

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, 3.3009, 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: 3.3009

Group	Size of Group	% Unsatisfied	% Satisfied	Mean
Age 25-34	10%	45%	55%	2.9855
District 8	2%	42%	55%	3.0406
District 7	19%	43%	52%	3.0462
District 1	10%	42%	57%	3.0676
District 6	8%	39%	56%	3.0933
College graduate	11%	38%	52%	3.1040
Age 45-54	13%	37%	58%	3.2027
African-American	69%	36%	58%	3.2050
District 5	13%	39%	56%	3.2166
Age 18-24	16%	36%	59%	3.2264
High School Grad	33%	38%	58%	3.2276
Own/Manage Business	12%	38%	59%	3.2910
Residency: 15+ Years	87%	32%	62%	3.2942
Women	55%	32%	62%	3.3000

Key Target Groups

Overall Mean: 3.3009

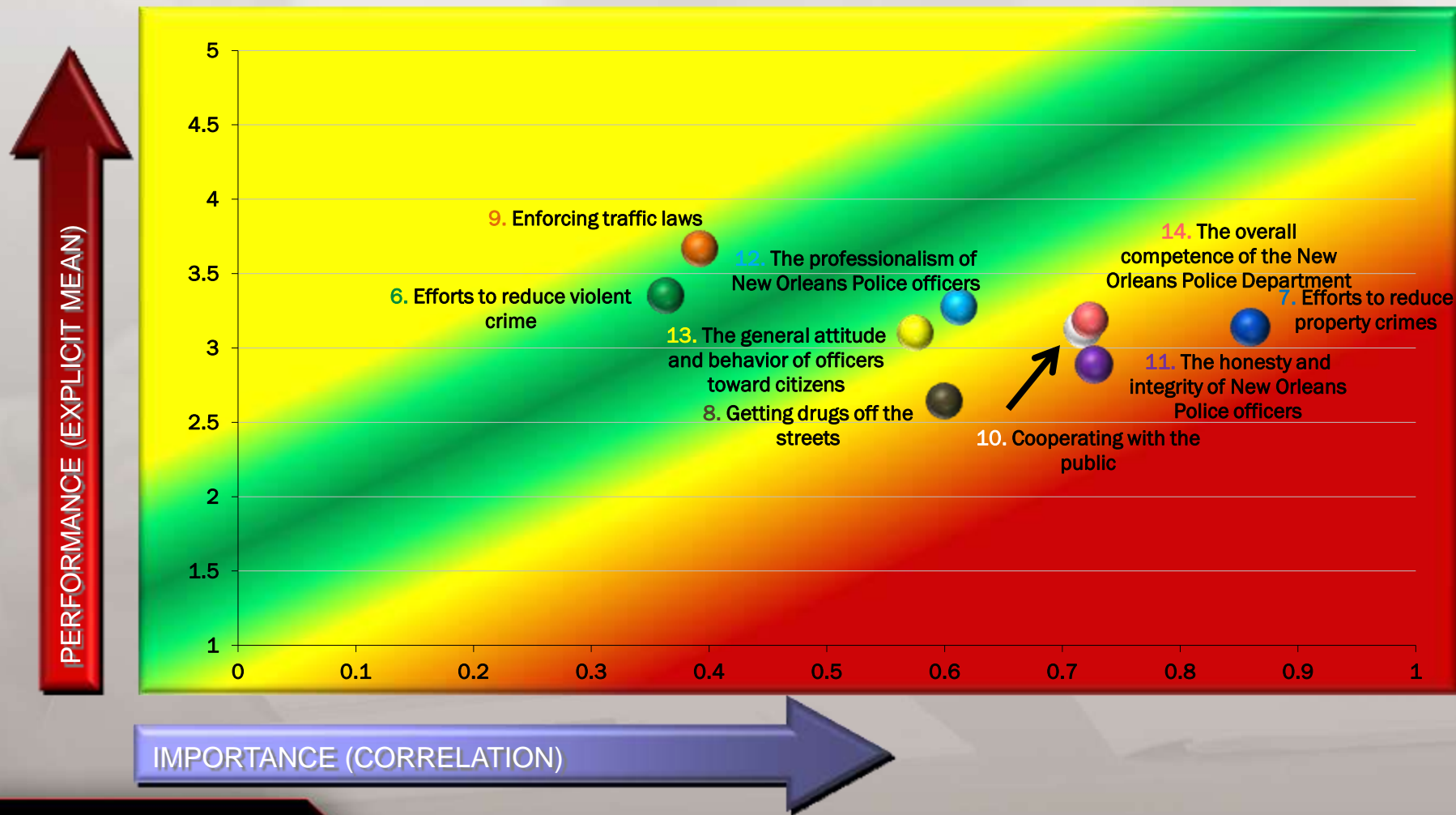
Group	Size of Group	% Unsatisfied	% Satisfied	Mean
Men	45%	35%	59%	3.3019
No Business	88%	33%	61%	3.3047
Age 55-64	15%	33%	65%	3.3092
Some College	25%	30%	65%	3.3277
Post graduate	15%	36%	61%	3.3431
Age 35-44	30%	31%	61%	3.3463
Residency: <15 Years	14%	41%	55%	3.3621
District 4	11%	26%	66%	3.3813
White	28%	29%	66%	3.4823
Age 75+	5%	21%	56%	3.4980
<High School Grad	16%	24%	66%	3.5077
District 3	19%	28%	67%	3.5349
District 2	19%	23%	68%	3.5655
Age 65-74	11%	27%	68%	3.5726



Aspects needing the most improvement among those aged 25-34 are the efforts to reduce property crimes and the honesty and integrity of police officers.

SatMap™ Age 25-34 (10%)

Age 25-34 (10%)

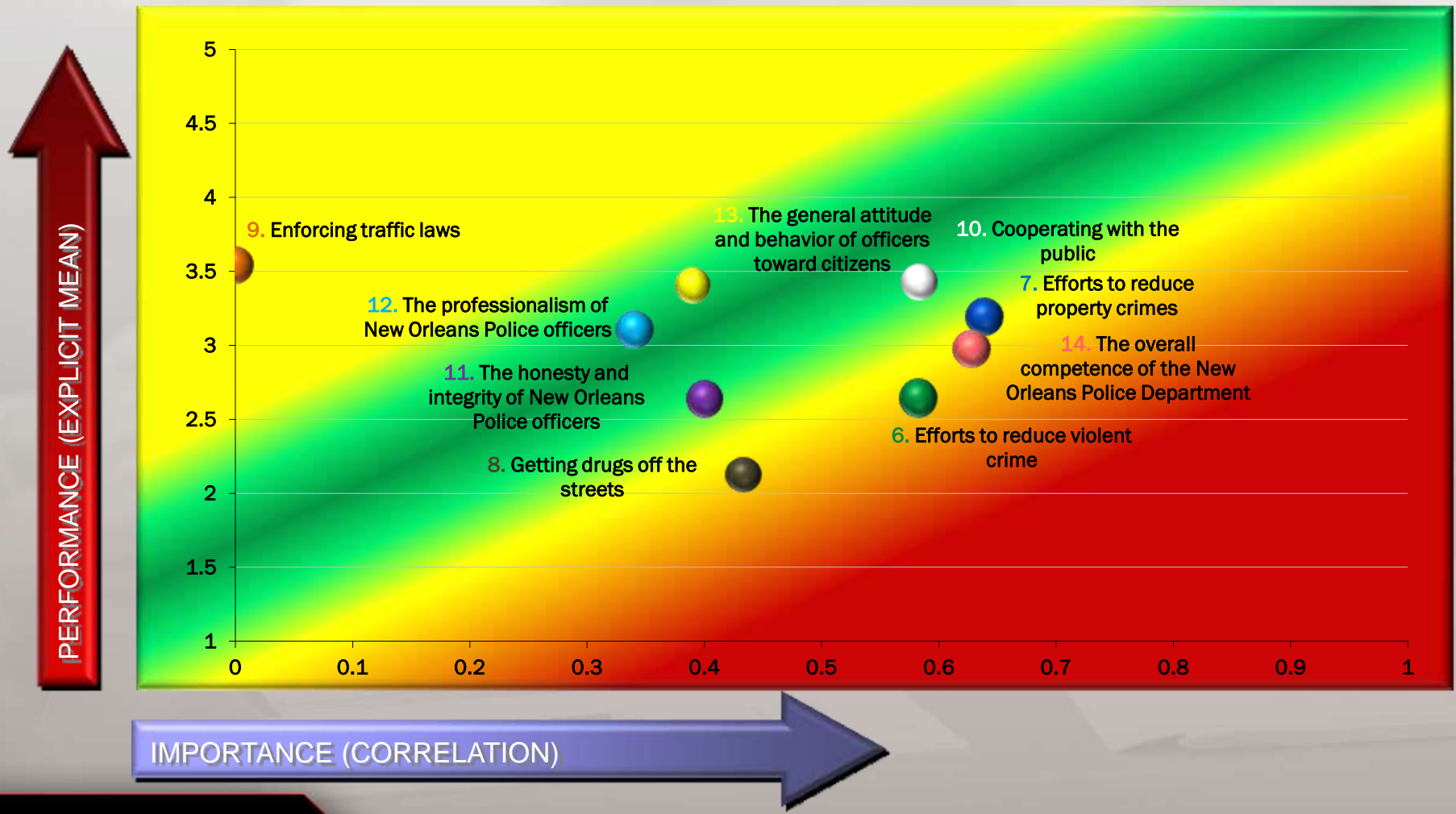




Aspects needing the most improvement among college graduates are the efforts to reduce violent crimes and the overall competence of the police department.

SatMap™ College Graduates (11%)

College Graduates (11%)

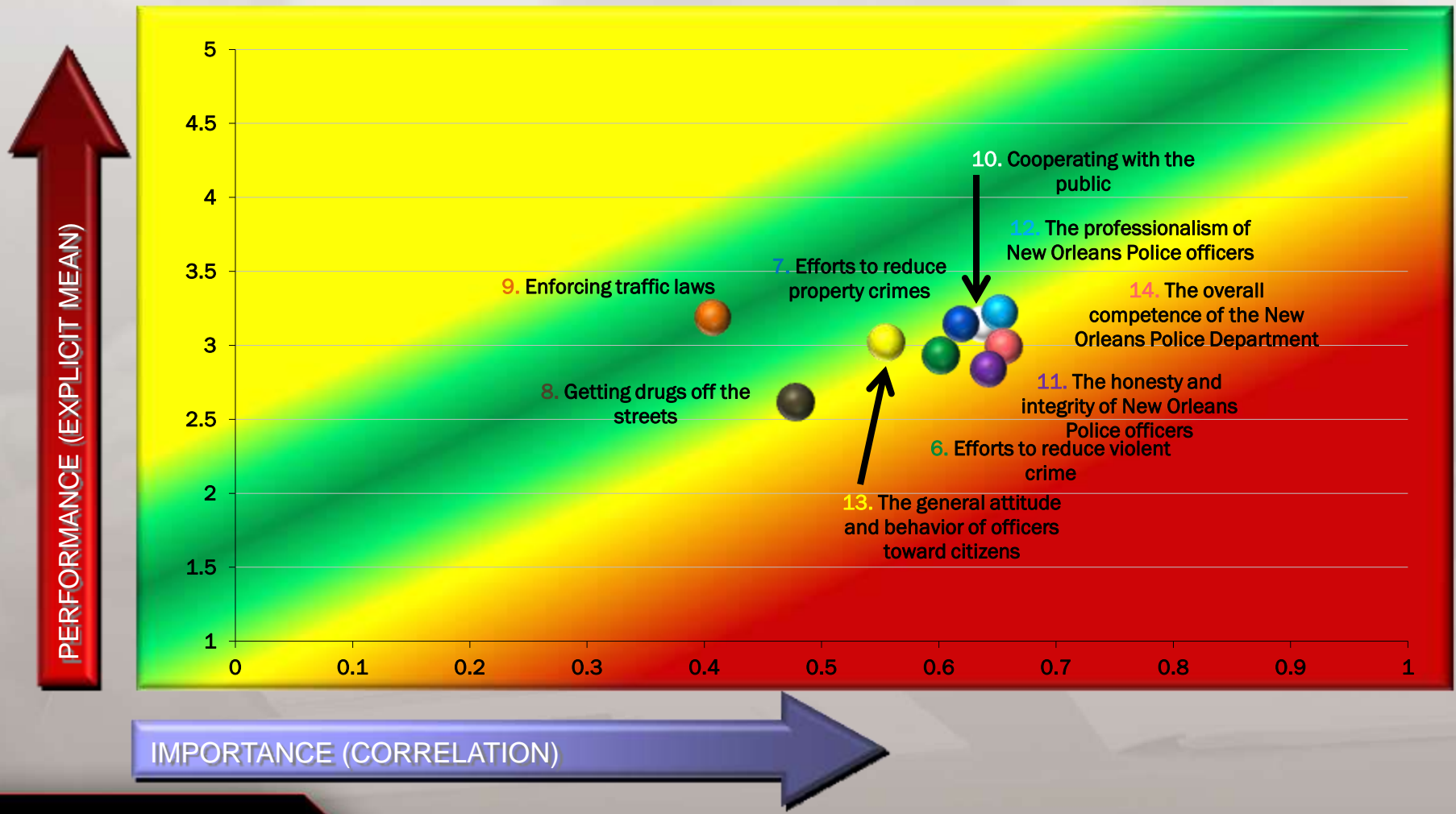




The aspects needing the most improvement among those aged 45-54 are the honesty and integrity of police officers and the overall competence of the department.

