



# 2012 CMPD Citizen Survey

## Final Report

**MarketWise**

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# Objectives

- The 2012 CMPD Citizen Survey was conducted by MarketWise, Inc.
- The research objectives of the study were the following:
  - Measure perceptions of the CMPD
  - Determine where citizens get information about crime trends and crime in Charlotte-Mecklenburg
  - Explore perceptions of crime and safety, and the effectiveness of the CMPD in making neighborhoods and Charlotte-Mecklenburg safer
  - Quantify awareness of CMPD Patrol Divisions
  - Explore crime victim perceptions of CMPD follow-up
  - Among users, measure perceptions of the 911 Emergency Call Center and the non-emergency Crime Reporting Unit
  - Examine use and perceptions of the CMPD Website
  - Compare changes in perceptions from 2011 to 2012 on key measures

# Methodology

- A total of 650 interviews were completed by telephone between May 17 and June 21, 2012, with adults living within the CMPD service area.
- A random digit dial (RDD) sample of landline telephone numbers and a RRD cell phone sample were purchased from Survey Sampling, Inc.
  - Respondents in the cell phone sample were not interviewed while driving.
- To qualify for the survey, respondents:
  - Had to live in Charlotte or Mecklenburg County
  - Could not live inside the town limits of Cornelius, Davidson, Huntersville, Matthews, Mint Hill or Pineville.

# Methodology

- The questionnaire was translated into Spanish and a bilingual interviewer conducted the interview in Spanish for residents who did not speak English. A total of 86 Hispanic respondents (13% of the total sample) were interviewed. Fifty-six (56) interviews were conducted in Spanish.
- The margin of error for the total sample of 650 is  $\pm 3.8$  percentage points at the 95% confidence level.
- Interviews lasted 16 minutes on average.

# Rating Scales & Analysis

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



# Summary at a Glance

# Summary at a Glance

## Questions Using a 10-Point Rating Scale

1=Very negative/Strongly disagree, 10=Very positive/Strongly agree

			CMPD Service Areas				Charlotte-Mecklenburg Area Quadrants			
Mean Ratings of Total Respondents (Don't know response have been dropped from base)		Total Sample	NE	NW	SW	SE	North	East	South	West
Q6.	Overall impression	7.7	7.6	7.5	7.7	7.8	7.4	8.2	7.7	7.5
Q7.	Are courteous	7.8	7.8	7.5	8.0	7.9	7.6	7.9	8.1	7.5
Q8.	Are professional	8.0	7.9	7.8	8.3	8.1	7.9	8.2	8.2	7.8
Q9.	Perform job with integrity and honesty	7.7	7.6	7.3	7.8	7.9	7.4	7.8	8.0	7.4
Q10.	Use good judgment in use of force	7.4	7.3	7.1	7.5	7.6	7.3	7.4	7.7	7.1
Q11.	Charlotte-Mecklenburg has an adequate number of police.	6.7	7.0	6.6	6.6	6.7	6.6	7.2	6.6	6.5
Q12.	The need for police has increased in the past year.	7.7	7.8	7.9	8.0	7.5	7.8	7.7	7.4	8.1
Q17.	In general, Charlotte-Mecklenburg is a safe place to live.	7.5	7.2	7.5	7.5	7.6	7.3	7.6	7.7	7.5
Q18.	How effective do you believe the CMPD have been in making Charlotte-Mecklenburg safer?	7.6	7.6	7.5	8.0	7.6	7.4	7.7	7.8	7.8
Q21.	I am safe in the neighborhood where I live.	8.3	8.1	8.0	8.2	8.5	8.1	8.2	8.6	8.0
Q22.	How effective have the CMPD crime fighting and prevention strategies been in your neighborhood?	7.7	7.9	7.4	7.9	7.7	7.6	7.9	7.8	7.3
Q30.	The visibility of police in my neighborhood has increased since last year.	6.0	6.7	5.9	6.5	5.6	5.9	6.7	5.3	6.5



# Summary at a Glance

## Questions Using a 10-Point Rating Scale

1=Not a problem, 10=Very serious problem

(Bases are too small for examination by Areas)

Seriousness of condition as a safety problem among respondents who have condition in their neighborhood		Mean
Q26a	Vacant and/or boarded up buildings (n=130)	4.2
Q26b	Overgrown paths (n=134)	4.2
Q26c	Cut through paths (n=189)	4.8
Q26d	Poor street lighting (n=201)	5.8
Q26e	Accumulation of garbage and/or bulky items (n=57)	5.5
Q26f	Clubs and bars in or near your neighborhood (n=131)	3.7
Q26g	Concentration of rental property in or near your neighborhood (n=245)	4.3

# Summary at a Glance

## Questions Using a 10-Point Rating Scale

(Bases are too small for examination by Areas)

		Mean
Q45b. Overall impression of 911 among those who have ever called it (n=279)		8.3
Perceptions of 911 among respondents who have called 911 in past 12 months (DK dropped from base)		
Q48.	Length of time it took to answer your call (n=139)	8.3
Q49.	Asking appropriate questions (n=140)	8.6
Q50.	Treating you courteously and respectfully (n=141)	8.8
Q51.	Informing you when officers will be dispatched (n=137)	8.2
Q52.	Overall satisfaction with 911 operator who took your call (n=141)	8.7

# Summary at a Glance

## Questions Using a 10-Point Rating Scale

(Bases are too small for examination by Areas)

		Mean
<b>Q54. Perceptions of CRU among respondents who have <u>ever</u> been connected to the CRU (n=176)</b>		<b>7.9</b>
<b>Perceptions of CRU among respondents who have been connected to the CRU in the past 12 months (DK dropped from base)</b>		
<b>Q54b.</b>	<b>Overall impression (n=84)</b>	<b>7.9</b>
<b>Q56.</b>	<b>Length of time it took to answer your call (n=83)</b>	<b>7.8</b>
<b>Q57.</b>	<b>Asking appropriate questions (n=84)</b>	<b>8.2</b>
<b>Q58.</b>	<b>Treating you courteously and respectfully (n=84)</b>	<b>8.5</b>
<b>Q59.</b>	<b>Setting correct expectations for what would happen next (n=83)</b>	<b>8.1</b>
<b>Q60.</b>	<b>Overall satisfaction with the service provided by the CRU (n=83)</b>	<b>8.2</b>



# Summary and Conclusions

# Summary 2012

## Impressions of the CMPD

- Impressions of the CMPD remain positive.
  - A strong majority (78%) of respondents within the total CMPD service area indicate their overall impression of the CMPD is positive (ratings of 7 to 10). The majority (at least 70%) of respondents give positive overall impression ratings, regardless of gender, age, race/ethnicity, or area of residence.
  - The majority of total respondents (70% or more) have a positive impression of the CMPD on being courteous, being professional, performing job with integrity/honesty, and using good judgment in the use of force. Ratings on these measures improved from 2010 to 2011. From 2011 to 2012, the improvements were maintained.
    - At least 65% of the respondents, regardless of gender, age, race/ethnicity, or area of residence give positive ratings on being courteous, being professional, and performing job with integrity/honesty.
    - Compared to all other segments, African Americans and respondents in West Charlotte-Mecklenburg give the lowest percentages of positive ratings (ratings of 7 to 10) on use of force (54% and 62%). However, only 19% of African Americans and 13% of respondents in the West give negative ratings (ratings of 1 to 4).

# Summary

- The majority of respondents (more than 65%) believe the CMPD should reflect the community in terms of race/ethnicity and gender. About half of the respondents believe the CMPD actually does reflect the community on these demographics.
  - Hispanics and African Americans are more likely than whites to believe the CMPD should reflect community demographics on gender and race/ethnicity.
  - White respondents are the least likely to say the CMPD reflects the community on gender. However, white respondents are also the least likely to say this is important.
  - Respondents indicate it is slightly more important for the CMPD to reflect community demographics on race/ethnicity than on gender.

# Summary

## Need For Police

- Almost 60% of the respondents believe Charlotte-Mecklenburg has an adequate number of police; only 17% believe we need more police. Despite this finding, 72% of respondents believe the need for police has increased; only 9% believe the need has not increased.

## Sources of Information About Crime

- The only source of information that is used by the majority of respondents to get information about crime and crime trends in Charlotte-Mecklenburg overall is TV. Newspapers and Internet are the other top sources, but neither are used by a majority of respondents.
- No single source of information is used by a majority of respondents to get information about crime and crime trends in neighborhoods. The top sources are TV, newspapers, neighbors, and neighborhood meetings.

# Summary

## Perceptions of Safety in Charlotte-Mecklenburg Overall

- A strong majority of respondents believe Charlotte-Mecklenburg is a safe place to live (75%) and that the CMPD has been effective in making it safer (77%). Only 19% of respondents believe Charlotte-Mecklenburg is less safe than a year ago.
  - Mean ratings on Charlotte-Mecklenburg as a safe place to live increased significantly from 2008 to 2011 (6.9 to 7.5), and remain high in 2012 (7.5).
  - Mean ratings on police effectiveness increased significantly from 2008 to 2011 (7.2 to 7.6), and remain high in 2012 (7.6).
  - As in past years, the most frequently mentioned concerns about crime and safety for Charlotte-Mecklenburg overall are burglary/break-ins and violent crimes.



# Summary

## Perceptions of Neighborhood Safety

- Most respondents believe they are safe in the neighborhood where they live (86%), and that crime fighting and crime prevention strategies have been effective in their neighborhood (75%). Only 16% of residents believe their neighborhood is less safe than a year ago.
  - Mean ratings on being safe in the neighborhood where they live increased significantly from 2010 to 2011 (7.6 to 8.2), and remain high in 2012 (8.3).
  - Mean ratings on the effectiveness of crime fighting and crime prevention in neighborhoods also increased from 2010 to 2011 (6.9 to 7.7), and remain high in 2012 (7.7).
  - As in past years, the most frequently mentioned concern about crime and safety for neighborhoods is burglaries/break-ins.

# Summary

- Poor street lighting is the neighborhood condition that concerns more respondents than any other condition. Cut through paths and rental property are the other top concerns.
  - 31% of total respondents indicate their neighborhood has poor street lighting and 42% of these respondents (13% of total respondents) consider it to be a serious problem. More respondents in East and West Charlotte-Mecklenburg have a problem with poor street lighting than those in the North or South. African-Americans and Hispanics are more likely to report problems than white respondents.
  - 29% of total respondents indicate there are cut through paths in their neighborhood and 35% of these respondents (10% of the total sample) consider it to be a serious problem. More respondents in West Charlotte-Mecklenburg have a serious problem with cut through paths than those in the North, East or South. African-Americans and Hispanics are more likely to report problems than white respondents.
  - 38% of total respondents indicate there is a concentration of rental property in or near their neighborhood and 24% of these respondents (9% of the total sample) consider it to be a serious problem. More respondents in East and West Charlotte-Mecklenburg have a serious problem with rental property than those in the North or South. Hispanics are more likely than white or African Americans to report the problem.

# Summary

## Police Visibility

- About half of the respondents indicate visibility of police in their neighborhood has increased in the past year (no change from 2011). However, a high percentage of respondents (77%) indicate they have seen police patrolling in their neighborhood in the past year.

## CMPD Crime Watch Programs

- Most respondents (78%) are aware that the CMPD assists in establishing and maintaining neighborhood watch programs.
- Only half of the total respondents (52%) indicate their neighborhood participates in a watch program and only 19% of total respondents are personally active in a watch program.
  - Lack of time is the main reason for not being involved in a watch program. Being physically disabled and not know knowing how/never been asked are the other most frequently mentioned reasons.

# Summary

## **CMPD Crime Prevention Information**

- Almost a third of respondents (30%) are interested in receiving crime prevention information or tips from the CMPD through social media. Almost half (48%) would like to be able to get the information from the CMPD Website.

## **Awareness of CMPD Police Divisions**

- There has been no significant change in awareness of the CMPD police divisions. Less than half of the respondents (42%) know where their police division office is located. Relatively few have visited an office in the past year (13%), or know the names of any officers in their division (16%). A quarter of respondents are aware that their police division publishes an electronic Response Area Newsletter and 10% of total respondents say they subscribe to the newsletter.

# Summary

## Victimization

- In 2012, as in 2011, only 4% of respondents indicate they (or someone else in their household) have been a victim of a crime such as assault or armed robbery, in the past year, that was reported to the CMPD. Most of these victims indicate the police did follow-up with them after the initial report was made. In 2011 more follow-up was conducted in-person than by telephone (or any other way). In 2012, more follow-up is done by telephone, than in-person (or any other way).
  - Despite the drop for in-person follow-up, satisfaction with the follow-up remains very high (59% are very satisfied and another 12% are somewhat satisfied).
- In 2012, as in 2011, 11% of respondents indicate they (or someone else in their household) have been a victim of a non-violent crime such as theft, burglary or a home break-in, during the past year, that they reported to the CMPD. Less than half (45%, down from 54% in 2011) indicate the police did follow-up with them after the initial report was made. Telephone is the primary method of follow-up (55%). However, a substantial amount of follow-up is done in-person (30%). Only about 10% of the follow-up is by email.
  - The majority of respondents who had follow-up contact are very satisfied (45%) or somewhat satisfied (30%).

# Summary

## Usage And Perceptions Of 911

- Less than half of the respondents (44%) have ever called Charlotte-Mecklenburg 911. Most (84%) of those who have called 911 have a positive impression of it.
- In the past year, 14% of respondents have called Charlotte-Mecklenburg 911 to report a crime or suspected crime (down from 18% in 2011), and 13% have called for an emergency not related to a crime (down from 20% in 2011). A total of 22% of respondents have called 911 about a crime or for an emergency.
- Most respondents who called 911 (about a crime or for an emergency) in the past year give very high ratings (at least 80% rate 7 to 10) on: overall satisfaction with the 911 operator, treating you courteously and respectfully, asking appropriate questions, length of time to answer your call, and informing you of when officers will be dispatched.
  - Although there was a slight drop from 2011 to 2012 in ratings on length of time to answer a call and asking appropriate questions, the ratings are still so high that it is not problematic.

# Summary

## Usage and Perceptions of the Non-Emergency Crime Reporting Unit

- Most people would try to contact the CMPD by telephone for a non-emergency. However, only 37% of respondents would call 311. Another 28% would call 911 for a non-emergency. Others would call but don't know the number (17%), and some don't know how they would make the contact (9%).
- 27% of respondents have ever used the non-emergency Crime Reporting Unit (CRU) and 13% of respondents used it in the past year. The majority of those who have used the CRU have a positive impression.
  - About 80% or more of those who have used the CRU in the past year give positive ratings (7 to 10) on: length of time to answer, asking appropriate questions, treating you courteously and respectfully, setting correct expectations, and overall satisfaction.
  - From 2011 to 2012, mean ratings improved on:
    - Setting correct expectations (7.7 to 8.1).
    - Overall satisfaction (7.8 to 8.2)

# Summary

## Usage and Perceptions Of CMPD Website

- 83% of respondents have access to the Internet and 38% of those with access have visited the CMPD Website. The majority (73%) of those who have visited the site rate it good or very good.

## Citizen Recommendations

- When asked how the CMPD could improve, almost half of the respondents (48%) did not know how. The other most frequent responses were to be more visible by patrolling more frequently (19%), interact/work more with the community (9%), treat everyone with respect (6%), improve response time (3%), and stop racial profiling (3%).



# Conclusions

- The survey results for 2012, as in 2011, are positive. A strong majority of residents have a positive overall impression of the CMPD and believe the police have been effective in making Charlotte-Mecklenburg and their neighborhood safer. While there were few significant changes from 2011 to 2012, improvements made in 2011 were maintained. The improvements that were maintained include:
  - Performing job with integrity/honesty.
  - Using good judgment in the use of force.
  - Charlotte-Mecklenburg is a safe place to live.
  - I am safe in the neighborhood where I live.
  - The CMPD is effective in making Charlotte-Mecklenburg safer.
  - The CMPD's crime fighting and crime prevention strategies are effective in neighborhoods.
- The significant improvements from 2011 to 2012 include:
  - The percentage of respondents who say poor street lighting is a serious problem decreased.
  - Non-emergency Crime Reporting Unit satisfaction ratings improved on setting correct expectations for what would happen next.
  - Overall satisfaction with the non-emergency Crime Reporting Unit increased from 2010 to 2011, and improved again in 2012.
- The significant declines from 2011 to 2012 include:
  - Perceptions of the accumulation of garbage and/or bulky items as serious safety issue increased.
  - There was a significant drop in victim perceptions that follow-up contact was made for non-violent crimes. (However, when contact was made, victims show a high level of satisfaction.)

# Conclusions

- Satisfaction with 911 remains very high.
- Many residents say they would call 911 for a police non-emergency. Residents need to be made aware that 311, not 911, should be called.
- Some neighborhoods have poor street lighting. Although perceptions improved, it is a condition that is considered serious in some neighborhoods. Improvement of street lighting in those neighborhoods (most likely to be found in the East and West) would make residents feel safer.
- Although ratings of police visibility have not increased since last year, this does not mean police are not visible. Most residents indicate they have seen police patrolling in their neighborhood.
- Maintaining and increasing police visibility is what residents believe is the most important thing the police can do to keep them safe.



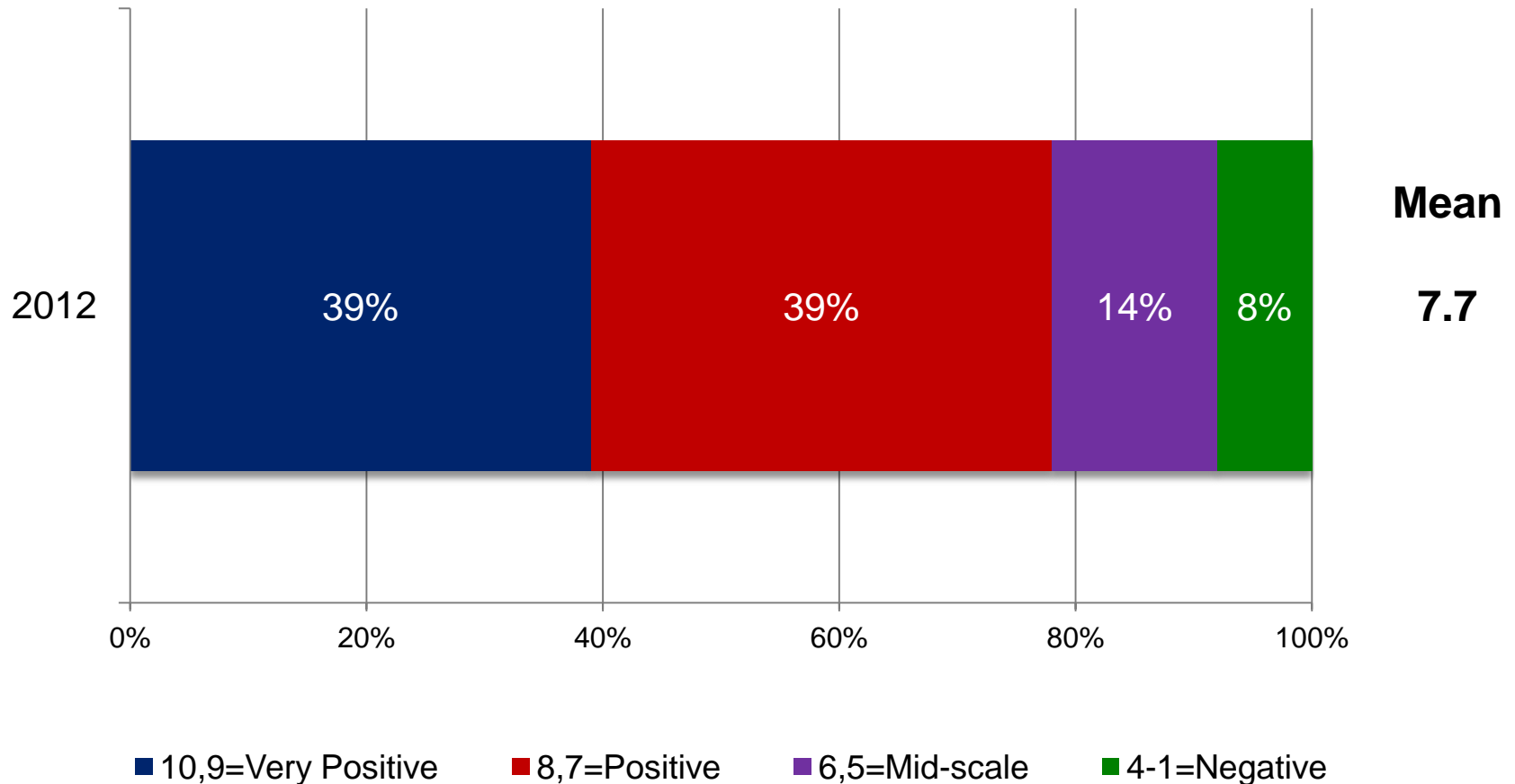
# Results for Total Sample



# Perceptions of the Charlotte Mecklenburg Police Department

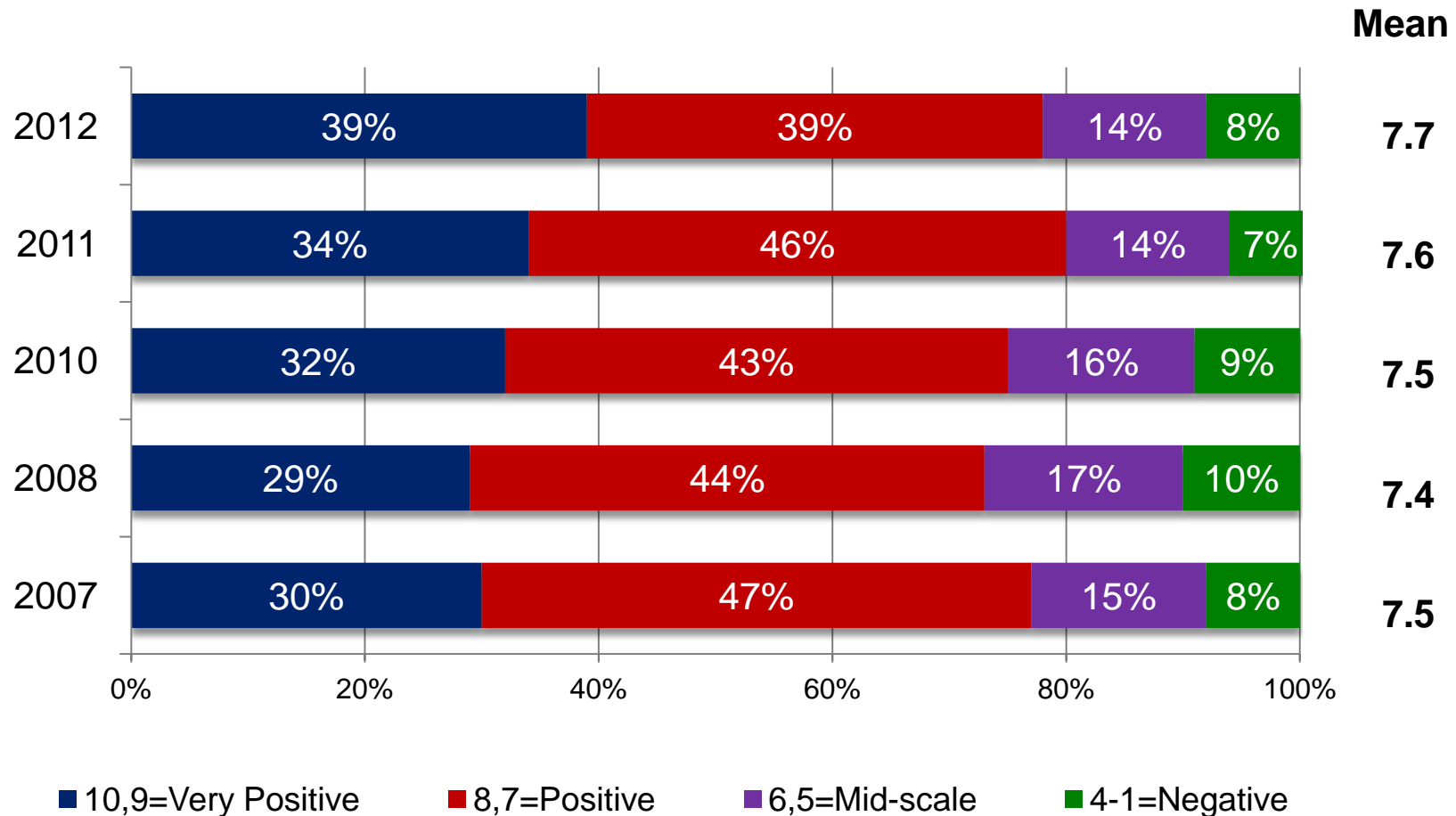
# Overall Impression of the CMPD

Total Sample (Q6)  
Respondents Able to Rate (n=630)



