



OPINION RESEARCH

# New Orleans Crime Coalition

## March 2013 Citizen Satisfaction Study

Conducted March 12-14, 2013

n=600 Adults (75 per Police District)

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

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# Contents

## POLICE DEPARTMENT SATISFACTION

• Pg 3

## NEIGHBORHOOD SAFETY

• Pg 11

## INTERACTION WITH THE NEW ORLEANS POLICE DEPARTMENT

• Pg 14

## CIVIL SERVICES RULES

• Pg 27

## SUMMARY AND RECOMMENDATIONS

• Pg 30

## RESEARCH DESIGN AND DEMOGRAPHY

• Pg 32

# POLICE DEPARTMENT SATISFACTION



## Overall satisfaction with the New Orleans Police Department improved slightly since last August.

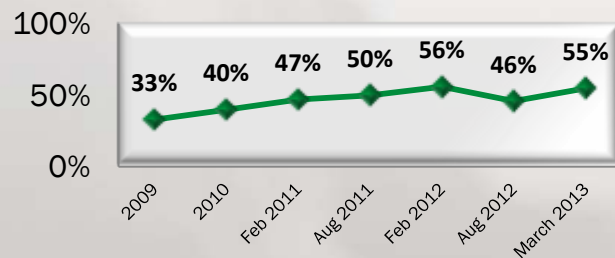
Q4: Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?

### Q4: Overall Satisfaction

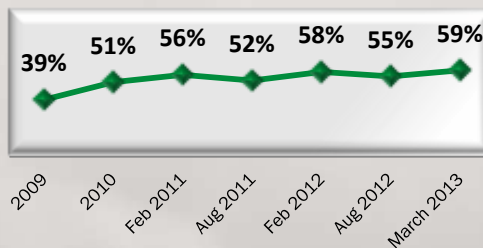


# Total Satisfaction (Overall)

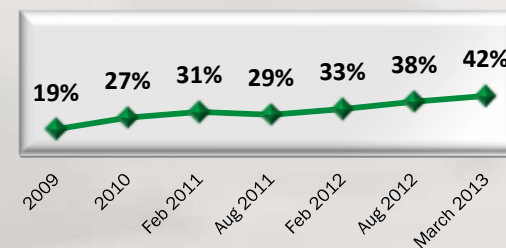
**Q6: Violent Crime**



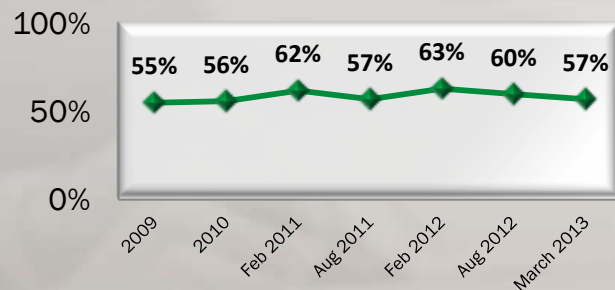
**Q7: Property Crime**



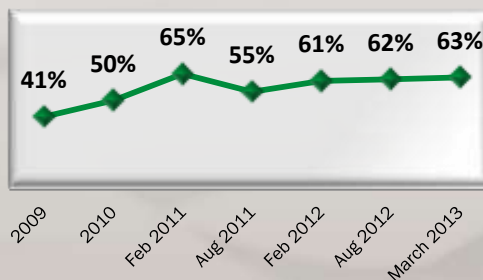
**Q8: Drugs off Streets**



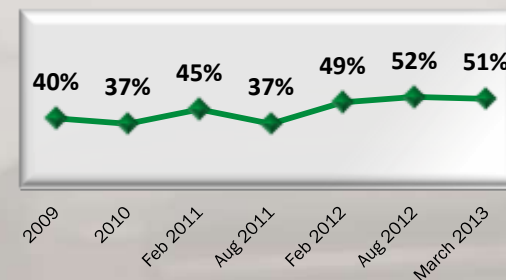
**Q9: Enforcing Traffic Laws**



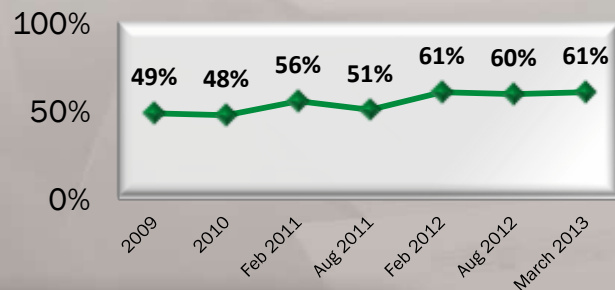
**Q10: Cooperating with Public**



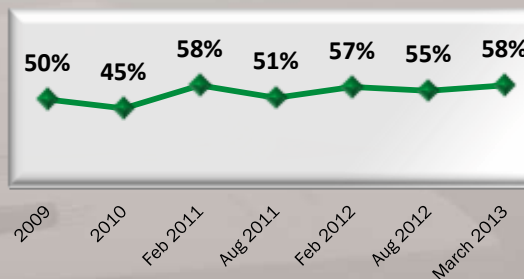
**Q11: Honesty/Integrity**



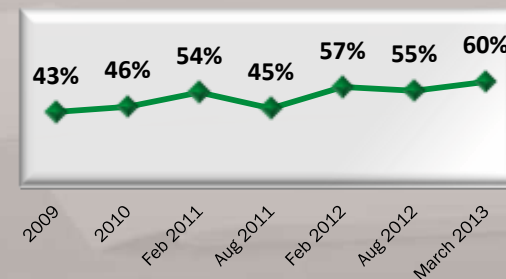
**Q12: Professionalism**



**Q13: Attitude/Behaviors**



**Q14: Overall Competence**

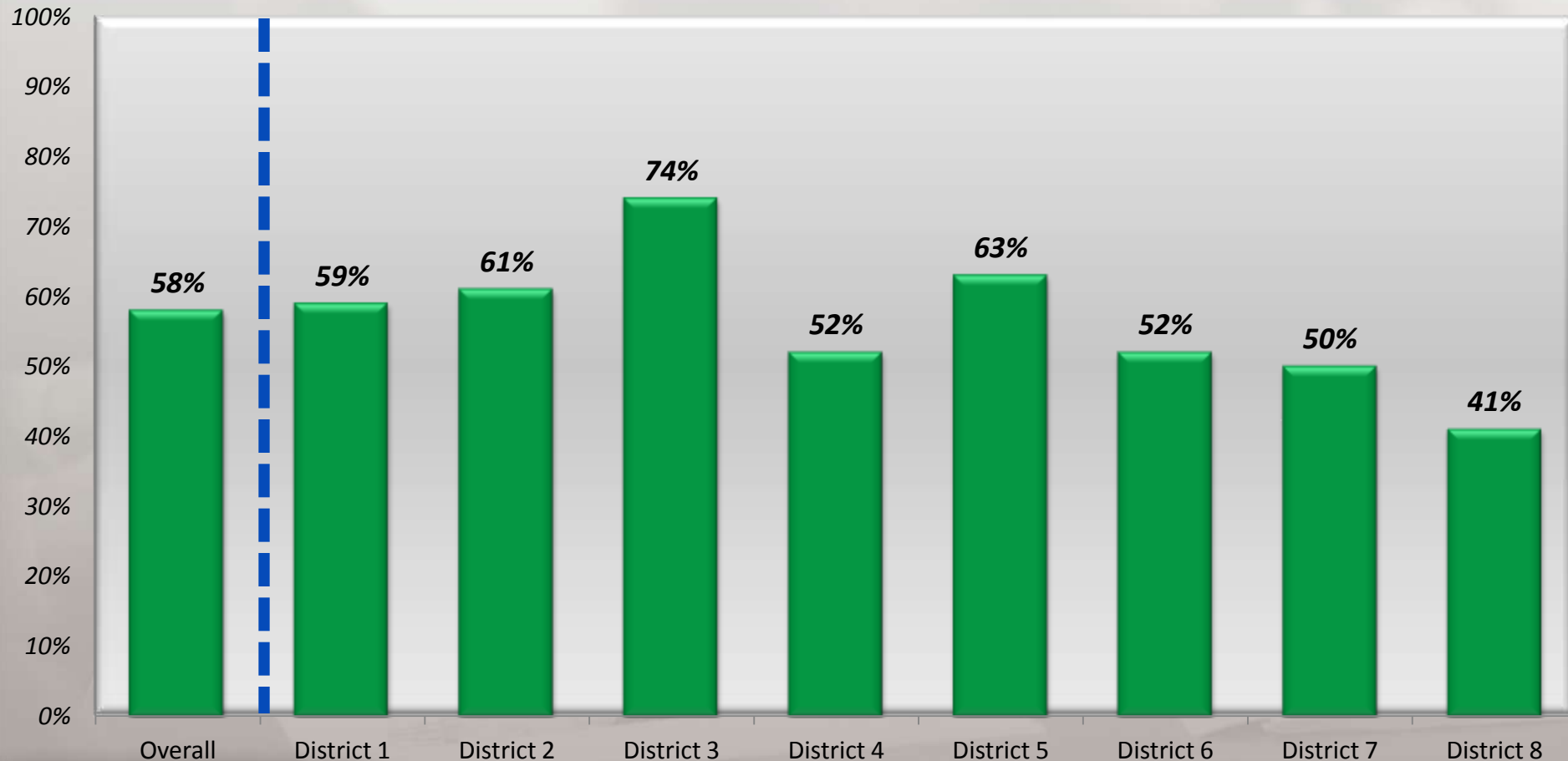




A majority of residents in every district except the 7<sup>th</sup> and 8<sup>th</sup> are satisfied with the Police Department overall.

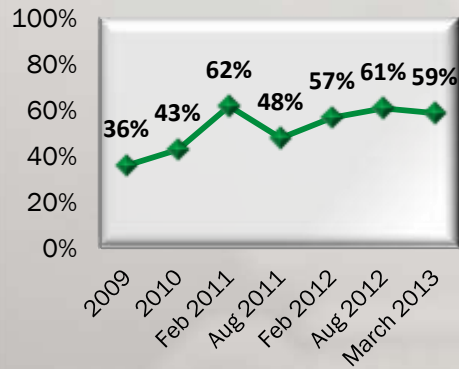
Q4: Now, thinking about the police department here in New Orleans, would you say that you are satisfied or unsatisfied with the New Orleans Police Department overall?

