



# 2013 CMPD Citizen Survey

## Final Report

**MarketWise**

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# Objectives

- The 2013 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 Animal Care & Control
  - Examine use and perceptions of the CMPD Website
  - Compare changes in perceptions from 2012 to 2013 on key measures

# Methodology

- A total of 653 interviews were completed by telephone between May 29 and June 27, 2013, 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 88 Hispanic respondents (13% of the total sample) were interviewed. Forty-nine interviews (8%) were conducted in Spanish.
- The margin of error for the total sample of 653 is  $\pm 3.8$  percentage points at the 95% confidence level.
- Interviews lasted 17 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/Not effective, 10=Very positive/Strongly agree/Very effective

			Age			Race/Ethnicity		
Mean Ratings of Total Respondents (Don't know responses have been dropped from base)		Total Sample	18-34	35-54	55+	White	African American	Hispanic
Q6.	Overall impression of CMPD	7.5	7.1	7.5	8.0	7.7	7.2	7.9
Q7.	Are courteous	7.7	7.5	7.6	8.3	8.0	7.0	8.8
Q8.	Are professional	7.9	7.7	7.8	8.3	8.1	7.3	8.9
Q9.	Perform job with integrity and honesty	7.7	7.5	7.6	8.0	7.9	6.9	9.0
Q10.	Use good judgment in use of force	7.3	7.2	7.1	7.7	7.8	6.6	7.7
Q12b.	Are responsive to community issues.	7.6	7.2	7.5	8.0	7.6	7.2	8.4
Q17.	In general, Charlotte-Mecklenburg is a safe place to live.	7.9	7.7	7.9	8.0	7.8	7.9	8.1
Q18.	How effective do you believe the CMPD have been in making Charlotte-Mecklenburg safer?	7.6	7.4	7.5	8.1	7.6	7.6	8.1
Q21.	I am safe in the neighborhood where I live.	8.4	8.3	8.4	8.6	8.5	8.3	8.5
Q22.	How effective have the CMPD crime fighting and prevention strategies been in your neighborhood?	7.4	7.3	7.2	7.9	7.3	7.4	8.0

Green highlighting shows the measures on which older adults are more positive than the other age segments. Red highlighting shows the measures on which African Americans are less positive than the other race/ethnicity segments.

# Summary at a Glance

## Questions Using a 10-Point Rating Scale

1=Very negative/Strongly disagree/Not effective, 10=Very positive/Strongly agree/Very effective

			CMPD Service Areas				Charlotte-Mecklenburg Area Quadrants			
Mean Ratings of Total Respondents (Don't know responses have been dropped from base)		Total Sample	NE	NW	SW	SE	North	East	South	West
Q6.	Overall impression of CMPD	7.5	7.2	7.5	7.9	7.5	7.2	7.4	7.7	7.6
Q7.	Are courteous	7.7	7.5	7.4	8.0	8.0	7.4	7.6	8.2	7.6
Q8.	Are professional	7.9	7.8	7.6	8.0	8.1	7.7	8.0	8.1	7.7
Q9.	Perform job with integrity and honesty	7.7	7.4	7.3	7.7	8.0	7.3	7.6	8.1	7.5
Q10.	Use good judgment in use of force	7.3	7.0	7.1	7.4	7.5	7.0	7.1	7.8	7.3
Q12b	Are responsive to community issues.	7.6	7.5	7.3	7.6	7.7	7.3	7.5	7.8	7.5
Q17.	In general, Charlotte-Mecklenburg is a safe place to live.	7.9	7.8	7.7	8.2	7.8	7.8	7.8	8.0	7.8
Q18.	How effective do you believe the CMPD have been in making Charlotte-Mecklenburg safer?	7.6	7.6	7.4	8.0	7.7	7.4	7.8	7.7	7.6
Q21.	I am safe in the neighborhood where I live.	8.4	8.2	8.1	8.9	8.5	8.3	8.2	8.7	8.3
Q22.	How effective have the CMPD crime fighting and prevention strategies been in your neighborhood?	7.4	7.4	7.1	8.1	7.4	6.9	7.7	7.6	7.6

Highlighting shows significant differences. Green mean ratings are significantly higher than red mean ratings.

# 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=144)	4.7
Q26b	Overgrown paths (n=163)	4.4
Q26c	Cut through paths (n=165)	5.1
Q26d	Poor street lighting (n=202)	6.5
Q26e	Accumulation of garbage and/or bulky items (n=62)	5.9
Q26f	Clubs and bars in or near your neighborhood (n=102)	3.3
Q26g	Concentration of rental property in or near your neighborhood (n=222)	4.2

# Summary at a Glance

## Questions Using a 10-Point Rating Scale

(Bases are too small for examination by Areas)

		Mean
<b>Q45b. Overall impression of 911 among those who have ever called it (n=306)</b>		<b>7.9</b>
<b>Perceptions of 911 among respondents who have called 911 in past 12 months</b> (DK dropped from base)		
<b>Q48.</b>	<b>Length of time it took to answer your call (n=165)</b>	<b>8.2</b>
<b>Q49.</b>	<b>Asking appropriate questions (n=167)</b>	<b>8.4</b>
<b>Q50.</b>	<b>Treating you courteously and respectfully (n=167)</b>	<b>8.5</b>
<b>Q51.</b>	<b>Informing you when officers will be dispatched (n=163)</b>	<b>7.8</b>
<b>Q52.</b>	<b>Overall satisfaction with 911 operator who took your call (n=168)</b>	<b>8.3</b>

# Summary at a Glance

## Questions Using a 10-Point Rating Scale

(Bases are too small for examination by Areas)

Impression of CRU		Mean
Q54a.	Overall impression (Respondents who have <u>ever</u> been connected to the CRU, n=171)	8.0
Q55a.	Overall impression (Respondents who have been connected to CRU in past 12 months (n=82))	7.7
Q56.	Length of time it took to answer your call (n=82)	7.9
Q57.	Asking appropriate questions (n=82)	8.2
Q58.	Treating you courteously and respectfully (n=82)	8.3
Q59.	Setting correct expectations for what would happen next (n=78)	7.7
Q60.	Overall satisfaction with the service provided by the CRU (n=82)	7.9



# Summary and Conclusions

# Summary

## Impressions of the CMPD

- Impressions of the CMPD remain positive.
  - A strong majority (76%) 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 67%) of respondents give positive overall impression ratings, regardless of gender, age, race/ethnicity, CMPD Service Area, or area of residence.
  - The majority of total respondents (70% or more) have a positive impression of the CMPD on each of the following five measures: (1) being courteous, (2) being professional, (3) performing job with integrity and honesty, (4) using good judgment in the use of force, and (5) being responsive to community issues.
    - Although three of these five measures declined slightly from 2012 to 2013, the declines are not statistically significant.
    - Regardless of gender, age, race/ethnicity, CMPD Service Area, or area of residence, the majority of respondents give positive ratings on each of the five measures. However, African Americans give the lowest ratings. The two measures rated lowest by African Americans are: performing job with integrity and honesty (60% positive ratings vs. 16% negative ratings) and using good judgment in the use of force ( 55% positive ratings vs. 20% negative ratings).

# 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.
  - African Americans are more likely than white respondents to believe the CMPD should reflect community demographics on gender and race/ethnicity.
  - Respondents indicate that it is slightly more important for the CMPD to reflect community demographics on race/ethnicity than on gender.

# Summary

## Need For Police

- 65% of respondents agree Charlotte-Mecklenburg has an adequate number of police, while 15% indicate we need more police. Despite this finding, 69% of respondents believe the need for police has increased in the past year, while 13% indicate 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 (77%). Newspapers (39%) and Internet (23%) are the other top sources.
- 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 (47%), neighbors (29%), and newspapers (21%).

# Summary

## Perceptions of Safety in Charlotte-Mecklenburg Overall

- A strong majority of respondents believe Charlotte-Mecklenburg is a safe place to live (80%) and that the CMPD has been effective in making Charlotte-Mecklenburg safer (78%). Only 14% of respondents (down from 19% in 2012) believe Charlotte-Mecklenburg is less safe than a year ago.
  - Mean ratings on Charlotte-Mecklenburg as a safe place to live increased significantly from 2012 to 2013 (7.5 to 7.9).
  - Mean ratings on police effectiveness have stayed at a high level (7.6) since 2011.
  - As in past years, the most frequently mentioned concerns about crime and safety for Charlotte-Mecklenburg overall are burglary/break-ins (33%) and violent crimes (28%).

# Summary

## Perceptions of Neighborhood Safety

- Most respondents believe they are safe in the neighborhood where they live (87%), and that crime fighting and crime prevention strategies have been effective in their neighborhood (72%). Only 10% of residents (down from 16% in 2012) believe their neighborhood is less safe than a year ago.
  - Mean ratings on being safe in the neighborhood where they live remain at a very high level (8.4).
  - Mean ratings on the effectiveness of crime fighting and crime prevention in neighborhoods remain high (7.4).
- As in past years, the most frequently mentioned concern about crime and safety for neighborhoods is burglaries/break-ins (33%).

# Summary

- Poor street lighting is the neighborhood condition that concerns more respondents than any other condition.
  - 31% of total respondents indicate their neighborhood has poor street lighting and 52% of these respondents (16% of total respondents) consider it to be a serious problem.
    - Almost 60% of respondents with poor street lighting who live in North or West Charlotte-Mecklenburg indicate poor street lighting is a very serious or serious problem.

# Summary

## Police Visibility

- Almost half of the respondents (47%) indicate visibility of police in their neighborhood has increased in the past year. However, a high percentage of respondents (74%) indicate they have seen police patrolling in their neighborhood in the past year. These findings have not changed significantly since last year.

## CMPD Crime Watch Programs

- Most respondents (77%) are aware that the CMPD assists in establishing and maintaining neighborhood watch programs. This finding has not changed since last year.
- Slightly less than half of the total respondents indicate their neighborhood participates in a watch program. Neighborhood participation (or awareness of participation) is significantly lower this year than last year (45% vs. 52%).
- Only 19% of total respondents are personally active in a watch program. This finding has not changed since last year.
  - Lack of time is the main reason for not being involved in a watch program (48%).

# Summary

## **CMPD Crime Prevention Information**

- A third of respondents are interested in receiving crime prevention information or tips from the CMPD through social media. This finding has not changed significantly since last year.
- 43% of respondents would like to be able to get crime prevention information and/or tips from the CMPD Website. Interest in getting this information from the Website declined from 2012 to 2013 (48% to 43%).

## **Awareness of CMPD Police Divisions**

- There has been a significant (10 percentage point) increase in awareness of CMPD police divisions. This year more than half (52%) of the respondents are aware of where their police division office is located. However, fewer respondents have visited an office this year compared to last year (7% vs.13%) and only 14% of respondents can name an officer in their division.
- In 2013, as in 2012, about a quarter of respondents are aware that their police division publishes an electronic Response Area Newsletter and 9% of respondents say they subscribe to the newsletter.

# Summary

## Victimization

- In 2013, about 5% of respondents indicate they (or someone else in their household) have been a victim of a violent crime such as assault or armed robbery, in the past year, that was reported to the CMPD. This finding did not change since 2012.
- From 2012 to 2013, significantly fewer violent crime victims report they had some type of follow-up contact after the initial report was made (69% vs. 43%).
- However, compared to 2012, more victims who had contact, report it was made in person (39% vs. 54%).
- The data suggest that satisfaction with the follow-up contact dropped from 2012 to 2013. 71% were very or somewhat satisfied in 2012 and only 54% are very or somewhat satisfied in 2013.

*\*Please note that the sample size for violent crime victims with follow-up is only 13 respondents, so these results are not statistically reliable and should be interpreted cautiously.*

# Summary

## Victimization

- In 2013, 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. This finding has not changed since 2012.
- More than half of the non-violent crime victims indicate the police followed-up with them after the initial report was made. This is an increase in reported follow-up since last year (45% to 52%).
- Telephone is the primary follow-up method. Telephone follow-up increased from 2012 to 2013 (55% to 66%). As in 2012, a substantial amount of follow-up was done in-person (29%). In 2013, only 3% of follow-up contact was done by email (down from 9% in 2012).
- As in 2012, the majority of respondents who had follow-up contact are very satisfied (45%) or somewhat satisfied (21%).

# Summary

## Usage and Perceptions of 911

- Slightly less than half of the respondents (47%) have ever called Charlotte-Mecklenburg 911 to report a crime or for an emergency not related to a crime. Most of those who called 911 (79%) have a positive impression of it. These findings have not changed significantly since last year.
- In the past year, 17% of respondents have called Charlotte-Mecklenburg 911 to report a crime or suspected crime (about the same as last year), and 15% have called for an emergency not related to a crime (about the same as last year). About a quarter (26%) of respondents have called 911 about a crime or for an emergency.
- As in 2012, most respondents who called 911 about a crime or for an emergency give very high ratings (at least 76% 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.
  - From 2012 to 2013, there has been no significant change in mean ratings on any of these measures.

# Summary

## Special Focus Area: CMPD Animal Care & Control

- 18% of respondents have called 311 or 911 for assistance from CMPD Animal Care & Control.
  - The top reasons for calling (on most recent call) was about a loose or stray animal (26%), an unattended animal (20%), a dead animal (16%), barking dogs (15%), wild animals 8% or about the surrender of a pet or stray animal.
- More than half of those who called (58%) indicated a CMPD Care & Control Officer came to their home or location.
  - At least 82% or more of respondents indicated they were satisfied or very satisfied with the officer who responded on: treating them courteously and respectfully, the length of time to respond to the service request, and overall service provided.
- 7% of respondents have visited the CMPD animal Care & Control Shelter on Byrum St. in the past 12 months. The primary reasons for visiting the shelter were to adopt or consider adopting a pet (40%), to try to reclaim or find a lost pet (25%), to spay/neuter the pet (15%), or to surrender a pet (13%).
  - Although the number of respondents is very low, data suggest that satisfaction is very high on overall experience in accommodating surrender of pet, overall experience with adoption experience, overall experience with spay/neuter. Although the majority of those who tried to reclaim a pet were satisfied with the experience, more than a quarter indicated they were not satisfied with the experience. Again, the sample is very small and the results are not statistically reliable.

# Summary

## Special Focus Area: CMPD Animal Care & Control (continued)

- 4% of respondents have been present at a CMPD Animal Care & Control off-site, adoption event.
  - 15% of those at an off-site adoption event, adopted a pet.
  - 85% of those at an off-site adoption believe the events are very or somewhat important for influencing people to adopt a pet.
- 73% of those who could rate the CMPD Animal Care & Control have a good or very good opinion of it.
  - About 40% of the total respondents did not know enough about Animal Care & Control to rate it.

## Usage and Perceptions Of CMPD Website

- 85% of respondents have access to the Internet (about the same as last year) and 30% of those with access, have visited the CMPD Website. Use of the CMPD Website declined from 2012 to 2013 (38% to 30%). However, the majority of those who have used it (79%) rate it good or very good.

# Conclusions

- Satisfaction with 911 remains very high.
- Many residents still say they would call 911 for a police non-emergency. However, compared to last year, more residents say they would call 311 and fewer would call 911. Residents need to be reminded that 311, not 911, should be called for a non-emergency.
- Some neighborhoods have poor street lighting and perceptions on the seriousness of this increased since last year. Improvement of street lighting in those neighborhoods 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.