SatMap™ Age 45-54 (13%)

Age 45-54 (13%)

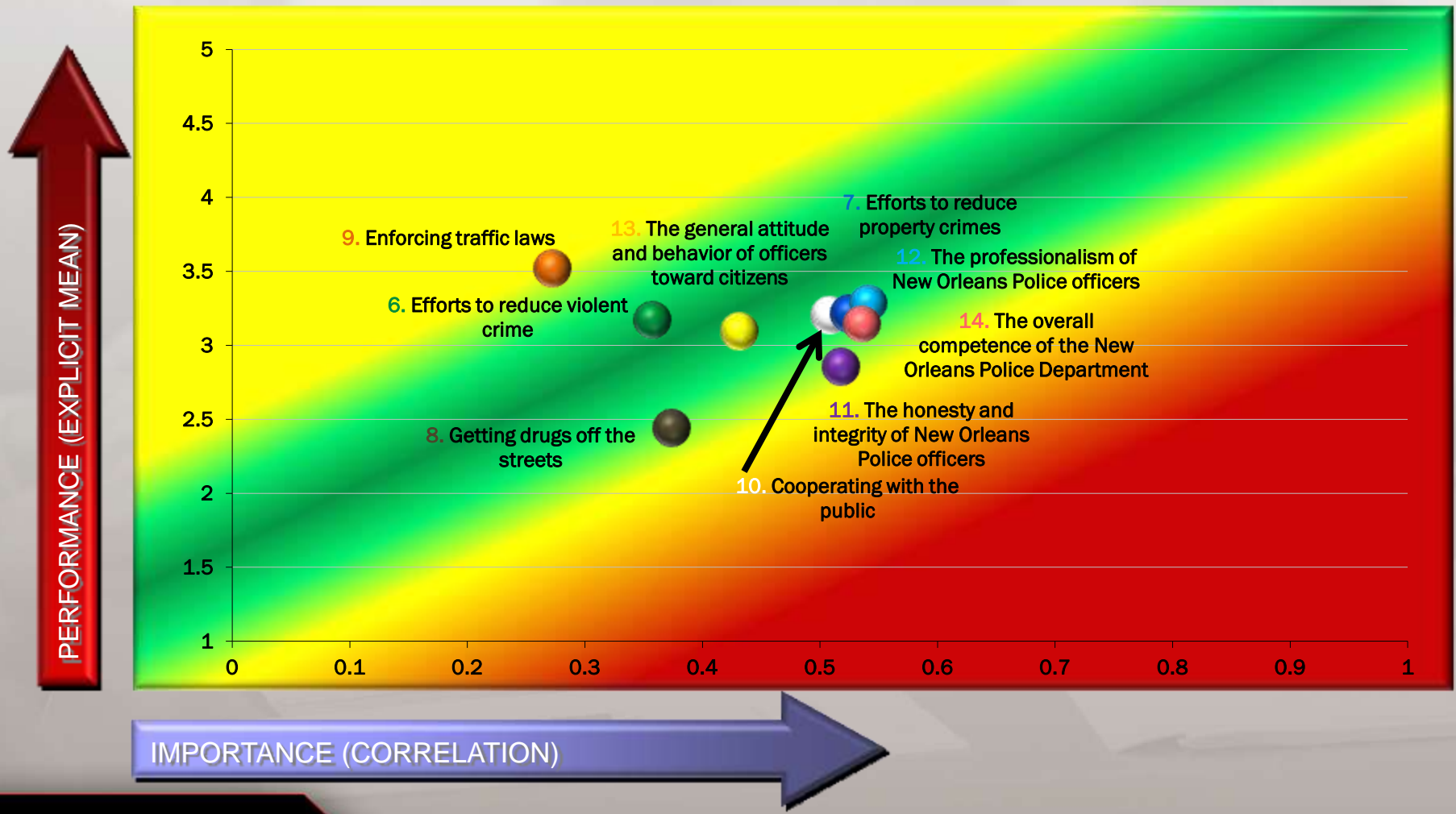




The aspects needing the most improvement among African-Americans are the honesty and integrity of police officers and the overall competence of the department.

SatMap™ African-Americans (69%)

African-Americans (69%)

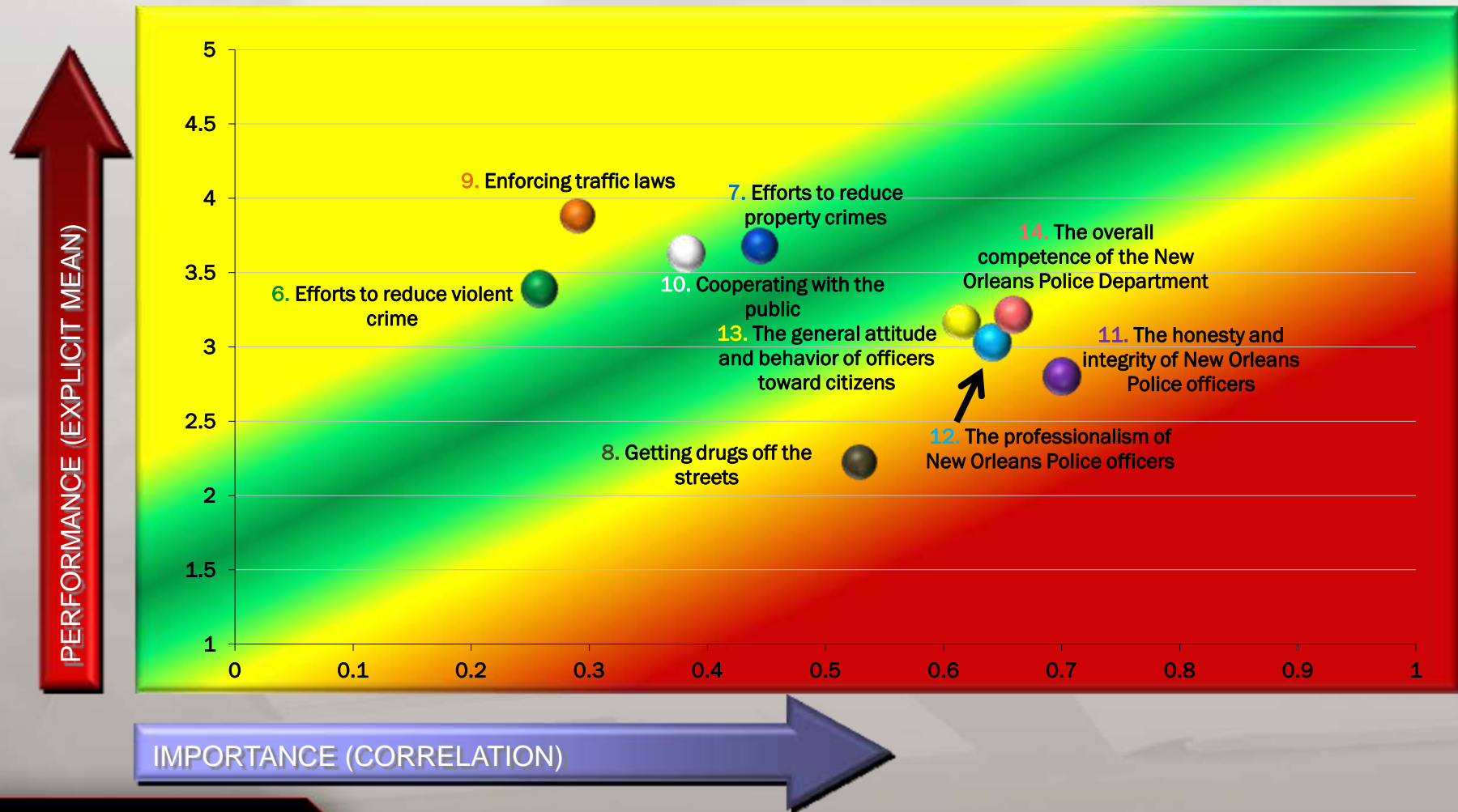




The aspects needing the most improvement among those aged 18-24 are the honesty and integrity of police officers and getting drugs off the streets.

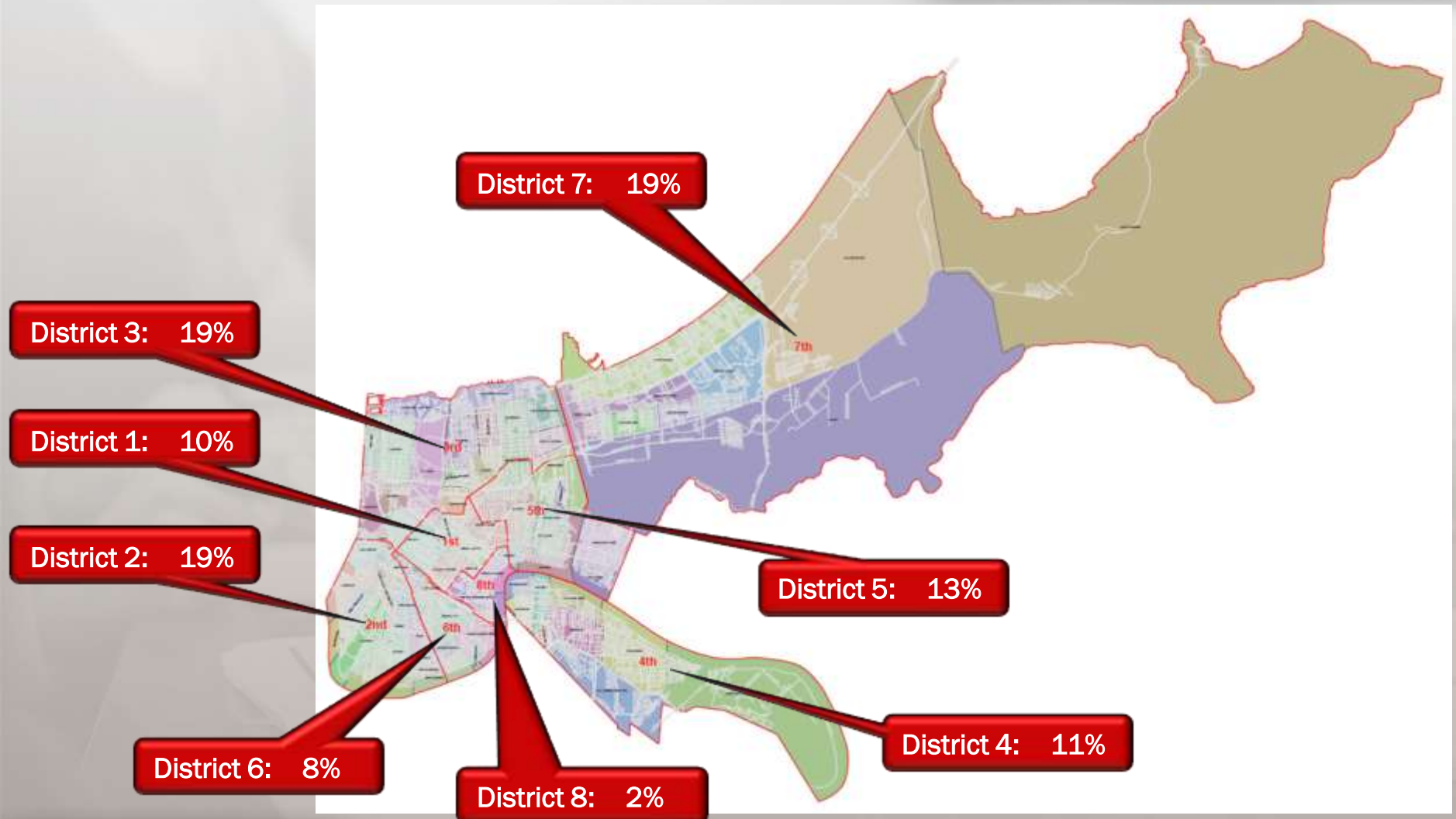
SatMap™ Age 18-24 (16%)

Age 18-24 (16%)



Police District

Geography: Police Precincts

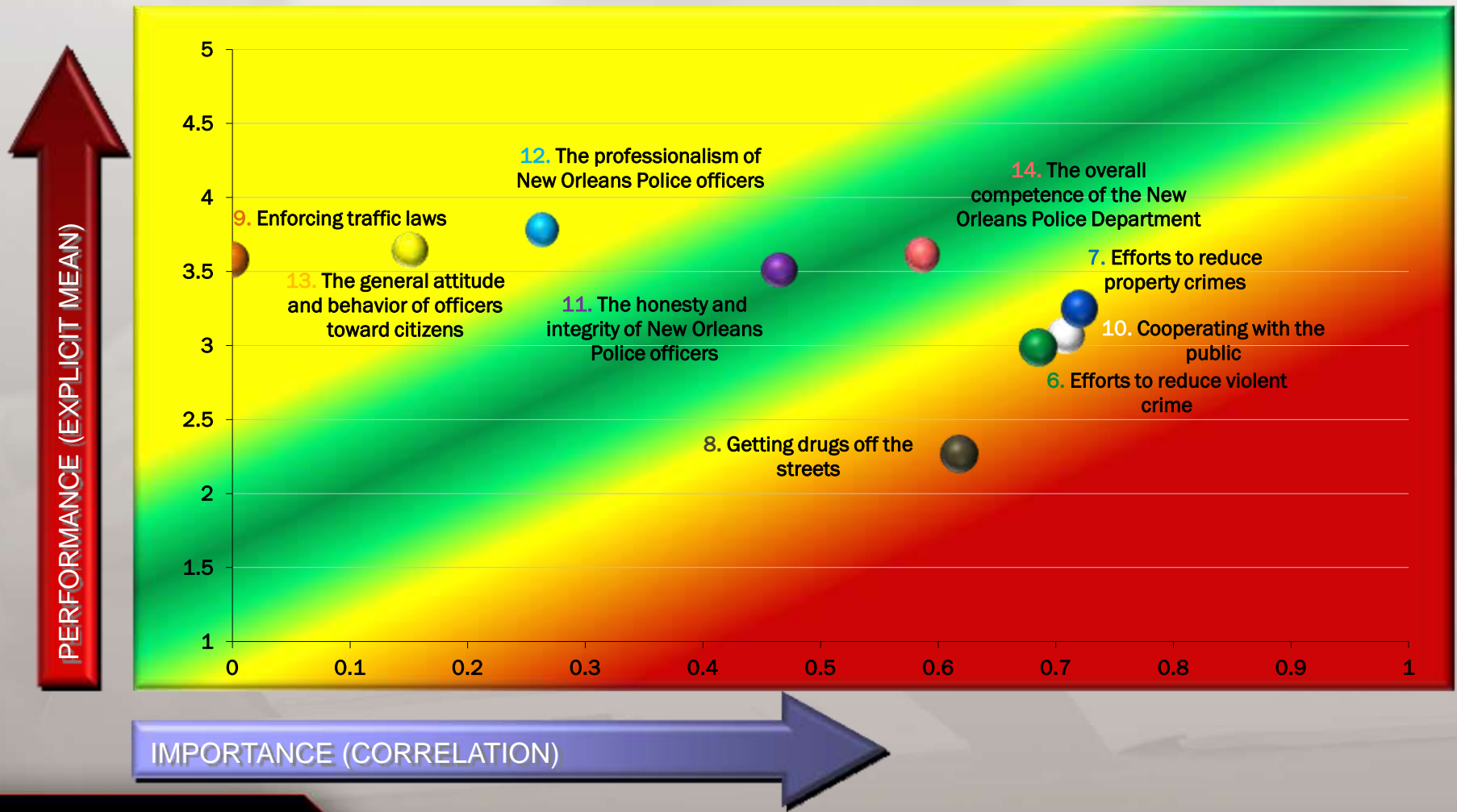




The aspects needing the most improvement in Police District 1 are getting drugs off the streets and cooperating with the public.