# Overall Impression of the CMPD – By Year

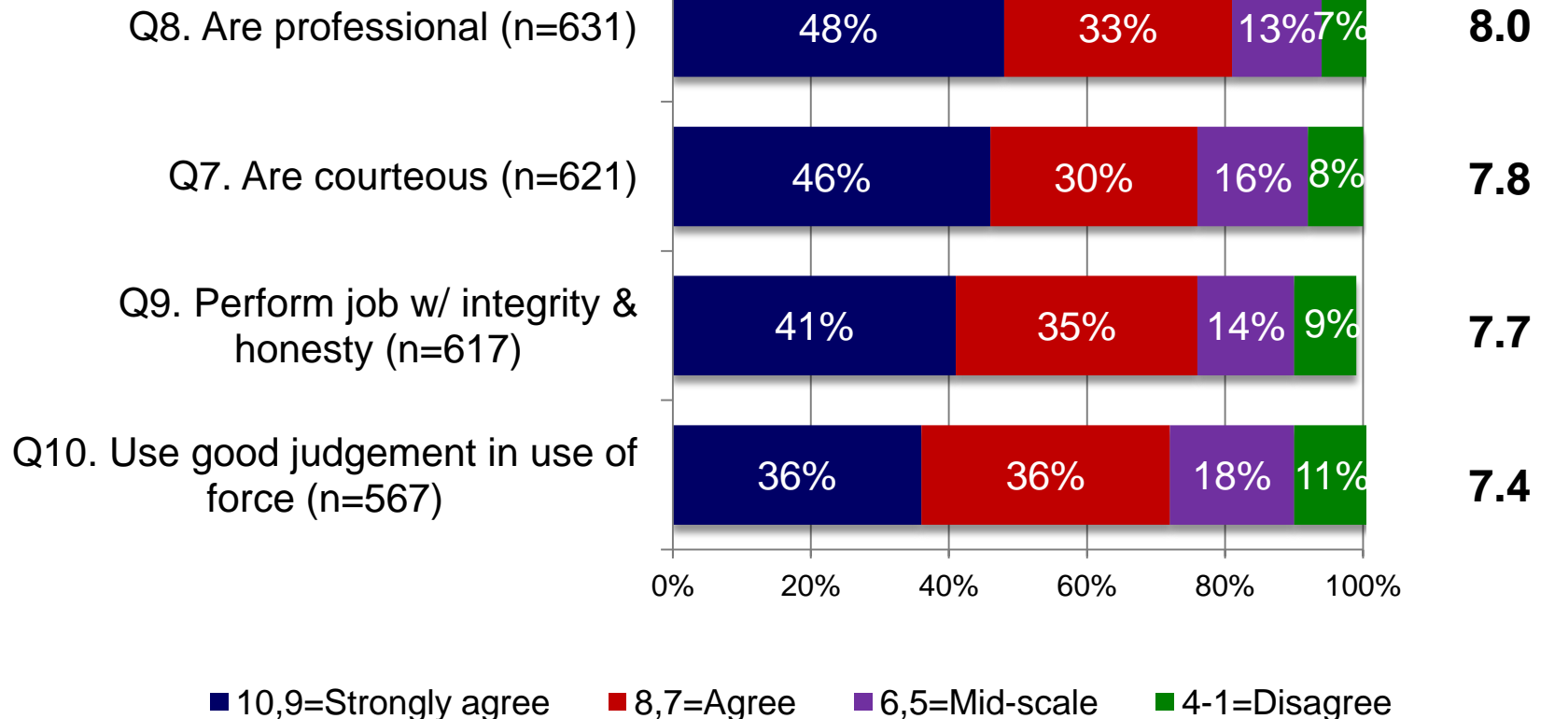
Total Sample (Q6)  
Respondents Able to Rate



# Perceptions of the CMPD

Total Sample (Q7-10)  
Respondents Able to Rate

## Charlotte-Mecklenburg Police . . .



# Perceptions of CMPD -- By Year

Total Sample (Q6-Q10)  
Respondents Able to Rate

## Mean Ratings on a 10-Point Scale

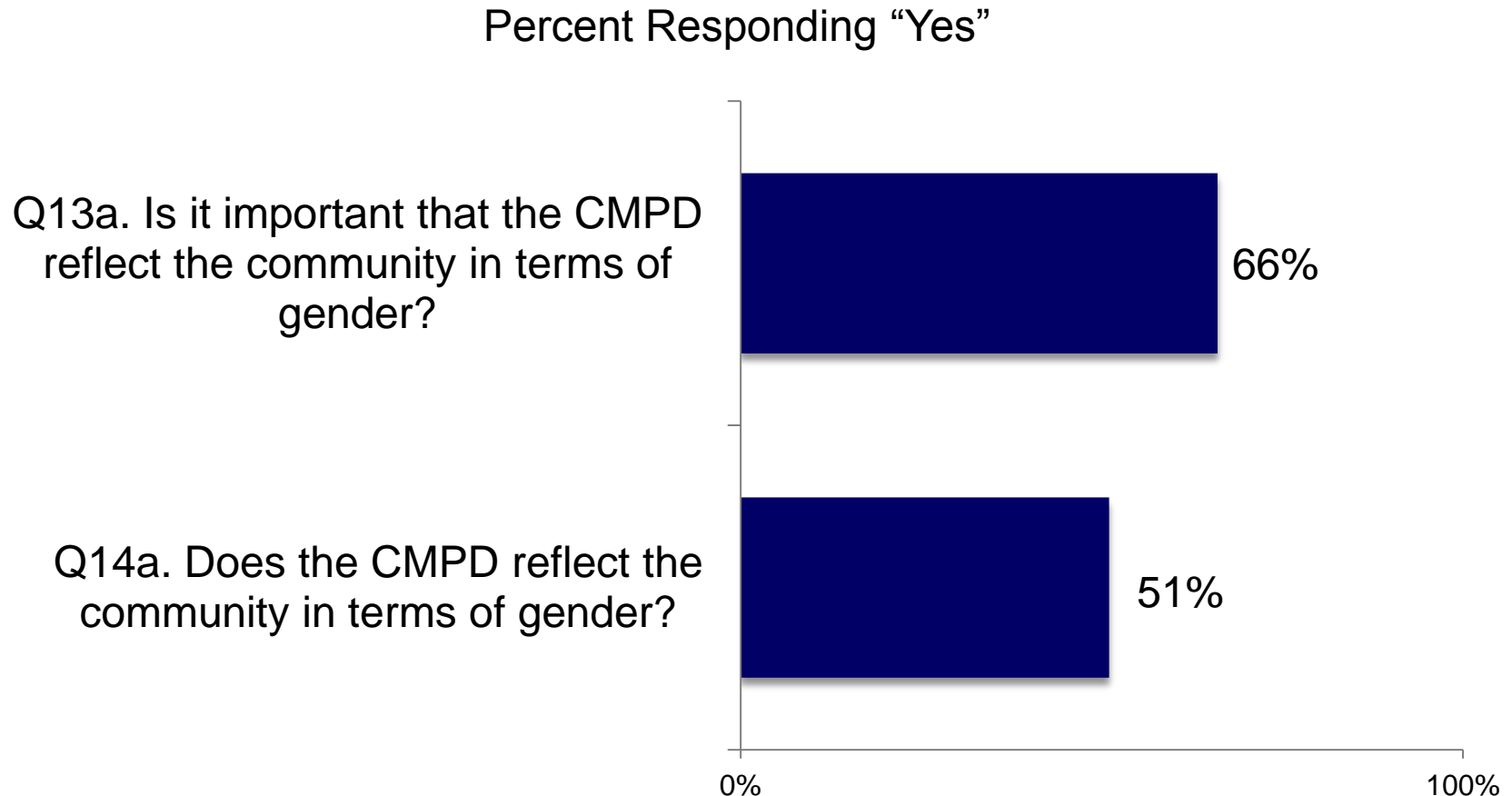
	2007	2008	2010	2011	2012
Q6. Overall impression	7.3	7.2	7.5	7.6	7.7
Q7. Are courteous	7.8	7.9	7.7	7.9	7.8
Q8. Are professional	7.9	7.9	7.8	8.0	8.0
Q9. Perform job with integrity & honesty	7.6	7.7	7.4	7.7	7.7
Q10. Use good judgment in use of force	7.1	7.1	7.0	7.3	7.4

From 2011 to 2012, there has been no significant change in ratings on any of these measures. However, improvements from 2010 to 2011 have been maintained in 2012.



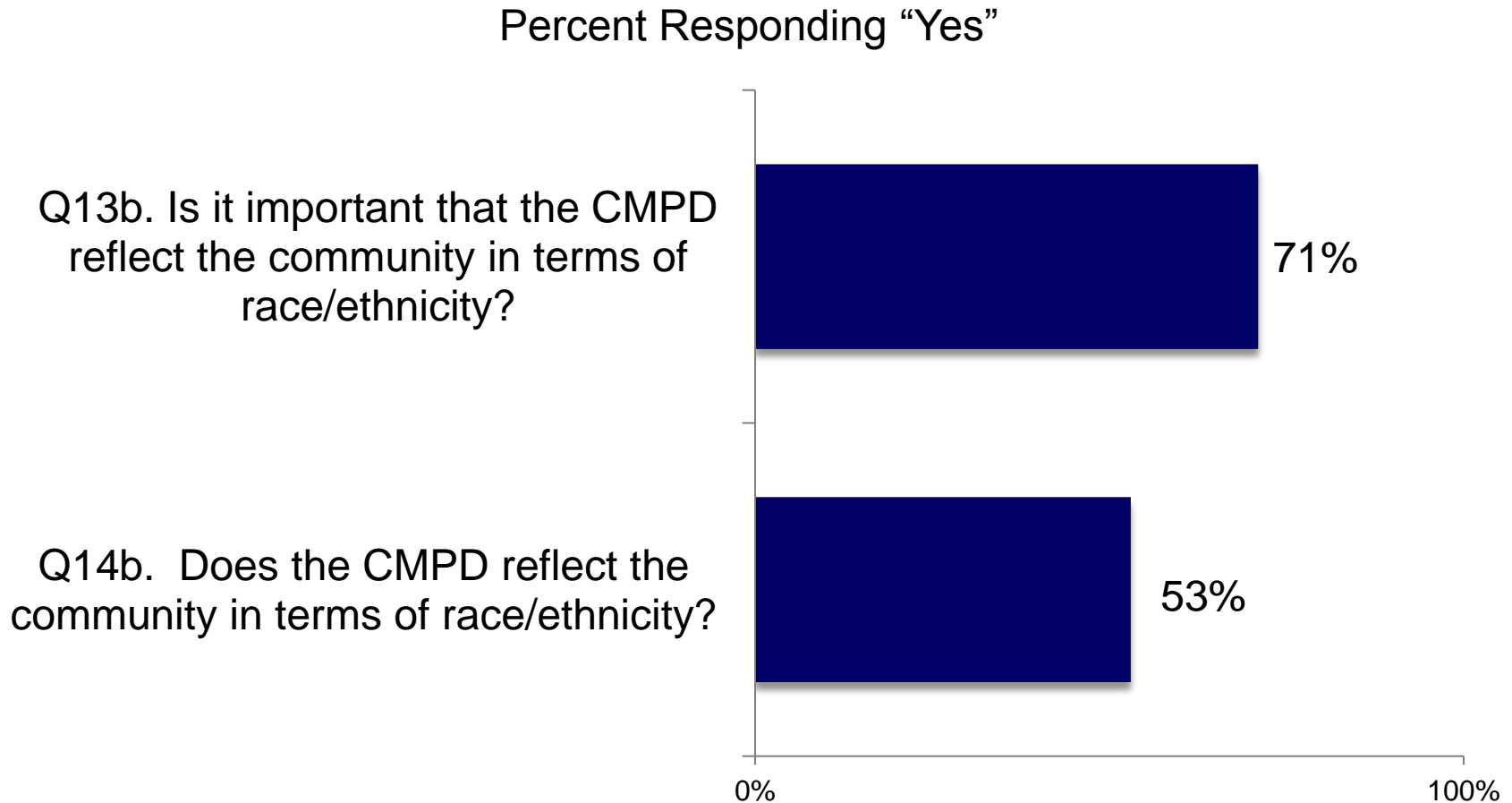
# Importance/Performance of CMPD in Reflecting Charlotte-Mecklenburg Community in Regard to Gender

Total Sample, n=650 (Q13a, Q14a)



# Importance/Performance of CMPD in Reflecting Charlotte-Mecklenburg Community in Regard to Race/Ethnicity

Total Sample, n=650 (Q13b, Q14b)



# Importance/Performance of CMPD in Reflecting Charlotte-Mecklenburg Community – By Year

Total Sample (Q13a - Q14b)

% Responding Yes

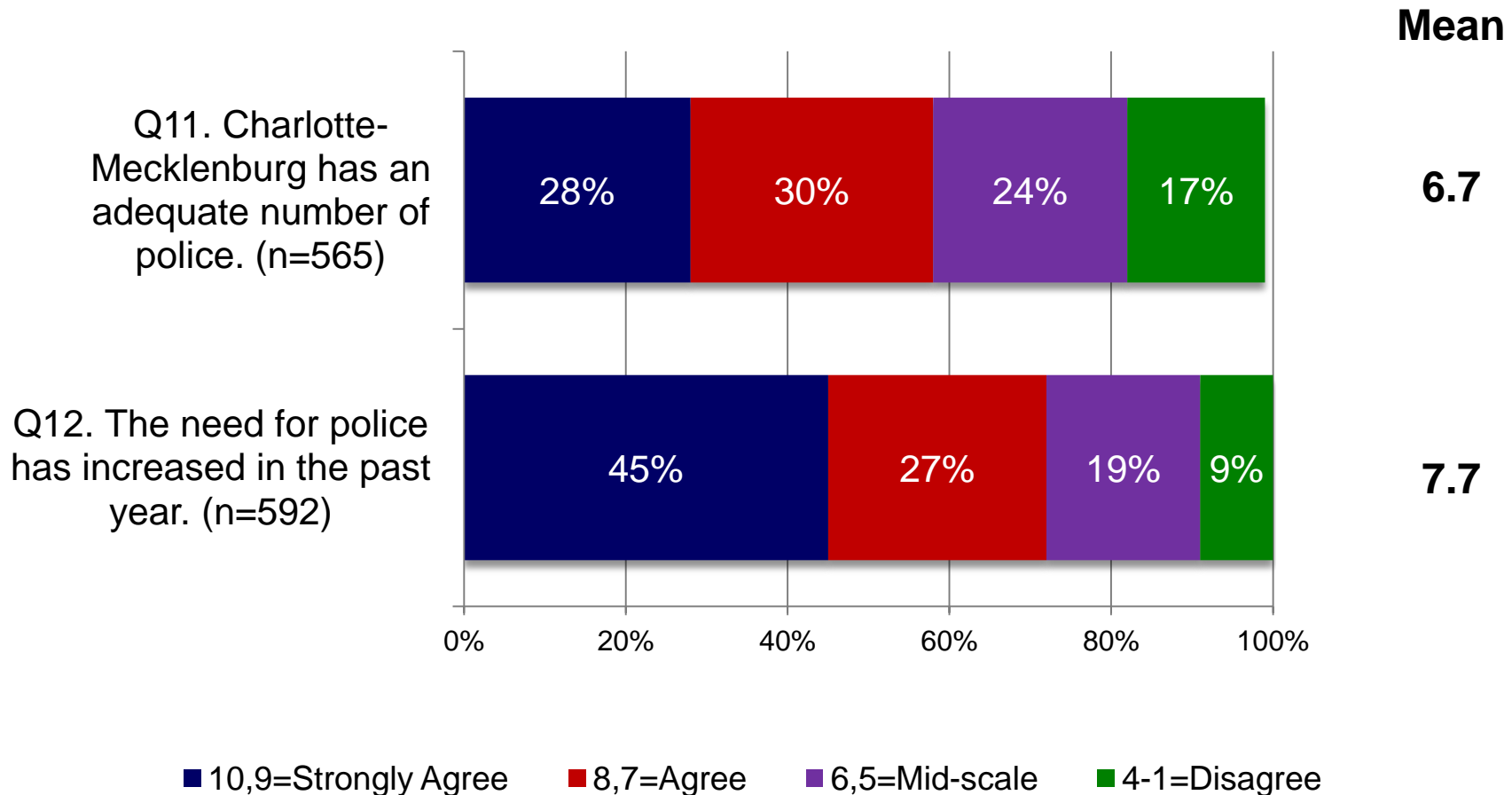
	2010	2011	2012
Q13a. Is it important that the CMPD reflect the community in terms of gender?	61%	62%	66%
Q14a. Does the CMPD reflect the community in terms of gender?	46%	48%	51%
Q13b. Is it important that the CMPD reflect the community in terms of race/ethnicity?	68%	67%	71%
Q14b. Does the CMPD reflect the community in terms of race/ethnicity?	50%	51%	53%



# Need for Police

# Perceptions of Need for Police

Total Sample (Q11-12)  
Respondents Able to Rate



# Perceptions of Need for Police -- By Year

Total Sample (Q11-Q12)  
Respondents Able to Rate

Mean Ratings on a 10-Point Scale  
1= Strongly Disagree, 10=Strongly Agree

	2008	2010	2011	2012
Q11. Charlotte-Mecklenburg has an adequate number of police.	5.5	6.1	6.4	6.7
Q12. The need for police has increased in the past year.	8.6	8.2	8.1	7.7

Compared to 2011, more respondents believe we have an adequate number of police and fewer respondents perceive that the need for police has increased. However, ratings on need for police are still relatively high.

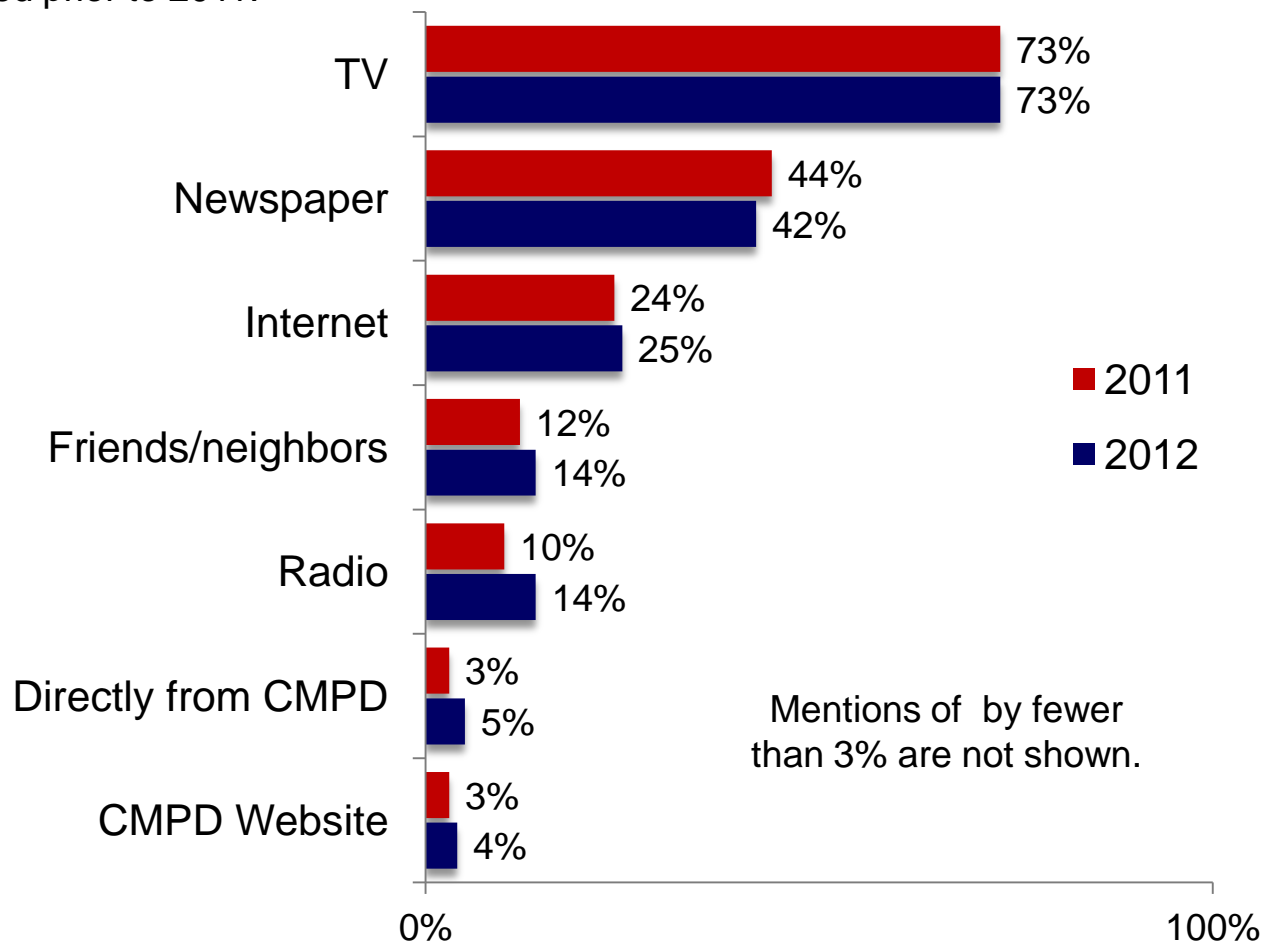


# **Sources for Information for Crime and Crime Trends in Charlotte- Mecklenburg and Neighborhoods**

# Sources for Information About Crime Trends and Crime Occurring in Charlotte-Mecklenburg Overall

Unaided, Multiple Answers Allowed. Total Sample, n=650 (Q15)

Question not asked prior to 2011.

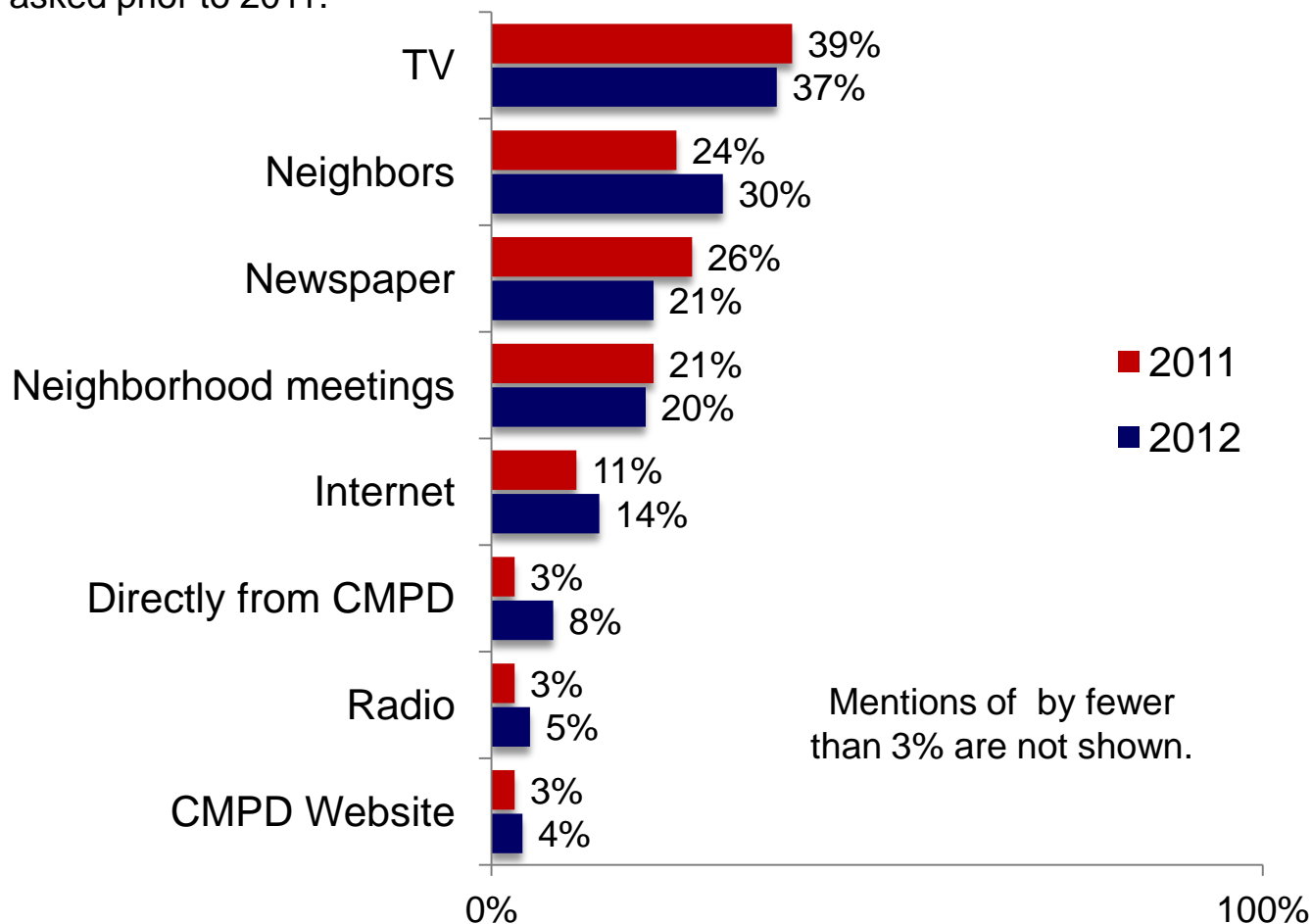




# Sources for Information About Crime Trends and Crime Occurring in Neighborhoods

Unaided, Multiple Answers Allowed. Total Sample, n=650 (Q16)

Question not asked prior to 2011.