# Summary

Citizen Recommendations or Suggestions for Ways to Improve	
More police visibility (18%)	Ticket traffic violators (1%)
Improve response time (4%)	More street cameras needed (1%)
Treat everyone with respect, improve attitudes of some officers (3%)	More concern about safety of children (1%)
Improve communication with public (3%)	Improve street lighting in some neighborhoods(1%)
Officers need to interact /work more with community (2%)	Continue reducing crime (1%)
Stop racial profiling (2%)	Offer workshops on safety and self-defense (1%)
Need more bilingual officers (1%)	Need more diversity with regard to race and gender (1%)
Improve on trustworthiness of some officers (1%)	Create more neighborhood watch groups (1%)

Mentions by fewer than 1% of respondents are not shown.

*\*64% of respondents had no recommendations or felt CMPD is already doing a great job and getting the job done.*



# Results for Total Sample

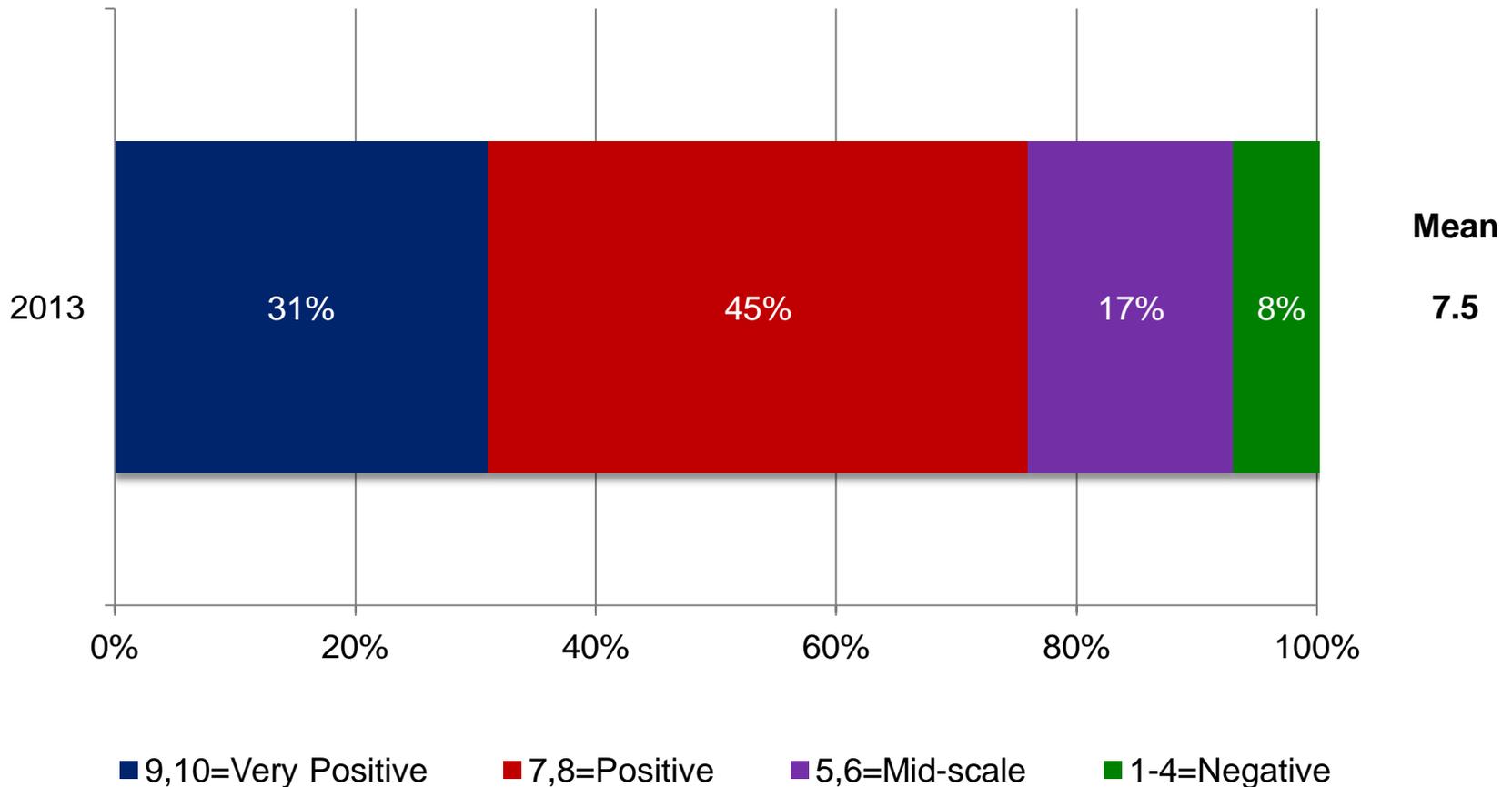
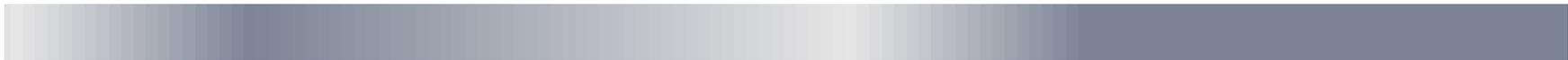


# Perceptions of the Charlotte Mecklenburg Police Department

# Overall Impression of the CMPD

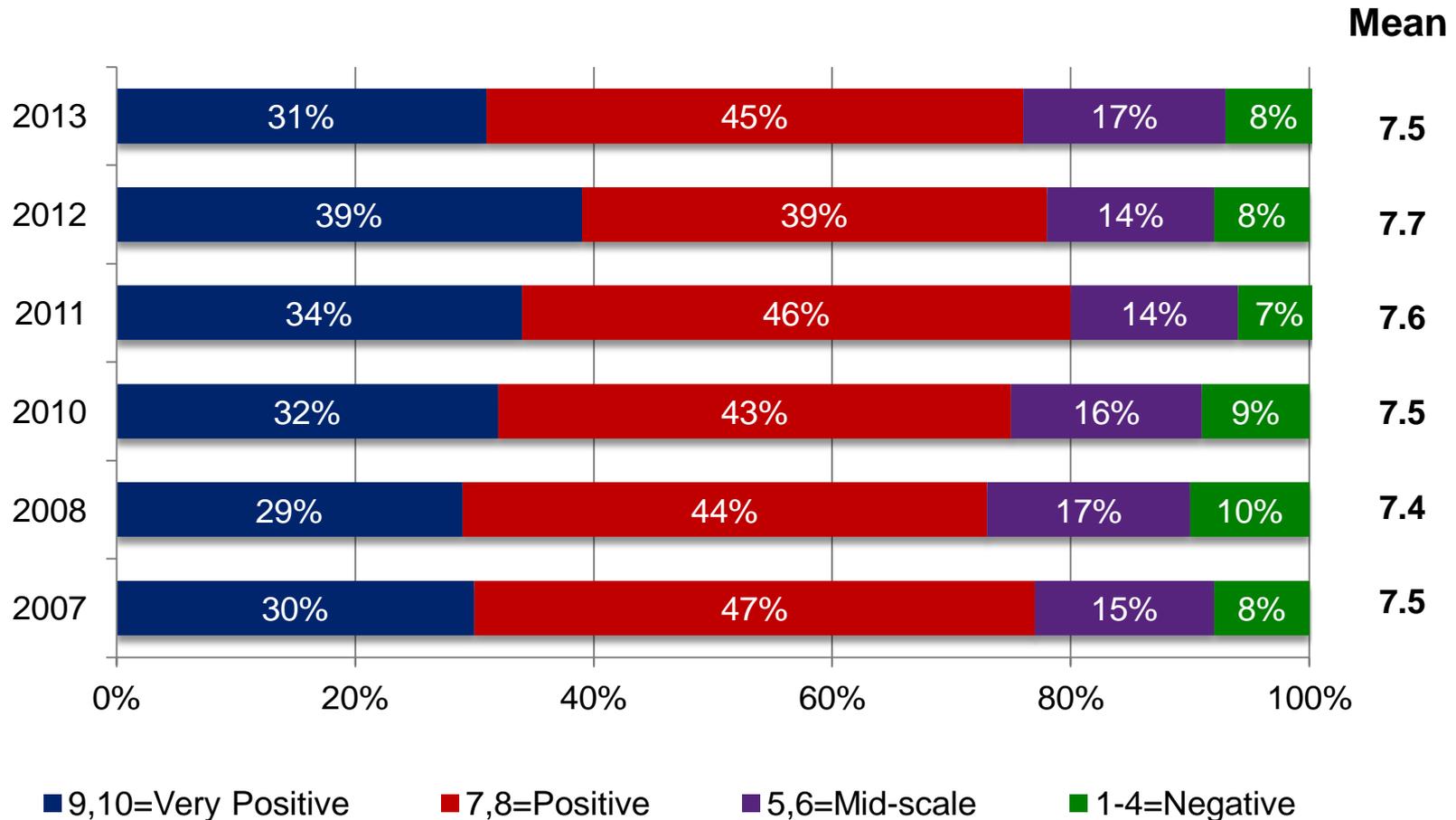
Total Sample (Q6)

Respondents Able to Rate, n=637



# Overall Impression of the CMPD – By Year

Total Sample (Q6)  
Respondents Able to Rate

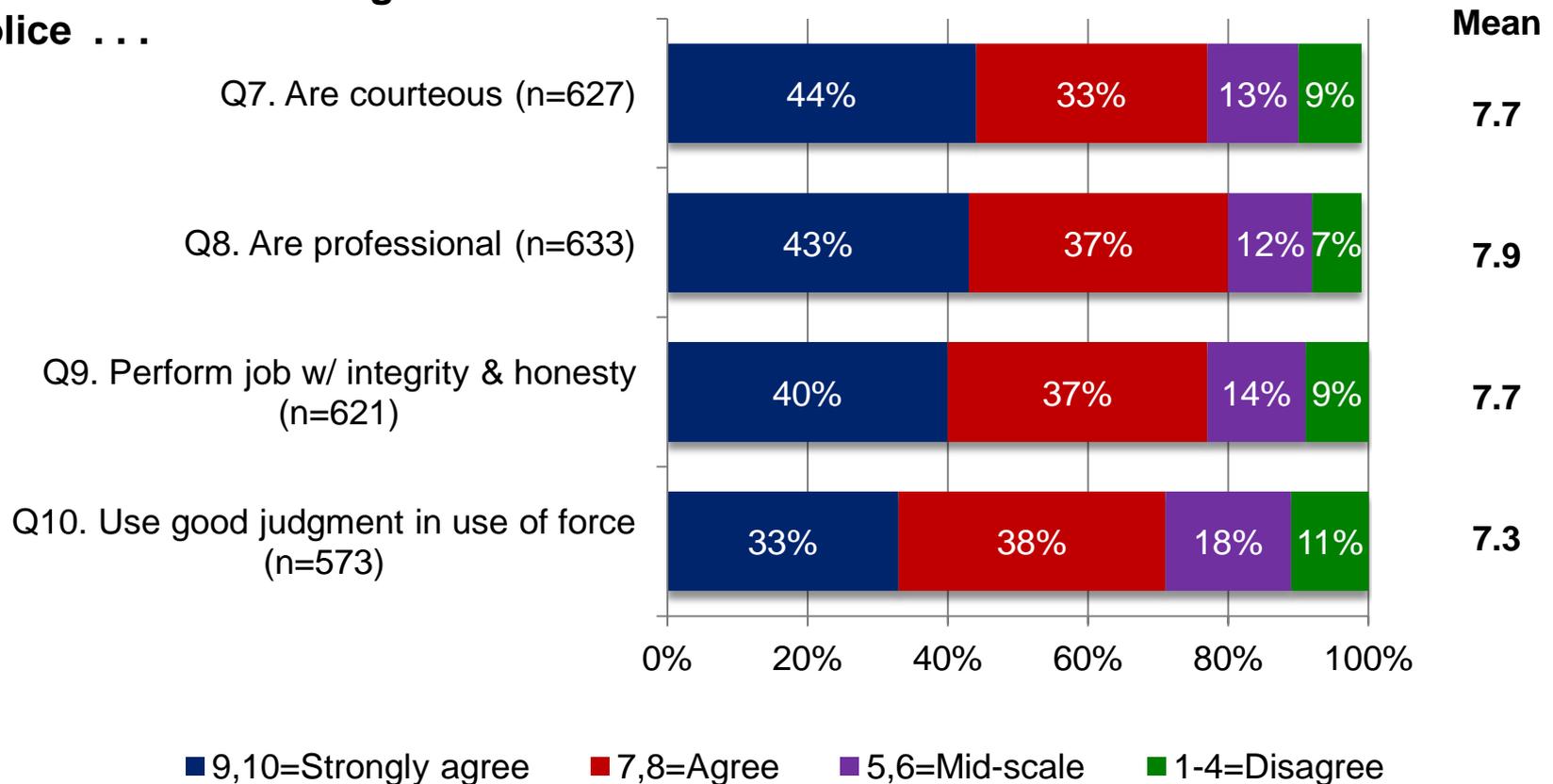


There is no significant change from 2012 to 2013.

# 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

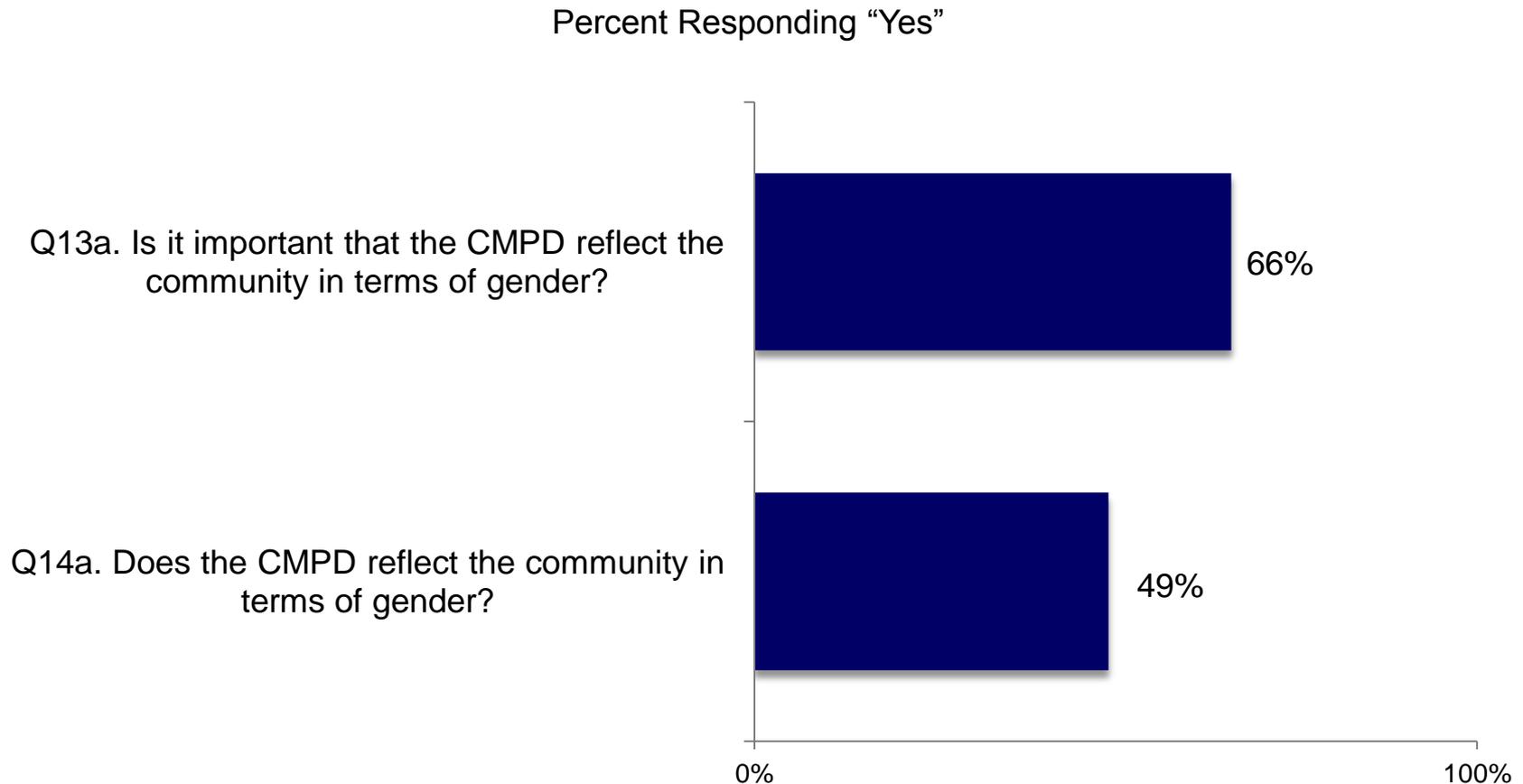
## Mean Ratings on a 10-Point Scale

	2010	2011	2012	2013
Q6. Overall impression	7.5	7.6	7.7	7.5
Q7. Are courteous	7.7	7.9	7.8	7.7
Q8. Are professional	7.8	8.0	8.0	7.9
Q9. Perform job with integrity & honesty	7.4	7.7	7.7	7.7
Q10. Use good judgment in use of force	7.0	7.3	7.4	7.3

There is no significant change from 2012 to 2013 on any of these measures.

