

New Orleans Crime Coalition
Annual Citizens Satisfaction Survey of the
NOPD 2020

CONDUCTED BY FAUCHEUX STRATEGIES, LLC
SEPTEMBER 2020



Survey Methodology

- ▶ Survey conducted September 8-17, 2020, under the direction of Ronald A. Faucheux, Ph.D., CEO of Faucheux Strategies, LLC, New Orleans and Washington, D.C.
- ▶ Survey based on a random, representative sample of completed interviews with 800 adults 18 years old and older in the City of New Orleans.
- ▶ Interviews conducted by live, professionally trained telephone interviewers via cell phones and landlines.
- ▶ Margin of error: +/- 3.46%
- ▶ Racial composition of sample: 59% African American, 34% white, 7% other.
- ▶ Neighborhood definition:
 - ▶ Lakeview/Lake Vista/Lakeshore/Lakewood/Mid-City/Bayou St. John/CBD
 - ▶ Uptown/Garden District/Carrollton/Arts District/Central City
 - ▶ Gentilly/French Quarter/Esplanade Ridge/Treme/Marigny/Bywater/St. Roch/Lower 9/Gentilly Terrace/UNO/Dillard/Fillmore/Lake Terrace/Lake Oaks/Pontchartrain Park
 - ▶ New Orleans East
 - ▶ Algiers

Key Survey Takeaways

- ▶ **Satisfaction with NOPD:** A solid majority of New Orleans residents—57%—say they are satisfied with the New Orleans Police Department.
 - ▶ Blacks and Whites expressed similar views: 57% of the former and 59% of the latter say they are satisfied with the NOPD.
 - ▶ Interestingly, there is a wide divide by age. Only 41% of residents 18-44 years old are satisfied with the NOPD as opposed to 71% of those 45 and older.
 - ▶ Satisfaction is highest in the Lakeview/Mid-City area (63%) and lowest in New Orleans East (52%).
 - ▶ The 2019 NOCC annual survey, conducted a year ago, found that 54% of the city's registered voters were satisfied with the NOPD. In NOCC's first survey conducted in 2009, only 33% of the respondents said they were satisfied. Over the years since then, satisfaction rates ranged between 47% (August 2011) and 64% (September 2016).
- ▶ **Neighborhood satisfaction with NOPD:** An even bigger majority of city residents—66%—say they are satisfied with the NOPD's work in their own neighborhood.
 - ▶ Blacks and Whites again expressed similar views: 66% of the former and 68% of the latter say they are satisfied with the NOPD's work in their own neighborhood.

Key Survey Takeaways continued

- ▶ There is a wide divide by age: 55% of residents 18-44 years old are satisfied with the NOPD in their neighborhood as opposed to 77% of those 45 and older.
- ▶ Satisfaction is highest in the Lakeview/Mid-City and Uptown areas (69%) and lowest in New Orleans East (60%).
- ▶ The 2019 NOCC annual survey found that 59% of the city's registered voters were satisfied with the NOPD work in their own neighborhood. Previously, neighborhood satisfaction rates ranged between 63% (2017) and 74% (August 2013).
- ▶ **Think city is safe:** 57% of survey respondents say they think New Orleans is safe. That includes 53% of Whites and 59% of African Americans. For comparison: The 2019 survey found that 41% of the city's registered voters said they felt safe "visiting other areas in New Orleans, outside my own neighborhood."
 - ▶ It is notable that the same percentage of respondents who are satisfied with the NOPD also think the city is safe (57%).

