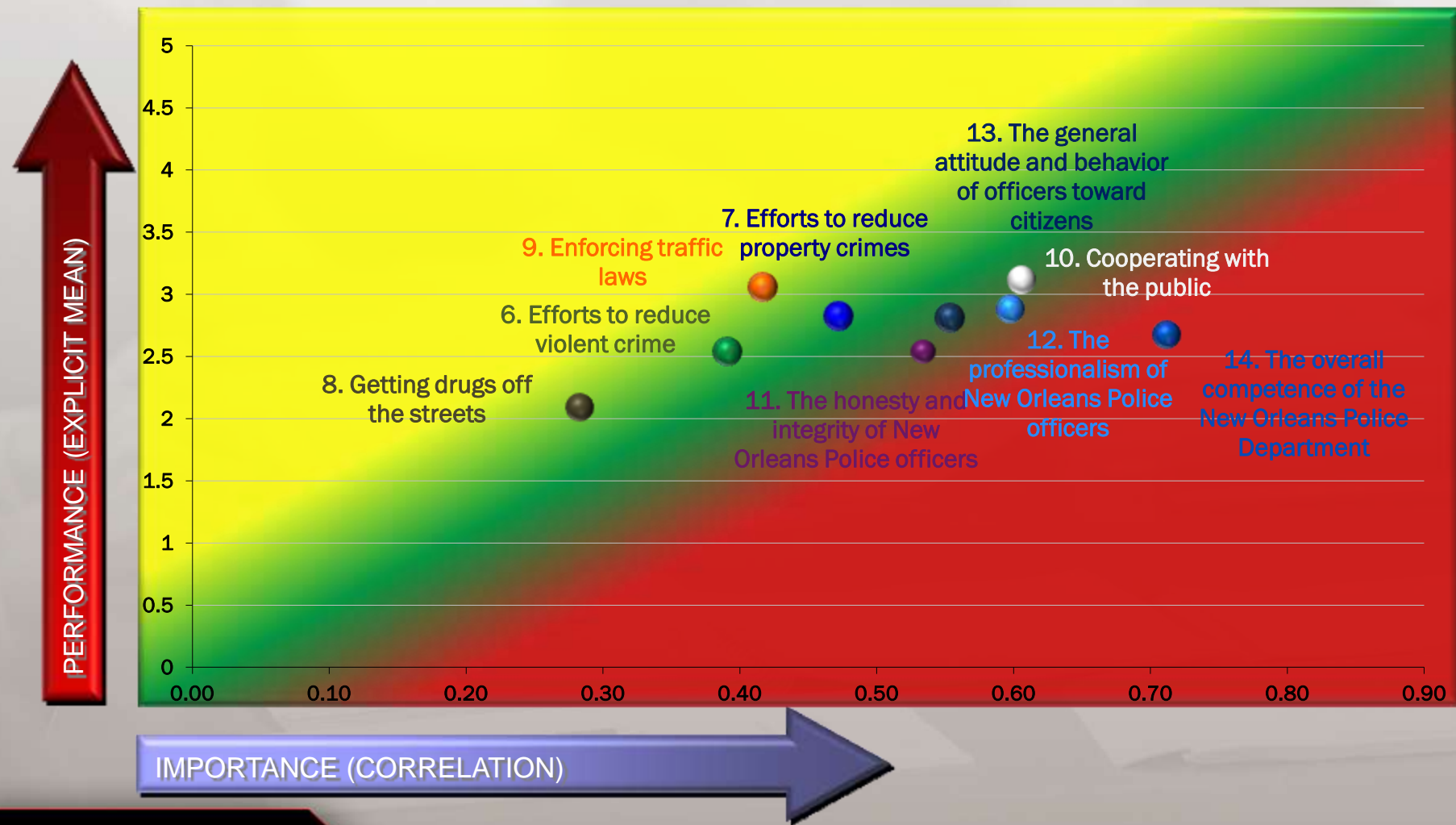




Among business owners the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the overall competence of the New Orleans Police Department.

SatMap™ Business Owners (11%)

Business Owners (11%)

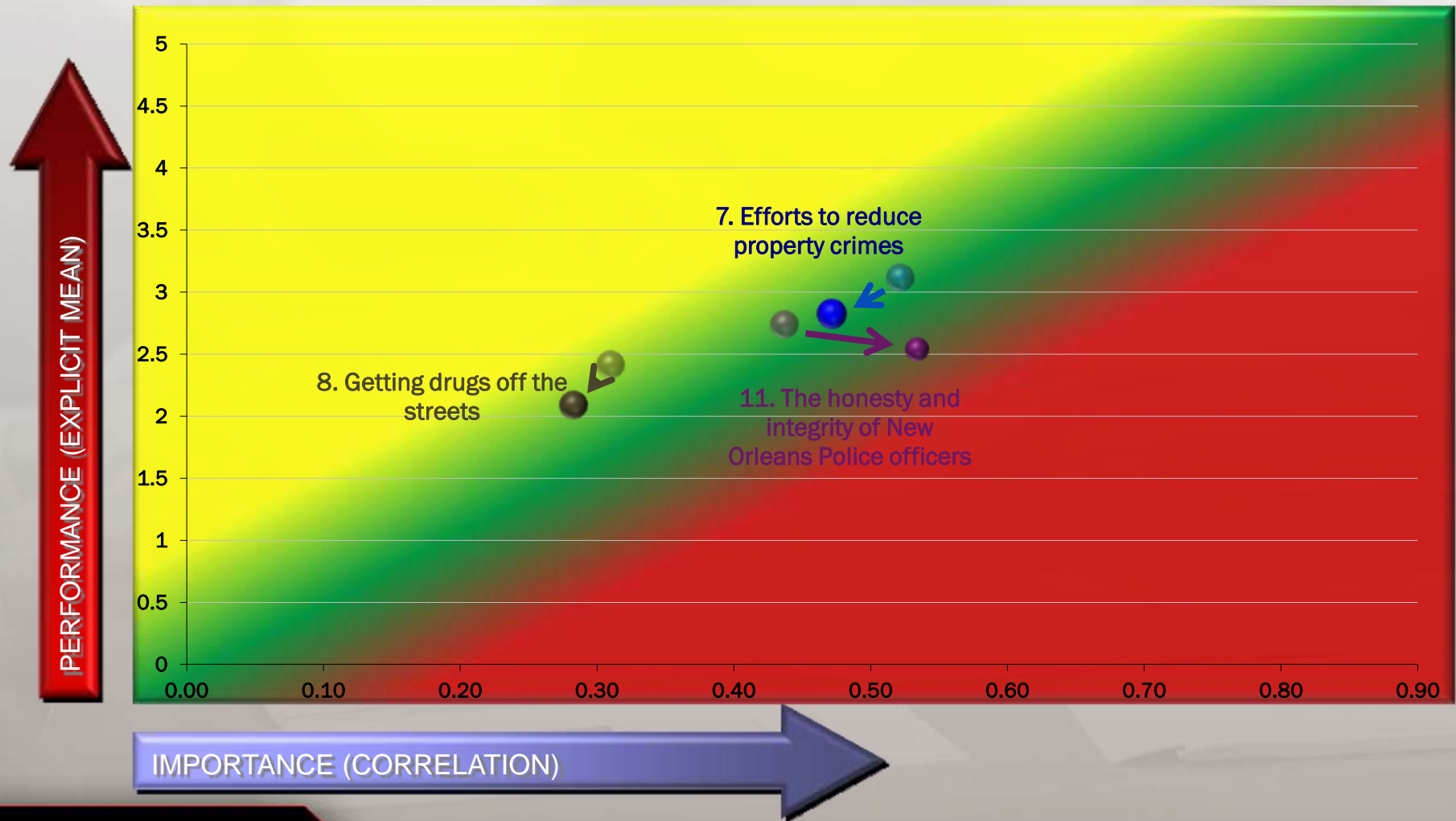




Getting drugs off the streets, the efforts to reduce property crimes, and the honesty and integrity of officers are the aspects have had the largest drop in performance among business owners since earlier this year.

SatMap™ Business Owners (11%)

Trend for Business Owners (11%)

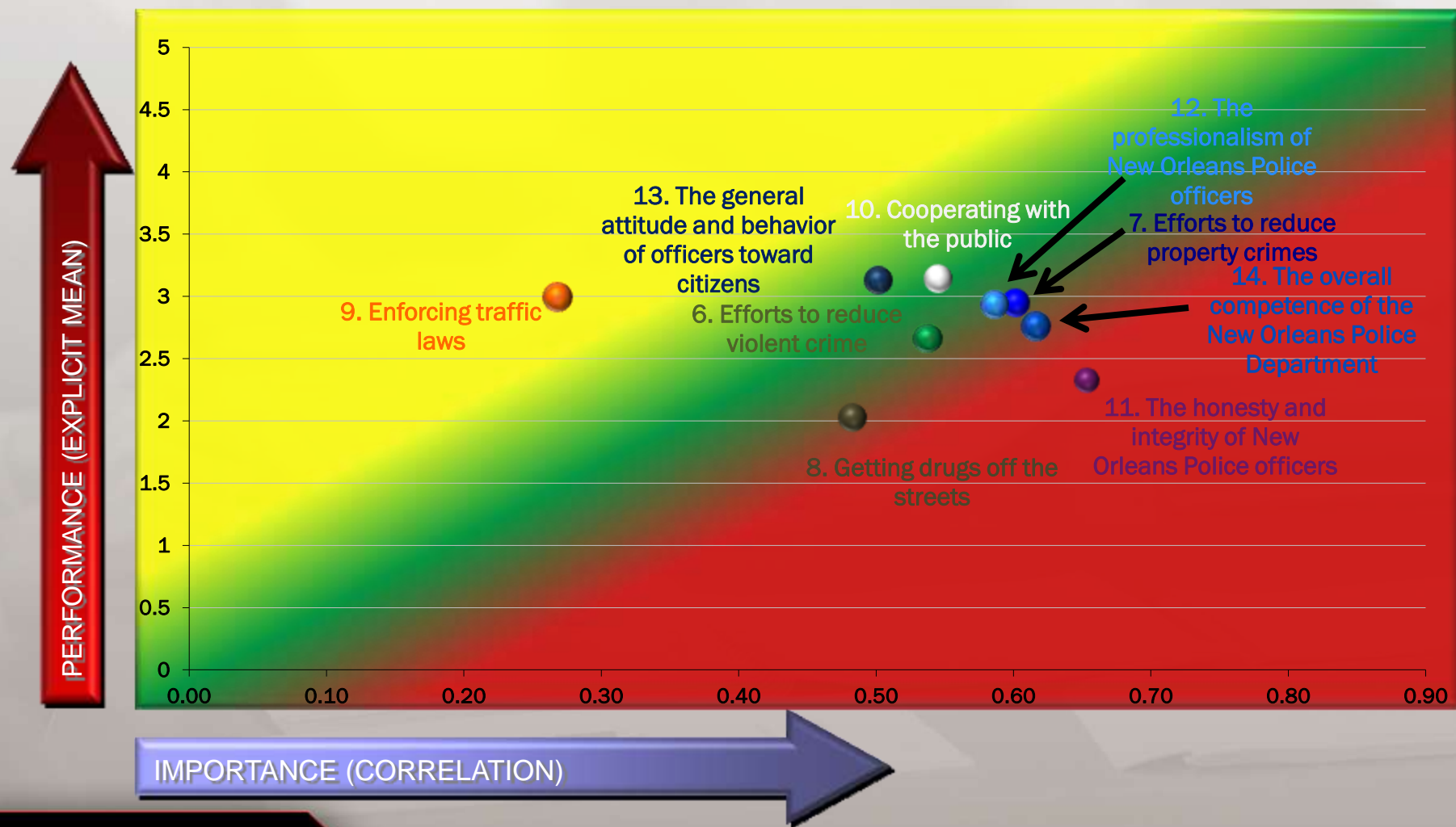




Among post graduates, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the honesty and integrity of the police officers.

SatMap™ Post Graduate (13%)

Post Graduate (13%)

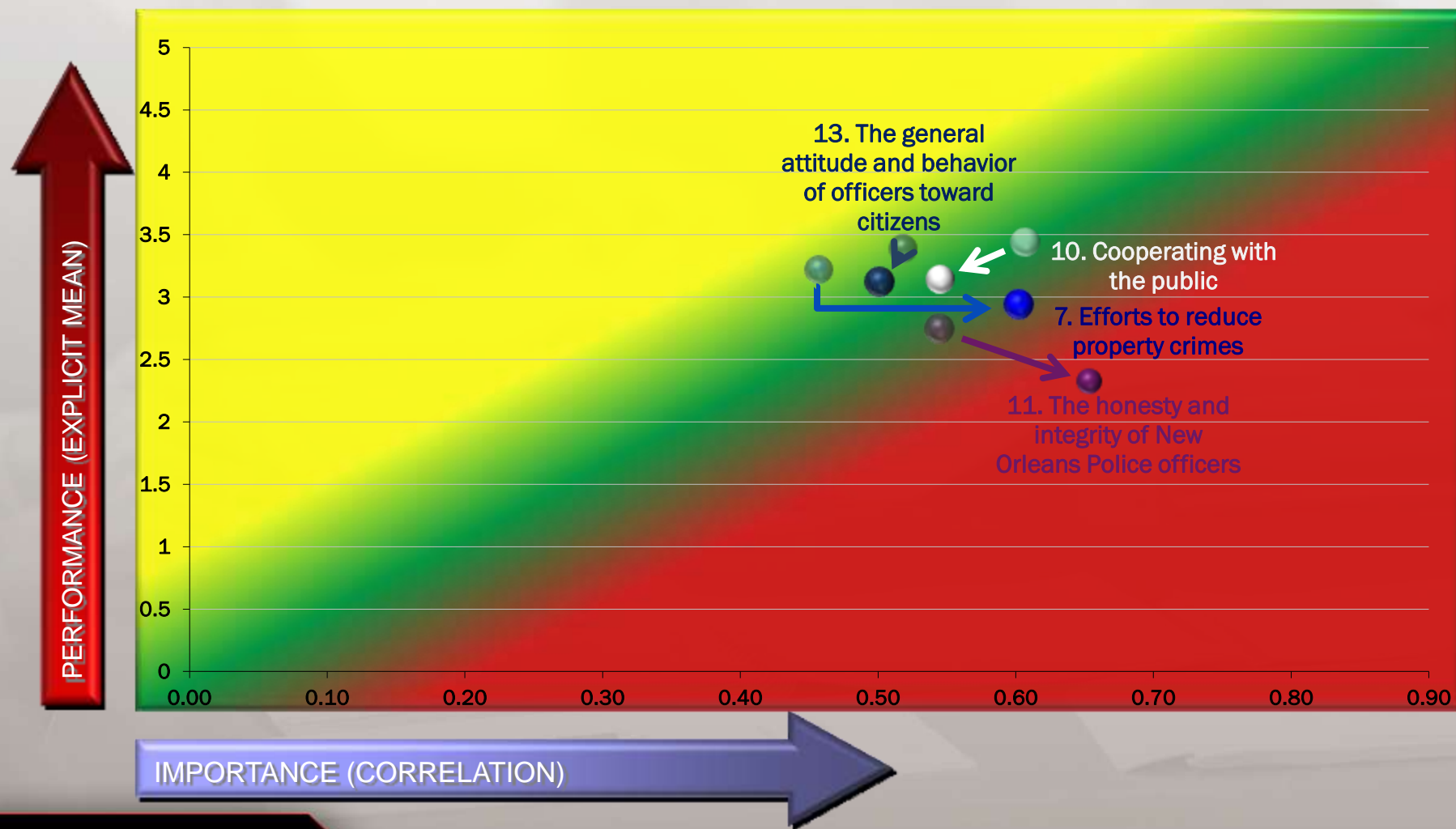




The general attitude, behavior, honesty, and integrity of officers, the efforts to reduce property crimes, and their cooperation with the public were the aspects with the biggest drops in performance among those with a post graduate education since earlier this year.