Q4: Overall Satisfaction by Police District

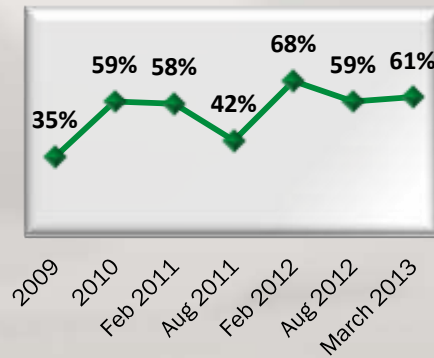


# Q4: Overall Satisfaction Trend by Police District

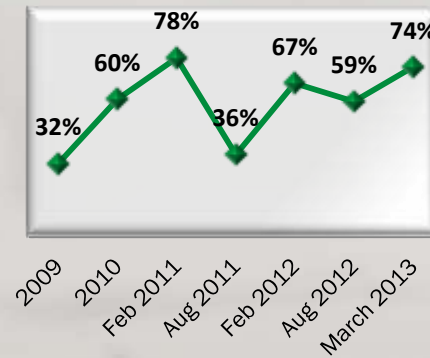
## District 1



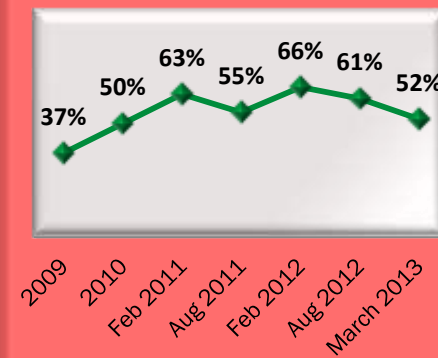
## District 2



## District 3



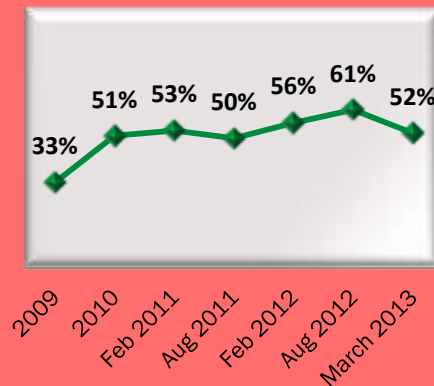
## District 4



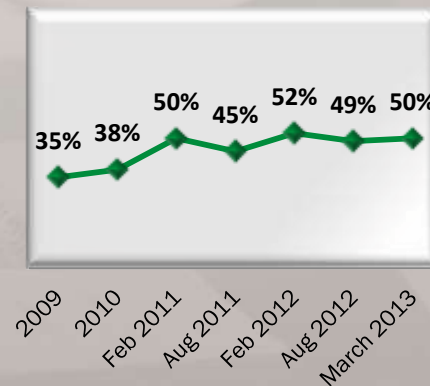
## District 5



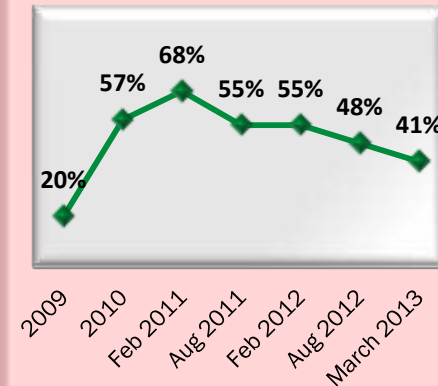
## District 6



## District 7



## District 8



# POLICE PERFORMANCE IN NEIGHBORHOOD

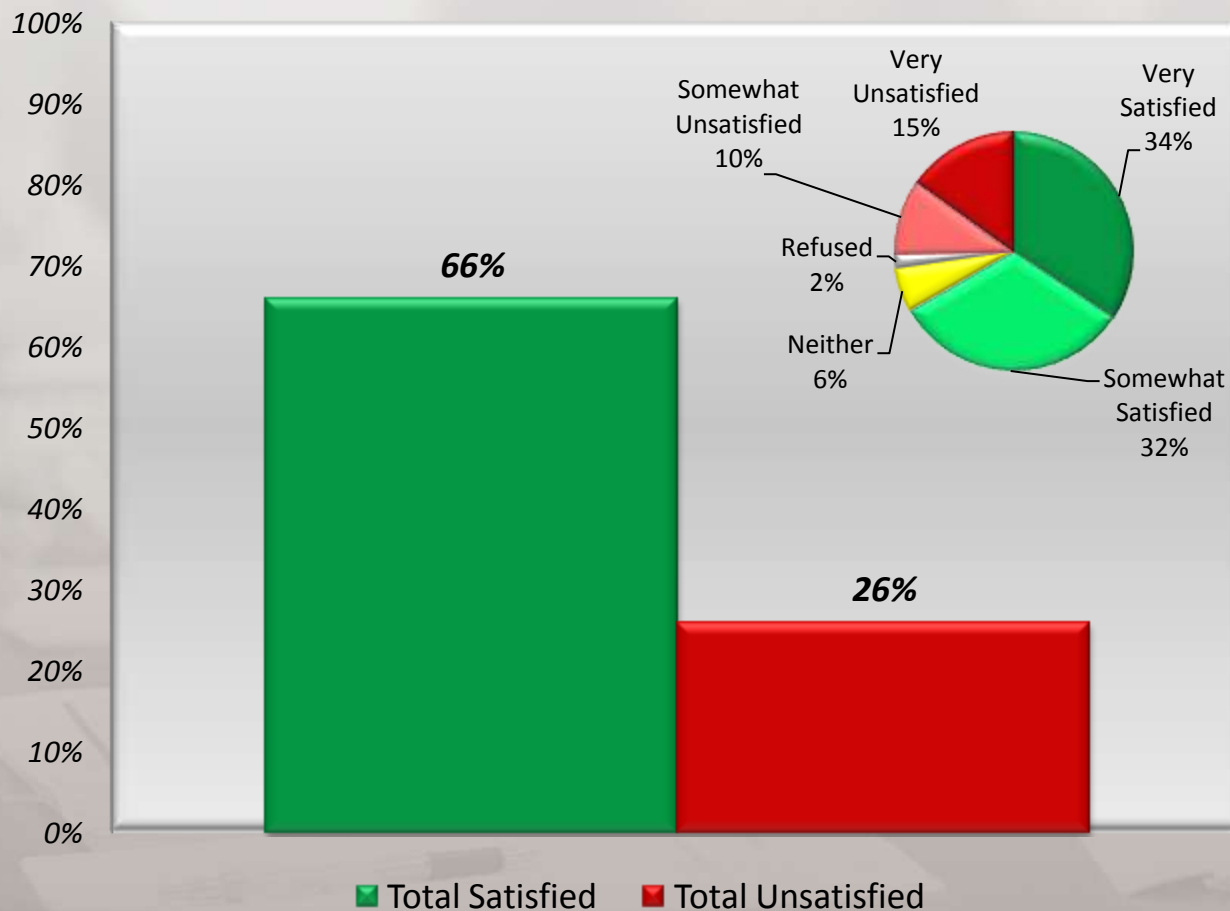




More than a third of New Orleans adults are very satisfied with the police performance in their neighborhood, and two-thirds are at least somewhat satisfied.

Q5: And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?

### Q5: Satisfaction with Police Performance

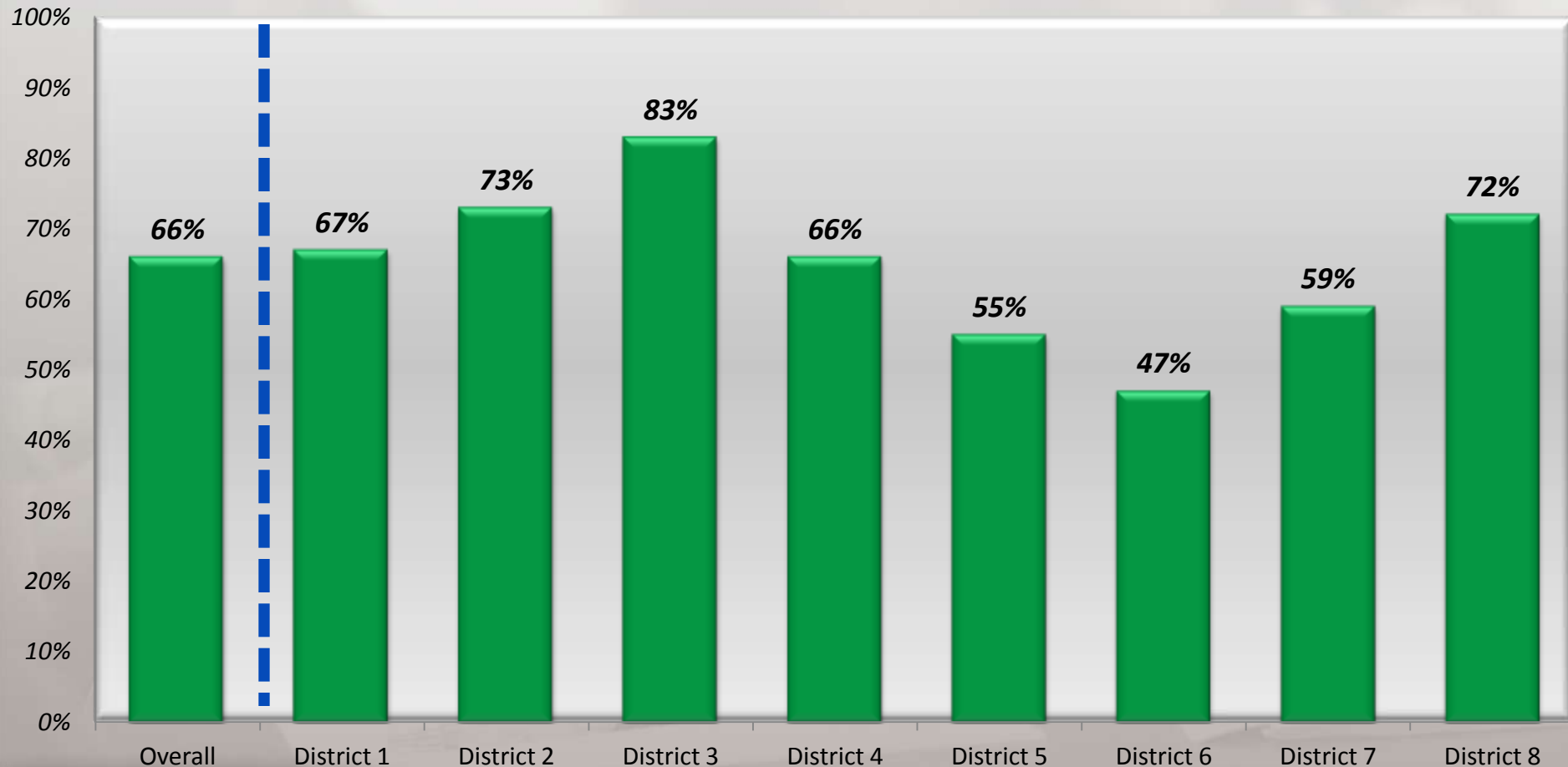




Satisfaction with neighborhood performance is lowest in the 6<sup>th</sup> District. A strong majority of adults in every other district are satisfied.