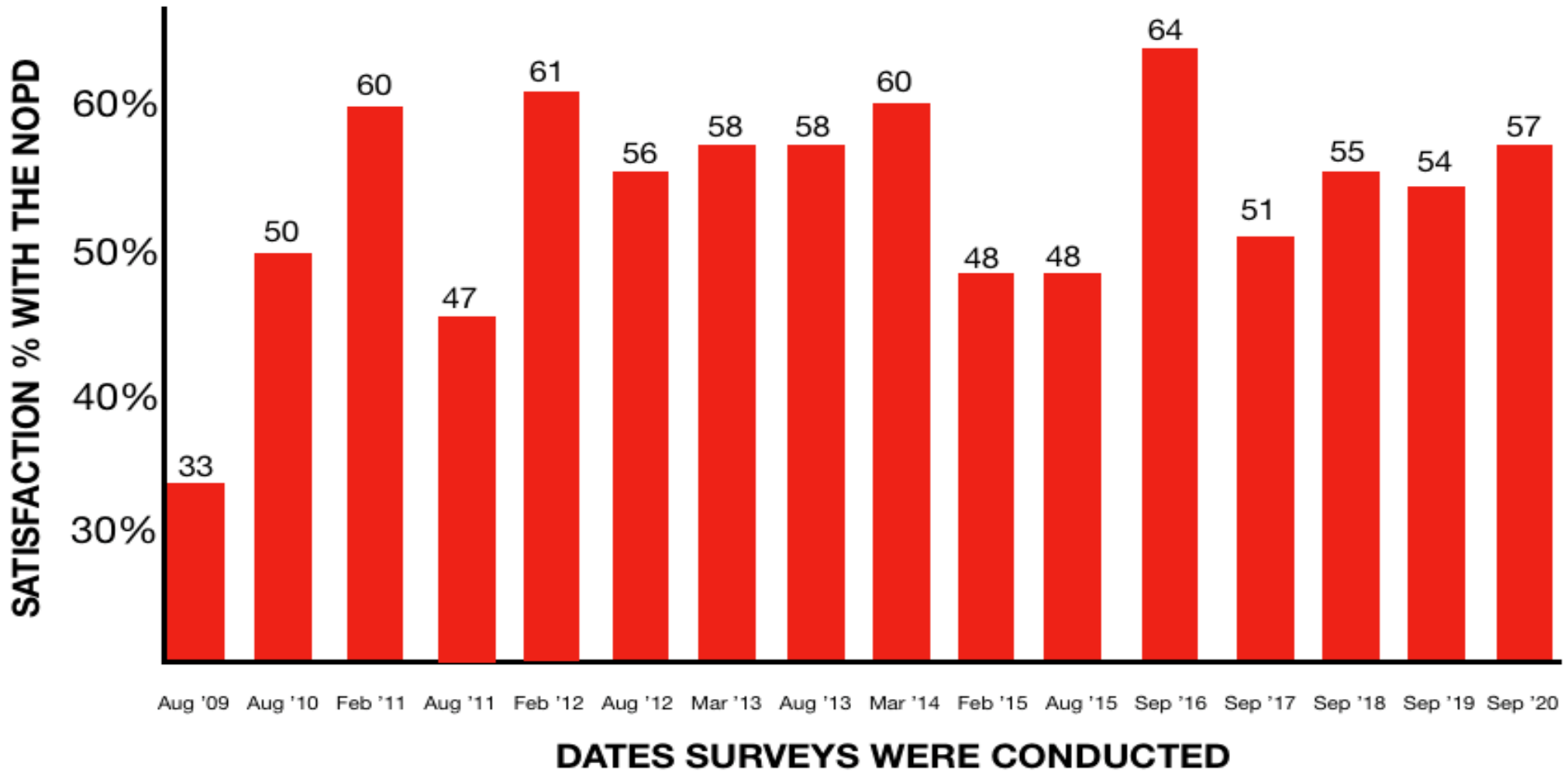
Key Survey Takeaways continued

- ▶ **Think neighborhood is safe:** A high percentage of residents (81%) say they think their own neighborhood is safe. That includes 86% of Whites and 79% of African Americans. The 2019 survey found that 72% of the city's voters felt their own neighborhood was safe.
 - ▶ 90% of Lakeview/Mid-City residents think their area is safe, which is the highest of city regions. The lowest is Uptown, where 75% of residents think their area is safe
- ▶ **NOPD performance rating methodology:** The 2020 survey includes new questions and a different measurement scale ("excellent/good/only fair/poor") when testing NOPD performance on a variety of specific issues—i.e., investigating and solving various crimes, patrolling neighborhoods, working with community groups, emergency call response, use of appropriate force, honesty and integrity and ethics and professionalism. This approach allows us to better drill down on specific public concerns and provides a more actionable baseline to track future progress.
- ▶ **NOPD performance rating findings:** While majorities of city residents in this survey express overall satisfaction with the NOPD, more negative views are found on its handling of specific issues (see page 15). What may seem to be a contradiction is actually not. It is common in survey research, when testing the public standing of an organization, to find a higher overall satisfaction rating than ratings of its discrete work elements. That's often because specific work issues relate to observable behavior rather than general perceptions of the organization's successes and leadership. For example, the percentage of New Orleans residents who express satisfaction with the NOPD is the same as those who believe the city is safe (57% for both). Also, survey respondents may believe there are impediments out of the organization's control, such as lack of funding and available resources, that hold back its performance on specific work functions.

Key Survey Takeaways continued

- ▶ **Police brutality and misconduct:** More New Orleans residents think police brutality and misconduct has decreased than increased over the past few years (28% vs. 16%). However, most residents think it has remained the same (45%).
 - ▶ More Blacks than Whites think police brutality and misconduct has increased (20% vs. 8%). However, a similar proportion of Blacks and Whites think brutality and misconduct has decreased (27% vs. 29%).
 - ▶ Twice as many respondents under 45 years old think brutality and misconduct has increased than those 45 years old and older (21% vs. 10%).
- ▶ **Contact with NOPD officers:** 44% of survey respondents say they had contact with a New Orleans police officer in the past year. Of those, 74% were satisfied with the way the police handled their situation. In 2019, 58% of respondents who had contact with the police said they were satisfied with the way the police handled their situation.
 - ▶ In the latest survey, 70% of Blacks and 79% of Whites were satisfied with their contacts with police officers.