SatMap™ District 1 (10%)

District 1 (10%)

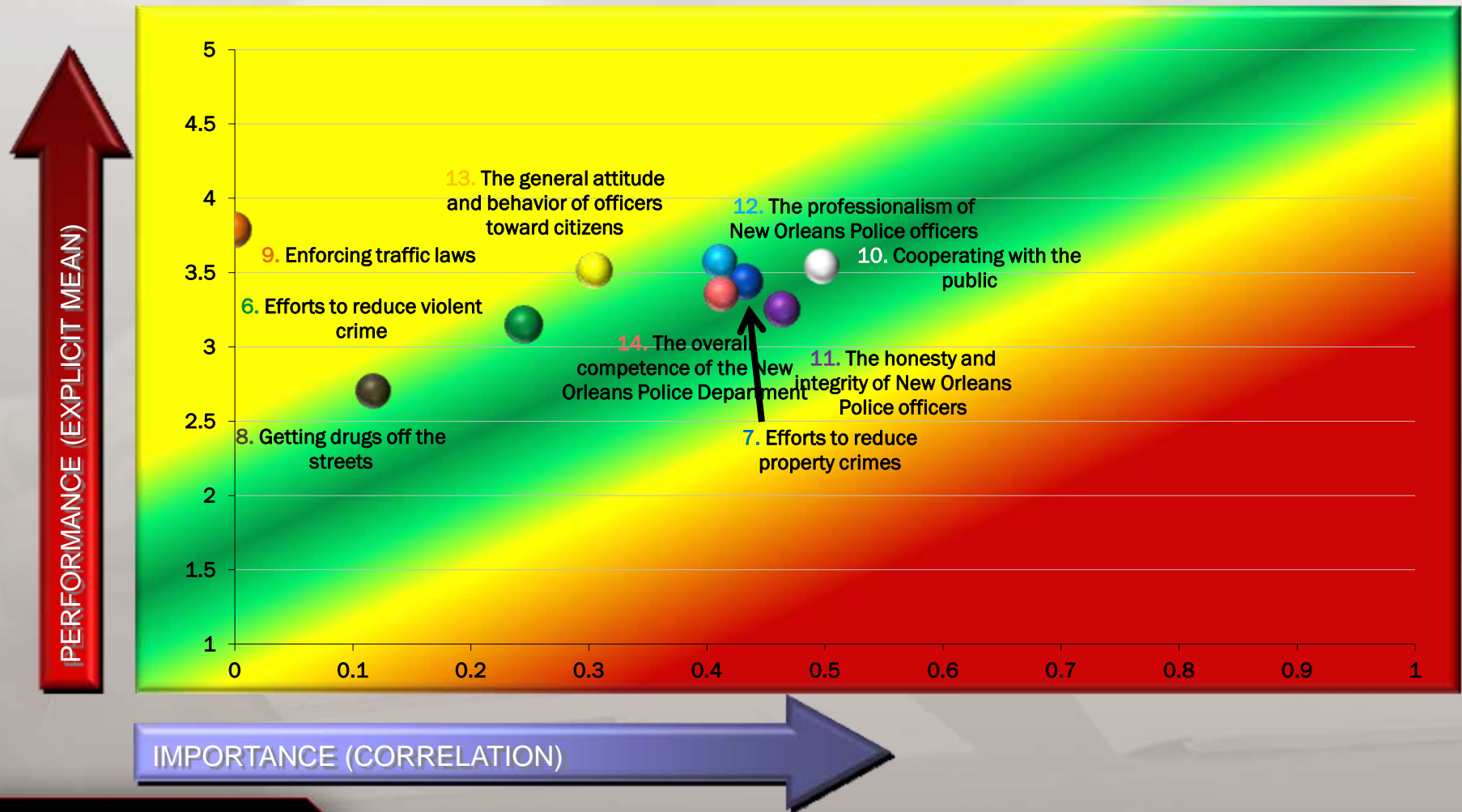




Performance on each aspect in Police District 2 are in line with or better than their overall importance.

SatMap™ District 2 (19%)

District 2 (19%)

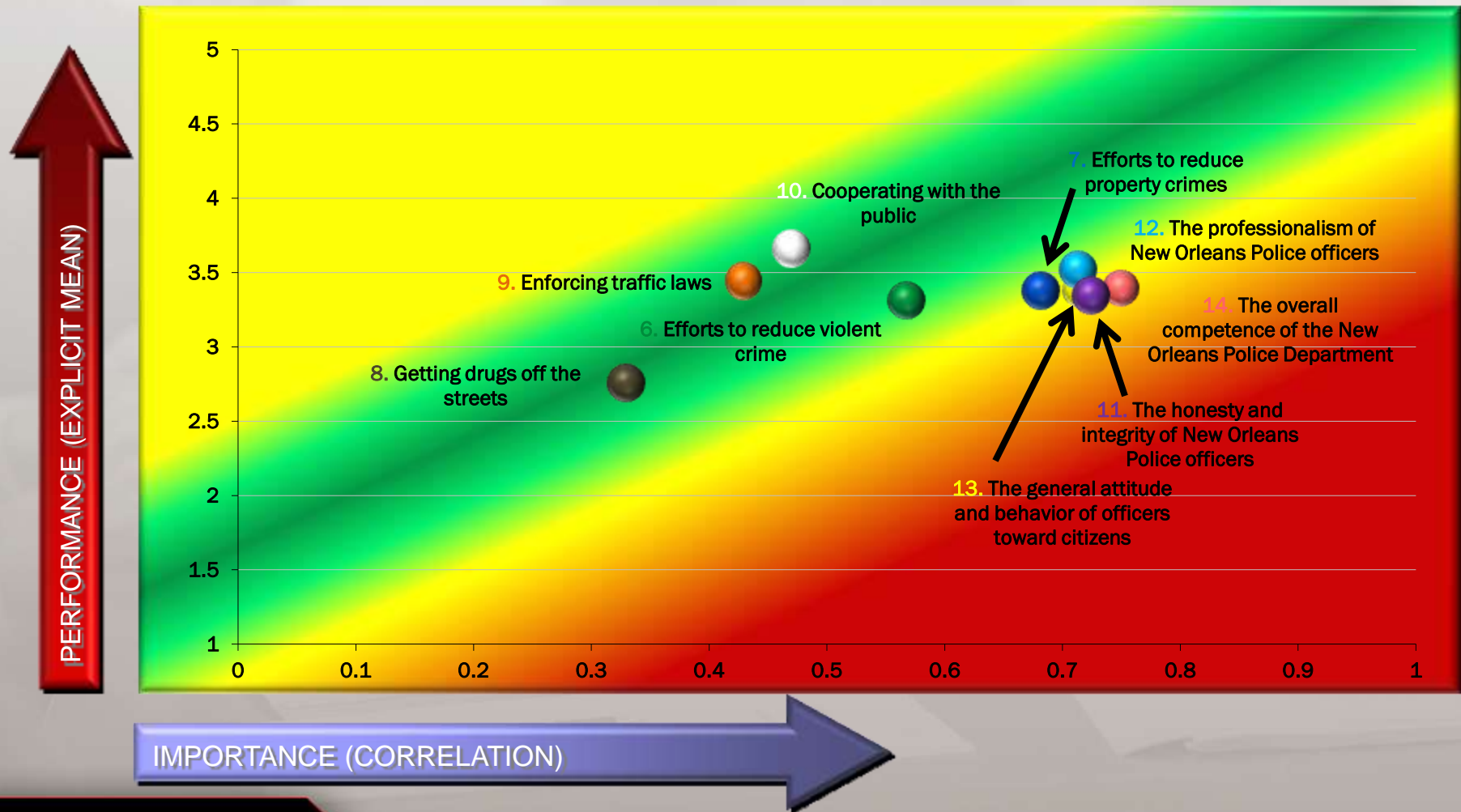




Aspects in Police District 3 needing improvement are the overall competence of the department and the honesty and integrity of police officers.

SatMap™ District 3 (19%)

District 3 (19%)

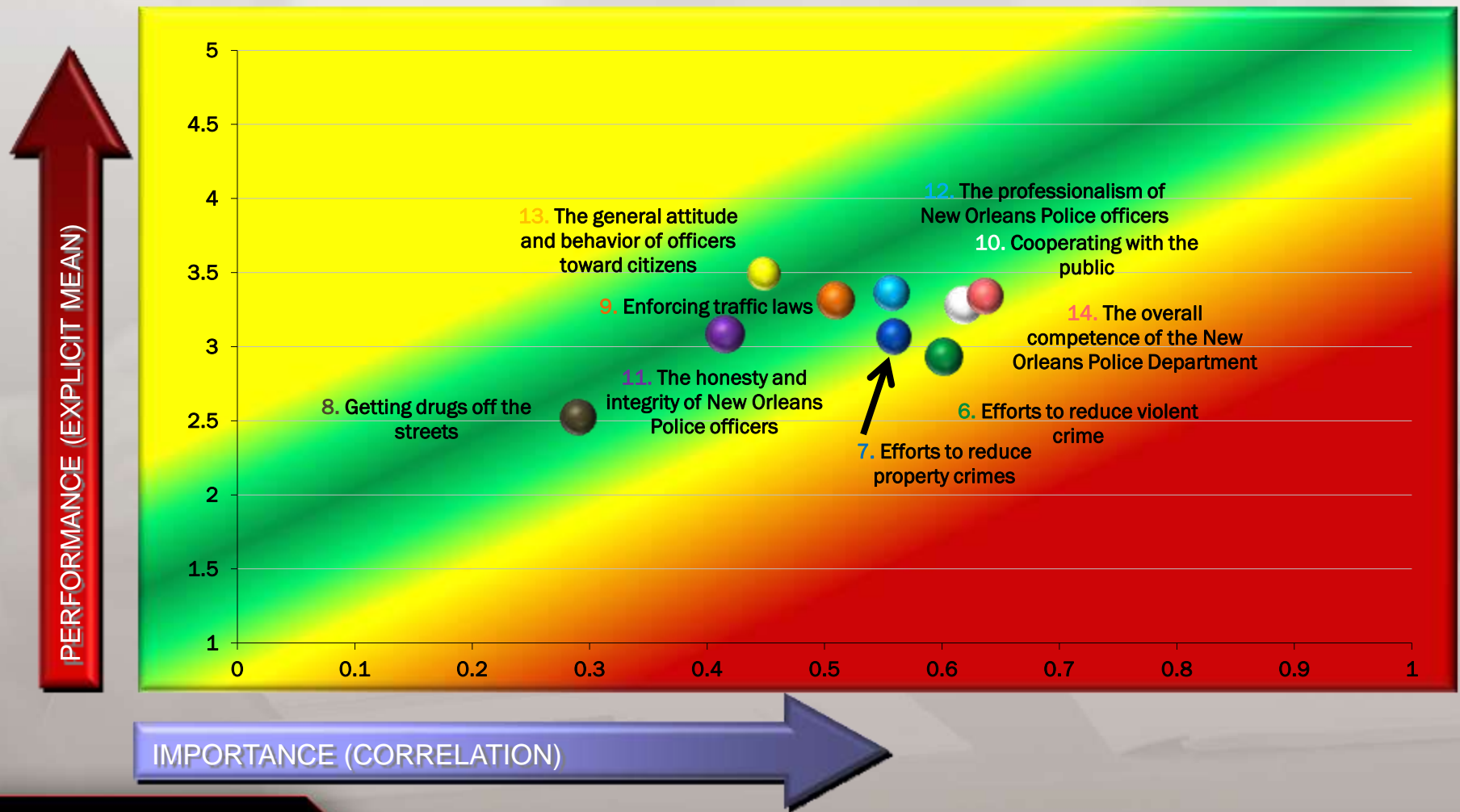




Aspects in Police District 4 that need the most improvement are efforts to reduce violent crime and the overall competence of the department.

SatMap™ District 4 (11%)

District 4 (11%)

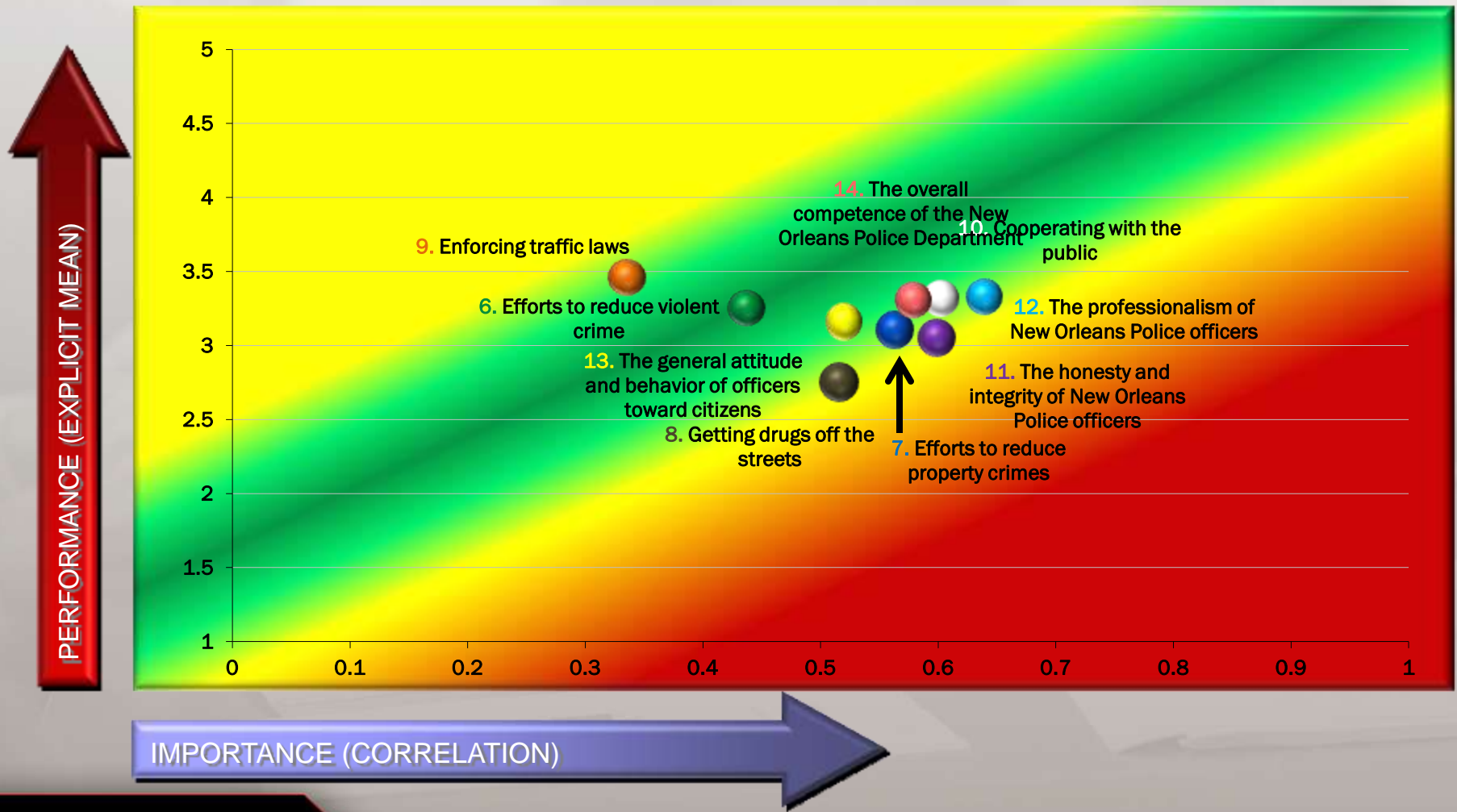




Aspects in Police District 5 that need the most improvement are the honesty and integrity of police officers.

