



Charlotte-Mecklenburg Police



2008 CMPD Citizen Survey

Final Report
Results for Total Sample

MarketWise

831 E. Morehead Street, Suite 150
Charlotte, North Carolina 28202

MW#100803-1/227

Table of Contents



| | |
|--|----|
| Objectives | 3 |
| Methodology | 4 |
| Rating Scales & Analysis | 5 |
| Summary | 6 |
| Detailed Results for Total Sample | 18 |
| Perceptions of CMPD and CMPD Services | 19 |
| Perceptions of Being Safe in Charlotte-Mecklenburg | |
| Overall and in Neighborhood | 23 |
| Seriousness of Types of Crime in Charlotte-Mecklenburg | 38 |
| Crime and Victimization in Charlotte-Mecklenburg | 41 |
| Interaction with CMPD | 49 |
| Use and Perceptions of CMPD Website | 55 |
| Respondent Profile | 60 |
| Conclusions | 66 |

Objectives



- The 2008 CMPD Citizen Survey was conducted by MarketWise, Inc.
- The research objectives of the study were the following:
 - Measure overall perceptions of the CMPD
 - Measure perceptions of services provided & perceived need for police
 - Explore perceptions of safety and crime levels for Charlotte-Mecklenburg overall and neighborhoods
 - Measure perceptions of the seriousness of different types of crime in Charlotte-Mecklenburg
 - Quantify levels of victimization
 - Explore citizen interaction with police in person &/or on the phone
 - Examine use and perceptions of the CMPD Website
 - Compare changes in perceptions from 2007 to 2008 on key measures

Methodology



- A total of 652 interviews were completed in Oct. & Nov., 2008.
- The sample was stratified by the 13 CMPD Divisions, which were defined by Census tract & block groups.
 - At least 50 interviews were conducted in each Division.
 - 57 interviews were conducted with Hispanics/Latinos. Hispanics and Latinos who did not speak English were interviewed in Spanish.
- Respondents were selected to be age 18 or older.
- Margin of error for the total sample of 652 is ± 3.8 percentage points at the 95% confidence level.
 - **For the total sample, changes of 4 or more percentage points indicate a significant change from 2007 to 2008.**
- Interviews lasted 19.5 minutes on average.

Rating Scales & Analysis



- To measure perceptions, respondents used rating scales from 1 to 10.
- With a 10-point scale there is no exact mid-point. Ratings of 5 and 6 are equally in the middle of the scale.
- To simplify interpretation, the data have been collapsed into categories and labeled. For example:
9,10=Very positive 7,8=Positive 5,6=Mid-scale/Average 1-4=Poor
- NOTE:
 - Responses may not add to exactly 100% due to rounding.
 - Respondents who answered “don’t know” on questions using a 1 to 10 rating scale have been dropped from the base for that question.
 - Mean (or average) ratings are always calculated with “don’t know” responses dropped from the base.



Summary

Summary



- **Most residents in the CMPD service area have a positive impression of the CMPD.**
 - From 2007 to 2008, overall impressions remained positive.
 - Three out of four residents rate their overall impression as good or very good. Only 1 in 10 have a negative impression.
 - There were no significant declines in any service area or character related issues.
 - Perceptions on the enforcement of traffic laws improved significantly.
- **Charlotte-Mecklenburg residents strongly believe the need for police has increased.**
- **Most residents do not believe we have an adequate number of police.**
- **More than 60% residents agree Charlotte-Mecklenburg is a safe place to live, but only a quarter agree strongly.**

Summary



- **Two out of three residents perceive the CMPD as being effective in making Charlotte-Mecklenburg safer. Only one in 10 believe the CMPD are not effective.**
- **The majority of residents believe Charlotte-Mecklenburg is as safe or safer than a year ago. However, a third believe it is less safe.**
- **The primary crime and safety concerns and for Charlotte-Mecklenburg overall and the types of crimes rated as most serious are break-ins, drug crimes, gang violence and robbery.**
 - Traffic safety is not as big a concern this year, as last year.
- **Gang violence is perceived to be a very serious problem in the City of Charlotte and in the Charlotte-Mecklenburg public schools. Most residents do not believe gangs are a problem in their neighborhood.**

Summary



- **Residents believe their neighborhoods are safer than Charlotte-Mecklenburg overall.**
- **The majority of residents overall and in each Police Division indicate their neighborhoods are safe. However, perceptions vary based on where people live.**
 - The most extreme differences are between citizens in South Charlotte (where only 4% do not believe they are safe) and citizens in the North Tryon, Metro, and Central Divisions (where 20% or more believe they are not safe in their neighborhood).
- **The majority of residents overall and within each Police Division believe the CMPD is effective in working with their neighborhood to solve problems.**
 - However, there are a few Divisions where about 20% of residents believe more work is necessary to resolve problems. These Divisions are Metro, North Tryon, Westover and Freedom.

Summary



- **The majority of residents believe they are as safe or safer in their neighborhood than a year ago. A quarter believe they are less safe.**
 - While residents in the North Tryon and Metro Divisions have expressed concerns about safety, there is an indication of improvement. About 40% of residents in these Divisions say their neighborhood is safer now than a year ago.
- **The primary crime and safety concerns for neighborhoods is break-ins. The other top areas of concern are break-ins, robbery, drug crimes, theft, and vandalism/property crimes.**
 - Traffic safety is not as big a concern this year, as last year.

Summary



- **More than a third of residents have had contact with police about problems in their neighborhood. However, in some Divisions, more than half of the residence have spoken with a police officer about problems.**
 - Almost 40% of the total residents in the survey have spoken with an officer about problems in their neighborhood.
 - More than half of the residents in the Central Division and almost half of the residents in the North Tryon and North Divisions have spoken with an officer.
- **About 60% residents live in neighborhoods that have neighborhood associations or hold meetings about crime prevention. However, some neighborhoods in areas where residents have safety concerns do not have organized crime prevention groups.**
 - Less than half of the citizens in the North Tryon and Freedom Divisions believe these crime prevention activities are available to them.

Summary



- **About half of the residents in the survey were aware their neighborhood has an assigned police officer. Awareness is much higher in some Divisions than in others.**
 - Overall awareness has not changed since 2007.
 - At least 60% of residents in the Central, Eastway, and Providence Divisions are aware of an assigned officer.
 - Two out of three residents in the North Tryon, University City and Freedom Divisions are not aware.
- **Slightly more half of the residents believe visibility of police in their neighborhood has increased since last year.**

Summary



- **About a third of the residents in Charlotte-Mecklenburg indicate they have been victimized or have had someone else in their household victimized, in the past year (although they may not have reported the crime).**
- **Perceptions of violent crime victimization (of self or other member of household) increased significantly, from 6% in 2007 to 10% in 2008.**
 - Only 2% indicated the violent crime was not reported to the CMPD.
 - Although respondents were not asked to describe the violent crime, it is likely that some crimes such as domestic violence were not reported during the interview.
- **Perceptions of property crime victimization did not increase significantly from 2007 to 2008 (change was 28% to 31%).**
 - 7% indicated the property crime was not reported to the CMPD.

Summary



- **More than half of the violent crime victims say their case was assigned a detective.**
- **More than two out of three victims whose case was assigned a detective were satisfied with their interactions with the detective. A third were not satisfied.**
- **Regardless of the type of crime (violent or property) the primary complaints about interactions with detectives were:**
 - There was no effort to investigate
 - There was no effort to communicate or follow-up.

Summary



- **About three out of four residents in Charlotte-Mecklenburg have had some type of interaction with the CMPD either on the phone or in person, in the past year.**
 - Almost 60% have had contact in person
 - 60% have had contact by phone
- **More than a quarter of residents have called the non-emergency CRU in the past year.**
 - More than three out of four residents who called indicated the time it took to handle the call was satisfactory.
- **Two out of three residents believe it is appropriate for the police to have slower response times for non-emergency situations.**

Summary



- **Access to the Internet has increased significantly since 2007. Currently more than three out of four residents have Internet access at home, work or somewhere else.**
- **More than a quarter of residents have been to the Website.**
 - There has been a significant increase in the use of the site.
- **The primary uses (unprompted) of the Website are to check criminal backgrounds, check inmate information, general browsing, get report information, and look up criminal activity in neighborhood.**
 - Less than 10% use the Website to file a crime report or accident report.
- **Three out of four residents who have been to the Website gave it positive ratings.**

Summary



- **Residents offered many suggestions for ways to improve. The ones mentioned by the most respondents include:**
 - Hire more police officers
 - Be more active in the community
 - Be more visible, have more patrols
 - Treat people better, have a better attitude
 - Pay more attention to high crime areas, prioritize for more attention to serious crimes



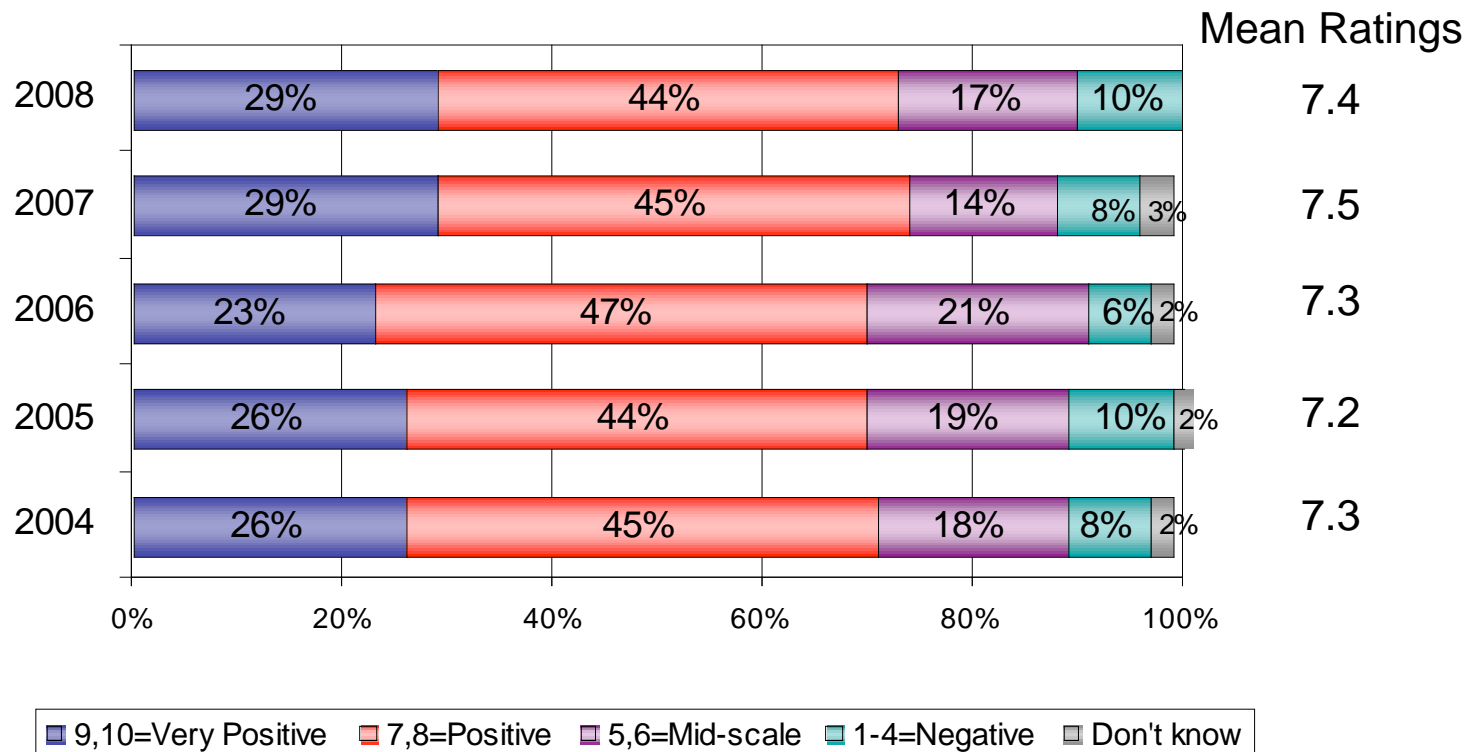
Detailed Results for Total Sample



Perceptions of CMPD and CMPD Services

Overall Impression of the CMPD

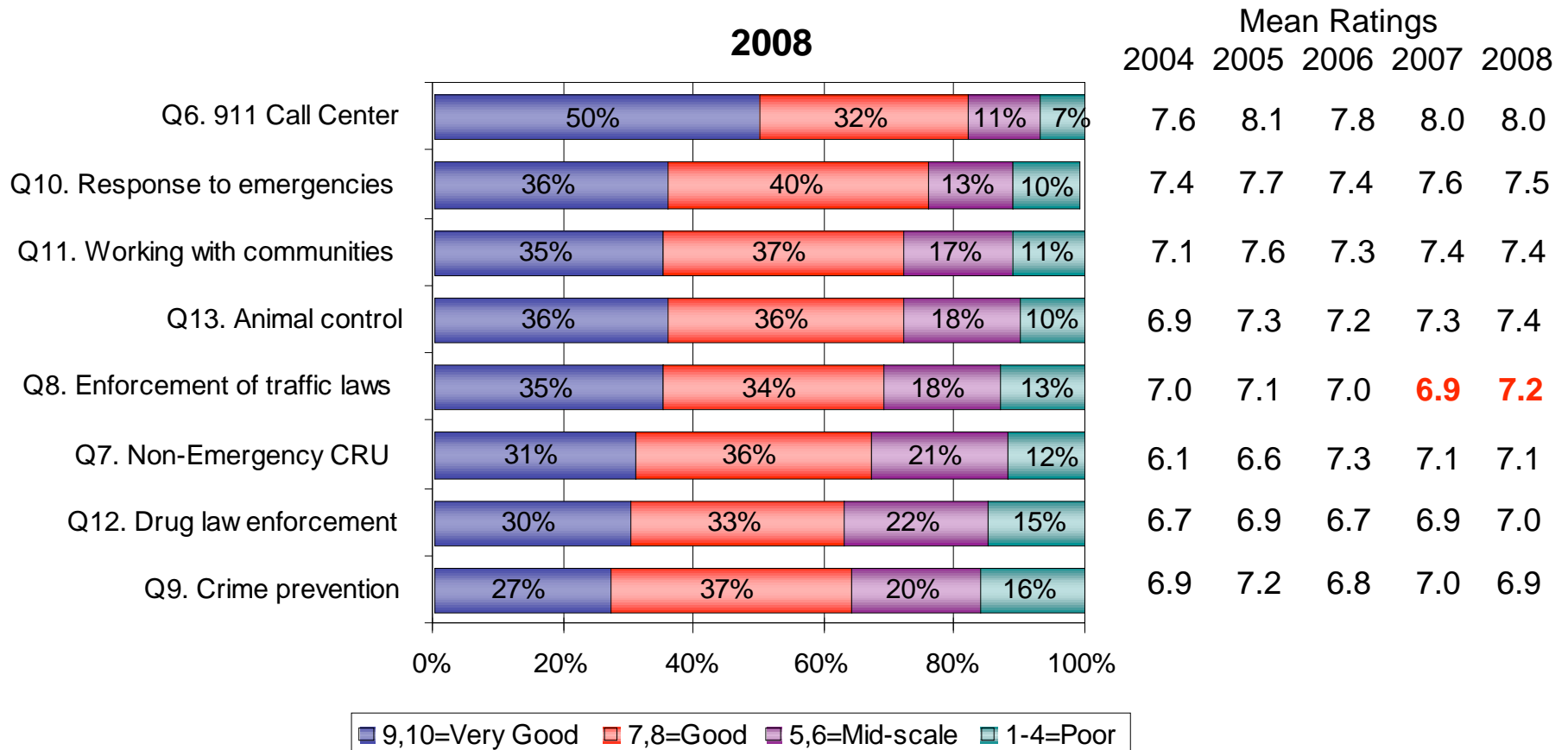
Total Sample (Q5)



There is no significant change in perceptions from 2007 to 2008.

Impressions of Services Provided by the CMPD

Total Sample (Q6-13)
Respondents Able to Rate



Perceptions of the enforcement of traffic laws have improved slightly from 2007 to 2008.

Impressions of the CMPD

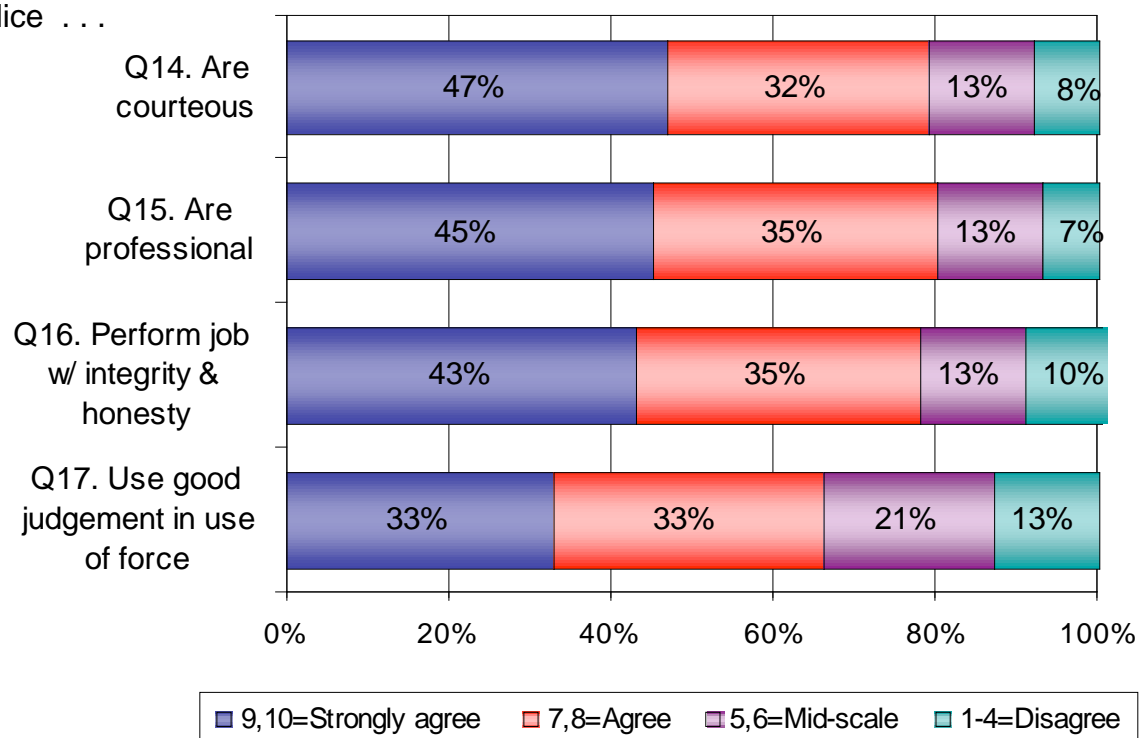
Total Sample (Q14-17)
Respondents Able to Rate



Charlotte-Mecklenburg
police . . .