Overall Satisfaction NOPD: 2009-2020



NOPD SATISFACTION

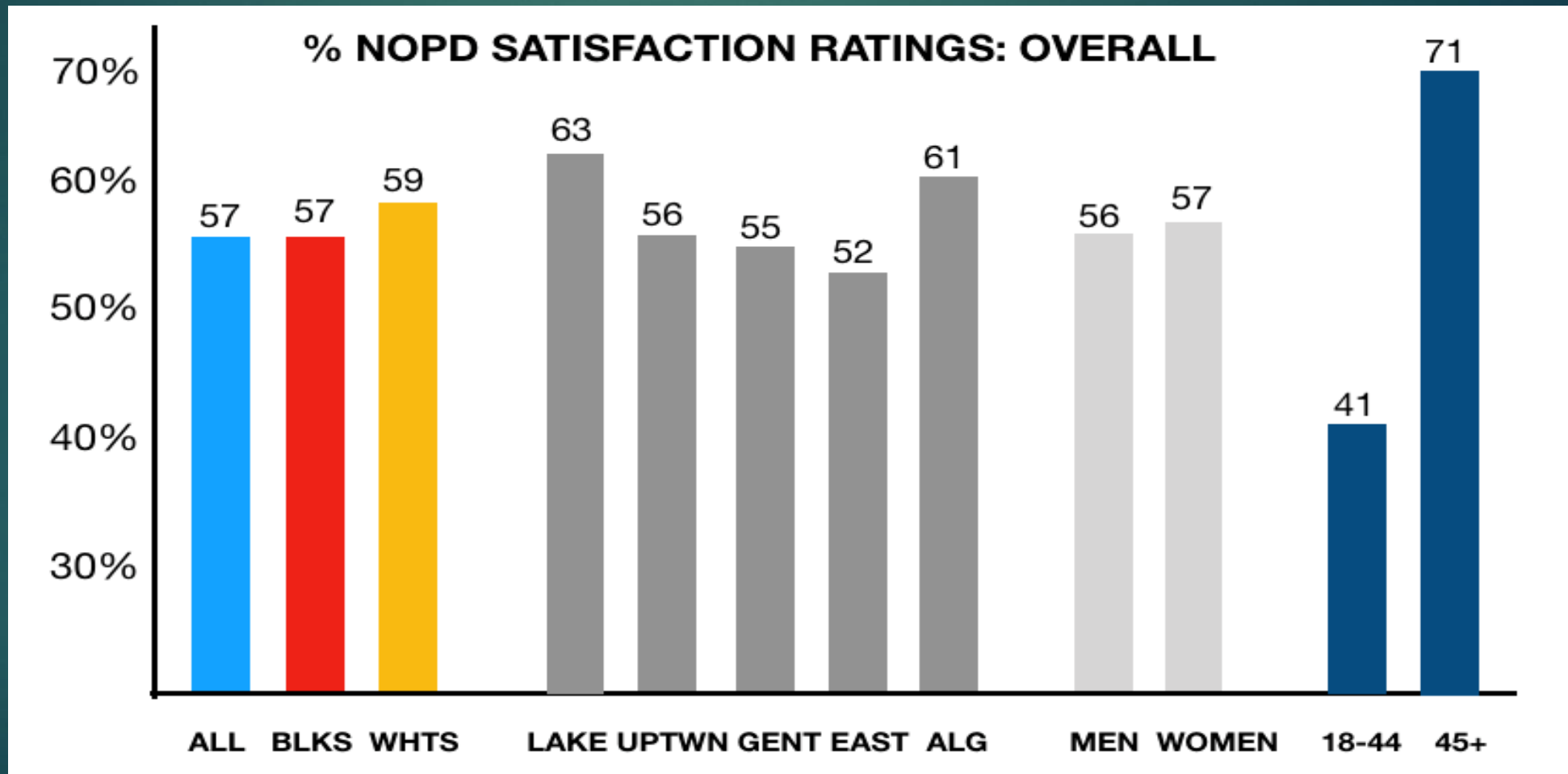
Overall, would you say that you are very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied or very unsatisfied with the New Orleans Police Department?

- Very satisfied: 14%
- Somewhat satisfied: 43%
 - **TOTAL POSITIVE: 57%**
- Somewhat unsatisfied: 18%
- Very unsatisfied: 13%
 - **TOTAL NEGATIVE: 31%**
- Neither satisfied nor unsatisfied/Unsure: 12%

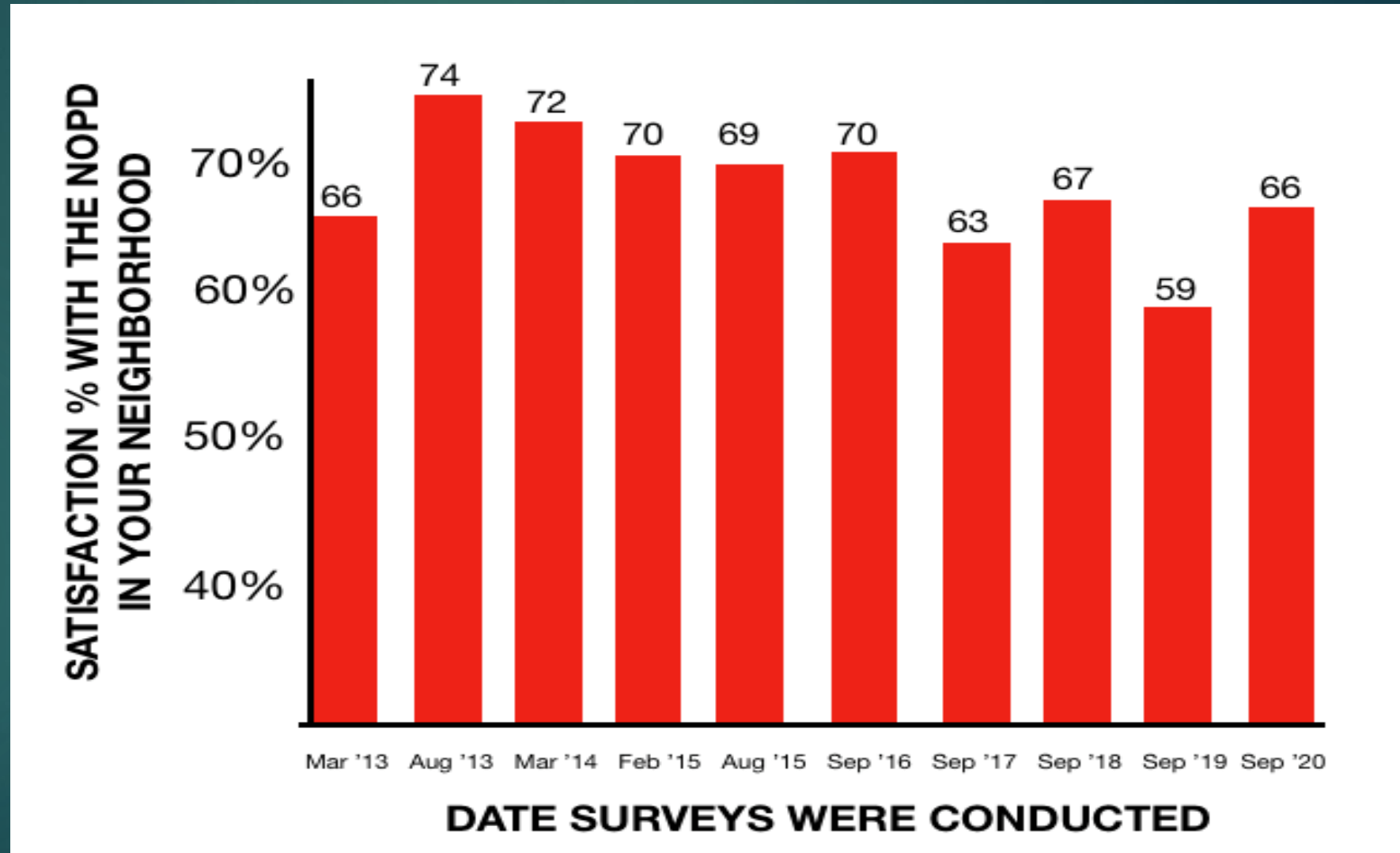
Note: The 2019 survey was the only survey based on a sample of registered voters. All other surveys were based on samples of adults 18+ years old. Among only registered voters in the 2020 survey, the positive rating is 57% and negative rating is 30%.