SatMap™ Post Graduate (13%)

Trend for Post Graduate (13%)

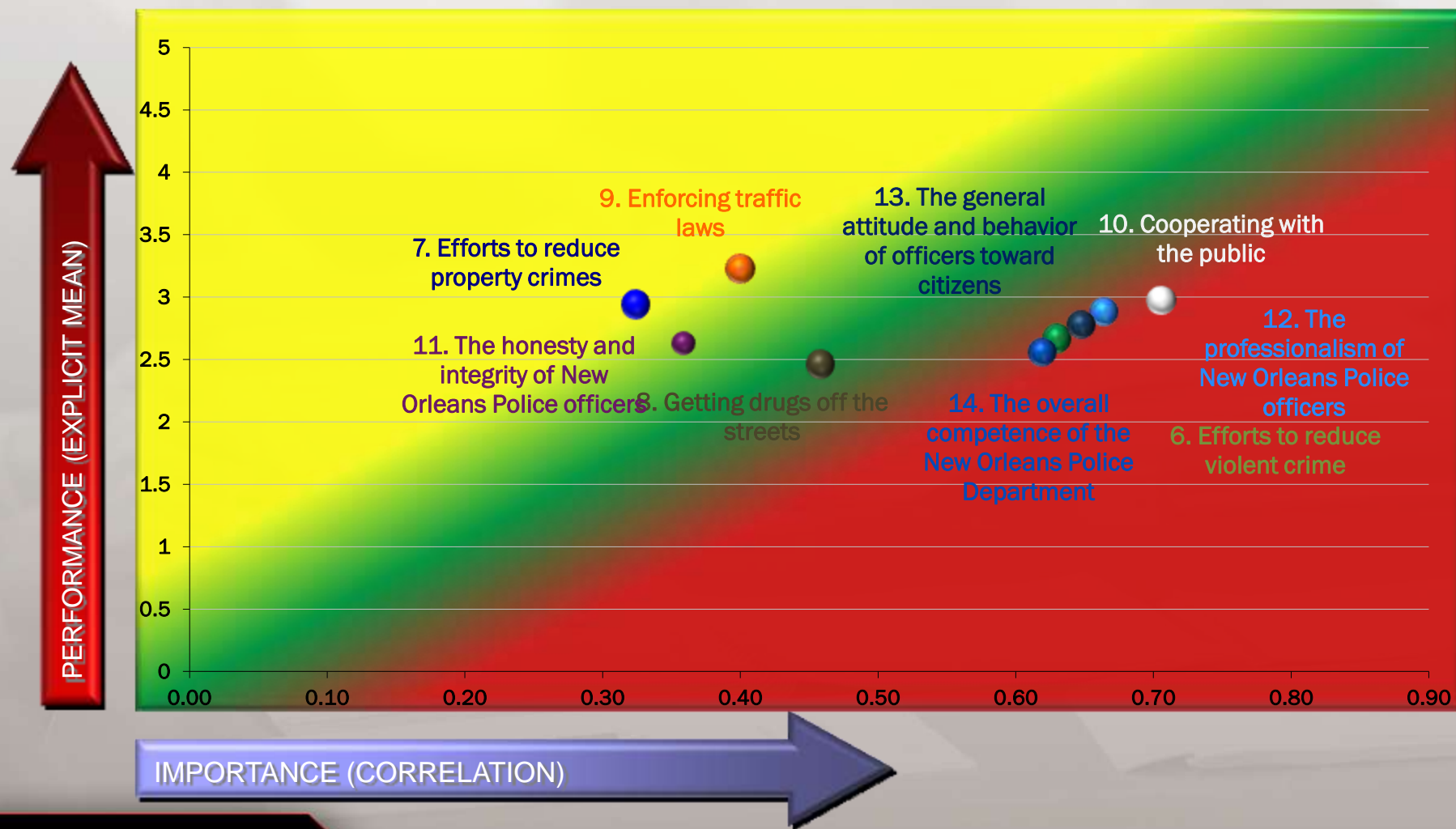




Among high school graduates, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the cooperation with the public.

SatMap™ High School Graduate (28%)

High School Graduate (28%)

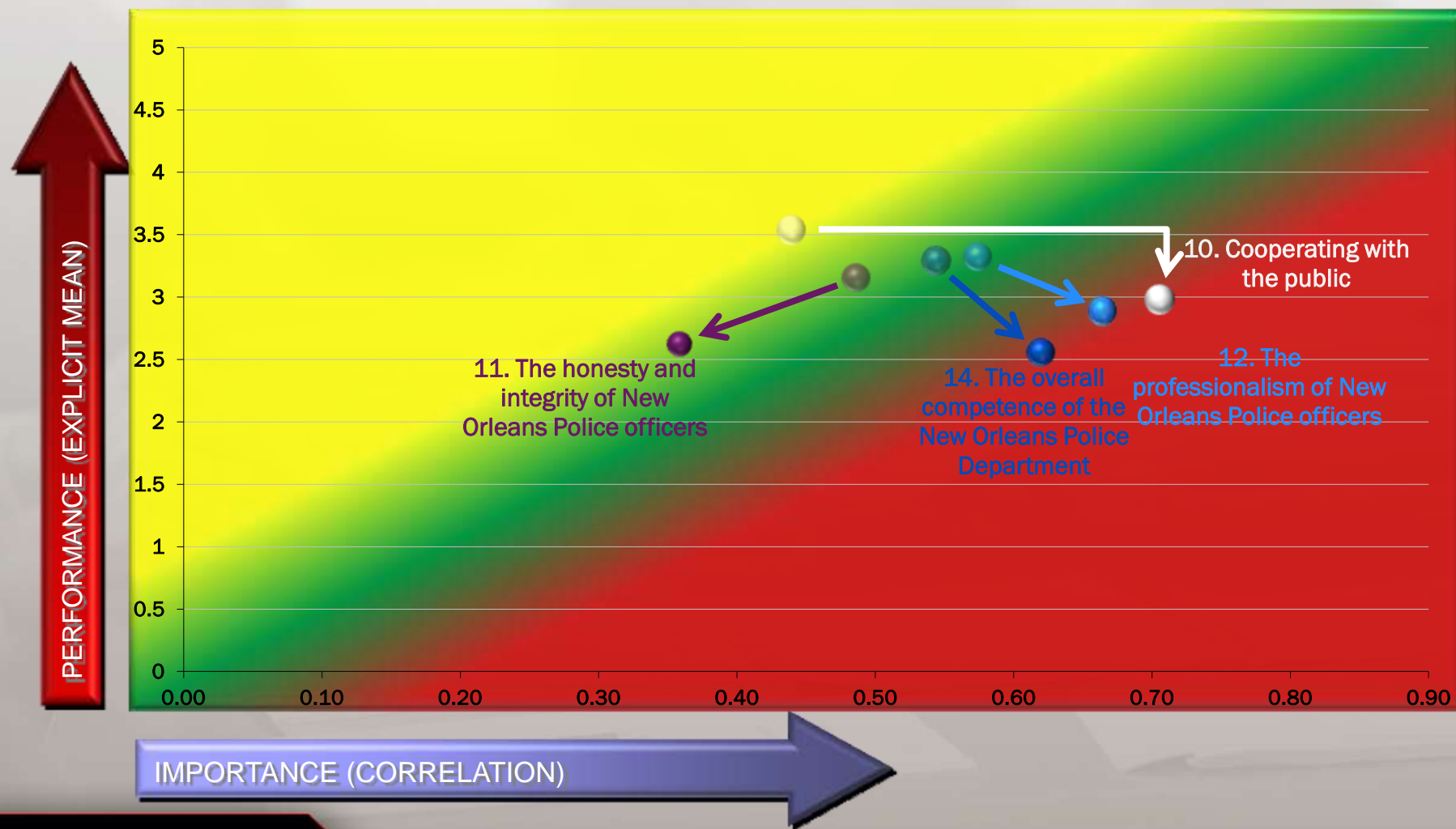




The honesty, integrity, and professionalism of officers, the overall competence of the department, and the cooperation with the public are the aspects among high school graduates that had the biggest drop in performance from earlier this year.

SatMap™ High School Graduate (28%)

Trend for High School Graduate (28%)

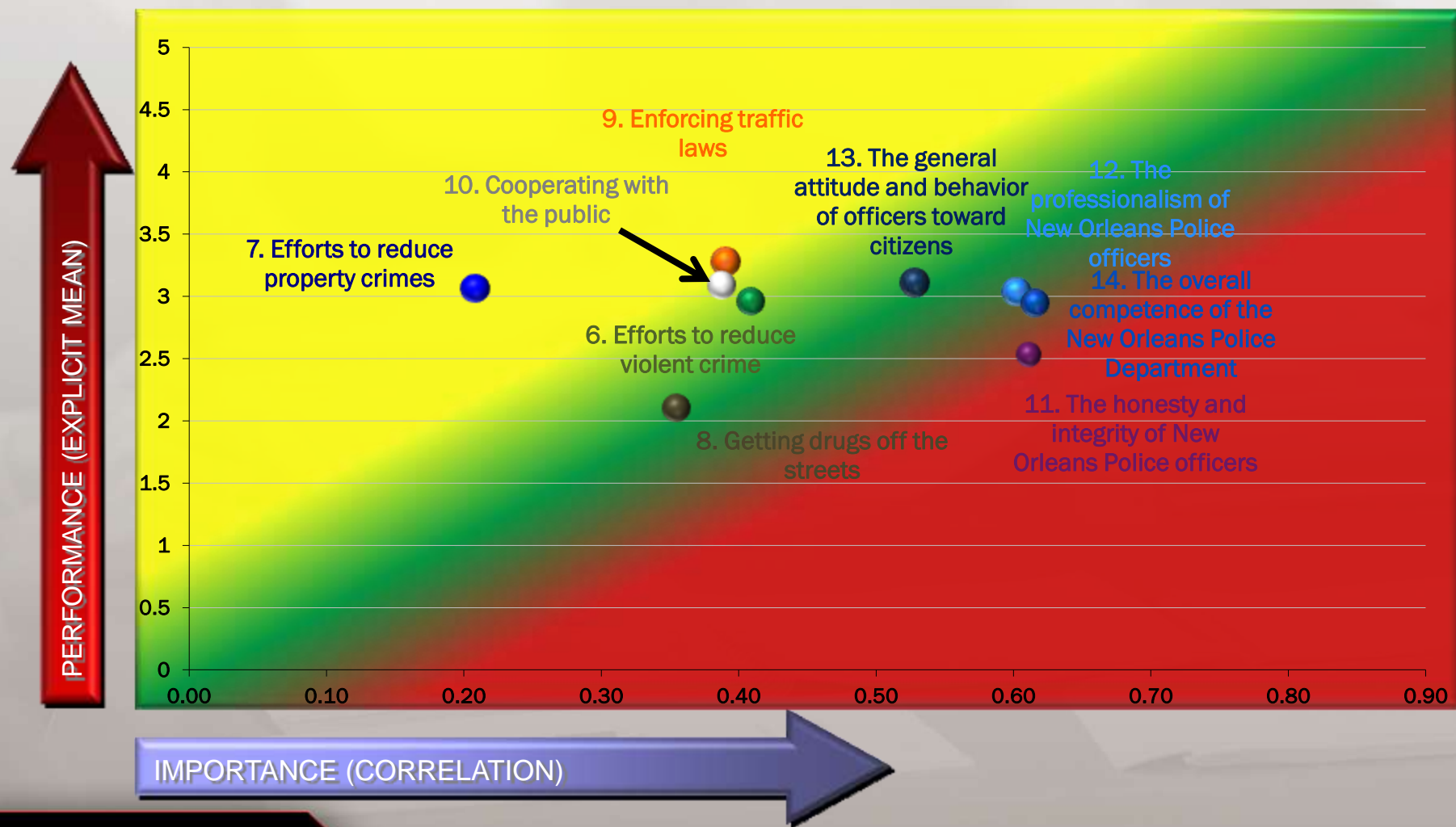




Among adults with some college education, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the honesty and integrity of the police officers.

SatMap™ Some College (27%)

Some College (27%)

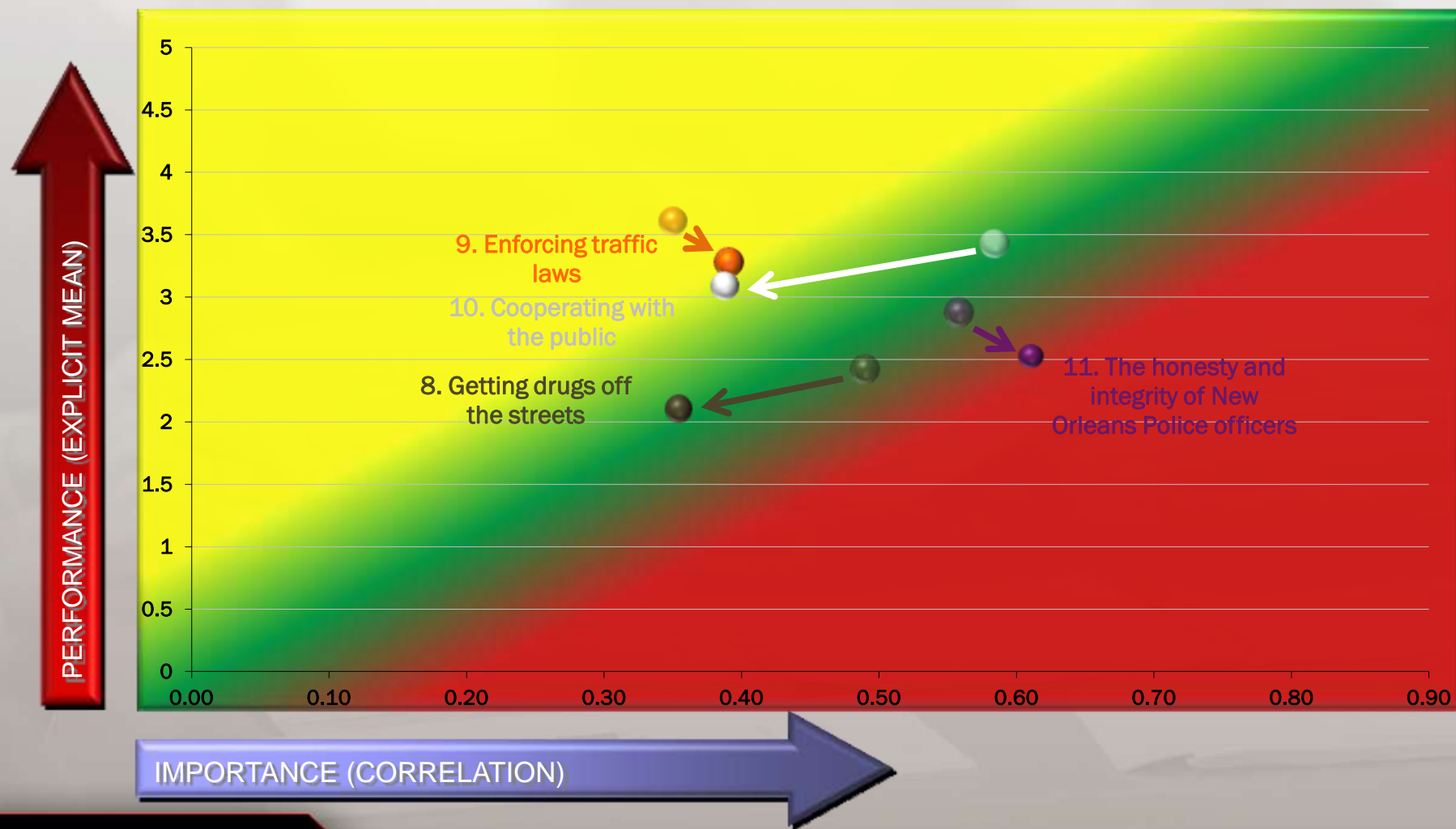




Enforcing traffic laws, cooperating with the public, getting drugs off the streets, and the honesty and integrity of officers were the aspects among those with some college education that had the largest drops in performance from earlier this year.