SatMap™ District 5 (13%)

District 5 (13%)

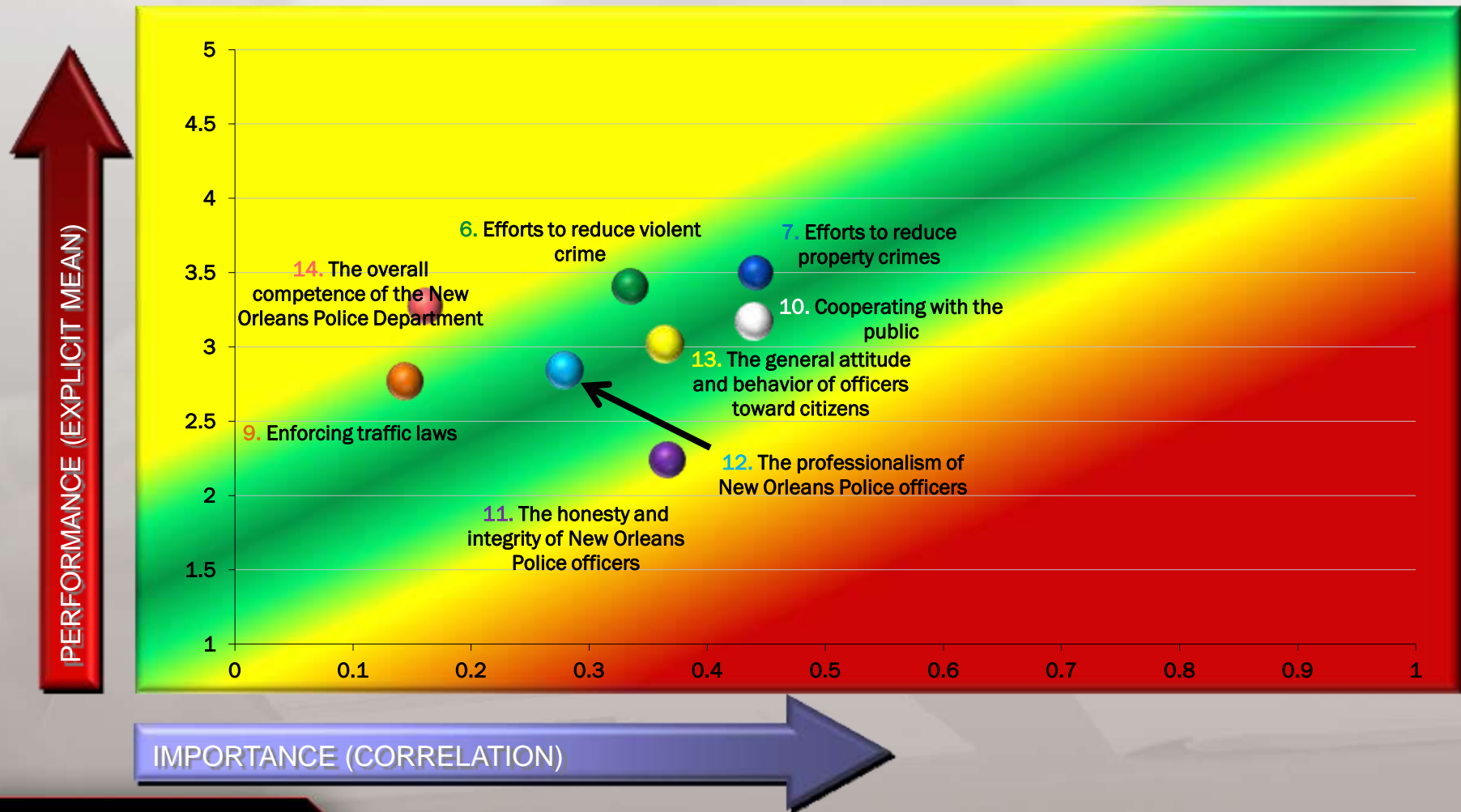




The aspect in Police District 6 that needs the most improvement is the honesty and integrity of police officers.

SatMap™ District 6 (8%)

District 6 (8%)

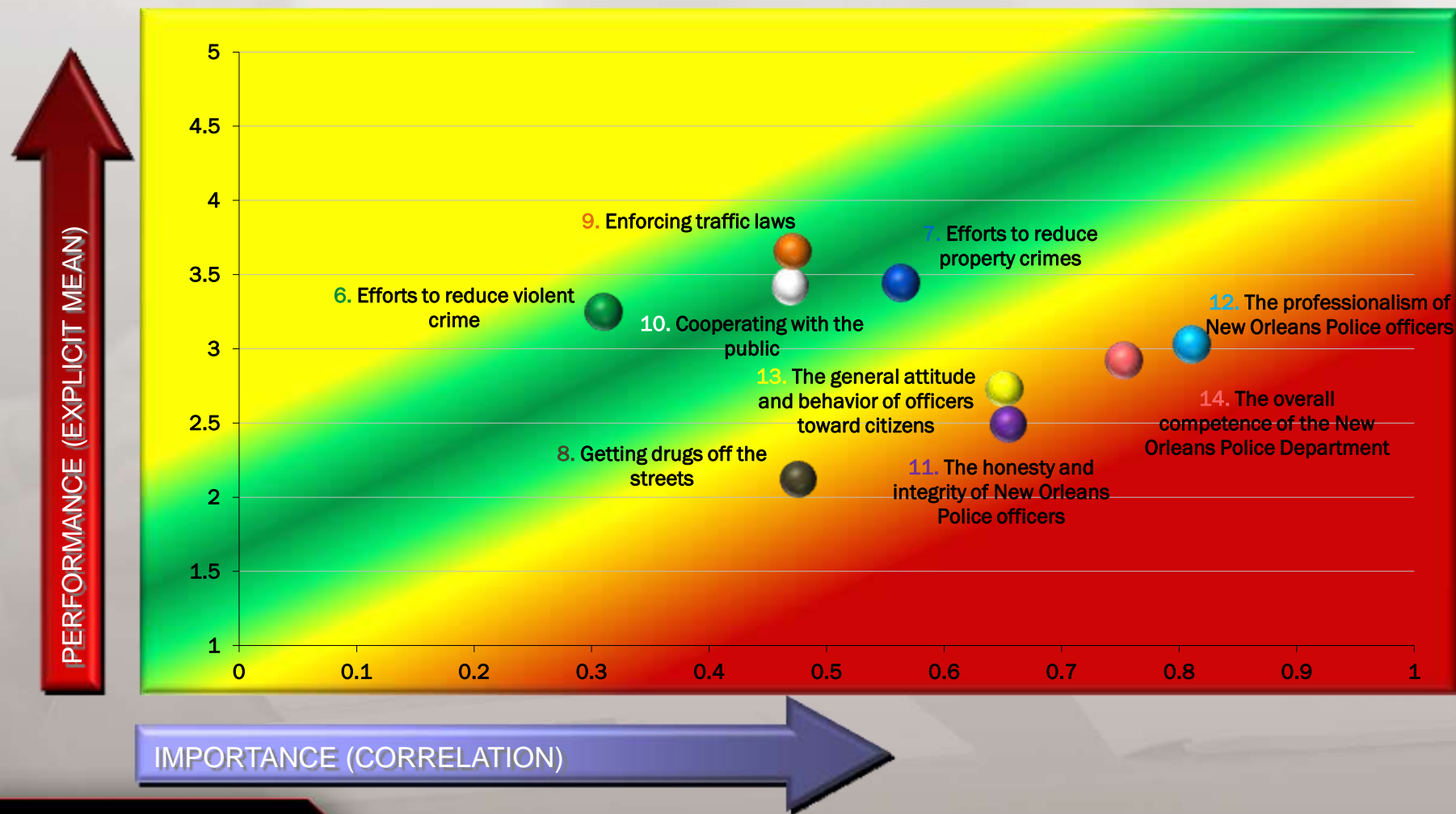




Aspects in Police District 7 that need the most improvement are the professionalism of police officers and the overall competence of the department.

SatMap™ District 7 (19%)

District 7 (19%)

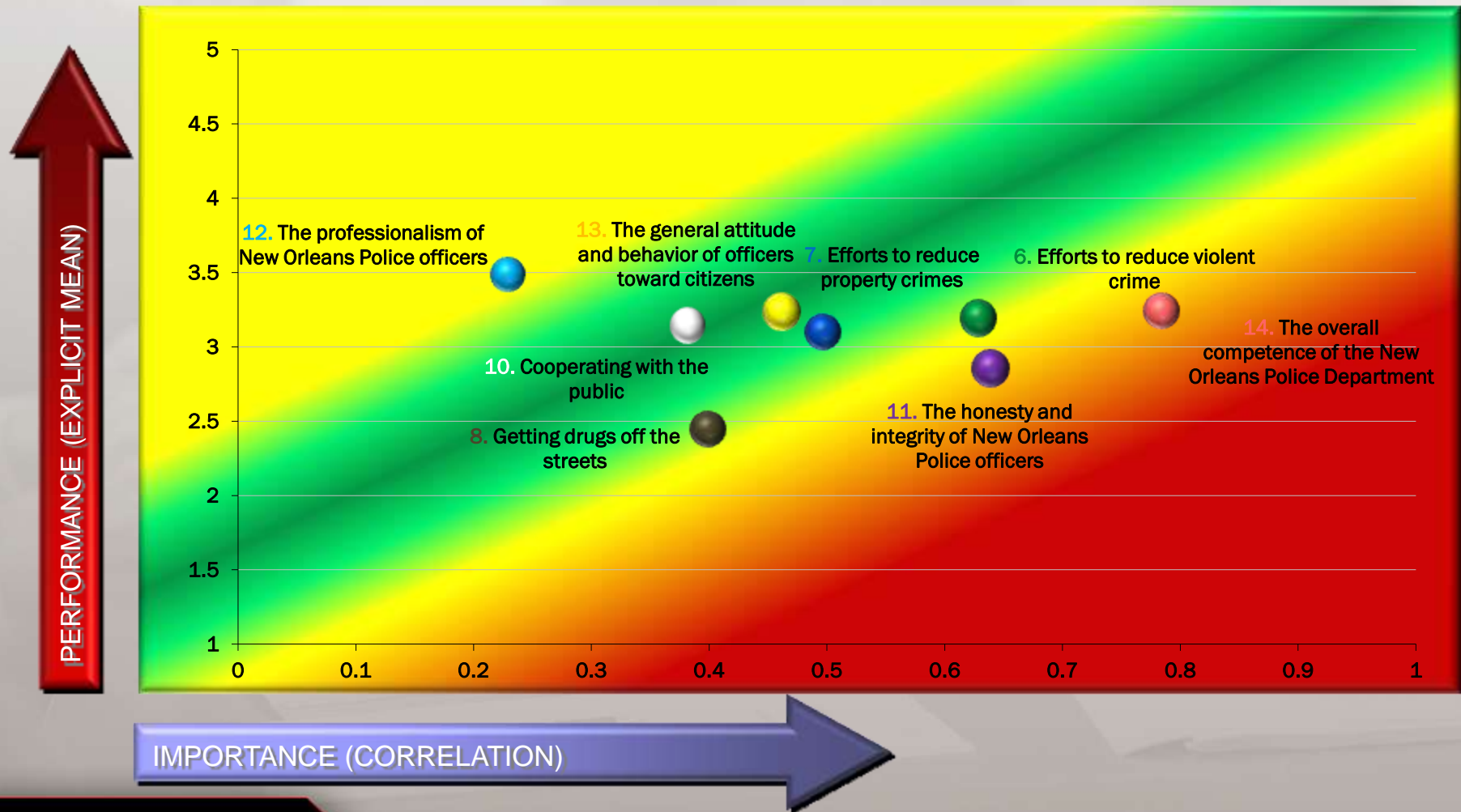




Aspects needing the most improvement in Police District 8 are the overall competence of the department and the honesty and integrity of the police officers.

SatMap™ District 8 (2%)

District 8 (2%)



Ethnicity

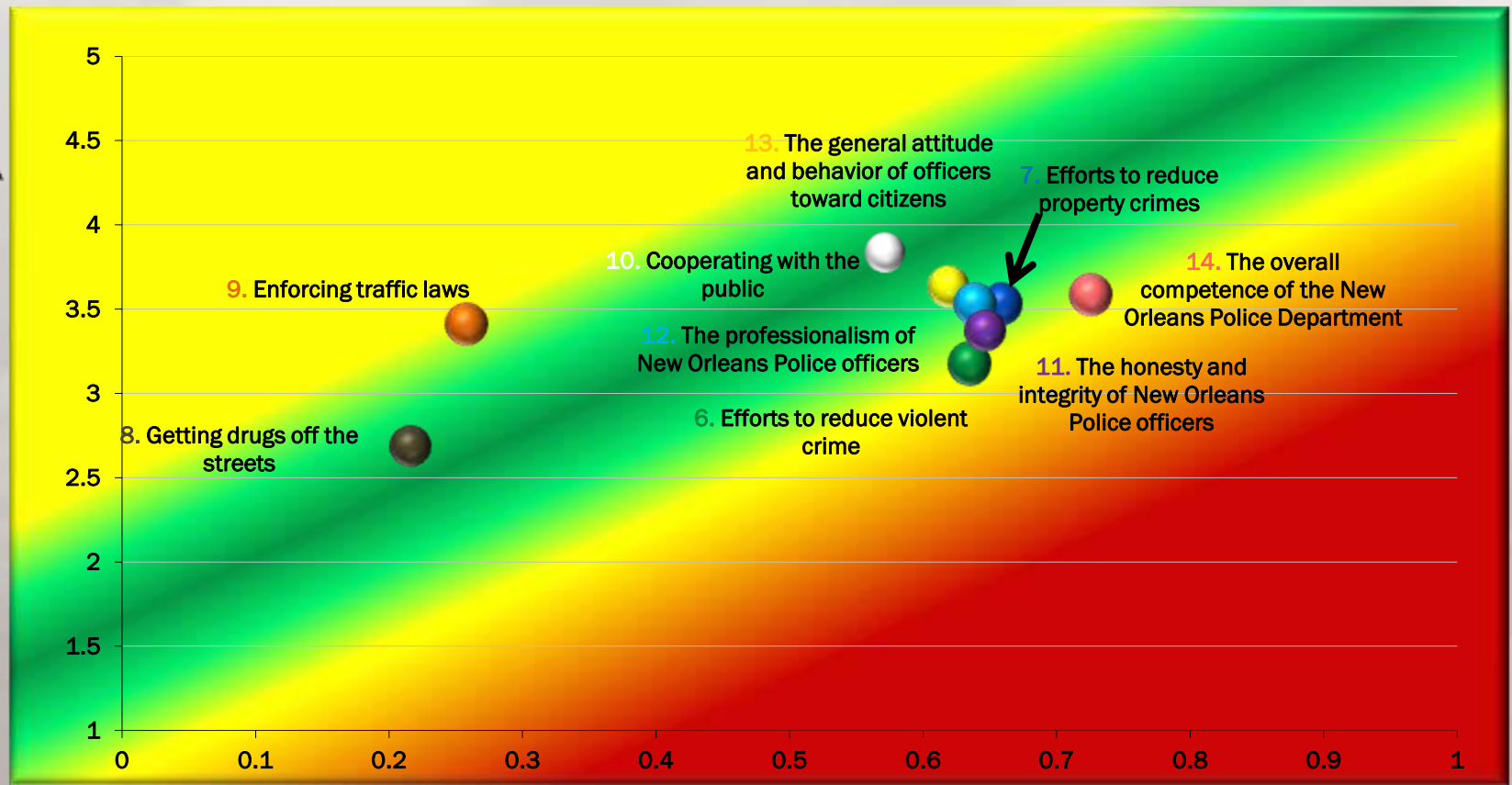


The aspects needing the most improvement among white adults are the overall competence of the department and their efforts to reduce violent crimes.