Q5: And thinking about police performance in your neighborhood, would you say that you are satisfied or unsatisfied with police performance in your neighborhood overall?

Q5: Satisfaction with Police Performance by Police District



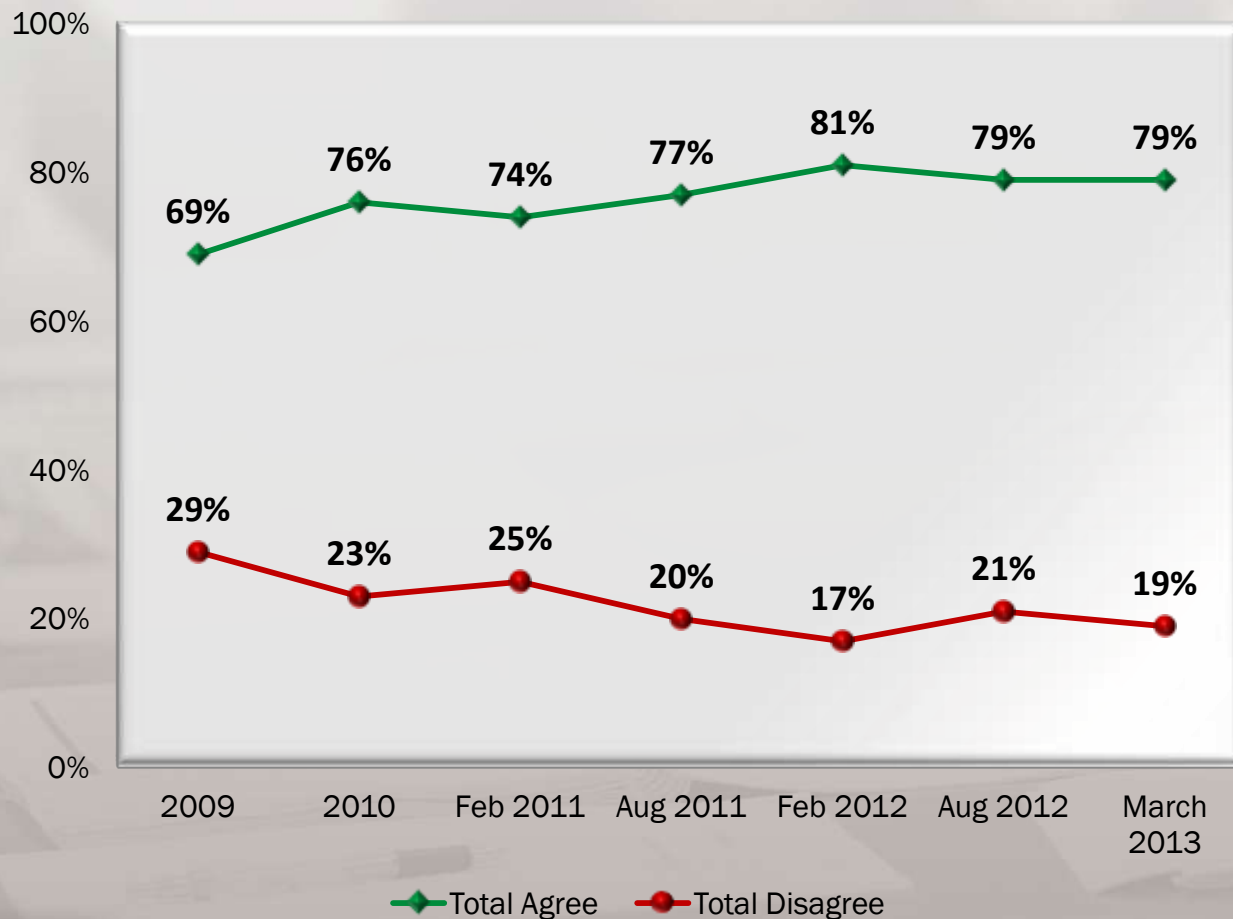
# NEIGHBORHOOD SAFETY



## Slightly fewer adults disagree with the statement about feeling safe in their own neighborhood than in August 2012.

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

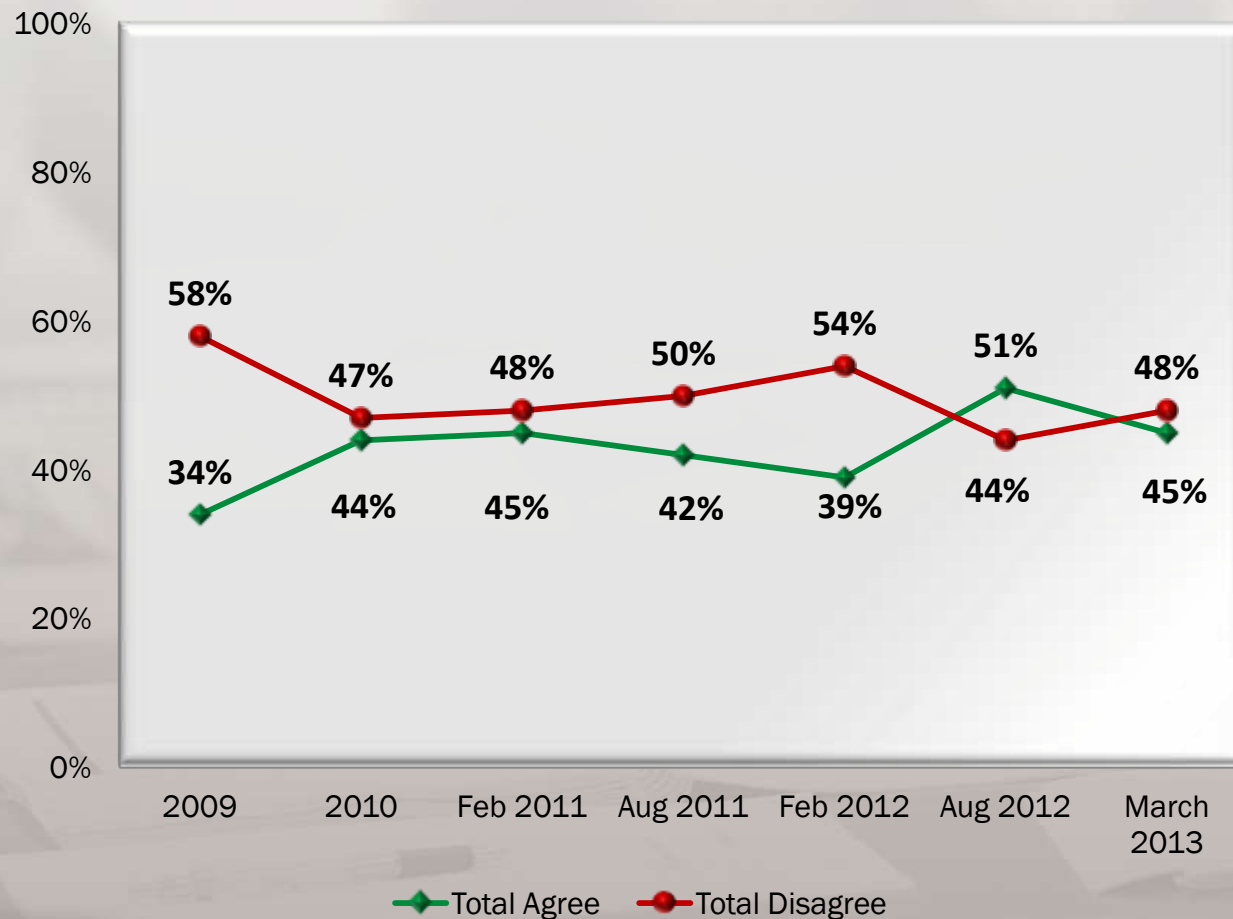




## A plurality of adults disagree with the notion of feeling safe visiting other areas of New Orleans.

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



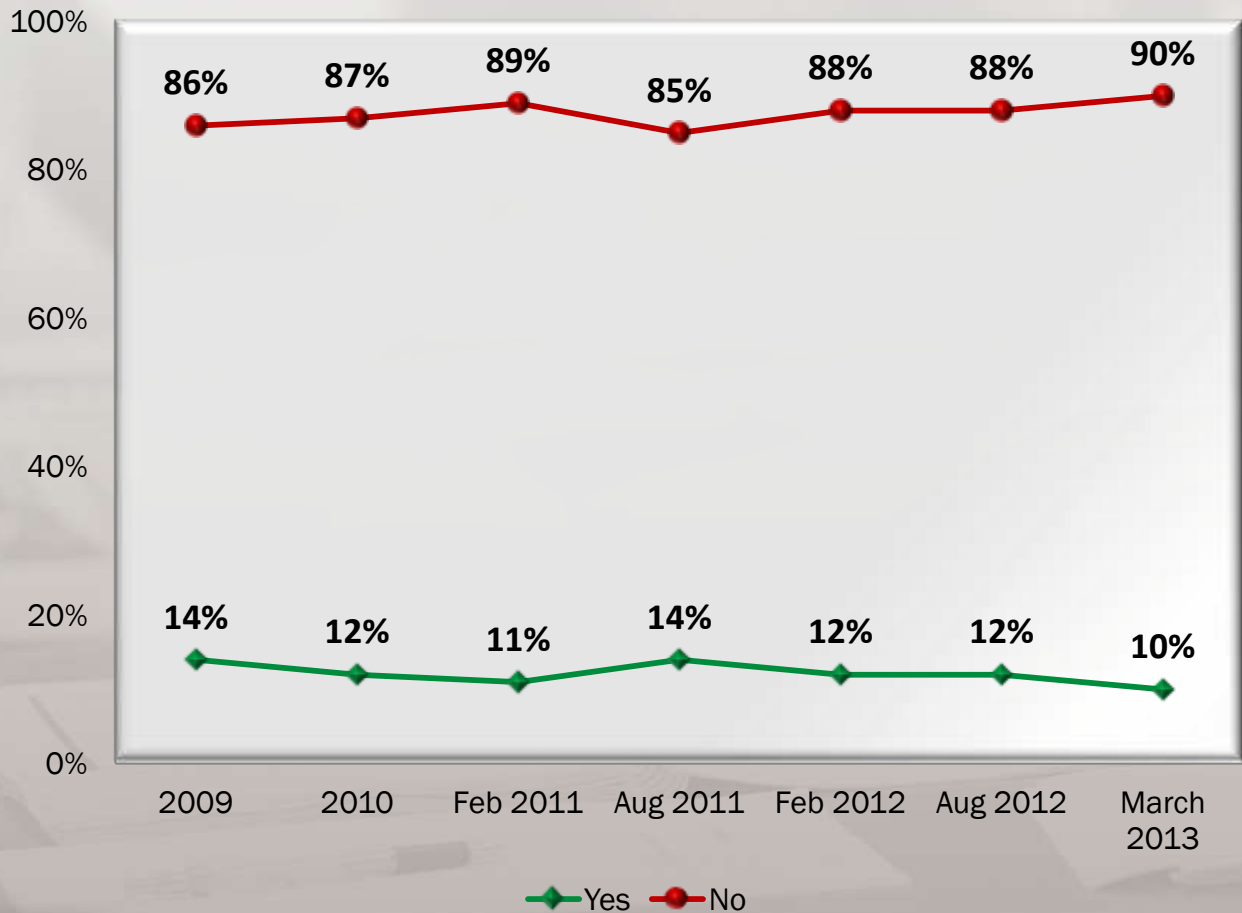
# INTERACTION WITH THE NEW ORLEANS POLICE DEPARTMENT



# The percentage of adults in New Orleans who have been a victim of a crime has dropped two points since August.