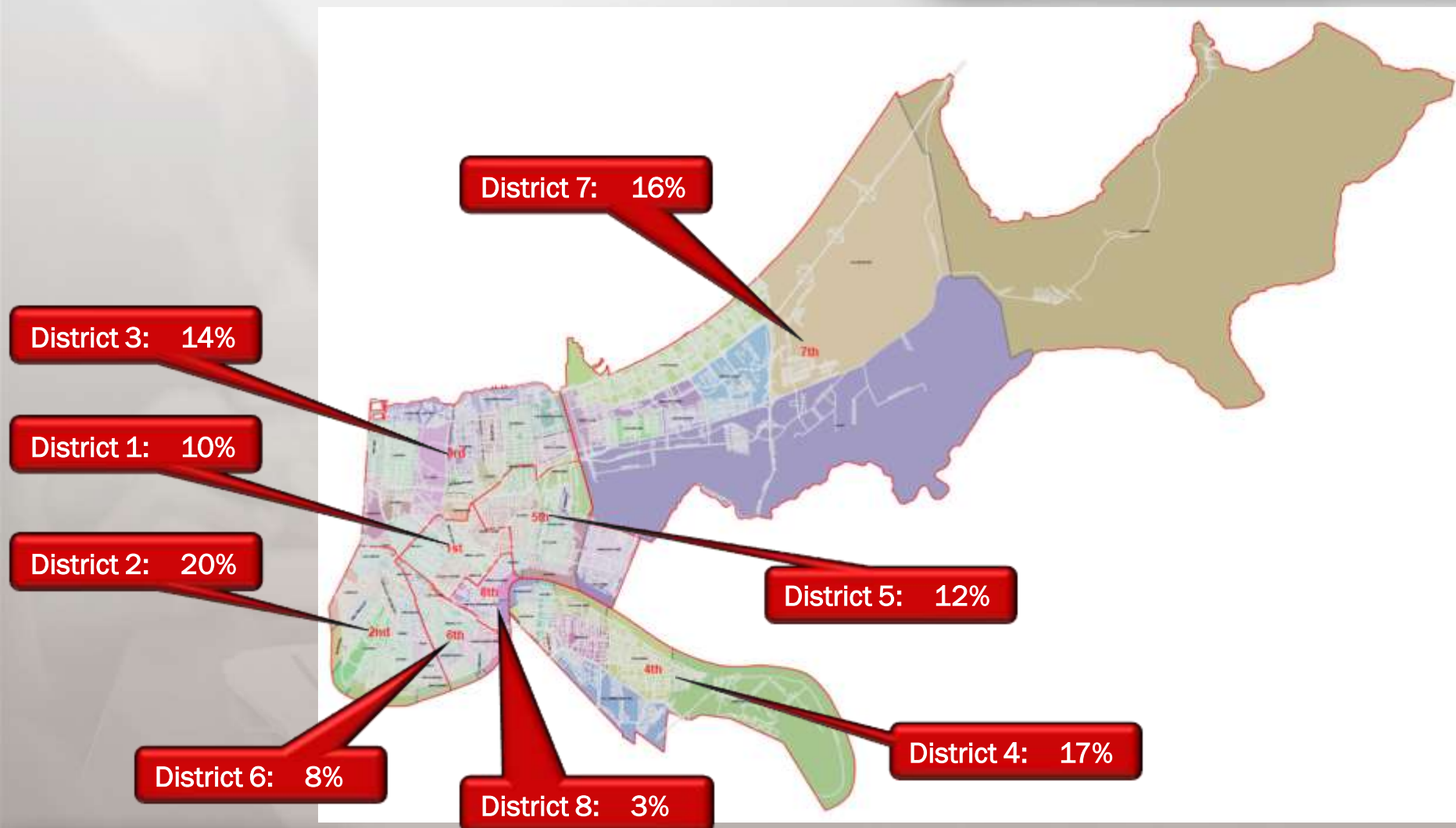
SatMap™ Some College (27%)

Trend for Some College (27%)



Police District

Geography: Police Precincts

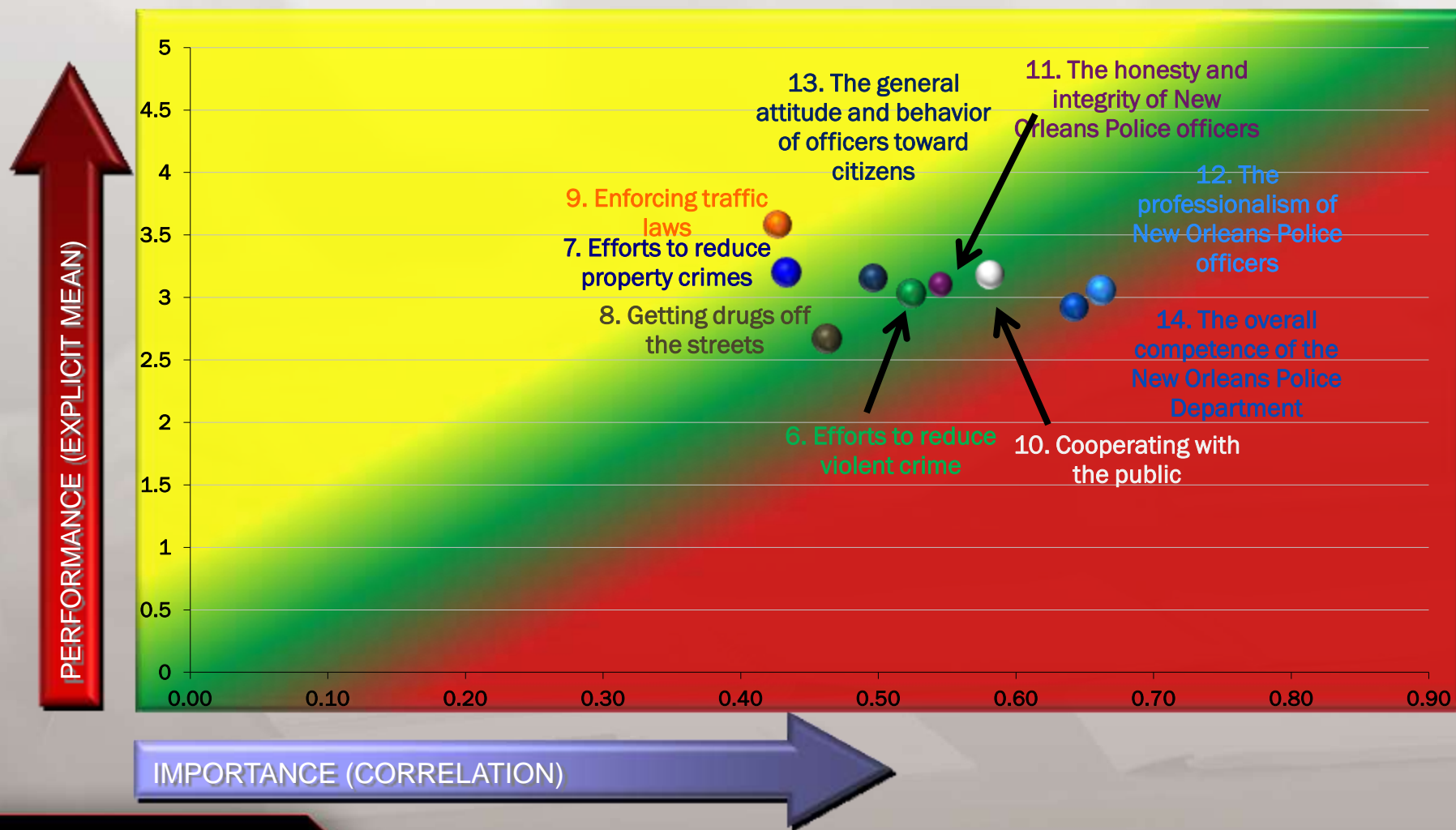




In police district one, the aspects of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department are the overall competence of the New Orleans Police Department and the professionalism of the police officers.

SatMap™ District 1 (10%)

District 1 (10%)

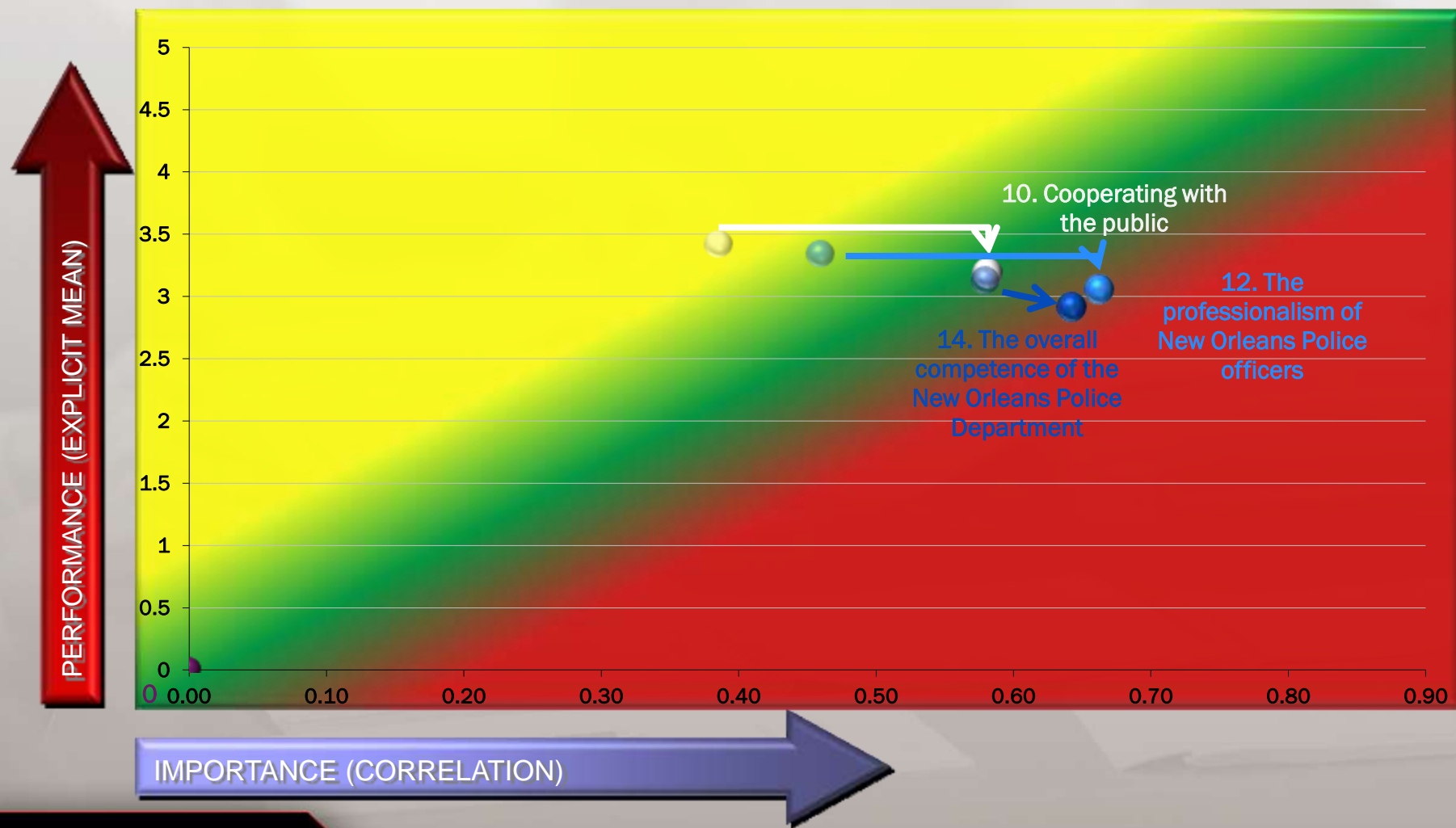




The professionalism of officers, the overall competence of the department, and the cooperation with the public were the aspects among adults in police district one that had the largest drops in performance from earlier this year.

SatMap™ District 1 (10%)

Trend for District 1 (10%)

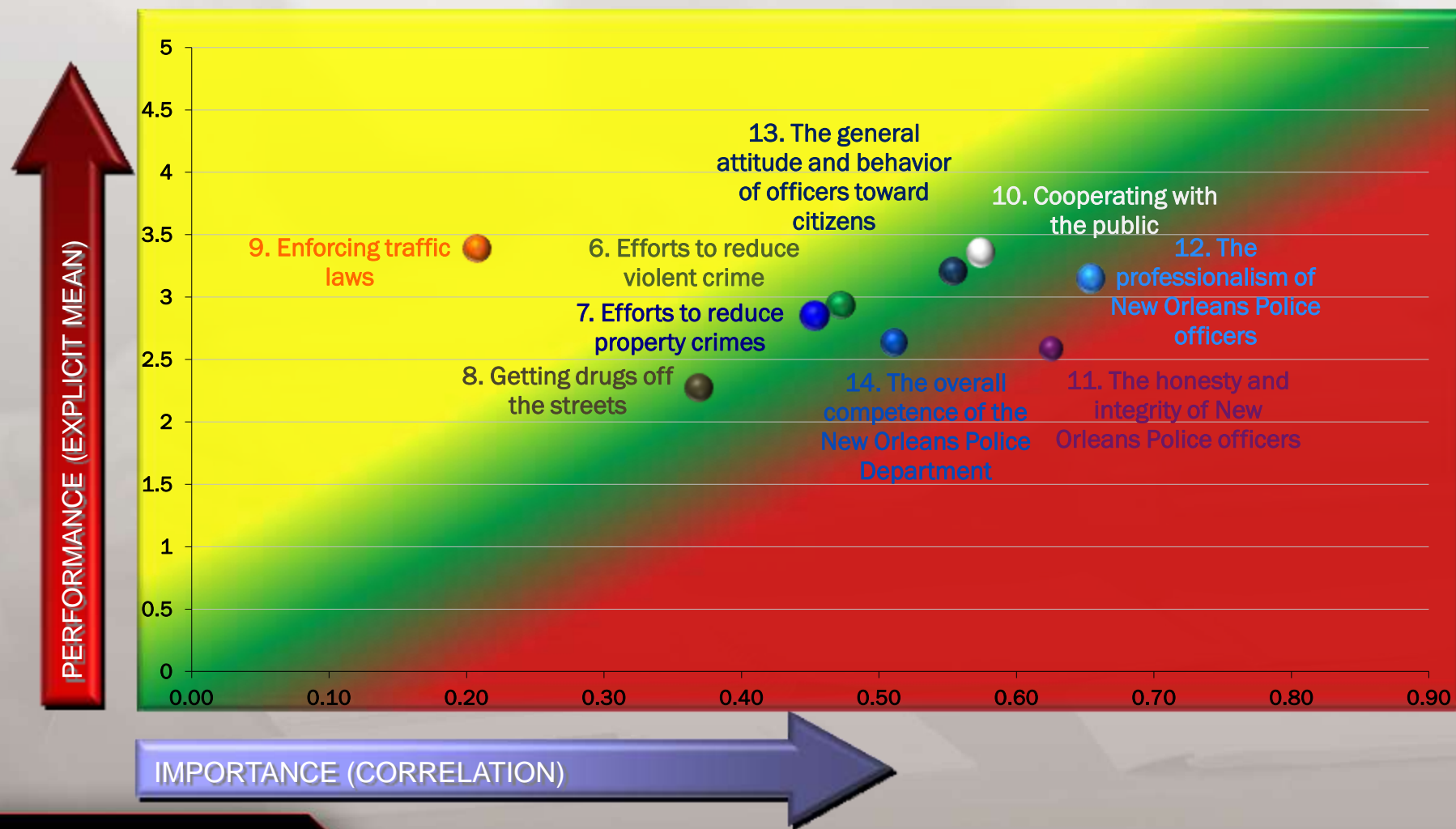




In police district two, the aspects of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department are the honesty, integrity, and professionalism of New Orleans police officers.