2008

Mean Ratings



| | 2004 | 2005 | 2006 | 2007 | 2008 |
|---|------|------|------|------|------|
| Q14. Are courteous | 7.7 | 7.9 | 7.8 | 7.8 | 7.9 |
| Q15. Are professional | 7.7 | 7.9 | 7.8 | 7.9 | 7.9 |
| Q16. Perform job w/ integrity & honesty | 7.3 | 7.5 | 7.5 | 7.6 | 7.7 |
| Q17. Use good judgement in use of force | 7.0 | 7.4 | 7.0 | 7.1 | 7.1 |



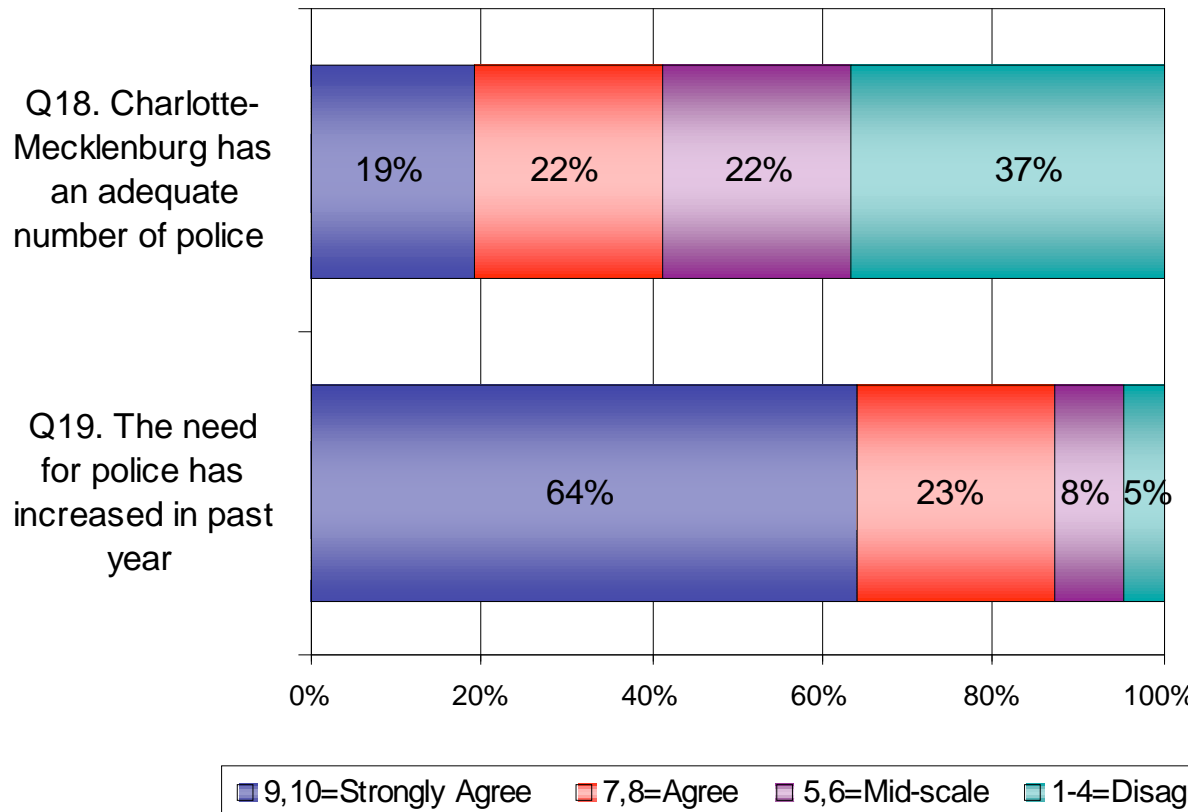
Perceptions on Being Safe in Charlotte-Mecklenburg Overall and in Neighborhood

Perceptions of Need for Police

Total Sample (Q18-19)
Respondents Able to Rate



2008



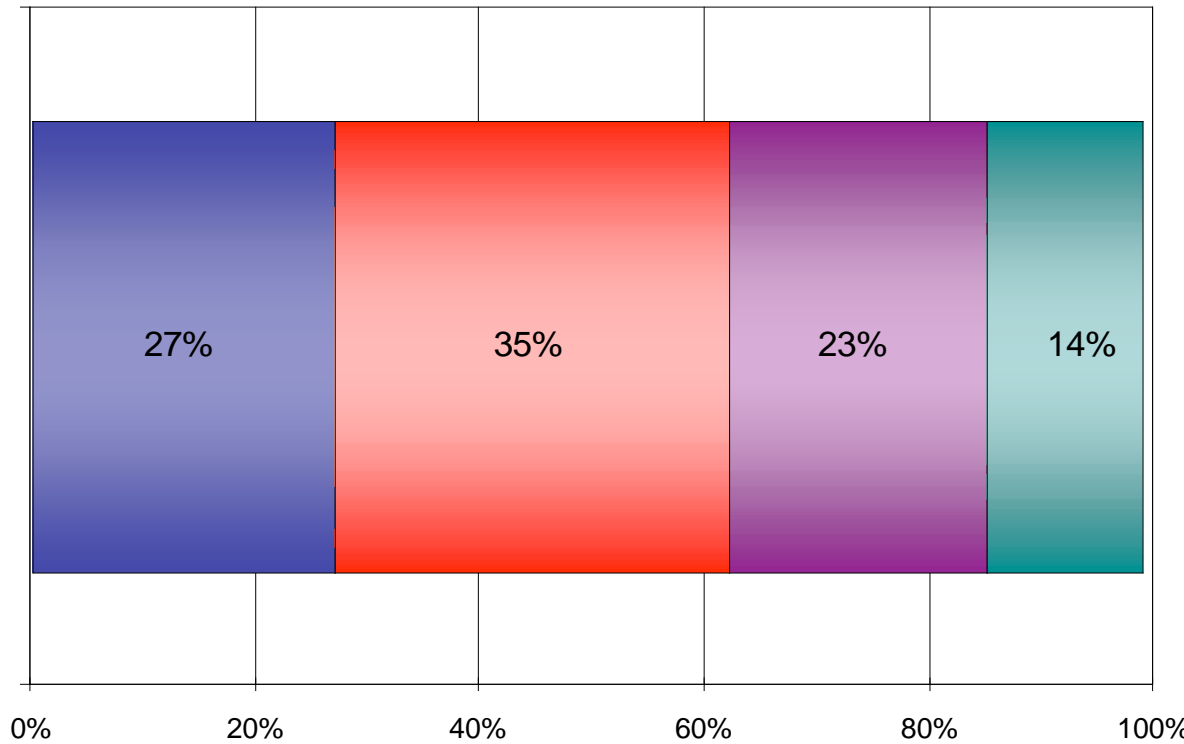
| Mean Ratings | | | | |
|--------------|------|------|------|--|
| 2005 | 2006 | 2007 | 2008 | |
| 5.3 | 5.3 | 5.7 | 5.5 | |
| 8.5 | 8.4 | 8.5 | 8.6 | |

Perceptions of Charlotte-Mecklenburg as a Safe Place to Live

Total Sample (Q21)
Respondents Able to Rate



2008



| Mean Ratings | | | | |
|--------------|------|------|------|------|
| 2004 | 2005 | 2006 | 2007 | 2008 |
| 6.9 | 6.9 | 6.7 | 6.9 | 6.9 |

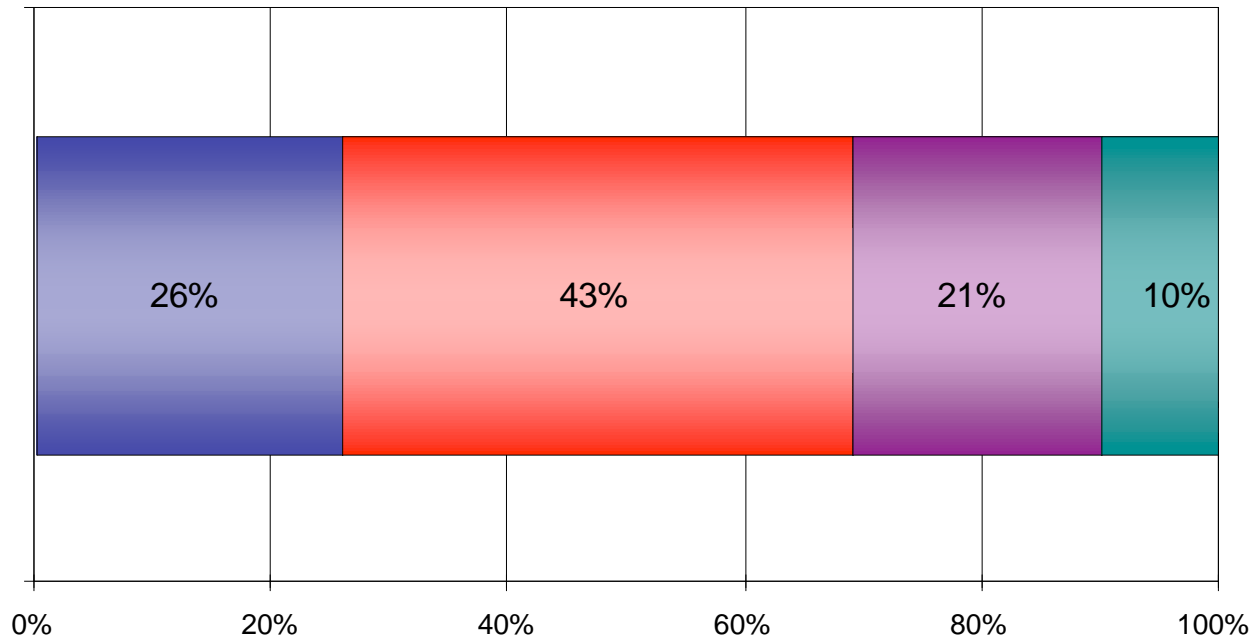
■ 9,10=Strongly agree
 ■ 7,8=Somewhat agree
 ■ 5,6=Mid-scale
 ■ 1-4=Disagree

Effectiveness of CMPD in Making Charlotte-Mecklenburg Safer

Total Sample (Q23)
Respondents Able to Rate



2008

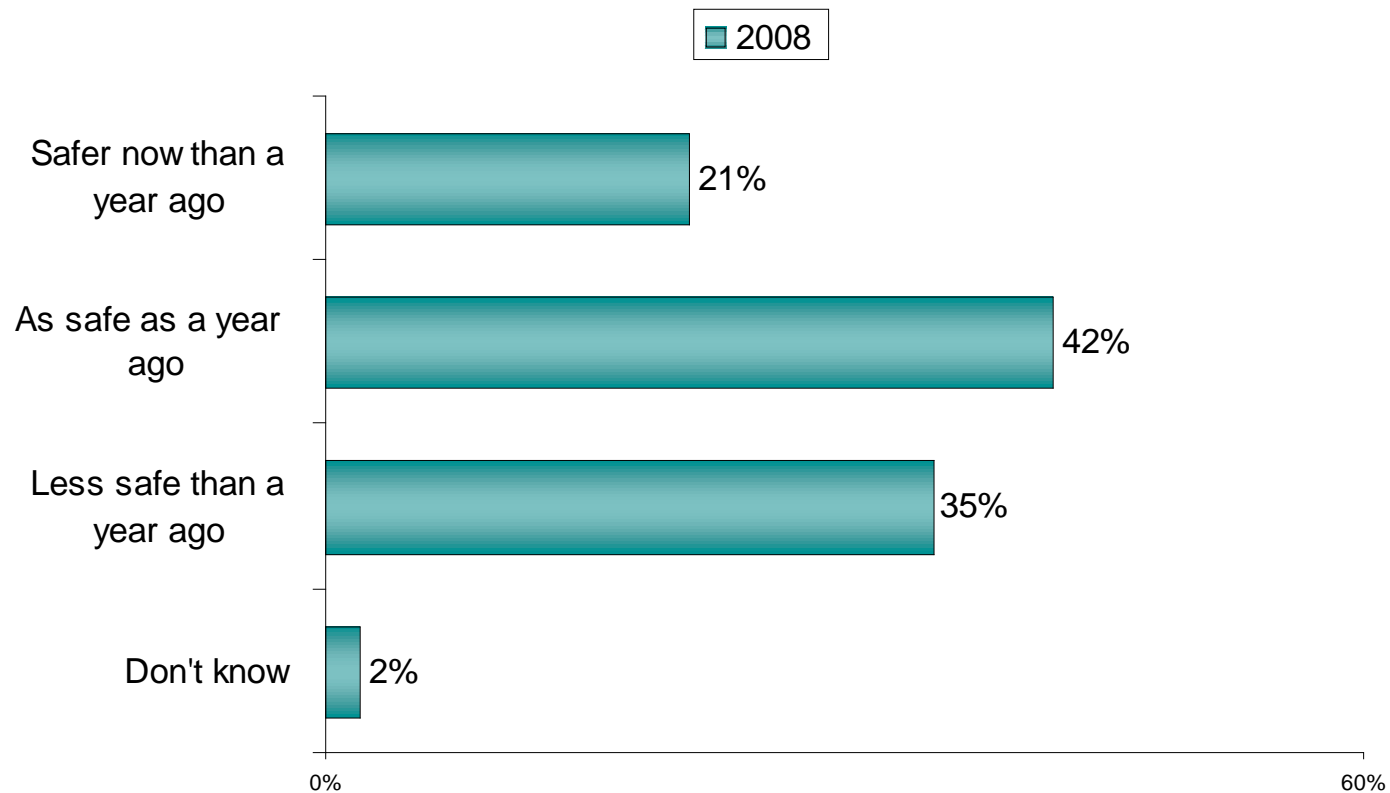


| Mean Ratings | | | |
|--------------|------|------|------|
| 2005 | 2006 | 2007 | 2008 |
| 7.1 | 7.0 | 7.4 | 7.2 |

■ 9,10=Very effective
 ■ 7,8=Somewhat effective
 ■ 5,6=Average
 ■ 1-4=Not Effective

Perceptions of Being Safer, as Safe, or Less Safe than a Year Ago, in Charlotte-Mecklenburg

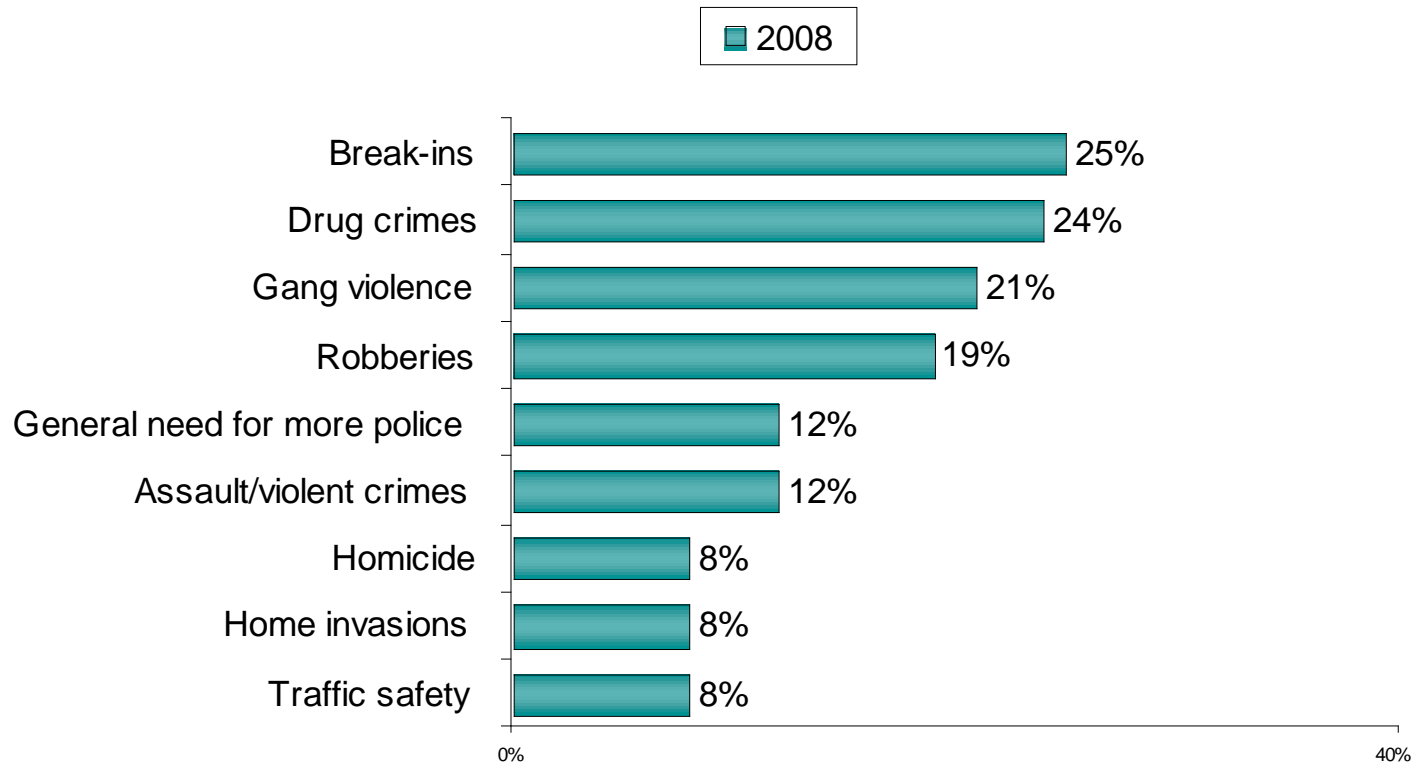
Total Sample (Q24)



In 2007, 36% believed they were less safe than in the previous year.

Top Concerns about Crime and Safety for Charlotte-Mecklenburg Overall

Unaided, Multiple Answers Allowed Total Sample (Q25)



In 2007, the top concerns were break-ins (18%) gangs (18%), drugs (15%), traffic safety (14%), robberies (13%), child safety (9%) and general need for more police (9%).