SatMap™ White (28%)

White (28%)

PERFORMANCE (EXPLICIT MEAN)



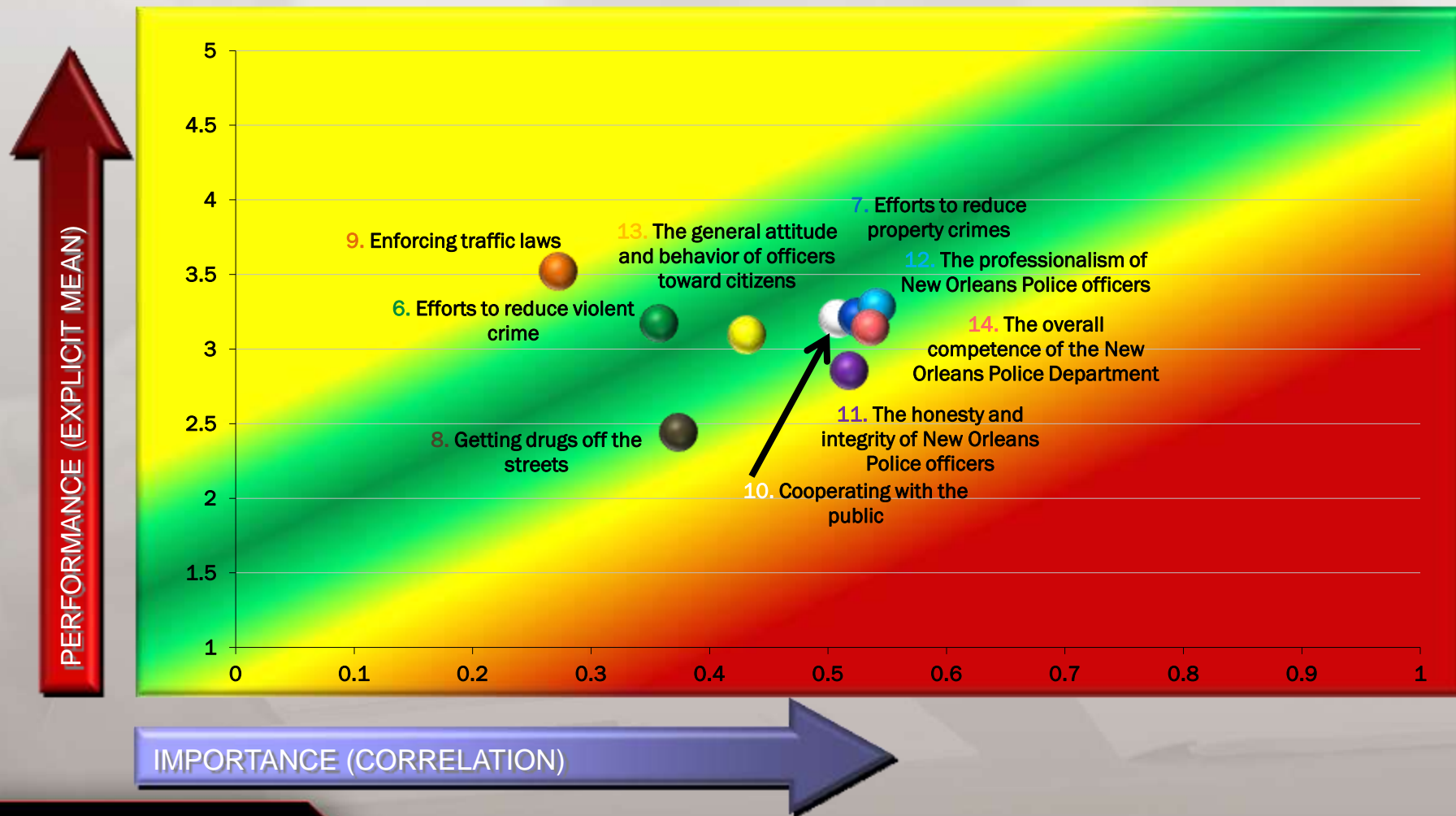
IMPORTANCE (CORRELATION)



The aspects needing the most improvement among African-Americans are the honesty and integrity of police officers and the overall competence of the department.

SatMap™ African-Americans (69%)

African-Americans (69%)



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%)	Q8: Getting drugs off the streets	Q10: Cooperating with the public	Q7: Efforts to address property crimes
District 2 (19%)	Q11: Honesty and integrity of New Orleans Police officers	Q10: Cooperating with the public	Q7: Efforts to address property crimes
District 3 (19%)	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
District 4 (11%)	Q6: Efforts to address violent crime	Q14: Overall competence of the New Orleans Police Department	Q10: Cooperating with the public
District 5 (13%)	Q11: Honesty and integrity of New Orleans Police officers	Q12: Professionalism of New Orleans Police officers	Q8: Getting drugs off the streets
District 6 (8%)	Q11: Honesty and integrity of New Orleans Police officers	Q10: Cooperating with the public	Q13: General attitude and behavior of officers toward citizens
District 7 (19%)	Q12: Professionalism of New Orleans Police officers	Q14: Overall competence of the New Orleans Police Department	Q11: Honesty and integrity of New Orleans Police officers
District 8 (2%)	Q14: Overall competence of the New Orleans Police Department	Q11: Honesty and integrity of New Orleans Police officers	Q6: Efforts to address violent crime

Top Aspects Needing Improvement to Increase Overall Satisfaction

	1 st Area	2 nd Area	3 rd Area
Age 25-34 (16%)	Q7: Efforts to address property crimes	Q11: Honesty and integrity of New Orleans Police officers	Q10: Cooperating with the public
College Grad (11%)	Q14: Overall competence of the New Orleans Police Department	Q6: Efforts to address violent crime	Q8: Getting drugs off the streets
Age 45-54 (13%)	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
Black (69%)	Q11: Honesty and integrity of New Orleans Police officers	Q14: Overall competence of the New Orleans Police Department	Q8: Getting drugs off the streets
Age 18-24 (16%)	Q11: Honesty and integrity of New Orleans Police officers	Q8: Getting drugs off the streets	Q12: Professionalism of New Orleans Police officers
White (28%)	Q14: Overall competence of the New Orleans Police Department	Q6: Efforts to address violent crime	Q11: Honesty and integrity of New Orleans Police officers

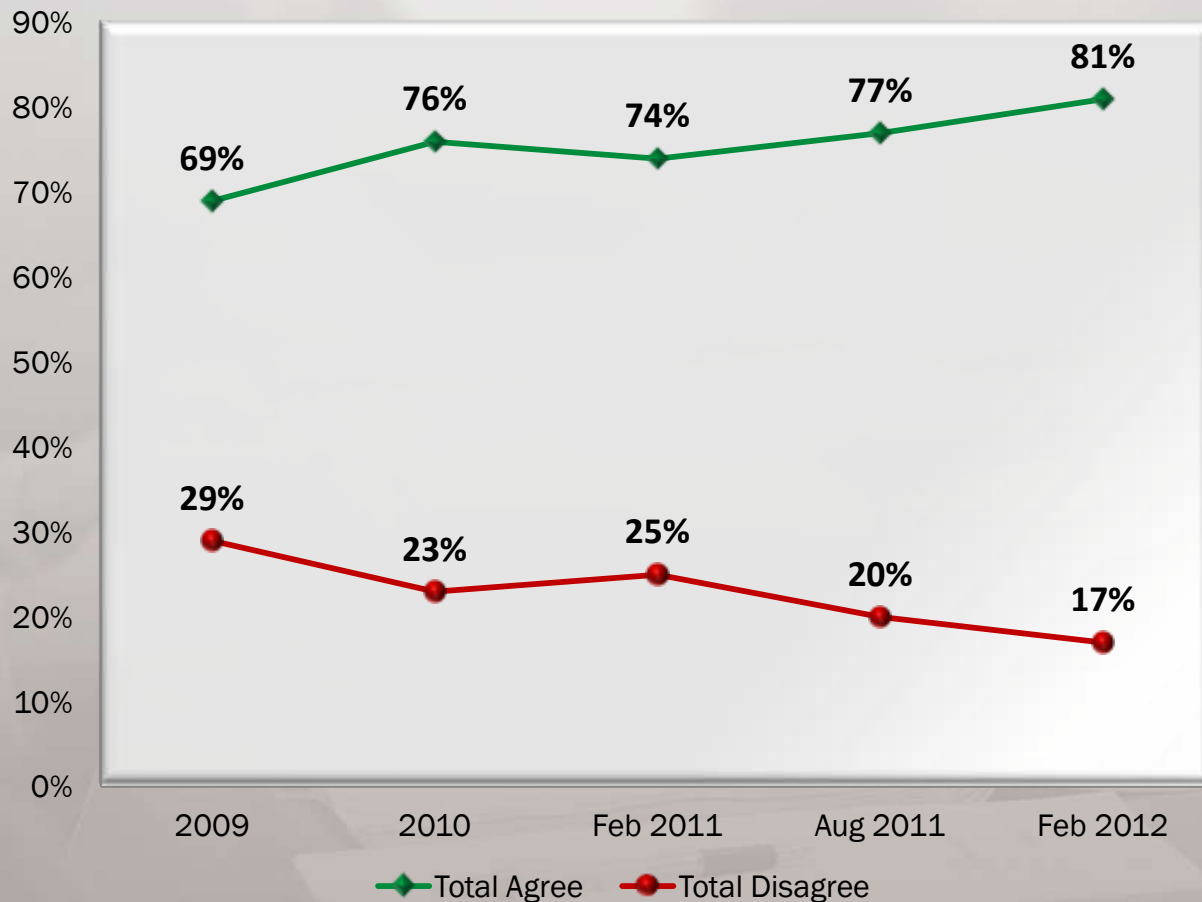
Neighborhood Safety



Adults in New Orleans continue to feel safe in their own neighborhoods, a seven point increase from one year ago.

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



February 2012 Top Groups

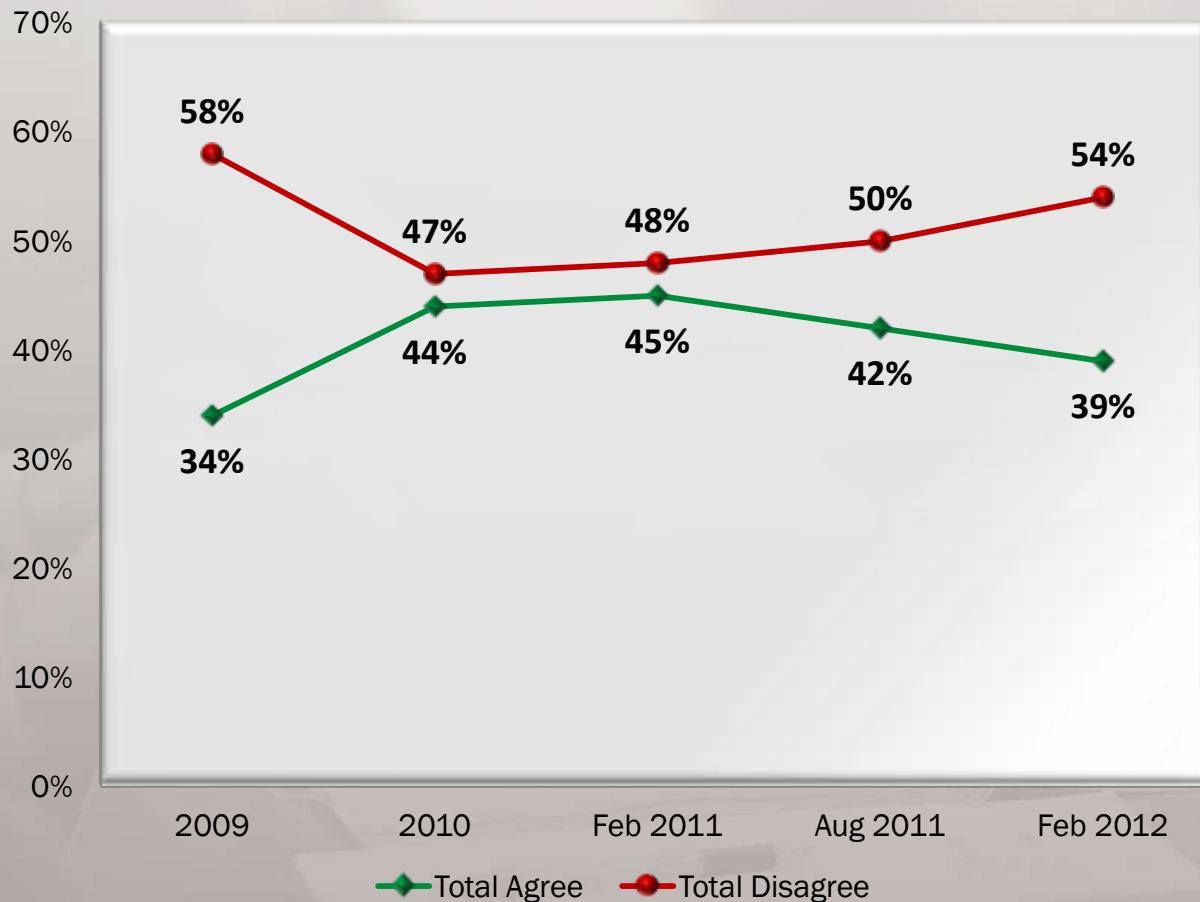
	% Agree
Residency <15 Yrs	92%
Post Graduate	91%
White	88%
Age 18-24	88%
	% Disagree
District 1	27%
District 5	26%
Age 75+	25%
Age 45-54	25%



A majority of adults in New Orleans indicate that they do not feel safe visiting other areas of New Orleans. This feeling has been steadily increasing since 2010.