SatMap™ District 2 (20%)

District 2 (20%)

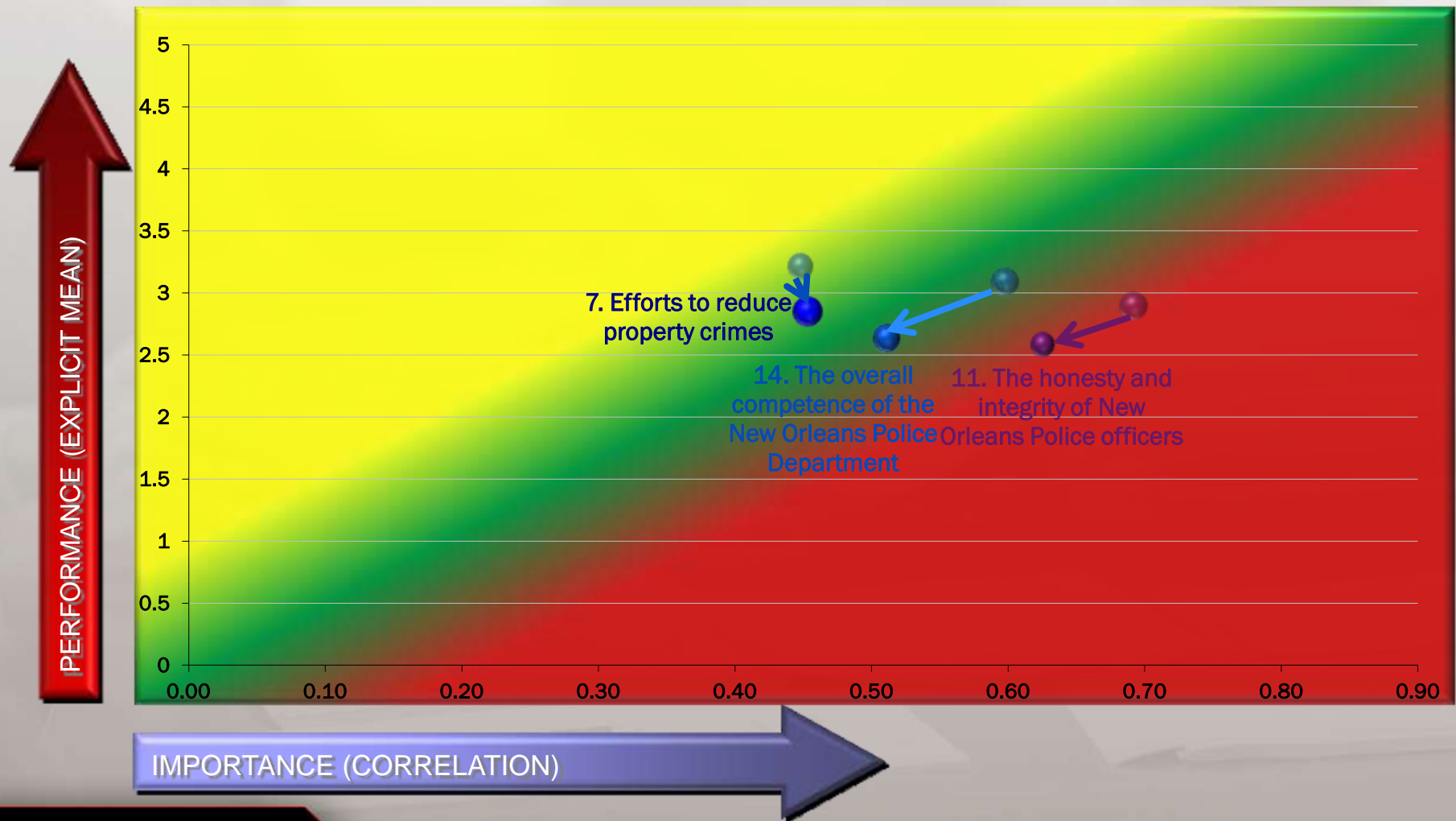




The efforts to reduce property crimes, the overall competence of the department, and the honesty and integrity of officers were the aspects among adults in police district two that had the largest drops in performance from earlier this year.

SatMap™ District 2 (20%)

Trend for District 2 (20%)

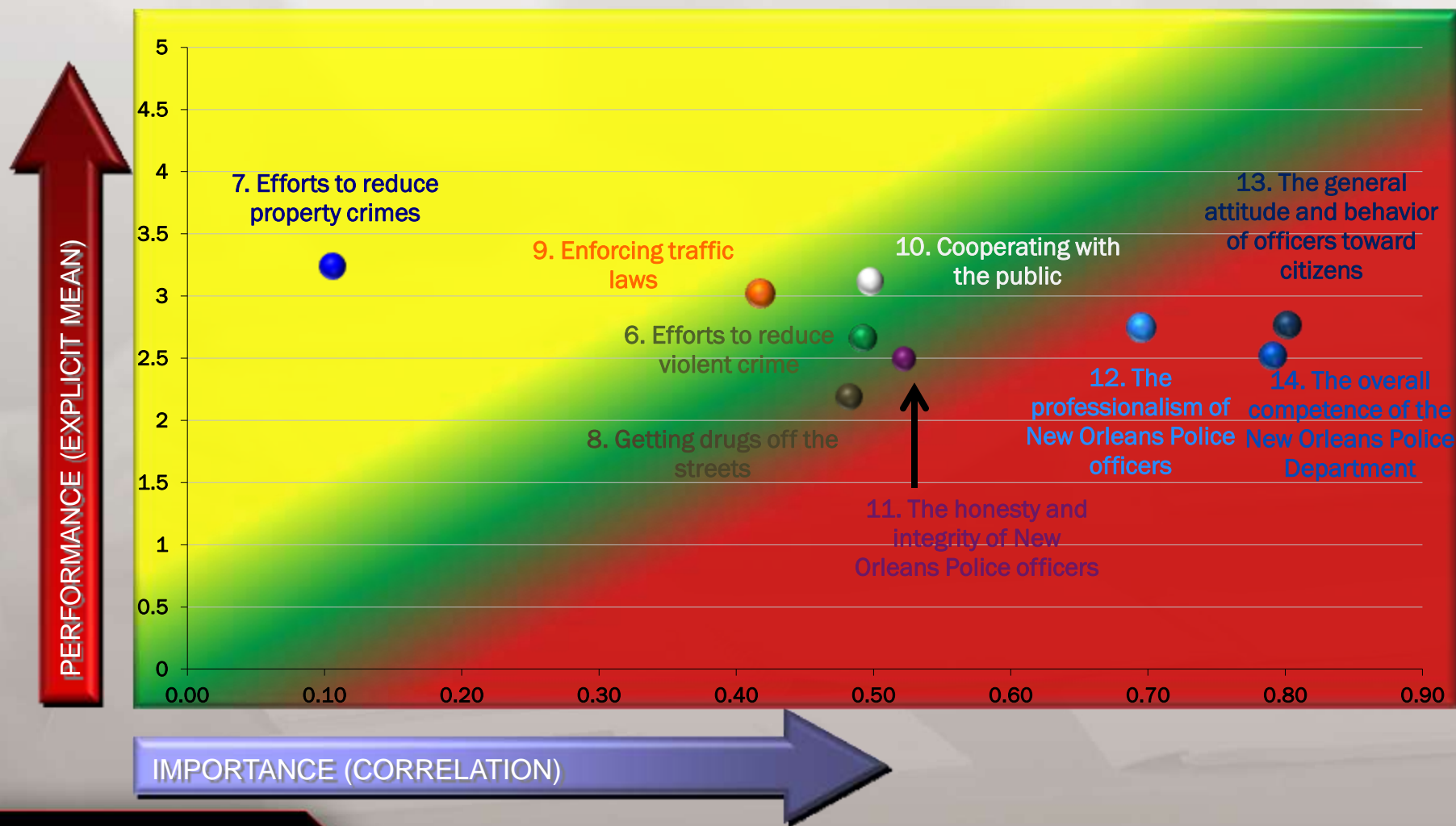




In police district three, the aspects of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department are the overall competence of the New Orleans Police Department and the general attitude and behavior of police officers.

SatMap™ District 3 (14%)

District 3 (14%)

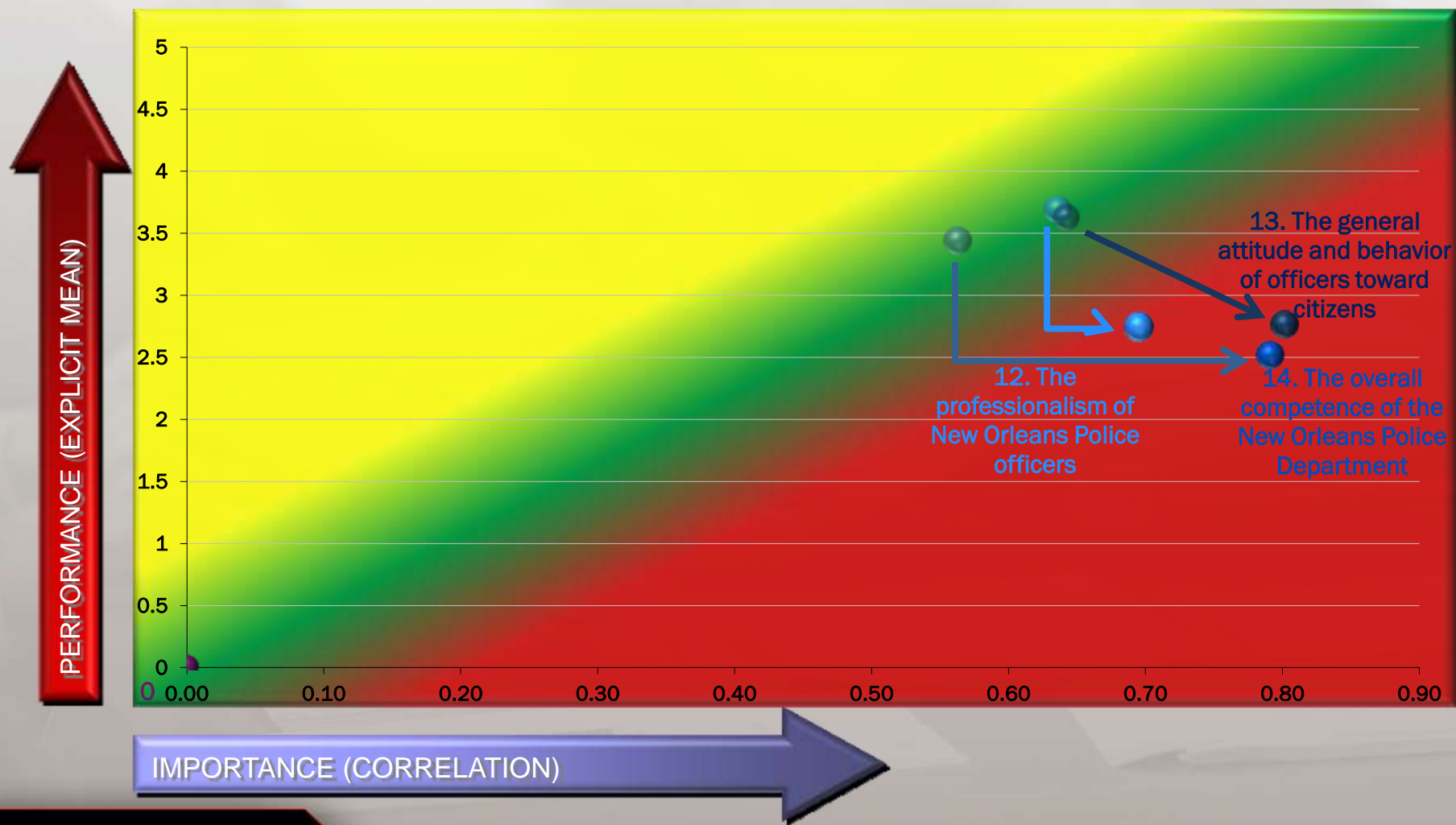




The professionalism of officers, the general attitude and behavior of officers, and the overall competence of the department were the aspects among adults in police district three that had the largest drops in performance from earlier this year.

SatMap™ District 3 (14%)

Trend for District 3 (14%)

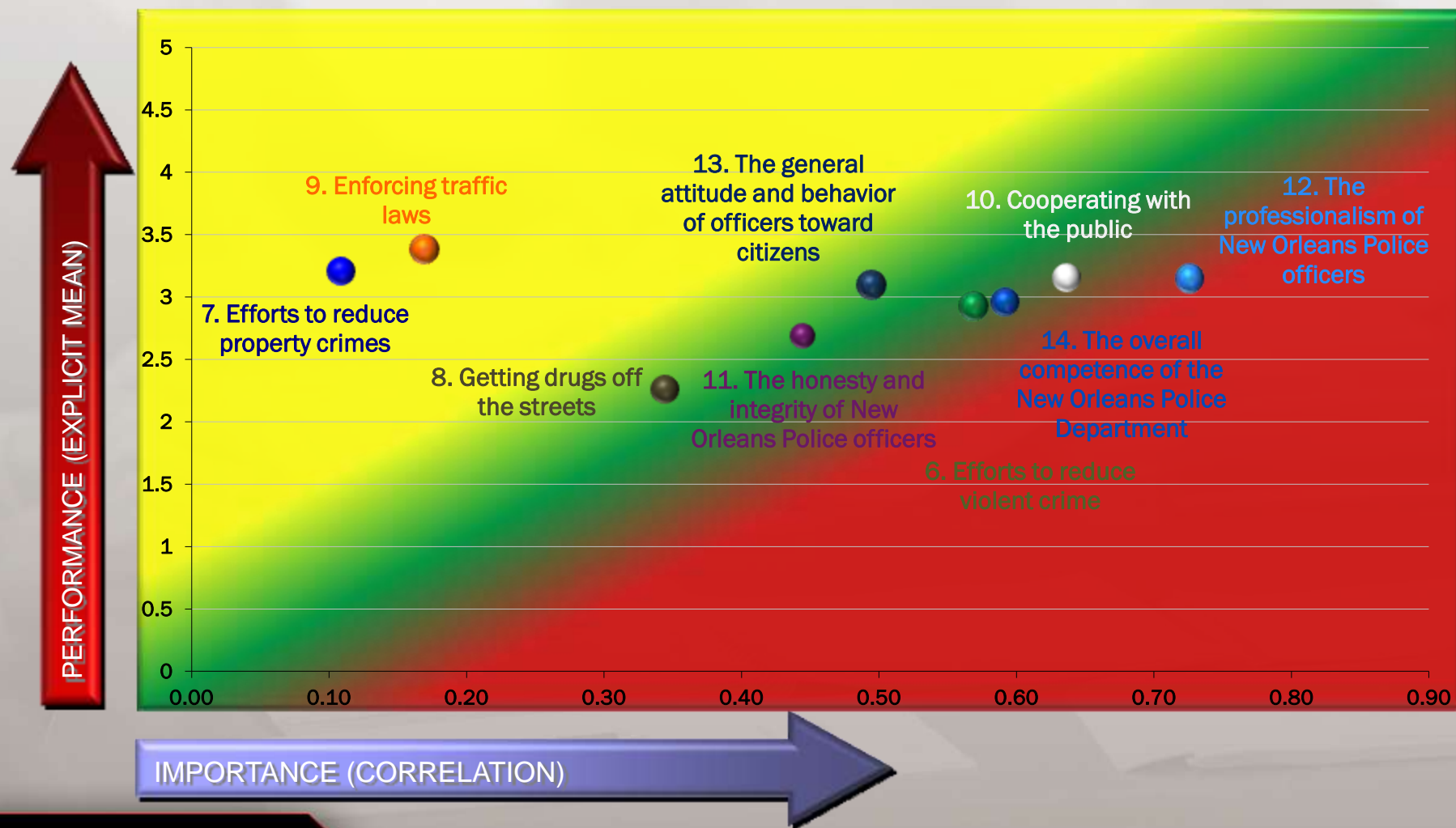




In police district four, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the professionalism of the police officers.