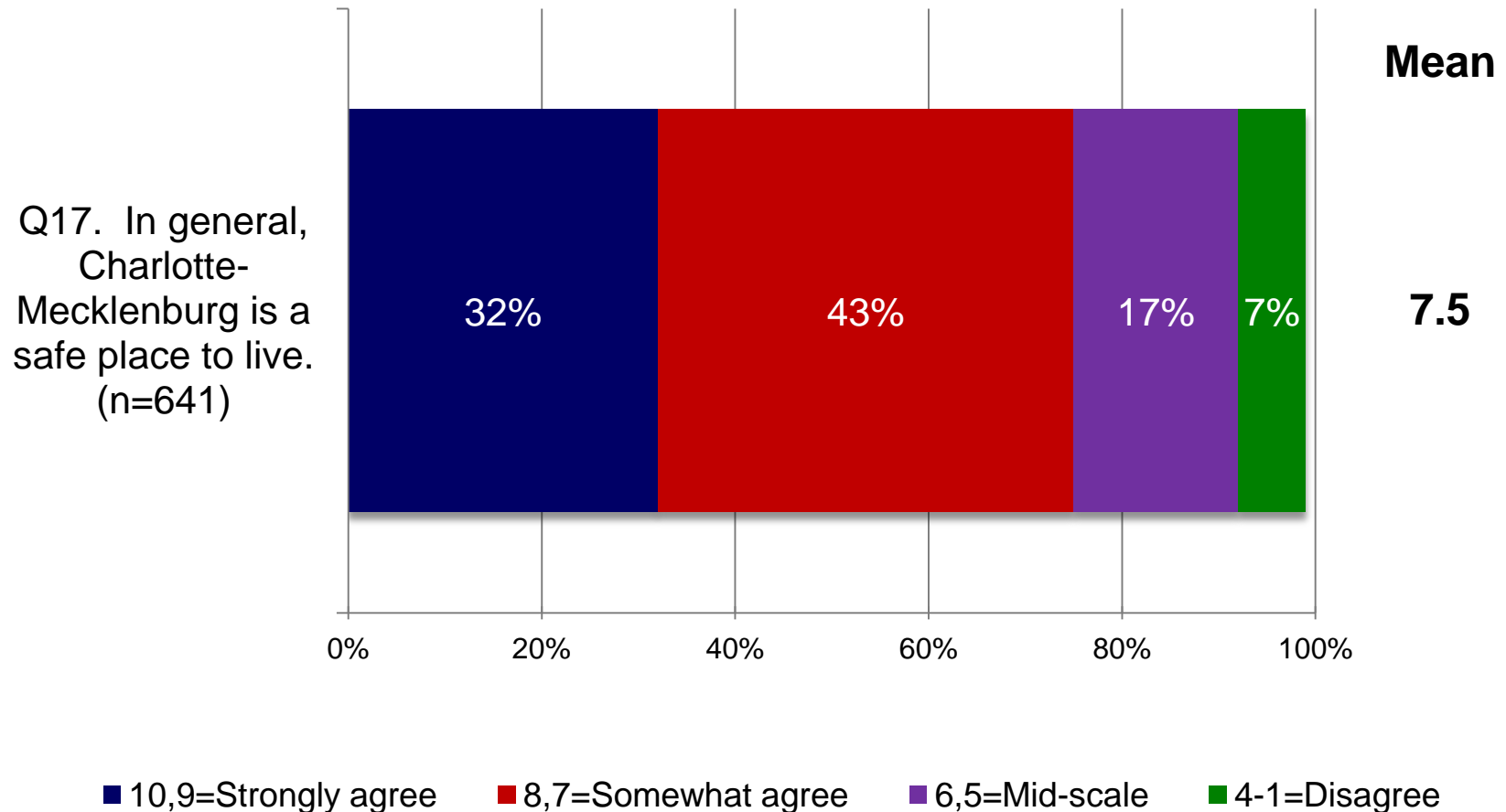




# Perceptions of Crime and Safety in Charlotte-Mecklenburg Overall

# Perceptions of Charlotte-Mecklenburg as a Safe Place to Live

Total Sample (Q17) Respondents Able to Rate



# Perceptions of Charlotte-Mecklenburg as a Safe Place to Live – By Year

Total Sample (Q17) Respondents Able to Rate



Mean Ratings on a 10-Point Scale

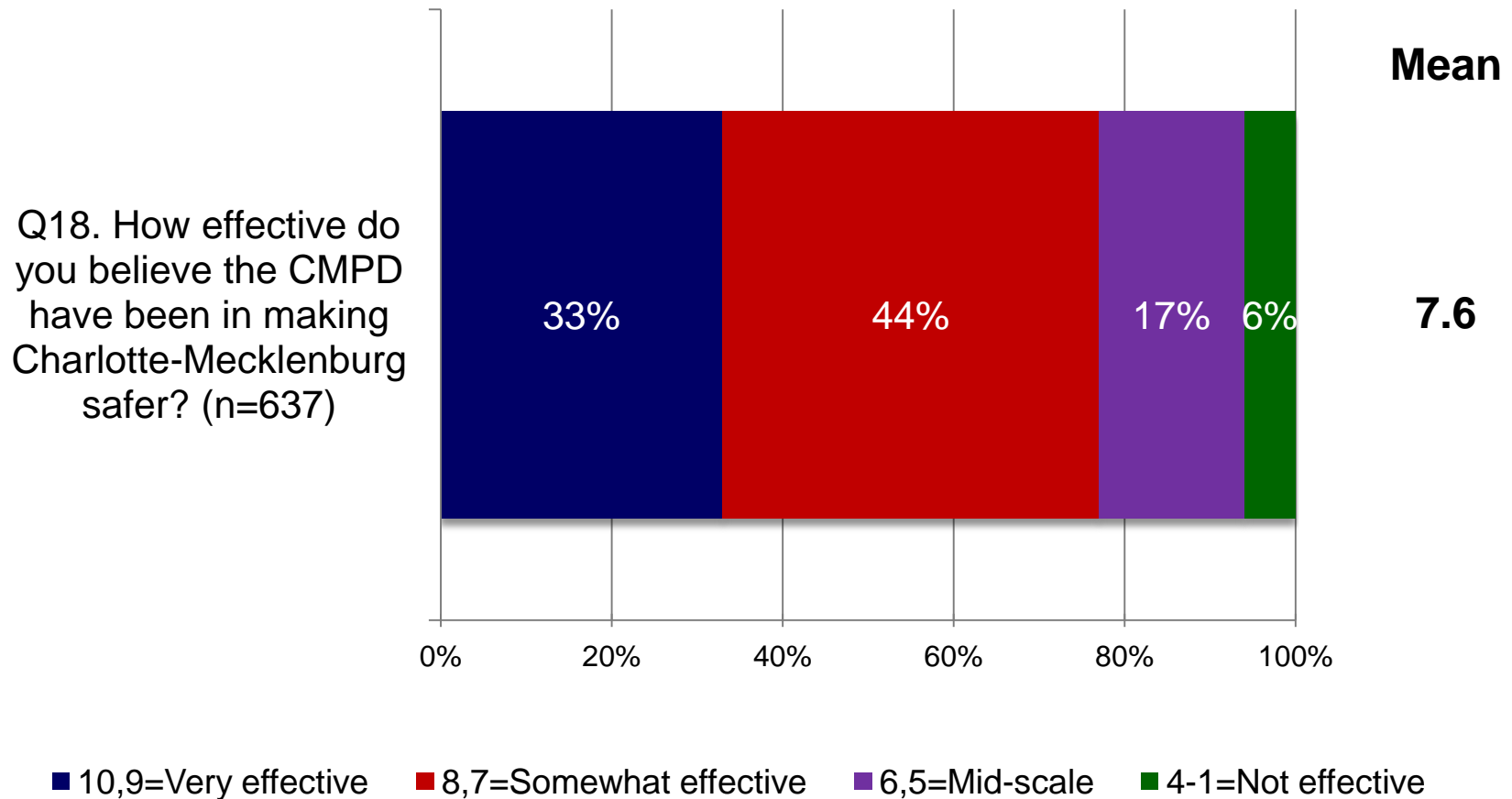
1= Strongly Disagree, 10=Strongly Agree

	2007	2008	2011	2012
Q17. In general, Charlotte-Mecklenburg is a safe place to live.	6.9	6.9	7.5	7.5

Question not asked in 2010.

# Effectiveness of CMPD in Making Charlotte-Mecklenburg Safer

Total Sample (Q18) Respondents Able to Rate



# Effectiveness of CMPD in Making Charlotte-Mecklenburg Safer – By Year

Total Sample (Q18) Respondents Able to Rate



Mean Ratings on a 10-Point Scale

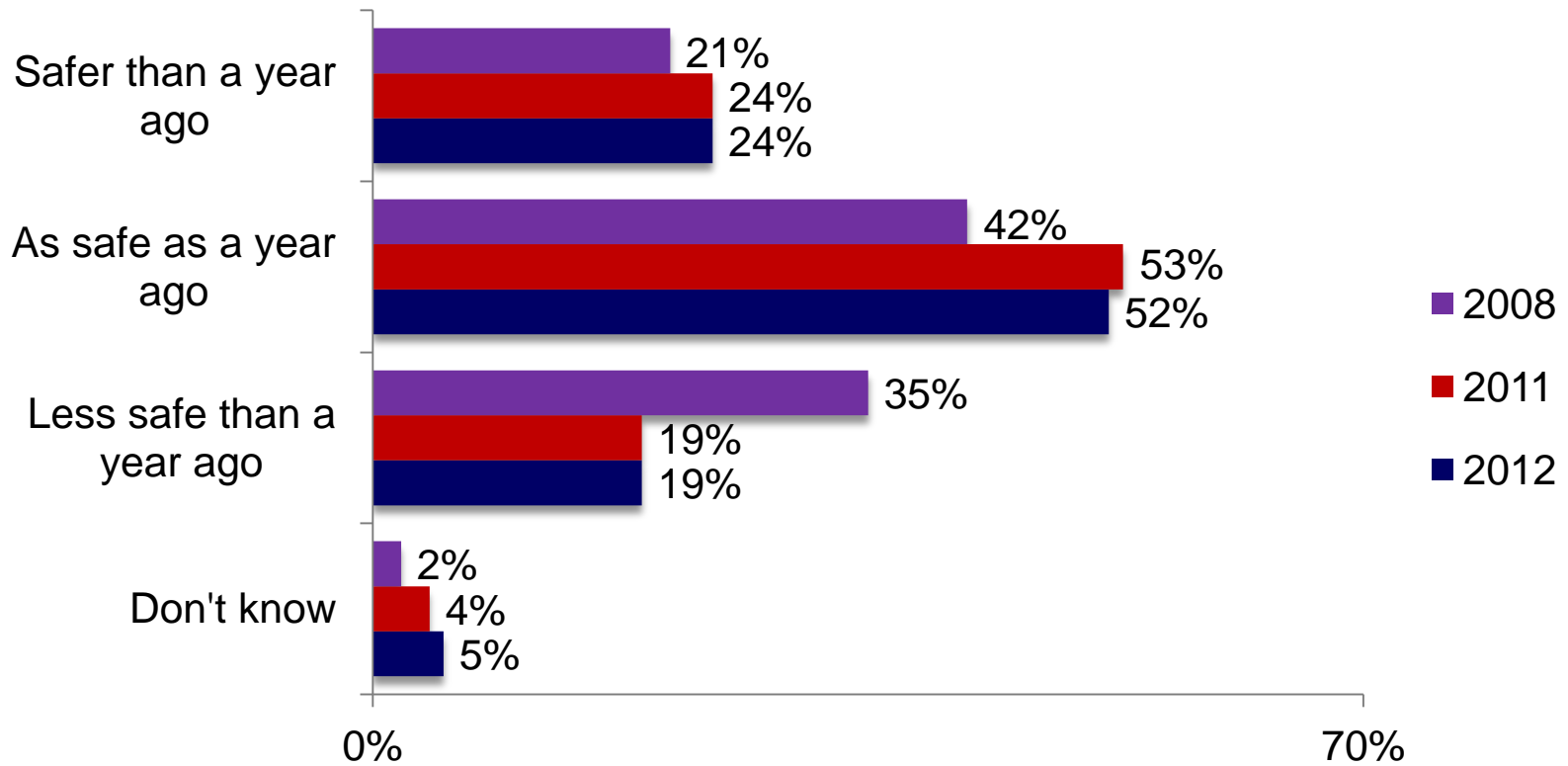
1= Not at all effective, 10=Very effective

	2007	2008	2011	2012
Q18. How effective do you believe the CMPD have been in making Charlotte-Mecklenburg safer?	7.4	7.2	7.6	7.6

Question not asked in 2010.

# Perceptions of Charlotte-Mecklenburg Safety

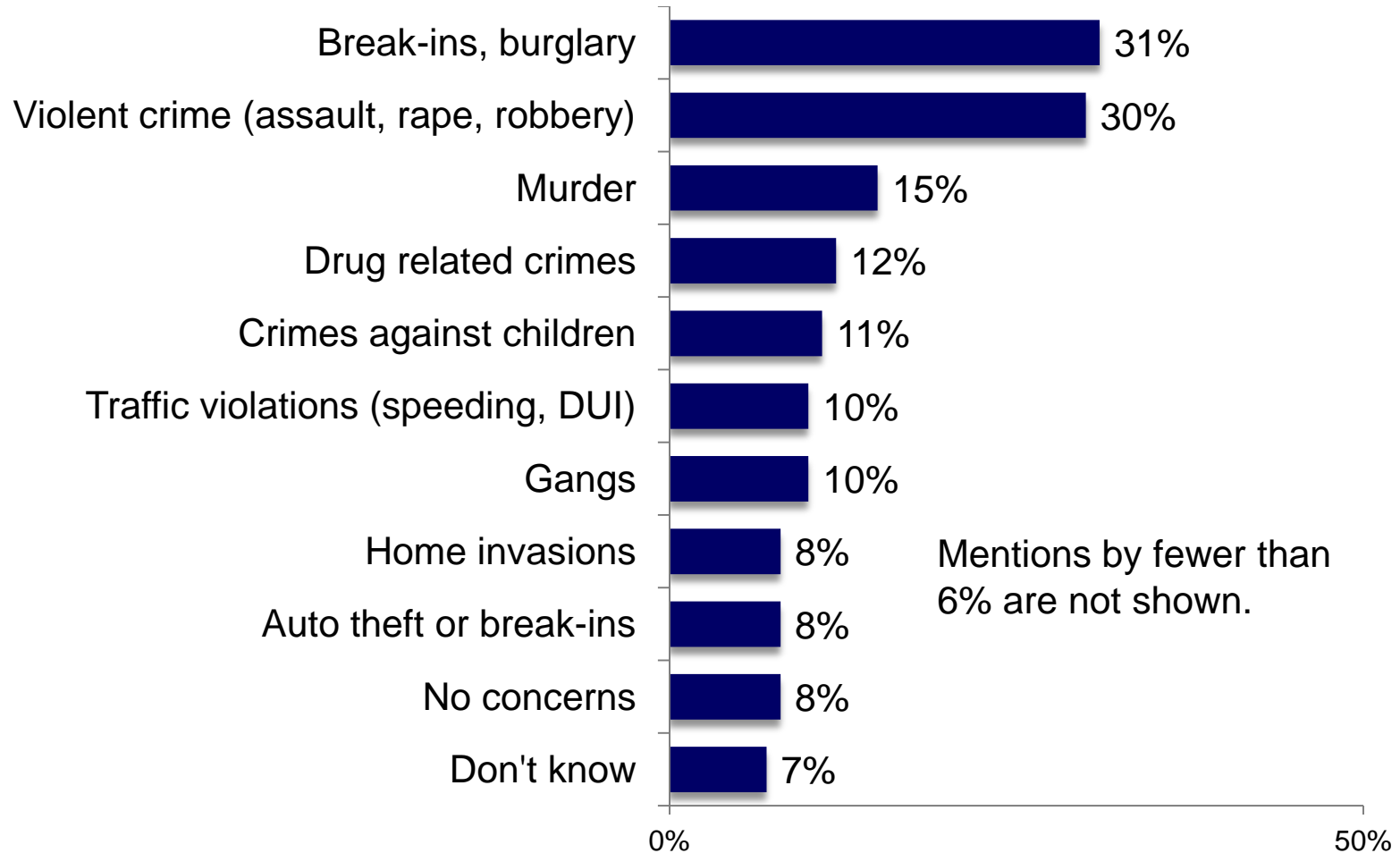
Total Sample, n=650 (Q19)



Question not asked in 2010

# Top Concerns about Crime and Safety for Charlotte-Mecklenburg Overall

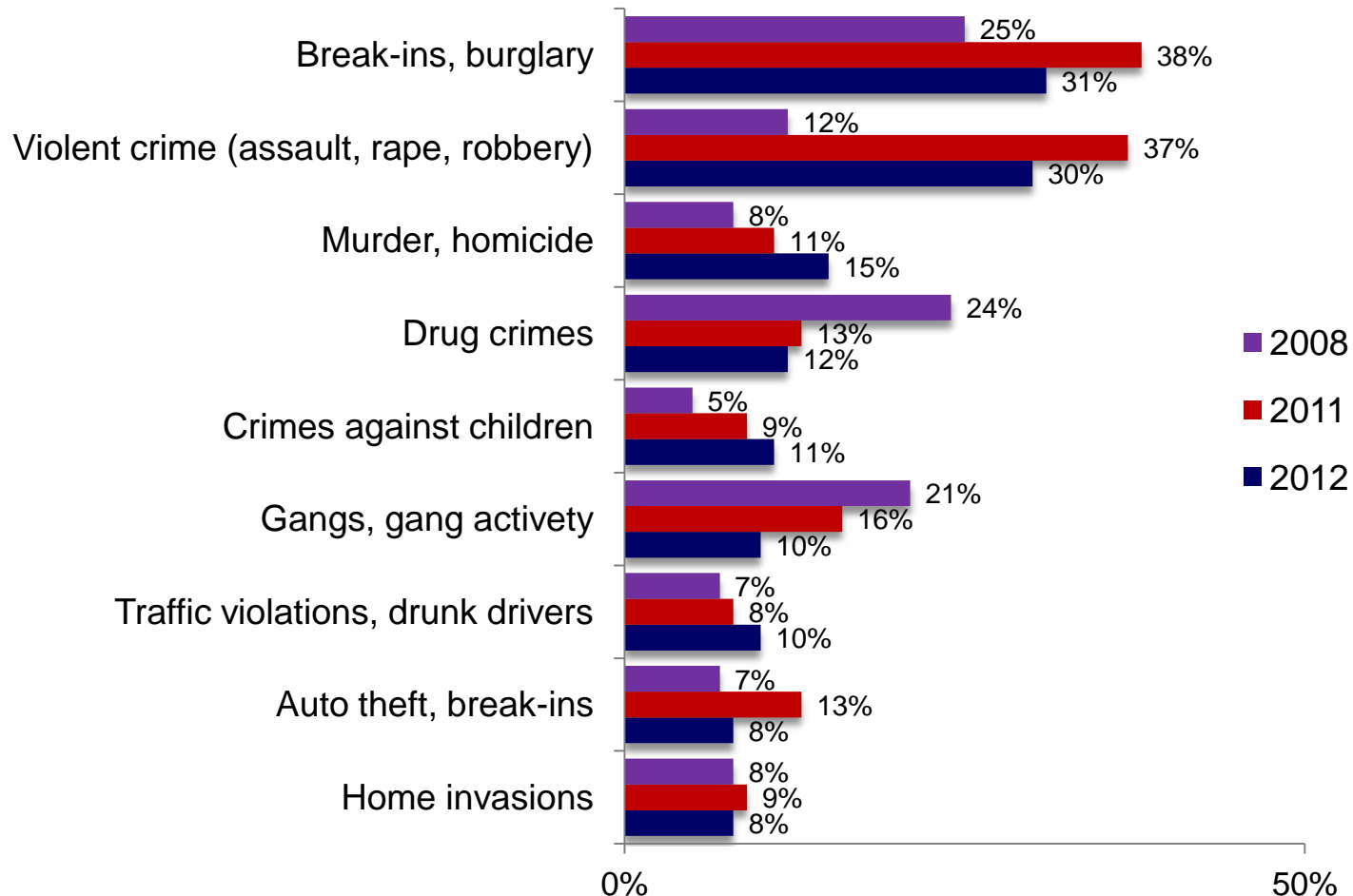
Unaided, Multiple Answers Allowed. Total Sample, n=650 (Q20)





# Top Concerns about Crime and Safety for Charlotte Mecklenburg Overall—By Year

Unaided, Multiple Answers Allowed. Total Sample, n=650 (Q20)



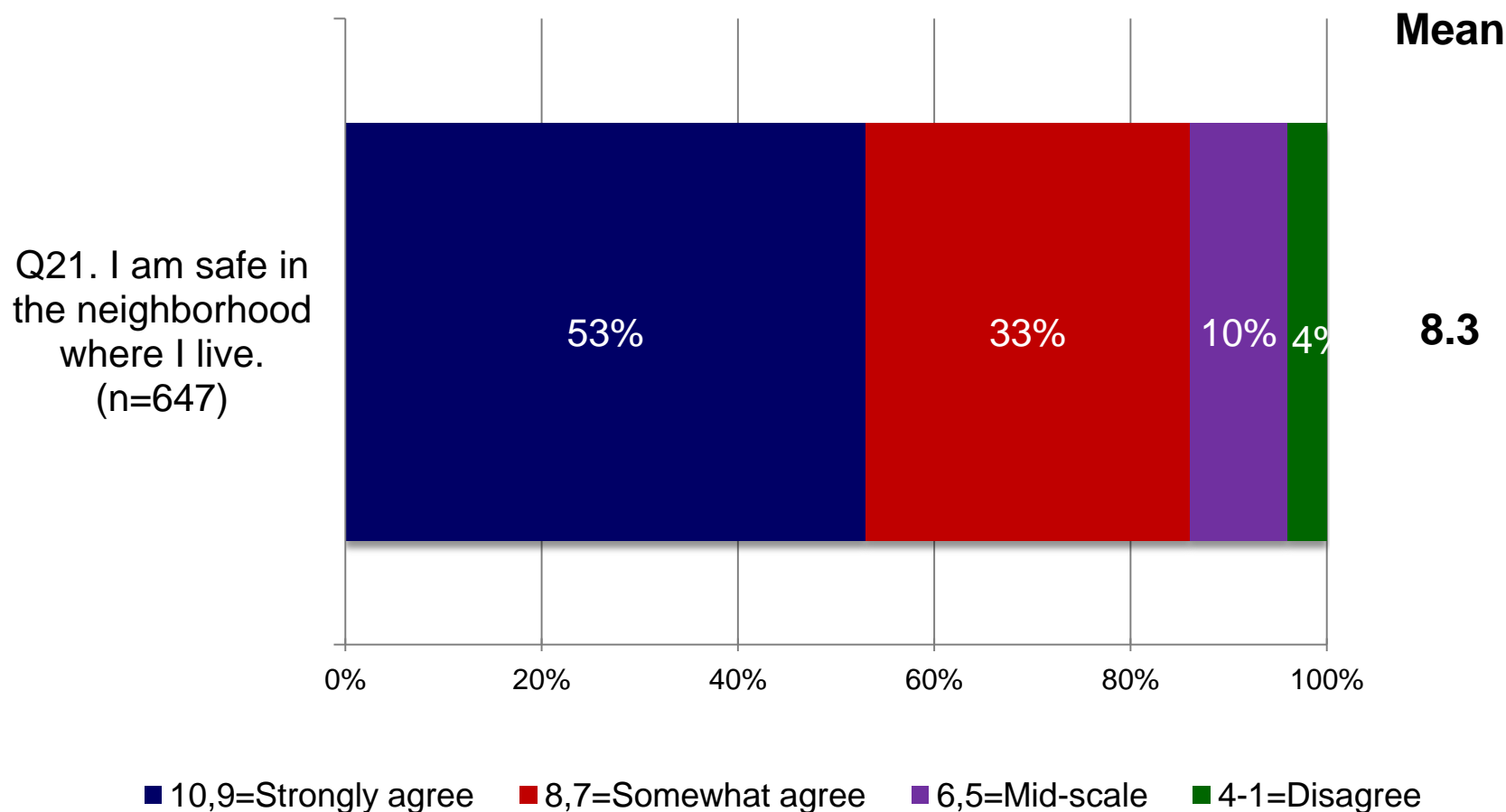
\* Question not asked in 2010



# Perceptions of Crime and Safety in Neighborhoods

# Neighborhood Safety

Total Sample (Q21)  
Respondents Able to Rate



# Neighborhood Safety– By Year

Total Sample (Q21)  
Respondents Able to Rate

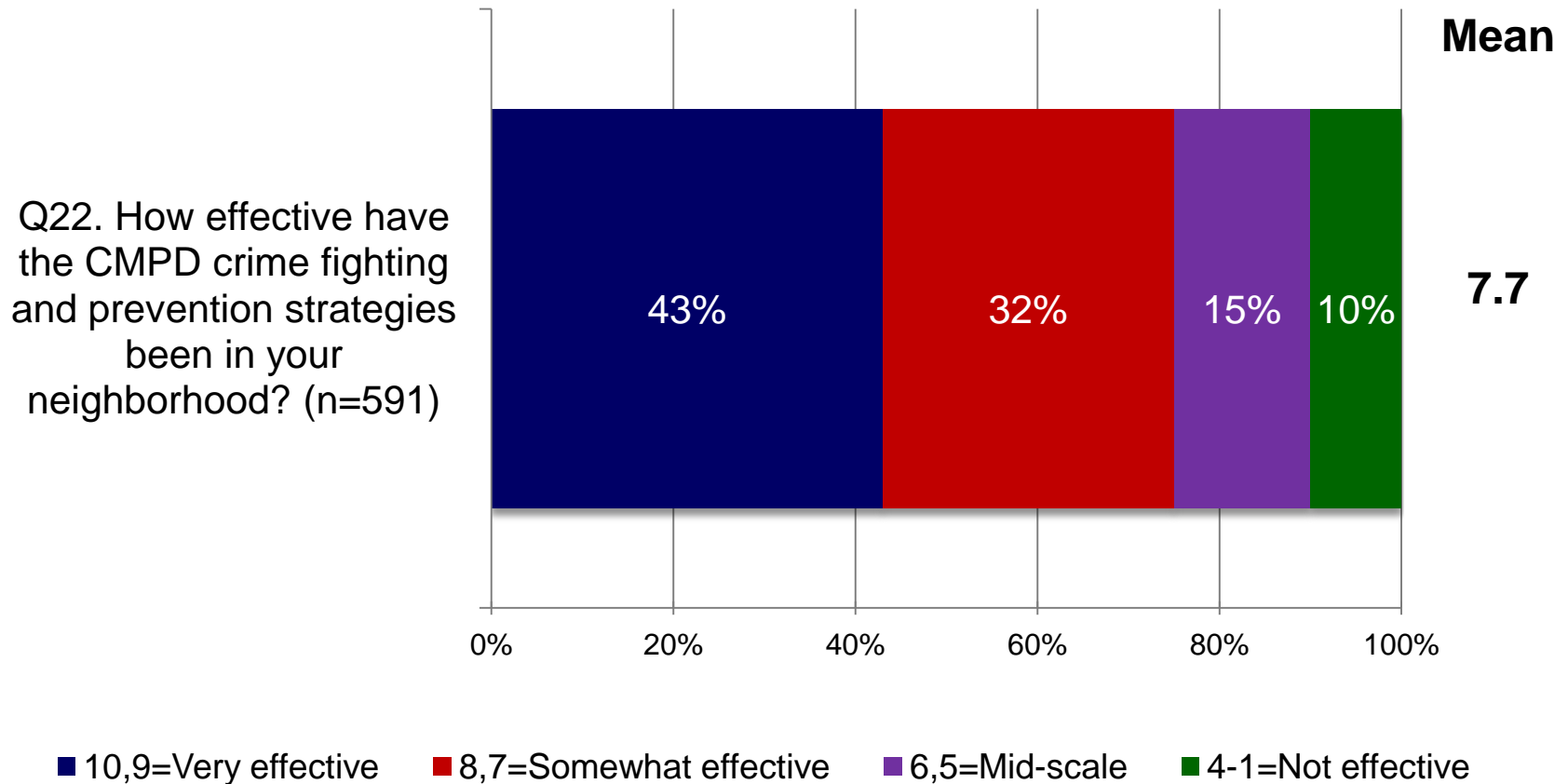


Mean Ratings on a 10-Point Scale  
1= Strongly Disagree, 10=Strongly Agree

	2007	2008	2010	2011	2012
Q21. I am safe in the neighborhood where I live.	7.6	7.4	7.6	8.2	8.3