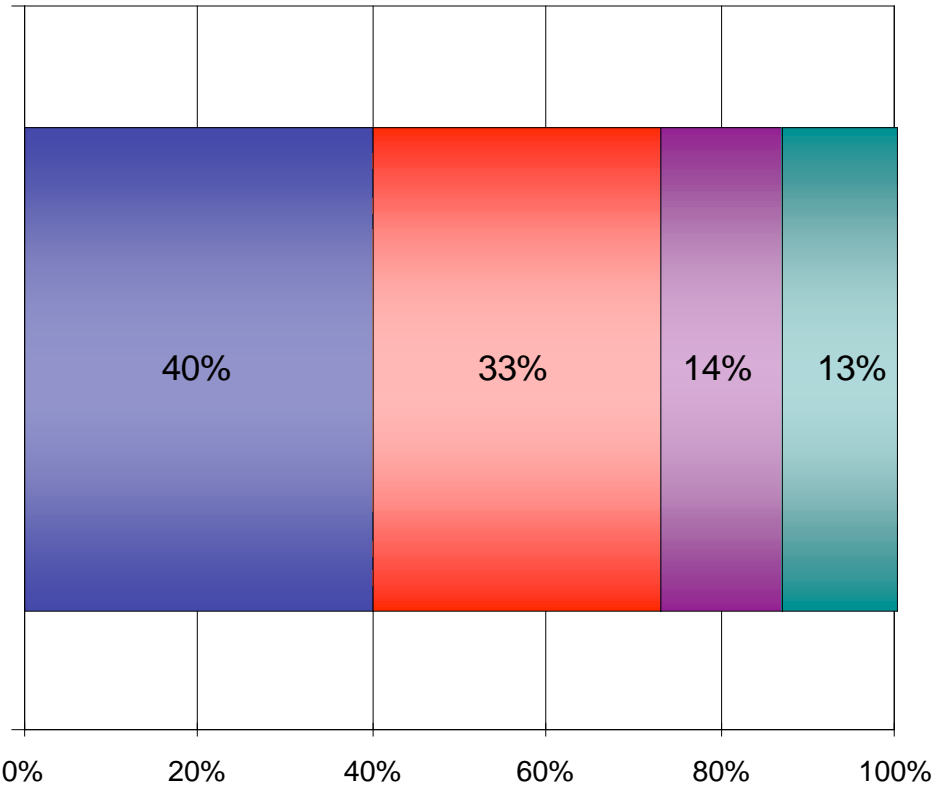
Perceptions of Neighborhood as Safe Place to Live

Total Sample (Q22)
 Respondents Able to Rate



2008

Q22. I am safe in the neighborhood where I live



| Mean Ratings | | | | |
|--------------|------|------|------|------|
| 2004 | 2005 | 2006 | 2007 | 2008 |
| 7.6 | 7.6 | 7.4 | 7.6 | 7.4 |

■ 9,10=Strongly agree
 ■ 7,8=Somewhat agree
 ■ 5,6=Mid-scale
 ■ 1-4=Disagree

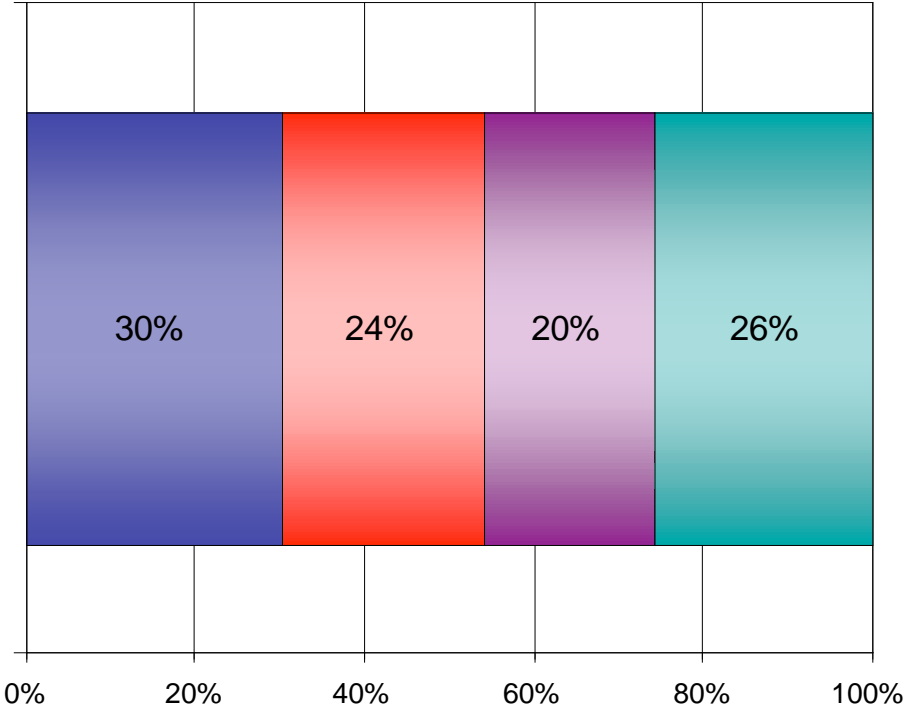
Visibility of Police in Neighborhood

Total Sample (Q20)
Respondents Able to Rate



2008

Q20. Visibility of police in my neighborhood has increased since last year.



Mean Rating
2008

6.4

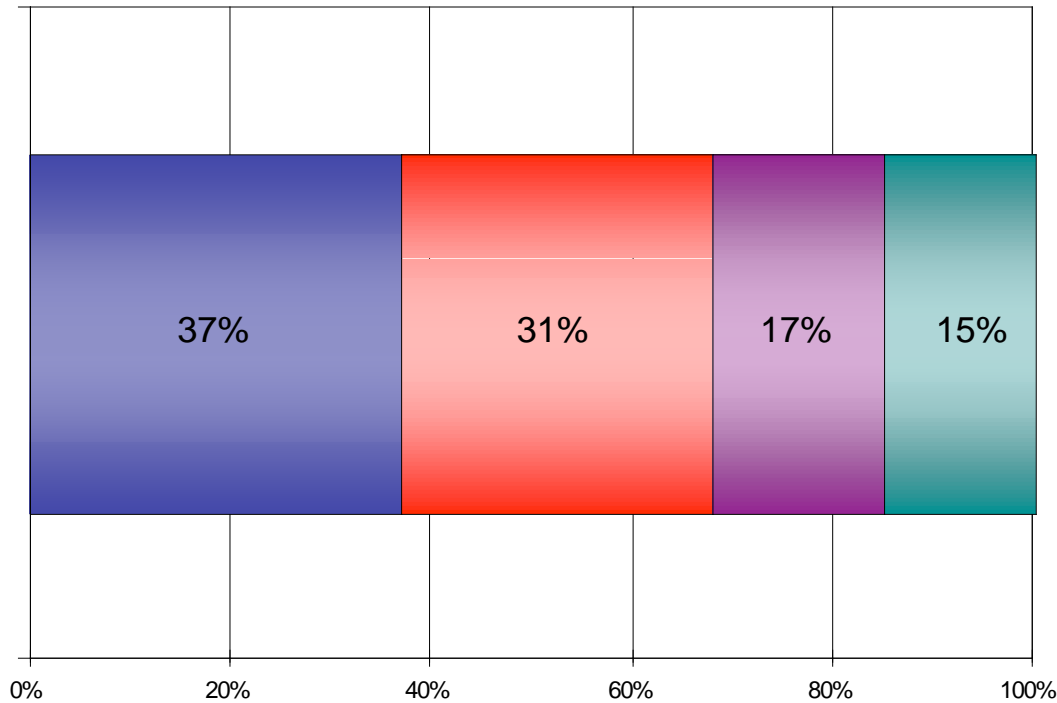
■ 9,10=Strongly Agree ■ 7,8=Agree ■ 5,6=Mid-scale ■ 1-4=Disagree

Effectiveness of CMPD in Working with Your Neighborhood to Solve Problems

Total Sample (Q26)
Respondents Able to Rate



2008

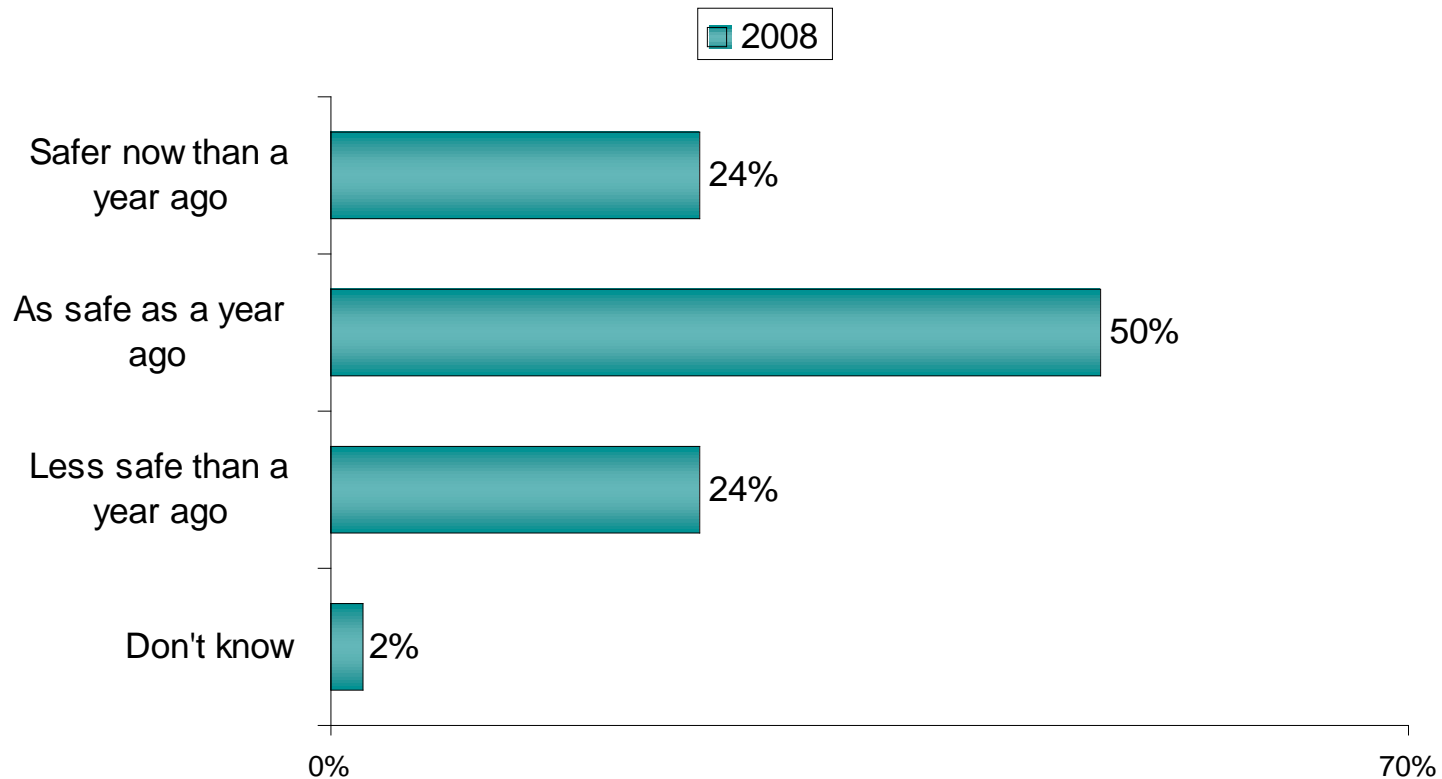


| | Mean Rating | | | | |
|--|-------------|------|------|------|------|
| | 2004 | 2005 | 2006 | 2007 | 2008 |
| | 7.0 | 7.3 | 7.1 | 7.3 | 7.3 |

■ 9,10=Very Effective ■ 7,8=Somewhat Effective ■ 5,6=Average ■ 1-4=Not Effective

Perceptions of Being Safer, as Safe, or Less Safe than a Year Ago in Your Neighborhood

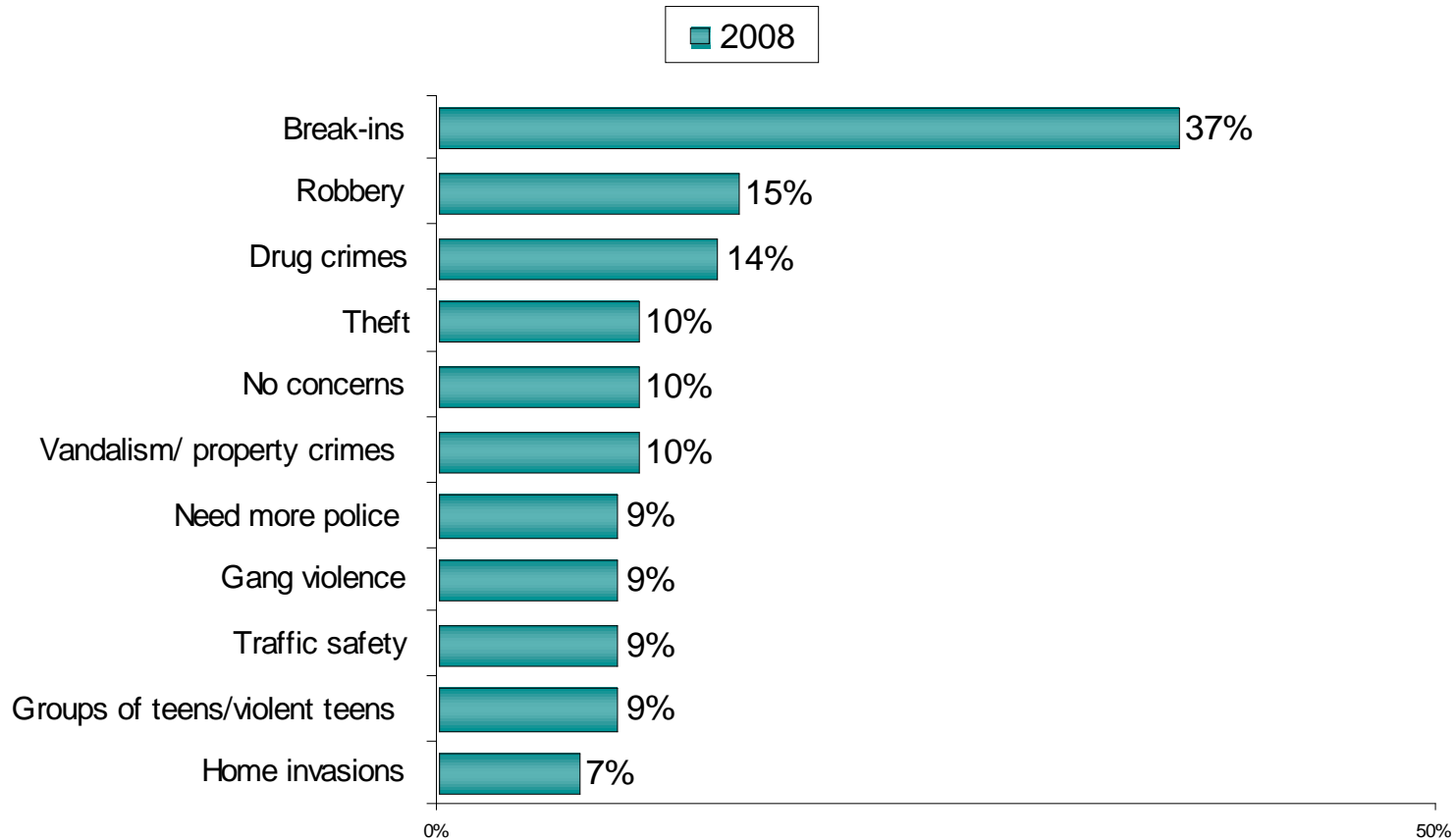
Total Sample (Q27)



In 2007, 27% believed they were less safe than in the previous year.

Top Concerns about Crime and Safety for Your Neighborhood

Unaided, Multiple Answers Allowed Total Sample (Q28)



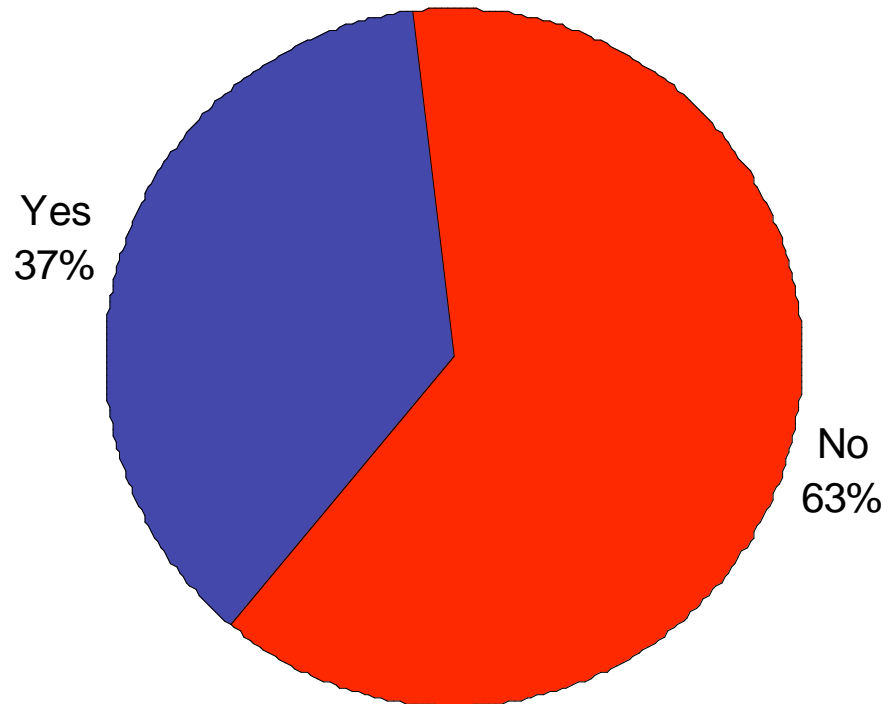
In 2007, the top concerns were break-ins (30%), no concerns (18%), traffic safety (13%), theft (10%), need for more police (9%), and drug crimes (9%).

Other than a 911 call, have you spoken with any CMPD officer, on the phone or in person during the past year about problems in your neighborhood?

Total Sample (Q29)



2008



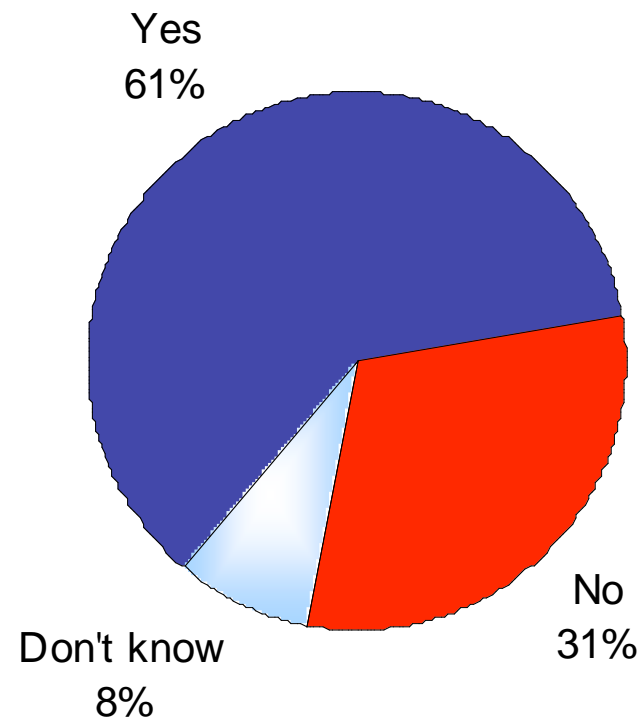
In 2007, 40% of respondents spoke with an officer about problems in their neighborhood.