NOPD SATISFACTION continued

Overall, would you say that you are very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied or very unsatisfied with the New Orleans Police Department?



NOPD Satisfaction in Your Neighborhood



NOPD SATISFACTION IN YOUR NEIGHBORHOOD

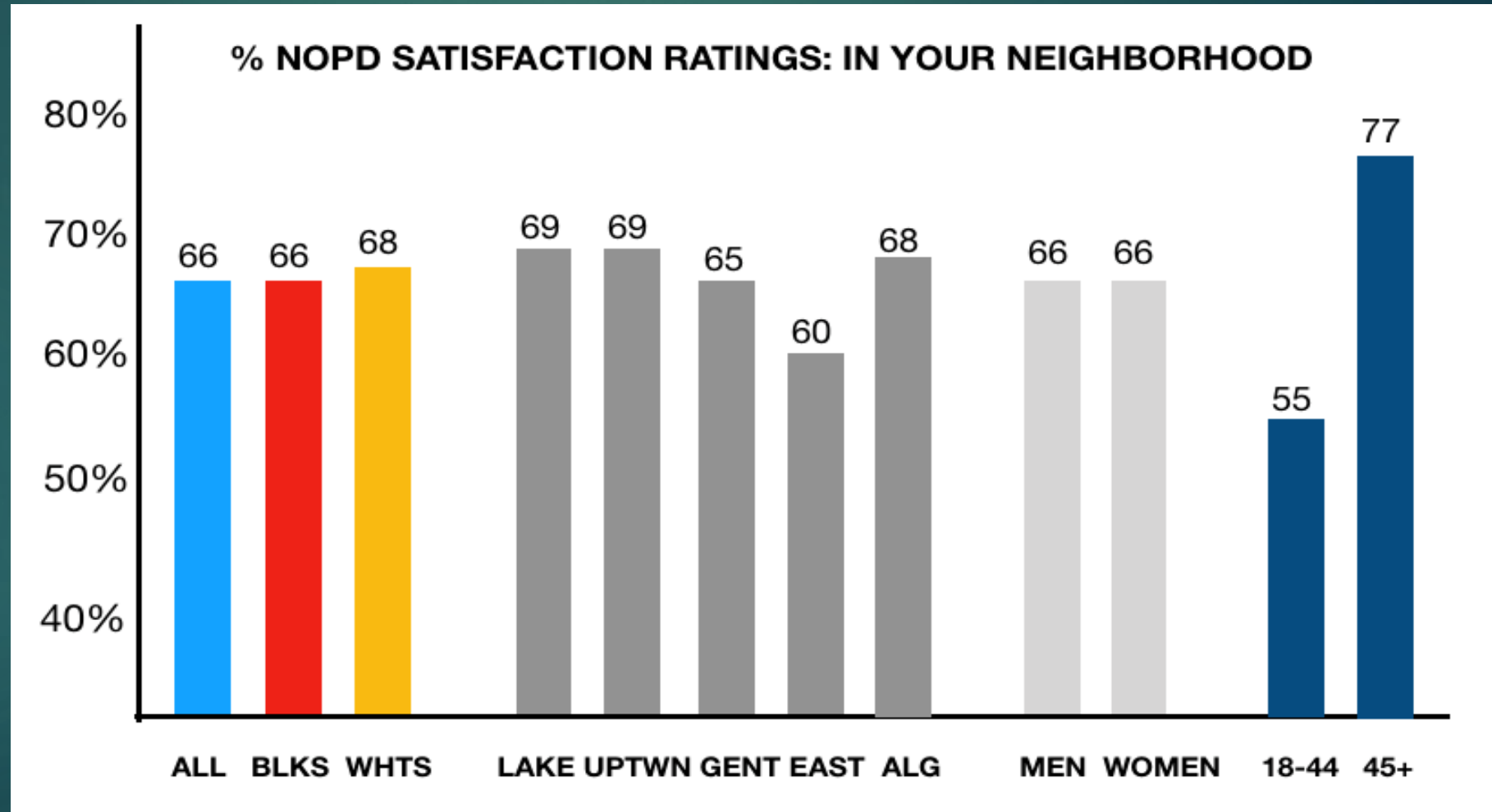
Would you say that you are very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied or very unsatisfied with the New Orleans Police Department's work in your own neighborhood?