# Effectiveness of Crime Fighting and Crime Prevention Strategies in Neighborhoods

Total Sample (Q22) Respondents Able to Rate



# Effectiveness of Crime Fighting and Crime Prevention Strategies in Neighborhoods– By Year

Total Sample (Q22) Respondents Able to Rate

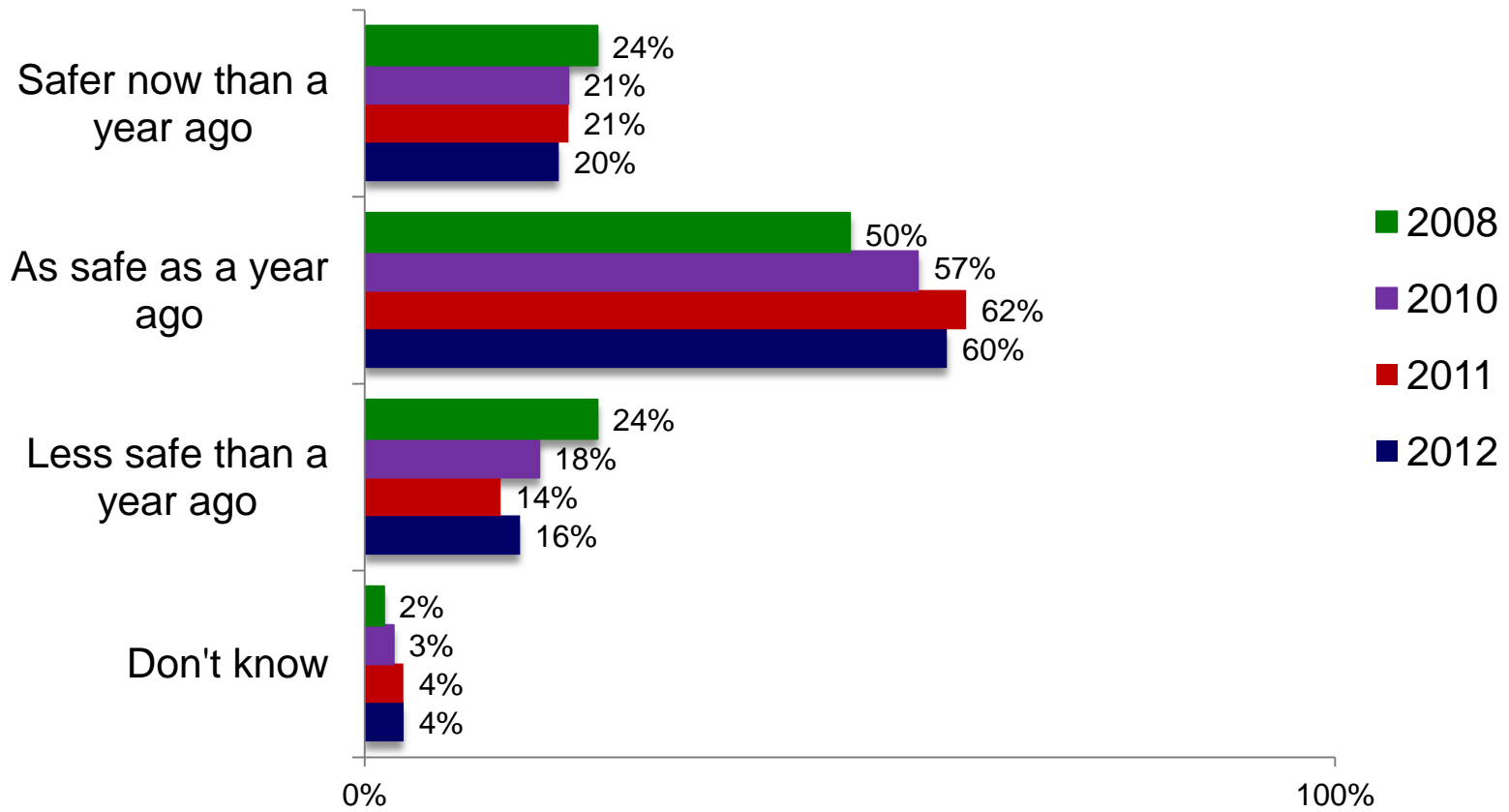
Mean Ratings on a 10-Point Scale  
1= Not at all effective, 10=Very effective

	2010	2011	2012
Q22. How effective have the CMPD crime fighting and prevention strategies been in your neighborhood?	6.9	7.7	7.7

\* Different wording prior to 2010.

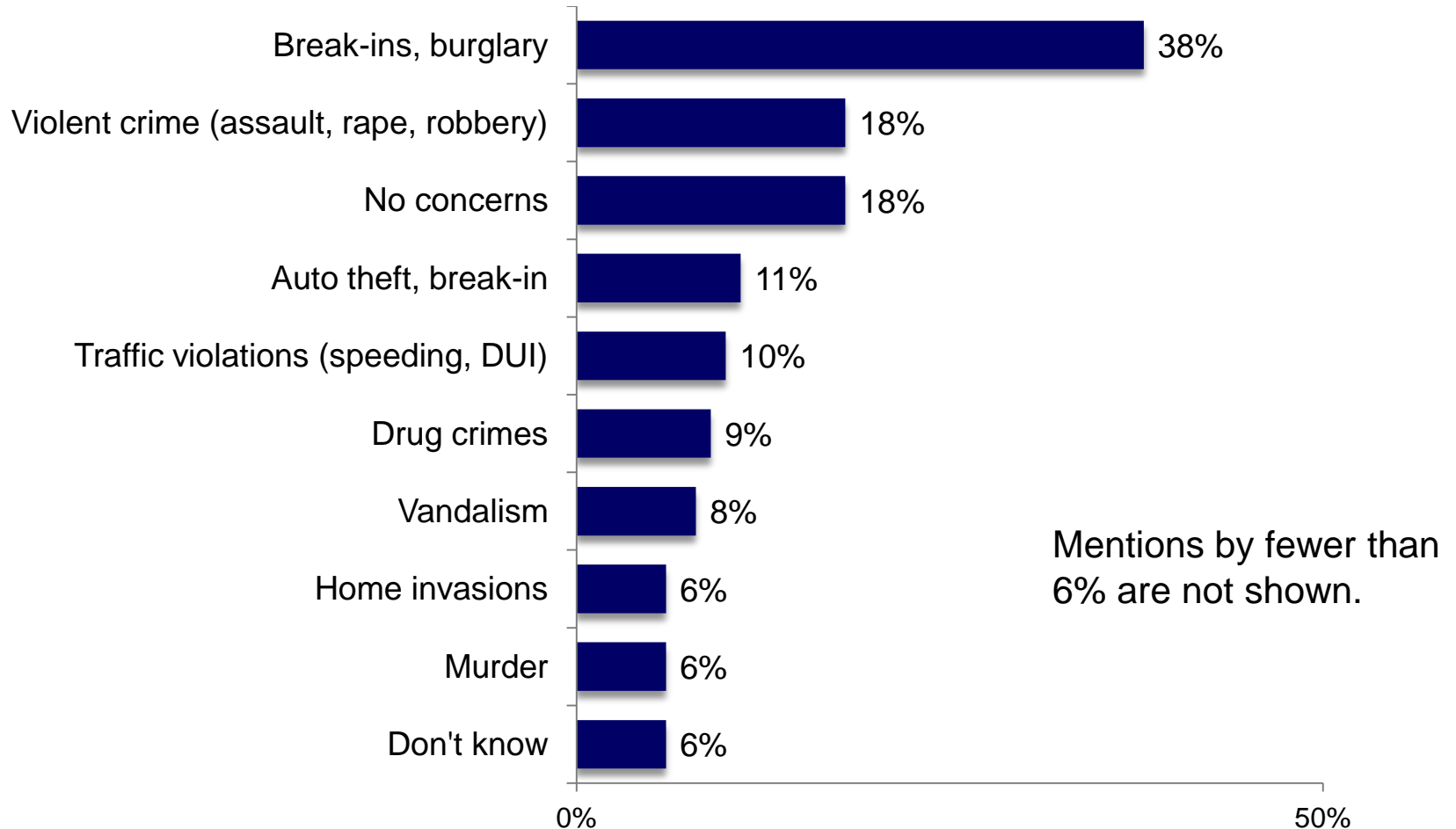
# Perceptions of Neighborhood Safety

Total Sample, n=650 (Q23)



# Top Concerns about Neighborhood Crime and Safety

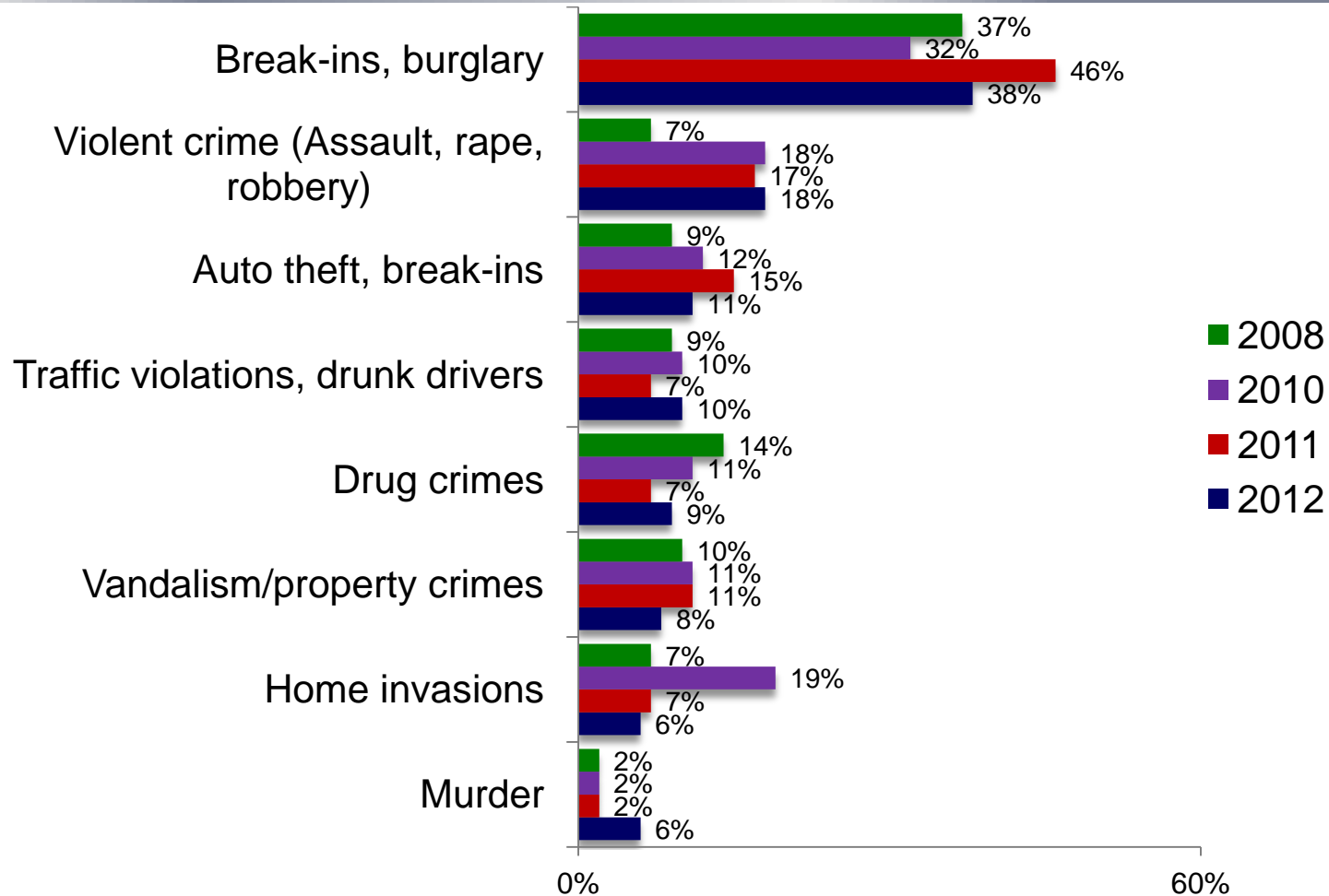
Unaided, Multiple Answers Allowed. Total Sample, n=650 (Q24)





# Top Concerns about Neighborhood Crime & Safety – By Year

Total Sample, n=650 (Q24)



# Neighborhood Safety Conditions

Total Sample, n=650 (Q25a-Q26g)



	<b>Q25. % Saying Yes to Condition</b>	<b>Q26. % Rating Serious <u>or</u> Very Serious Safety Problem</b>
<b>g. Concentration of rental property in or near your neighborhood</b>	<b>38%</b>	<b>24%</b>
<b>d. Poor street lighting</b>	<b>31%</b>	<b>42%</b>
<b>c. Cut through paths</b>	<b>29%</b>	<b>35%</b>
<b>a. Vacant and/or boarded up buildings</b>	<b>20%</b>	<b>25%</b>
<b>f. Clubs and bars in or near your neighborhood</b>	<b>21%</b>	<b>19%</b>
<b>b. Overgrown lawns</b>	<b>21%</b>	<b>23%</b>
<b>e. Accumulation of garbage and/or bulky items</b>	<b>9%</b>	<b>41%</b>

# Neighborhood Safety Problems

By Year, Total Sample, n=650 (Q25a-Q26g)

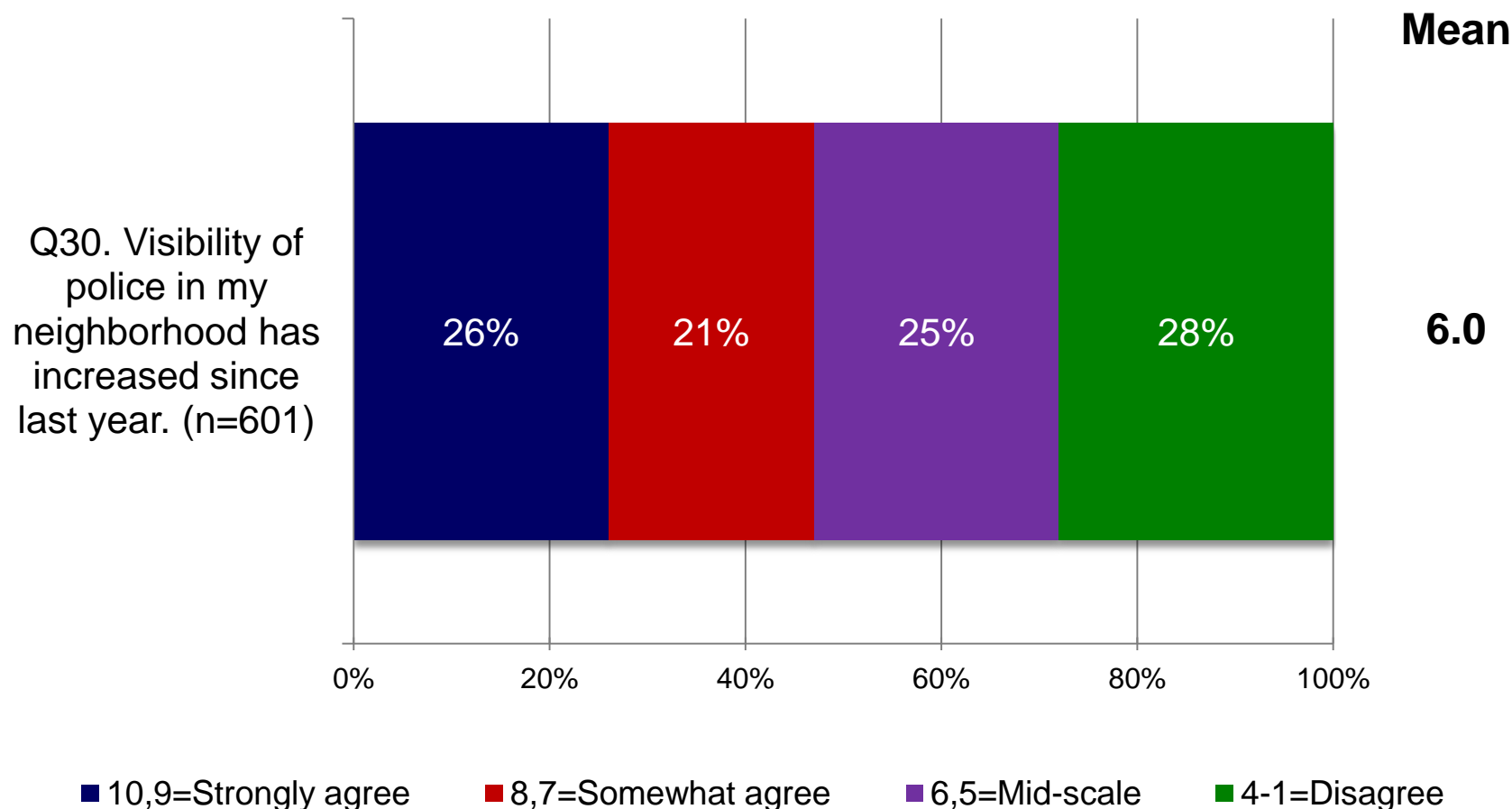


Questions not asked prior to 2011.	In 2011		In 2012	
	Q25. % Saying Yes to Condition	Q26. % Rating Serious <u>or</u> Very Serious Safety Problem	Q25. % Saying Yes to Condition	Q26. % Rating Serious <u>or</u> Very Serious Safety Problem
g. Concentration of rental property in or near your neighborhood	42%	27%	38%	24%
d. Poor street lighting	34%	55%	31%	42%
c. Cut through paths	29%	38%	29%	35%
a. Vacant and/or boarded up buildings	22%	27%	20%	25%
f. Clubs and bars in or near your neighborhood	20%	16%	21%	19%
b. Overgrown paths	19%	23%	21%	23%
e. Accumulation of garbage and/or bulky items	6%	27%	9%	41%

Perceptions of the seriousness of “poor street lighting” improved since 2011. Perceptions of the seriousness of “accumulation of garbage and/or bulky items” has become worse since 2011.

# Police Visibility

Total Sample (Q30)  
Respondents Able to Rate



# Police Visibility – By Year

Total Sample (Q30)  
Respondents Able to Rate

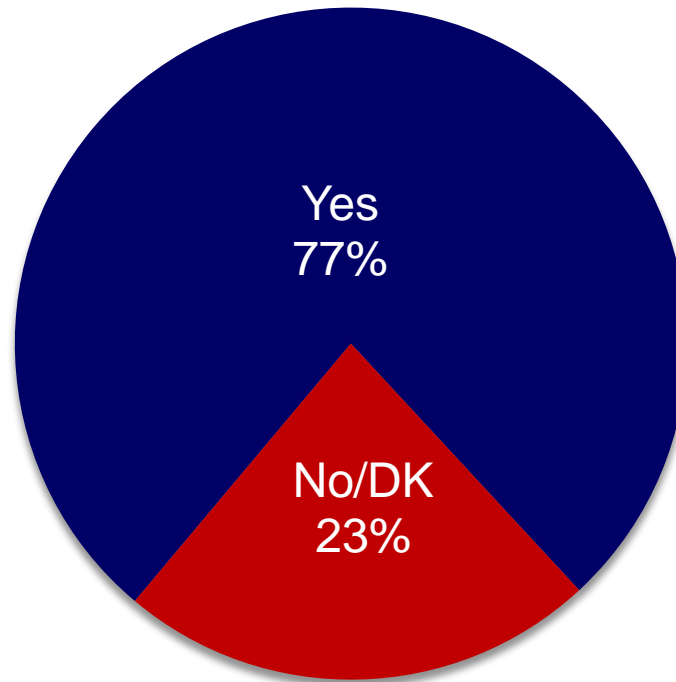


Mean Ratings on a 10-Point Scale  
1= Strongly Disagree, 10=Strongly Agree

	2008	2010	2011	2012
Q30. The visibility of police in my neighborhood has increased since last year.	6.4	6.0	6.0	6.0

# Have seen police patrolling in neighborhood, in past year

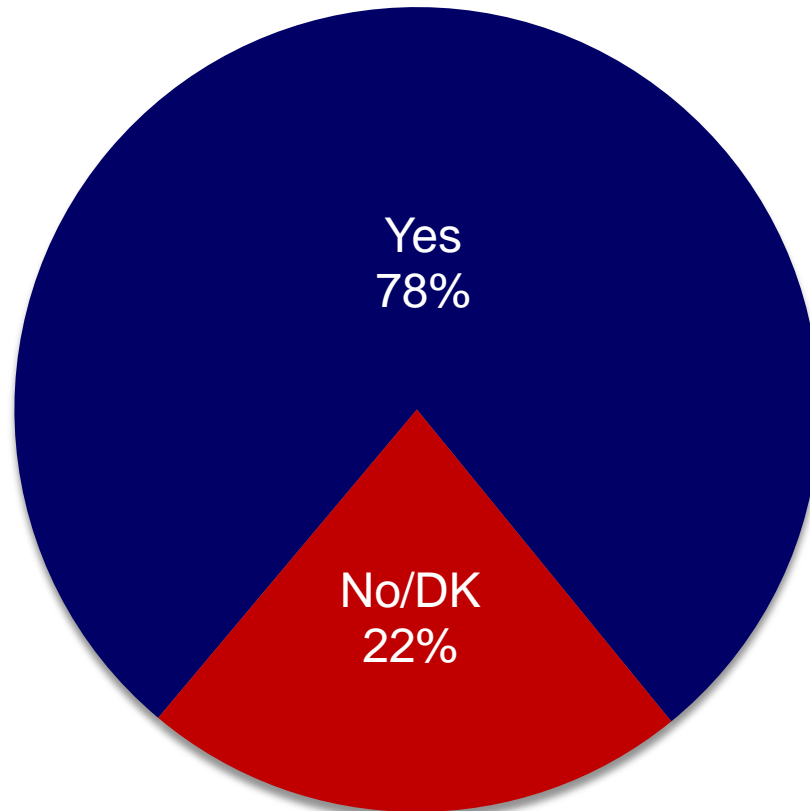
Total Sample, n=650 (Q31)



	2011	2012
% saying "Yes"	76%	77%

# Awareness that CMPD assists in establishing and maintaining neighborhood watch programs

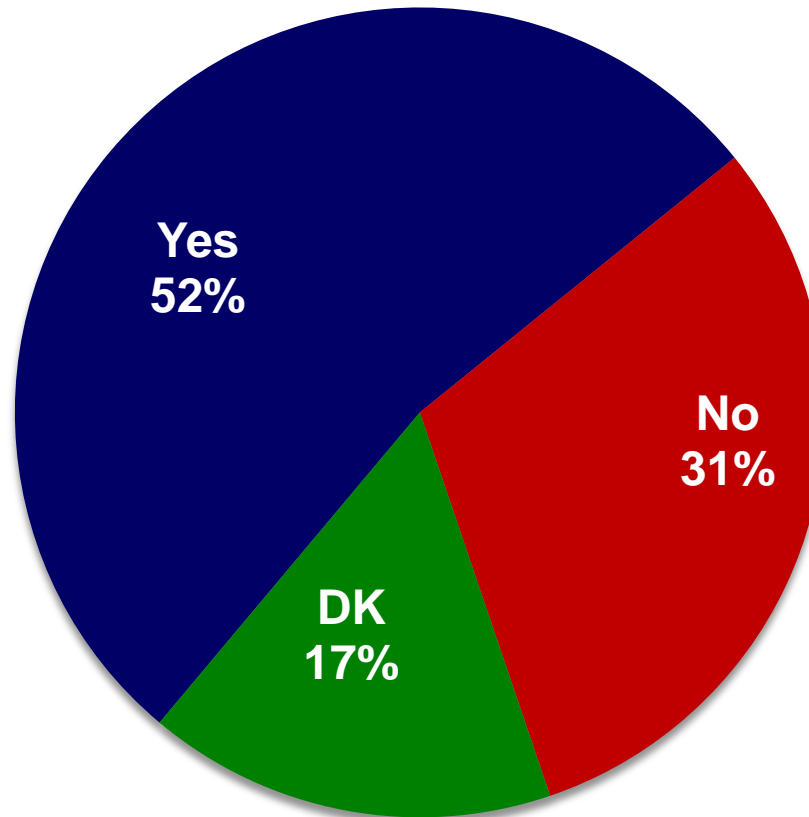
Total Sample, n=650 (Q27)



New question for 2012.