Does Your Neighborhood Have a Neighborhood Association, Crime Watch, or Hold Meetings about Crime Prevention?

Total Sample (Q30)



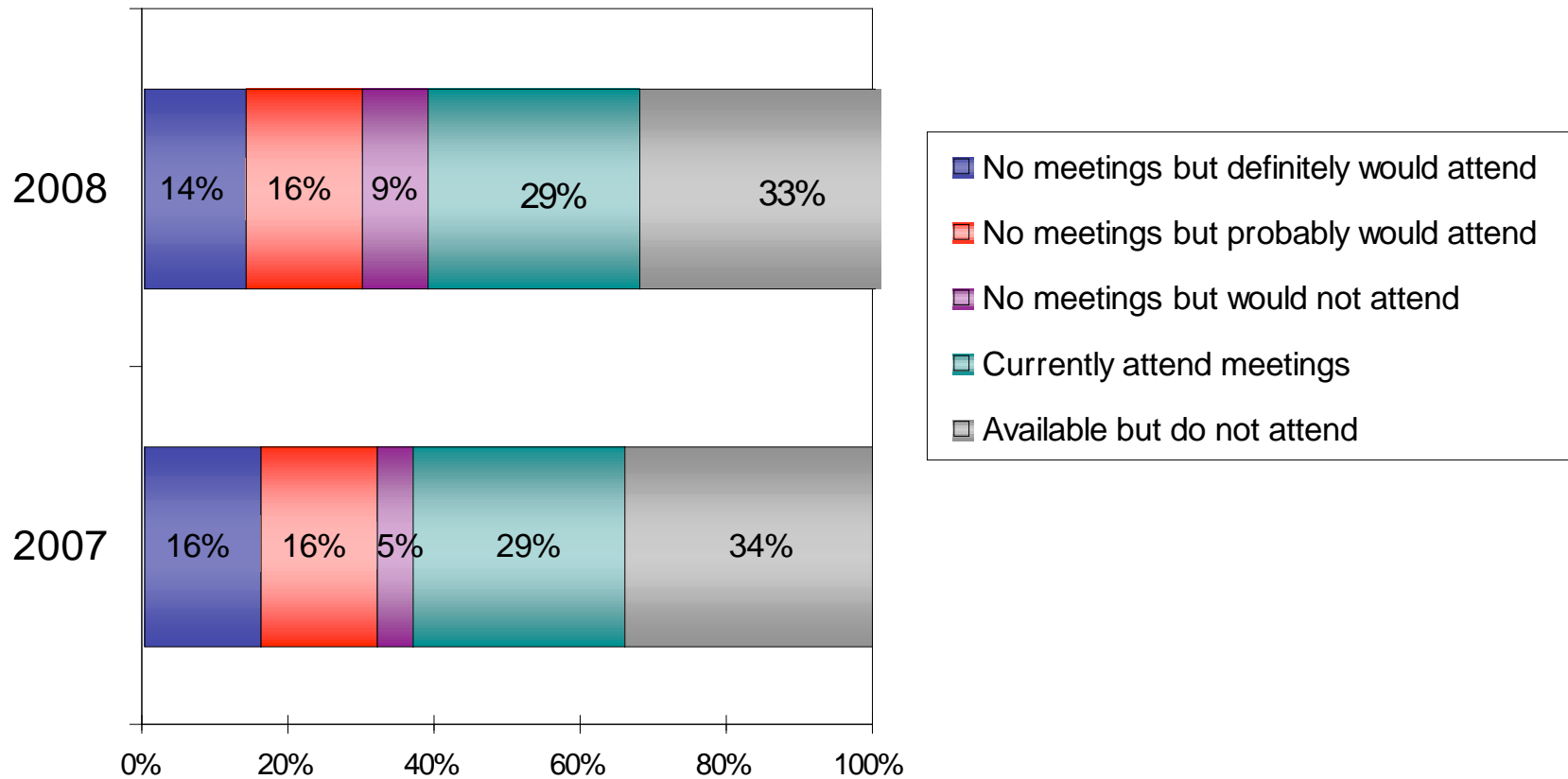
2008



In 2007, 63% reported having a Neighborhood Association.

Attendance at Neighborhood Meetings

Total Sample (Q31 & Q32 combined)

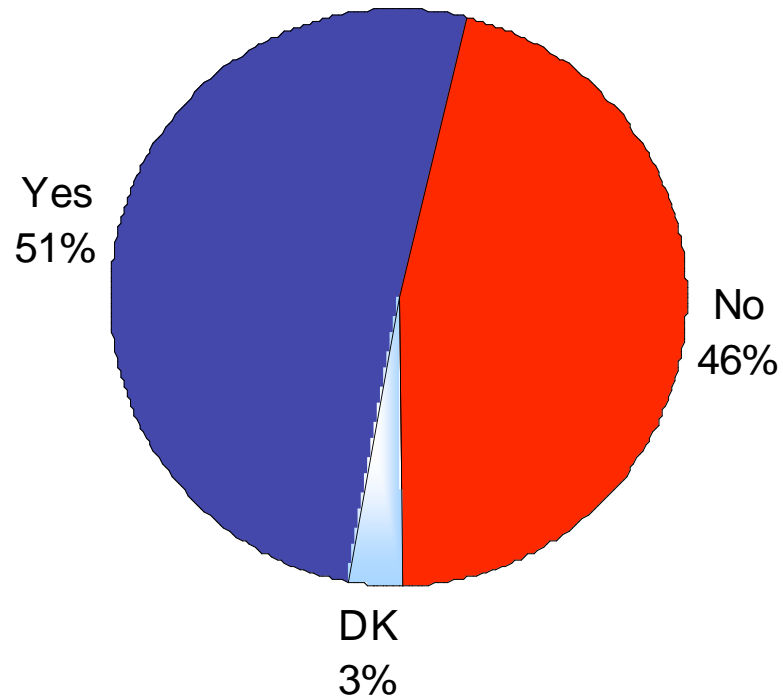


Awareness of Assigned Community or Neighborhood Police Officer

Total Sample (Q33)



2008



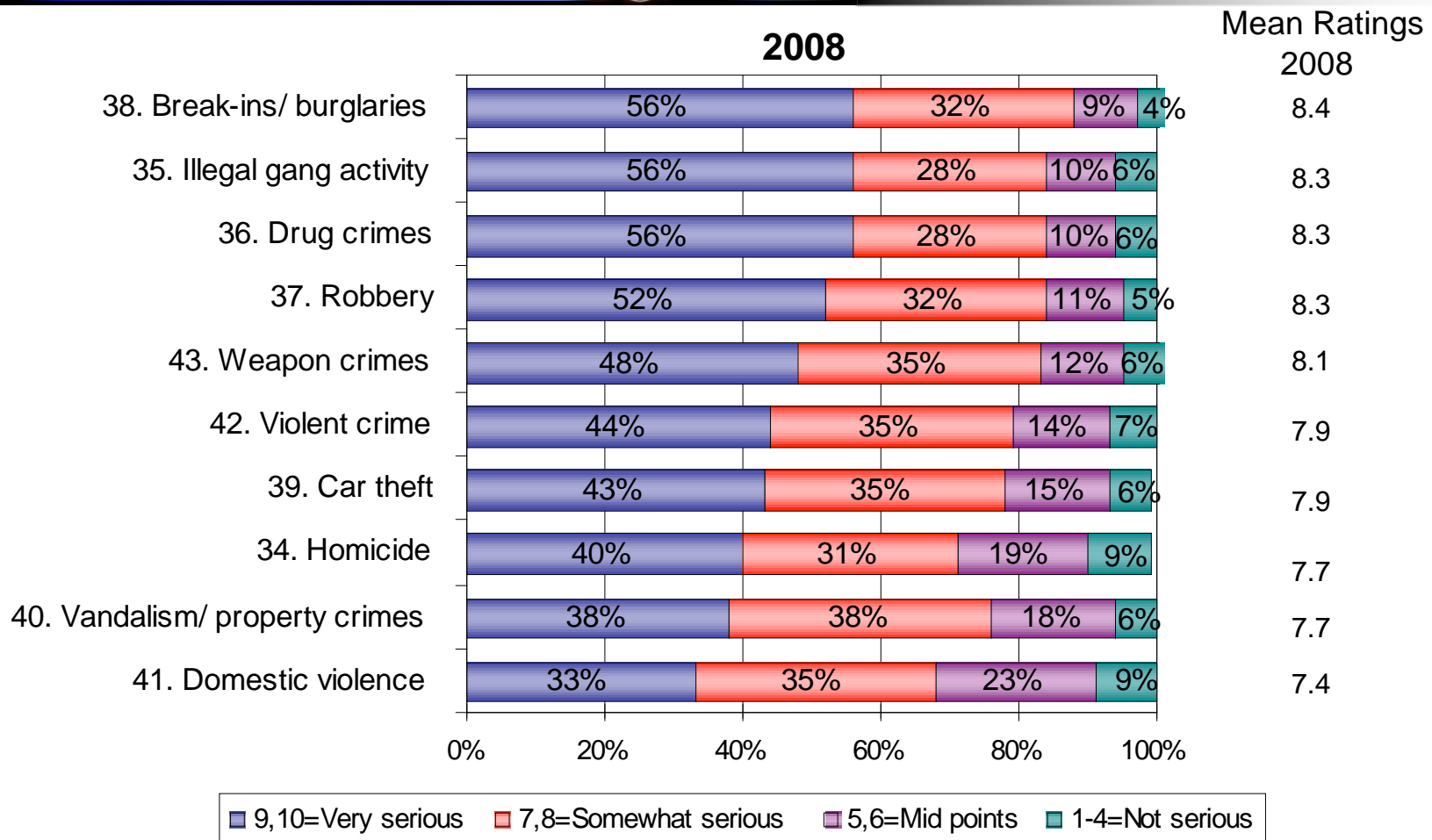
In 2007, 51% were aware.



Seriousness of Types of Crime in Charlotte-Mecklenburg

How serious a problem are the following types of crime for Charlotte-Mecklenburg?

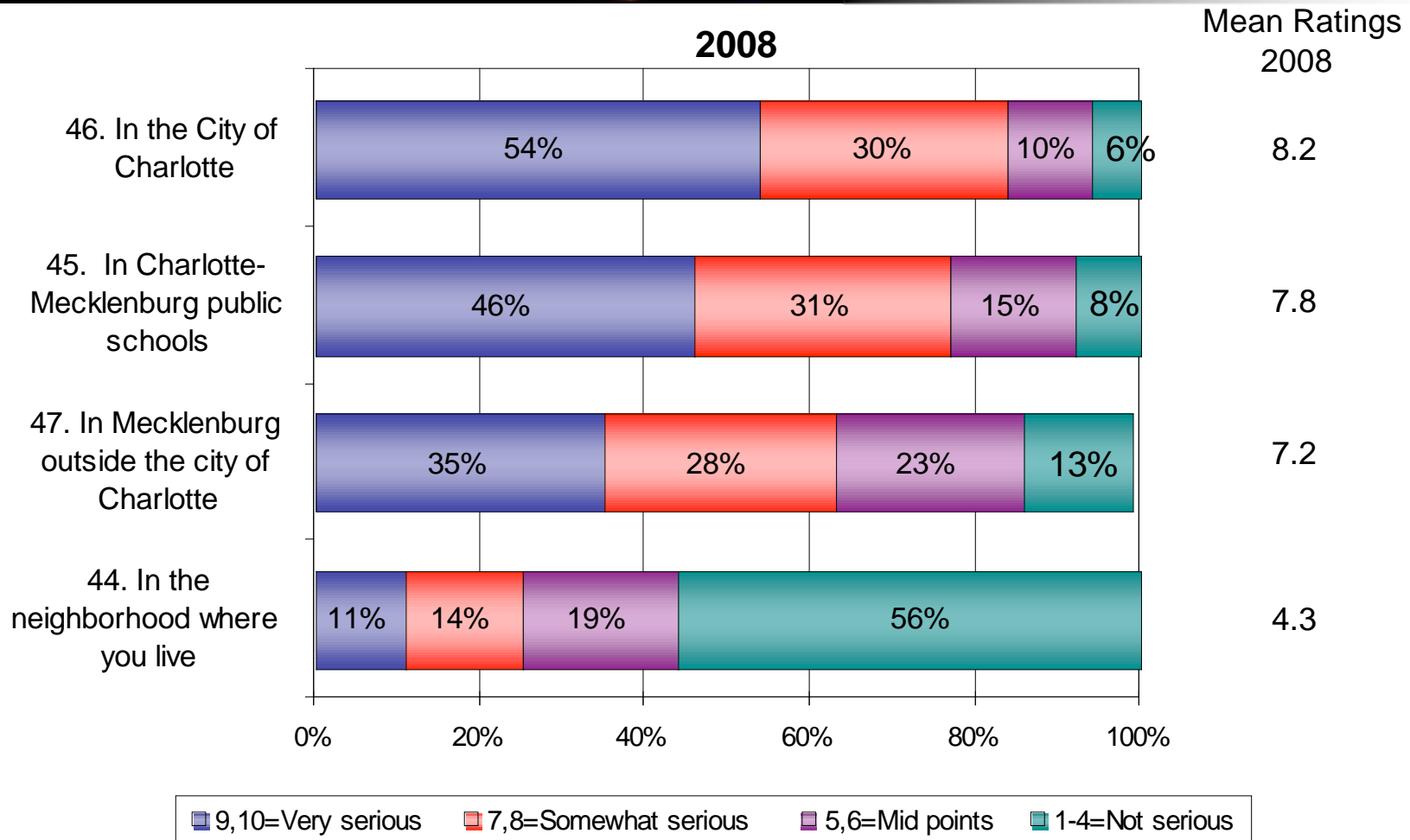
Total Sample (Q34-Q43)
Respondents Able to Rate



How serious a problem are gangs . . .

Total Sample (Q44-Q47)

Respondents Able to Rate





Charlotte-Mecklenburg Police



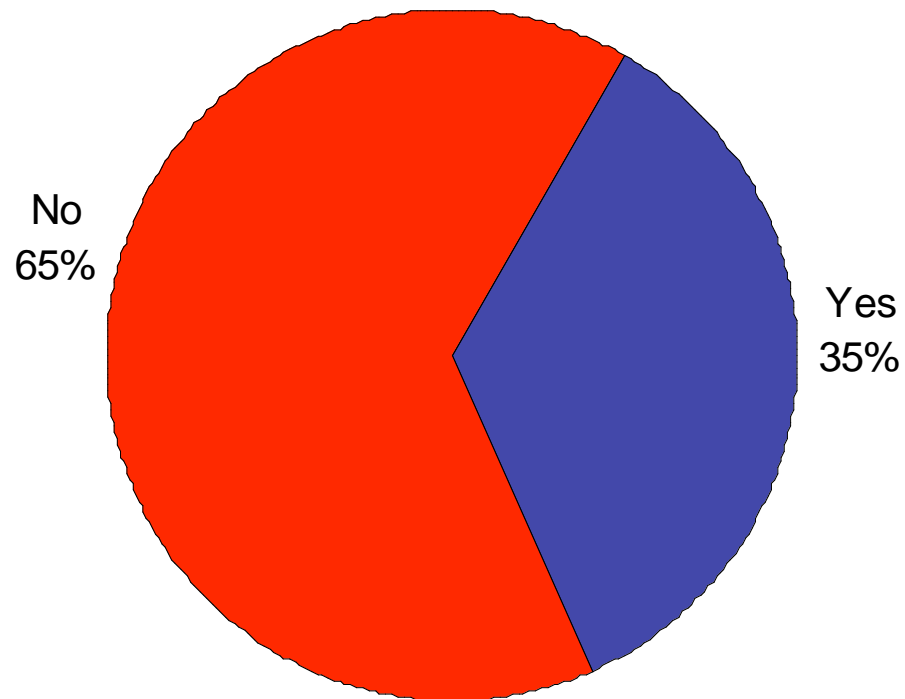
Crime and Victimization in Charlotte-Mecklenburg

Victims of Any Type of Crime (Respondent/Other Member of Household) in Past Year, Regardless of Whether or Not It Was Reported

Total Sample (Q48 & Q50 Combined)



2008



In 2007, 32% reported being a victim of a crime in the past year.

Victims of Crimes

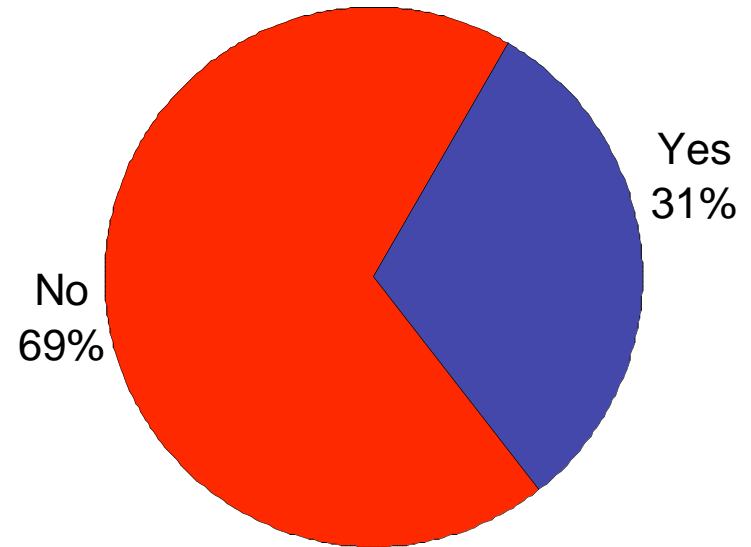
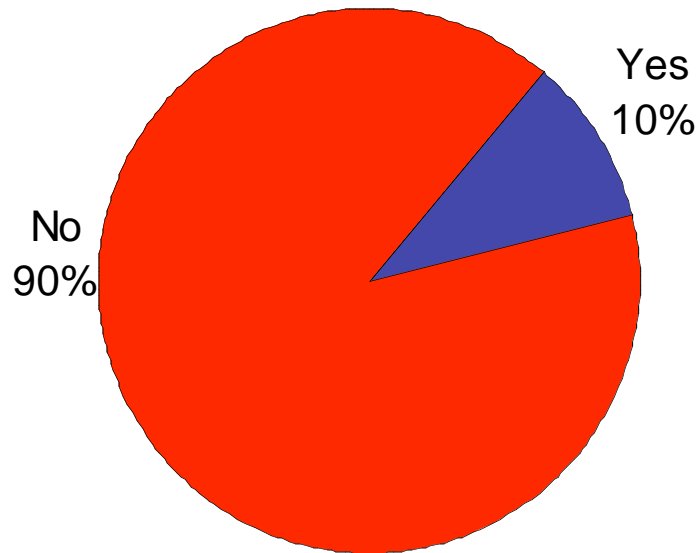
(Respondent/Other member of Household) in Past Year

Total Sample (Q48 & Q50)



(Q48) 2008 Violent Crime

(Q50) 2008 Property Crime



In 2007, 6% were victims of a violent crime during the past year. The change of 4 percentage points from 2007 to 2008 is significant.