- Very satisfied: 31%
- Somewhat satisfied: 35%
 - **TOTAL POSITIVE: 66%**
- Somewhat unsatisfied: 13%
- Very unsatisfied: 11%
 - **TOTAL NEGATIVE: 24%**
- Neither satisfied nor unsatisfied/Unsure: 9%

Note: The 2019 survey was the only survey based on a sample of registered voters. All other surveys were based on samples of adults 18+ years old. Among only registered voters in 2020, the positive rating for this question is 67% and negative rating is 24%.

NOPD SATISFACTION IN YOUR NEIGHBORHOOD continued

Would you say that you are very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied or very unsatisfied with the New Orleans Police Department's work in your own neighborhood?



NOPD NOW COMPARED TO A FEW YEARS AGO

Compared to a few years ago—do you think the New Orleans Police Department is now doing a better job, a worse job or about the same?

- Better job: 35%
- Worse job: 7%
- About the same: 53%
- Don't know: 5%

DEMOGRAPHICS: 37% of African Americans, 33% of Whites, 39% of men, 31% of women, 30% of Lakeview, 37% of Uptown, 34% of Gentilly, 30% of New Orleans East and 45% of Algiers say the NOPD is doing a better job.

NOPD NOW COMPARED TO A FEW YEARS AGO continued

Compared to a few years ago, do you think the _____ of the New Orleans Police Department has improved, gotten worse or is about the same?

	Improved	Gotten worse	About same
Competence and effectiveness	34%	9%	52%
Internal culture	29%	9	45%

In the 2019 survey:

- 52% of respondents said they were satisfied with the “overall competence” of the NOPD.
- 62% of respondents said the “NOPD police culture has improved” over the past few years.

RATING NOPD PERFORMANCE TASKS AND STANDARDS

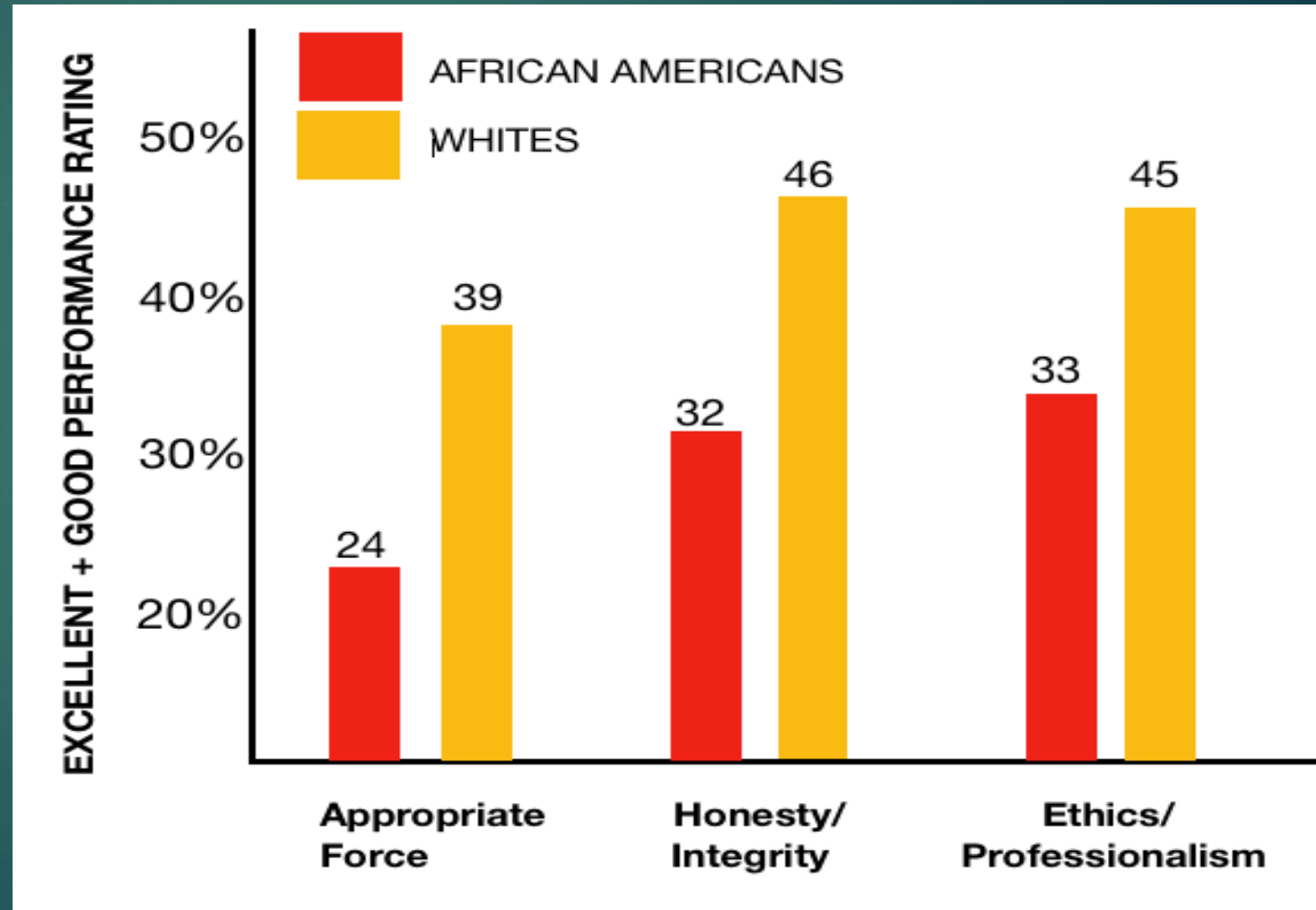
On a scale of excellent, good, only fair or poor—how would you rate the New Orleans Police Department in the following areas?