# Neighborhood participation in neighborhood watch program

Total Sample, n=650 (Q28a)

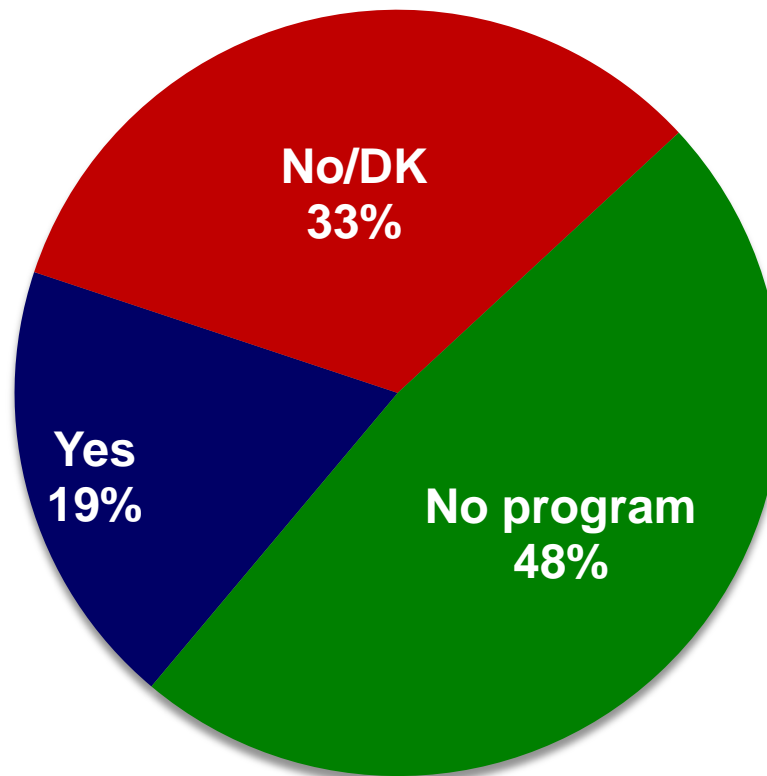


New question for 2012.



# Respondent participation in neighborhood watch program

Total Sample, n=650 (Q28b)



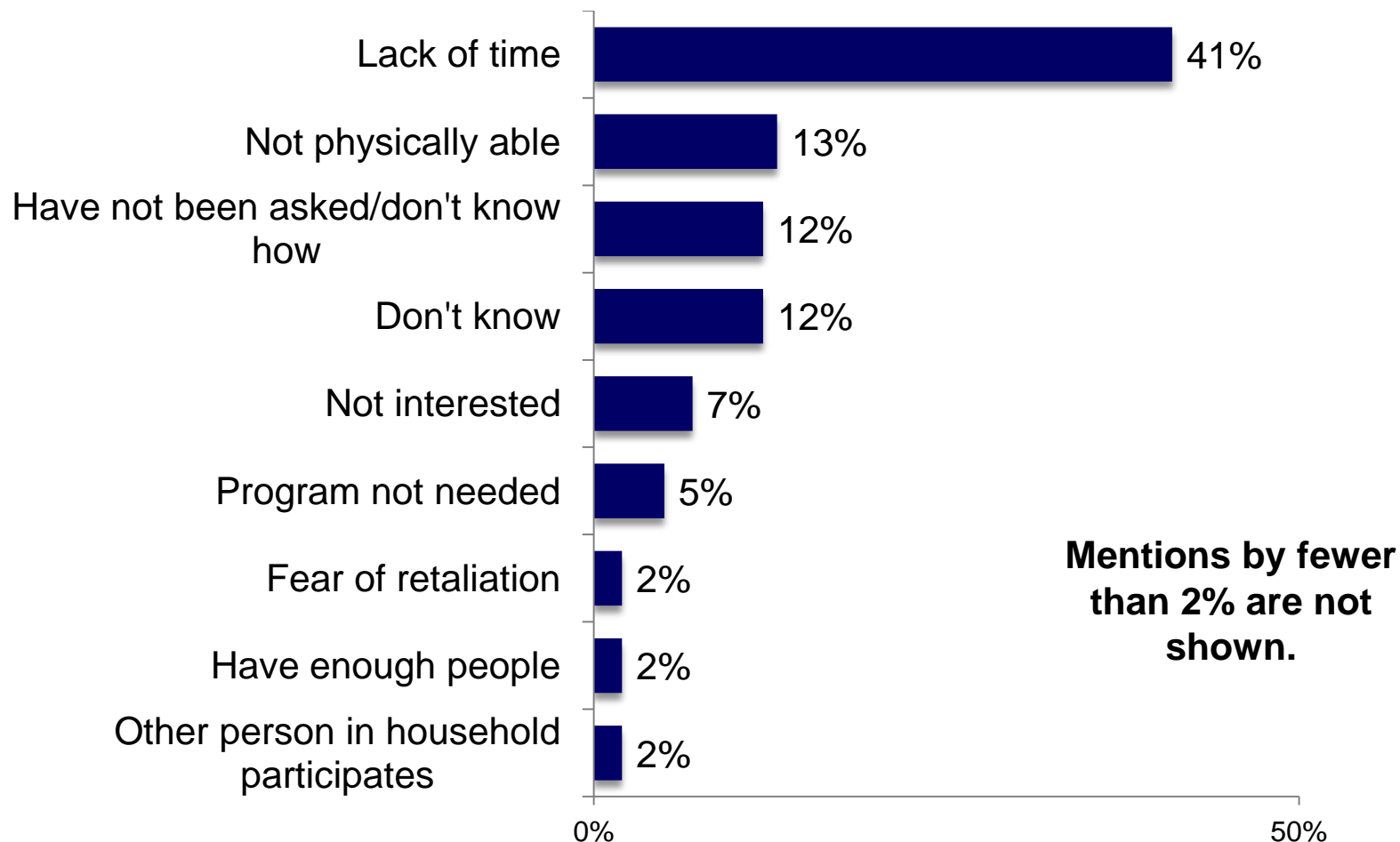
19% of total respondents are active in a watch program.

37% of respondents in neighborhoods with a watch program are personally active in the program.

New question for 2012.

# Main reasons for not participating in established neighborhood watch program

Respondents who don't participate in their neighborhood's program, n=215 (Q28c)



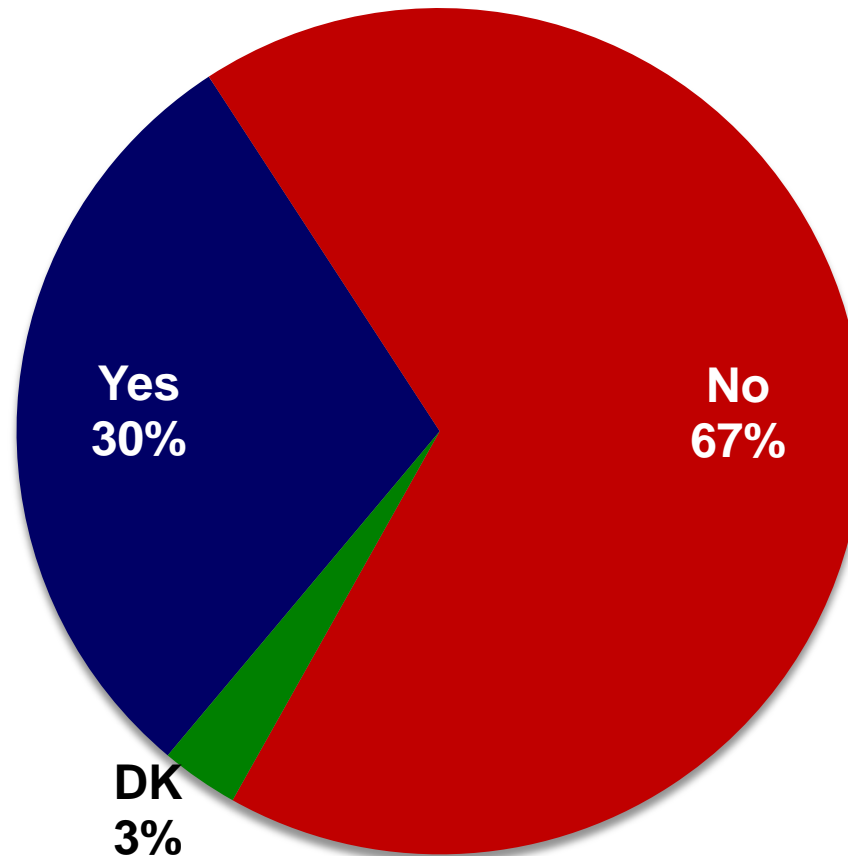
New question for 2012.



# Interest in Crime Prevention Information

# Interest in receiving crime prevention information and/or tips from the CMPD through social media, such as Facebook or Twitter

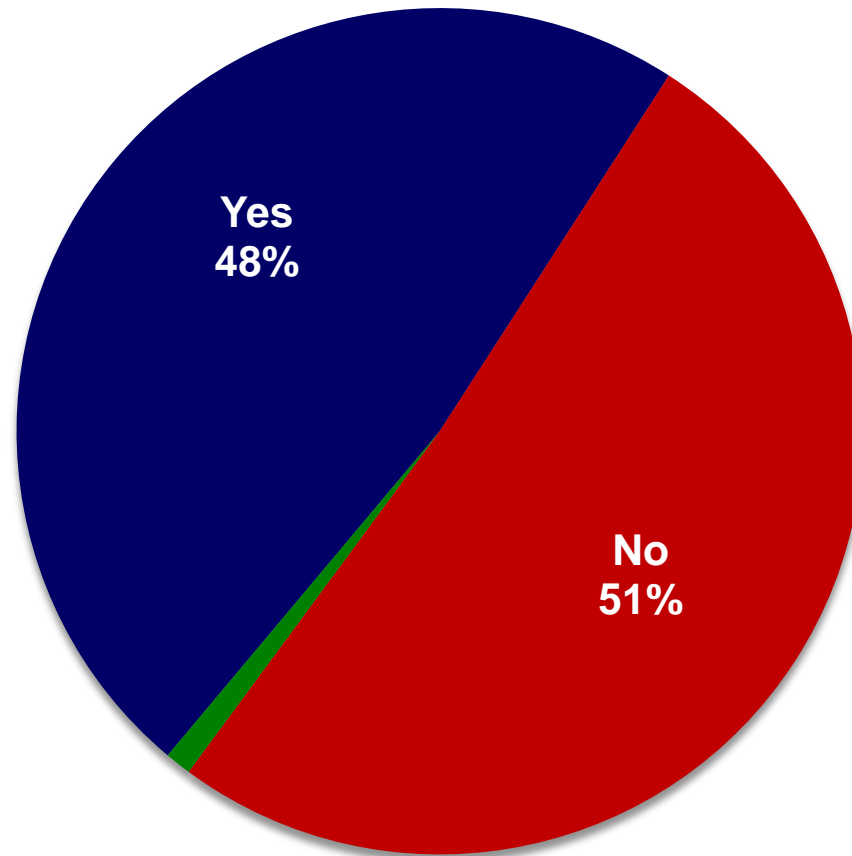
Total Sample, n=650 (Q29a)



New question for 2012.

# Interest in receiving crime prevention information and/or tips from the CMPD Website

Total Sample, n=650 (Q29b)



New question for 2012.

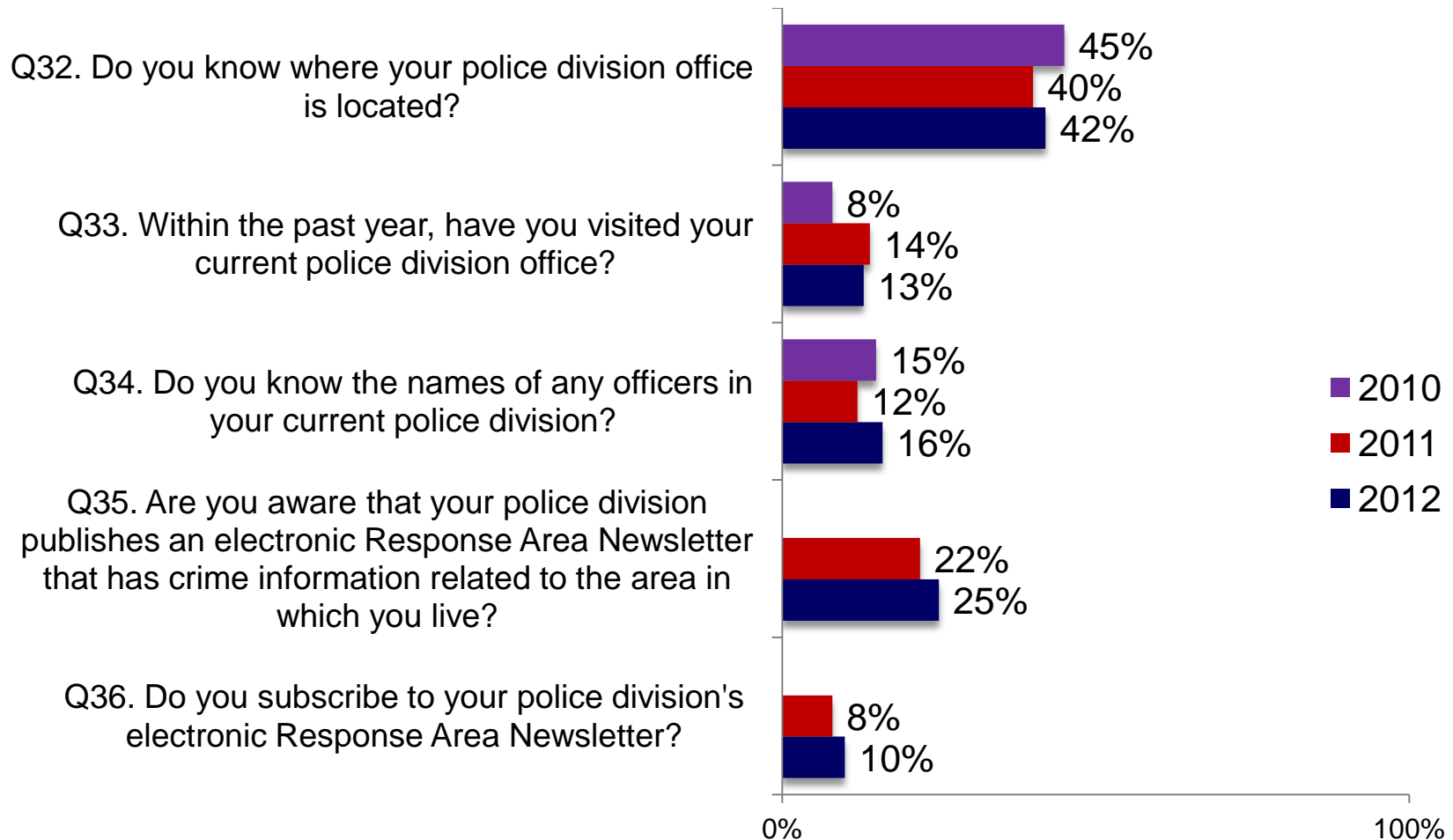


# Awareness of CMPD Patrol Divisions

# Awareness of Police Divisions

Total Sample, n=650 (Q32-36)

Percent Responding "Yes"





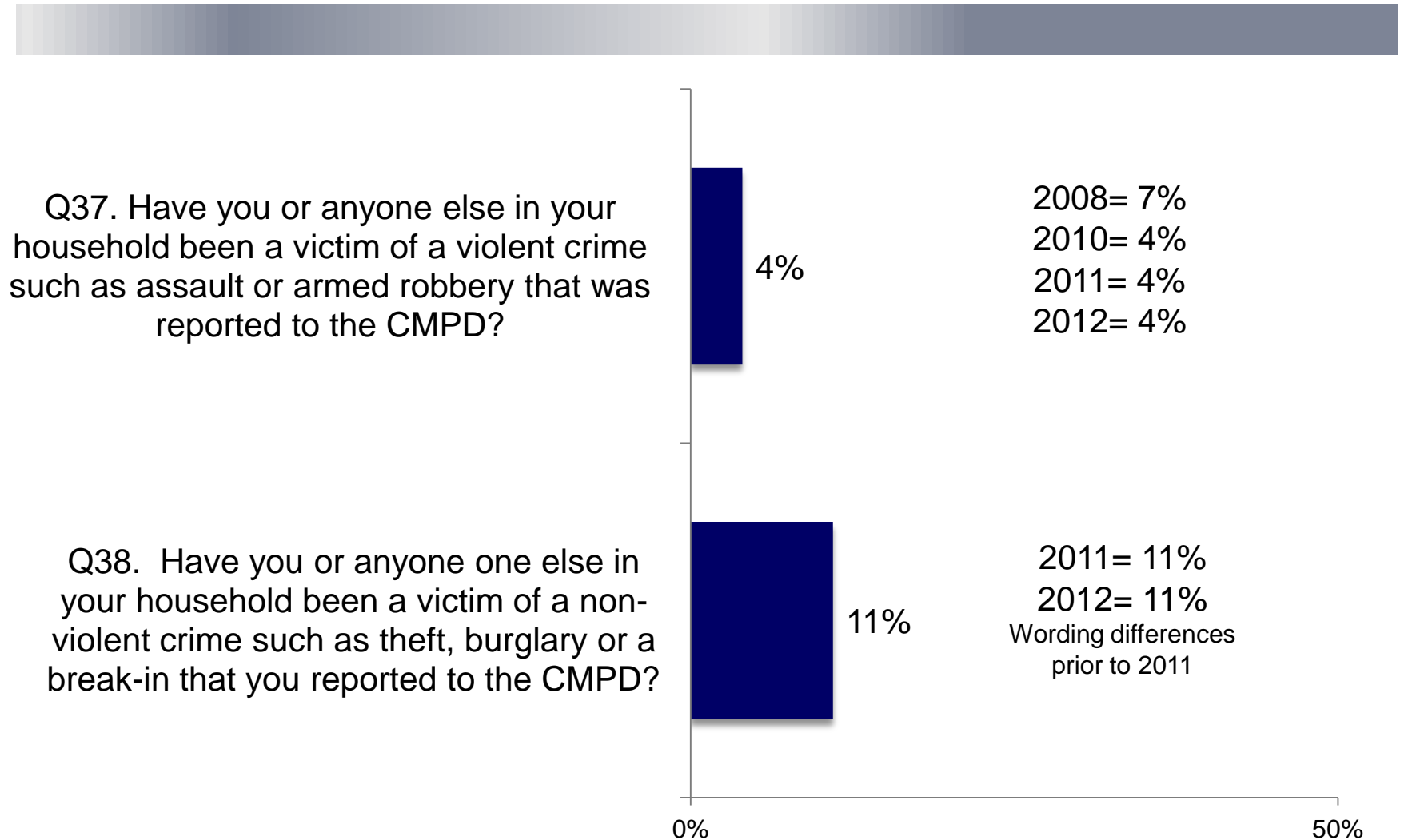
# Victimization



# Victims of Crimes Reported to CMPD in Past 12 Months

Total Sample, n=650 (Q37-38)

Percent Responding "Yes"

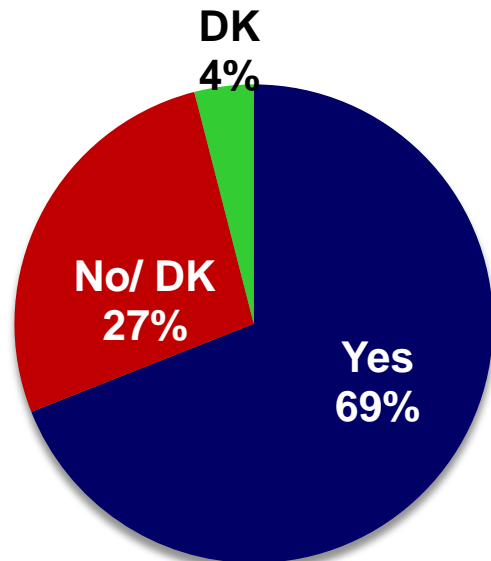


# Violent Crime Follow-Up

Respondents who reported a violent crime (Q39-40)

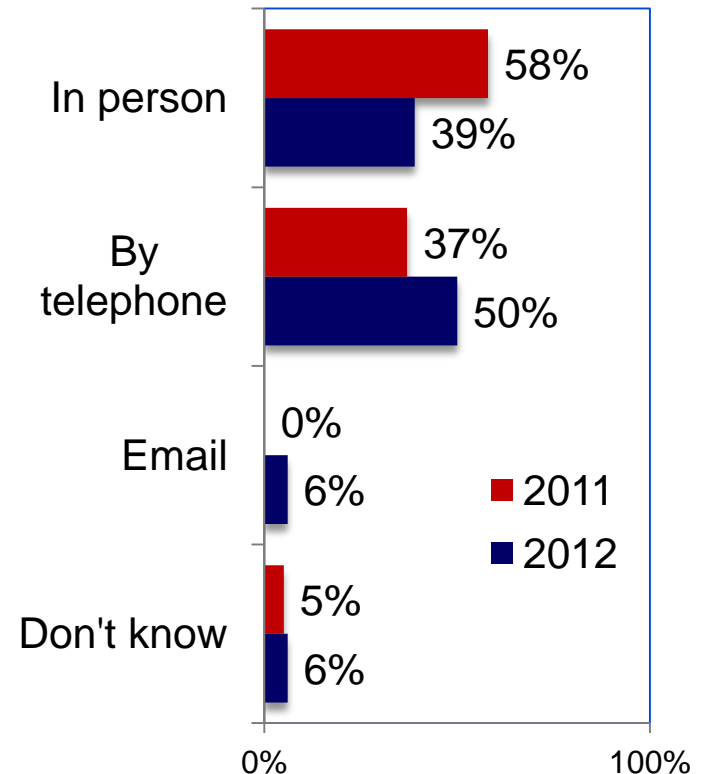
Note: Small Base

Q39. After the initial report was made, did the police follow-up and contact you about the case in any way? (n=26)



% "Yes" By Year  
2011= 70%  
2012= 69%

Q40. How was the follow-up contact made? (n=18)

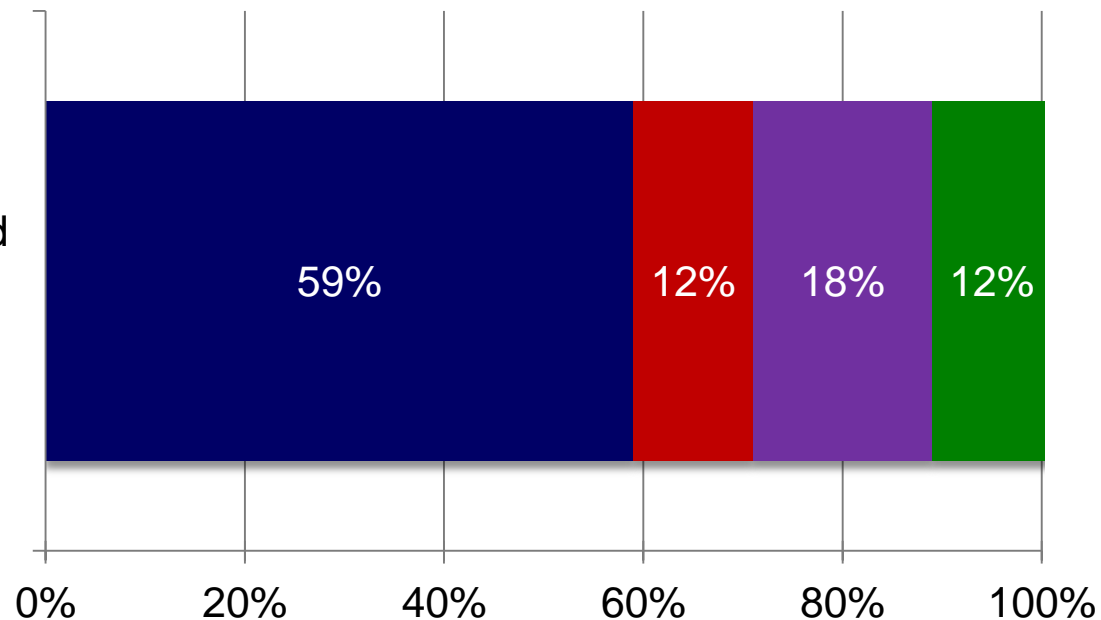


# Satisfaction with Violent Crime Follow-Up

Respondents who reported a violent crime and had follow-up contact with police (Q41)

Note: Small Base

Q41. Overall, how satisfied were you with the police follow-up? (n=17)



Mean

7.8

■ 10,9=Very Satisfied   ■ 8,7=Somewhat Satisfied   ■ 6,5=Midpoints   ■ 4-1=Not satisfied