SatMap™ District 4 (17%)

District 4 (17%)

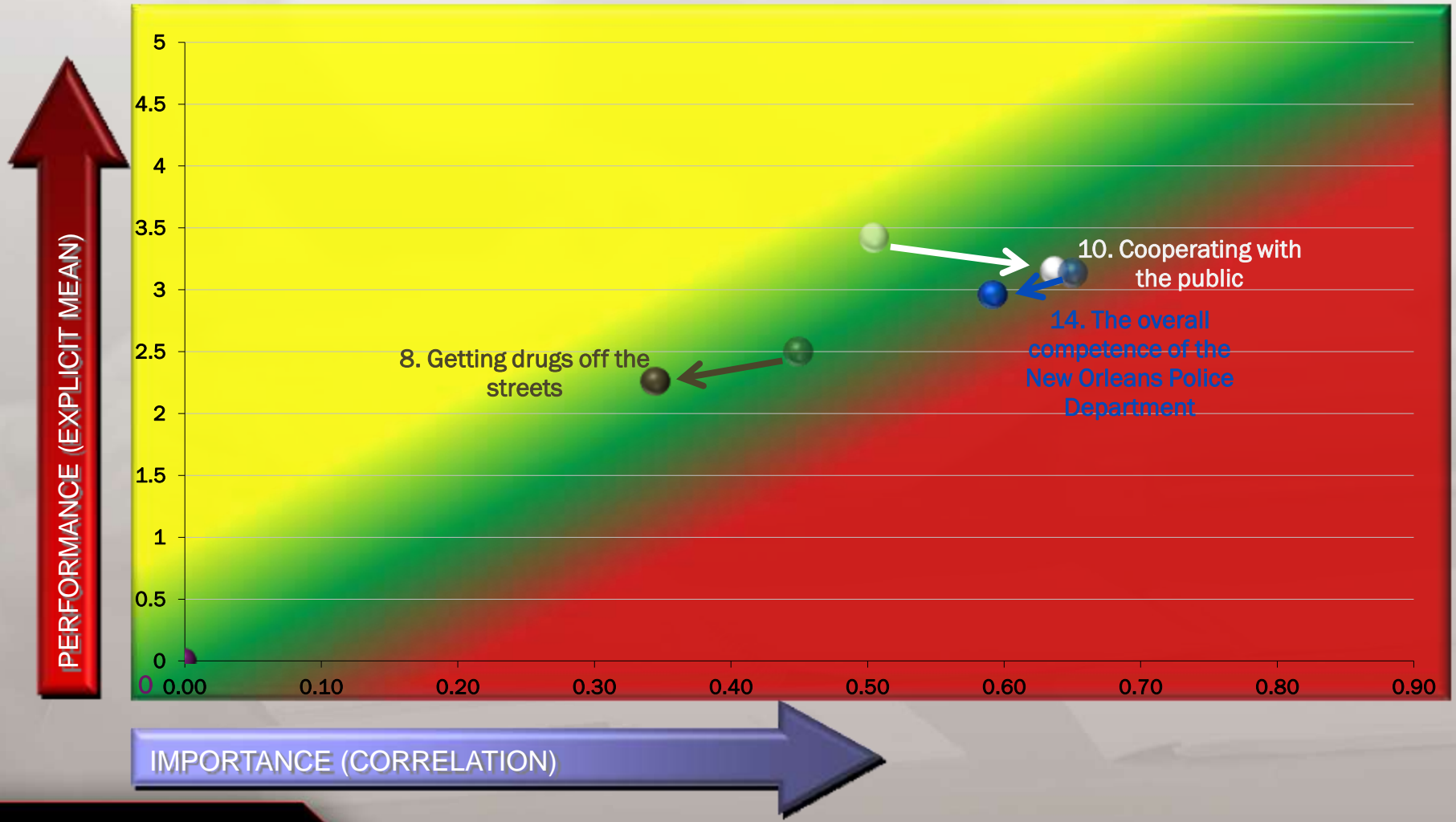




Getting drugs off the streets, cooperating with the public, and the overall competence of the department were the aspects among adults in police district four that had the largest drops in performance from earlier this year.

SatMap™ District 4 (17%)

Trend for District 4 (17%)

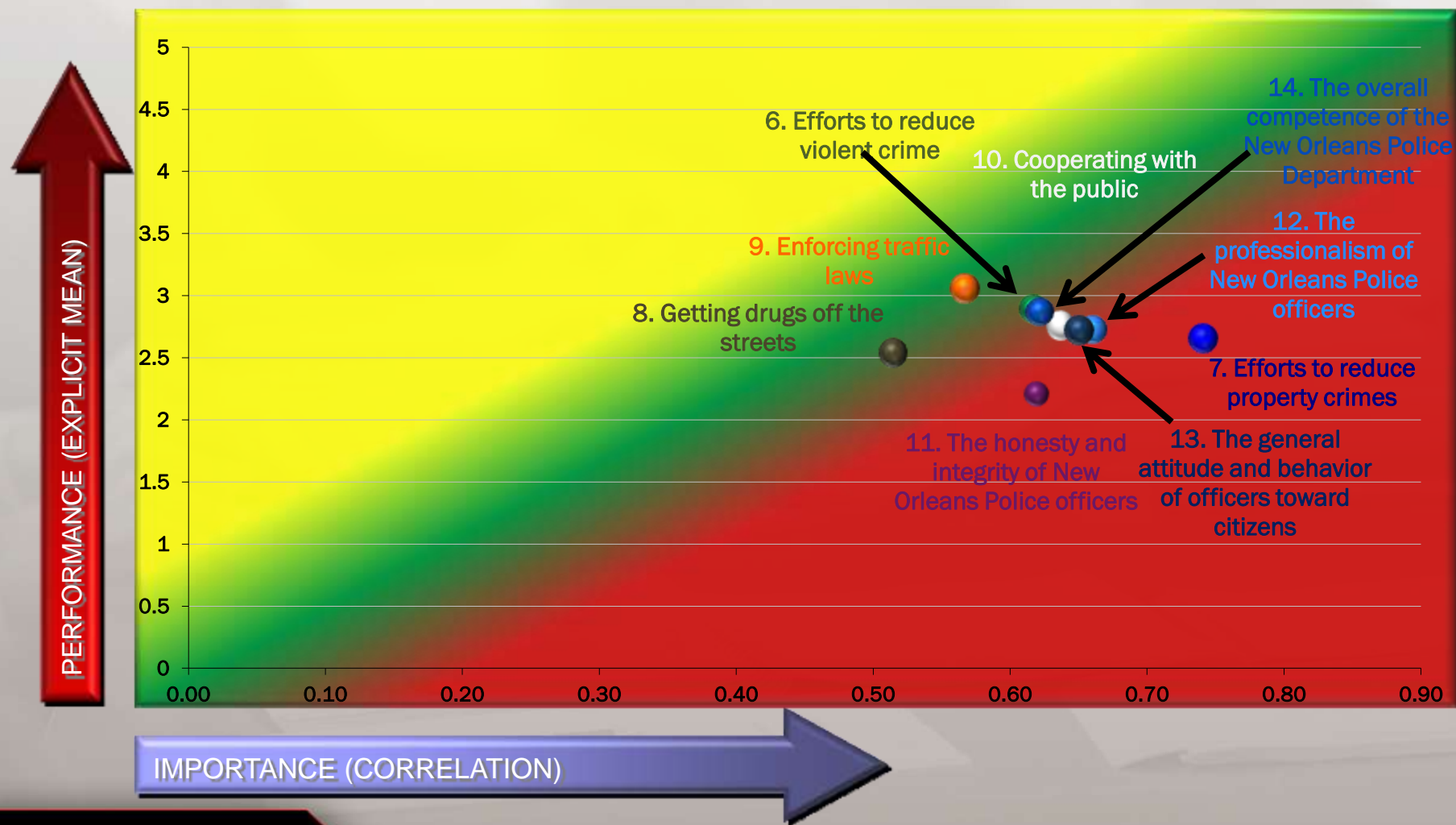




In police district five, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the efforts to reduce property crimes.

SatMap™ District 5 (12%)

District 5 (12%)

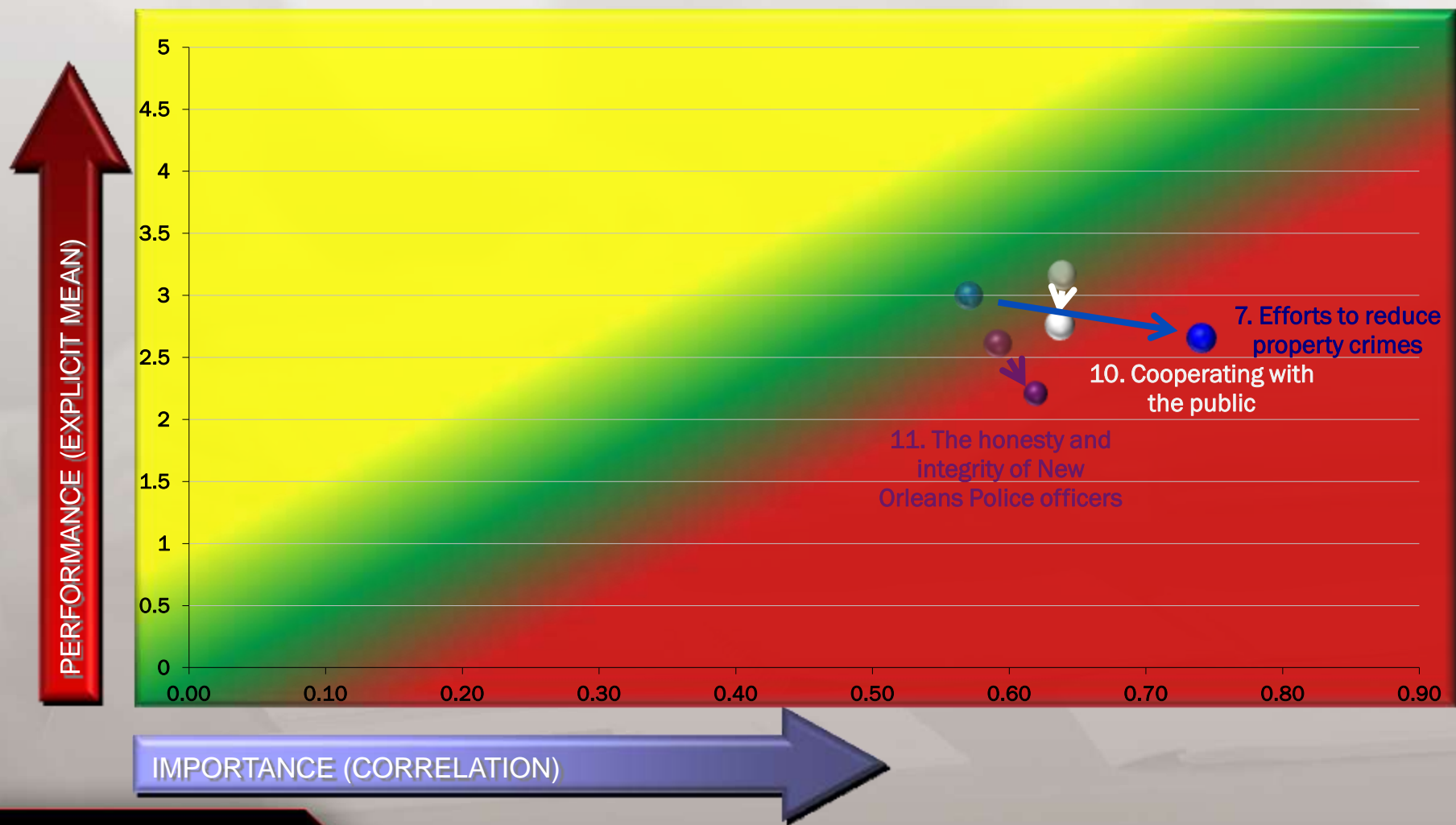




The honesty and integrity of officers, the cooperation with the public, and the efforts to reduce property crimes were the aspects among adults in police district five that had the largest drops in performance from earlier this year.

SatMap™ District 5 (12%)

Trend for District 5 (12%)

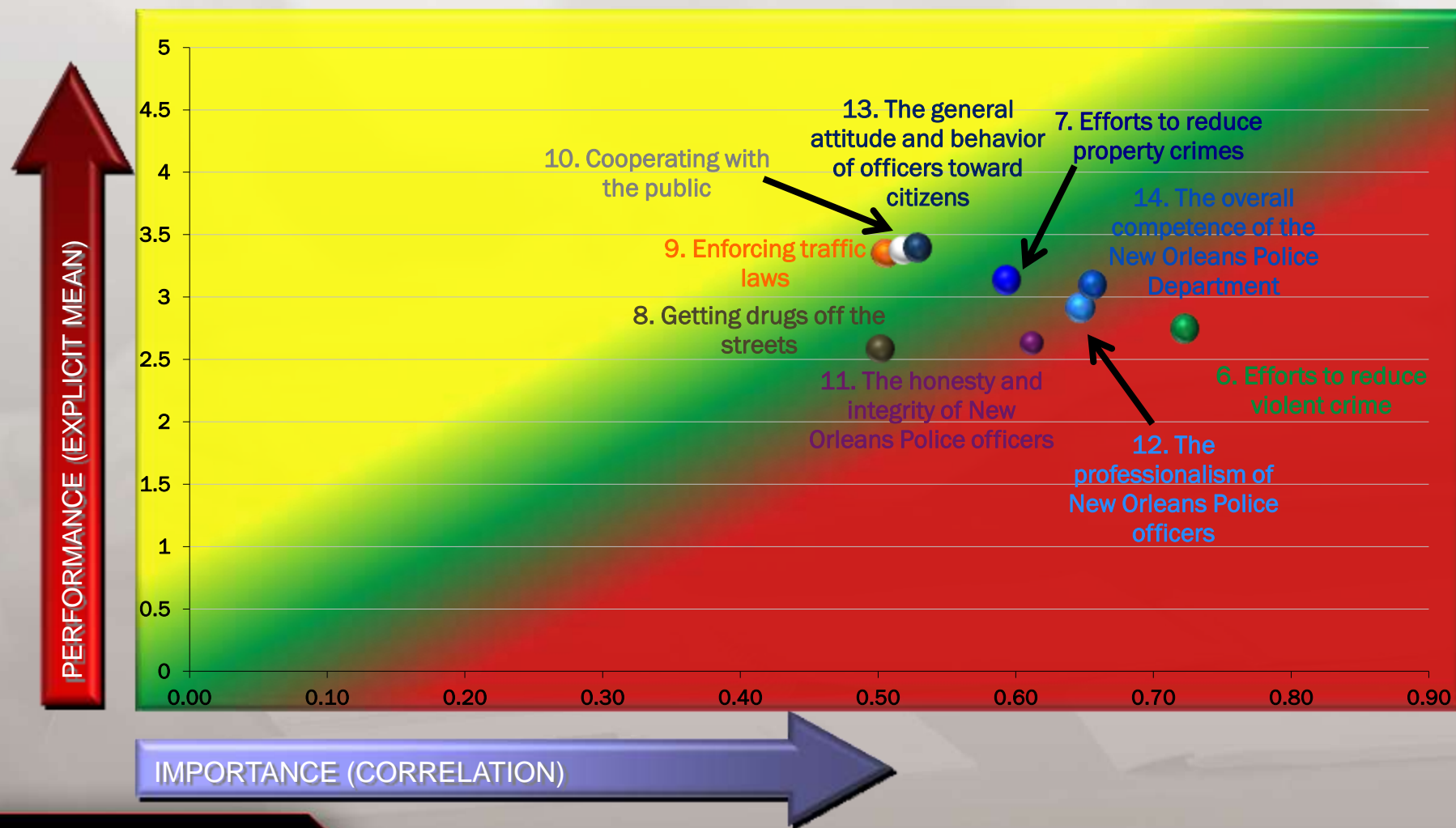




In police district six, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the efforts to reduce violent crimes.