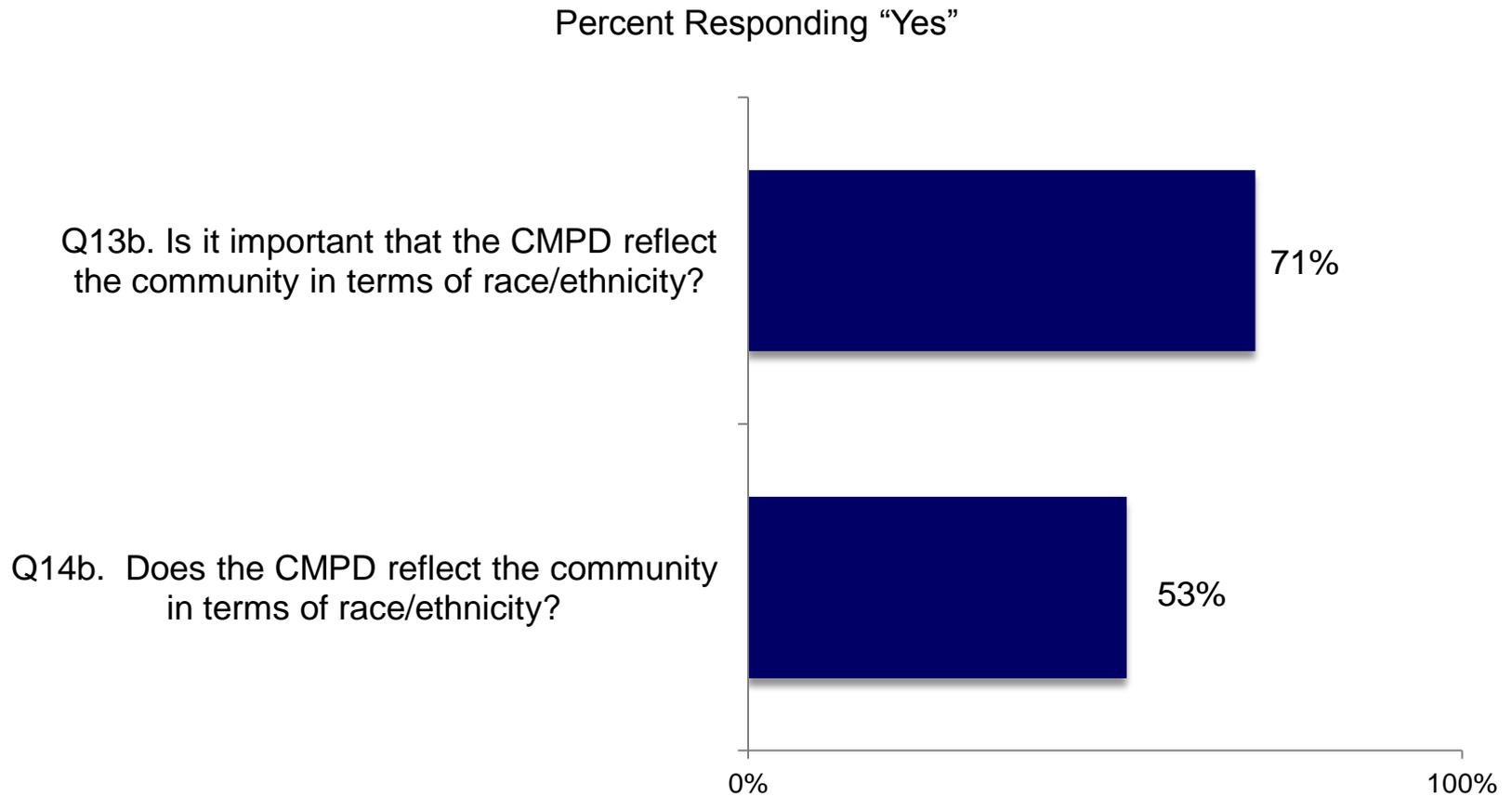
# Importance/Performance of CMPD in Reflecting Charlotte-Mecklenburg Community in Regard to Gender

Total Sample, n=653 (Q13a, Q14a)



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

Total Sample, n=653 (Q13b, Q14b)



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

Total Sample (Q13a - Q14b)

% Responding Yes

	2010	2011	2012	2013
Q13a. Is it important that the CMPD reflect the community in terms of gender?	61%	62%	66%	66%
Q14a. Does the CMPD reflect the community in terms of gender?	46%	48%	51%	49%
Q13b. Is it important that the CMPD reflect the community in terms of race/ethnicity?	68%	67%	71%	71%
Q14b. Does the CMPD reflect the community in terms of race/ethnicity?	50%	51%	53%	53%

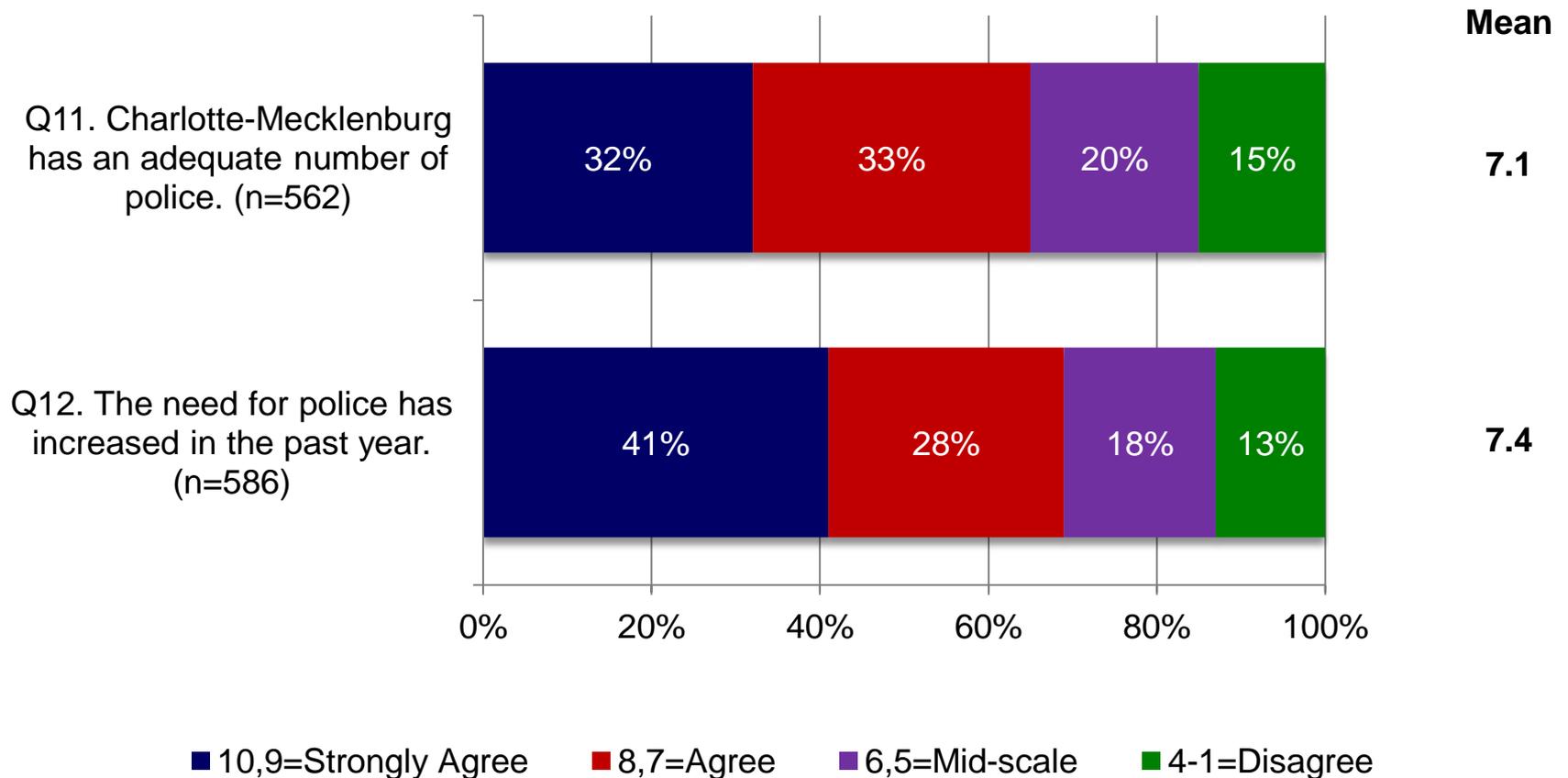
There is no significant change from 2012 to 2013 on any of these measures.



# 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

	2010	2011	2012	2013
Q11. Charlotte-Mecklenburg has an adequate number of police.	6.1	6.4	6.7	7.1
Q12. The need for police has increased in the past year.	8.2	8.1	7.7	7.4

Mean ratings on having an adequate number of police (Q11) increased from 2012 to 2013.

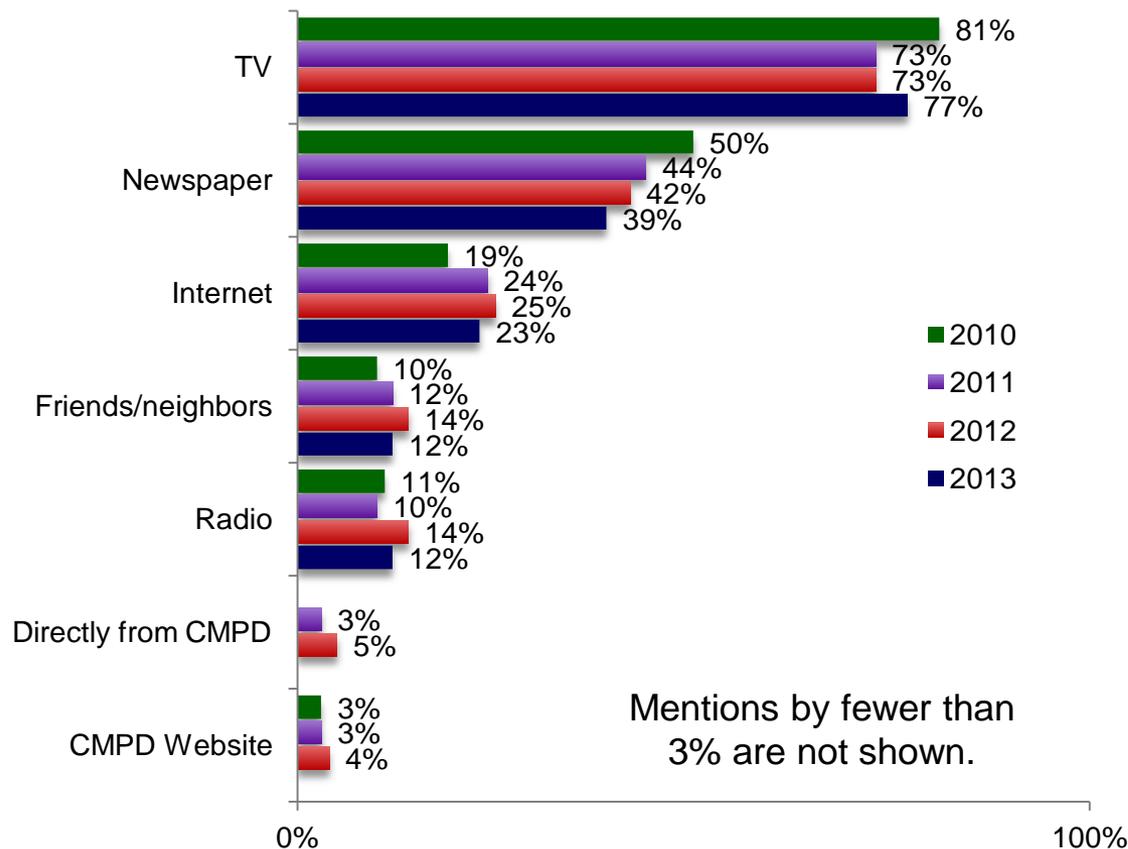
Mean ratings on the need for police (Q12) declined from 2012 to 2013.