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



February 2012 Top Groups

	% Agree
Own/Mgr Busnss	58%
District 4	49%
Age 55-64	59%
District 3	45%
	% Disagree
District 7	69%
District 6	63%
High School Grad	63%
Age 18-24	61%

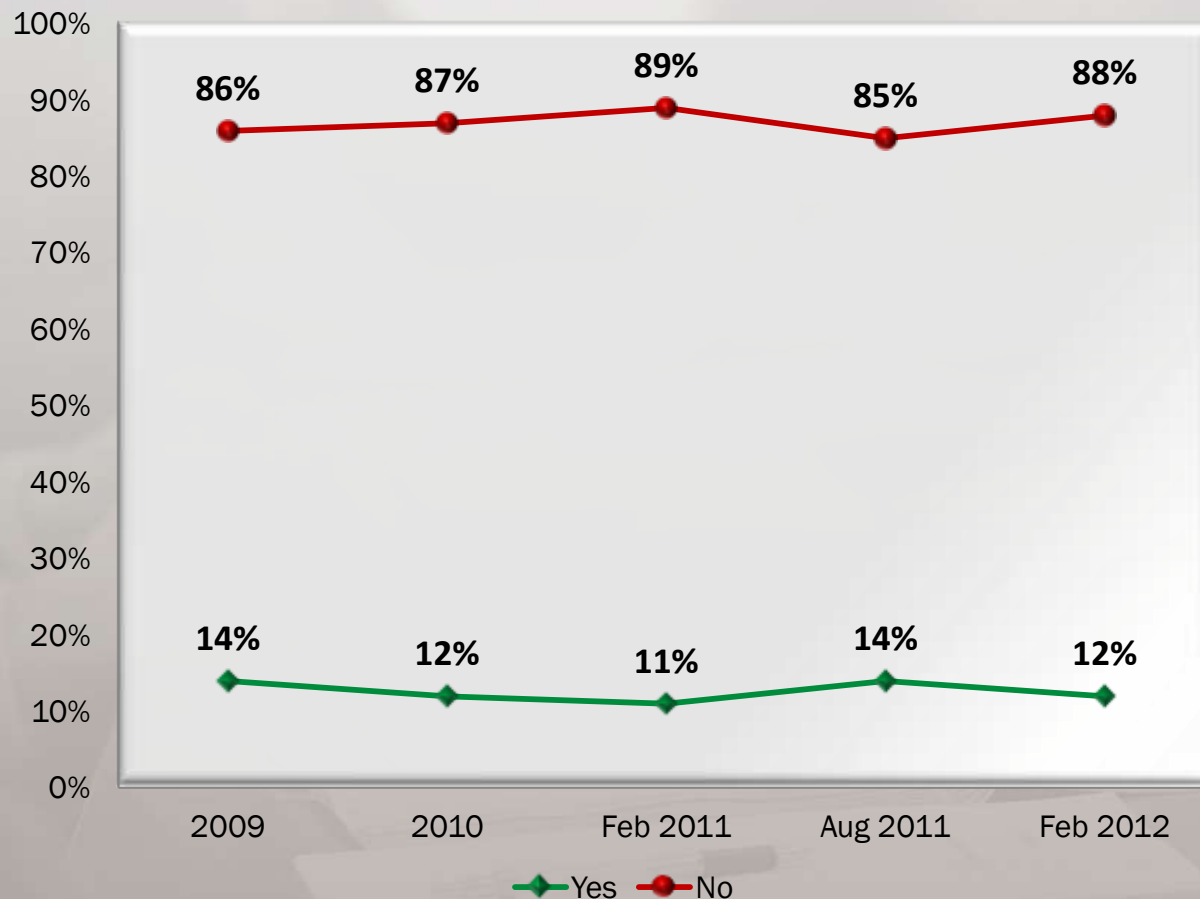
Interaction with the New Orleans Police Department



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?

Q18: Been Victim of a Crime



February 2012 Top Groups

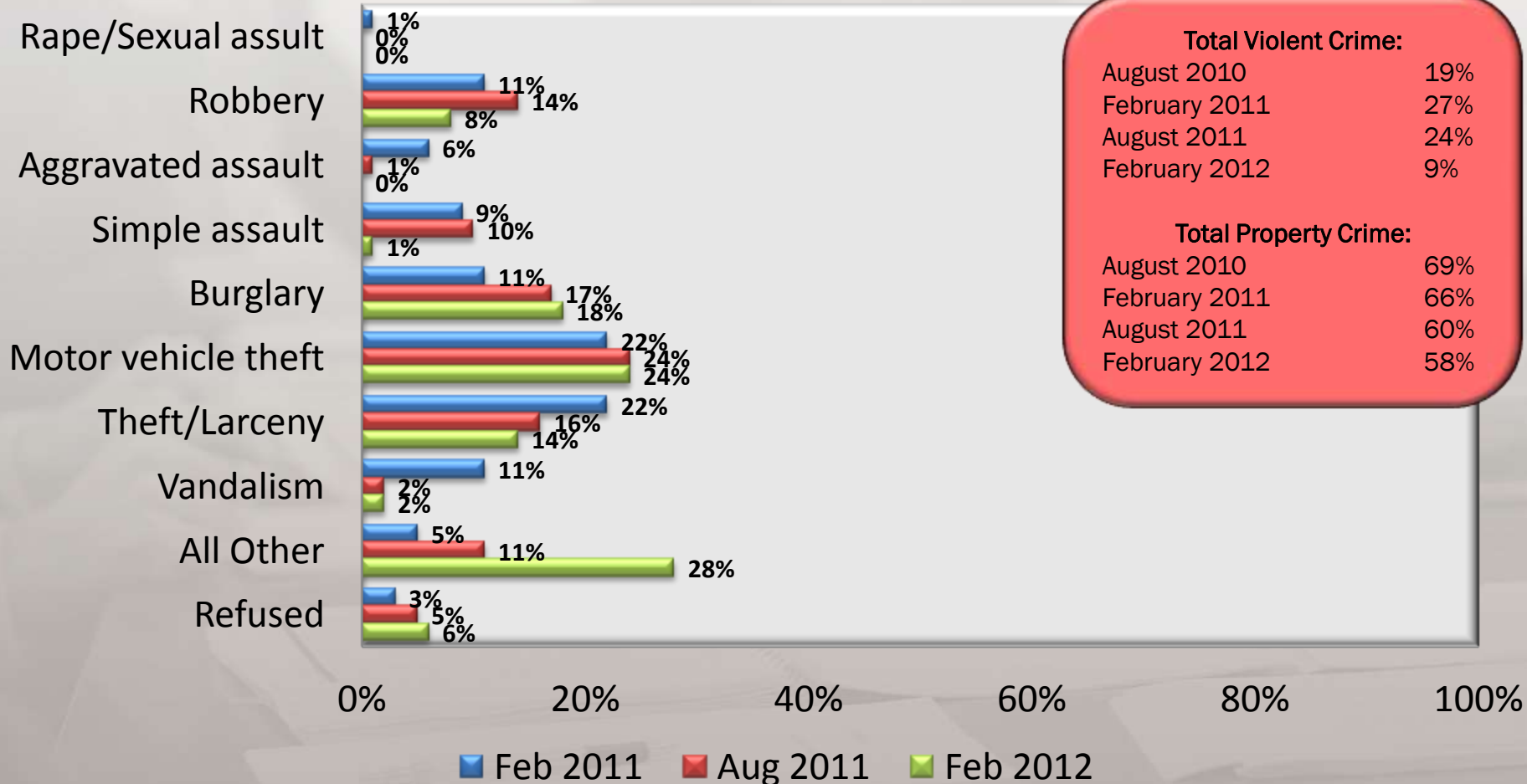
	% Yes
Age 25-34	28%
Business	25%
Some College	19%
District 5	18%
	% No
District 7	97%
Residency <15 Yrs	94%
Age 65-74	94%
White	92%



Of those who have been a victim of a crime, most were involved with a property crime.

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

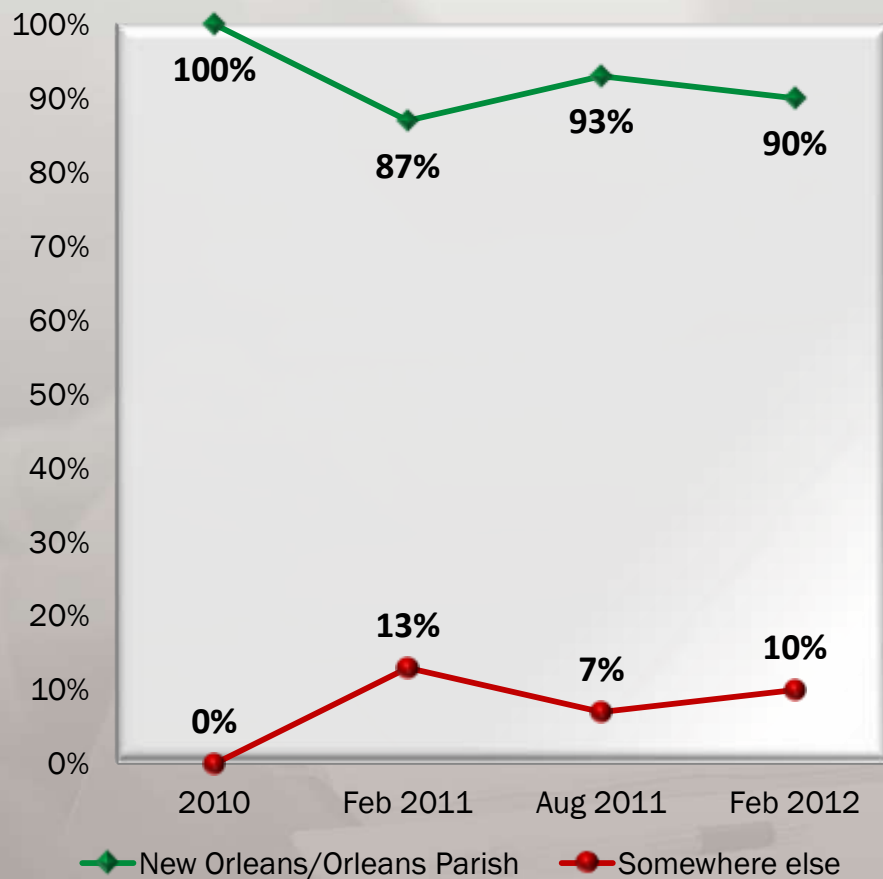
February 2012: n=83





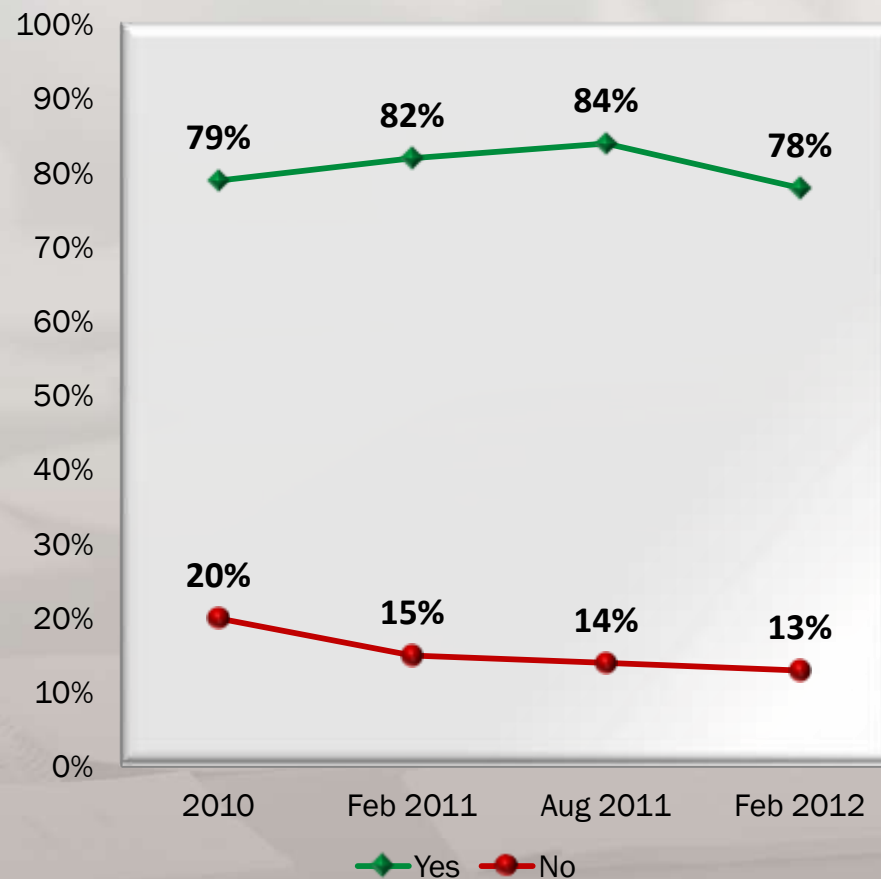
Of those who were involved with a crime, most were in New Orleans/Orleans Parish and they reported it to the police department.

Q20: Where did the crime occur?



February 2012: n=83

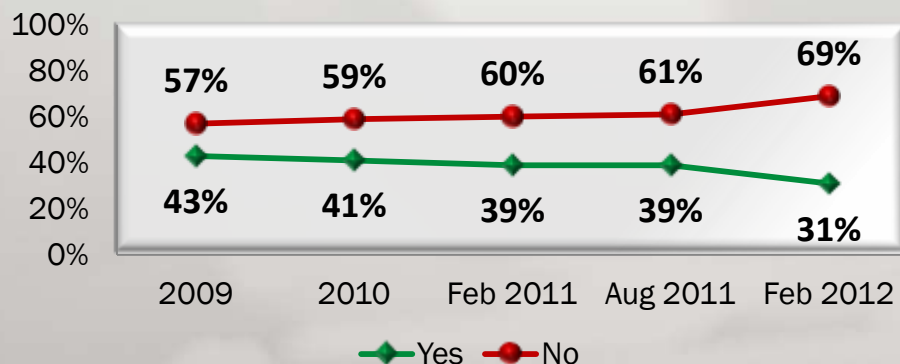
Q21: Did you report the crime to the NOPD?