Q17: Have you or any member of your household been the victim of a crime during the past twelve months?

Q17: Been Victim of a Crime



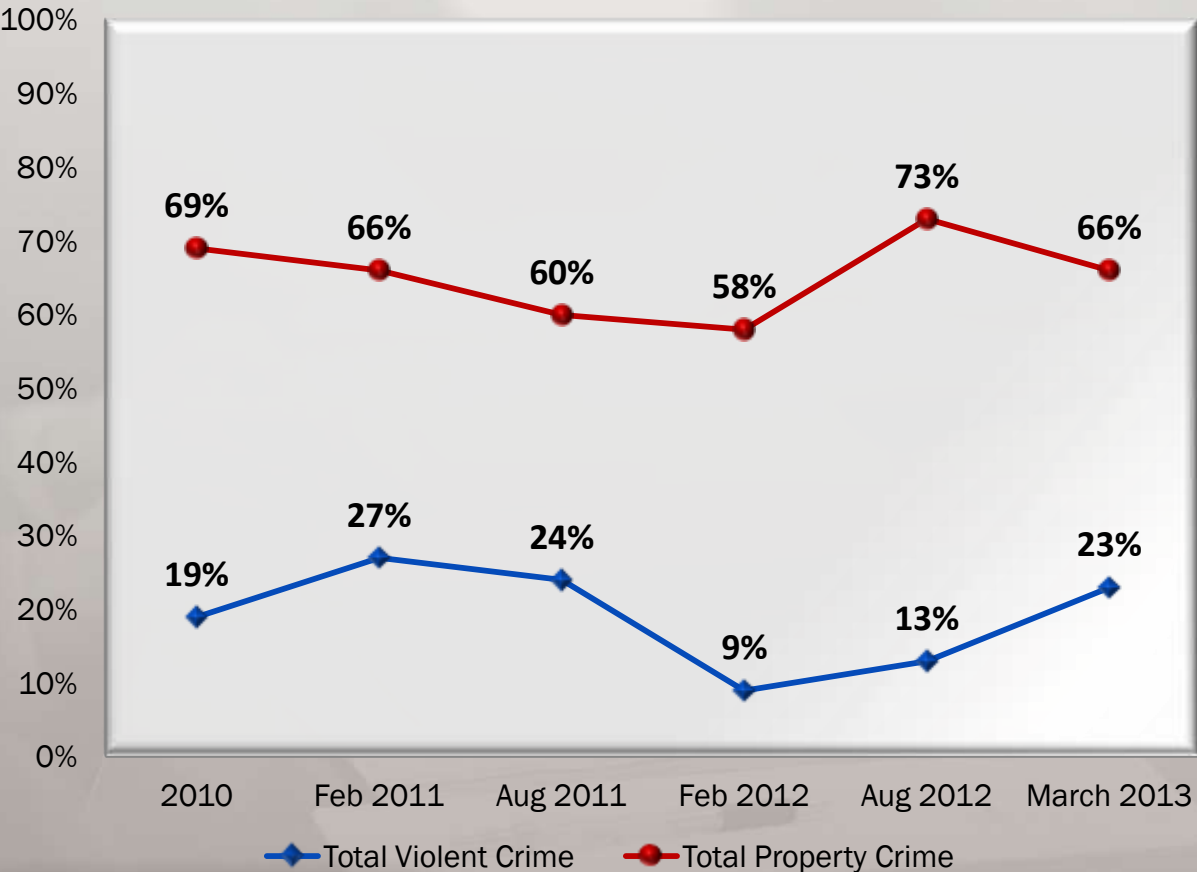


# Violent crime is an increasing problem, while property crime has affected fewer adults than last August.

Q18: Please tell me, specifically, what the crime was.

March 2013 n=59

Type of Crime Trend



**Violent Crime:**

Rape/Sexual Assault	0%
Robbery	18%
Aggravated Assault	7%
Simple Assault	2%

**Total Property Crime:**

Burglary	36%
Motor vehicle theft	16%
Theft/Larceny	18%
Vandalism	4%
All Other	10%



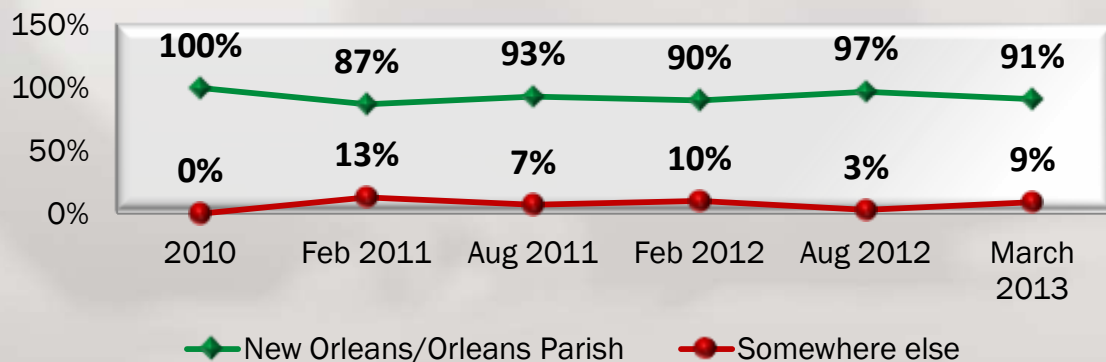


An increasing number of victims of crime in New Orleans did not report it to the police – even though the overwhelming majority of these crimes took place in their own neighborhood.