# 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

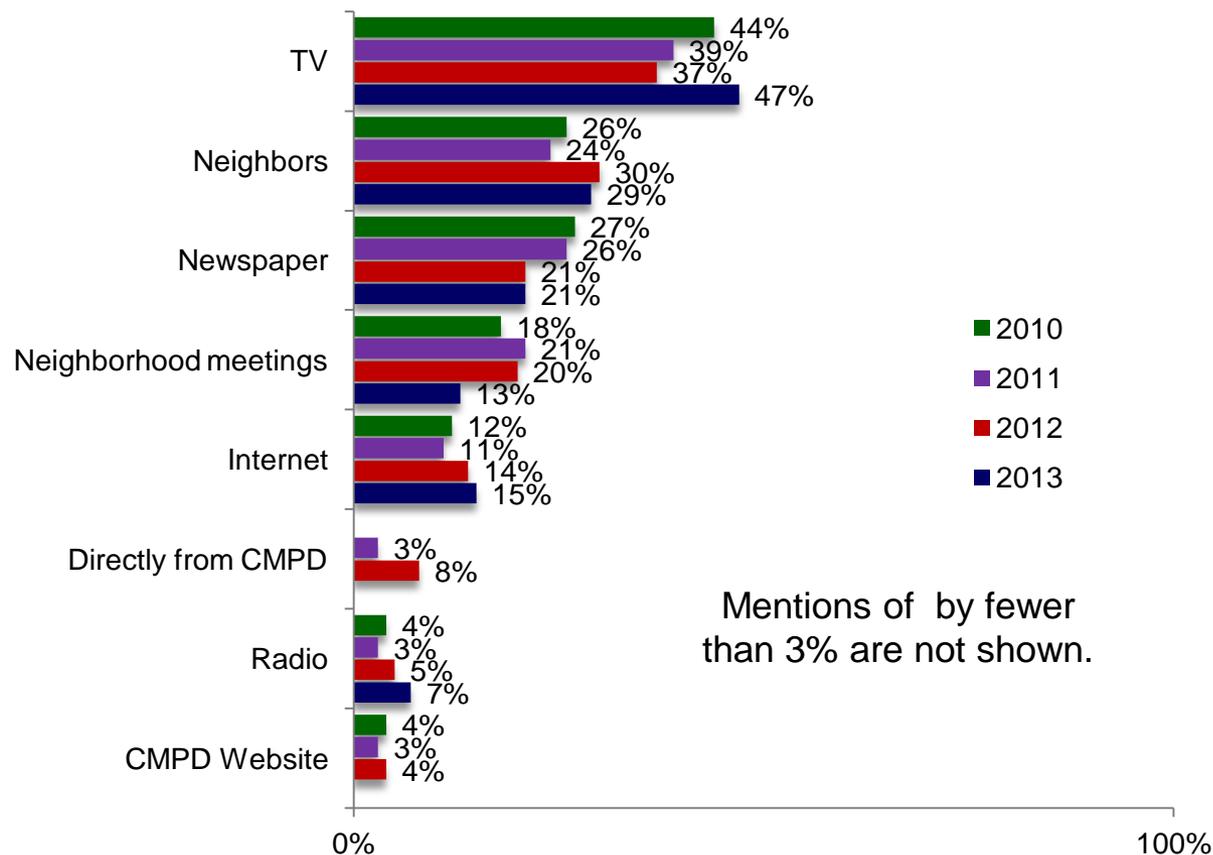
Unaided, Multiple Answers Allowed. Total Sample, n=653 (Q15)



Use of TV increased significantly from 2012 to 2013.

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

Unaided, Multiple Answers Allowed. Total Sample, n=653 (Q16)



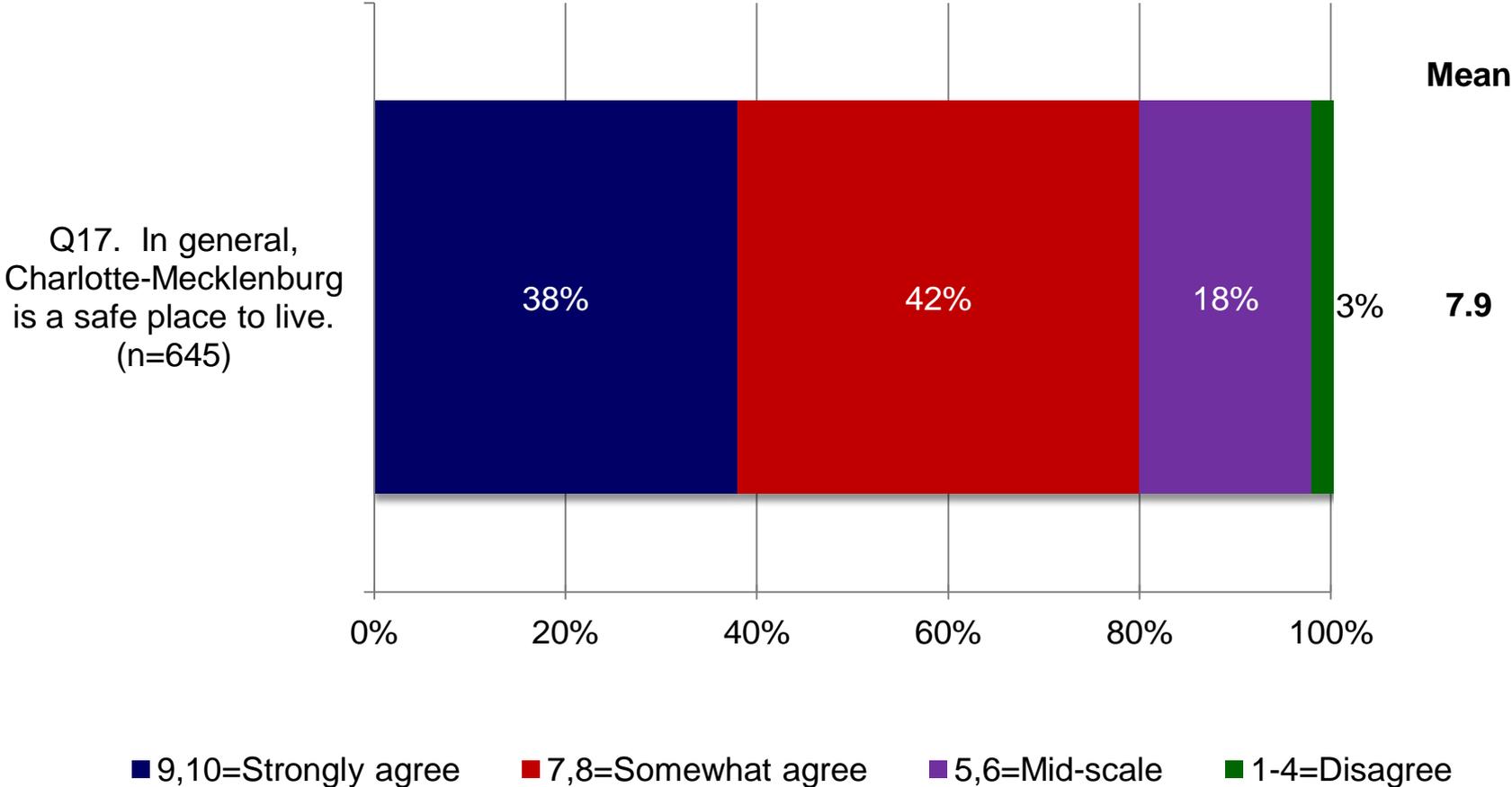
Use of TV increased from 2012 to 2013.



# 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

Question not asked in 2010.

**Mean Ratings on a 10-Point Scale**

**1= Strongly Disagree, 10=Strongly Agree**

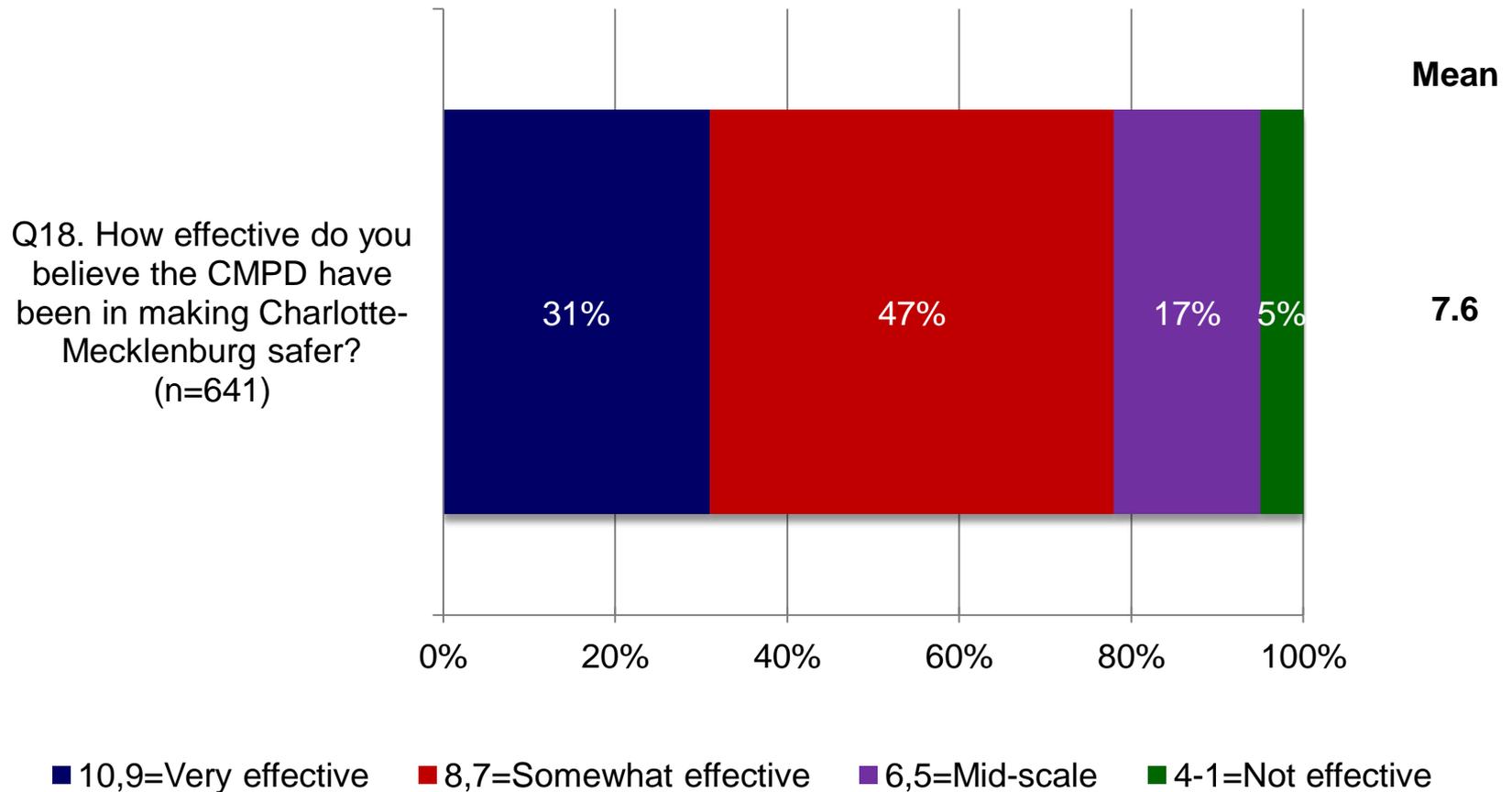
	2011	2012	2013
Q17. In general, Charlotte-Mecklenburg is a safe place to live.	7.5	7.5	7.9

Respondents in 2013 rate Charlotte-Mecklenburg safer than respondents rated it in 2012.

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

Question not asked in 2010.

Mean Ratings on a 10-Point Scale

1= Not at all effective, 10=Very effective

	2011	2012	2013
Q18. How effective do you believe the CMPD have been in making Charlotte-Mecklenburg safer?	7.6	7.6	7.6

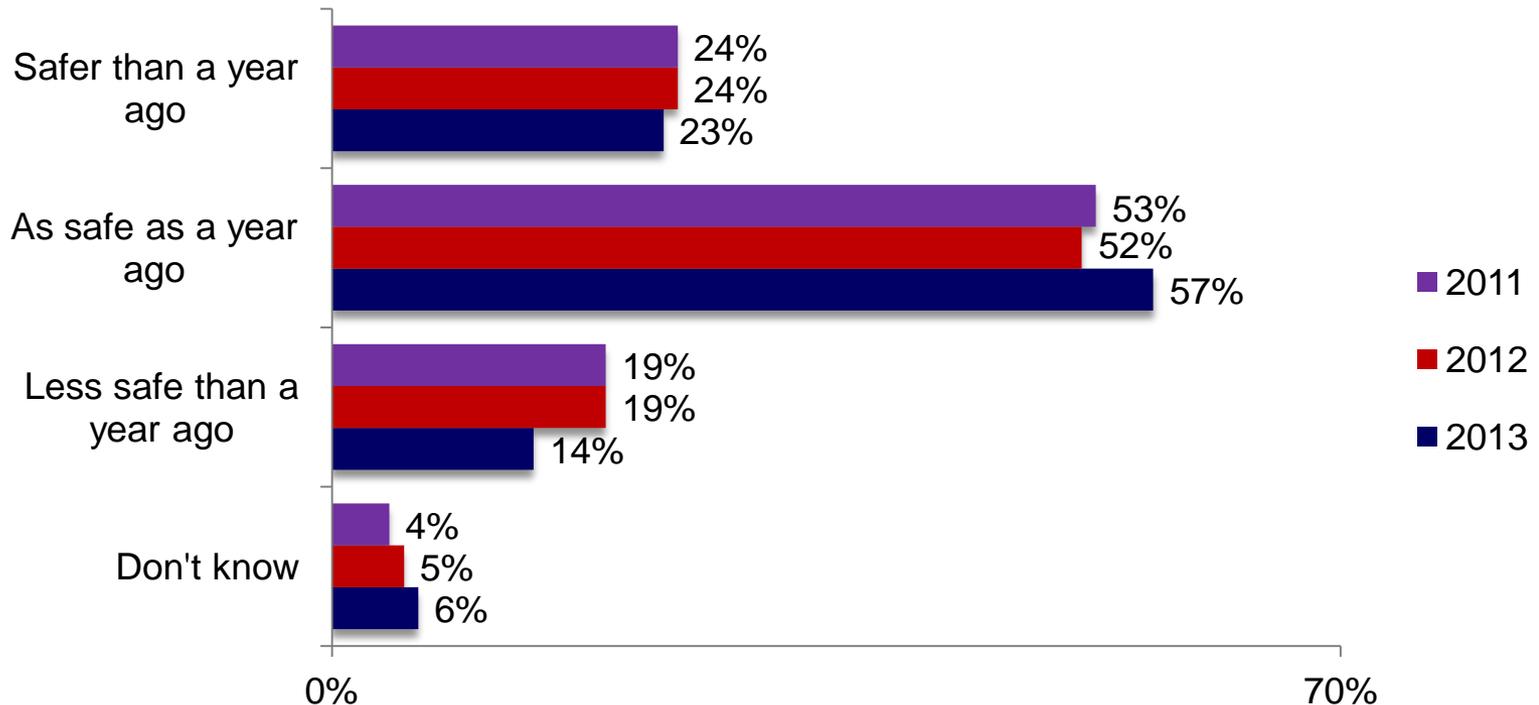
There is no significant change from 2012 to 2013.

Question not asked in 2010.

# Perceptions of Charlotte-Mecklenburg Safety

Total Sample, n=653 (Q19)

Question not asked in 2010.