Mean Rating By Year

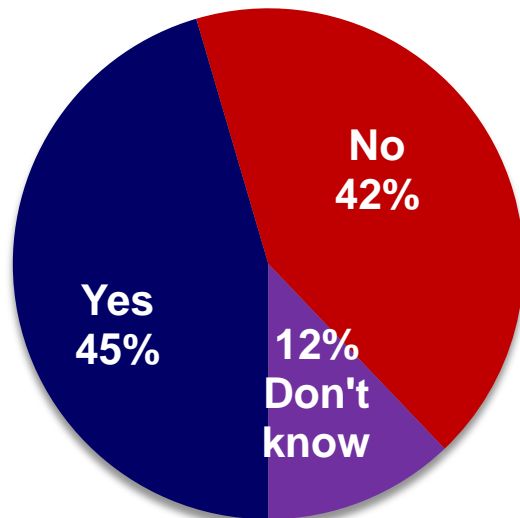
2011= 7.9

2012= 7.8

# Non-Violent Crime Follow-Up

Respondents who reported a non-violent crime (Q42-43)

Q42. After the initial report was made, did the police follow-up and contact you about the case in any way? (n=73)



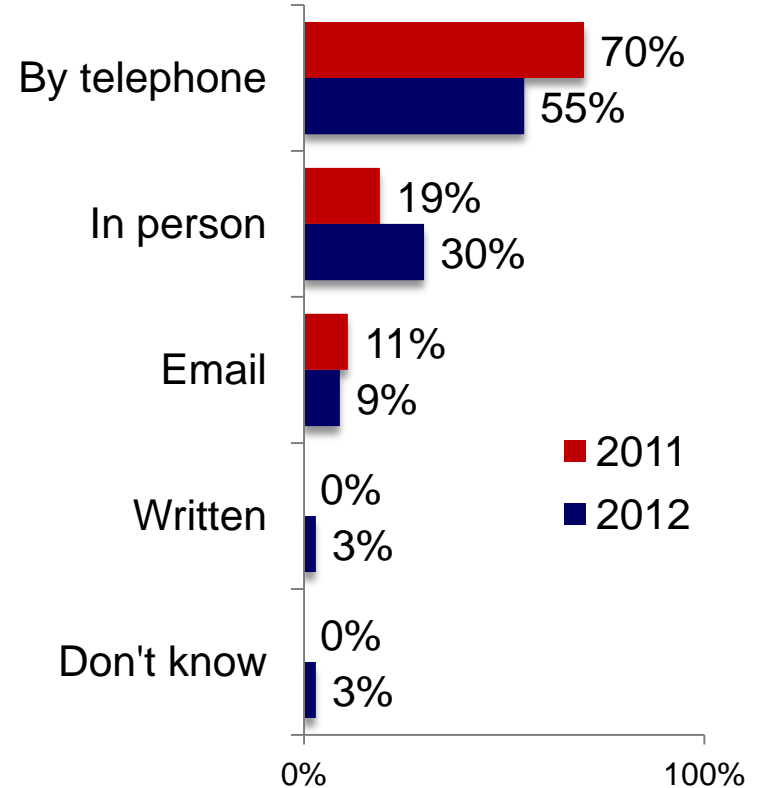
% "Yes" By Year

2011= 54%

2012= 45%

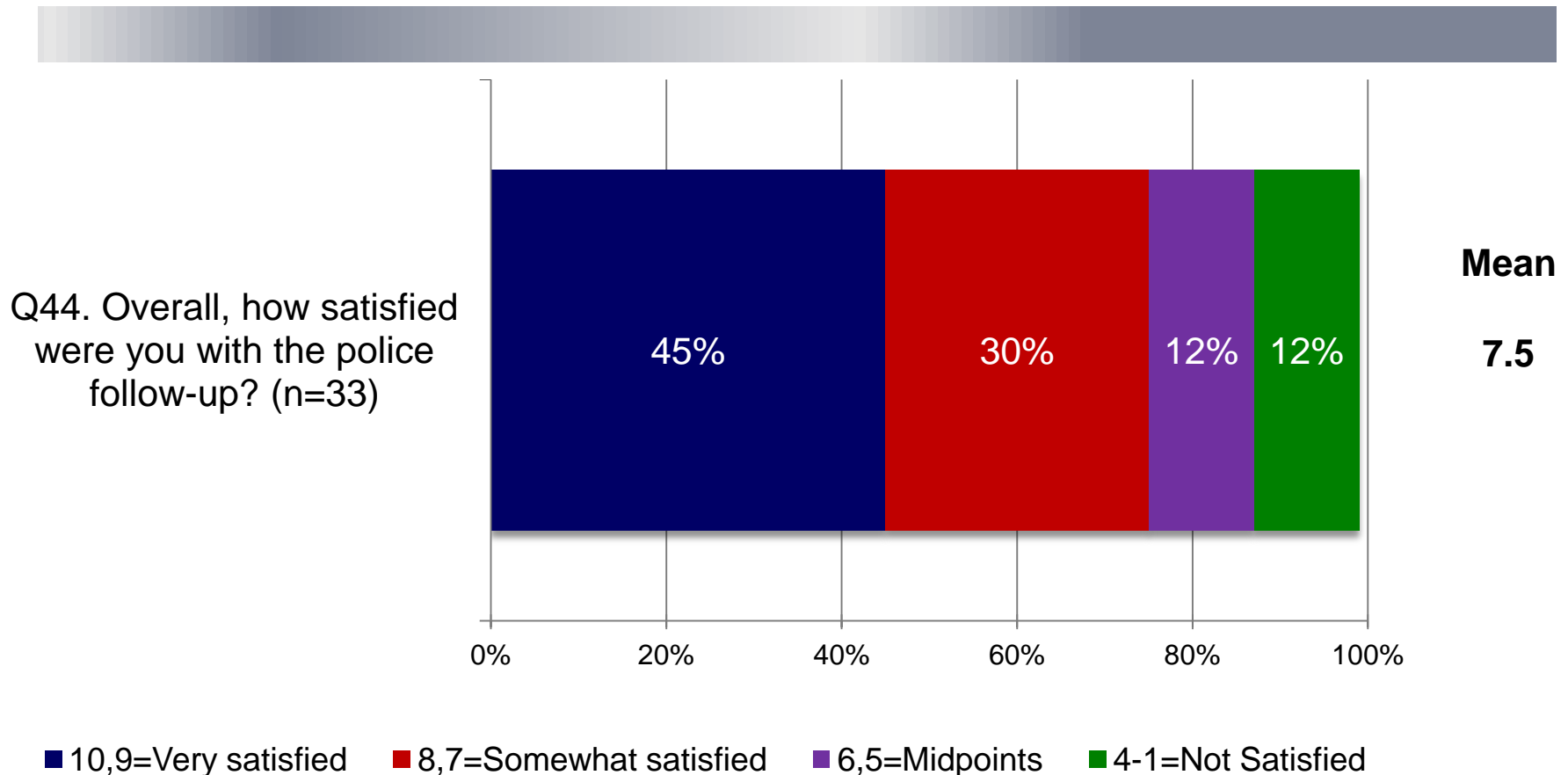
There has been a significant drop in follow-up contact since last year.

Q43. How was the follow-up contact made? (n=33) Note: Small Base



# Satisfaction with Non-Violent Crime Follow-Up

Respondents who reported a non-violent crime and had follow-up contact with police (Q44)



Mean Rating By Year

2011= 7.3

2012= 7.5

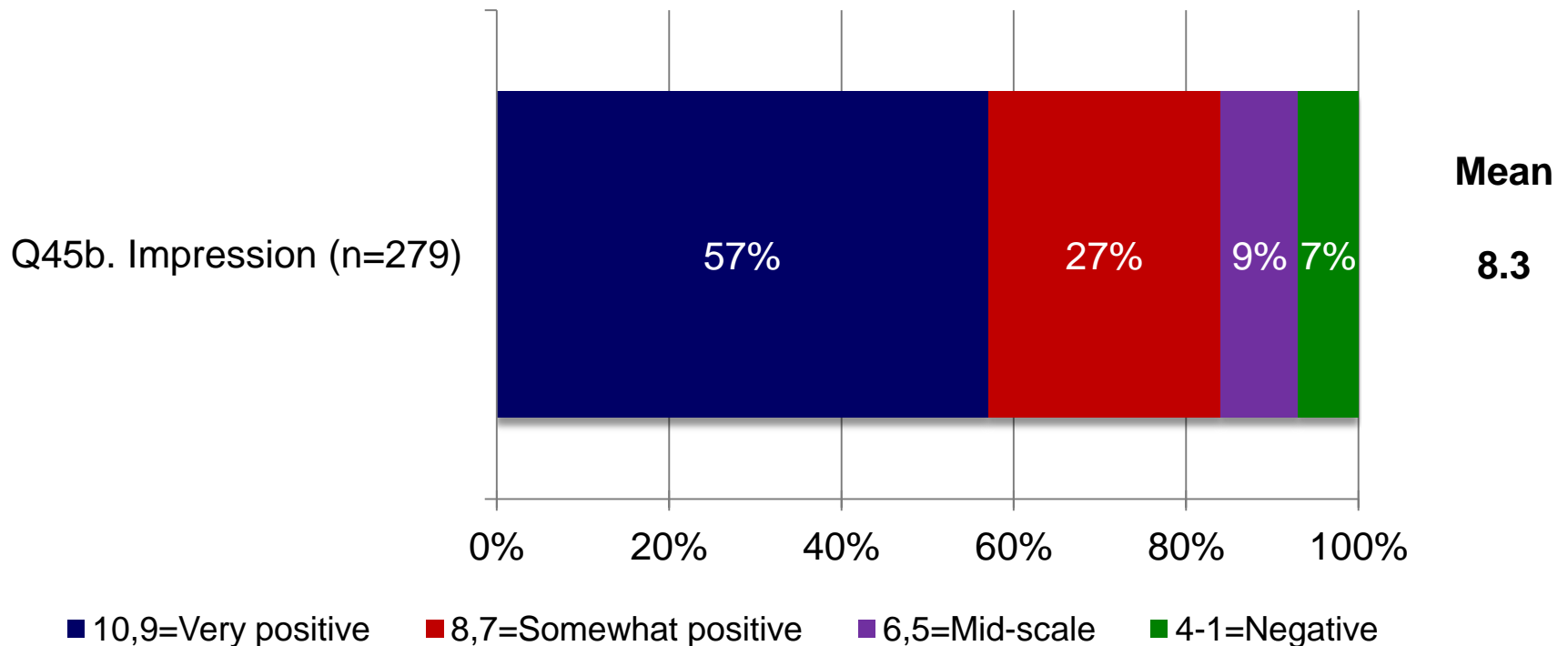


# Perceptions of 911 Emergency Call Center

# Impression of 911 Emergency Call Center

Respondents who have ever called Charlotte-Mecklenburg 911 and are able to rate it (Q45b)

**Q45. 44% of total respondents have ever called Charlotte-Mecklenburg 911.**



Mean Rating By Year

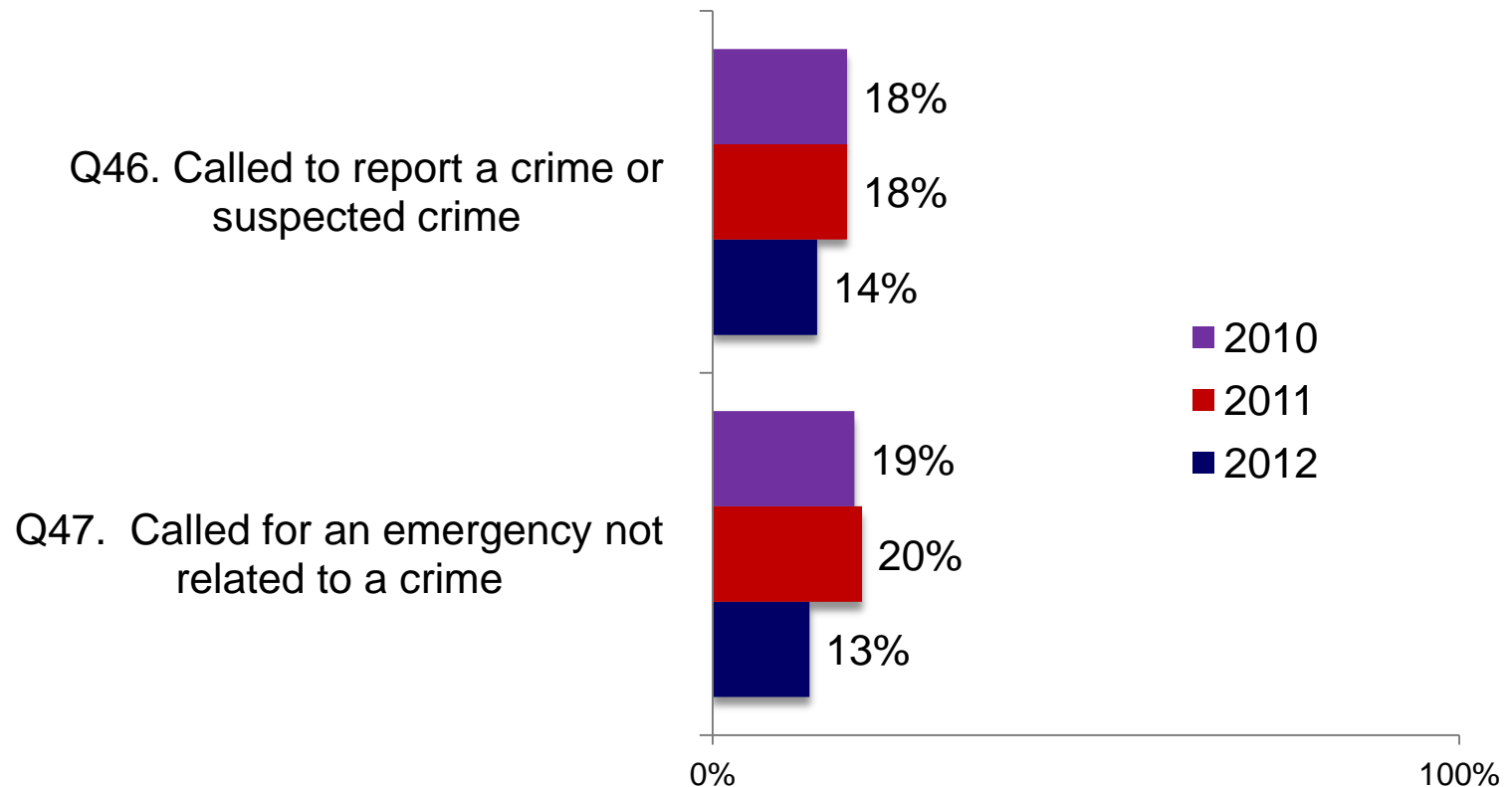
2011= 8.2

2012= 8.3

# Calls to Charlotte-Mecklenburg 911 in Past 12 Months

Total Sample, n=650 (Q46-47)

Percent Responding "Yes"



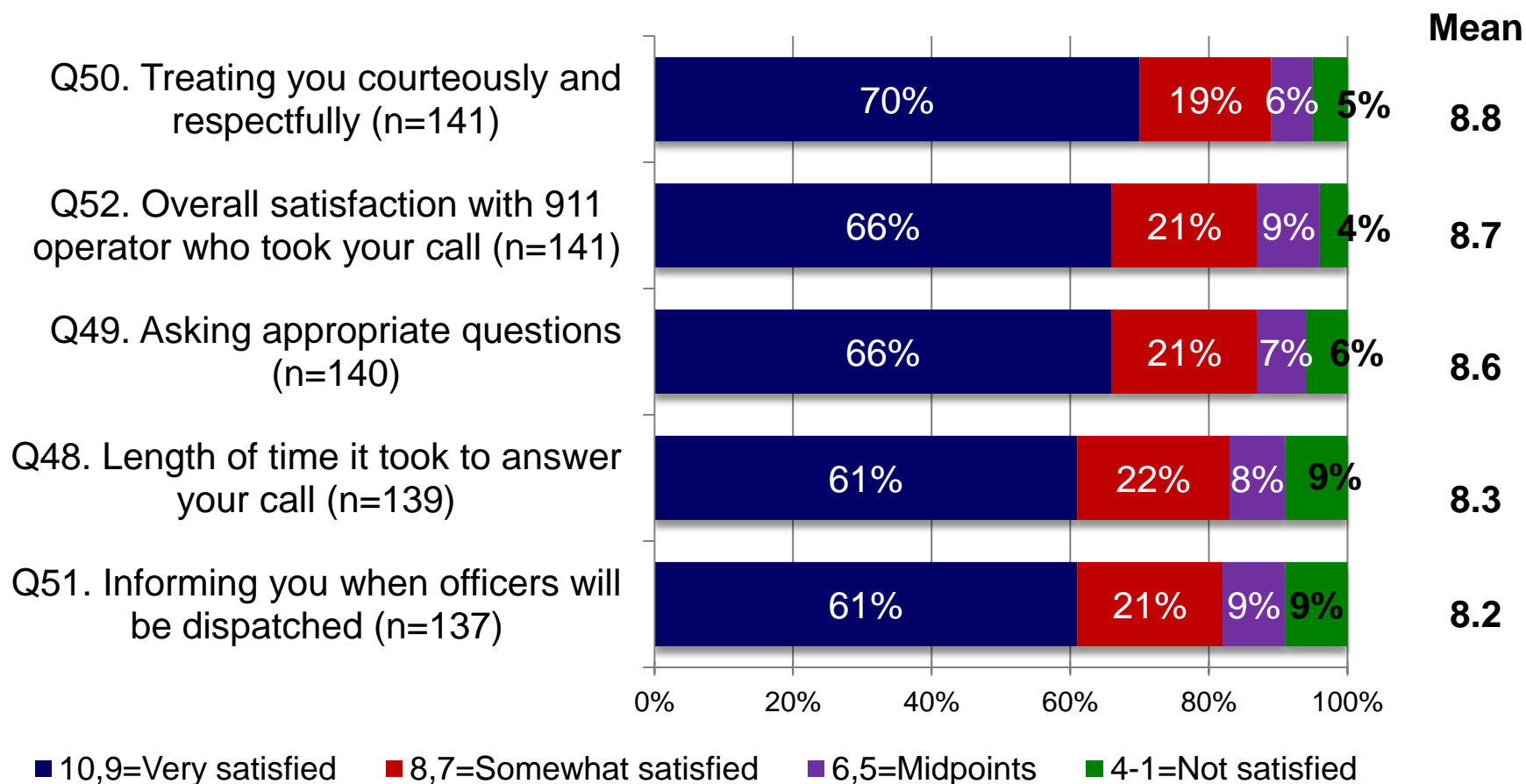
The number of respondents who called 911 to report a crime/suspected crime or for an emergency not related to a crime declined since last year.



# Satisfaction with 911 Service

Respondents who called 911 in past 12 months to report a crime/suspected crime or for an emergency not related to a crime (Q48-Q52)

22% of total respondents have called Charlotte-Mecklenburg 911 in the past 12 months for any type of emergency.



# Satisfaction with 911 Service – By Year

Respondents Who Called 911 in Past 12 Months (Q48-Q52)

Mean Ratings on a 10-Point Scale

1= Not Satisfied, 10=Very Satisfied

	2010	2011	2012
Q48. Length of time it took to answer your call	8.2	8.6	8.3
Q49. Asking appropriate questions	8.5	8.9	8.6
Q50. Treating you courteously and respectfully	8.7	9.0	8.8
Q51. Informing you when officers will be dispatched	na	8.1	8.2
Q52. Overall satisfaction with 911 operator who took your call	8.4	8.8	8.7

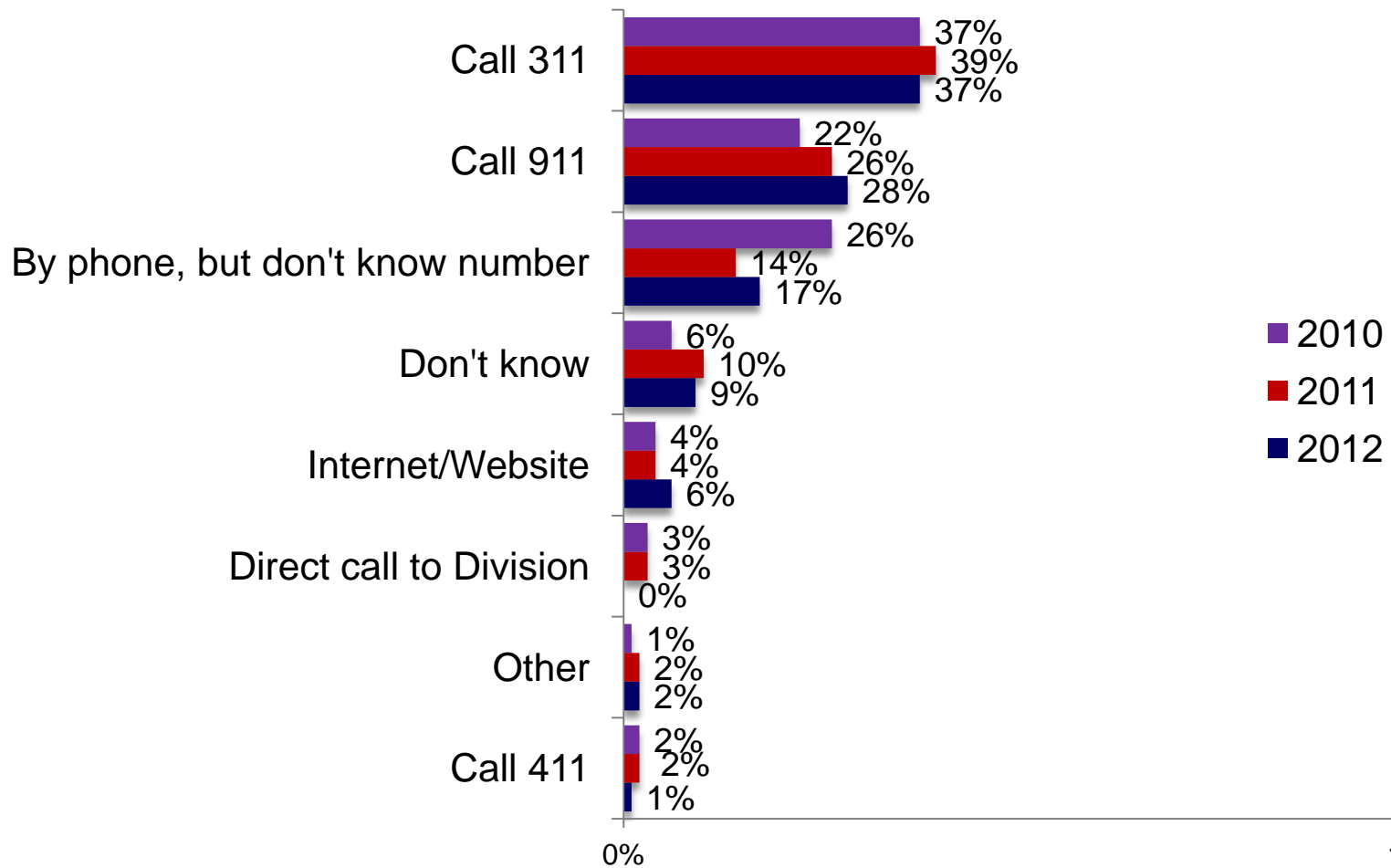
Ratings on length of time to answer and asking appropriate questions declined slightly from 2011 to 2012. However, ratings are so high that these areas are not an issue.