Q19-Q21: Location of Crimes

### Q19: Where did the crime occur?

March 2013: n=59



### Q20: Did the Crime Occur in Your Neighborhood?



March 2013: n=54

### Q21: Did you report the crime to the NOPD?

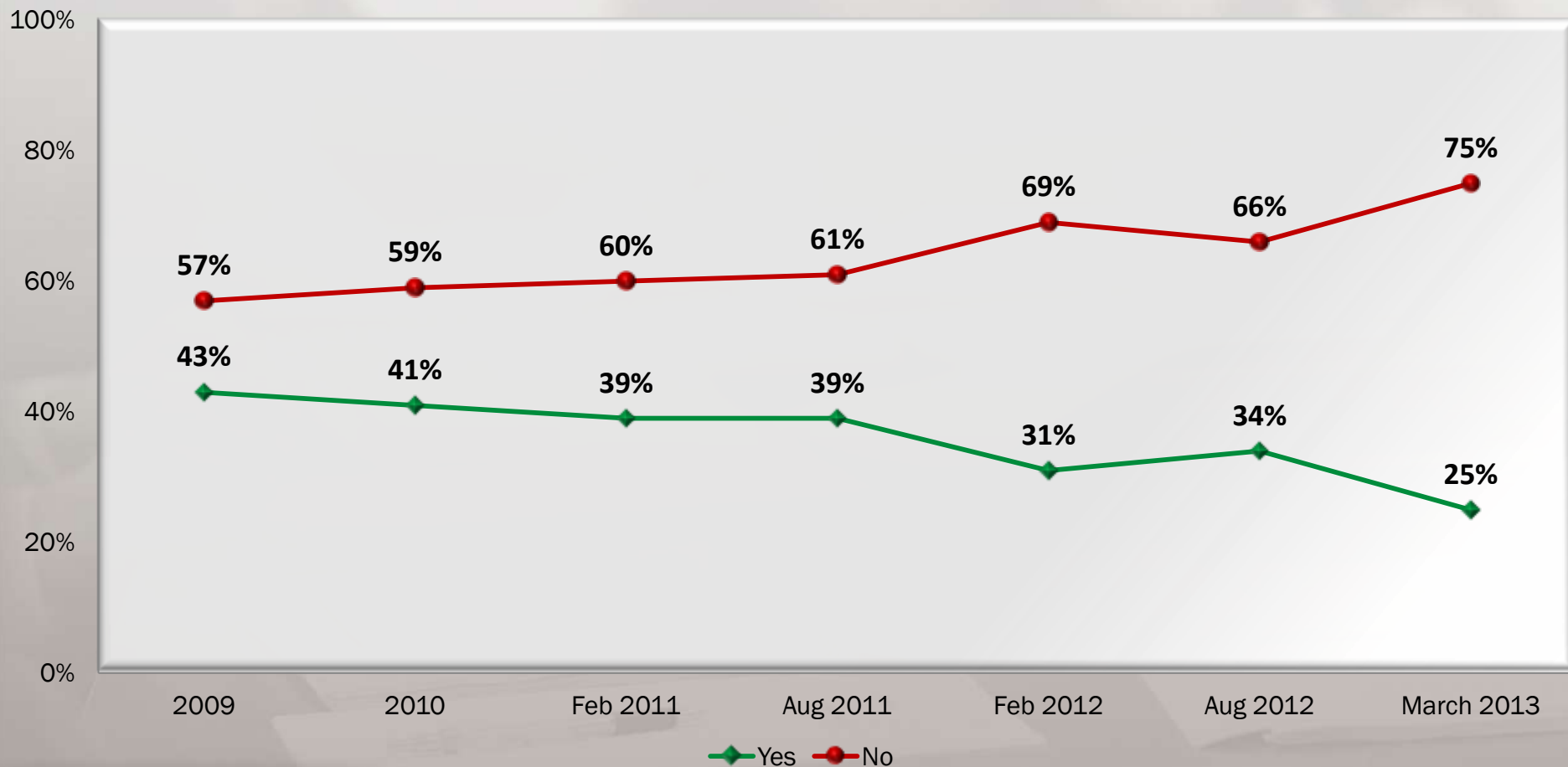




## Fewer adults have had contact with Police Officers, and we have set a new record low for this metric.

Q22: Contact with the New Orleans Police Officers

Q22: Contact with Officers of NOPD in Past 12 Months





Most contact with Police Officers was initiated by the respondent, but more than three-in-five total contacts say nothing was done as a result of the contact.

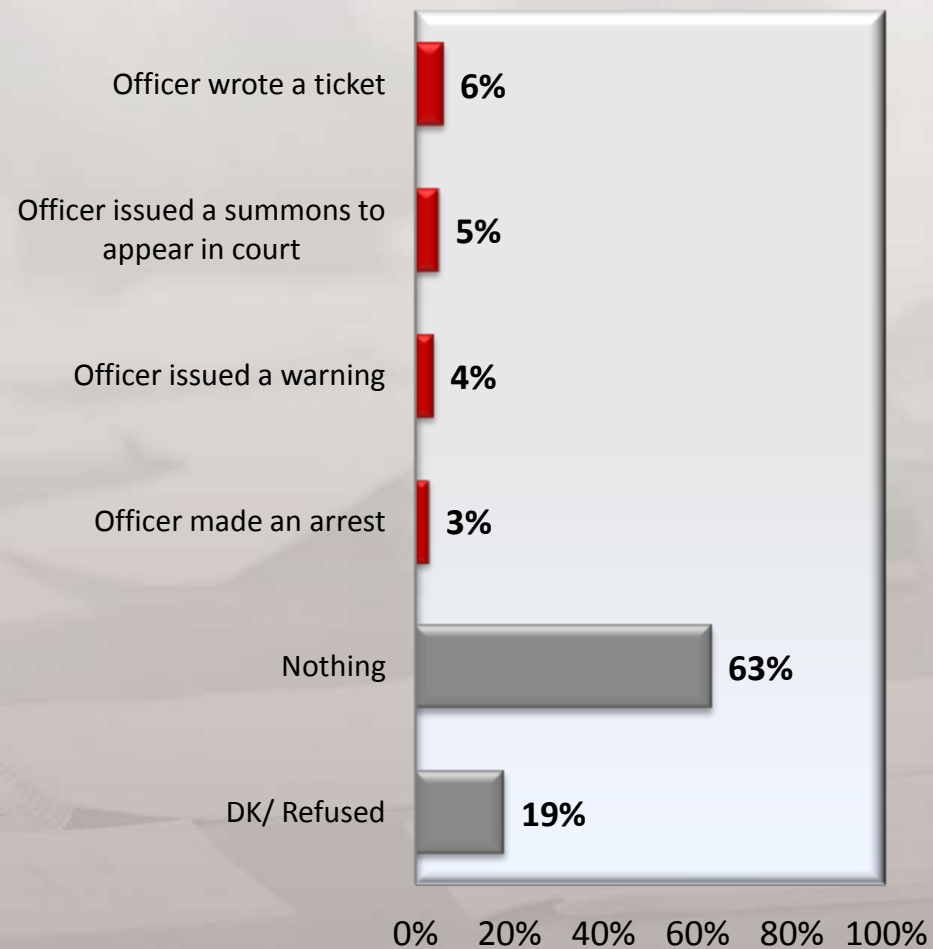
Q23-24: Contact with the New Orleans Police Officers

March 2013: n=150

### Q23: Who initiated the contact?



### Q24: Immediate Result of Contact



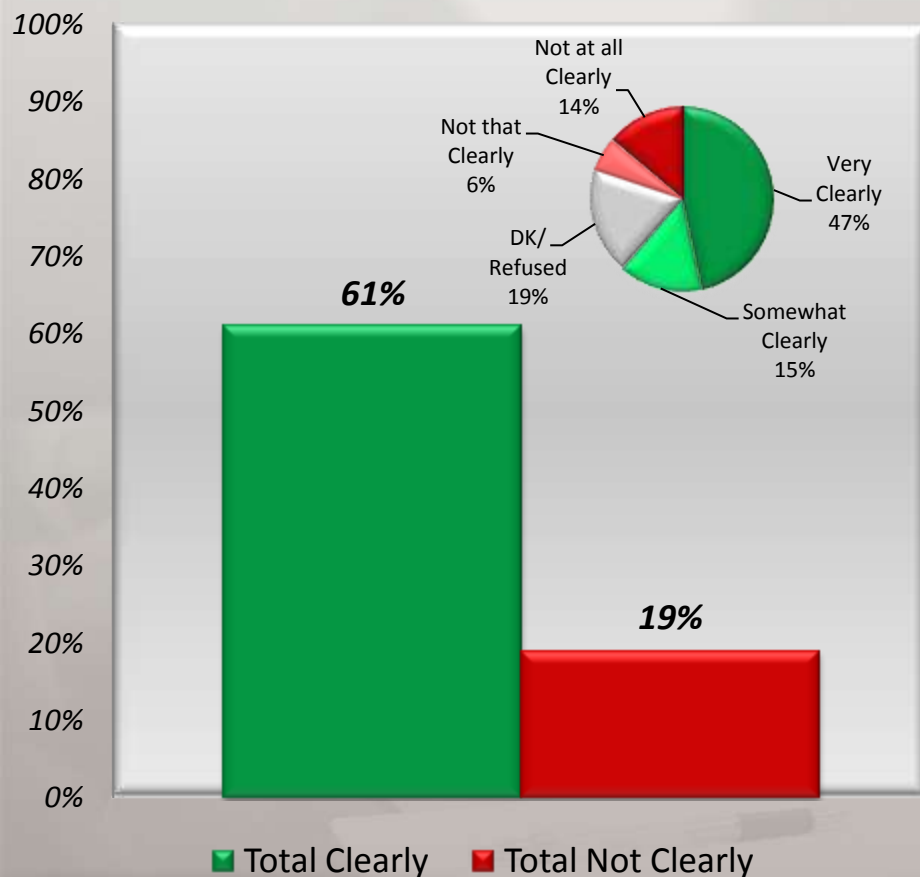


Most respondents who have had contact with the police in the last 12 months say the officers clearly explained the reason for the contact and provided guidance on next steps.

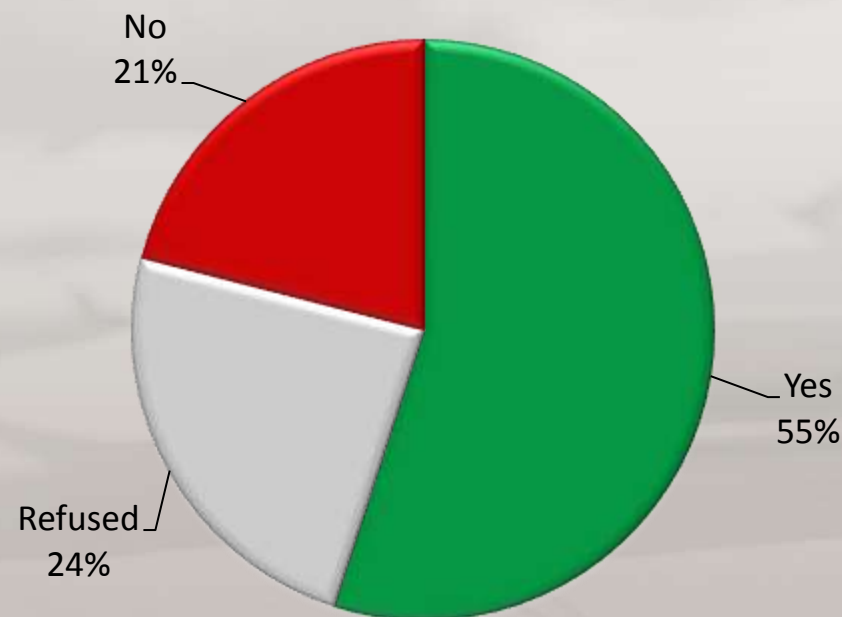
Q25-26: Contact with the New Orleans Police Officers