SatMap™ District 6 (8%)

District 6 (8%)

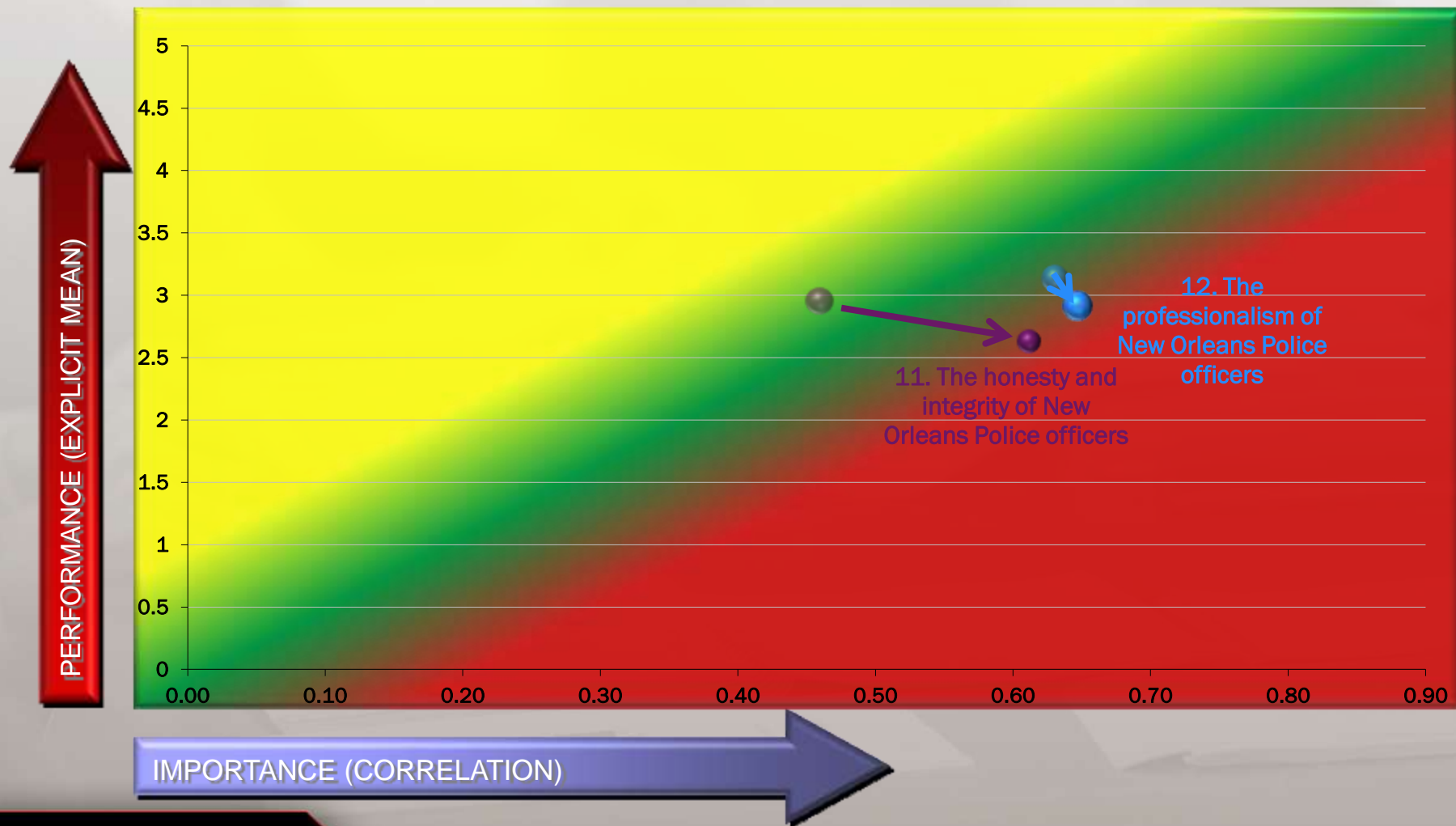




The honesty, integrity, and professionalism of officers were the aspects among adults in police district six that had the largest drops in performance from earlier this year.

SatMap™ District 6 (8%)

Trend for District 6 (8%)

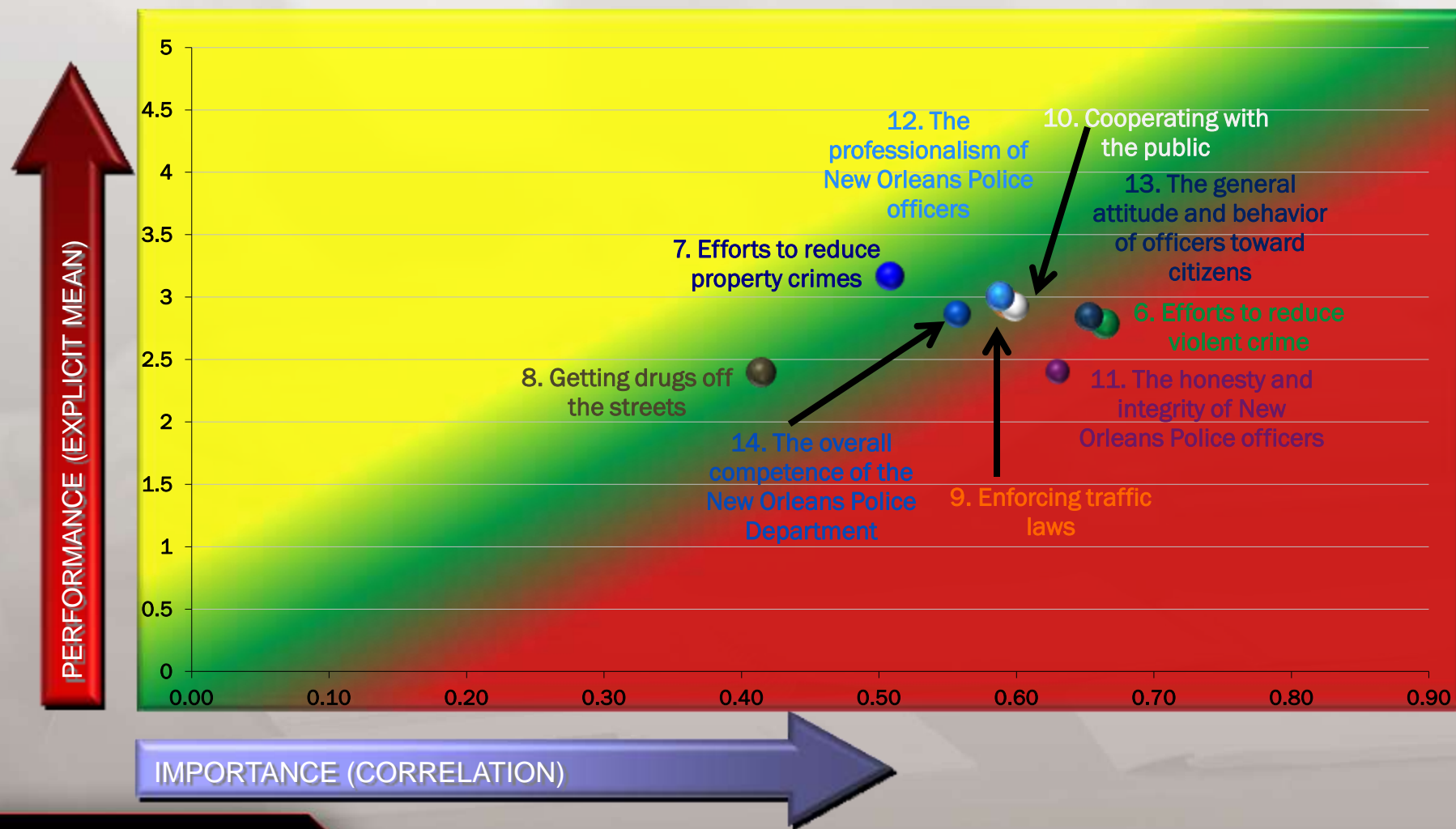




In police district seven, the aspects of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department are the efforts to reduce violent crimes and the honesty and integrity of police officers.

SatMap™ District 7 (16%)

District 7 (16%)

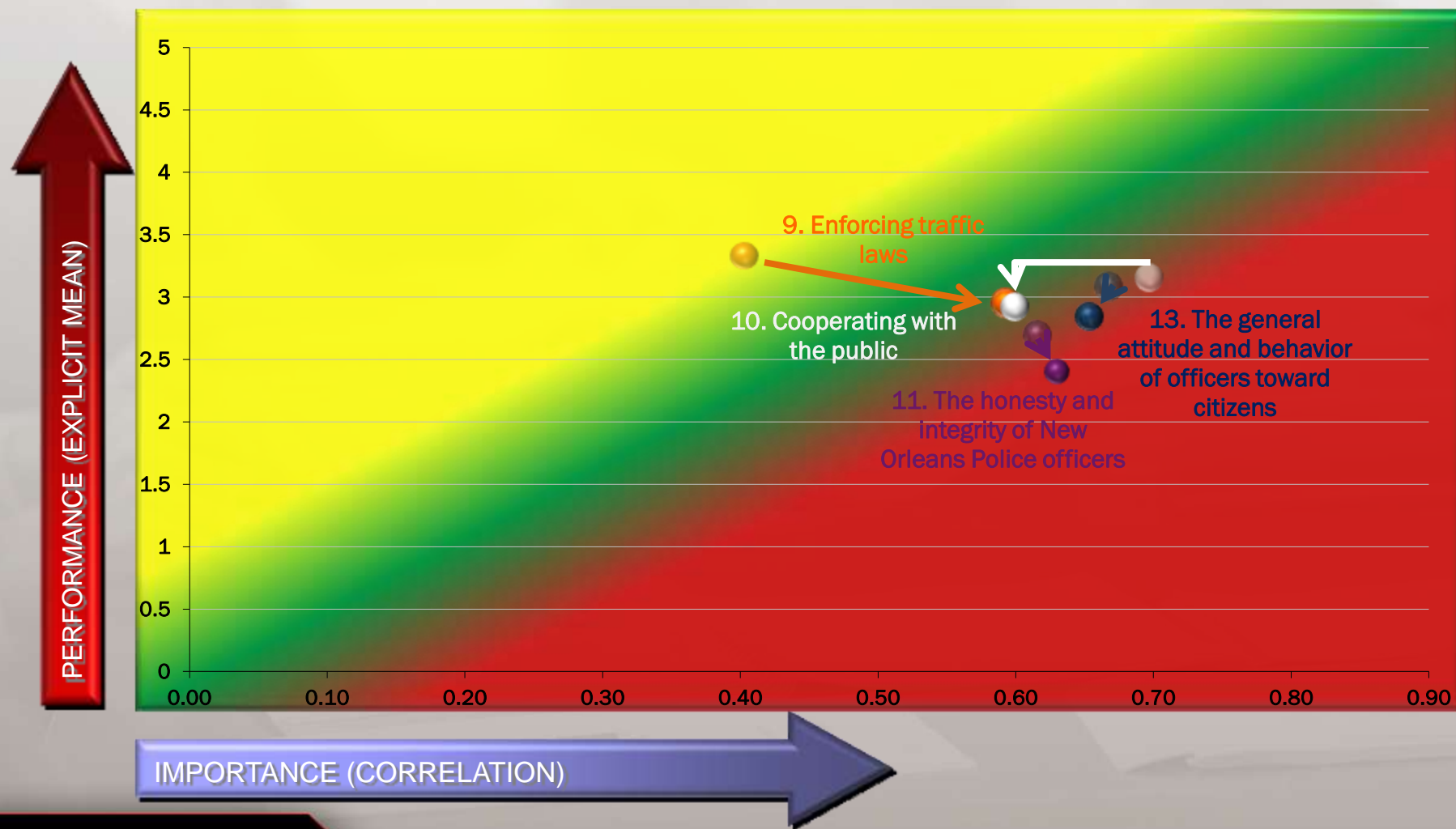




Enforcing traffic laws, cooperating with the public, and the honesty, integrity, attitude, and behavior of officers were the aspects among adults in police district seven that had the largest drops in performance from earlier this year.

SatMap™ District 7 (16%)

Trend for District 7 (16%)

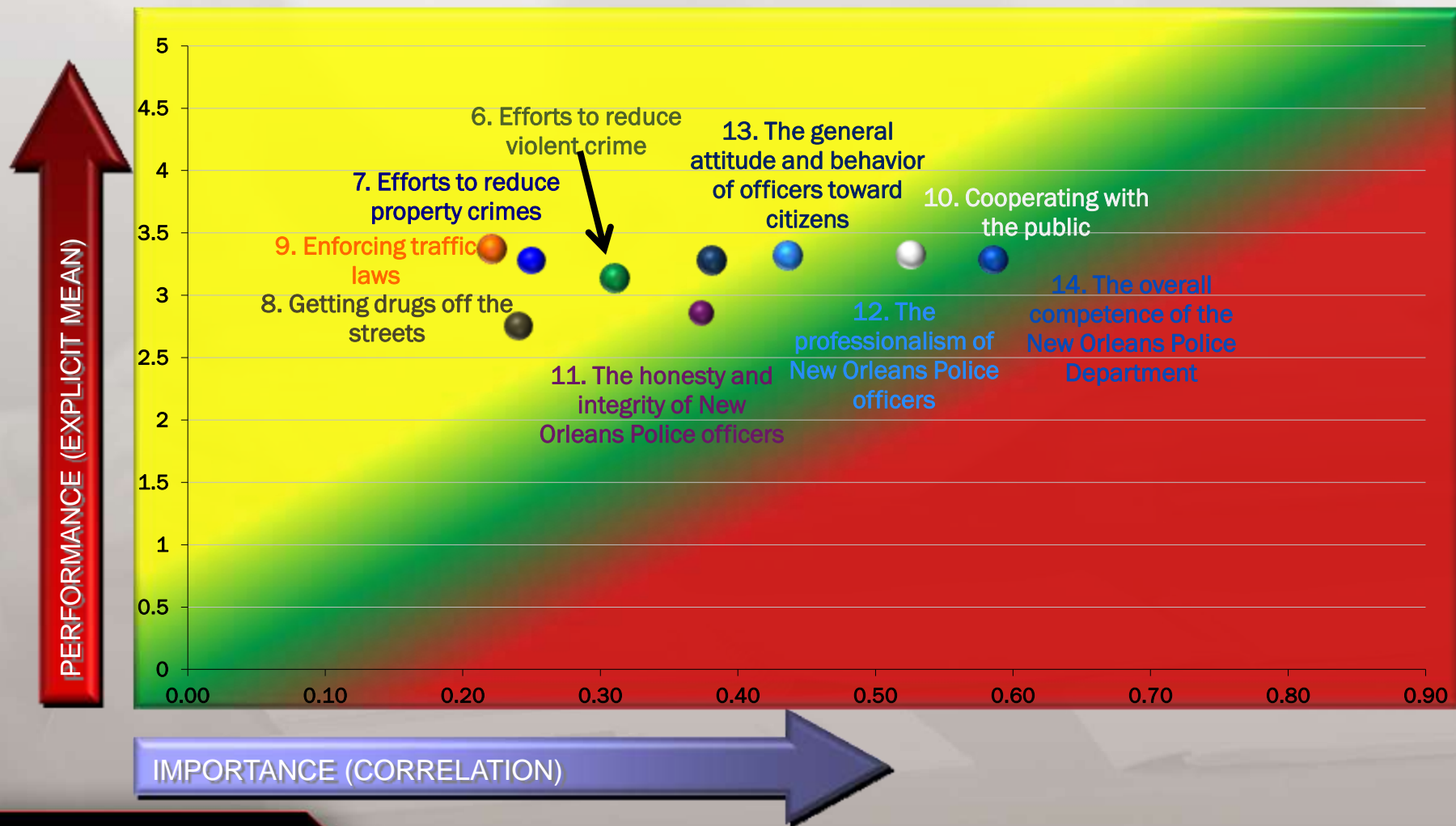




In police district eight, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the overall competence of the New Orleans Police Department.