## **Perceptions of the Non-Emergency Crime Reporting Unit**

# How Would You Contact The CMPD For A Non-Emergency

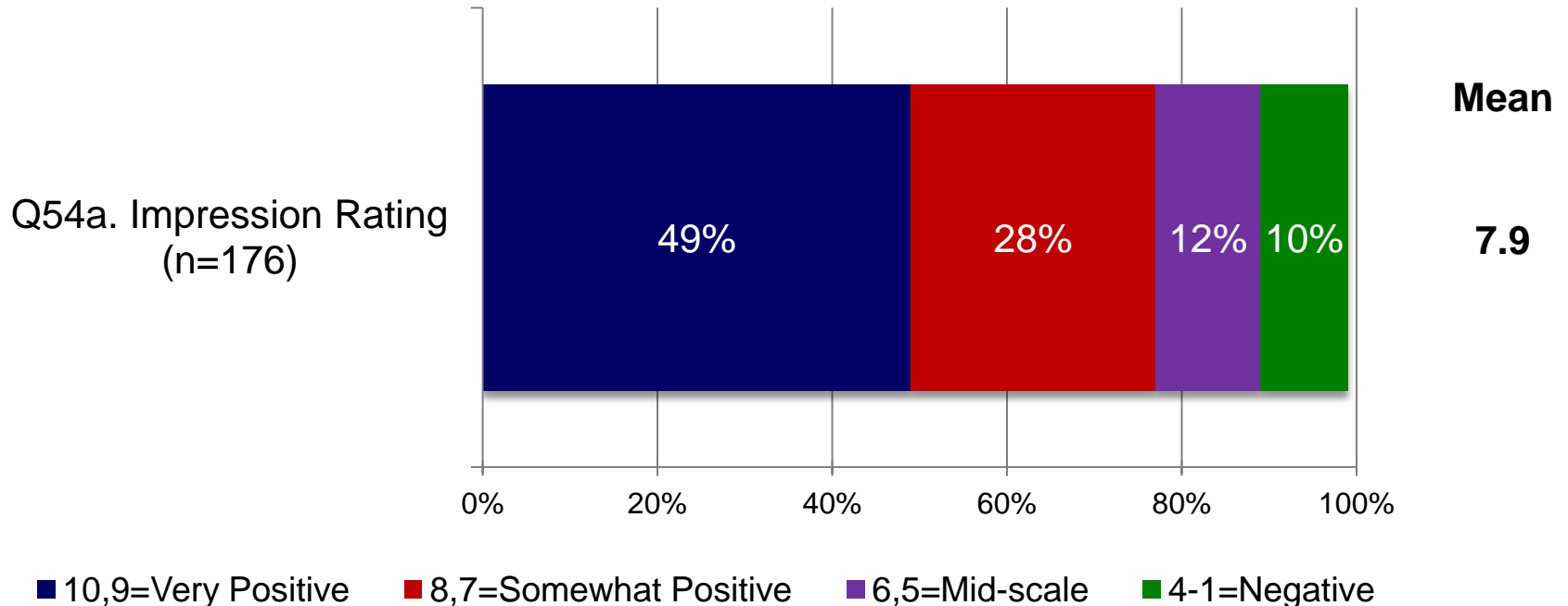
Total Sample, n=650 (Q53)



# Impression of Non-Emergency Crime Reporting Unit

Respondents who have ever been connected to the CRU and are able to rate (Q54a)

**Q54. 27% of total respondents have ever used the CRU.**



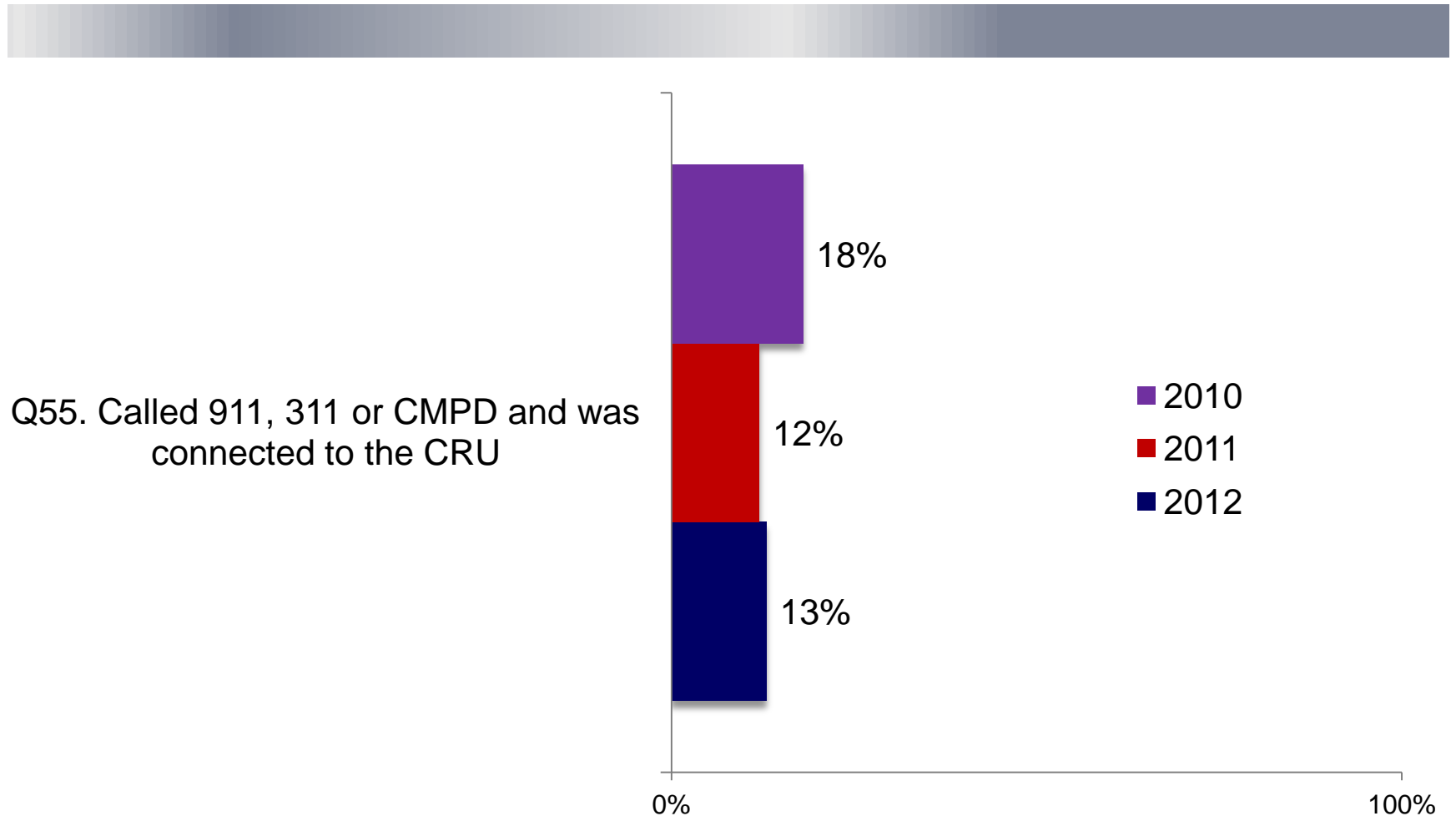
Mean Rating By Year

2011= 7.7

2012= 7.9

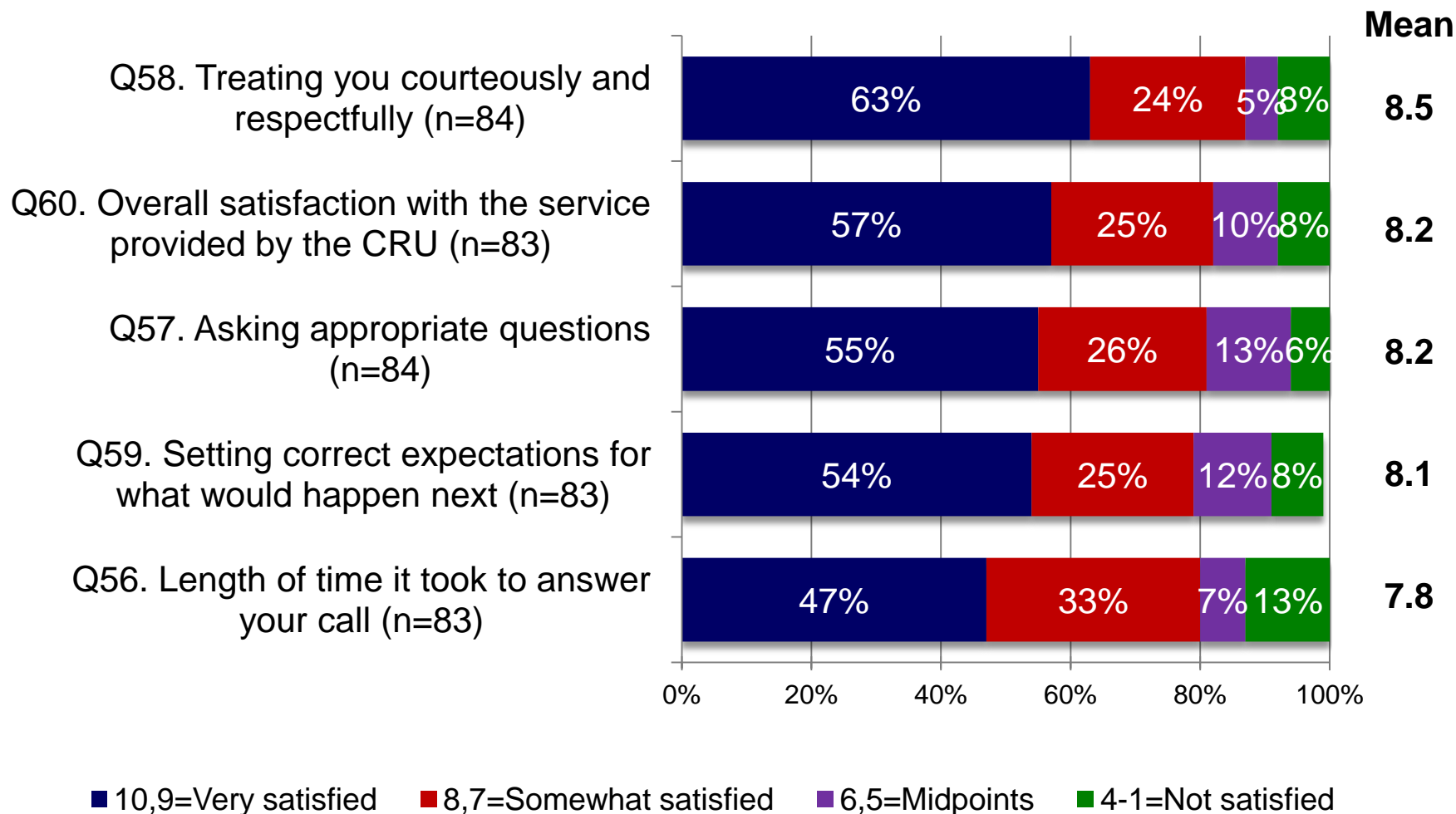
# Calls to Non-Emergency Crime Reporting Unit in Past 12 Months

Total Sample, n=650 (Q55), Percent Responding "Yes"



# Satisfaction with Non-Emergency Crime Reporting Unit

Respondents who used CRU in past 12 months and are able to rate it (Q56-Q60)



# Satisfaction with Non-Emergency Crime Reporting Unit

Respondents who used CRU in past 12 months and are able to rate it (Q56-Q60)

Mean Ratings on a 10-Point Scale  
1= Not Satisfied, 10=Very Satisfied

	2010	2011	2012
Q56. Length of time it took to answer your call	7.5	7.8	7.8
Q57. Asking appropriate questions	7.5	8.4	8.2
Q58. Treating you courteously and respectfully	8.0	8.5	8.5
Q59. Setting correct expectations for what would happen next	7.5	7.7	8.1
Q60. Overall satisfaction with the service provided by the CRU	7.4	7.8	8.2

Ratings for setting correct expectations and overall satisfaction improved from 2011 to 2012.



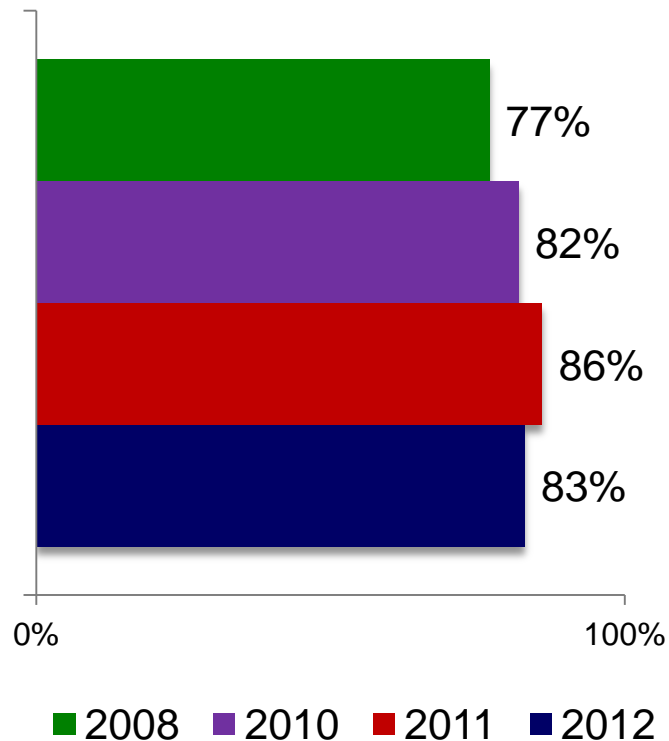


# Use and Perceptions of the CMPD Website

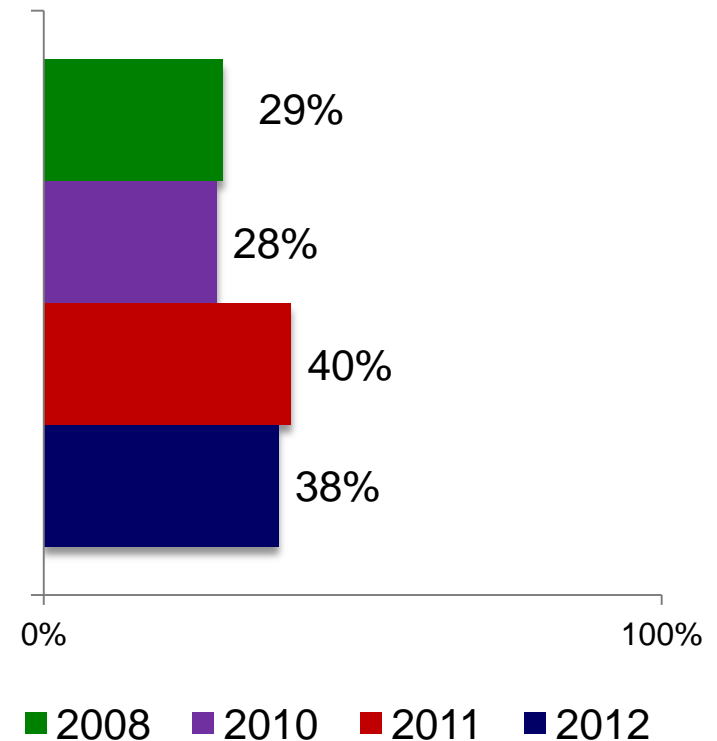
# CMPD Website

Percent Responding "Yes" (Q61 & Q62)

**Q61. Have access to the Internet**  
Total Sample (n=650)

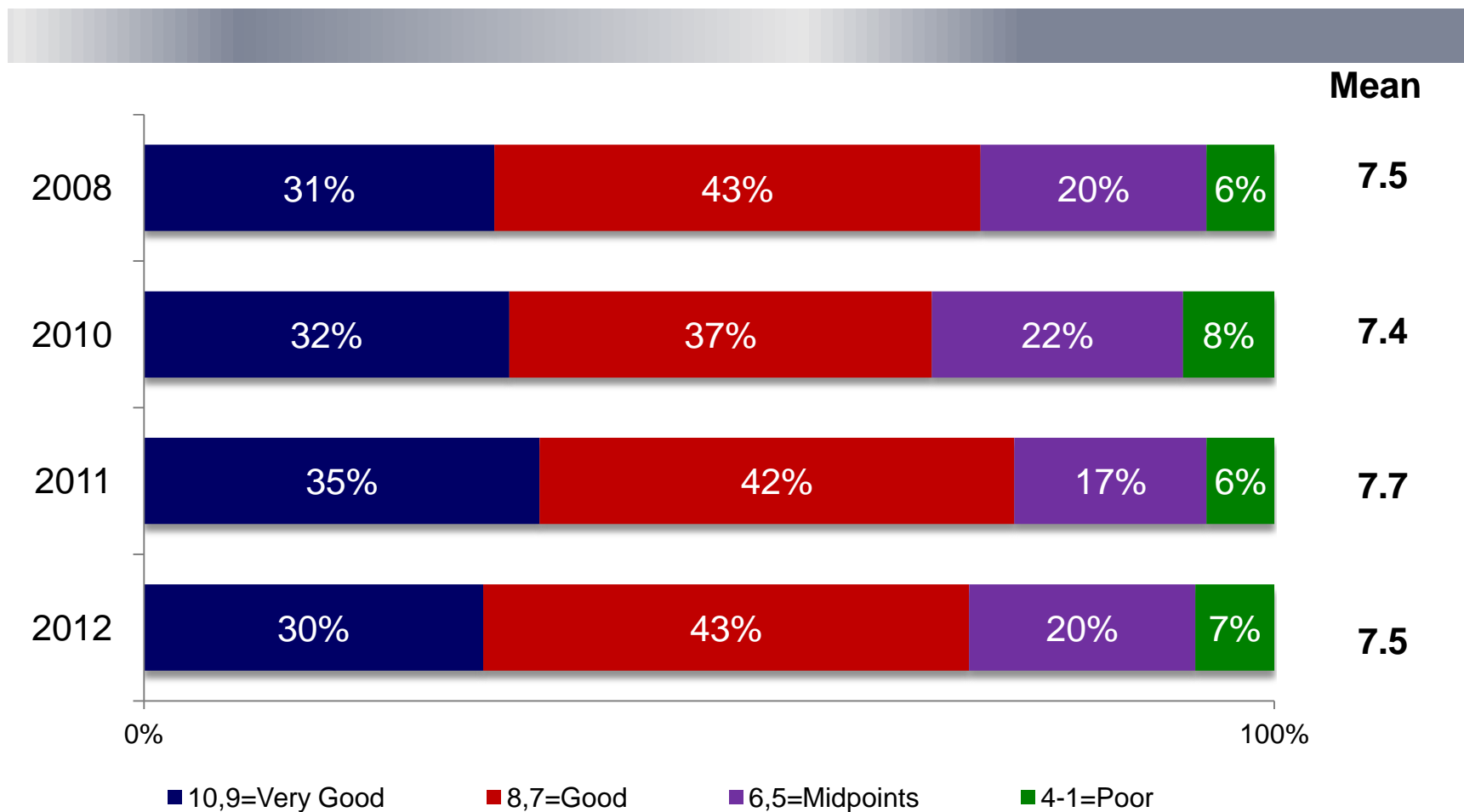


**Q62. Visited CMPD Website**  
Respondents with Internet access (n=540)



# Perception of CMPD Website

Among respondents who have been to site & are able to rate it (Q63)



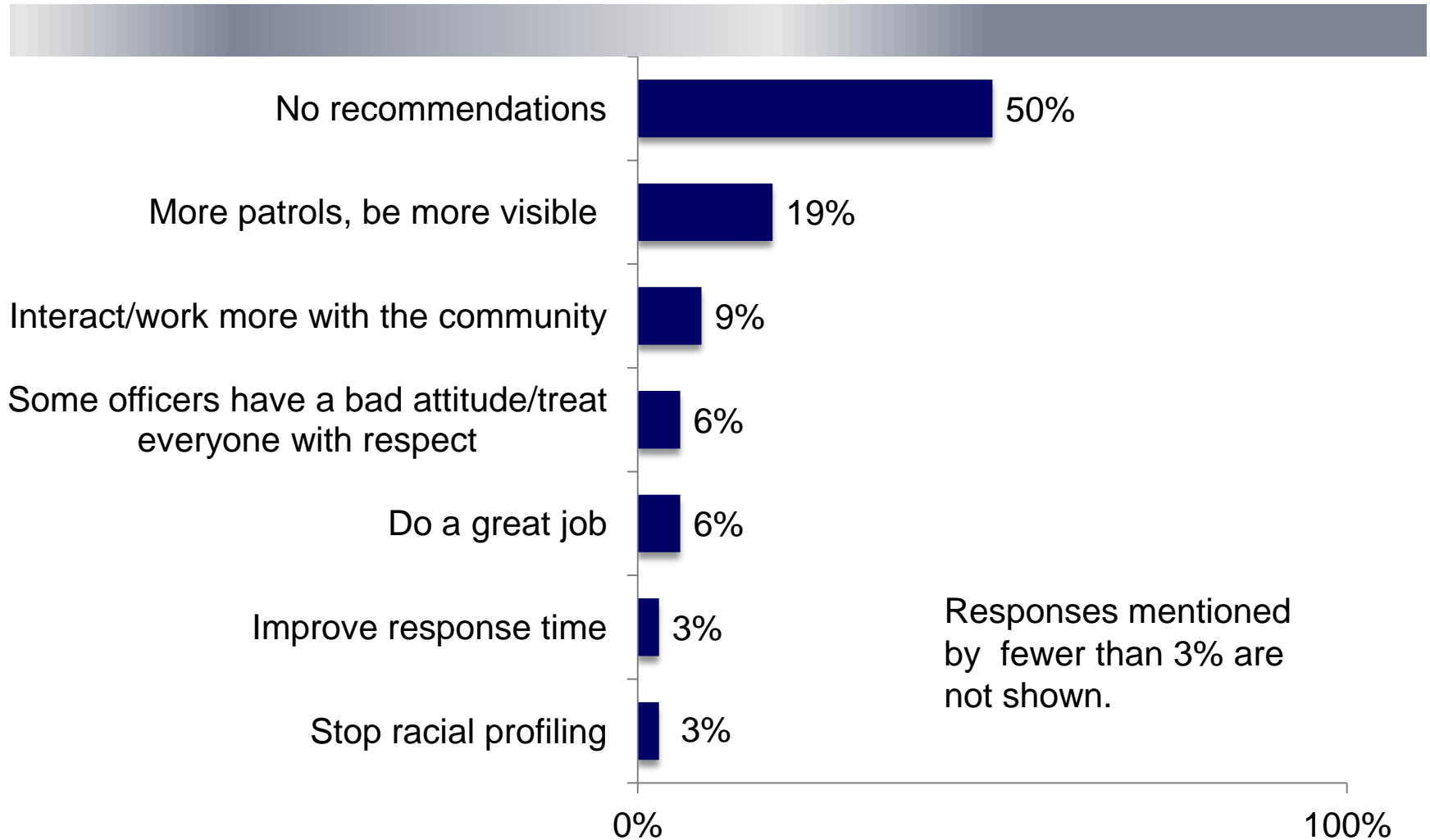


# Citizen Recommendations

# Recommendations for Ways to Improve CMPD

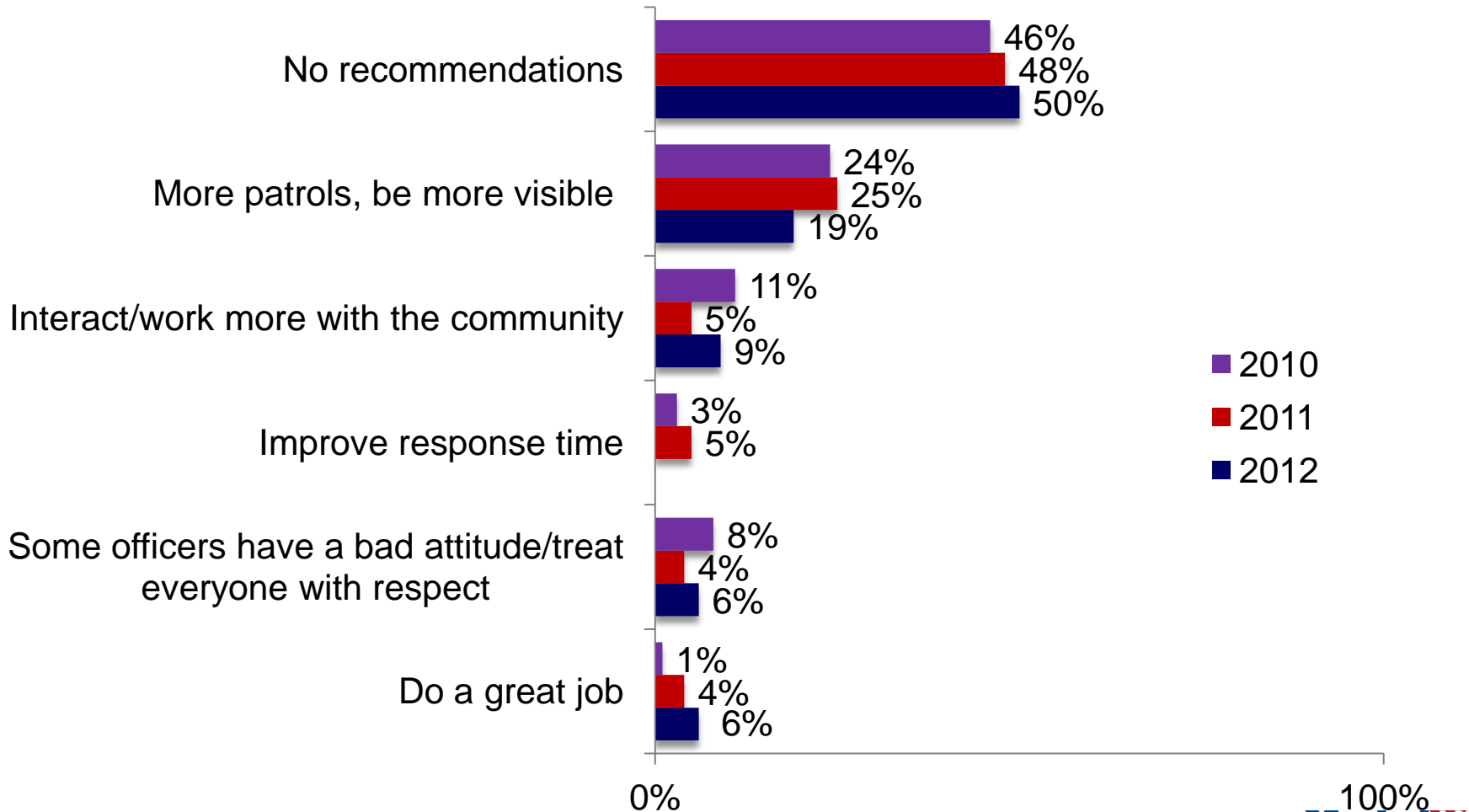
Total Sample (Q64)

Open-ended question, multiple answers allowed



# Recommendations for Ways to Improve CMPD By Year

Total Sample, Open-ended question, Multiple answers allowed (Q64)