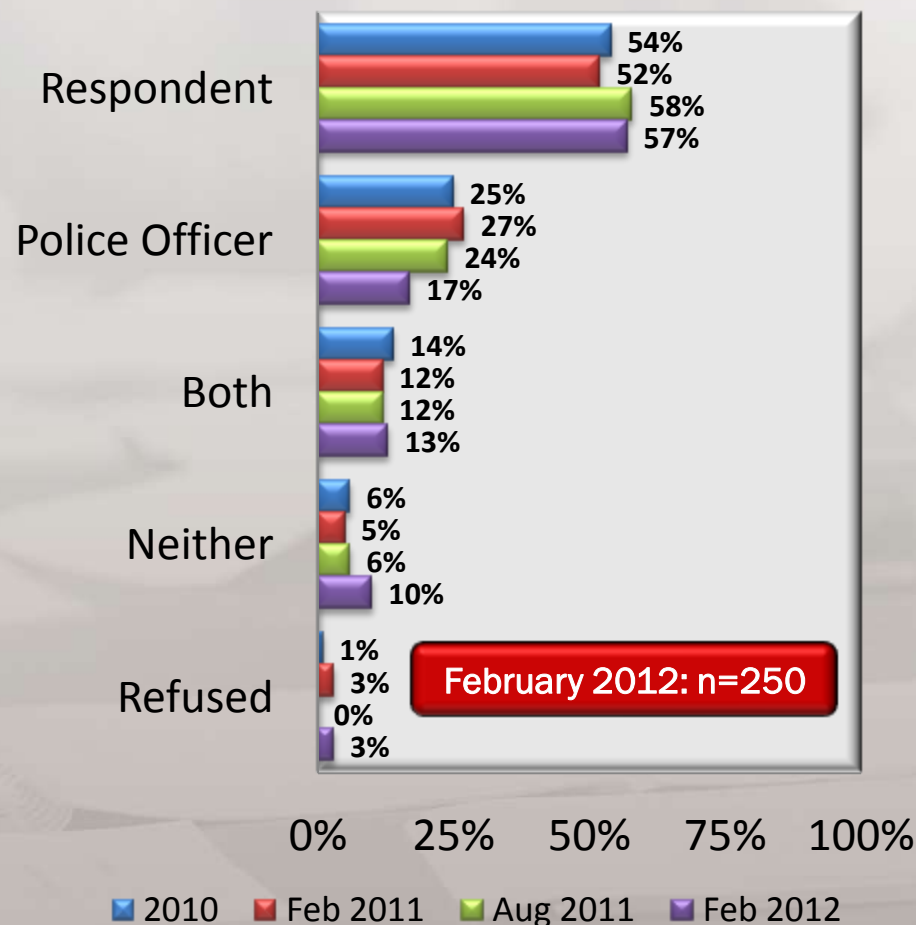
February 2012: n=71

Q22-24: Interaction with the New Orleans Police Department

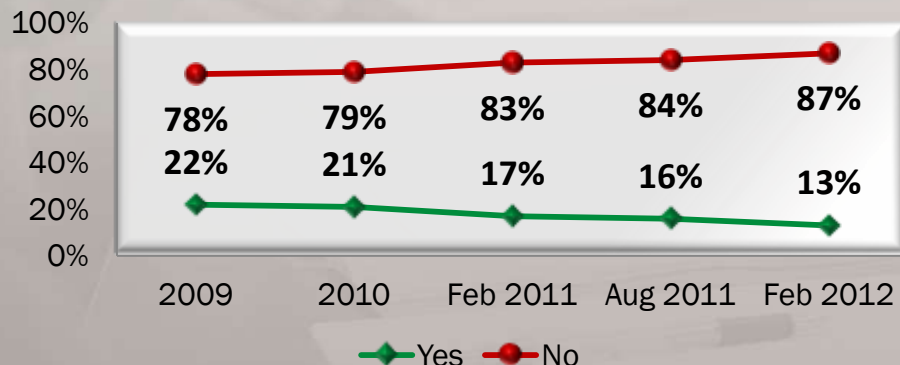
Q22: Contact with officers of NOPD in past 12 months



Q23: Who initiated the contact?



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

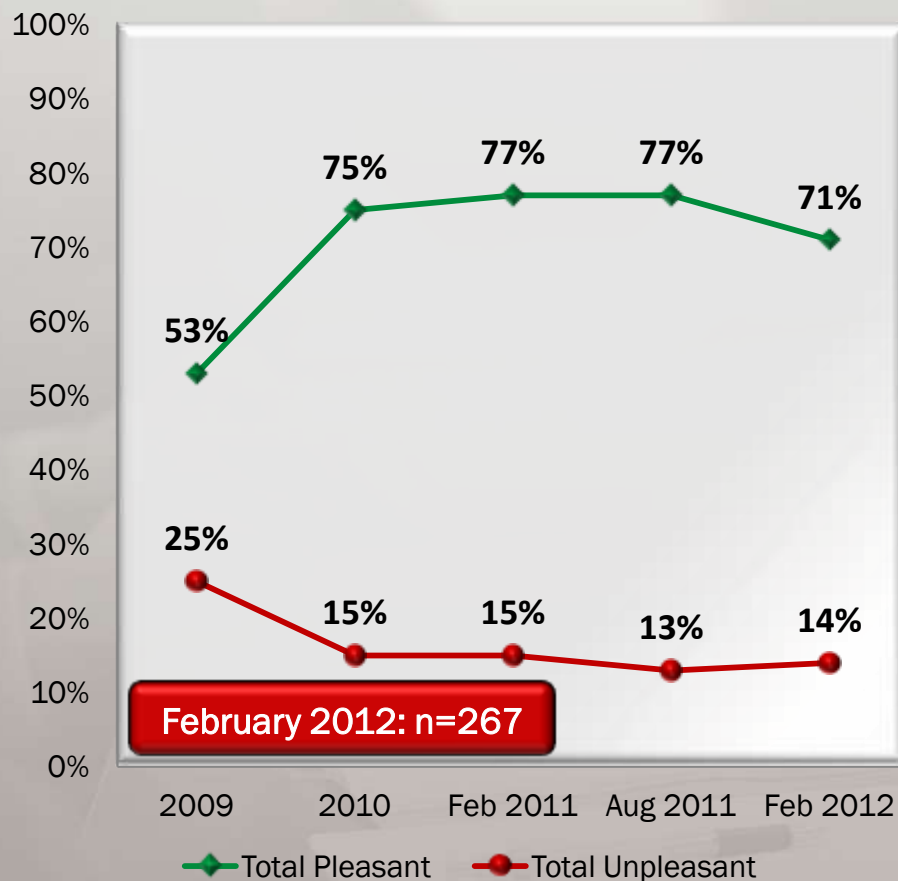




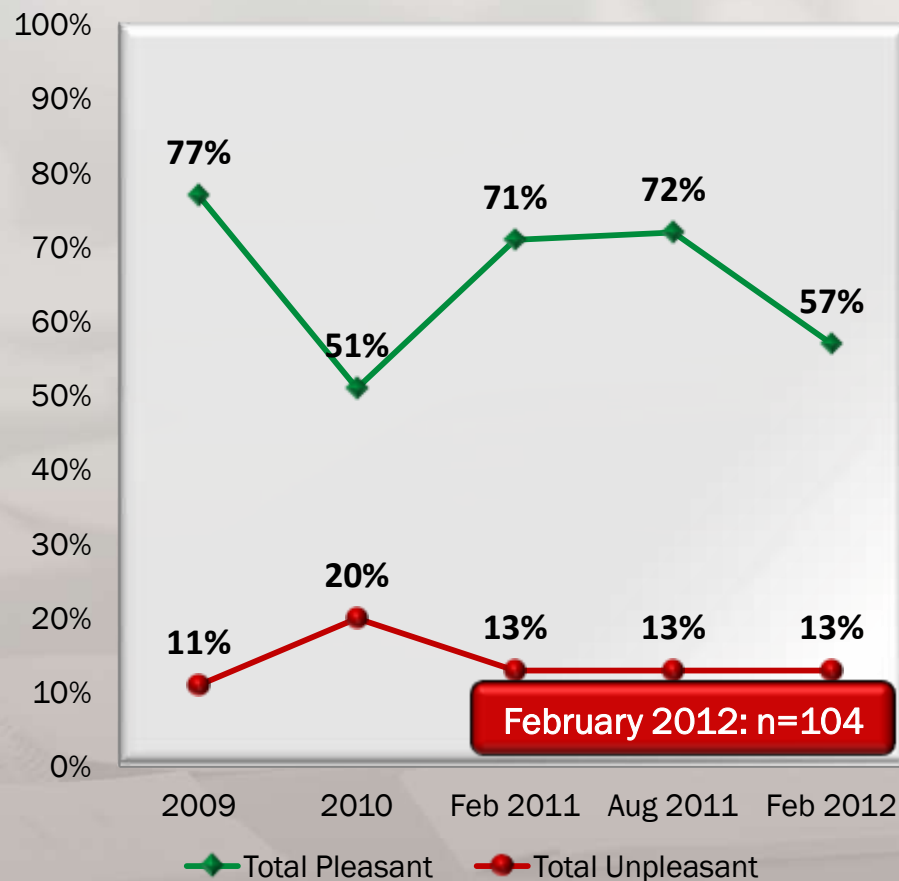
Respondents are less likely to state that their interaction with the New Orleans Police was pleasant as they have been in the past.

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...

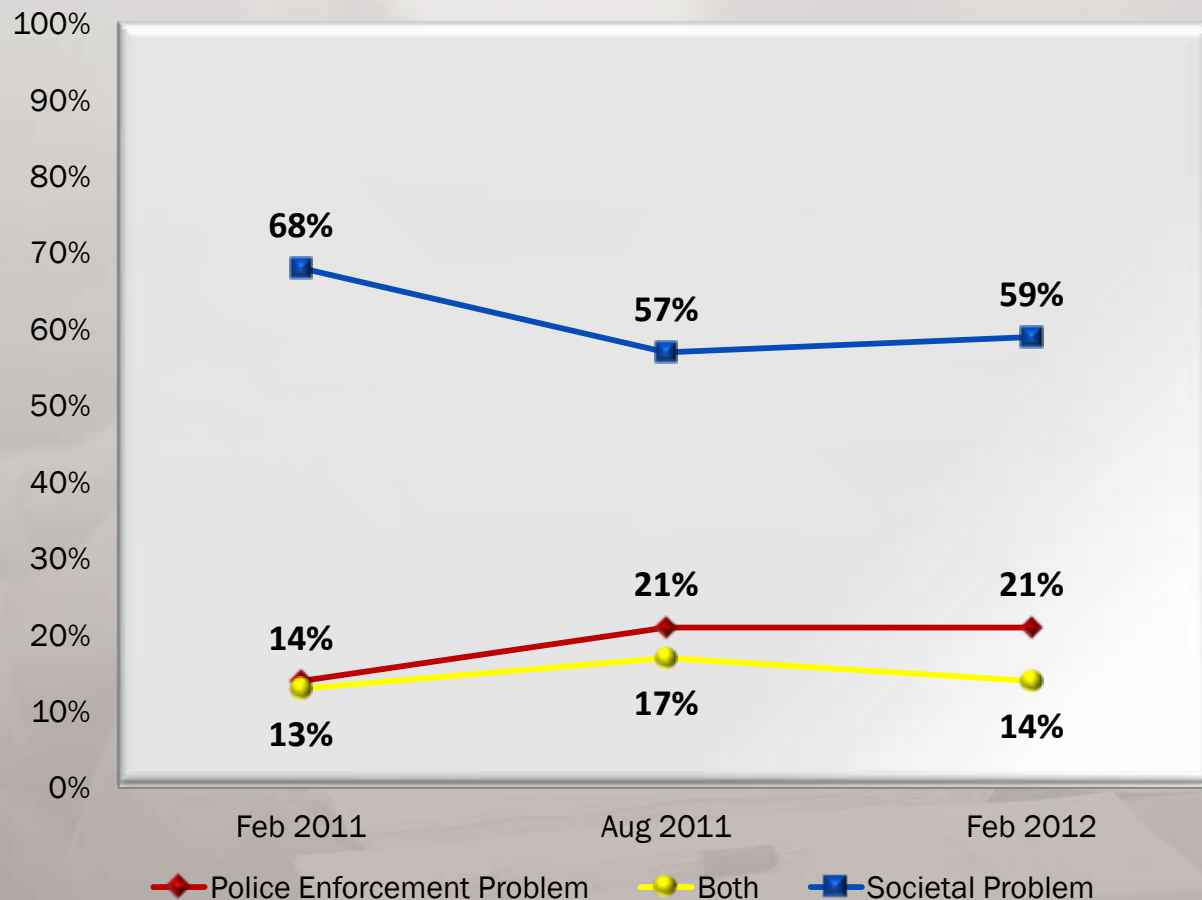
(Some/Other) people say the number of murders is a social problem and that while the police have a role to play in stopping murderers, we will need changes in areas such as families, schools, and neighborhoods in order to really reduce the number of murders.



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



February 2012 Top Groups

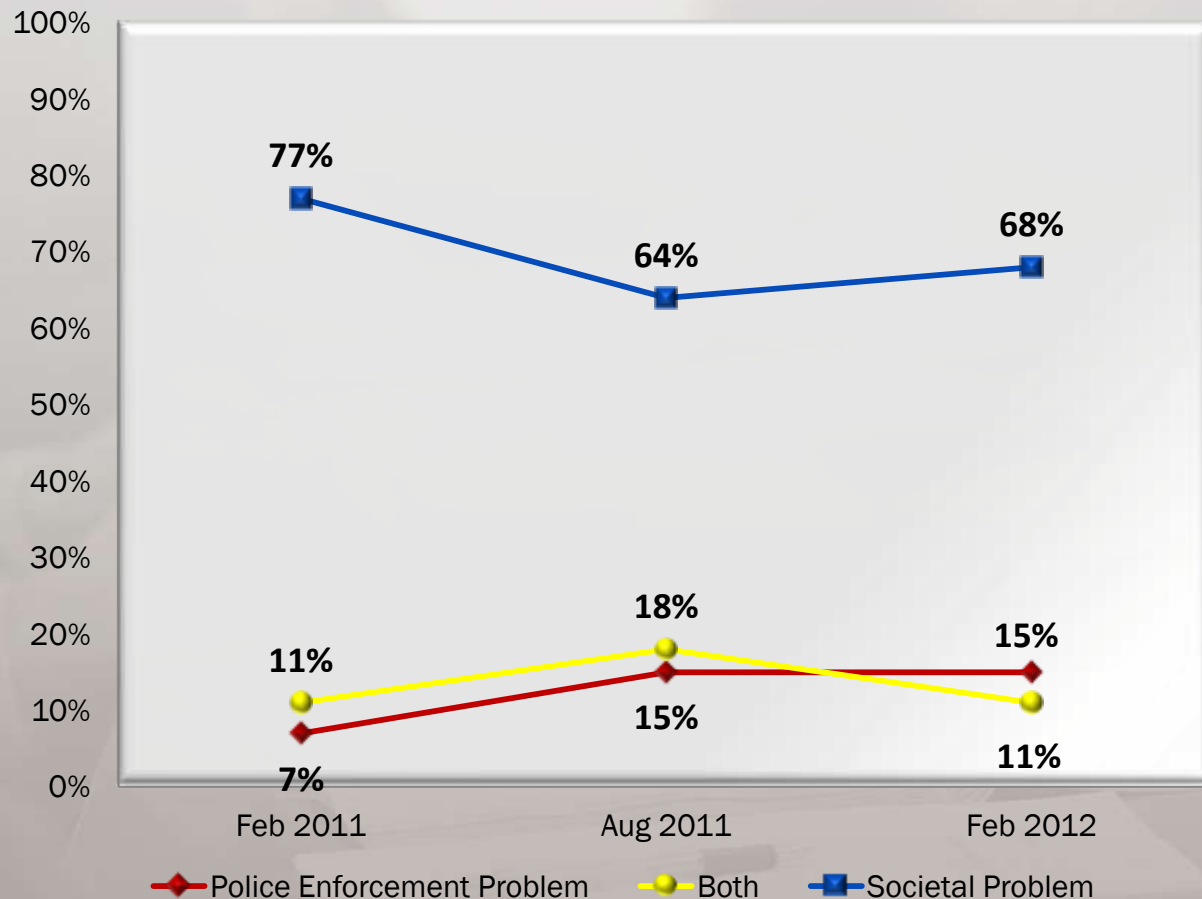
	% Police
Residency <15 Yrs	39%
Age 45-54	33%
District 7	29%
District 5	28%
	% Society
College Graduate	70%
White	70%
Age 35-44	66%
District 8	66%



Two-thirds of adults in New Orleans indicate that reducing the murder rate is a societal problem.