March 2013: n=150

### Q25: Clarity of Explanation for Contact



### Q26: Direction for Action after Contact

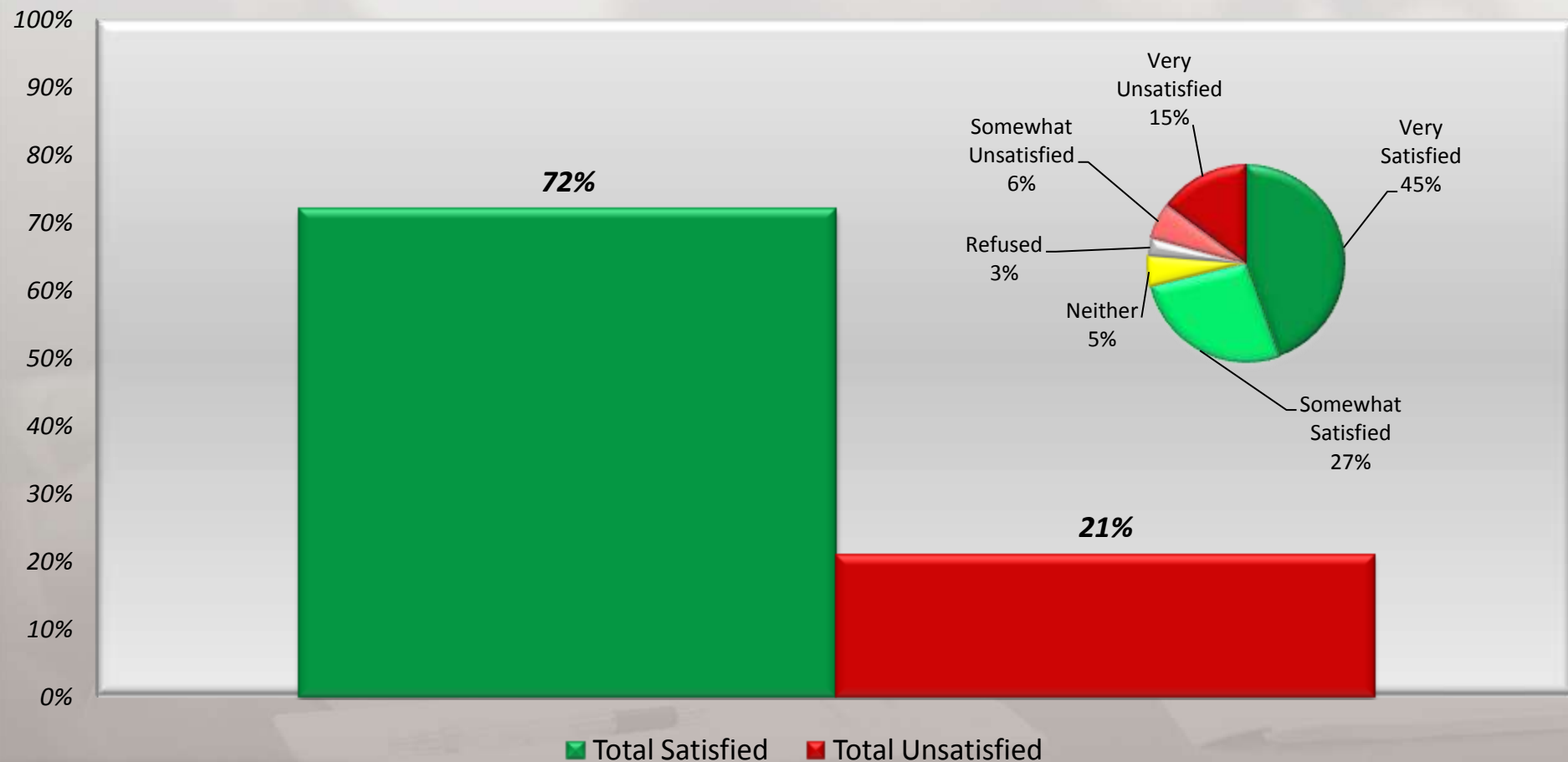




Nearly three-quarters of those who had contact with police are satisfied with the way it was handled by the police officers.

Q27: Contact with the New Orleans Police Officers

Q27: Satisfaction with Way Officer Handled Interaction



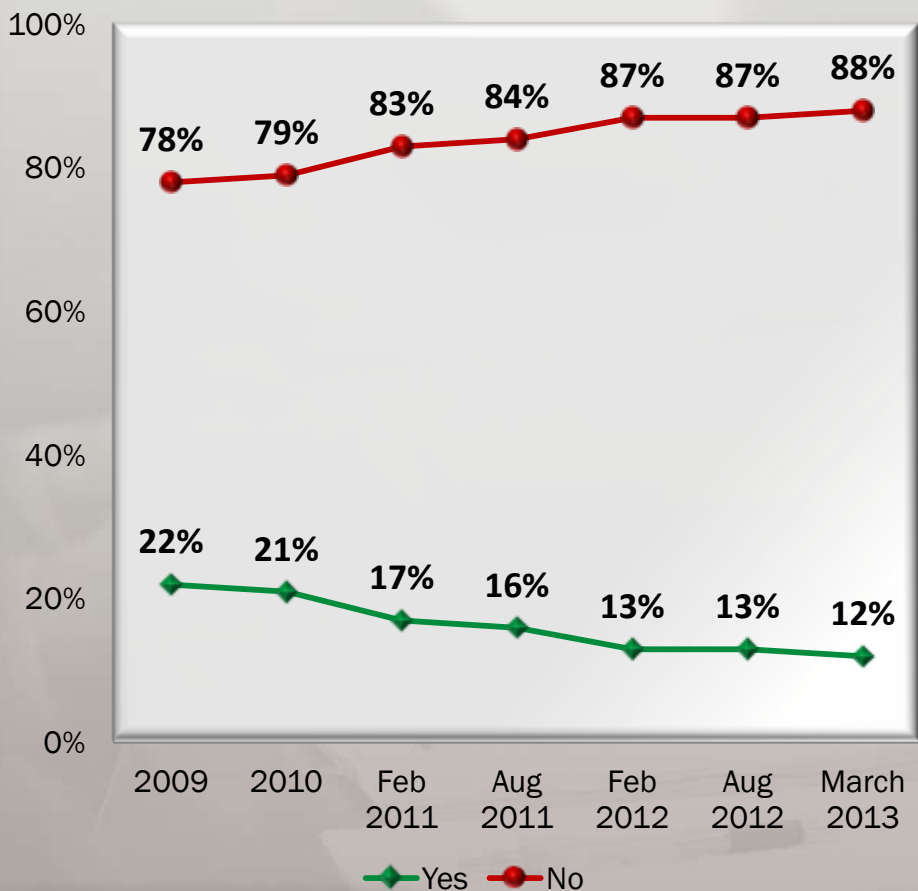
March 2013: n=150



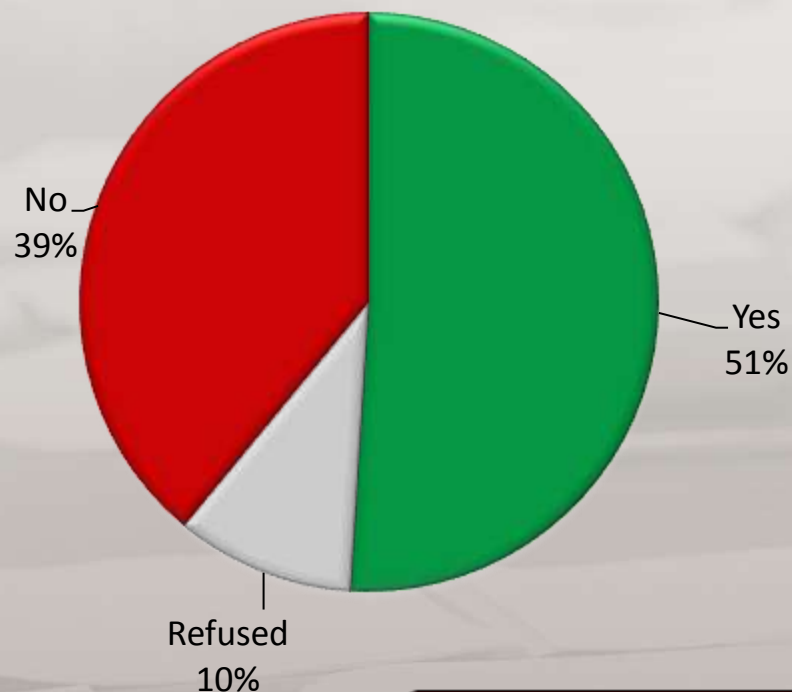
The frequency of calls and visits to police stations has held steady since August, and a majority of the stations contacted were in the respondents' neighborhoods.

Q28-29: Called or Visited New Orleans City Police Station

### Q28: Have you called/visited any NO Police Station in past 12 months?



### Q29: Was it the Police Station in Your Neighborhood?



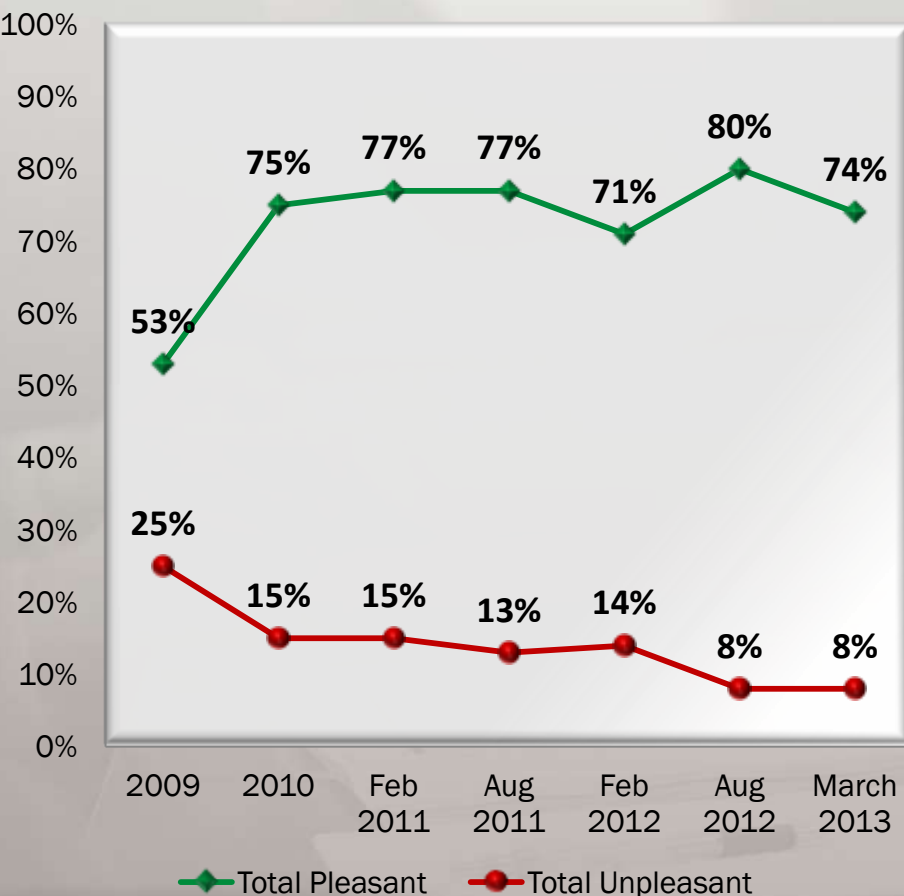
March 2013: n=71



Perceptions of officers met outside of a station have dipped slightly since August. Perceptions of those met inside a station have become more polarized.