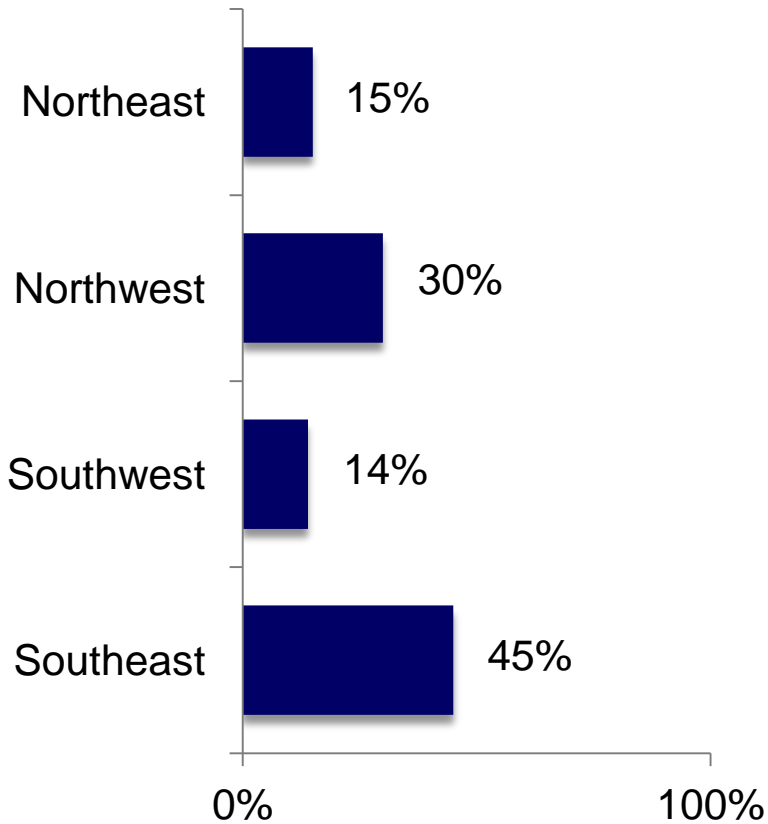


# Respondent Demographics

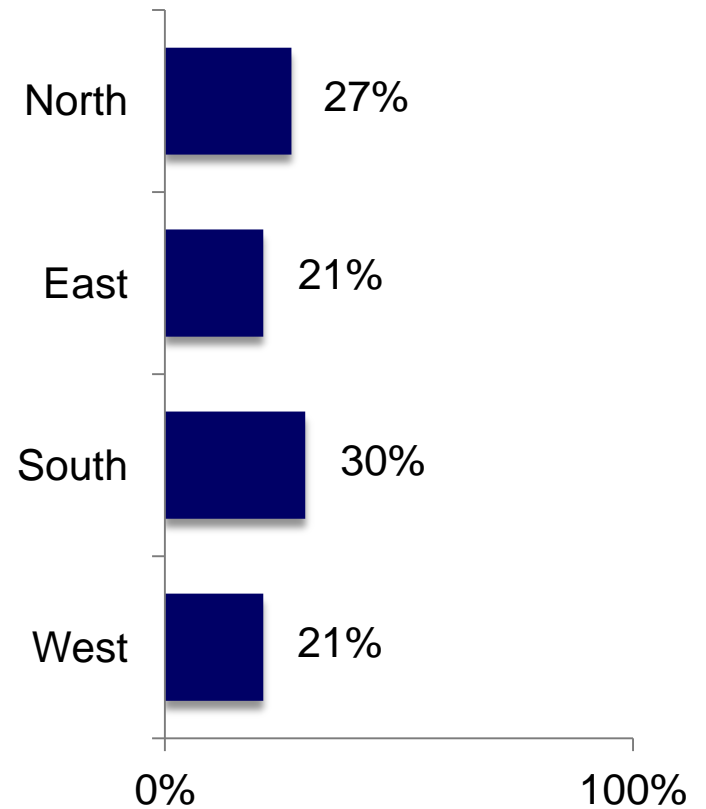
# Respondent Demographics



**CMPD Service Area**

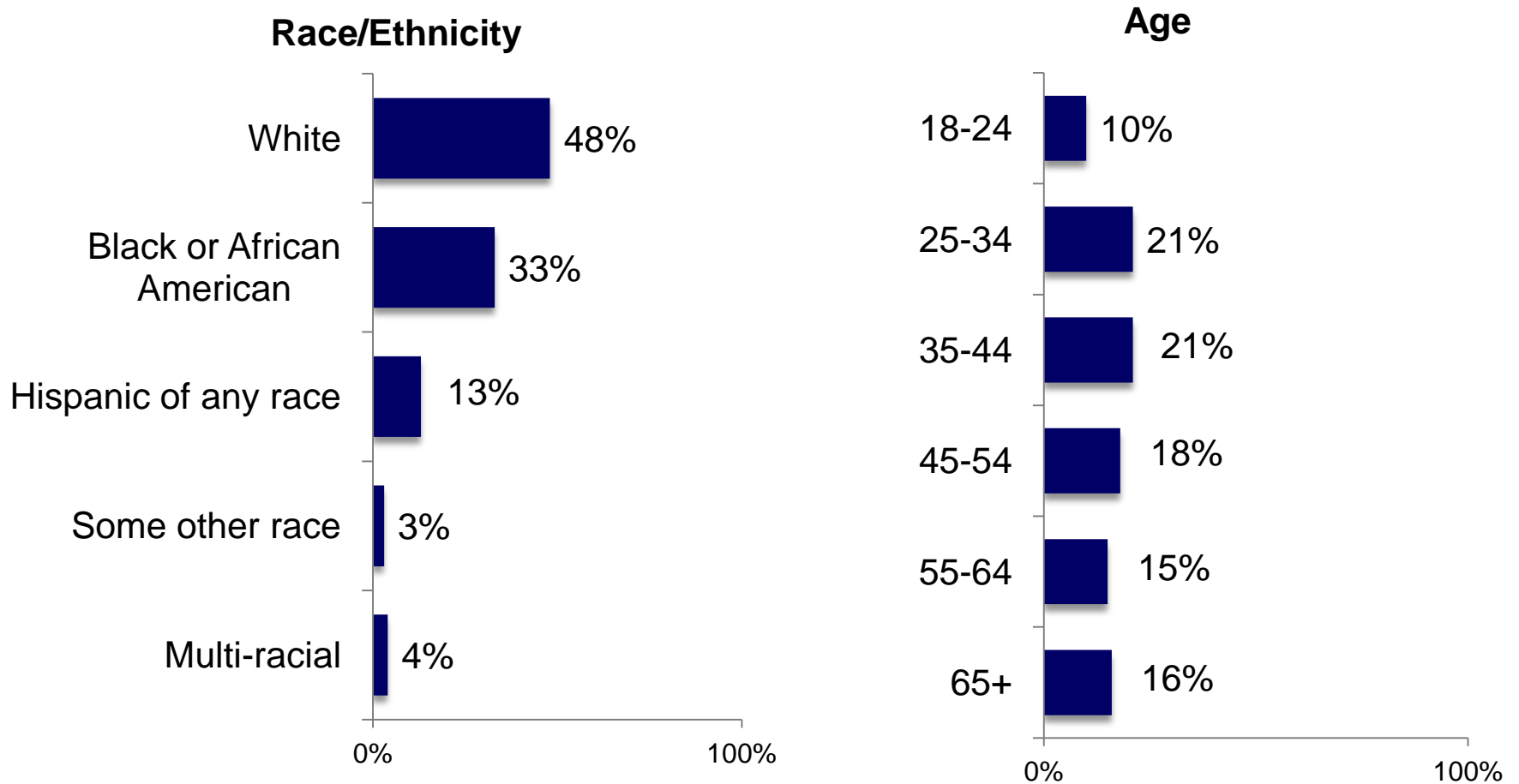


**Charlotte-Mecklenburg  
Quadrants**



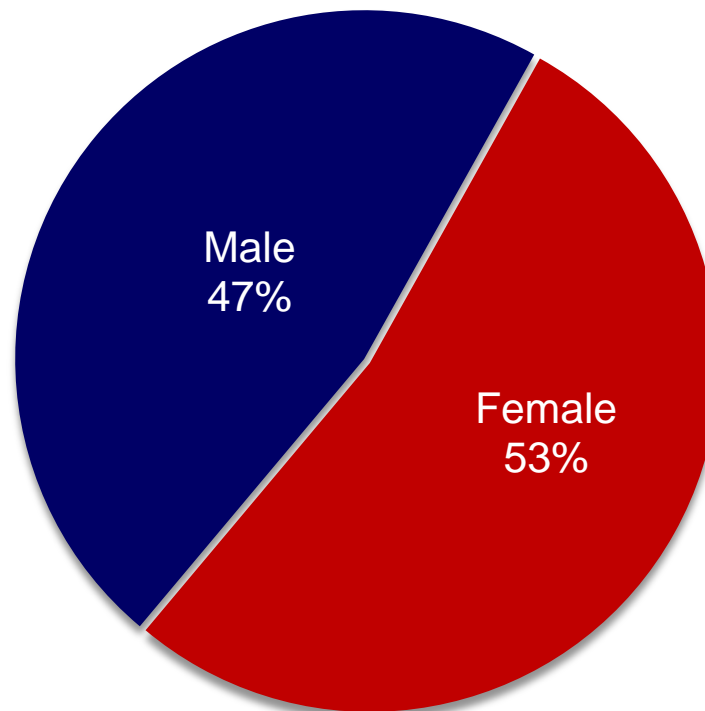


# Respondent Demographics



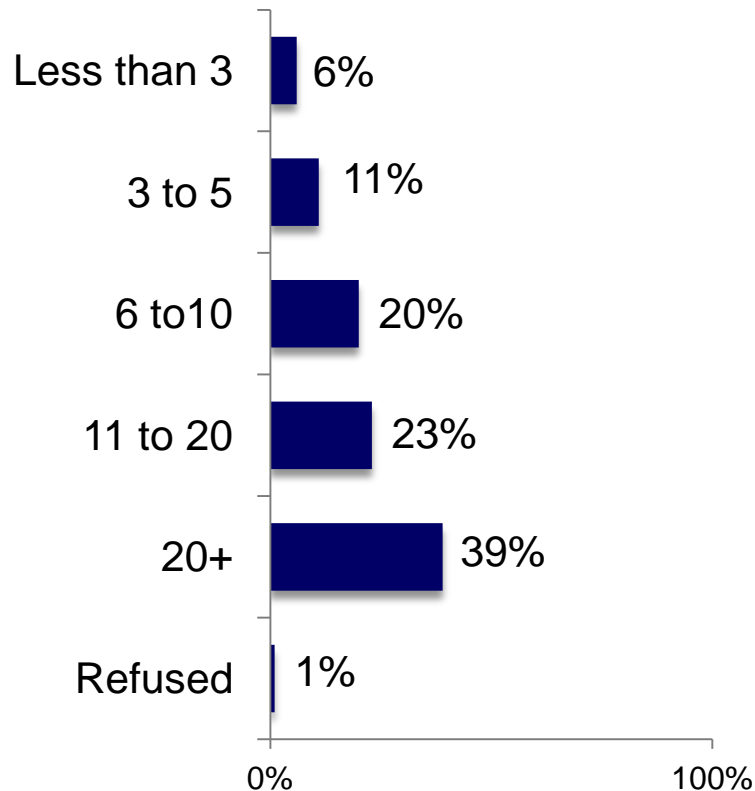
# Respondent Demographics

## Gender

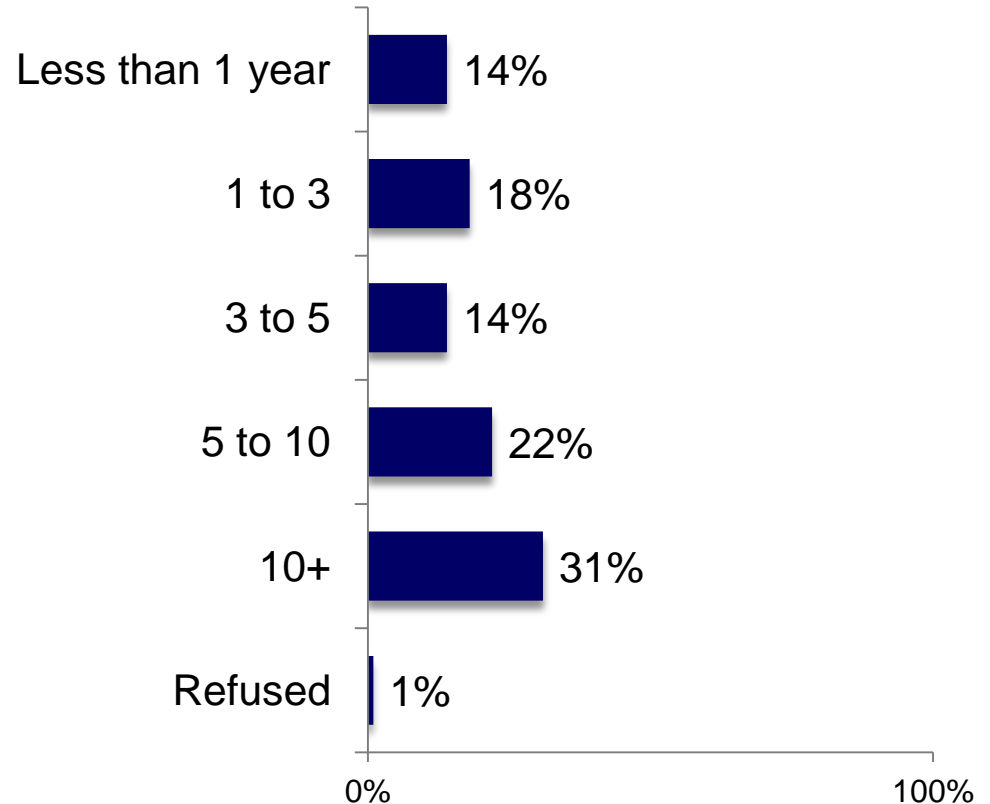


# Respondent Demographics

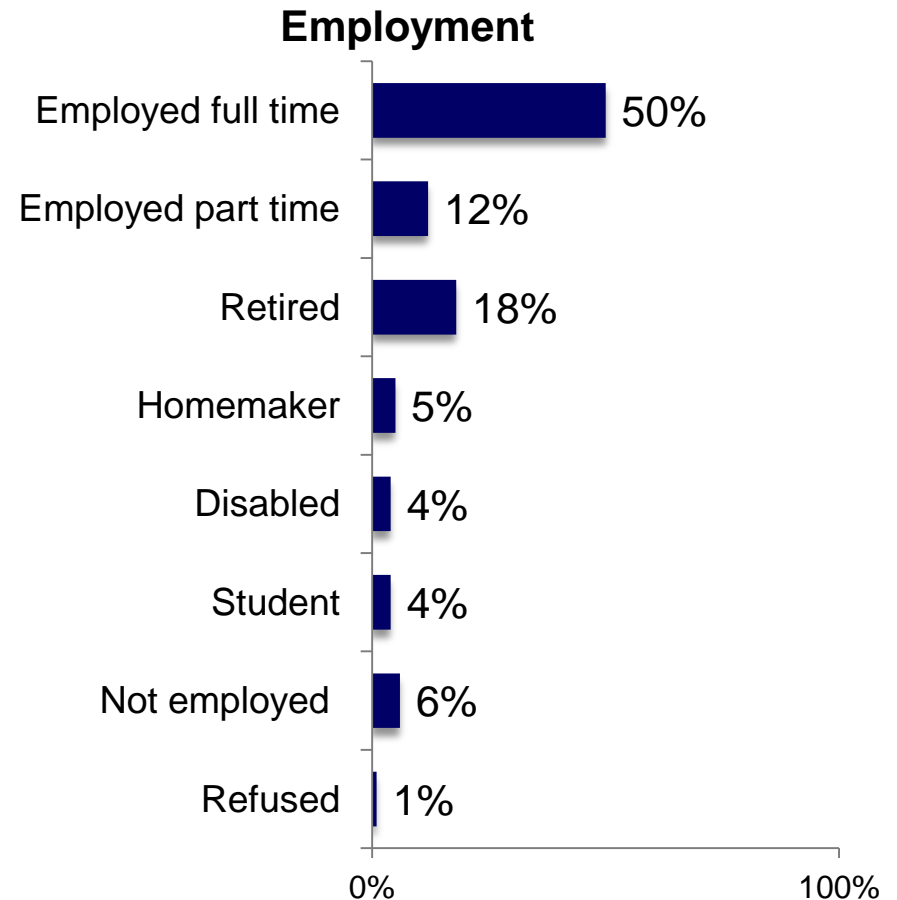
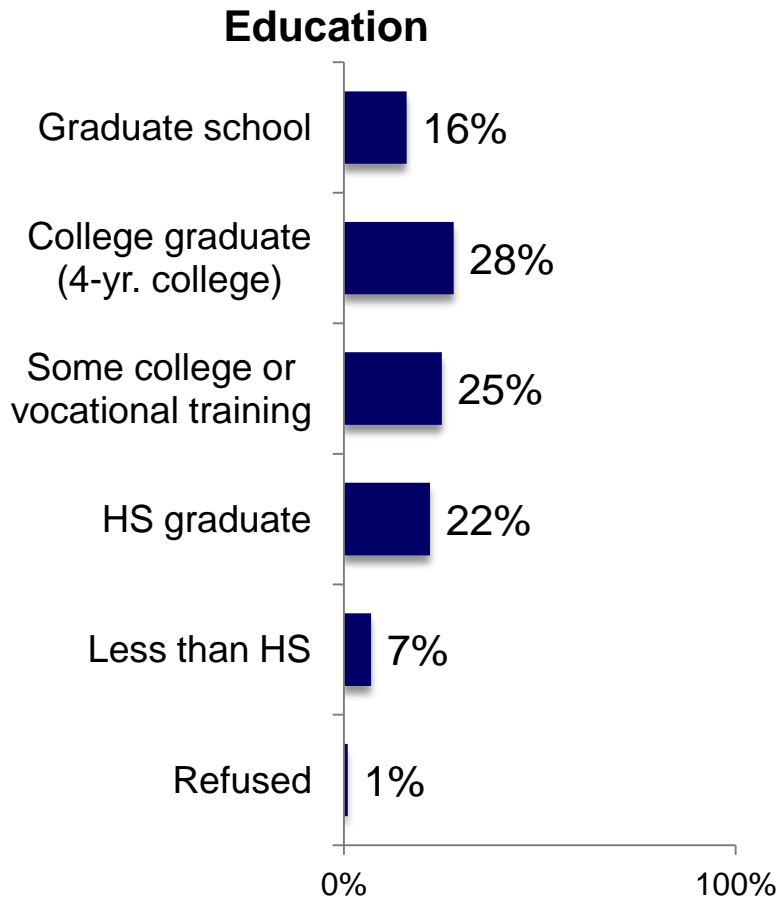
## Years Lived in Charlotte or Mecklenburg County



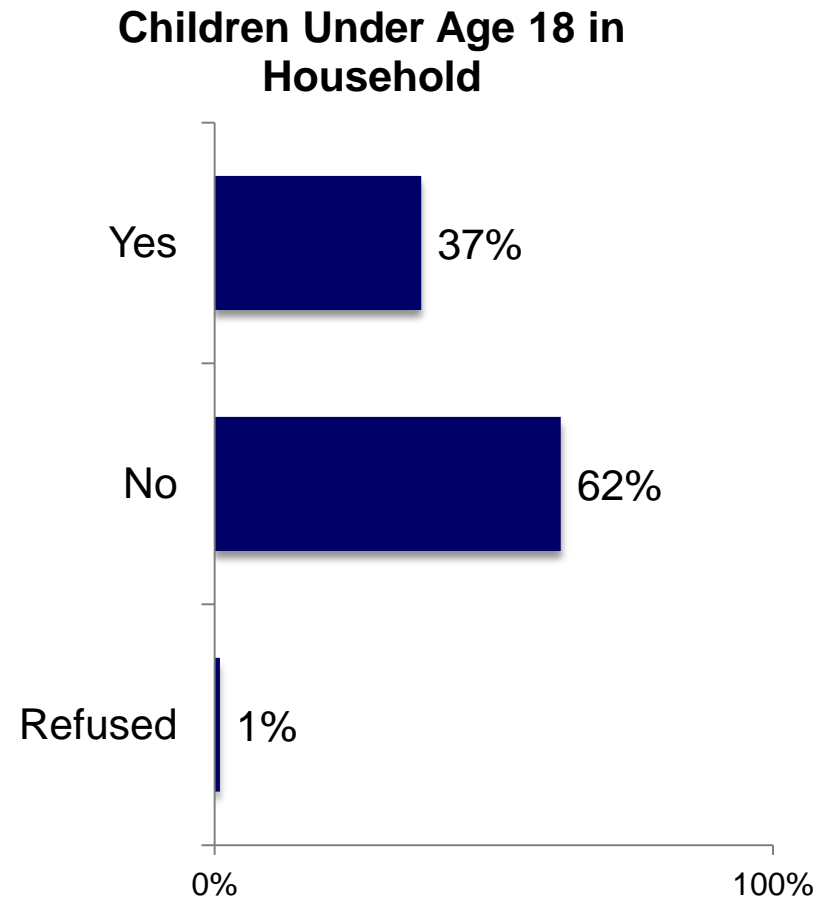
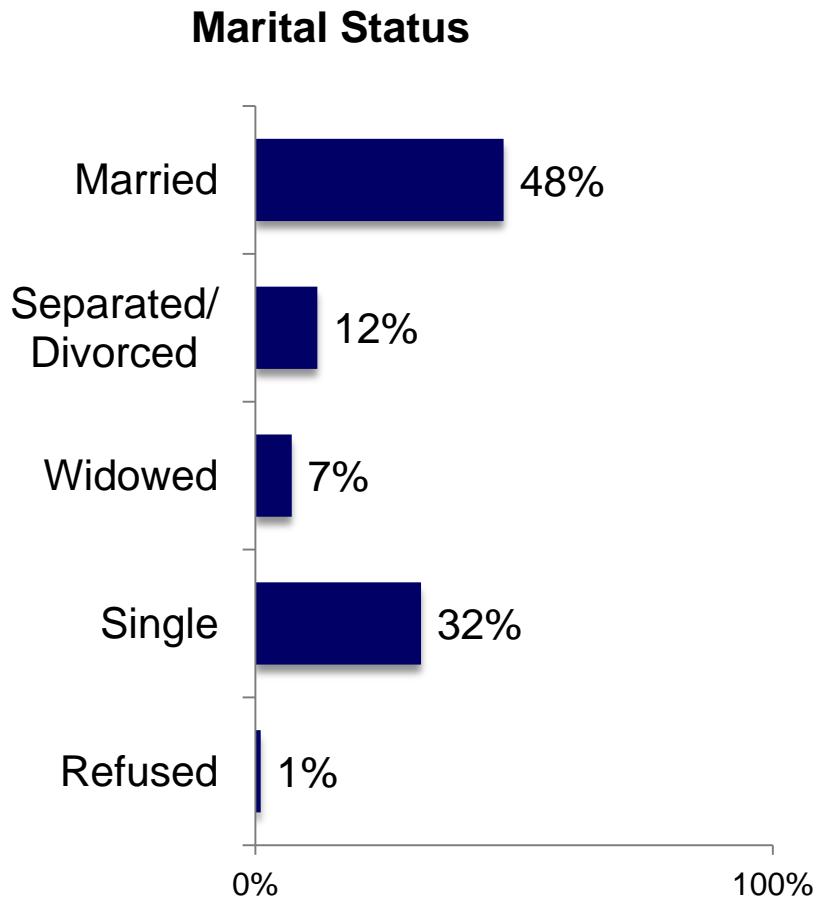
## Years at Current Address



# Respondent Demographics



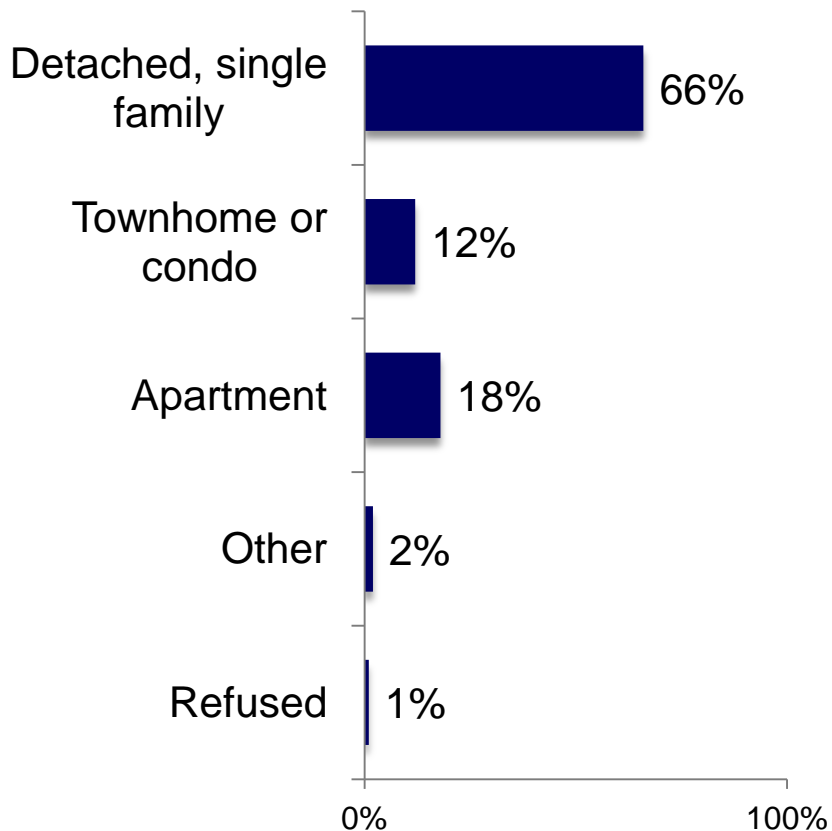
# Respondent Demographics



# Respondent Demographics



## Type of Housing



## Household Income

Refusals dropped from base (n=540)