TASKS	Excellent	Good	Only Fair	Poor
Investigating and solving murders and violent crimes	5%	21%	35%	27%
Investigating and solving car thefts and break-ins	3%	11%	33%	44%
Investigating and solving burglaries and property crime	4%	11%	40%	35%
Investigating and solving major drug crimes	5%	14%	34%	28%
Patrolling neighborhoods	7%	22%	34%	32%
Responding quickly to emergency calls	8%	26%	27%	30%
Working with neighborhood and community groups to reduce crime	7%	25%	31%	23%

STANDARDS	Excellent	Good	Only Fair	Poor
Ethics and professionalism	11%	27%	37%	18%
Doing their jobs with honesty and integrity	8%	29%	37%	20%
Using appropriate force when apprehending suspects	6%	23%	30%	23%

RACIAL DISPARITY: RATING NOPD PERFORMANCE STANDARDS continued

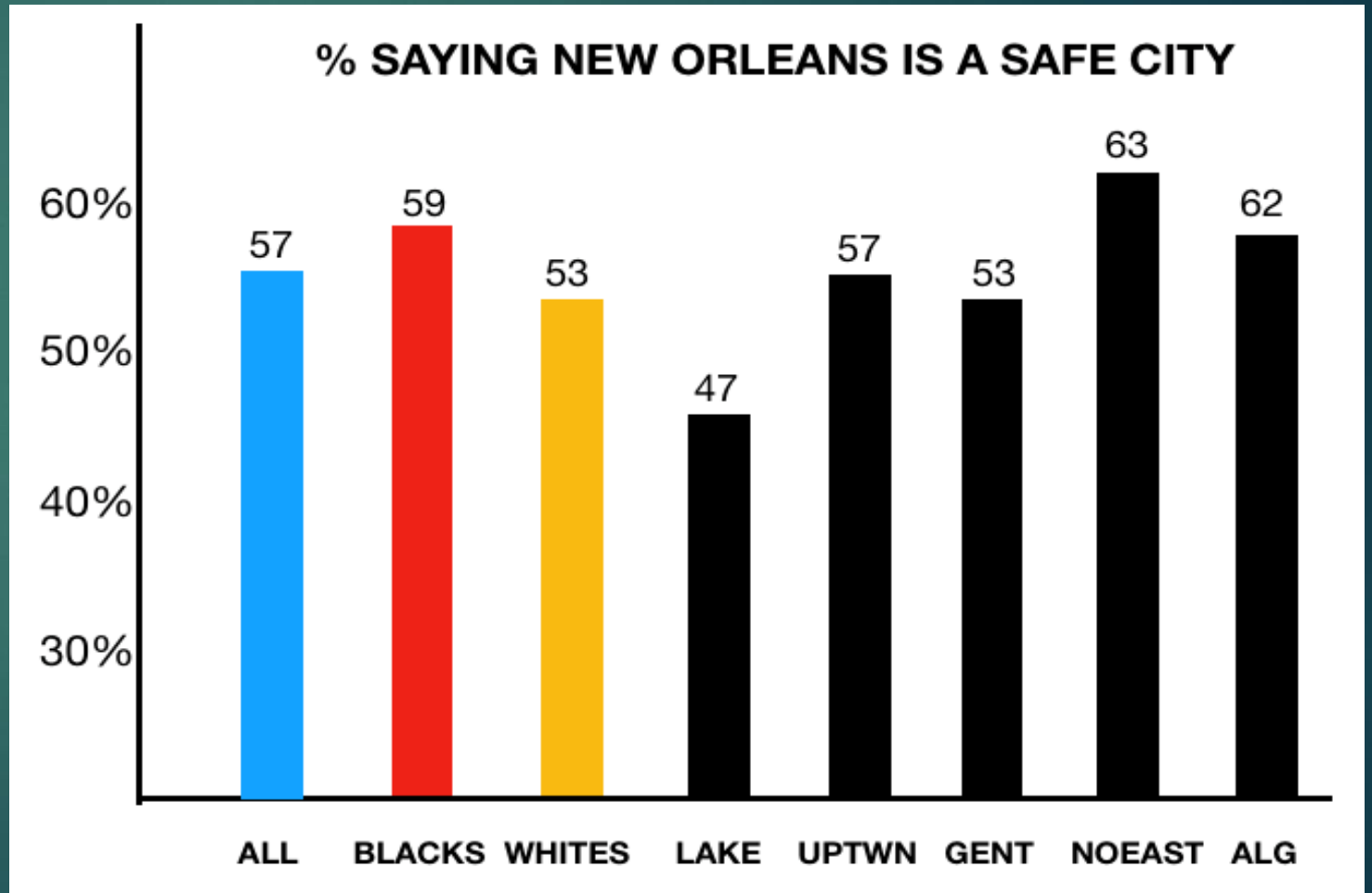
On a scale of excellent, good, only fair or poor—how would you rate the New Orleans Police Department in the following areas?