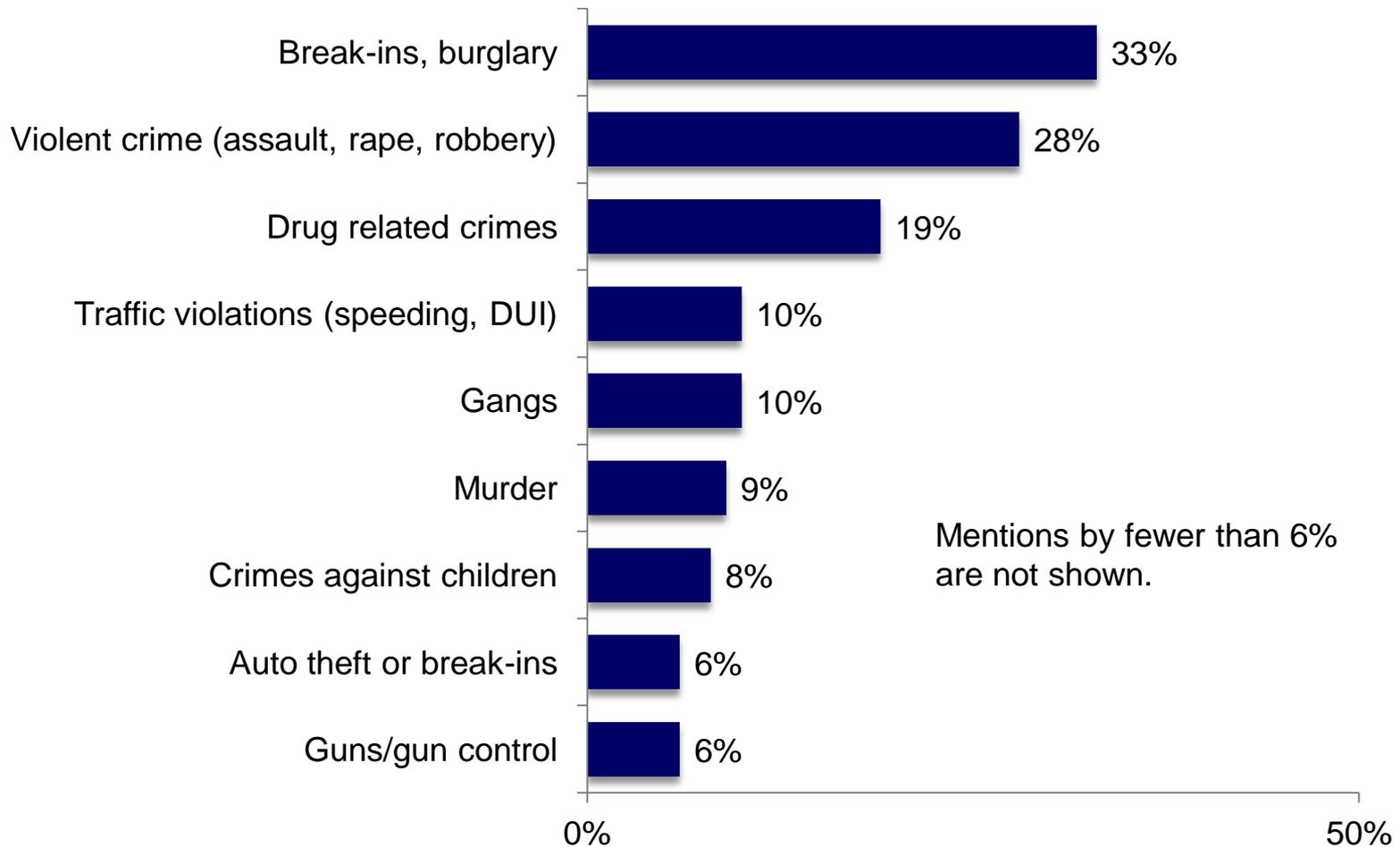


**Compared to 2012, more people perceive Charlotte-Mecklenburg as being “as safe as a year ago” and fewer people perceive it is “less safe than a year ago.”**

Question not asked in 2010.

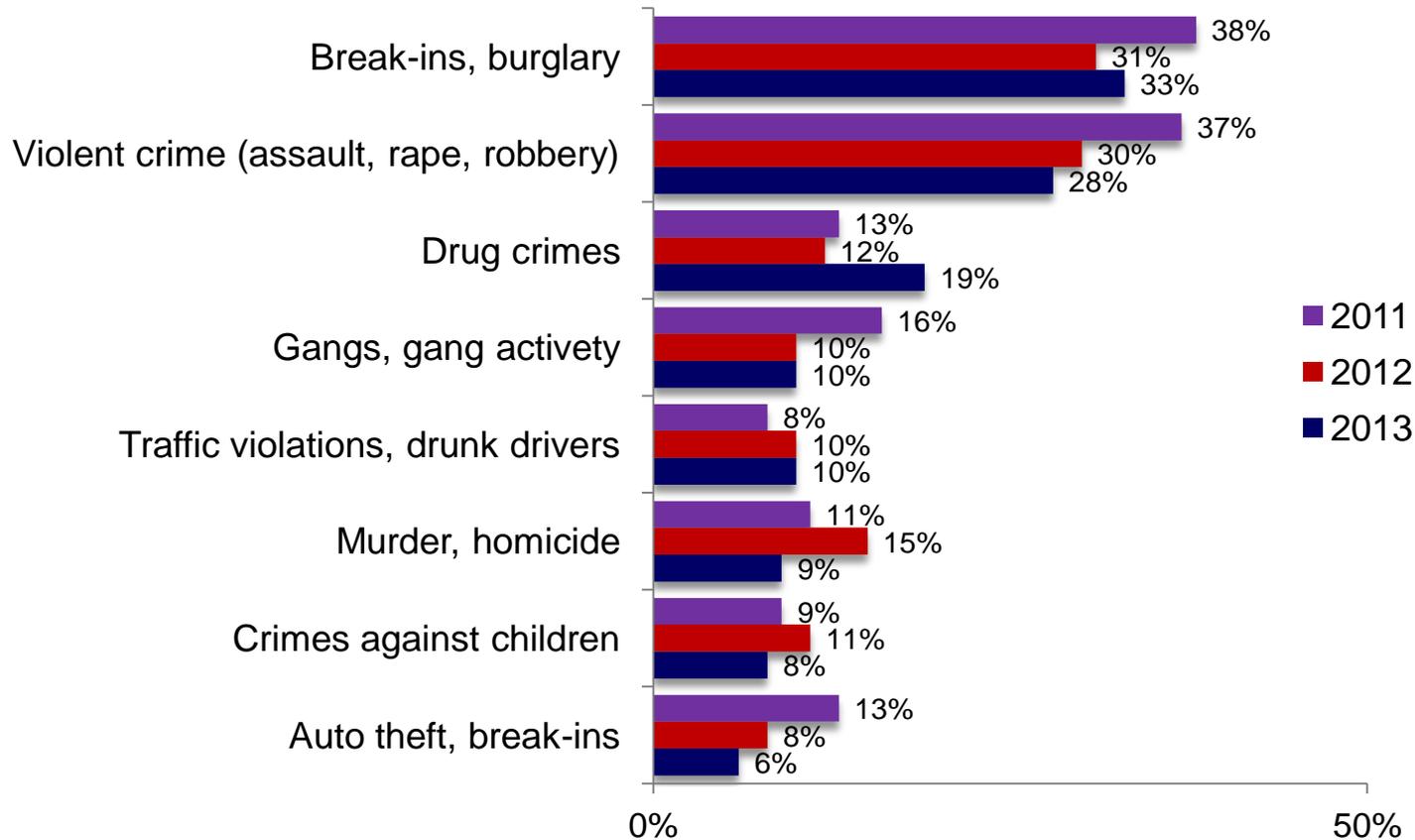
# Top Concerns about Crime and Safety for Charlotte-Mecklenburg Overall

Unaided, Multiple Answers Allowed. Total Sample, n=653 (Q20)



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

Unaided, Multiple Answers Allowed. Total Sample, n=653 (Q20)



From 2012 to 2013, mentions of murder decreased and mentions of drugs increased as top concerns.

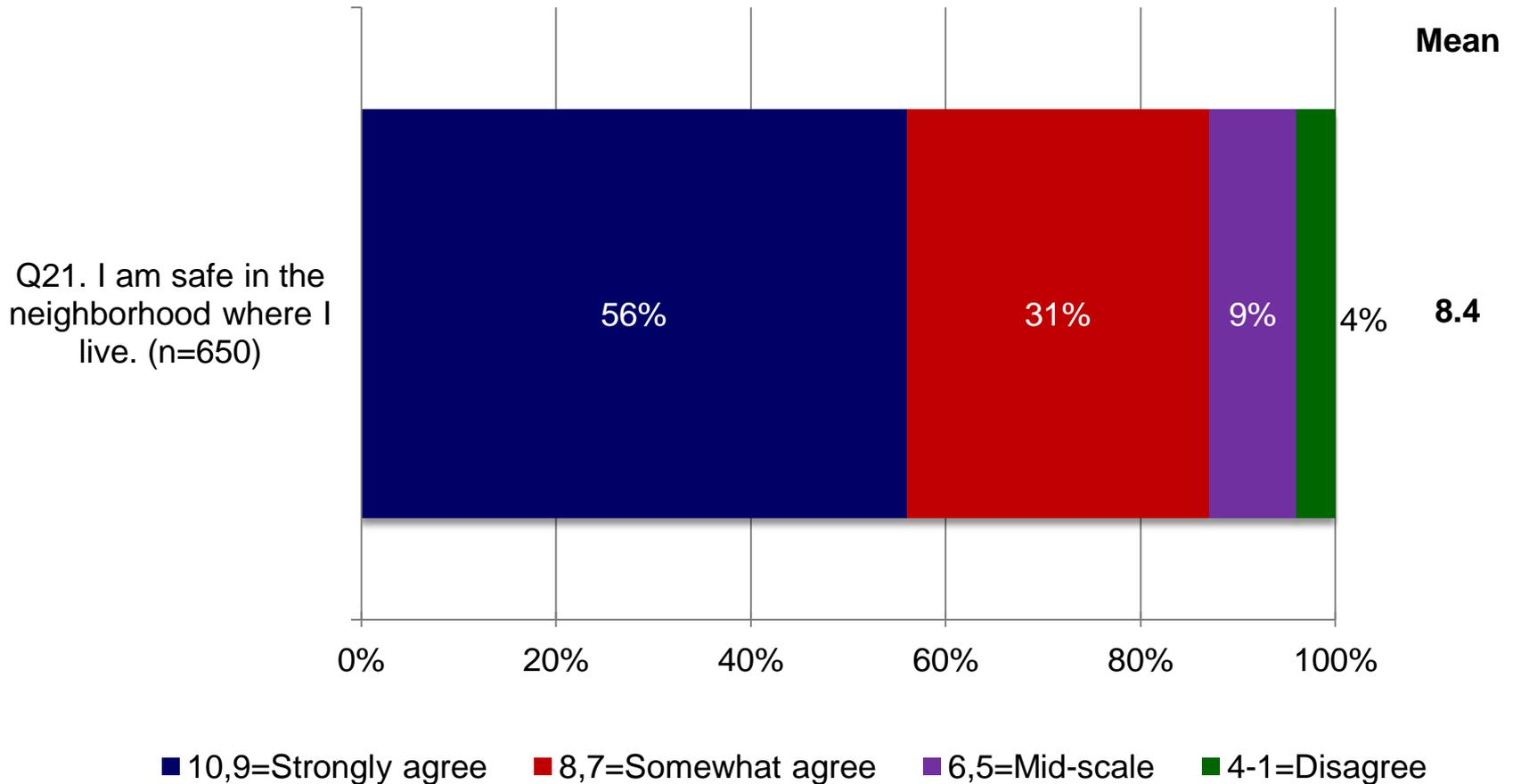
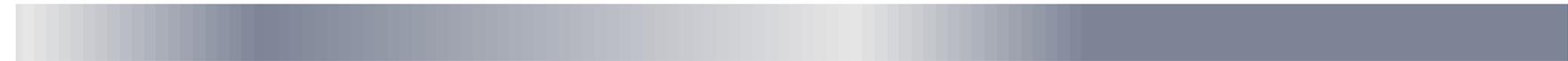
Question not asked in 2010.



# 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

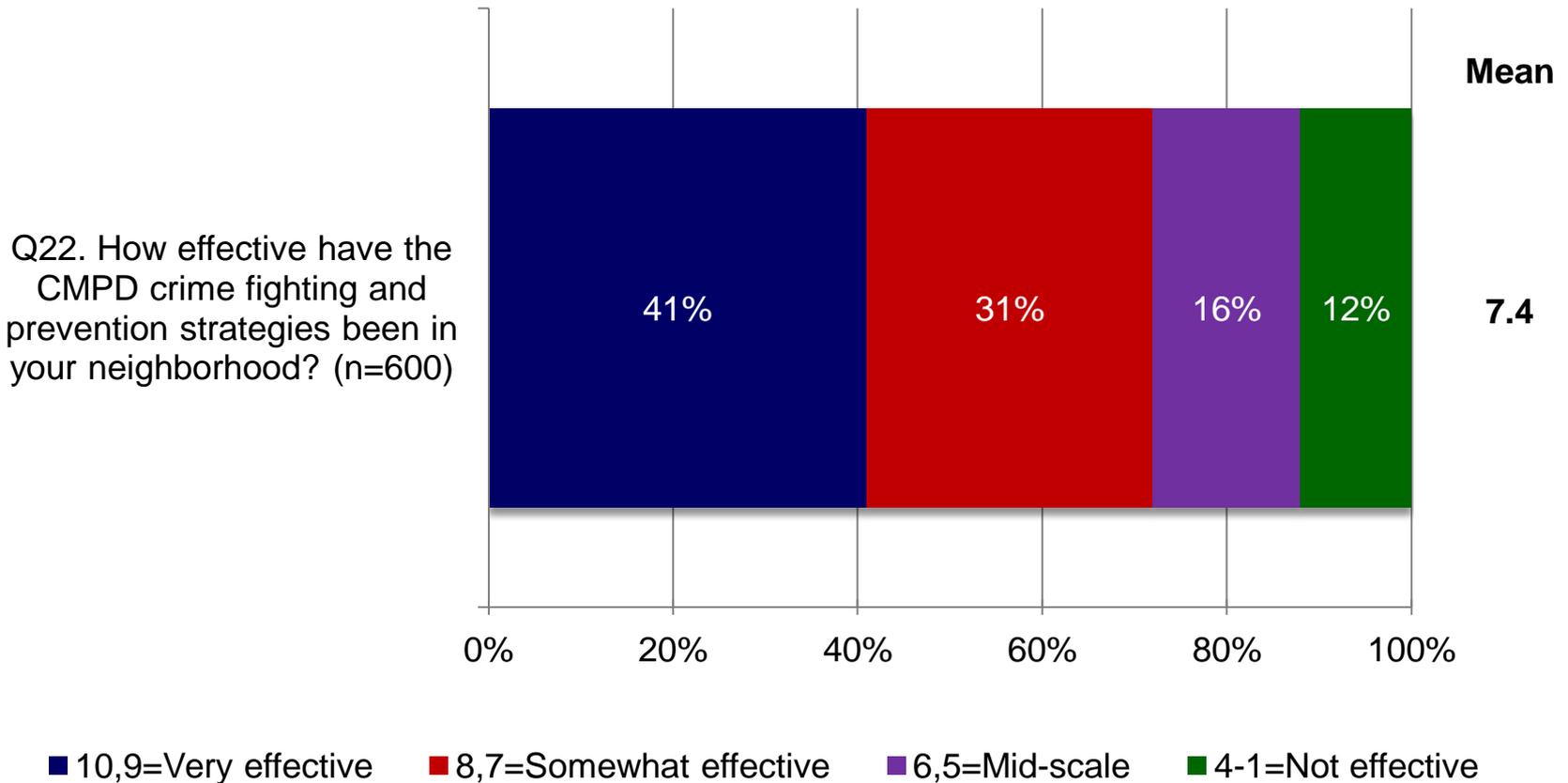
Mean Ratings on a 10-Point Scale  
1= Strongly Disagree, 10=Strongly Agree

	2010	2011	2012	2013
Q21. I am safe in the neighborhood where I live.	7.6	8.2	8.3	8.4

There is no significant change from 2012 to 2013.