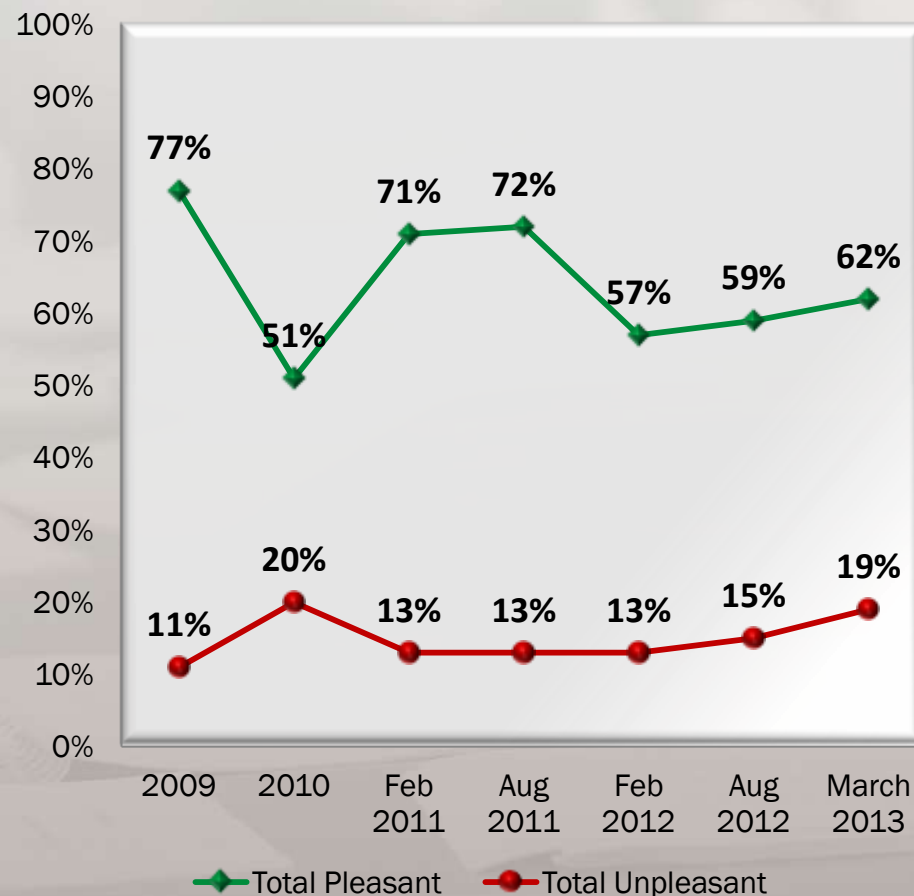
Q30-31: Courteousness of New Orleans Police Department employees

### Q30: Officers of NOPD you met outside of Police Station



March 2013: n=175

### Q31: Employees at New Orleans Police Station



March 2013: n=71

# CRIME STOPPERS





## Familiarity with Crimestoppers has dropped nine points since August.

Q32: 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?

Q32: Familiarity with Crime Stoppers

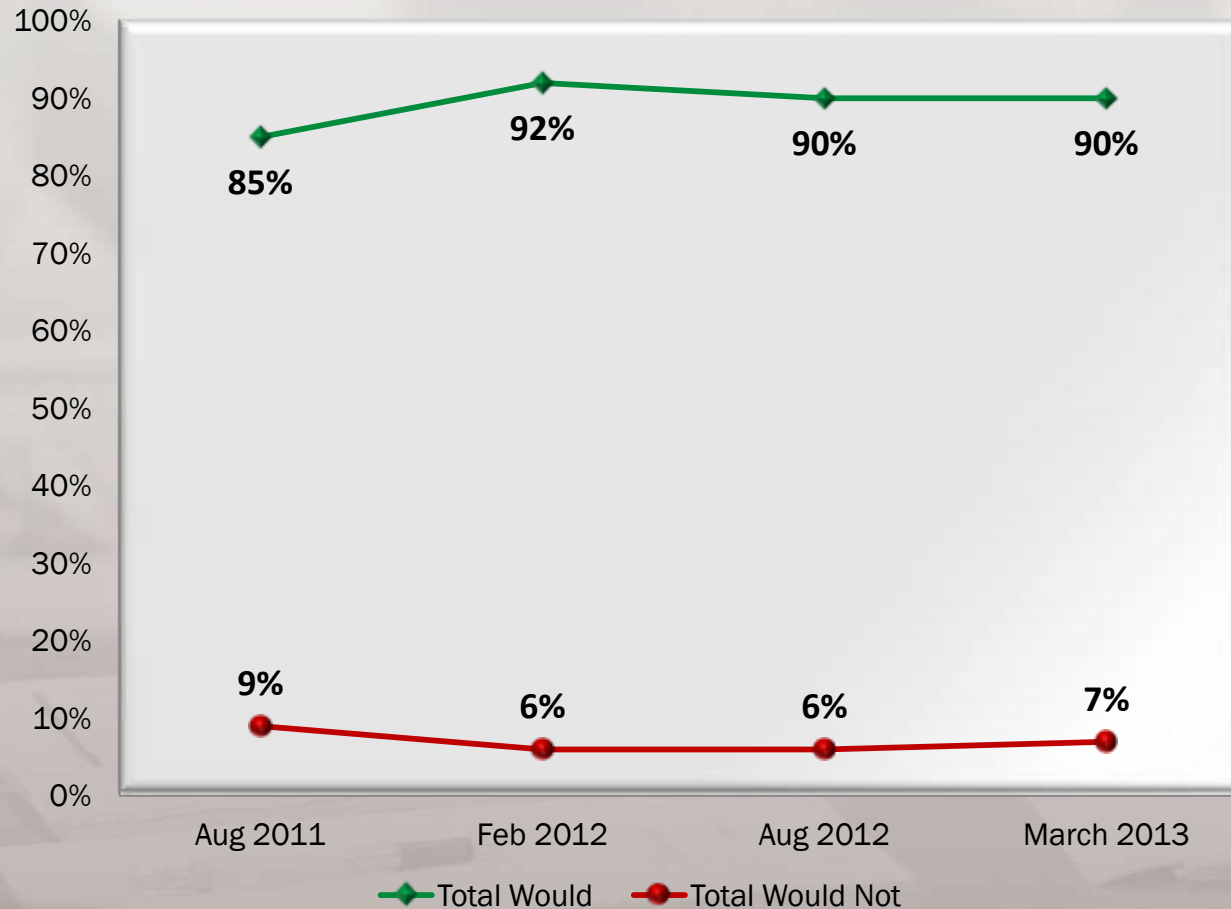




## The percentage of adults who would call Crimestoppers has held steady since August.

Q33: If you had information about a felony crime, would you call Crime stoppers to anonymously share what you knew with law enforcement?

### Q33: Would You Call Crime Stoppers to Anonymously Share a Crime (n=475)



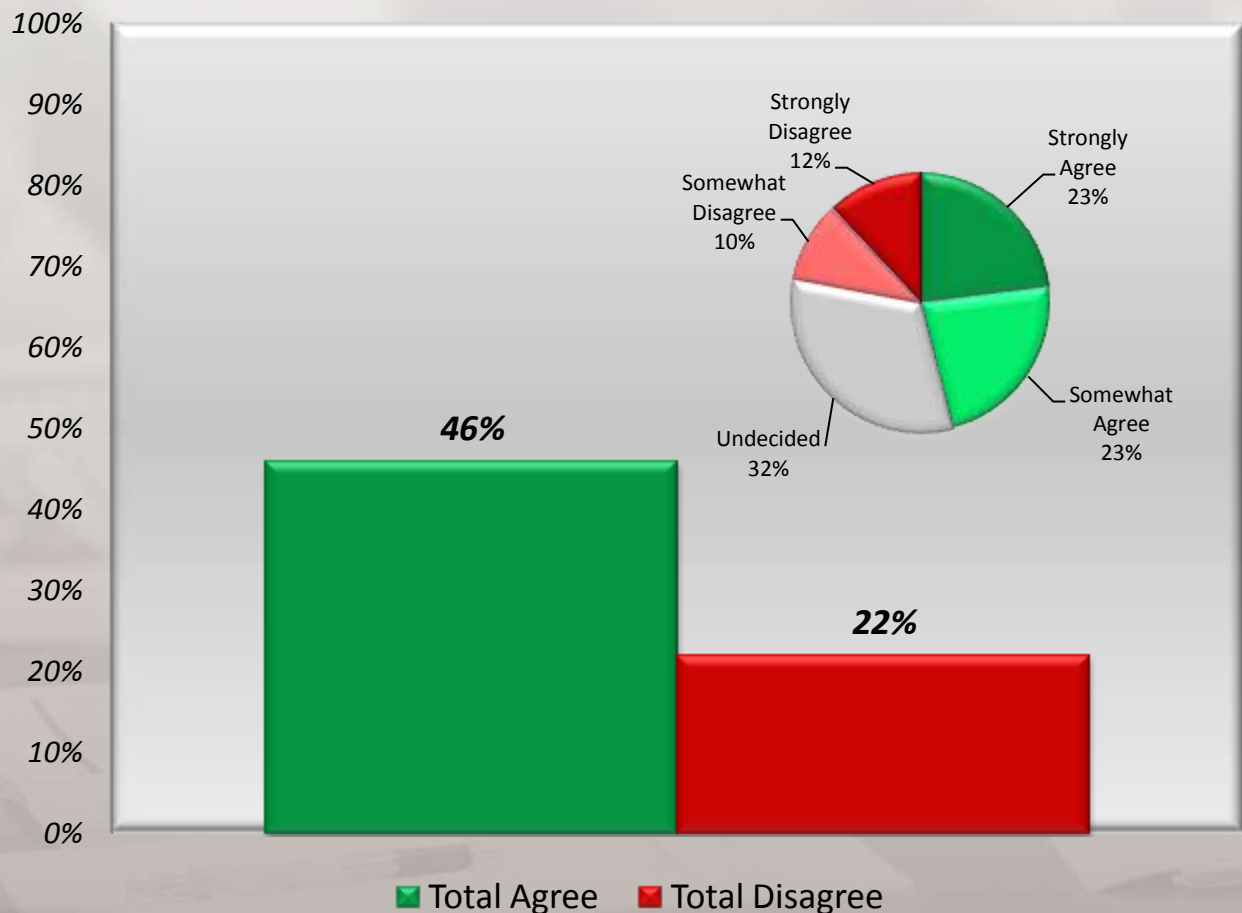
# CIVIL SERVICE RULES



# Adults in New Orleans agree that the Civil Service rules limit the effectiveness of the Police Department by a better than two-to-one ratio.