PERCEPTIONS OF CITY SAFETY

Generally speaking, how safe do you think the City of New Orleans is—very safe, fairly safe, not that safe or not safe at all?

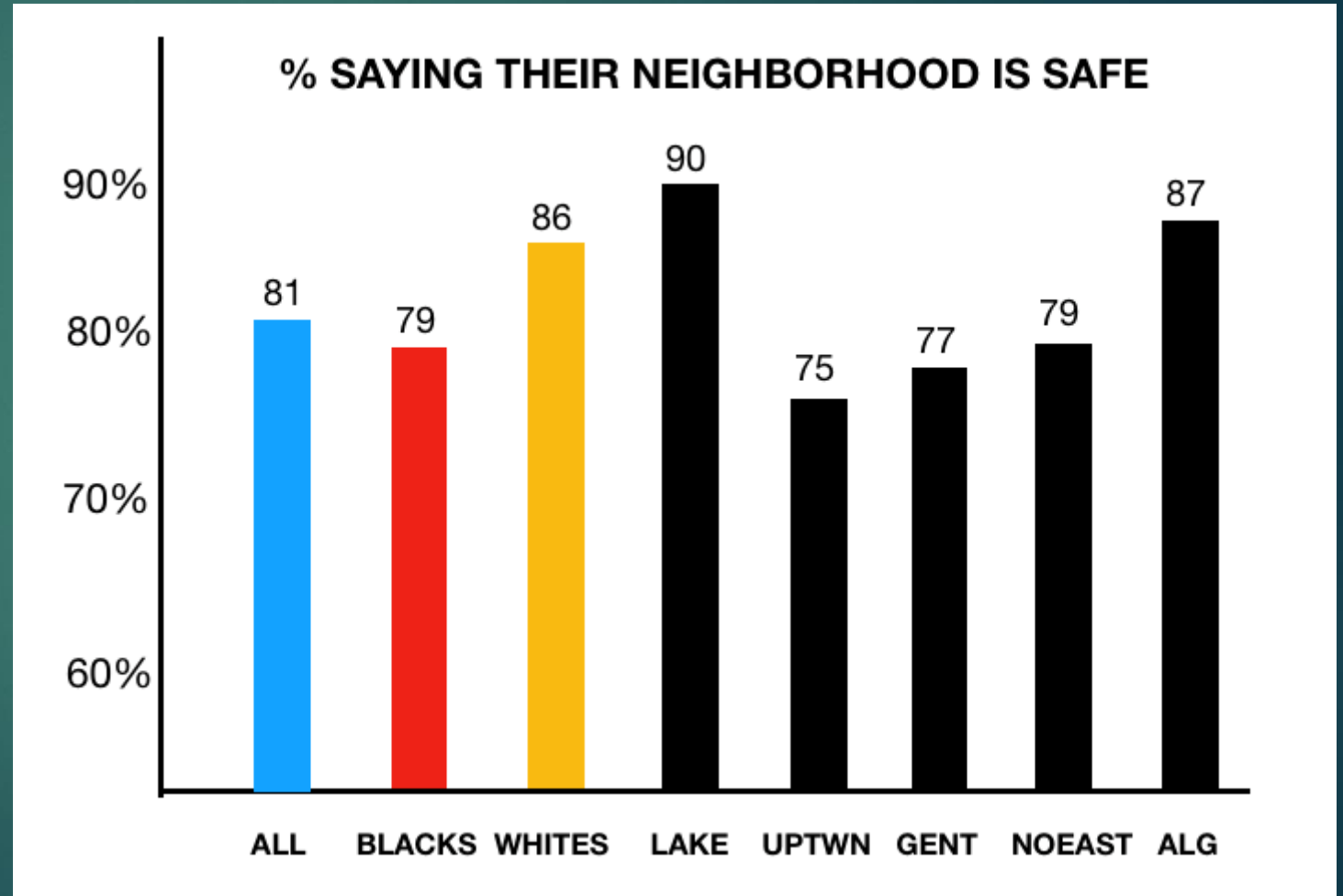
- Very safe: 7%
- Fairly safe: 50%
 - **TOTAL SAFE: 57%**
- Not that safe: 28%
- Not safe at all: 13%
 - **TOTAL NOT SAFE: 41%**
- Don't know: 2%



PERCEPTIONS OF NEIGHBORHOOD SAFETY

Generally speaking, how safe do you think your own neighborhood is—very safe, fairly safe, not that safe or not safe at all?