# 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

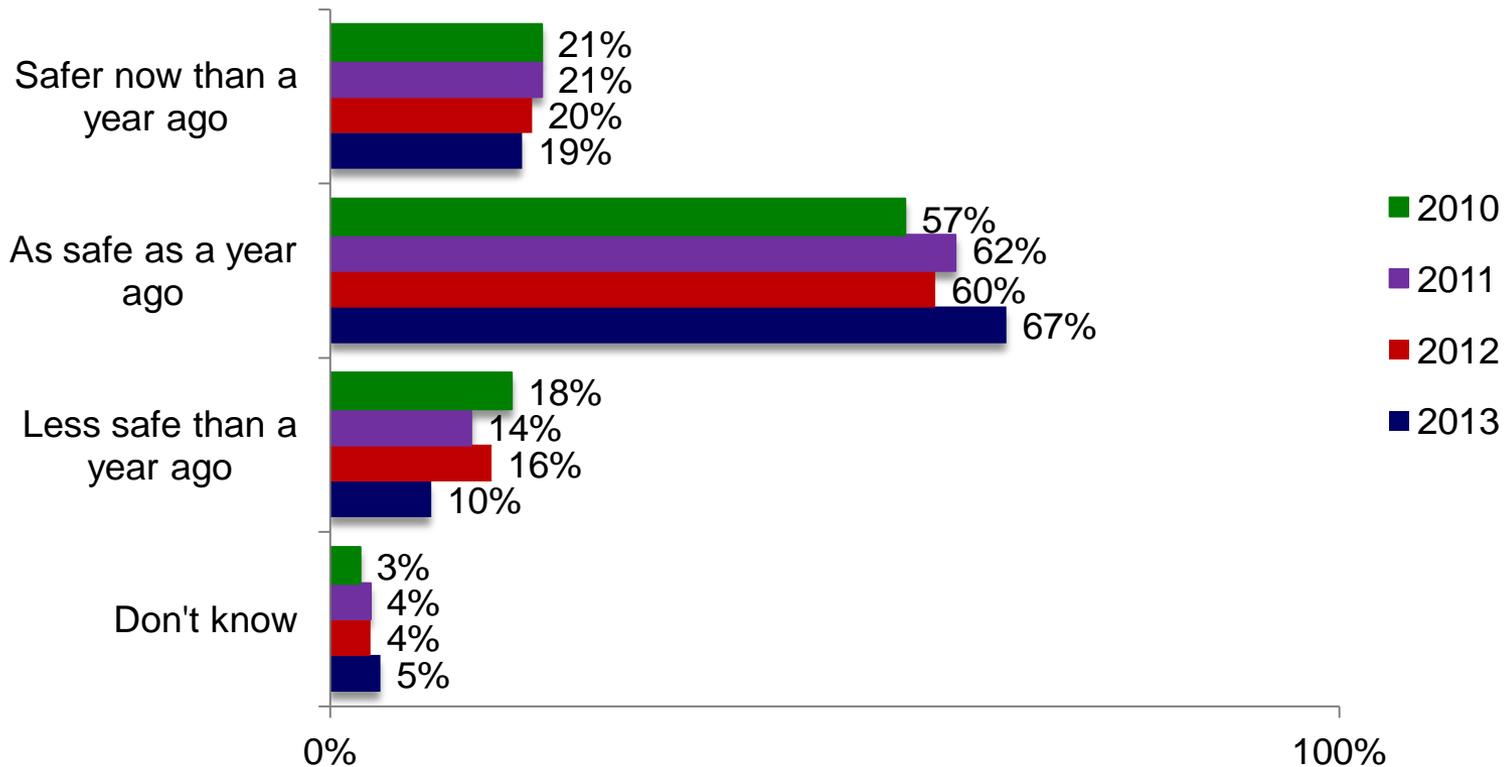
Mean Ratings on a 10-Point Scale  
1= Not at all effective, 10=Very effective

	2010	2011	2012	2013
Q22. How effective have the CMPD crime fighting and prevention strategies been in your neighborhood?	6.9	7.7	7.7	7.4

There is no significant change from 2012 to 2013.

# Perceptions of Neighborhood Safety

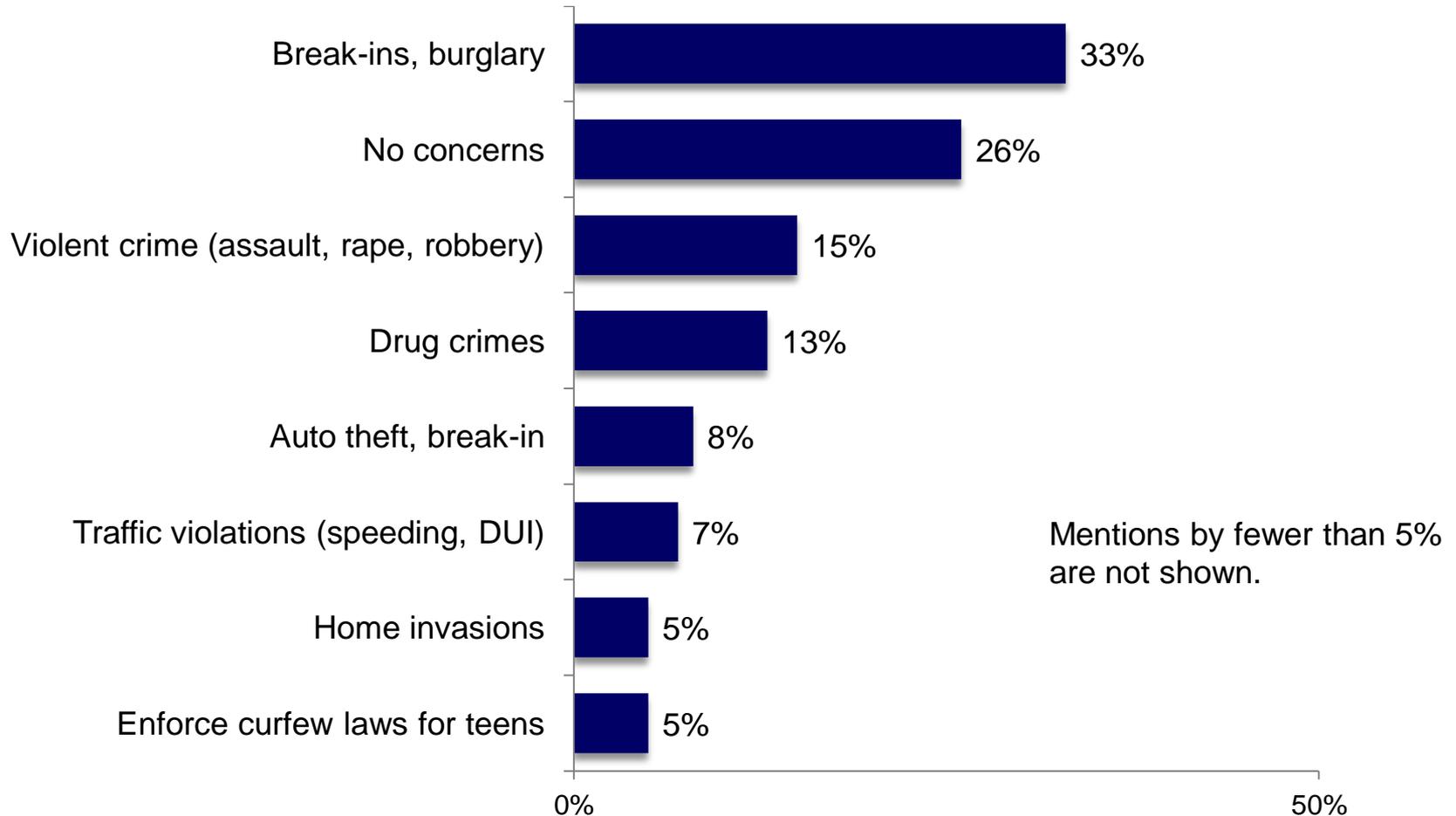
Total Sample, n=653 (Q23)



Compared to 2012, more respondents say their neighborhood is “as safe as a year ago” and fewer respondents say it is “less safe than a year ago.”

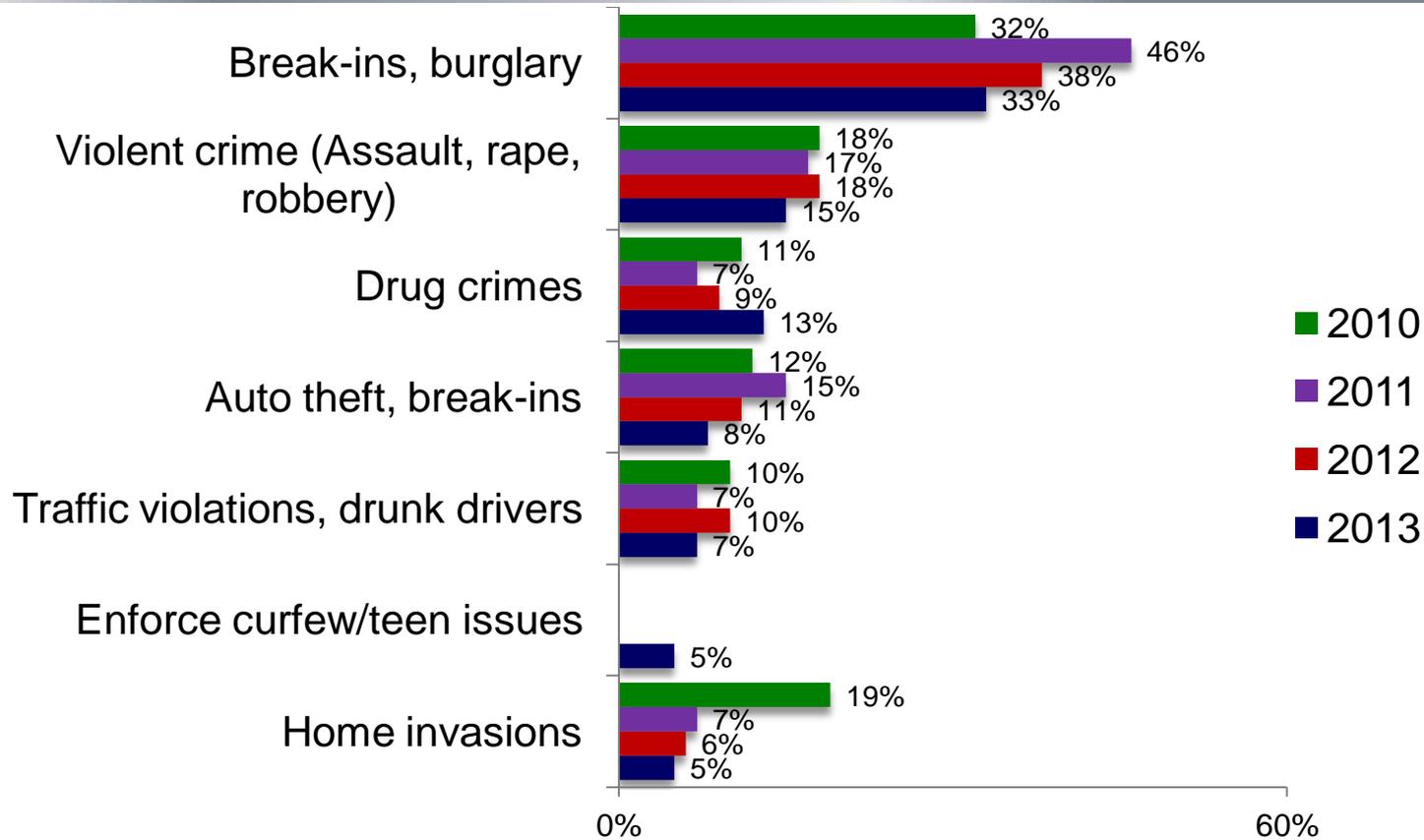
# Top Concerns about Neighborhood Crime and Safety

Unaided, Multiple Answers Allowed. Total Sample, n=653 (Q24)



# Top Concerns about Neighborhood Crime & Safety – By Year

Total Sample, n=650 (Q24)



Compared to 2012, fewer respondents mentioned break-ins/ burglary and more respondents mentioned drugs as a top concern for their neighborhood.

# Neighborhood Safety Conditions

Total Sample, n=653 (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>35%</b>	<b>29%</b>
<b>d. Poor street lighting</b>	<b>31%</b>	<b>52%</b>
<b>c. Cut through paths</b>	<b>26%</b>	<b>34%</b>
<b>a. Vacant and/or boarded up buildings</b>	<b>22%</b>	<b>35%</b>
<b>f. Clubs and bars in or near your neighborhood</b>	<b>16%</b>	<b>17%</b>
<b>b. Overgrown lawns</b>	<b>25%</b>	<b>27%</b>
<b>e. Accumulation of garbage and/or bulky items</b>	<b>9%</b>	<b>49%</b>

# Neighborhood Safety Problems

By Year, Total Sample, n=653 (Q25a-Q26g)