SatMap™ District 8 (3%)

District 8 (3%)

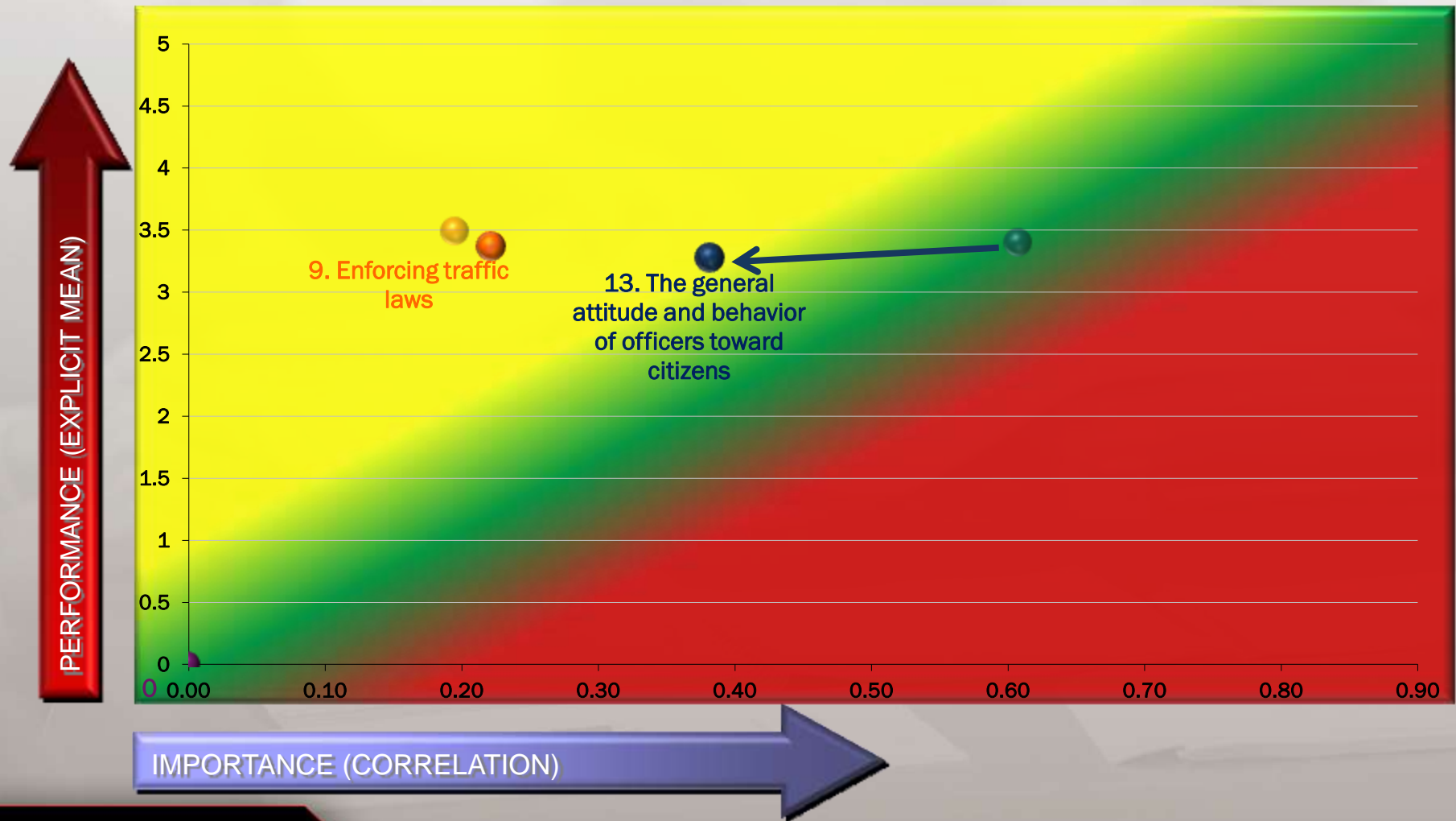




Enforcing traffic laws and the general attitude and behavior of officers were the aspects among adults in police district eight that had the largest drops in performance from earlier this year.

SatMap™ District 8 (3%)

Trend for District 8 (3%)



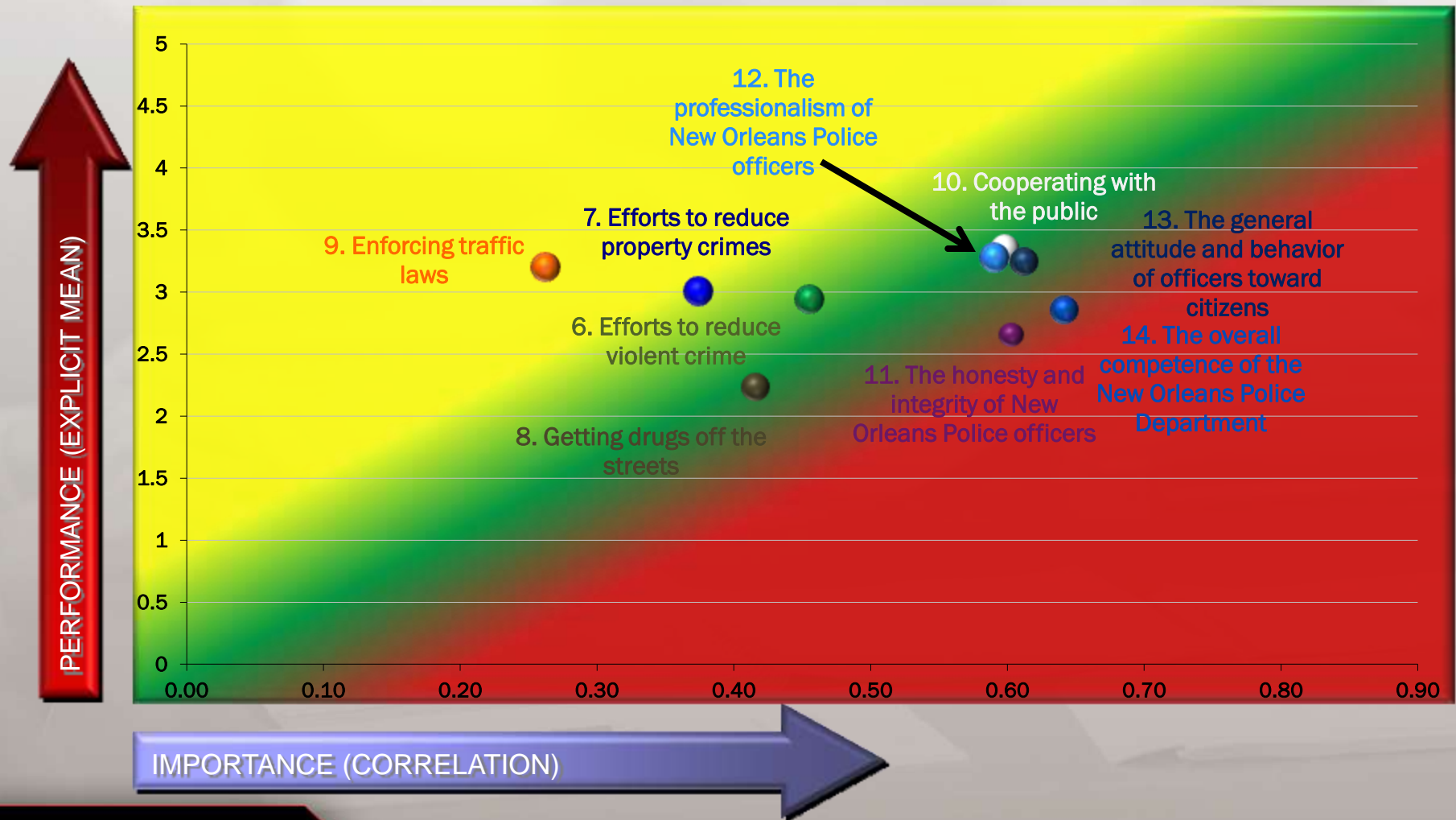
Ethnicity



Among white voters, the aspects of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department are the overall competence of the New Orleans Police Department and the honesty and integrity of police officers.

SatMap™ White (31%)

White (31%)

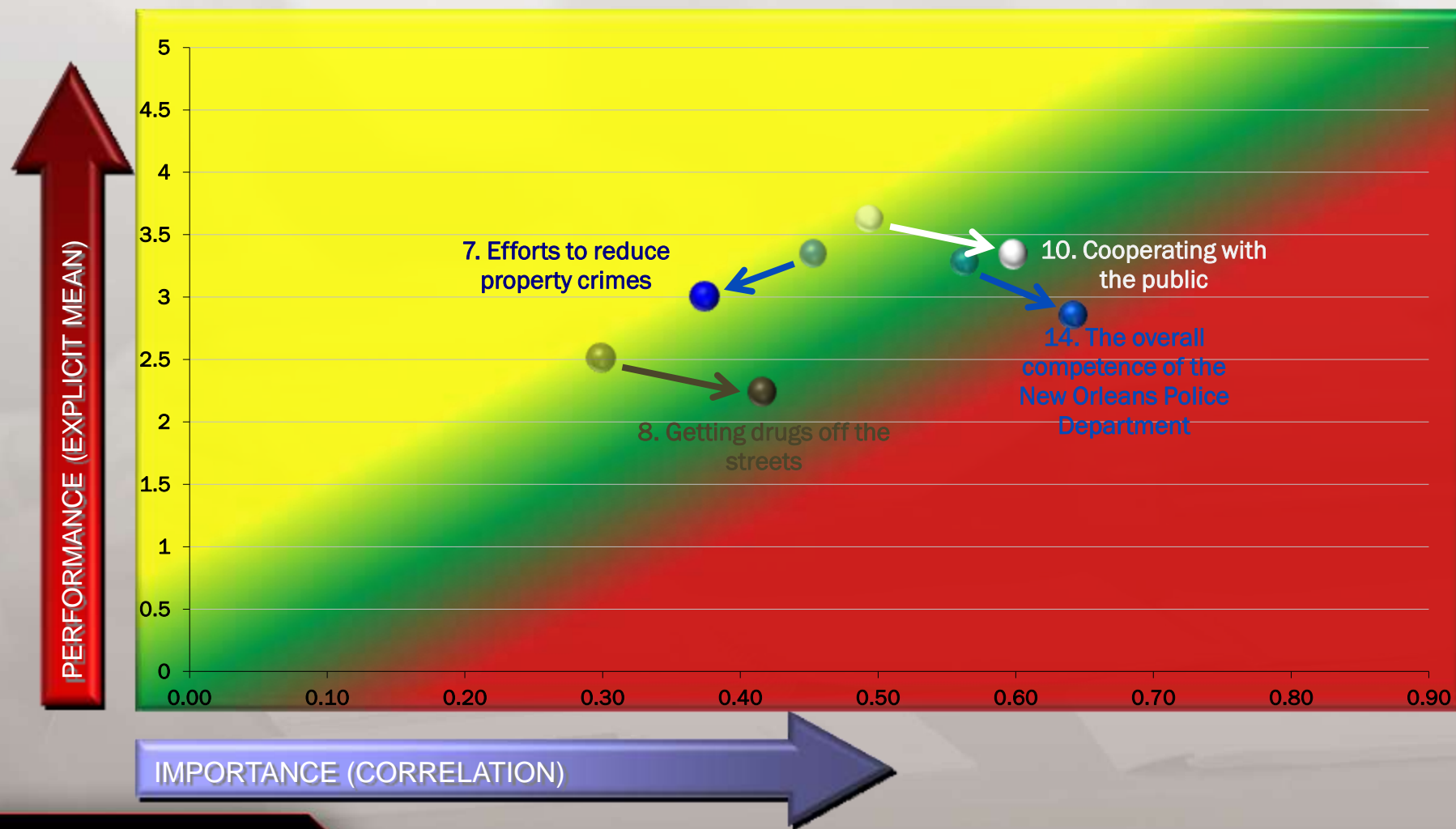




Efforts to reduce property crimes, getting drugs off the streets, cooperating with the public, and the overall competence of the department were the aspects among white adults that had the largest drops in performance from earlier this year.

SatMap™ White (31%)

Trend for White (31%)

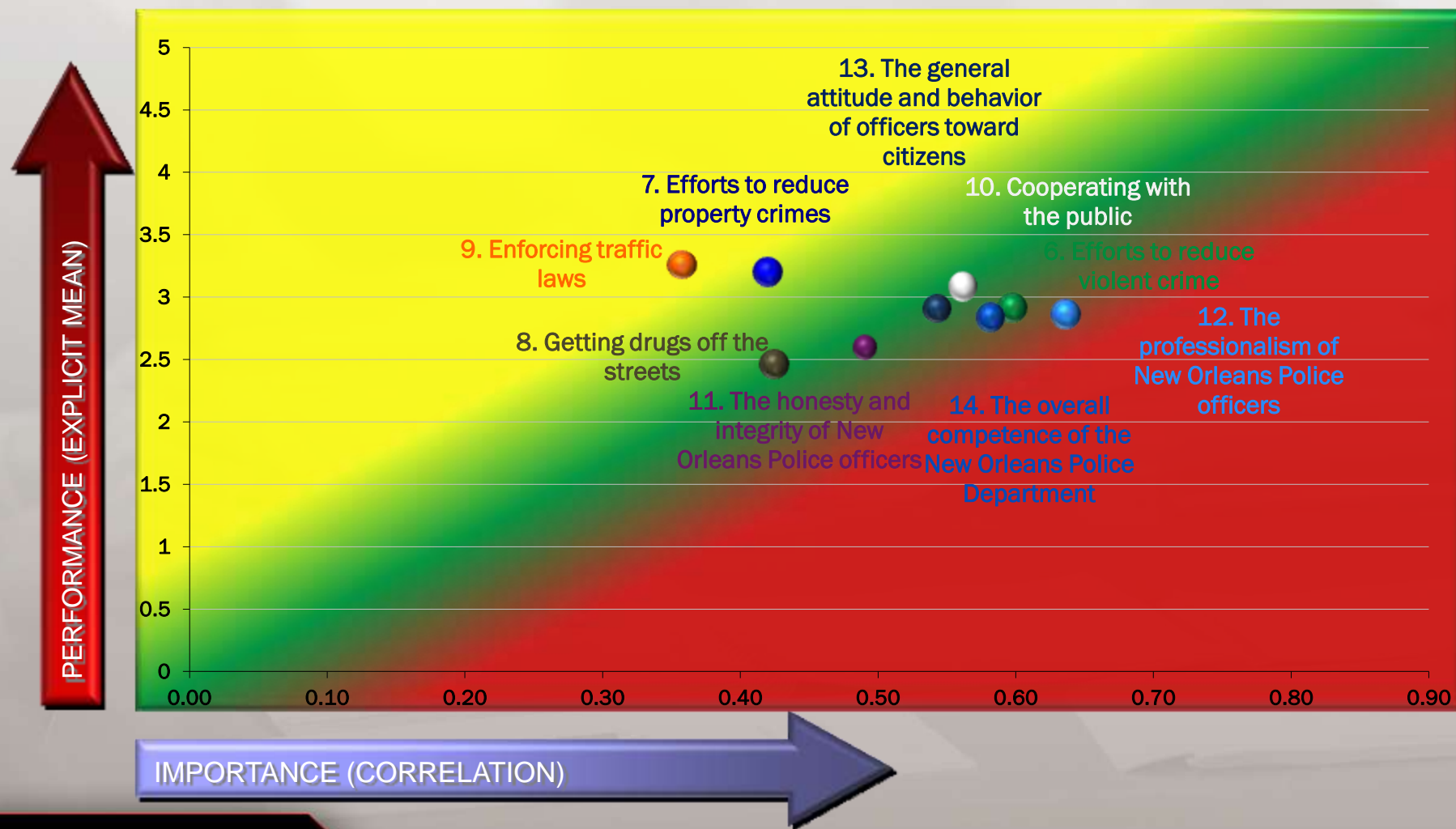




Among black voters, the aspect of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department is the professionalism of police officers.