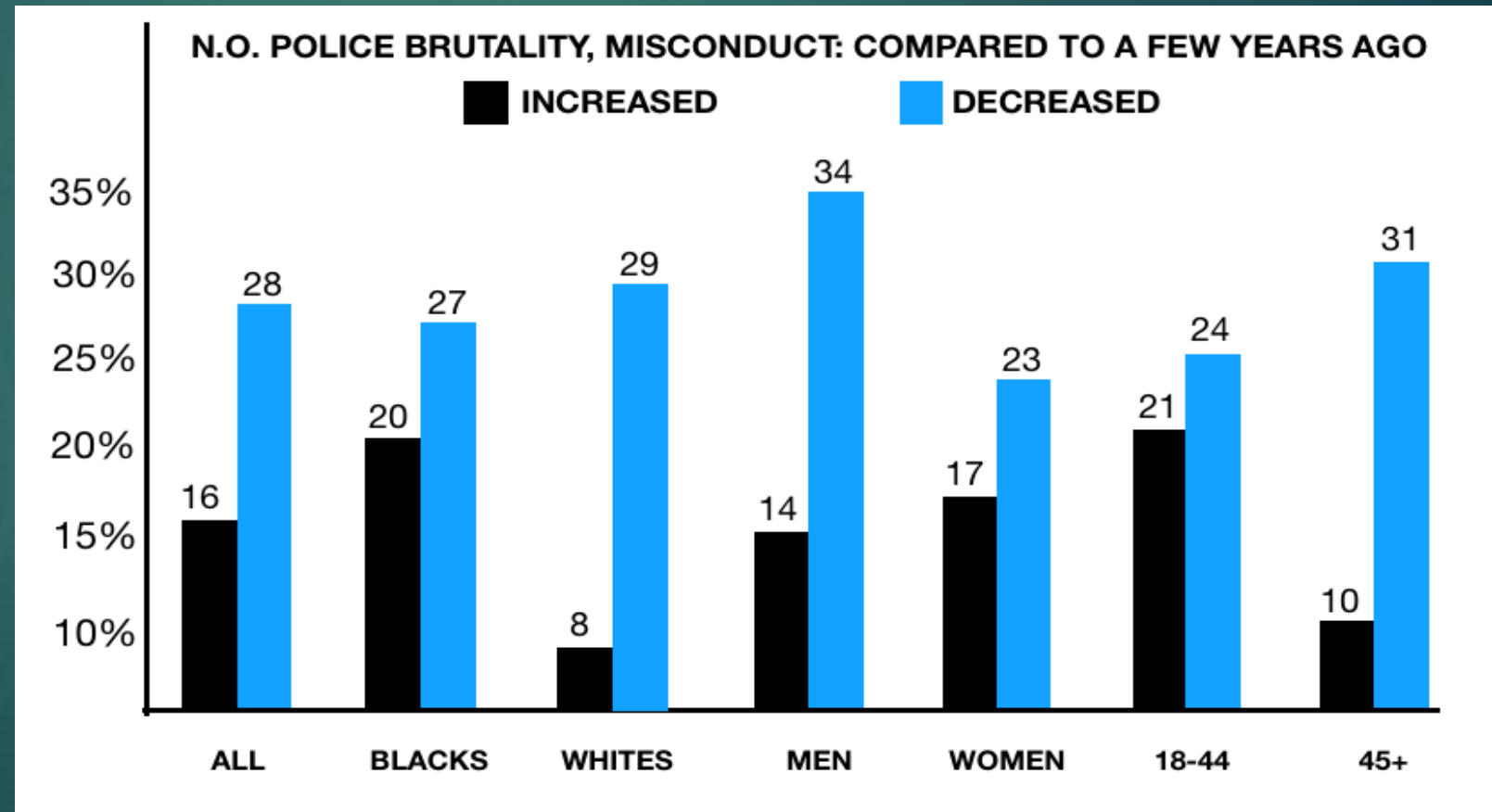
- Very safe: 31%
- Fairly safe: 50%
 - **TOTAL SAFE: 81%**
 - This is up from 72% in 2019
- Not that safe: 12%
- Not safe at all: 6%
 - **TOTAL NOT SAFE: 18%**
- Don't know: 1%



POLICE BRUTALITY AND MISCONDUCT COMPARED TO A FEW YEARS AGO

Compared to a few years ago, do you think police brutality and misconduct has increased, decreased or remained the same in New Orleans?

- Increased: 16%
- Decreased: 28%
- About same: 45%
- Don't know: 12%



CONTACT WITH NEW ORLEANS POLICE OFFICER

Have you had contact with a New Orleans police officer in the past year -- yes or no?

- YES: 44%
 - NO: 54%
- ➔
- Of local residents who had contact with a New Orleans police officer, 74% were satisfied with the way the police handled their situation.
 - This includes 46% who were “very satisfied,” 28% who were “somewhat satisfied” and 22% who were “not satisfied.”
 - 70% of Blacks and 79% of Whites were satisfied.
 - In 2019, 58% of respondents who had contact with the police said they were satisfied with the way the police handled their situation.

DEMOGRAPHICS:

42% of African Americans, 47% of Whites, 47% of men, 41% of women, 44% of those under 45, 43% of those 45, 38% in Lakeview/Mid-City, 43% Uptown, 45% in Gentilly, 48% in New Orleans East and 42% in Algiers have had contact with a police officer.

CRIME STOPPERS

If you had information about a felony crime, would you definitely call, probably call, probably NOT call or definitely NOT call Crime Stoppers to anonymously share what you knew so they could pass it on to law enforcement?

- Definitely call: 55%
- Probably call: 24%
 - **TOTAL WOULD CALL: 79%** (up from 77% in 2019)
- Probably not call: 7%
- Definitely not call: 7%

DEMOGRAPHICS:

56% of African Americans, 56% of Whites, 52% of men, 57% of women, 41% of those under 45 and 68% of those 45 and older would “definitely” call.