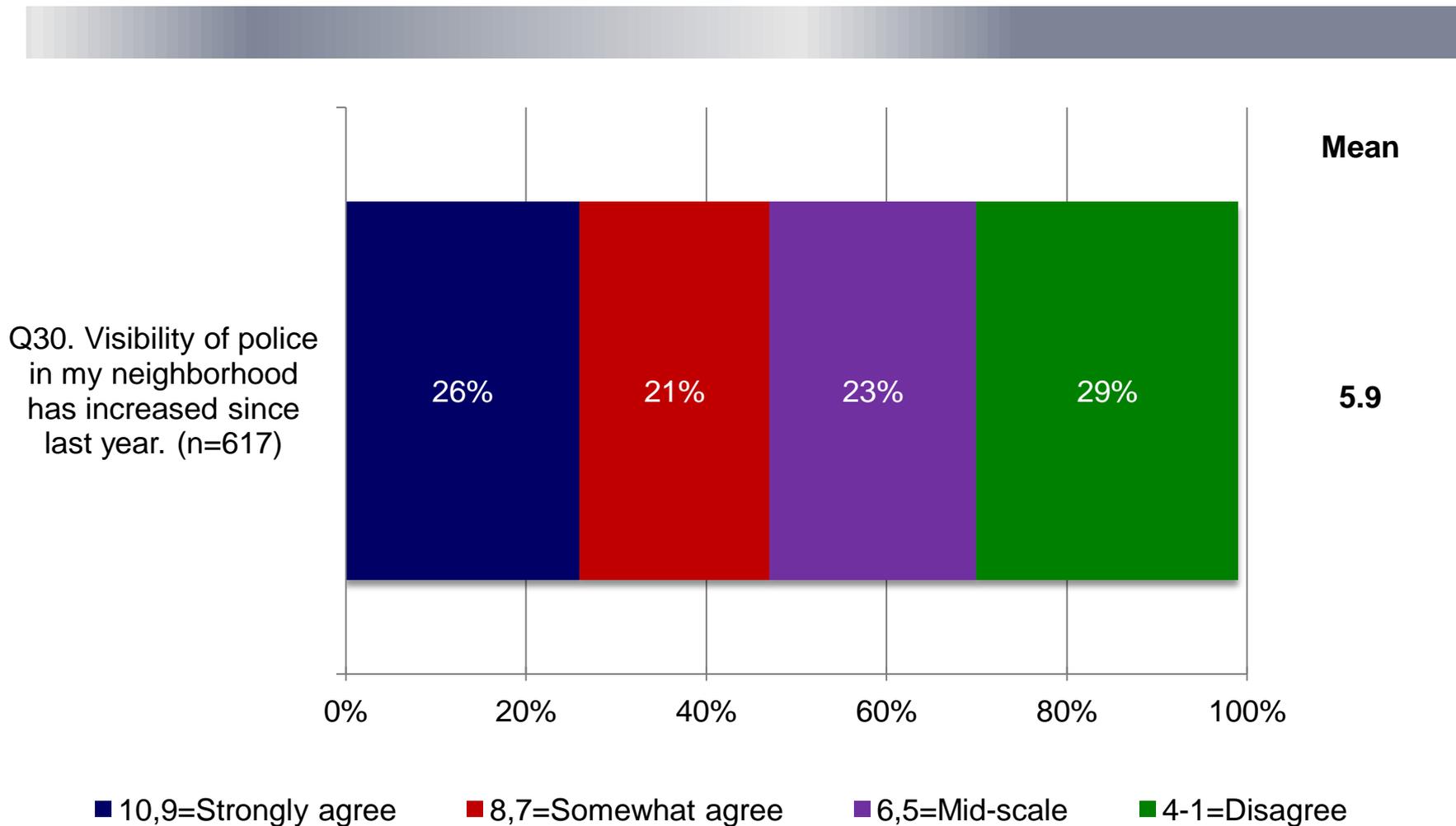


Questions not asked in 2010.	In 2011		In 2012		In 2013	
	Q25. % Saying Yes to Condition	Q26. % Rating Serious <u>or</u> Very Serious Safety Problem	Q25. % Saying Yes to Condition	Q26. % Rating Serious <u>or</u> Very Serious Safety Problem	Q25. % Saying Yes to Condition	Q26. % Rating Serious <u>or</u> Very Serious Safety Problem
g. Concentration of rental property in or near your neighborhood	42%	27%	38%	24%	35%	29%
d. Poor street lighting	34%	55%	31%	42%	31%	52%
c. Cut through paths	29%	38%	29%	35%	26%	34%
a. Vacant and/or boarded up buildings	22%	27%	20%	25%	22%	35%
f. Clubs and bars in or near your neighborhood	20%	16%	21%	19%	16%	17%
b. Overgrown paths	19%	23%	21%	23%	25%	27%
e. Accumulation of garbage and/or bulky items	6%	27%	9%	41%	9%	49%

Perceptions of the seriousness of poor street lighting, vacant and/or boarded up buildings, accumulation of garbage and/or bulky items increased from 2012 to 2013.

# Police Visibility

Total Sample (Q30)  
Respondents Able to Rate



# Police Visibility – By Year

Total Sample (Q30)  
Respondents Able to Rate



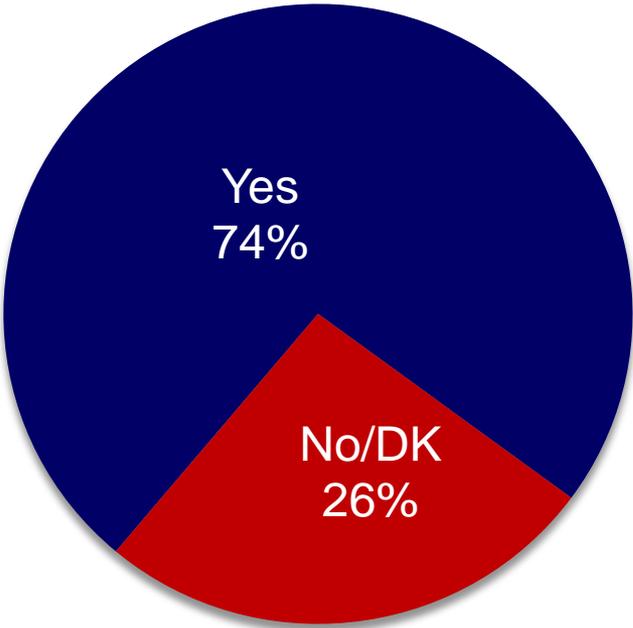
Mean Ratings on a 10-Point Scale  
1=Strongly Disagree, 10=Strongly Agree

	2010	2011	2012	2013
Q30. The visibility of police in my neighborhood has increased since last year.	6.0	6.0	6.0	5.9

There is no significant change from 2012 to 2013.

# Have seen police patrolling in neighborhood, in past year

Total Sample, n=653 (Q31)



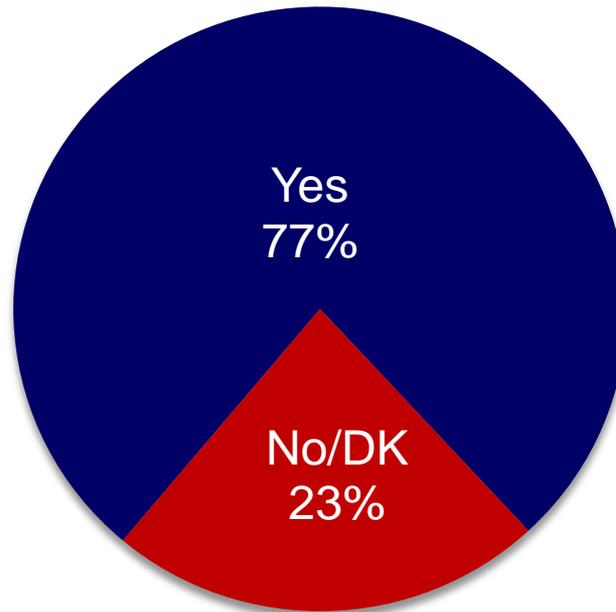
	2011	2012	2013
% saying "Yes"	76%	77%	74%

There is no significant change from 2012 to 2013.

Question not asked in 2010.

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

Total Sample, n=653 (Q27)



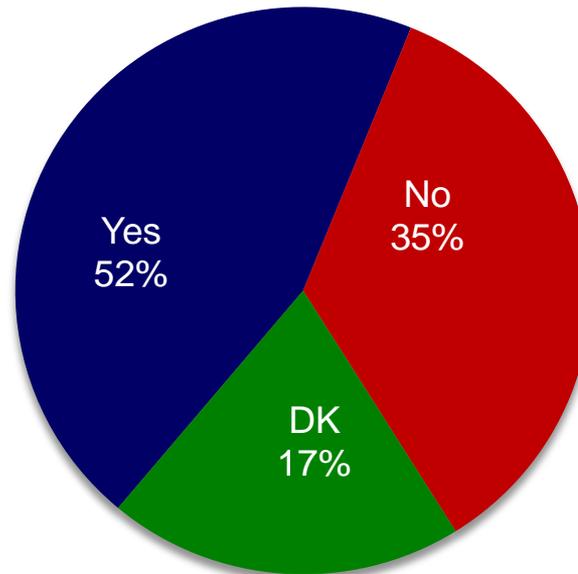
	2012	2013
% saying "Yes"	78%	77%

There is no significant change from 2012 to 2013.

Question not asked in 2010 or 2011.

# Neighborhood participation in neighborhood watch program

Total Sample, n=653 (Q28a)



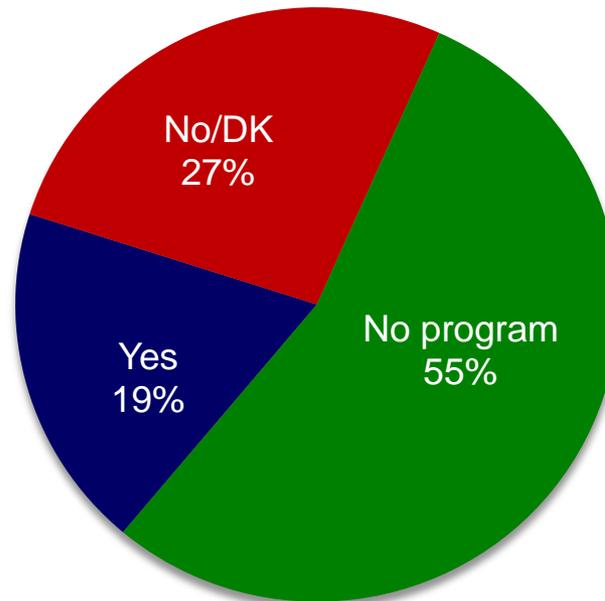
	2012	2013
% saying "Yes"	52%	45%

**Neighborhood participation (or awareness of participation) has dropped from 2012 to 2013**

Question not asked in 2010 or 2011.

# Respondent participation in neighborhood watch program

Total Sample, n=653 (Q28b)



41% of respondents in neighborhoods with a watch program are personally active in the program (Q28b2).

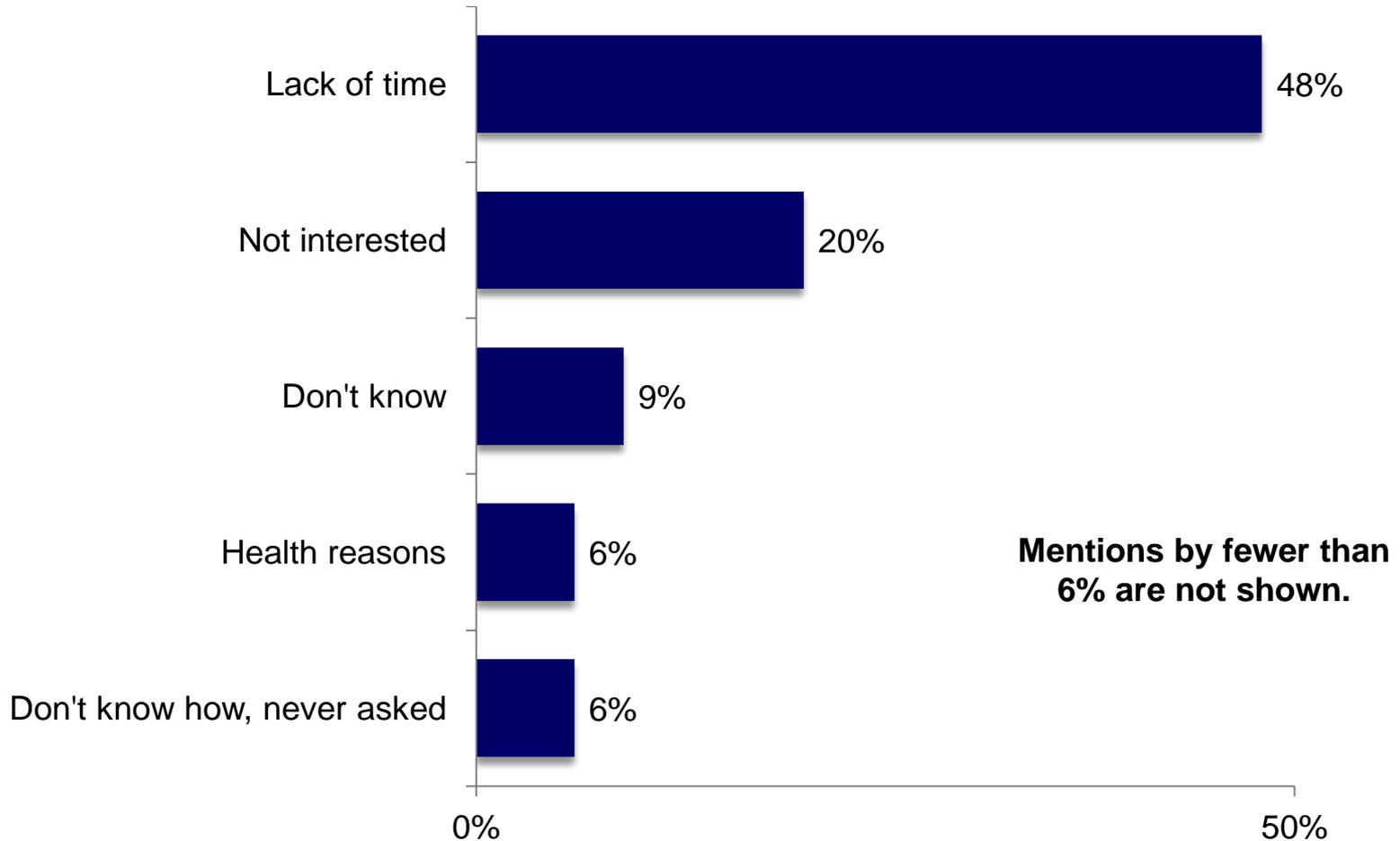
	2012	2013
% saying "Yes"	19%	19%

**There is no significant change from 2012 to 2013.**

Question not asked in 2010 or 2011.

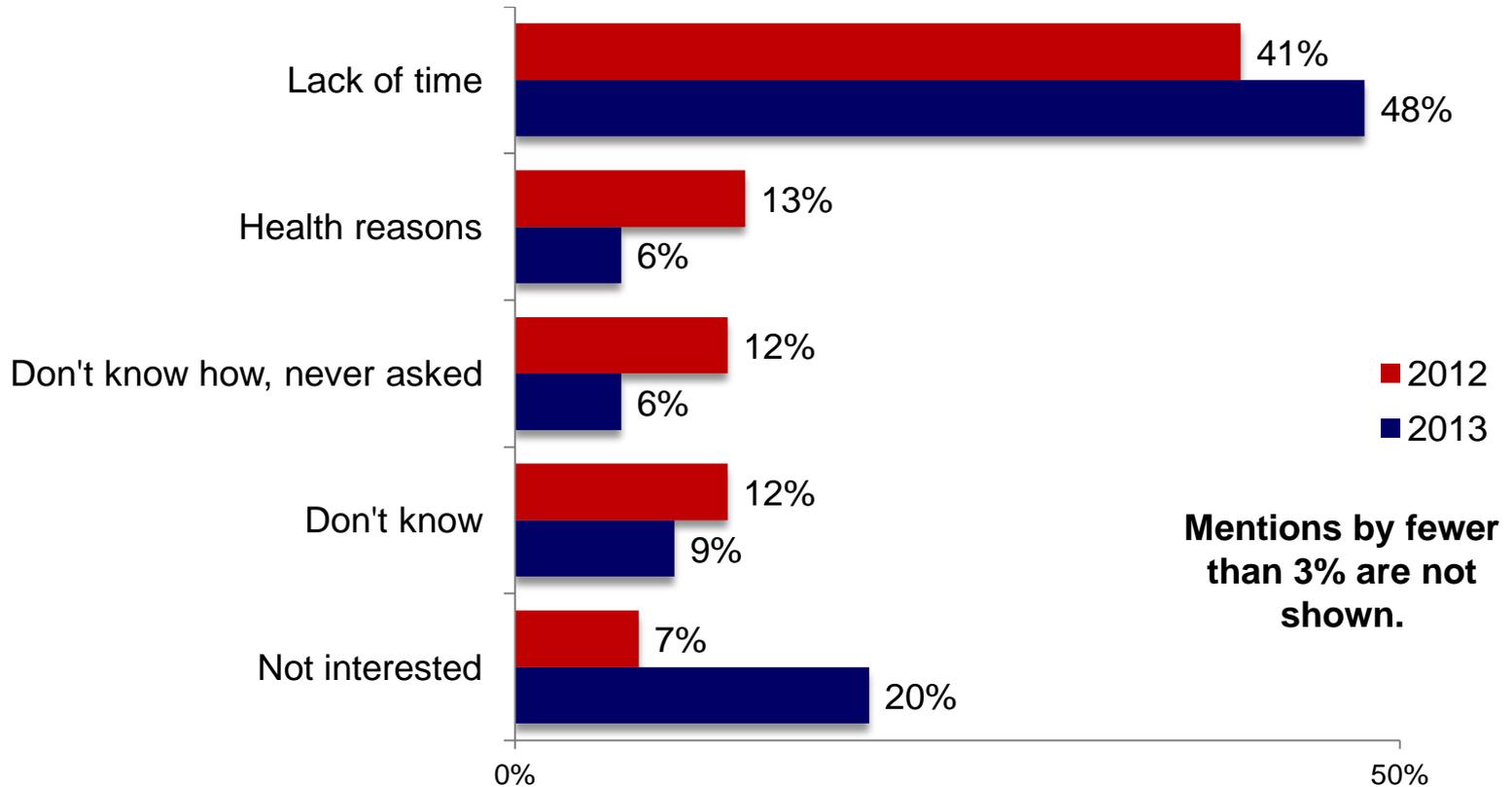
# Main reasons for not participating in established neighborhood watch program

Respondents who don't participate in their neighborhood's program, n=175 (Q28c)



# Main reasons for not participating in established neighborhood watch program

Respondents who don't participate in their neighborhood's program, n=175 (Q28c)



Compared to 2012, more respondents report “lack of time” and “no interest” as reasons for not participating in neighborhood watch programs.