Q34: Do you agree or disagree that these Civil Service rules limit the effectiveness of the New Orleans Police Department?

Q34: Civil Service Rules Limit Effectiveness of NOPD

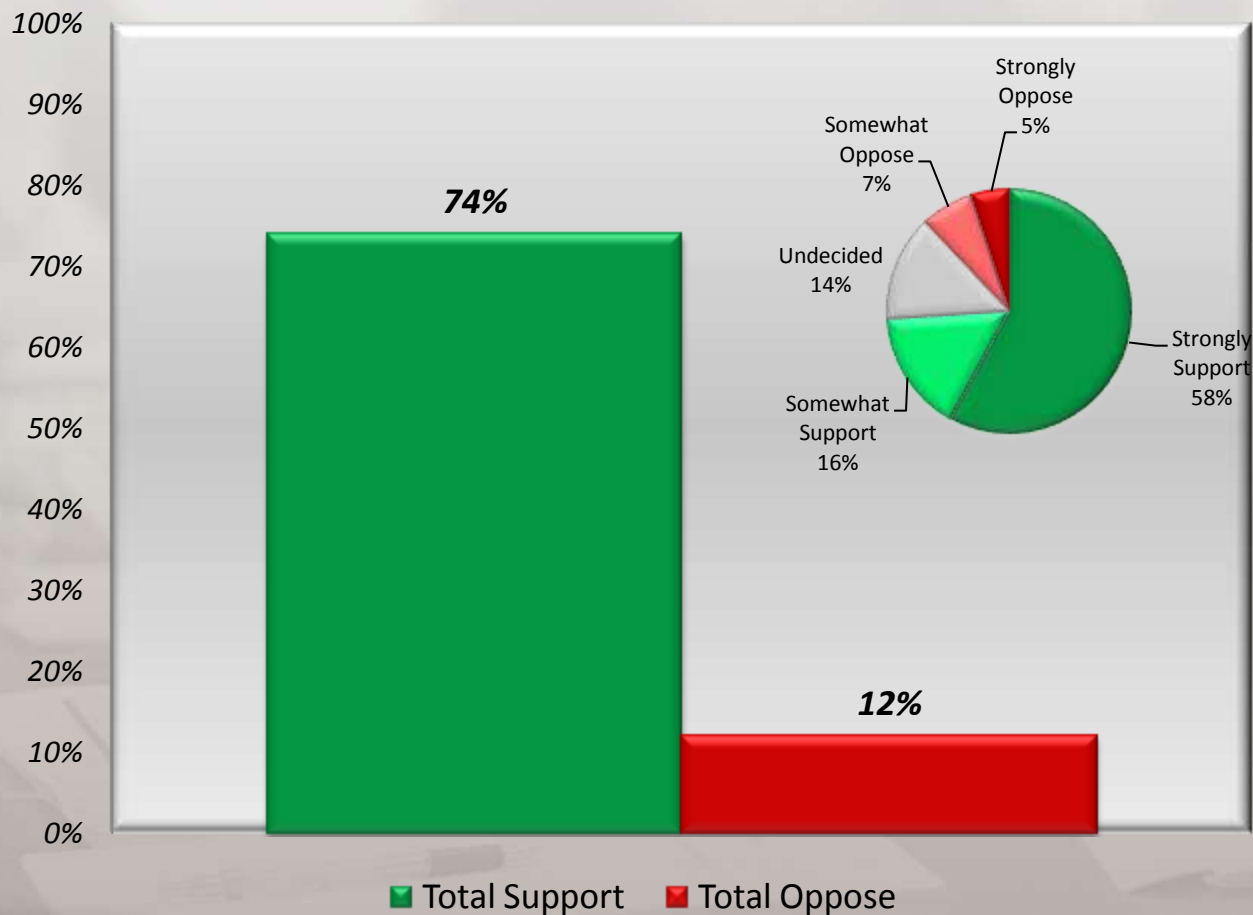




## Nearly three-quarters of adults support changing the Civil Service rules. A majority strongly support the idea.

Q35: Do you support or oppose changing these Civil Service rules?

Q35: Changing Civil Service Rules



## SUMMARY AND RECOMMENDATIONS

# Summary and Recommendations

- **Overall satisfaction with the New Orleans Police Department has slightly improved since August.**
  - The aspects of law enforcement with which adults in New Orleans are least satisfied are getting drugs off the streets, honesty and integrity of the officers, and efforts to address violent crime. These are the aspects on which the Department should focus to improve satisfaction.
- **Within nearly every individual district, as well as among each of the target groups, at least one of the top aspects to improve is a trait of the Department or its officers, and not directly related to crime.**
- **There is common agreement that the Civil Service rules limit the effectiveness of the Department and widespread support for change.**

# 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.

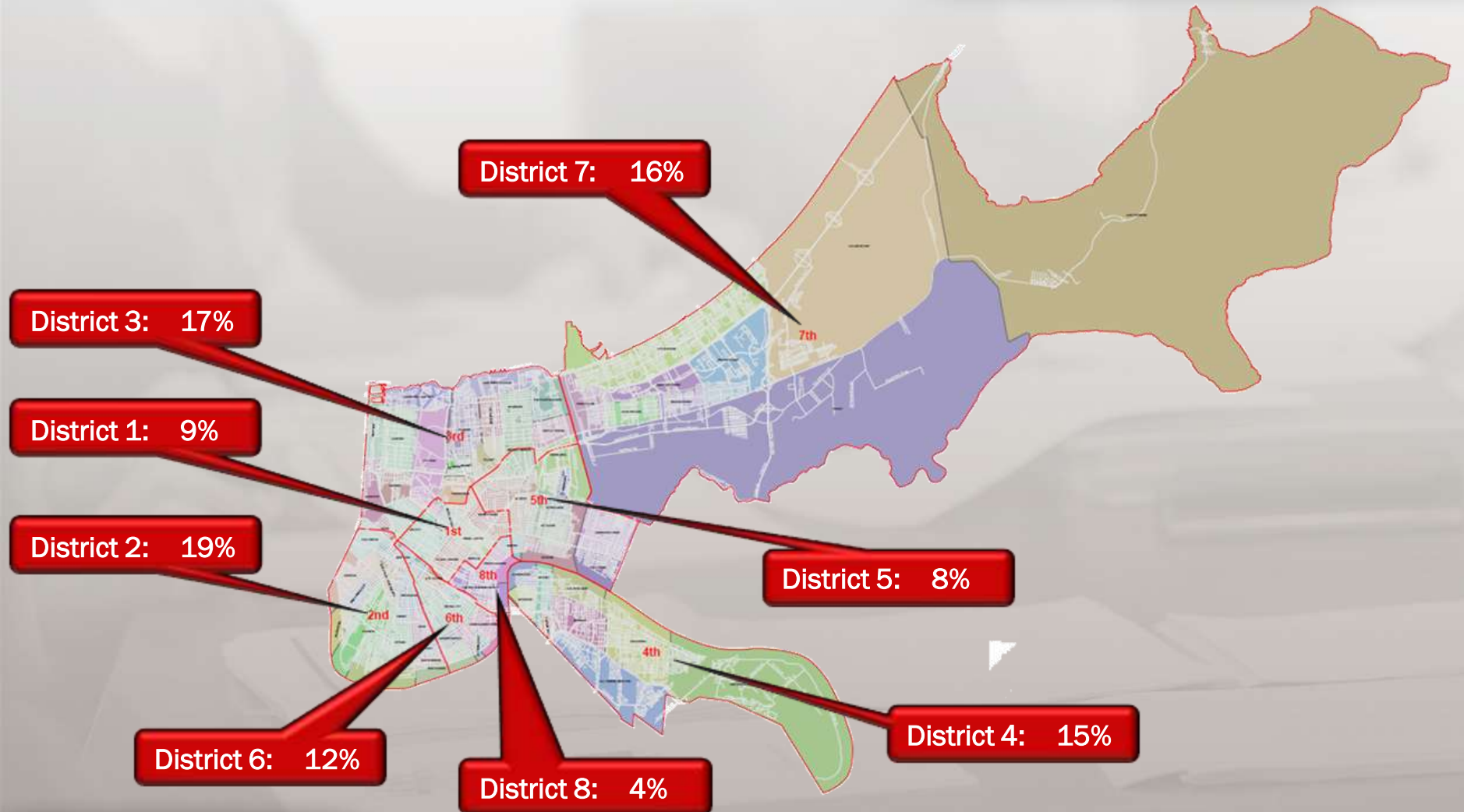
Respondents were contacted by phone via a live telephone operator interview March 12-14, 2013. The study has a sample size of 600 adults. The margin of error is equal to  $\pm 4.0\%$  in 95 out of 100 cases.

# Demography

Age	Survey Results
18-24	16%
25-34	20%
35-44	16%
45-54	19%
55-64	15%
65+	15%
Gender	
Male	48%
Female	52%
Ethnicity	
White	34%
Black	56%

Education	Survey Results
<High School	11%
High School Grad	31%
Some College	28%
College Grad	16%
Post Grad	14%
Residency	
<15 Years	13%
15+ Years	86%
Business	
Yes	8%
No	92%

# Geography: Police Precincts





OPINION RESEARCH

For additional information about this or any other of our services,  
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