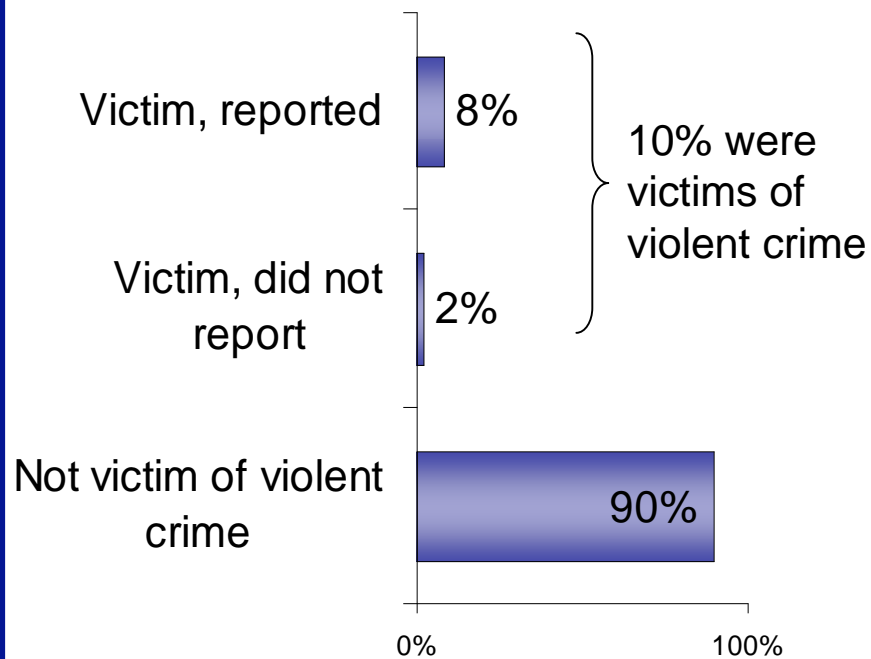
In 2007, 28% were victims of a property crime during the past year.

Reporting of Crime to CMPD

Total Sample (Q49 & Q51)

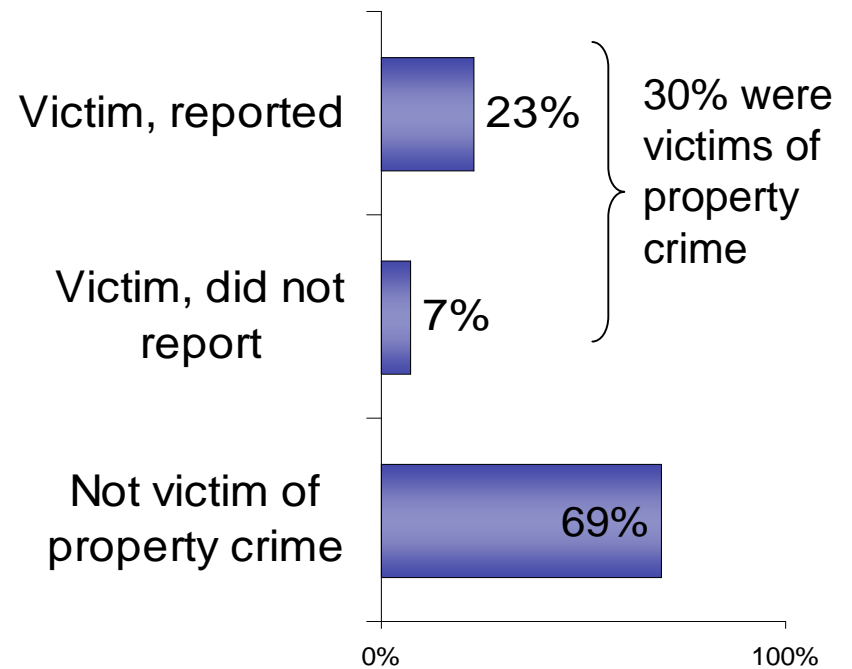


(Q49) 2008 Violent Crimes



In 2007, 6% were victims of a violent crimes;
1% did not report the crime.

(Q51) 2008 Property Crimes



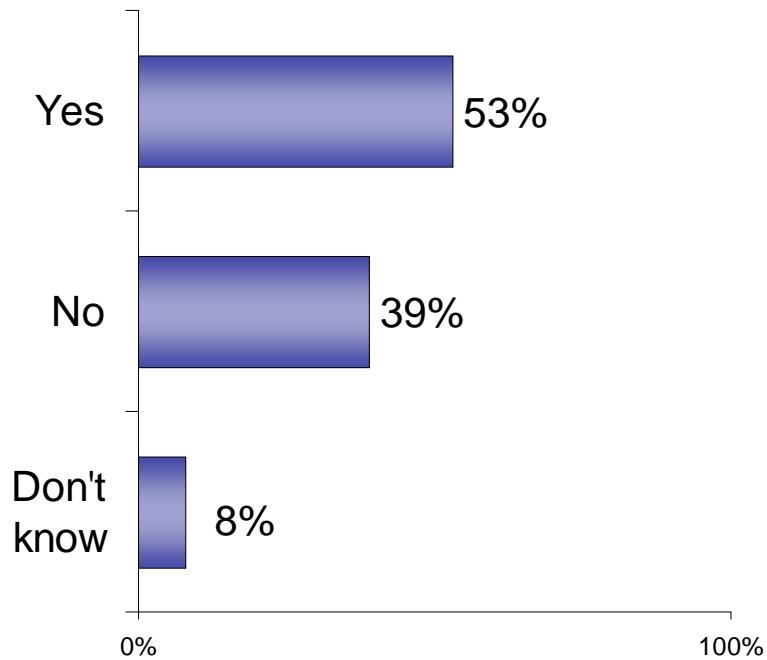
In 2007, 28% were victims of a property crimes;
7% did not report the crime.

Was a detective assigned to your case?

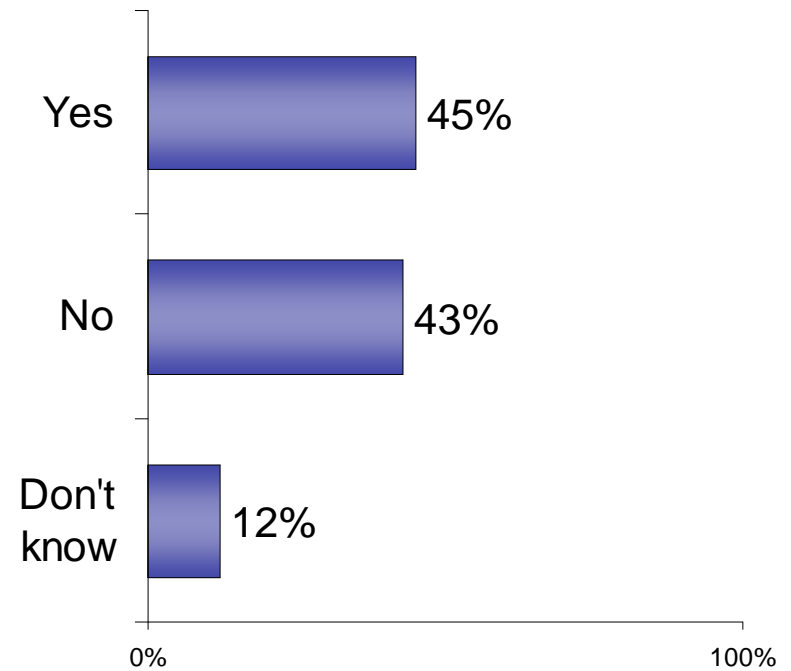
Base= Respondents who reported the crime
(Q49b & Q51b)



(Q49b) 2008 Violent Crime Victims



(Q52b) 2008 Property Crime Victims

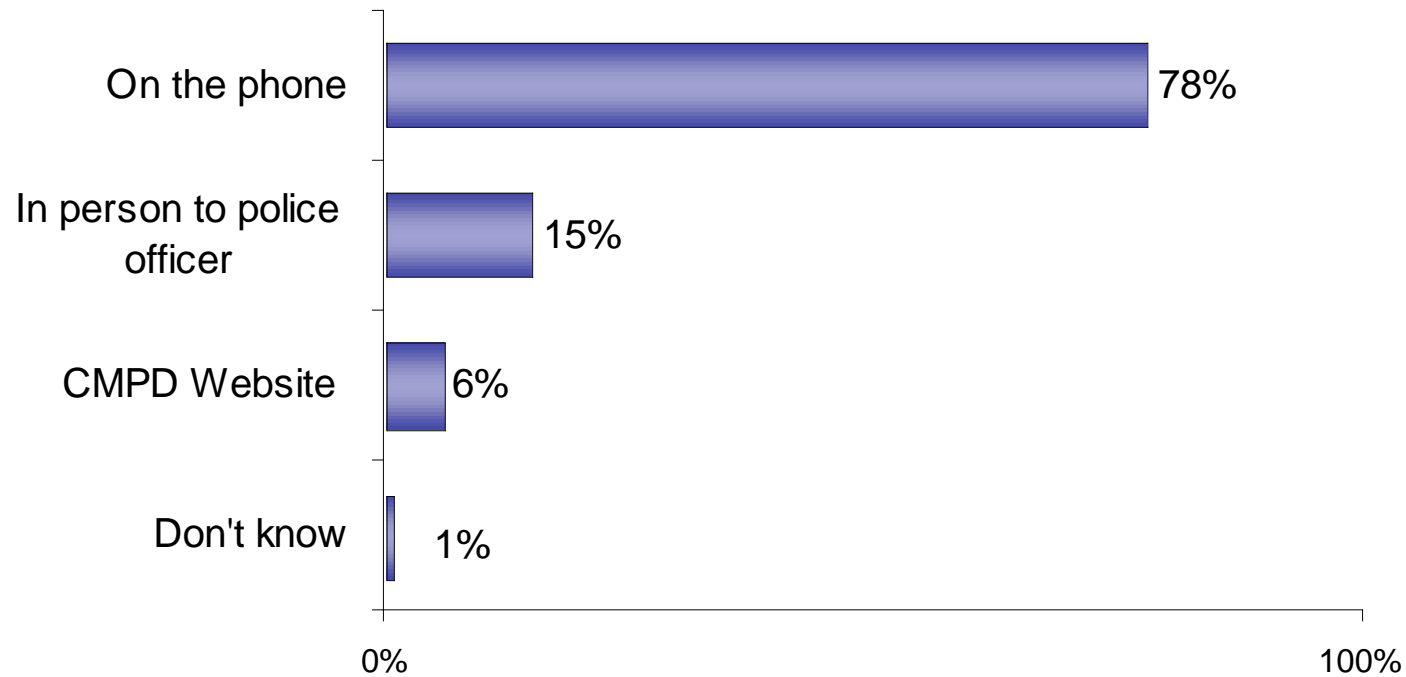


How was the non-violent crime reported?

Base= Respondents who reported a non-violent crime
(Q52)



(Q52) 2008 Property Crime Victims

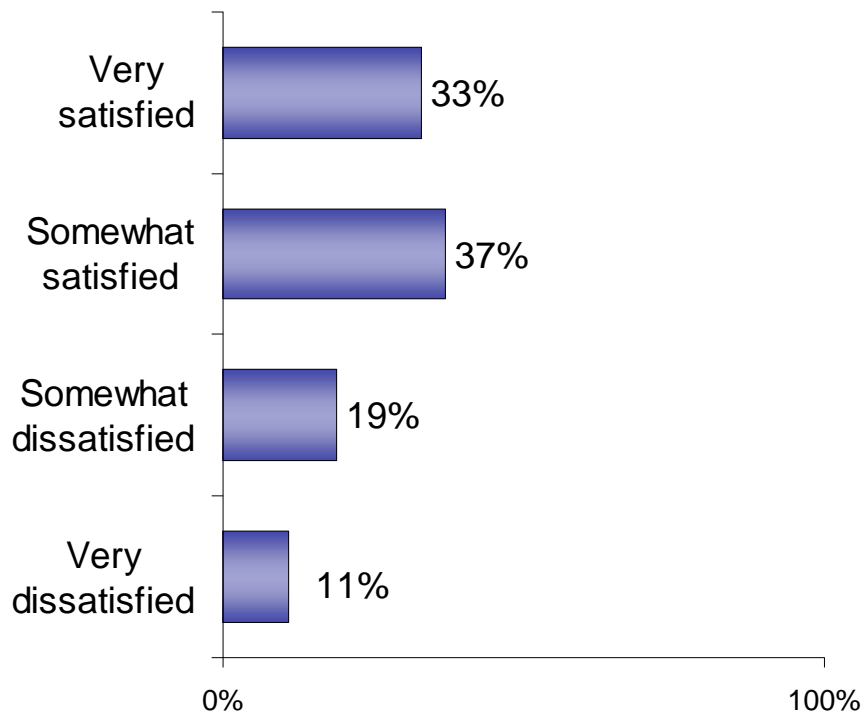


Satisfaction With Interactions In Person Or On The Phone With The Detective Assigned To Case

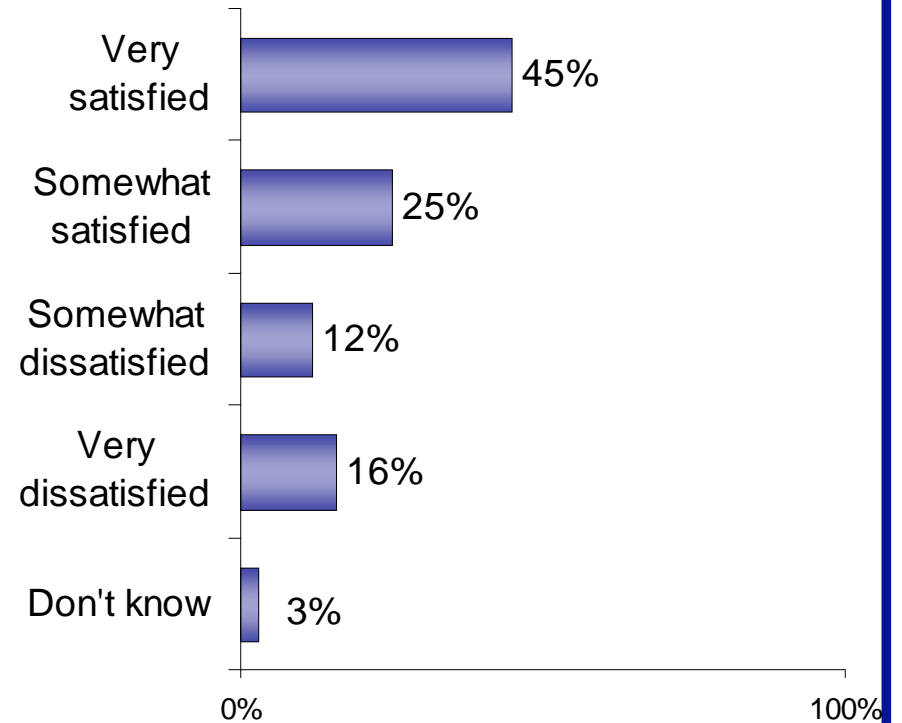
Base= Respondents with detective assigned to case (49c & Q52c)



(Q49c) 2008 Violent Crime Victims Assigned a Detective



(Q52c) 2008 Property Crime Victims Assigned a Detective



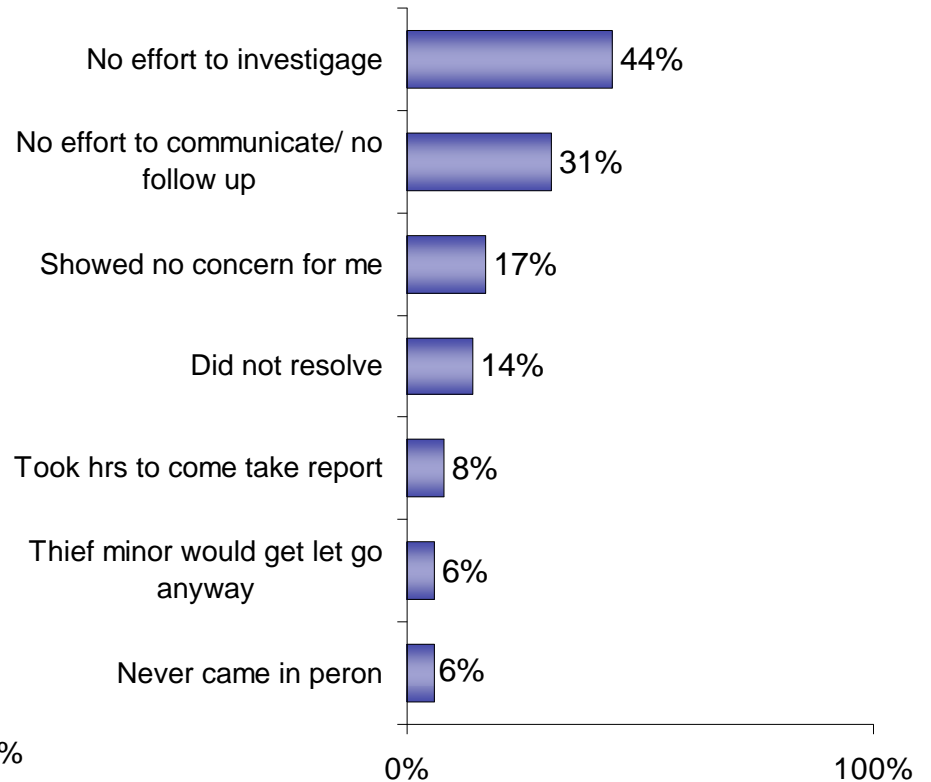
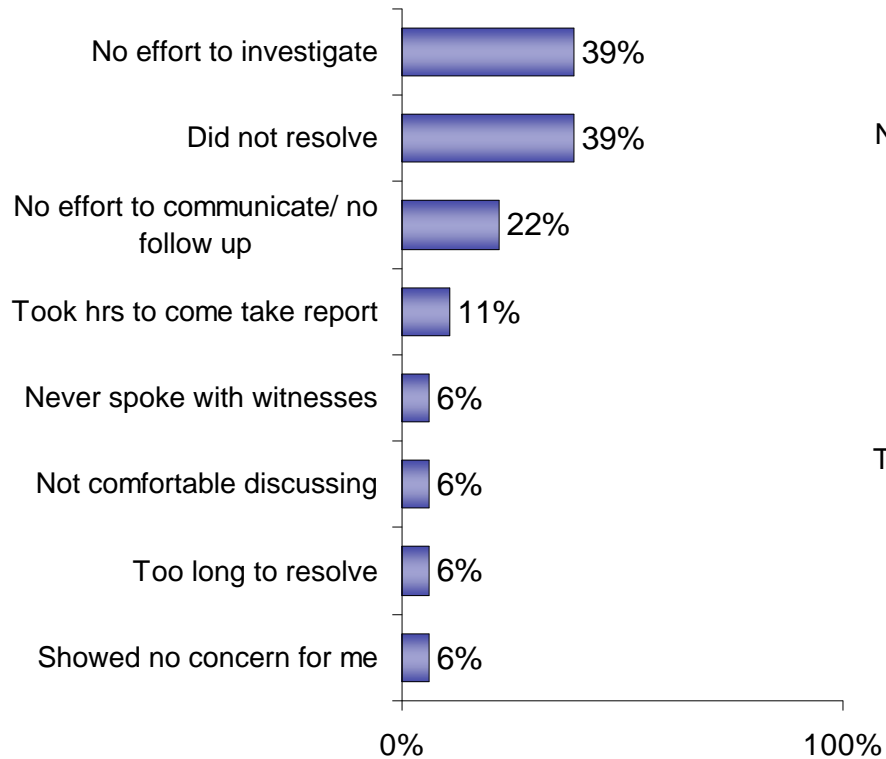
Reasons For Being Somewhat Satisfied, Somewhat Dissatisfied Or Very Dissatisfied With Detective

Base= Respondents with detected assigned to case (49d & Q52d)



(Q49d) 2008 Violent Crime Victims Assigned a Detective (n=18)*

(Q52d) 2008 Property Crime Victims Assigned a Detective (n=36)



* Very small base.