SatMap™ Black (60%)

Black (60%)

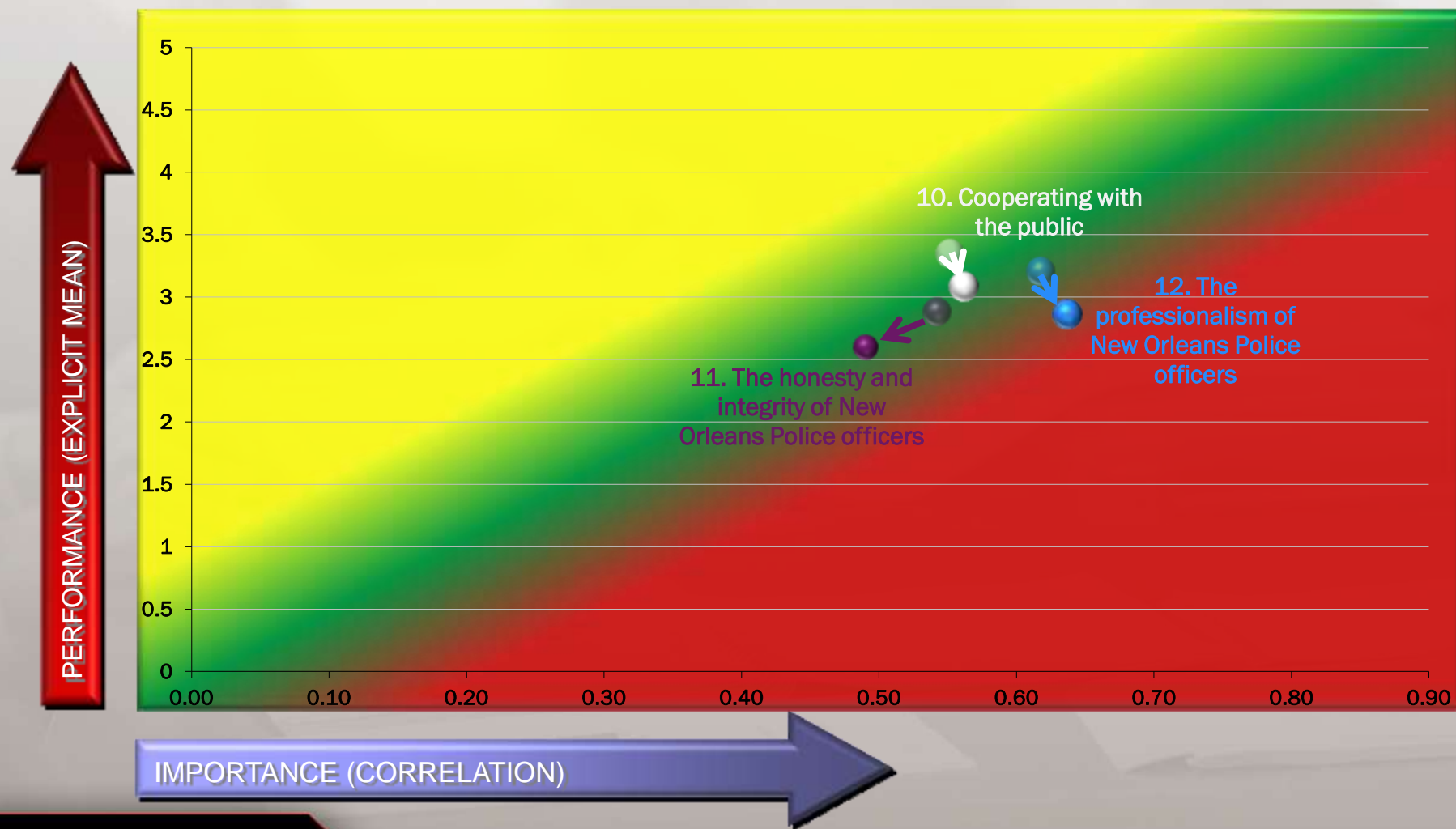




The honesty, integrity, and professionalism of officers and the cooperation with the public were the aspects among black adults that had the largest drops in performance from earlier this year.

SatMap™ Black (60%)

Trend for Black (60%)

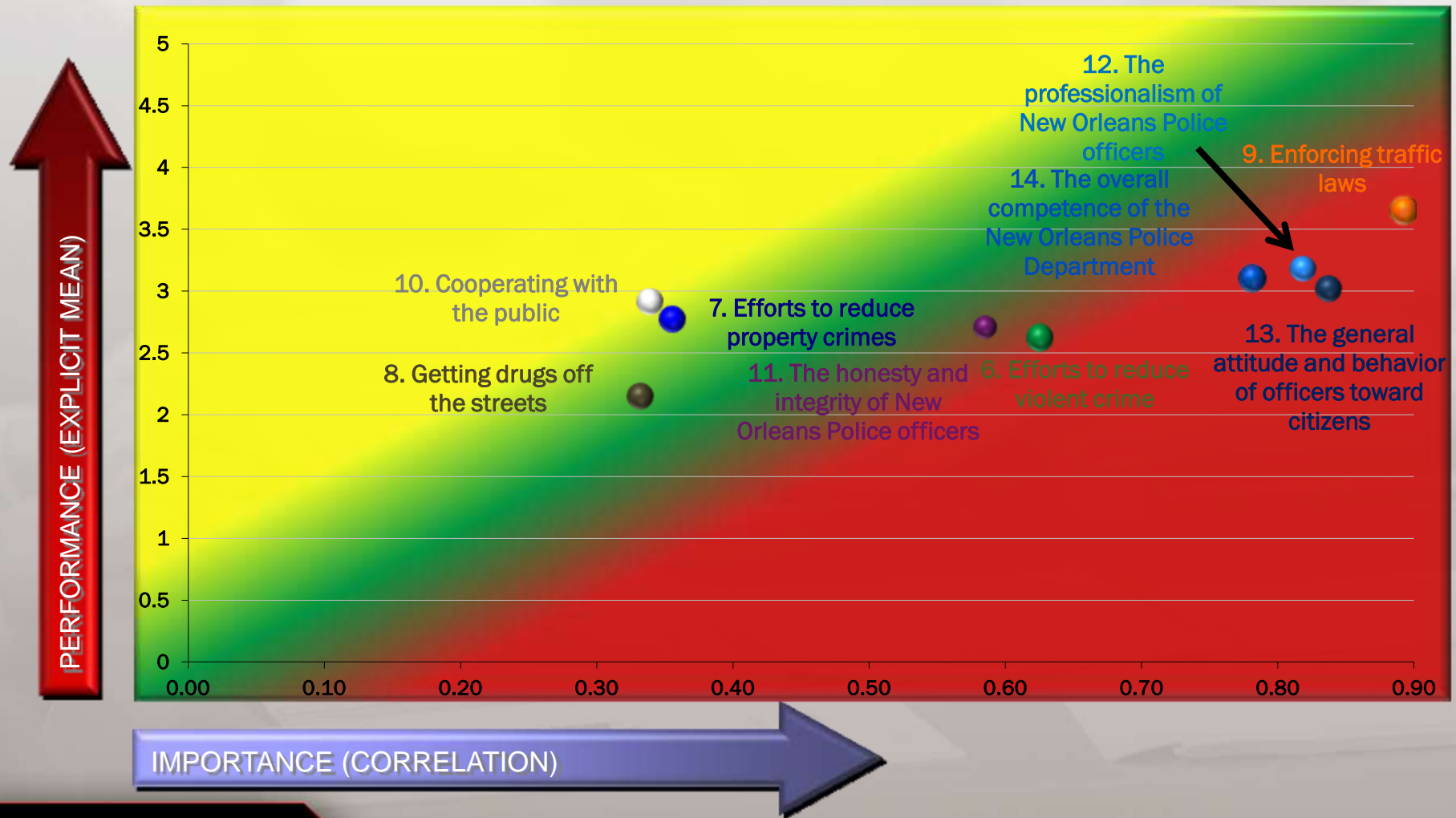




Among adults of another ethnicity, the aspects of the New Orleans Police Department needing the most improvement to increase the overall satisfaction with the Department are the general attitude and behavior of officers and the enforcement of traffic laws.

SatMap™ Other (7%)

Other (7%)

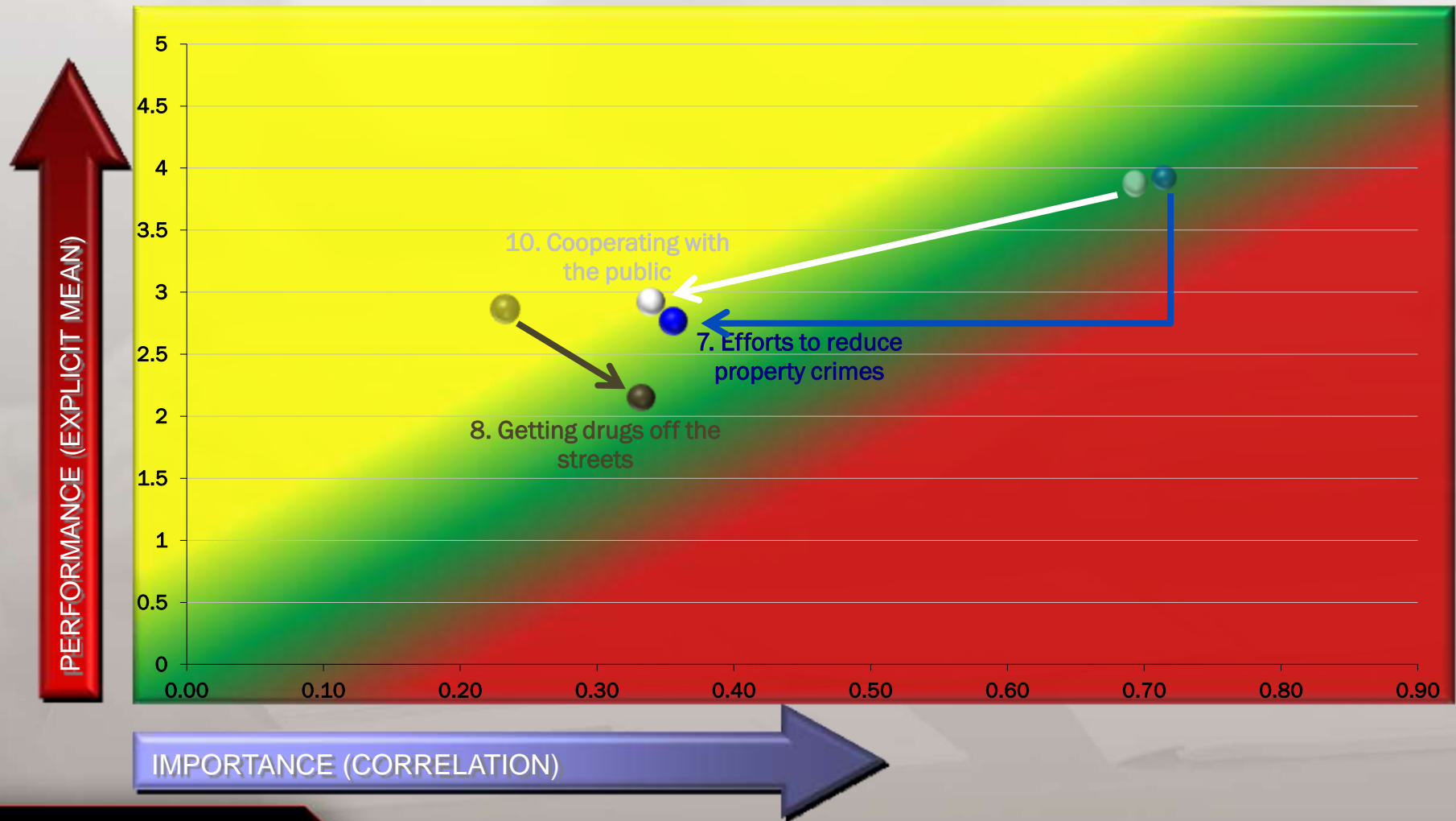




Getting drugs off the streets, cooperating with the public, and the efforts to reduce property crimes were the aspects among adults of another ethnicity that had the largest drops in performance from earlier this year.

SatMap™ Other (7%)

Trend for Other (7%)



Overview of Areas to Improve to Increase Satisfaction

Top Aspects Needing Improvement to Increase Overall Satisfaction

	1 st Area	2 nd Area	3 rd Area
District 1 (10%)	Q14: Overall competence of the New Orleans Police Department	Q12: Professionalism of New Orleans Police officers	Q10: Cooperating with the public
District 2 (20%)	Q11: Honesty and integrity of New Orleans Police officers	Q12: Professionalism of New Orleans Police officers	Q14: Overall competence of the New Orleans Police Department
District 3 (14%)	Q14: Overall competence of the New Orleans Police Department	Q13: General attitude and behavior of officers toward citizens	Q12: Professionalism of New Orleans Police officers
District 4 (17%)	Q12: Professionalism of New Orleans Police officers	Q10: Cooperating with the public	Q14: Overall competence of the New Orleans Police Department
District 5 (12%)	Q7: Efforts to address property crimes	Q11: Honesty and integrity of New Orleans Police officers	Q12: Professionalism of New Orleans Police officers
District 6 (8%)	Q6: Efforts to address violent crime	Q12: Professionalism of New Orleans Police officers	Q11: Honesty and integrity of New Orleans Police officers
District 7 (16%)	Q6: Efforts to address violent crime	Q11: Honesty and integrity of New Orleans Police officers	Q13: General attitude and behavior of officers toward citizens
District 8 (3%)	Q14: Overall competence of the New Orleans Police Department	Q10: Cooperating with the public	Q12: Professionalism of New Orleans Police officers



Top Aspects Needing Improvement to Increase Overall Satisfaction

	1 st Area	2 nd Area	3 rd Area
White (31%)	Q14: Overall competence of the New Orleans Police Department	Q11: Honesty and integrity of New Orleans Police officers	Q13: General attitude and behavior of officers toward citizens
Black (60%)	Q12: Professionalism of New Orleans Police officers	Q6: Efforts to address violent crime	Q14: Overall competence of the New Orleans Police Department
Other (7%)	Q13: General attitude and behavior of officers toward citizens	Q9: Enforcing traffic laws	Q12: Professionalism of New Orleans Police officers
<hr/>			
Age 55-64 (22%)	Q14: Overall competence of the New Orleans Police Department	Q11: Honesty and integrity of New Orleans Police officers	Q12: Professionalism of New Orleans Police officers
Own Business (11%)	Q14: Overall competence of the New Orleans Police Department	Q12: Professionalism of New Orleans Police officers	Q11: Honesty and integrity of New Orleans Police officers
Post Grad (13%)	Q11: Honesty and integrity of New Orleans Police officers	Q14: Overall competence of the New Orleans Police Department	Q8: Getting drugs off the streets
HS Grad (28%)	Q10: Cooperating with the public	Q14: Overall competence of the New Orleans Police Department	Q6: Efforts to address violent crime
Some College (27%)	Q11: Honesty and integrity of New Orleans Police officers	Q14: Overall competence of the New Orleans Police Department	Q12: Professionalism of New Orleans Police officers