Q28: Reducing the murder rate...

Q28: Reducing the Murder Rate



February 2012 Top Groups

	% Police
District 1	24%
Age 75+	21%
District 5	21%
Women	20%
	% Society
District 4	82%
White	77%
Men	76%
College Graduate	75%

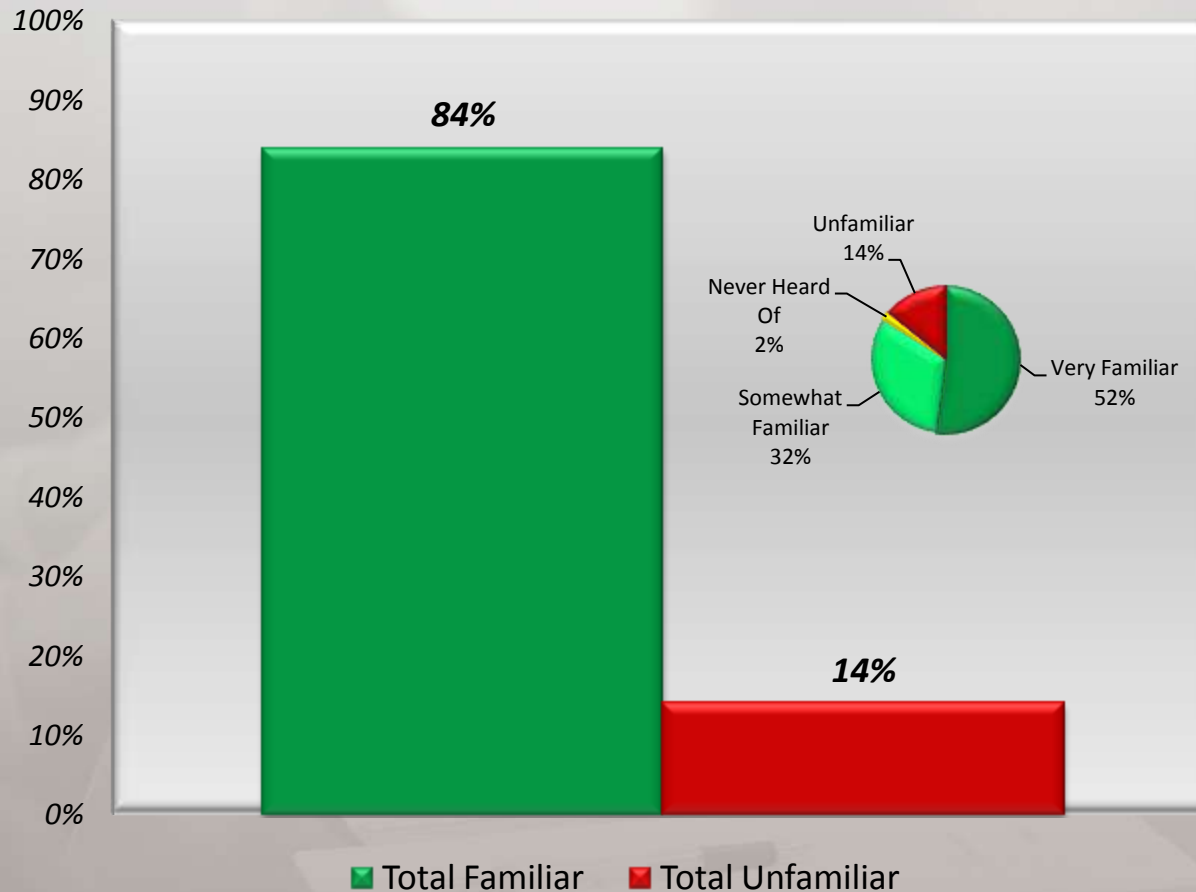
Crime Stoppers



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



February 2012 Top Groups

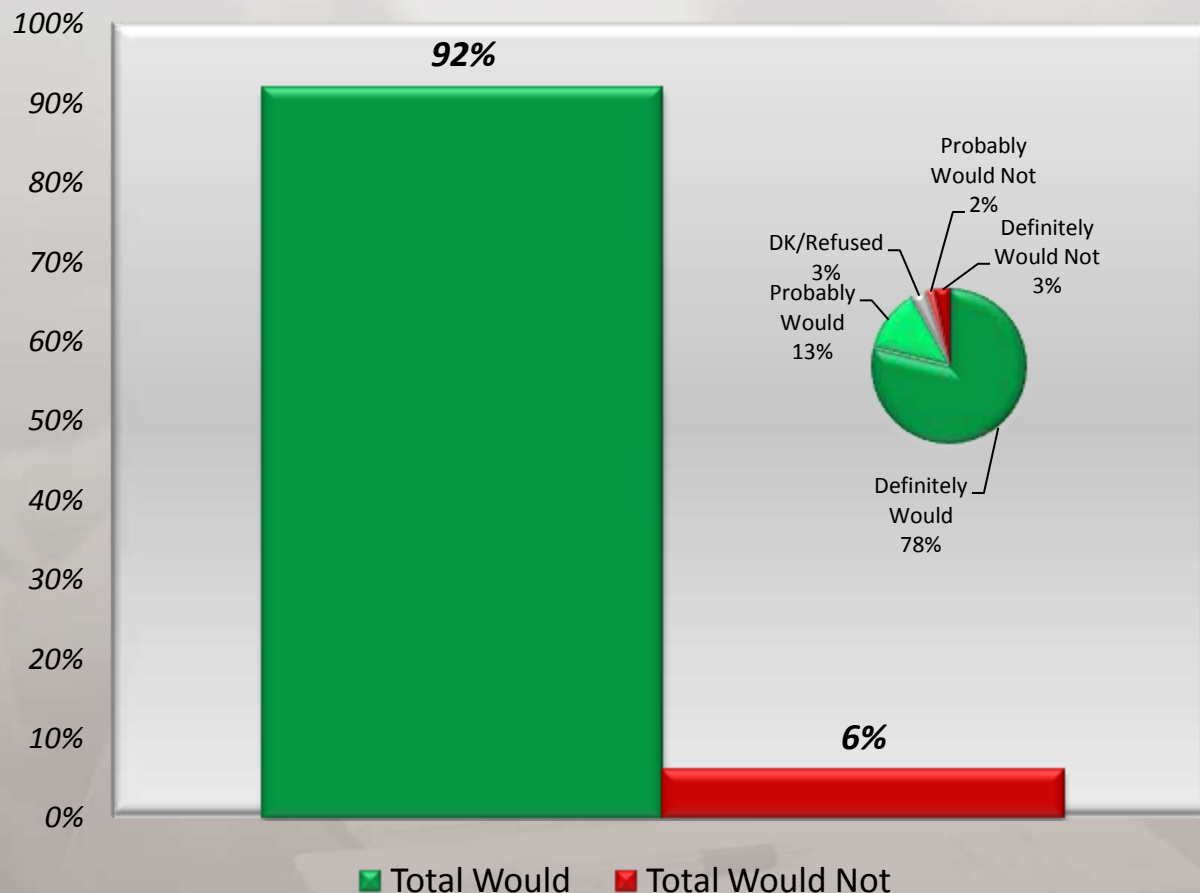
	% Familiar
District 1	95%
Business	95%
White	95%
District 3	94%
	% Unfamiliar
<High School Grad	36%
Age 18-24	25%
District 4	23%
District 2	22%



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=500)



February 2012 Top Groups

	% Would
District 7	99%
Age 75+	98%
District 8	96%
District 2	95%
	% Would Not
Business	19%
District 6	16%
<High School Grad	10%
Age 45-54	10%

Suggestions for the Police Department

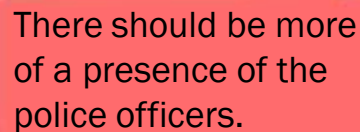
More patrols in high crime areas and follow up on tips ASAP.

Hire more police officers

Get more police on the streets.



I want them to hire more police officers.



I feel the citizens need to step forward to help the police to get them and help convict them.

Summary and Recommendations

Crime is still the biggest issue identified facing the residents of New Orleans today but satisfaction with the police department's efforts to address crime have increased.

- Most (56%) of adults are now satisfied with the police department's efforts to address violent crime; a twenty-three point increase since 2009.
- Most (58%) of adults are now satisfied with the police department's efforts to address property crimes; a nineteen point increase since 2009.

Over the last six months, satisfaction with the New Orleans Police Department has increased to levels seen one year ago. Only about a third (33%) are unsatisfied.

- Top target groups for the police department to increase satisfaction include:
 - Age 25-34
 - College Graduates
 - Age 45-54
 - African-Americans
 - Age 18-24

The biggest thing the New Orleans Police Department can and should do is increase their presence in the area. This will not only help increase the satisfaction with the Department but a plurality of adults indicated this as the biggest thing 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.

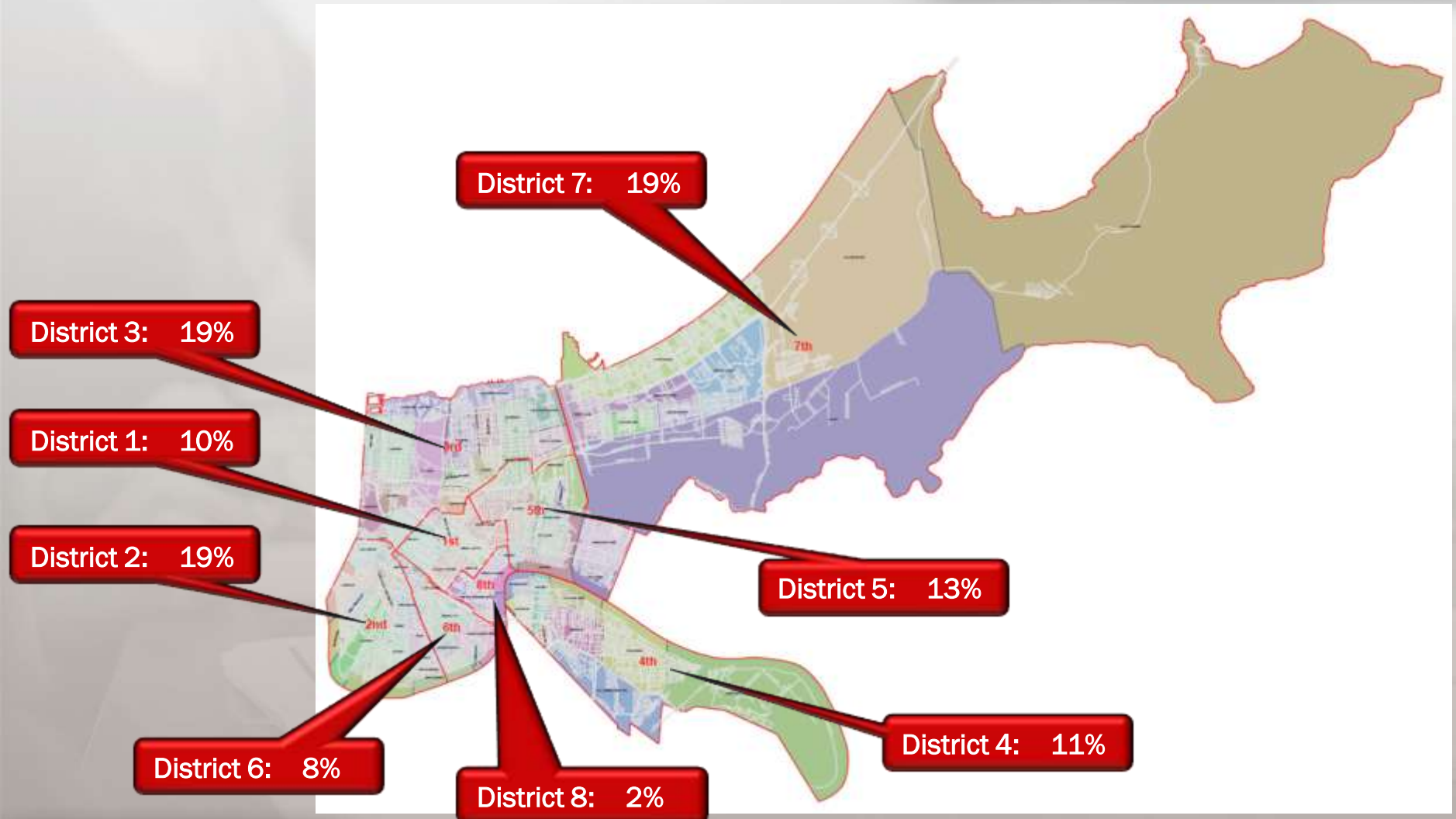
Respondents were contacted by phone via a live telephone operator interview February 27-29, 2012. The study has a sample size of 600 adults. The margin of error is equal to $\pm 4.0\%$ in 95 out of 100 cases.

Demography

Age	Survey Results
18-24	16%
25-34	10%
35-44	30%
45-54	13%
55-64	15%
65+	16%
Gender	
Male	45%
Female	55%
Ethnicity	
White	28%
Black	69%

Education	Survey Results
<High School	16%
High School Grad	33%
Some College	25%
College Grad	11%
Post Grad	15%
Residency	
<15 Years	14%
15+ Years	87%
Business	
Yes	12%
No	88%

Geography: Police Precincts





OPINION RESEARCH

For additional information about this or any other of our services,
please feel free to contact:

Chris Wilson

Partner & CEO

405.286.6500

cwilson@WPAResearch.com

Bryon Allen

Partner & COO

202.470.6300

ballen@WPAResearch.com

Ryan Steusloff

Vice President

202.470.6300

rsteusloff@WPAResearch.com

Appendix

Individual Aspects of the Police Department by Ethnicity

	White (28%)		Black (69%)	
	Satisfied	Unsatisfied	Satisfied	Unsatisfied
6. Efforts to address violent crime	54%	40%	56%	37%
7. Efforts to address crimes against property, like homes and businesses	64%	25%	55%	35%
8. Getting drugs off the streets	34%	50%	32%	56%
9. Enforcing traffic laws	62%	28%	64%	29%
10. Cooperating with the public to address their concerns	73%	17%	55%	36%
11. The honesty and integrity of New Orleans Police officers	61%	32%	43%	46%
12. The professionalism of New Orleans Police Officers	66%	28%	58%	34%
13. The general attitude and behavior of officers toward citizens.	68%	24%	53%	38%
14. The overall competence of the New Orleans Police Department	70%	25%	51%	32%