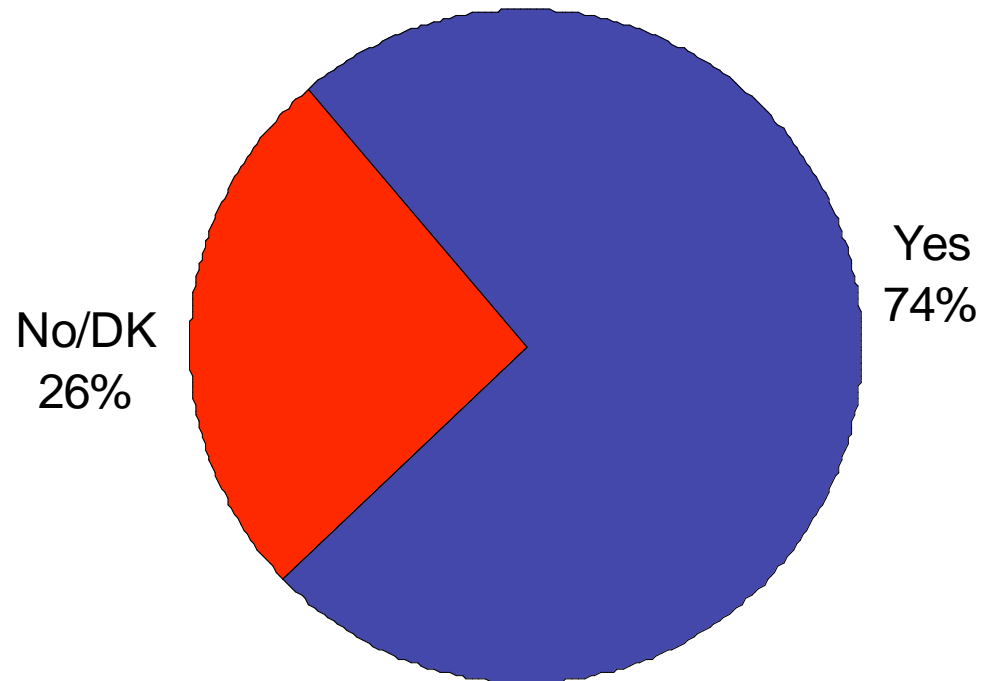
Interaction with CMPD

Interaction with CMPD On Phone Or In Person

Q53 & Q55 Combined to Create New Variable



2008



In 2007, 73% of respondents interacted either on the phone or in person with the CMPD.

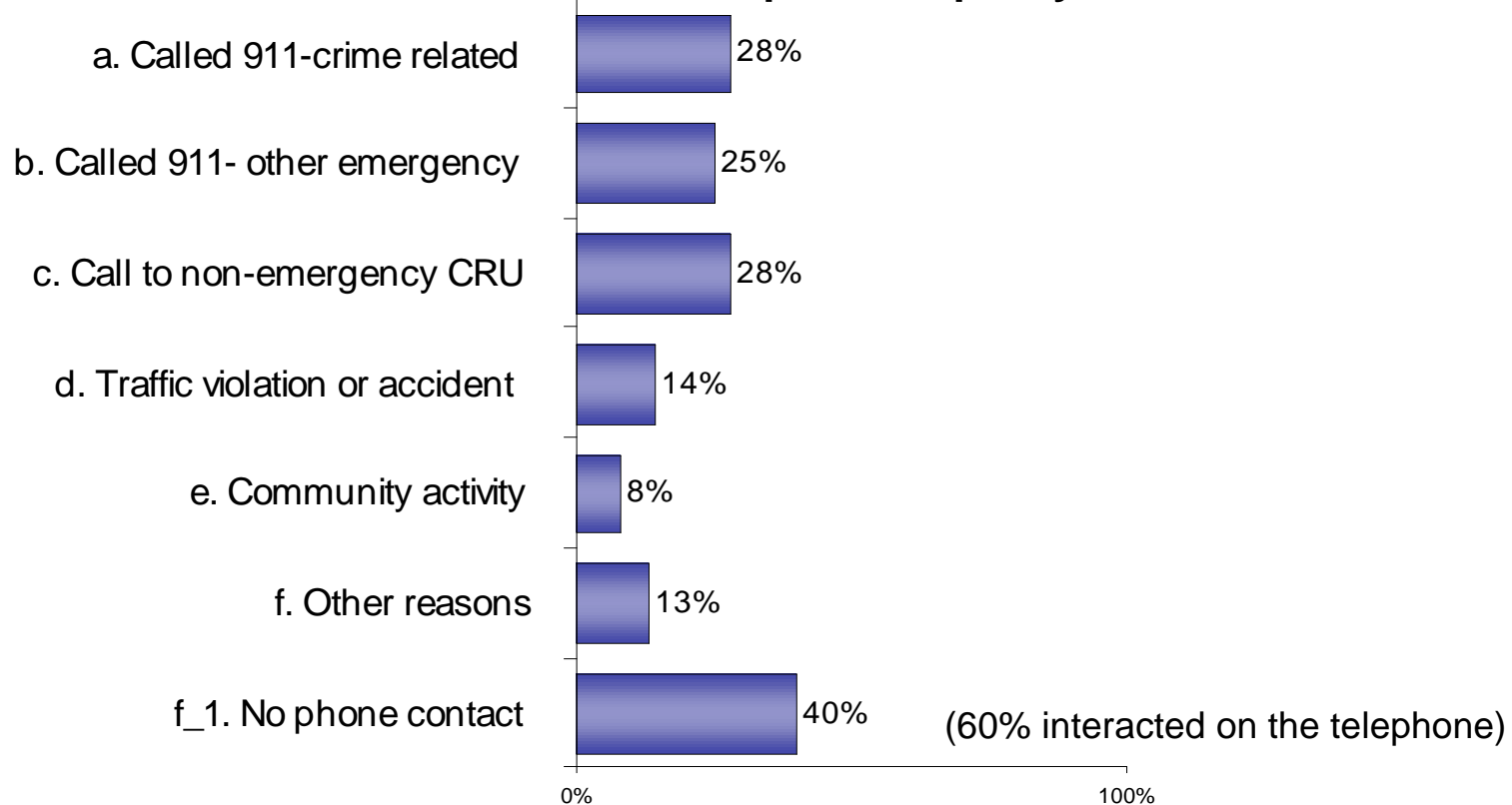
Interaction with the CMPD On Telephone In Past Year

Total Sample (Q53a-f)

(Responses will sum to more than 100% because multiple answers are possible)



2008 Interaction on telephone in past year



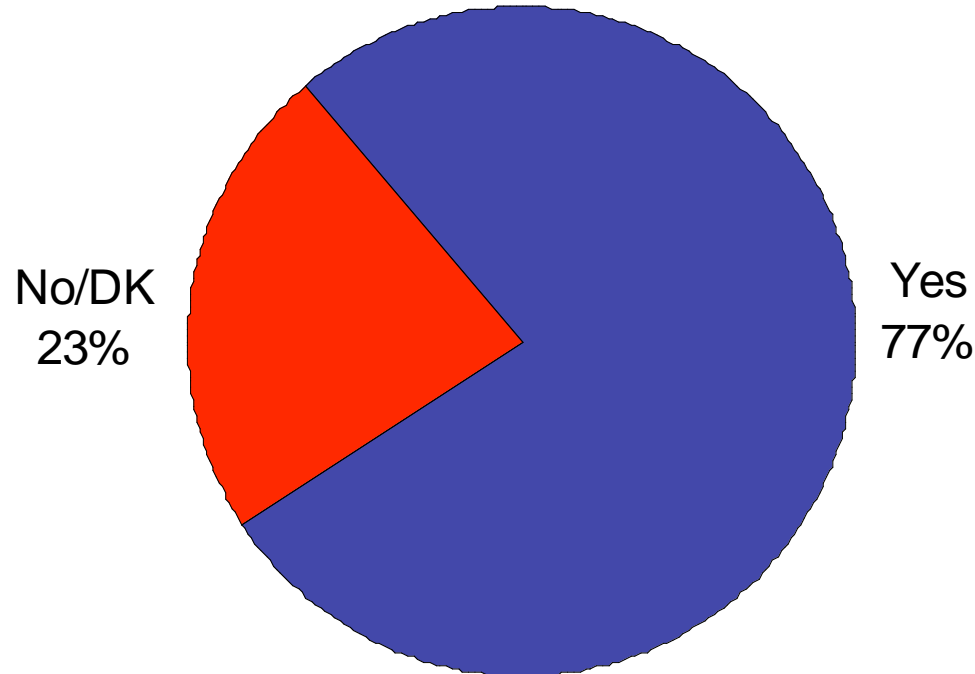
In 2007, 60% of respondents interacted on the telephone: 31% interacted by calling 911 about a crime or suspected crime, 24% by calling 911 about an emergency not related to a crime, 26% called the CRU, 14% called due to traffic violation or accident, 5% while participating in a community activity and 10% for other reasons.

Non-Emergency Reporting (Regardless of Outcome) Was The Time To Handle Report Satisfactory

Base=Respondents who called CRU (non-emergency reporting) (Q54)



2008



In 2007, 74% who called in past year reported that call was handled in a timely manner.

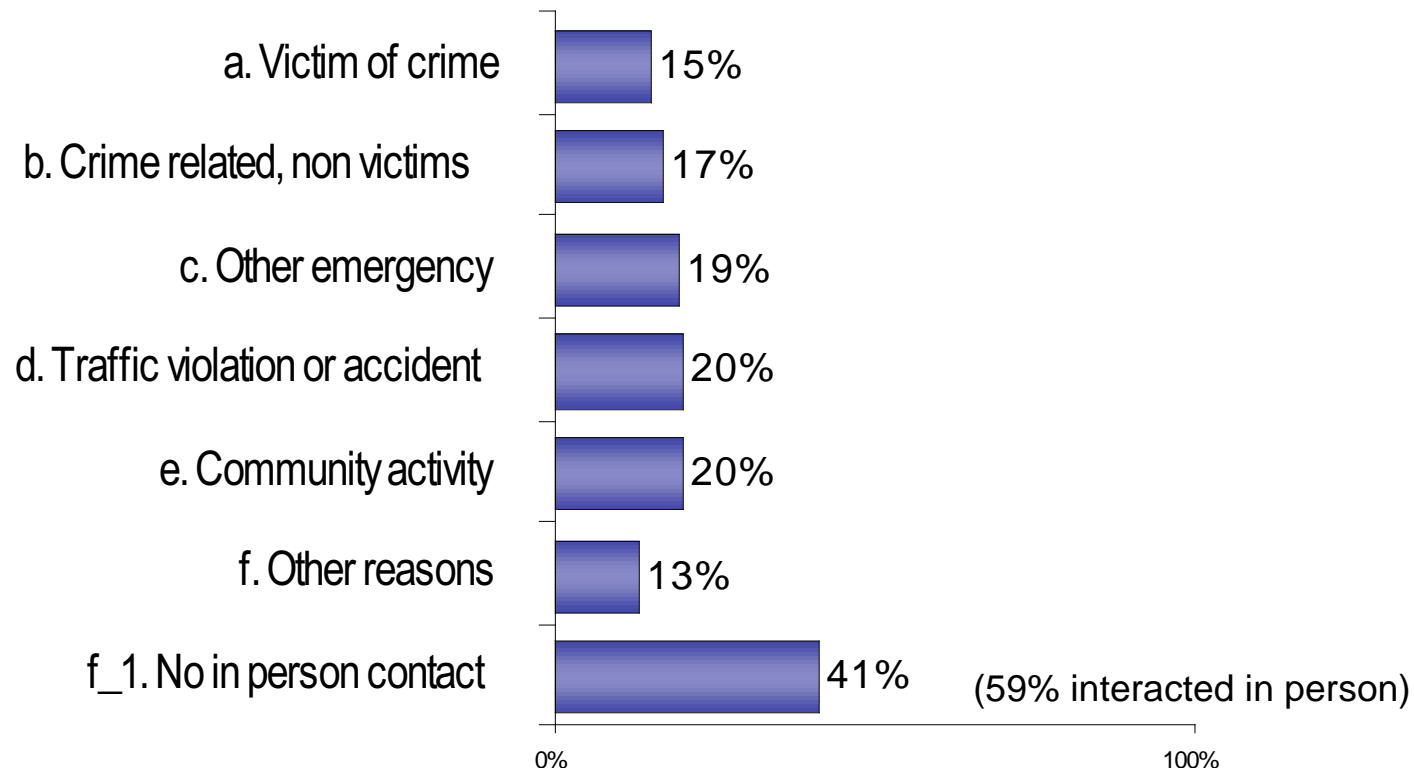
Interaction with the CMPD In Person In Past Year

Total Sample (Q55a-f)

(Responses will sum to more than 100% because multiple answers are possible)



2008 Interaction in person in past year



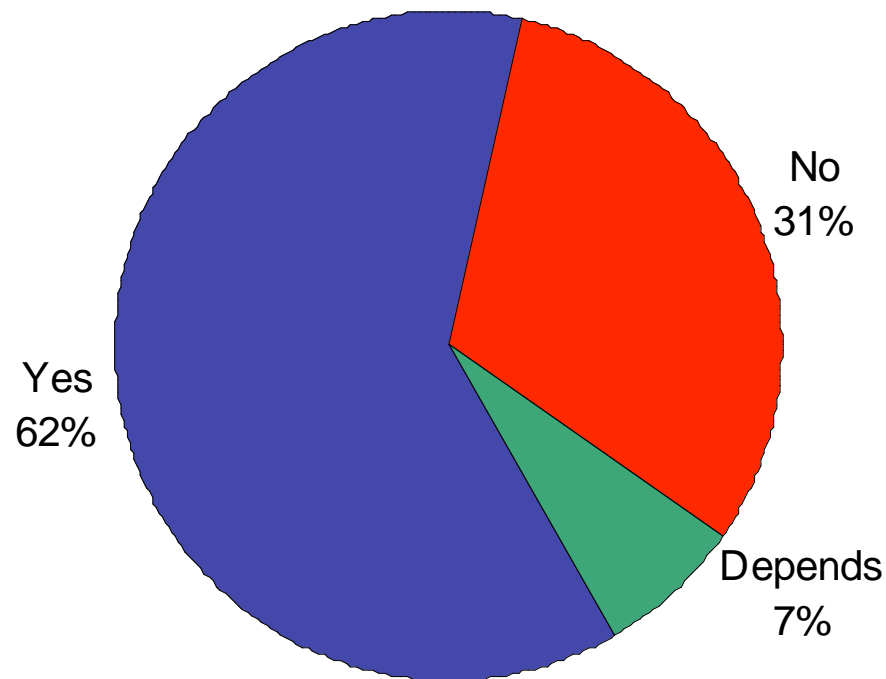
In 2006, 58% of respondents had interacted with the CMPD in person in the past year: 15% interacted in person because they were a victim of crime, 19% to report a crime or suspected crime, 20% for some other type of emergency not related to a crime, 19% due to a traffic violation or traffic accident, 20% while participating in a community activity, and 10% for some other reason.

Appropriate for Police to Have Slower Response Times for Non-Emergency Situations

Total Sample (Q56)



2008



In 2007, 68% indicated it is appropriate to have slower times. 25% indicated it was not appropriate and 7% said it depended on the situation..

Fewer people this year believe it is appropriate to have slower times.



Use and Perceptions of the CMPD Website

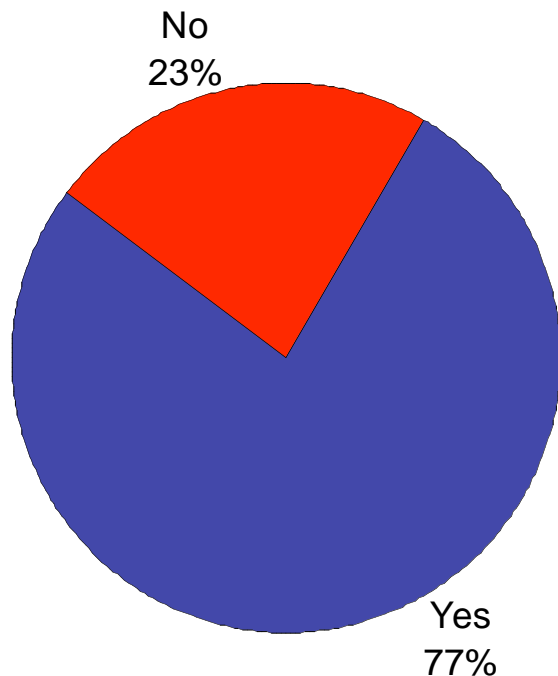
CMPD Website

Total Sample (Q57 & Q58)



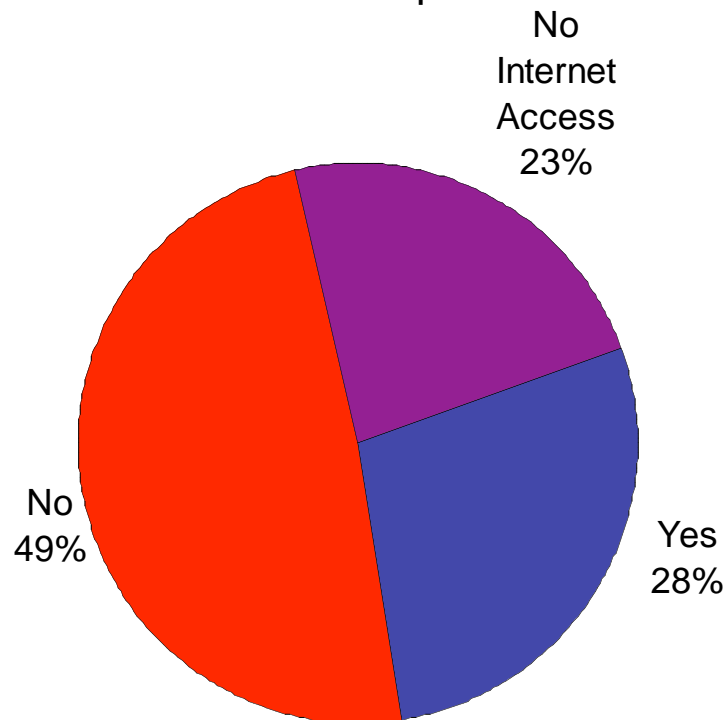
2008

(Q57) Access to Internet
Total Sample



In 2007, 72% had access to the Internet. Significantly more people have access this year, than last.

(Q58) Been to CMPD Website for any reason
Total Sample



In 2007, 23% of respondents had been to the Website. This is a significant increase since 2007.

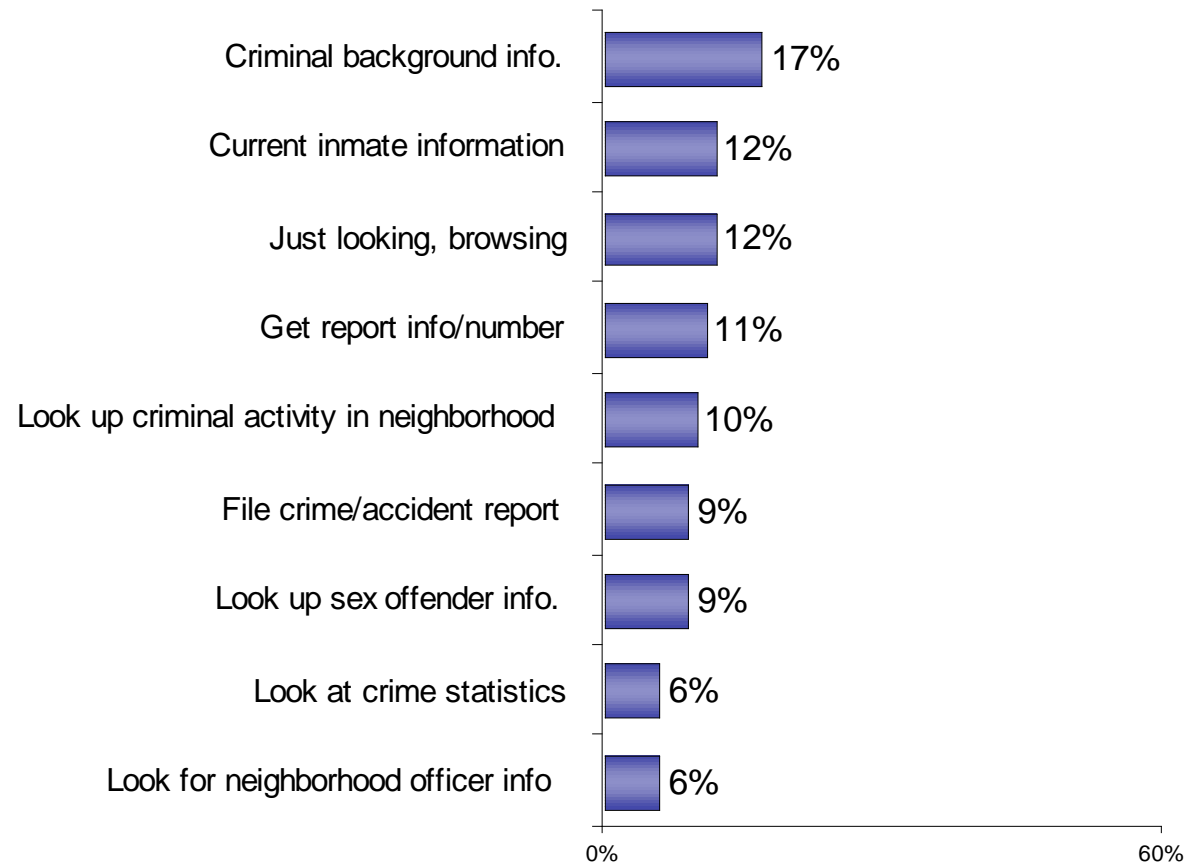
Purpose for Which CMPD Website Was Used

Unaided, Open-Ended Question

Among Respondents Who Have Been to Site (Q59)

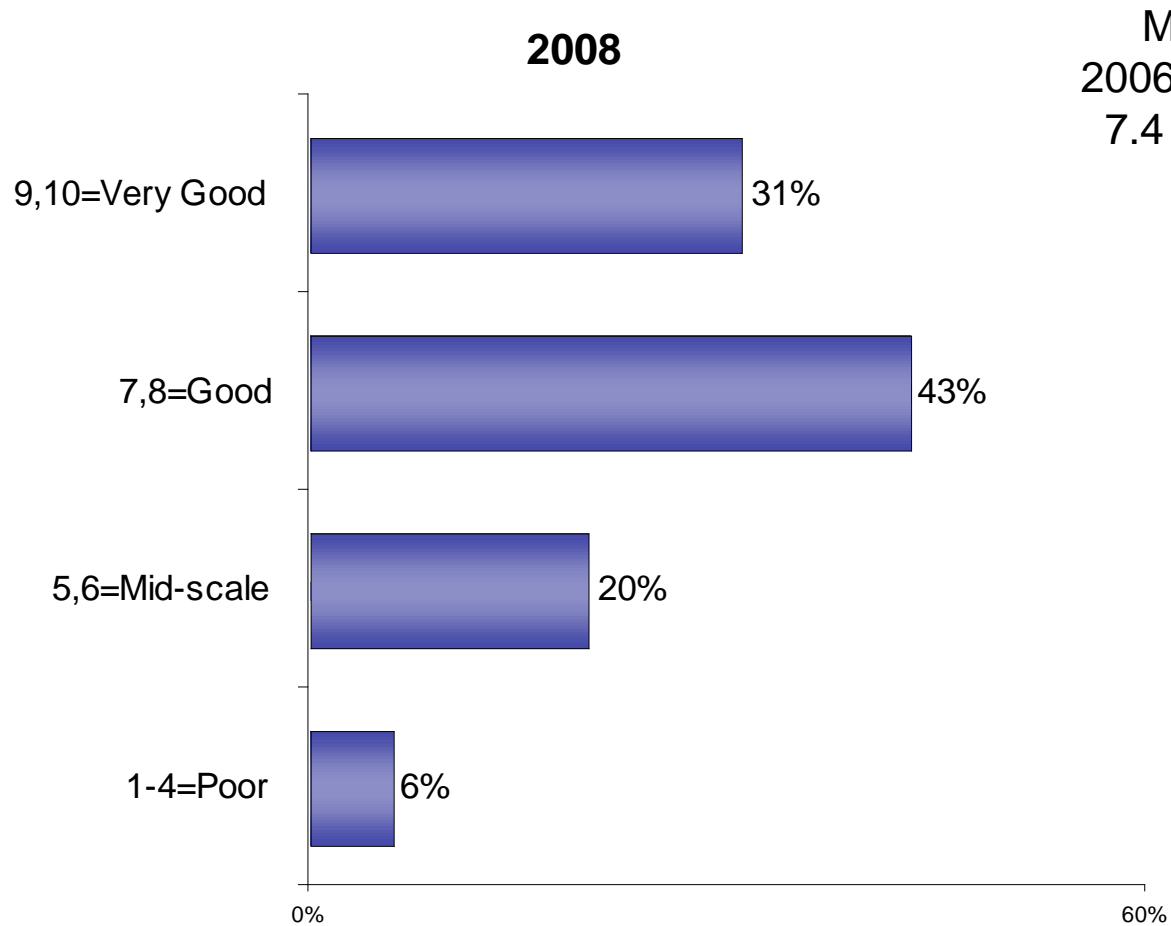


2008



Perception of CMPD Website

Among Respondents Who Have Been to Site & Are Able to Rate It (Q60)



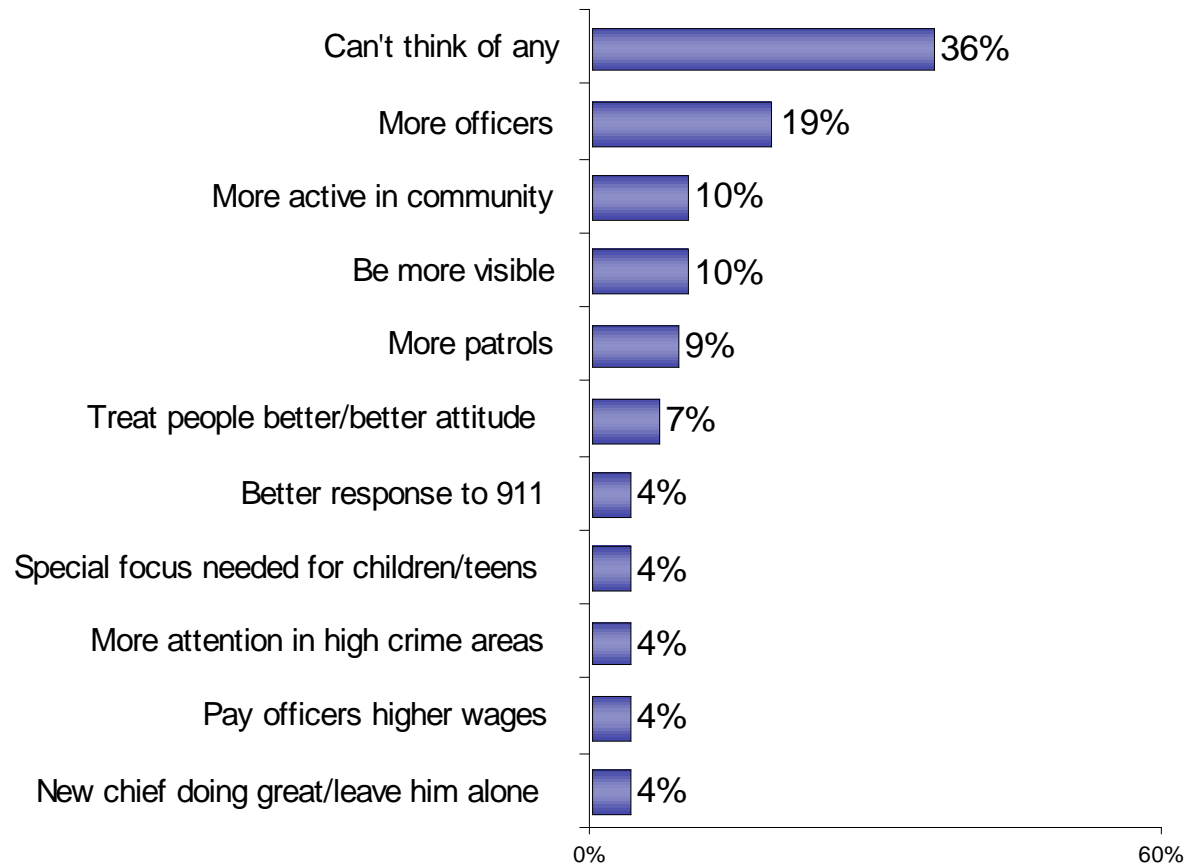
| Mean Ratings | | |
|--------------|------|------|
| 2006 | 2007 | 2008 |
| 7.4 | 7.5 | 7.5 |

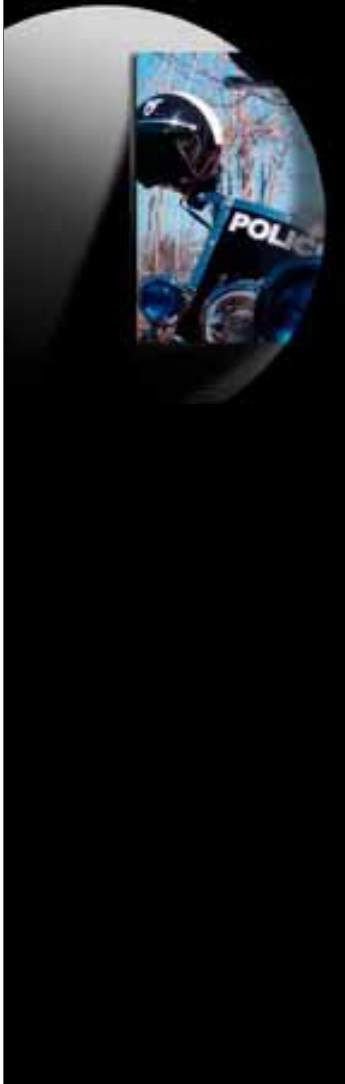
Recommendations or Suggestions for Ways to Improve the Department

Unaided, Open-Ended Question Total Sample (Q61)



2008





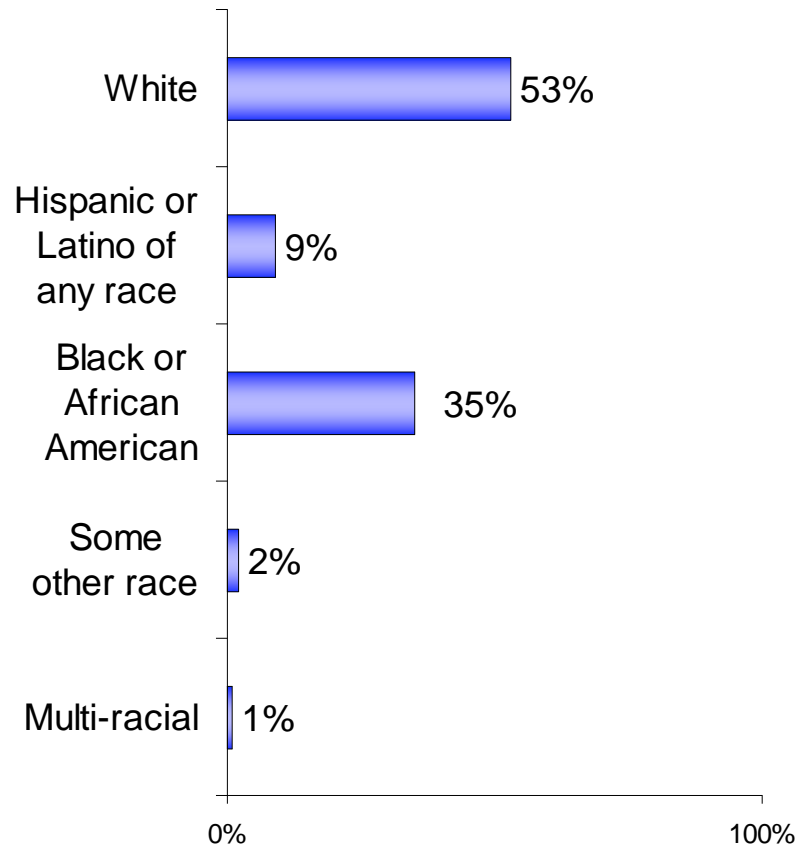
Respondent Profile

Race/Ethnicity

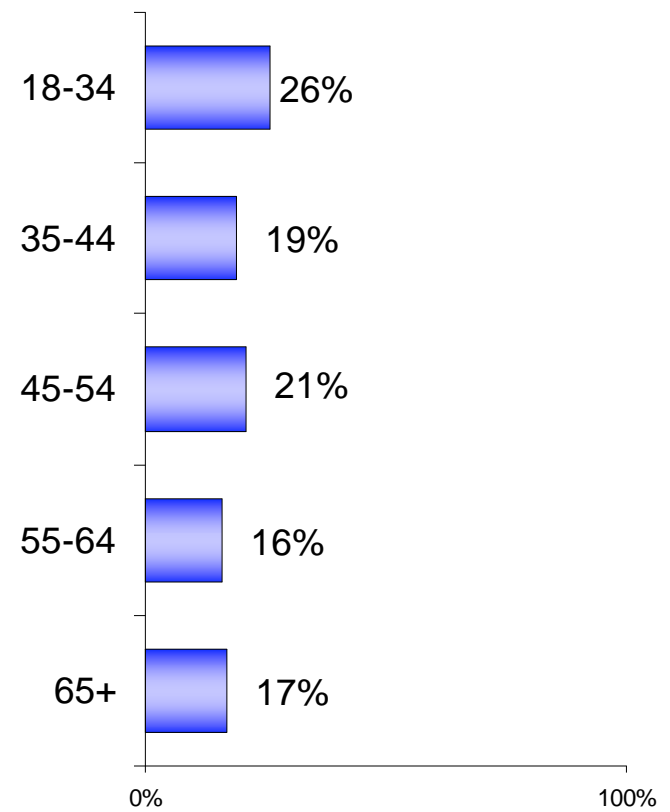
Total Sample (Q1 & Q2)



(Q1) Race/Ethnicity



(Q2) Age

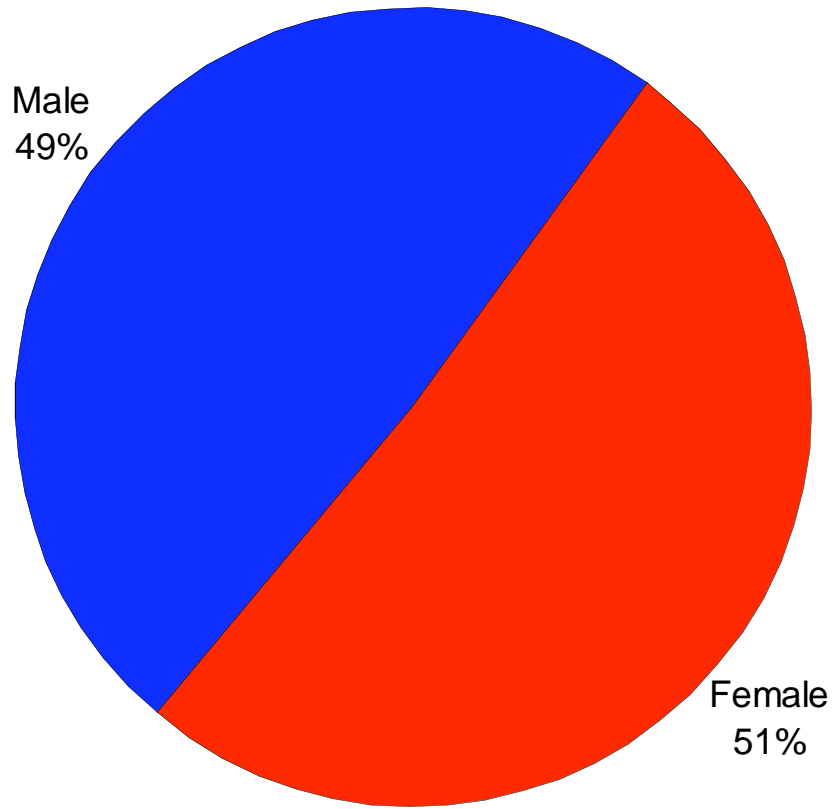


Gender & Years In Mecklenburg County

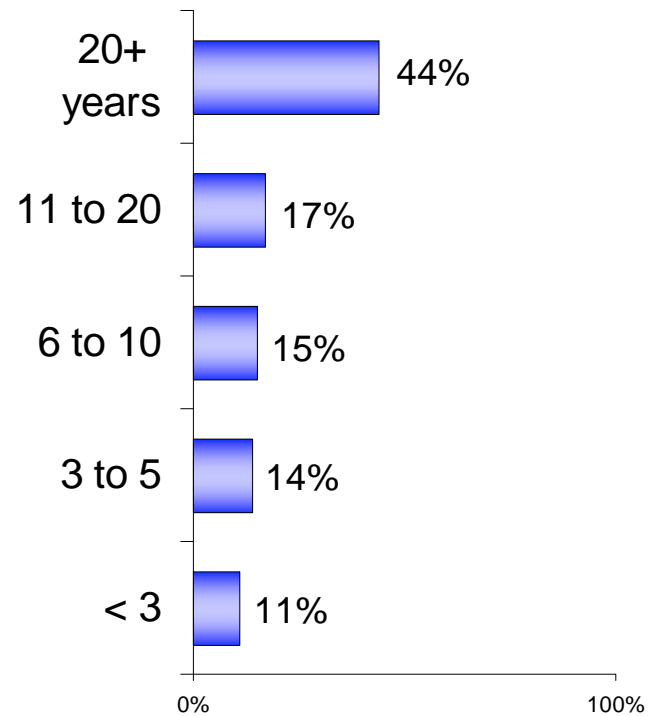
Total Sample (Q3 & Q4)



(Q3) Gender



(Q4) Years Lived in Charlotte or Mecklenburg County



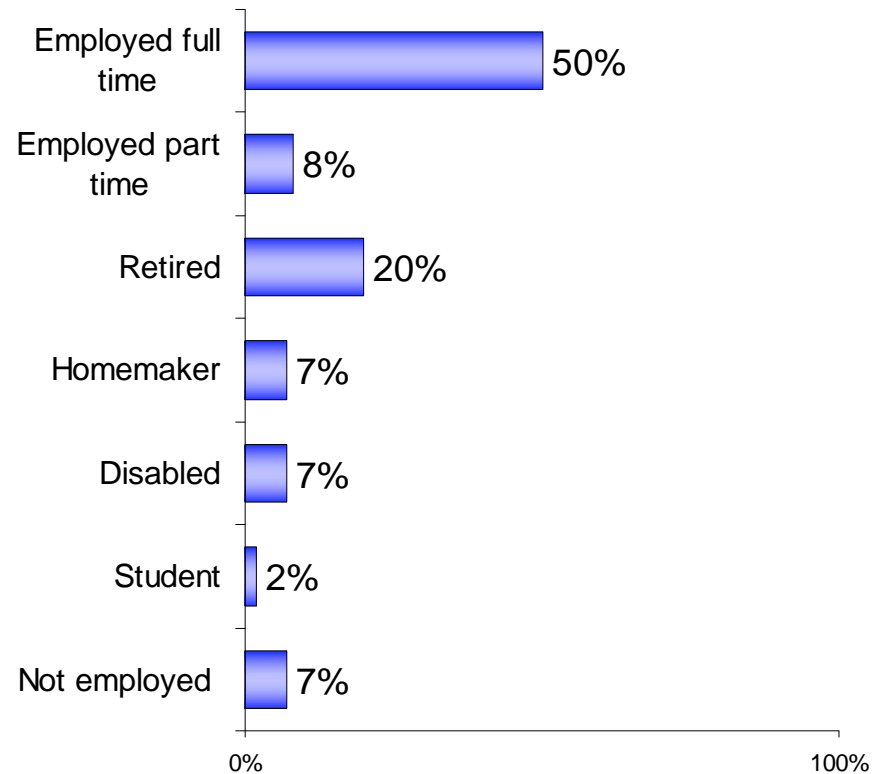
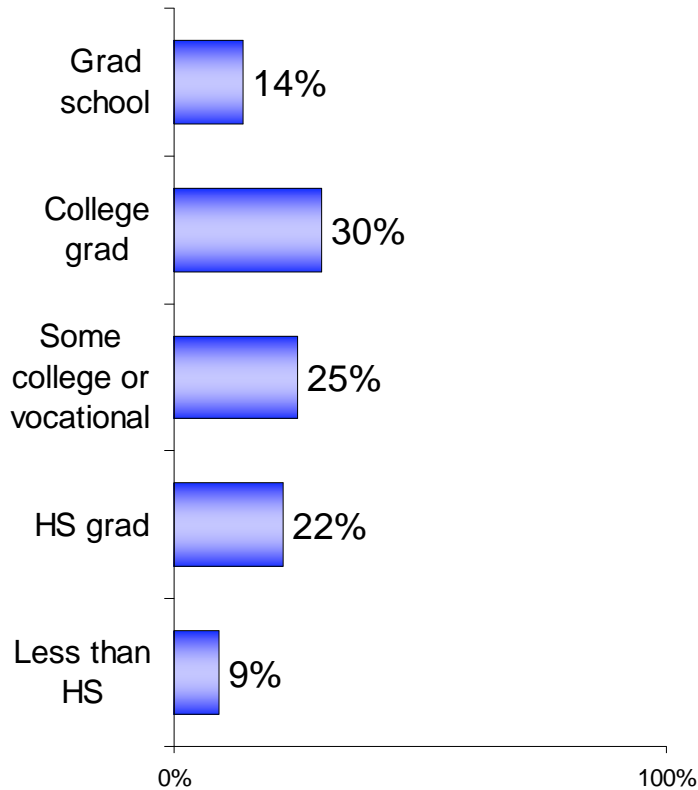
Gender & Education

Total Sample (Q63 & Q64)



(Q63) Education

(Q64) Employment



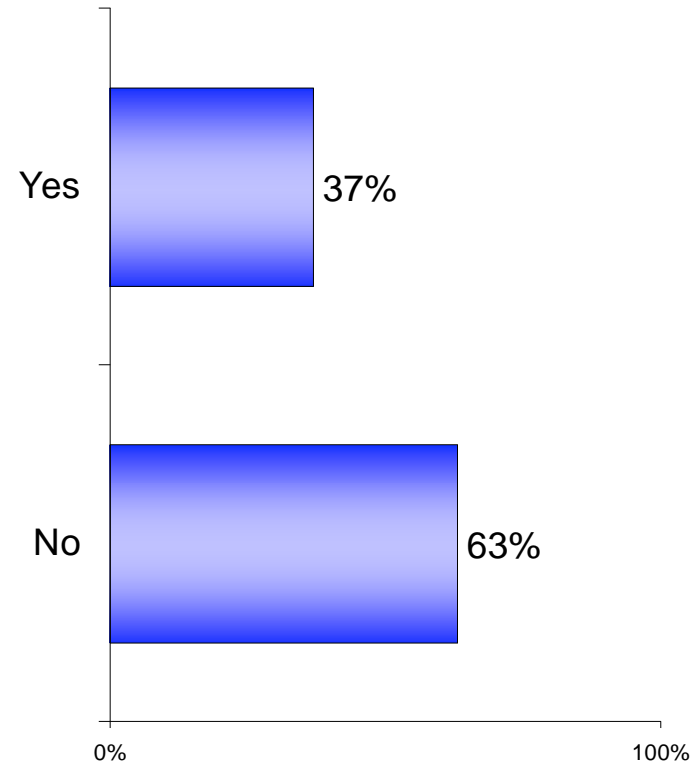
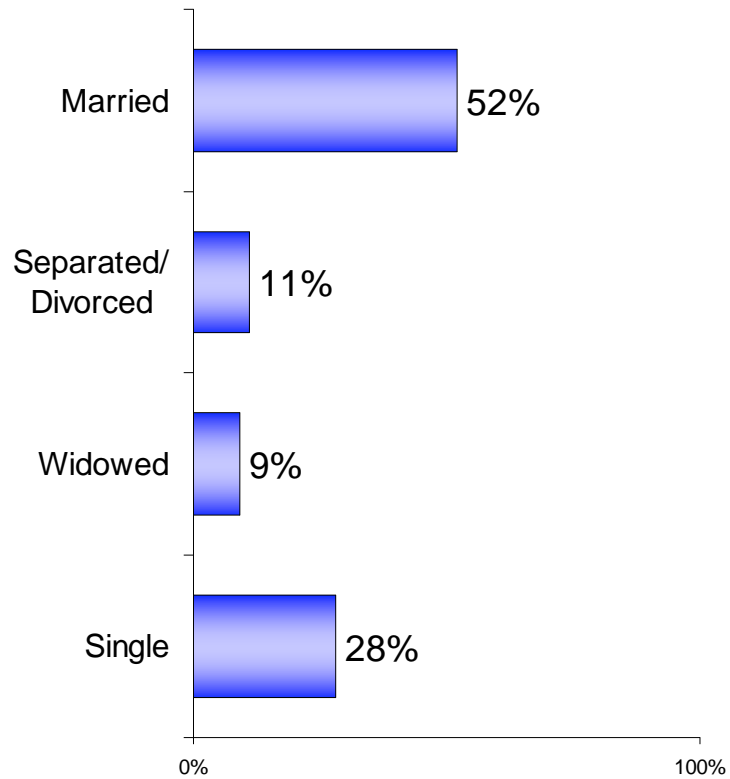
Employment Status and Marital Status

Total Sample (Q65 & Q66)



(Q65) Marital Status

(Q66) Children in Household



Children in Household and & Type of Home

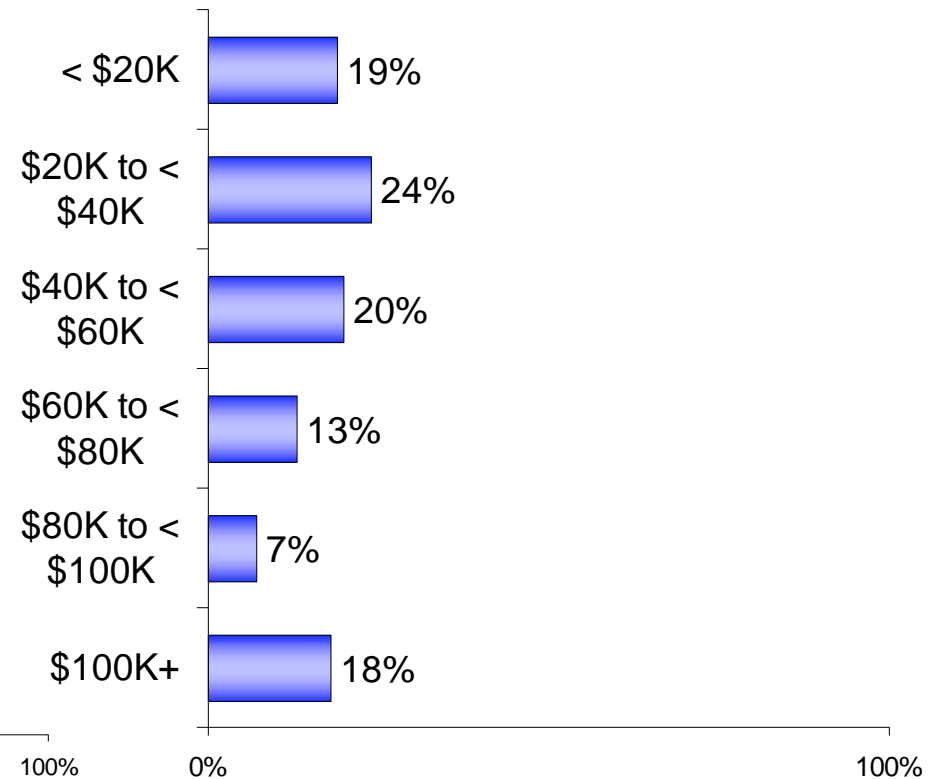
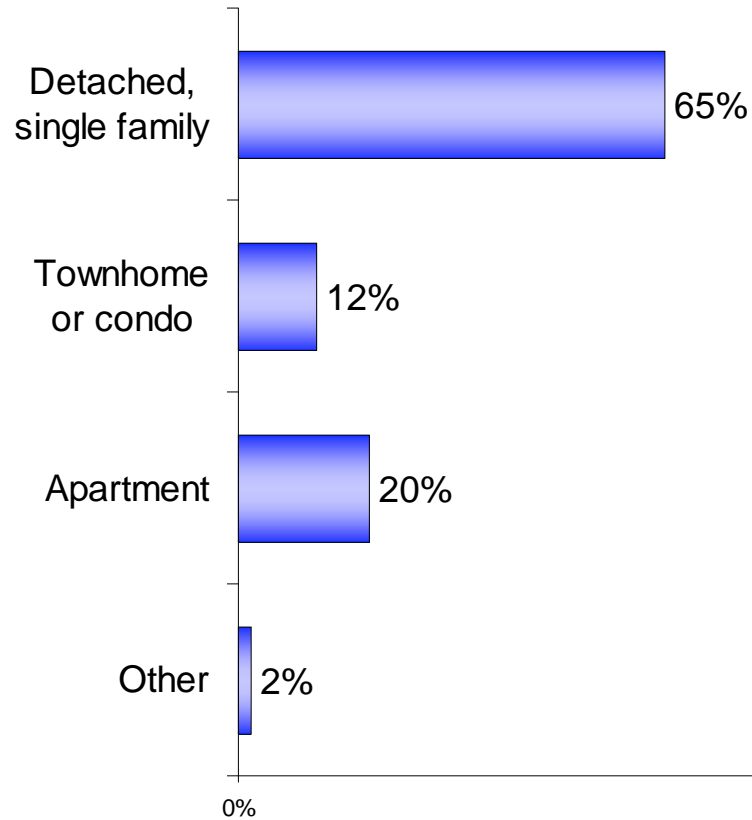
Total Sample (Q67 & Q68)



(Q67) Type of Home

(Q68) Income

(Refusals dropped from base, n=591)





Conclusions

Conclusions



- **The CMPD has a positive image overall**
- **The majority of residents gave positive ratings on all service areas.**
 - **Top tier ratings:**
 - 911 Call Center
 - Police officer response to emergencies
 - Character attributes: courtesy, professionalism, integrity
 - **Mid tier ratings:**
 - Working with communities
 - Animal control services
 - Enforcement of traffic laws
 - **Bottom tier (positive ratings but room for improvement):**
 - Drug law enforcement
 - Crime prevention efforts
 - Enforcement of traffic laws (Despite improvement this year)
 - Non-emergency CRU
 - Judgment in using force

Conclusions



- While the majority of residents believe Charlotte-Mecklenburg is a safe place to live, there is reluctance to say it is “very” safe.
- There is stronger agreement that neighborhoods are safe.
- However, perceptions of being safe in their neighborhood vary significantly by where people live.
- Residents perceive the greatest threats to their safety to be:
 - Break-ins
 - Drug crimes
 - Robberies
- Gangs are also a big concern for Charlotte overall and for public schools.

Conclusions



- **Regardless of where people live, they believe strongly that the need for police has increased and that we do not have an adequate number of police.**
- **Citizens perceive that CMPD makes a difference.**
 - The majority of residents believe the CMPD has been effective in working with their neighborhood to reduce crime. However, there are some differences by Police Divisions.
- **While there is evidence that more work needs to be done to solve problems in some neighborhoods, there is also evidence that the CMPD is making headways in areas where people feel the least safe.**
 - Citizens in the Metro and North Tryon areas are among those who report feeling the least safe. However, they are also the areas reporting the greatest improvement in feeling safer, compared to last year.

Conclusions



- **The majority of residents report living in neighborhoods that hold crime prevention meetings. However, this is not the case in some Police Divisions.**
 - Community Police Officers should encourage the development of crime prevention organizations and stress their importance in areas without them.
- **Apathy toward attending crime prevention meetings is apparent, as only half of the citizens who say their neighborhood has crime prevention meetings have actually attended any.**
 - Successes based on neighborhood involvement need to be shared among neighborhood leaders and with the general public.

Conclusions



- **The majority of victims who interacted with a detective were satisfied, but one out four was not satisfied.**
 - **The primary reasons for being dissatisfied are the perceptions that:**
 - No effort was made to investigate
 - No effort was made to communicate or follow-up.
 - **Better communication/follow-up with victims would reduce dissatisfaction by improving perceptions of caring and informing victims of what is being done on their case.**

Conclusions



- **Use of the CMPD Website increased this year and perceptions of the site are positive.**
- **However, the Website is not being as much as it could be used. For example, very few victims of non-violent crimes are using it to report crimes.**
 - The general public and victims need to be made aware of the uses of the site. Whenever possible officers and other police personnel should inform the public and victims about the Website and, in particular, that it can be used to file a police report. If people do report a crime online, they should receive a notice that it has been accepted. Further, correct expectations should be set about what will happen next.
 - Neighborhood associations should be informed through their community officer about the Website. Officer business cards and any other hand outs should have information about the Website.
- **The majority of citizens have interactions with the CMPD, so there are many opportunities to positively influence perceptions.**