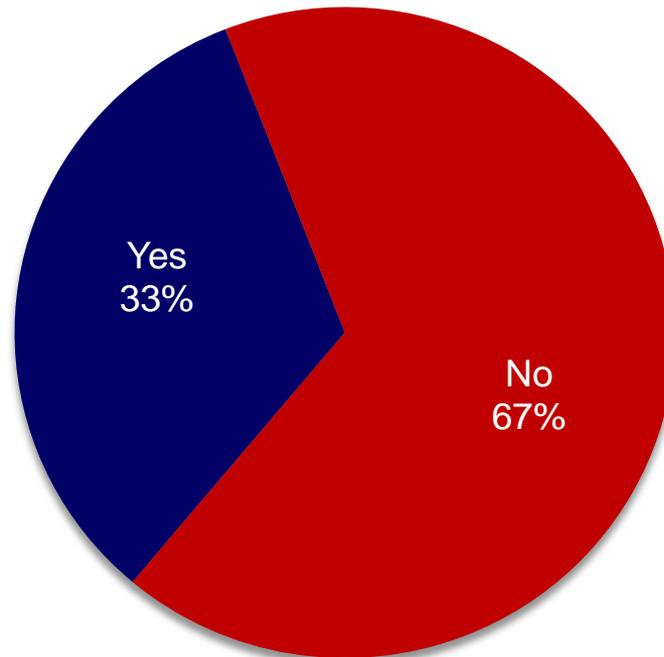
Question not asked in 2010 or 2011.



# 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=653 (Q29a)



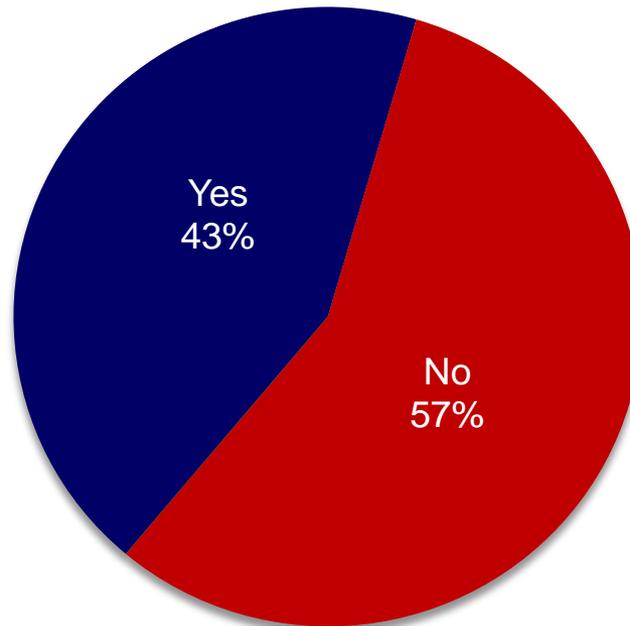
	2012	2013
% saying "Yes"	30%	33%

There is no significant change from 2012 to 2013.

Question not asked in 2010 or 2011.

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

Total Sample, n=650 (Q29b)



	2012	2013
% saying "Yes"	48%	43%

The percentage interested in crime prevention information declined from 2012 to 2013.

Question not asked in 2010 or 2011.

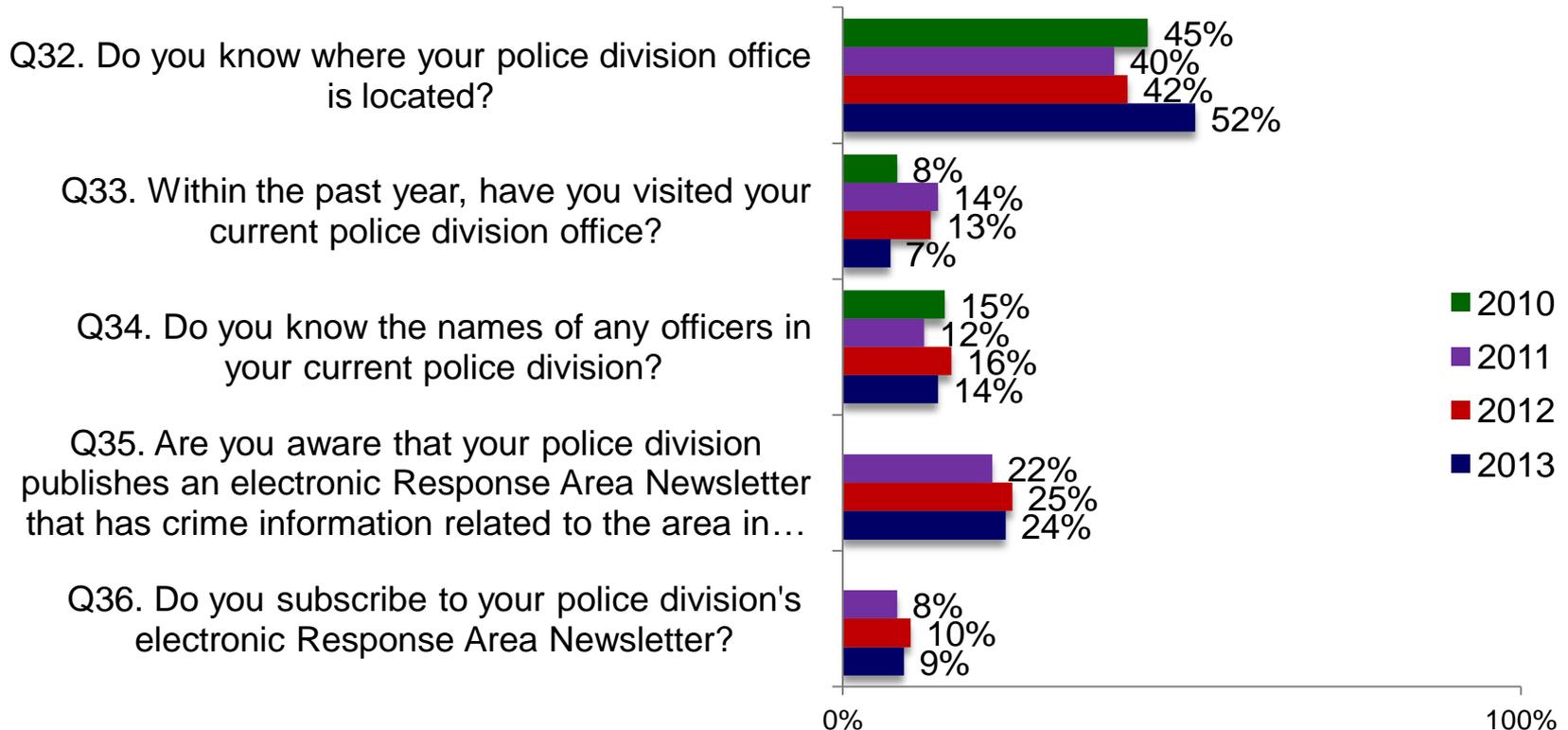


# Awareness of CMPD Patrol Divisions

# Awareness of Police Divisions

Total Sample, n=653 (Q32-36)

Percent Responding "Yes"



**From 2012 to 2012, awareness of where division office is located increased, while visits to the division office decreased.**

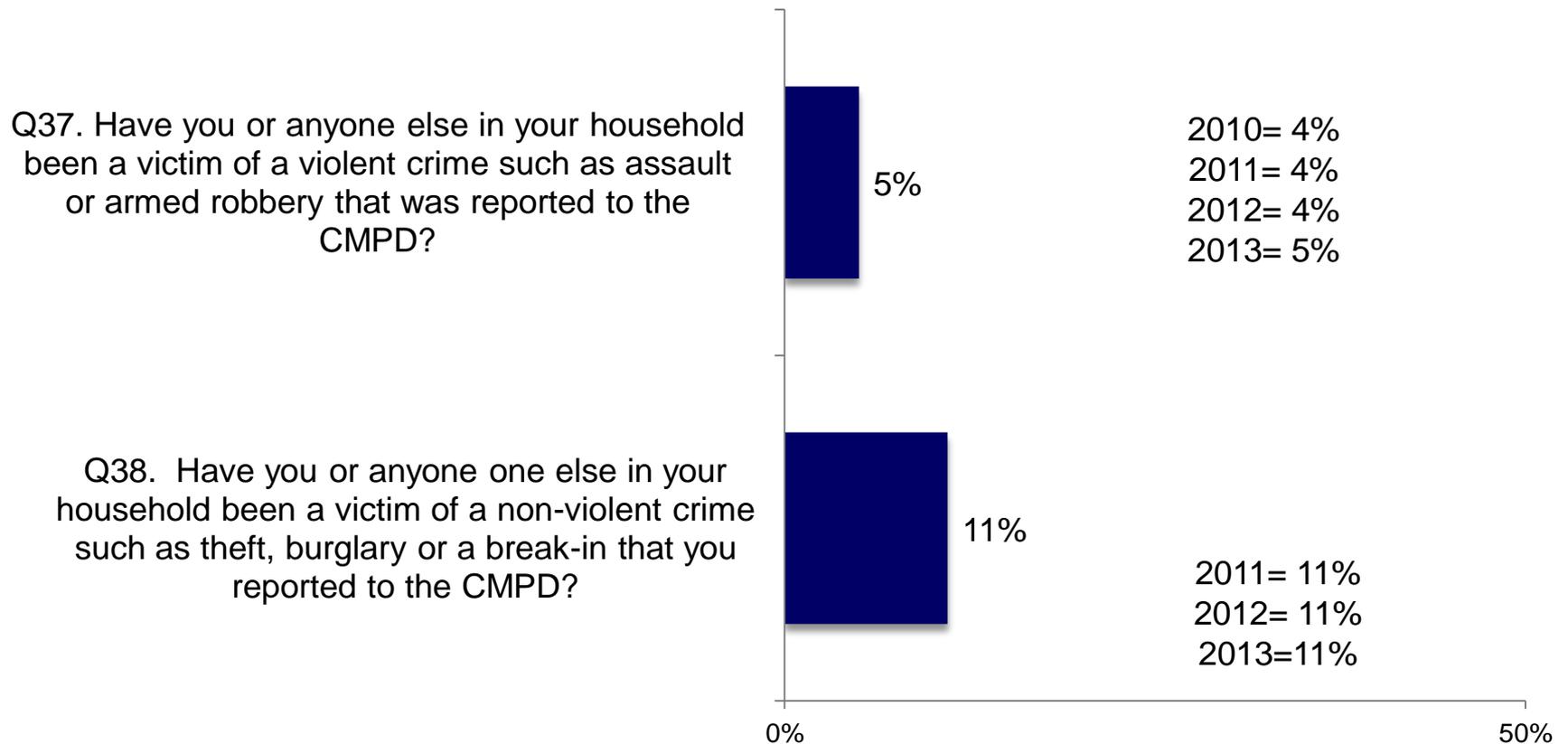
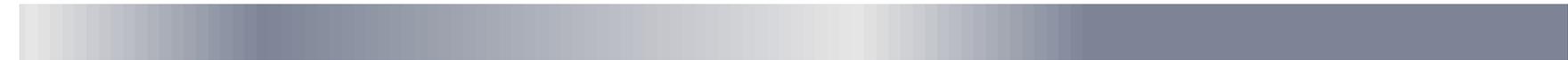
Q35 & Q36 not asked in 2010.



# Victimization

# Victims of Crimes Reported to CMPD in Past 12 Months

Total Sample, n=653 (Q37-38)  
Percent Responding "Yes"



**There is no significant change from 2012 to 2013.**

Q38 not asked in 2010.

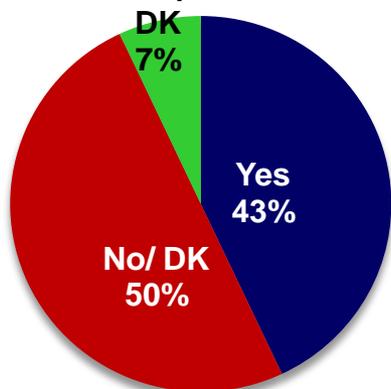
# Violent Crime Follow-Up

Respondents who reported a violent crime (Q39-40)

Note: Sample size is too small for reliable analysis.

**Q39. After the initial report was made, did the police follow-up and contact you about the case in any way?**

Respondents who reported a crime (n=30)



% "Yes" By Year

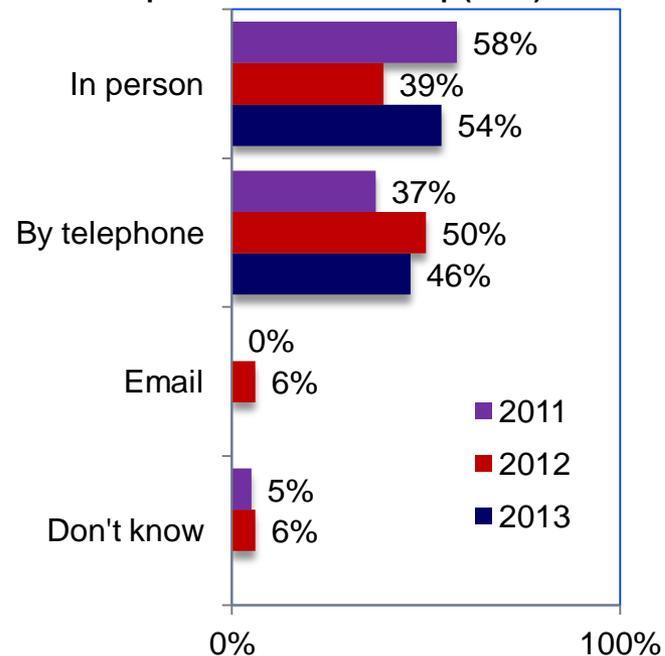
2011= 70%

2012= 69%

2013= 43%

**Q40. How was the follow-up contact made?**

Respondents with follow-up (n=13)



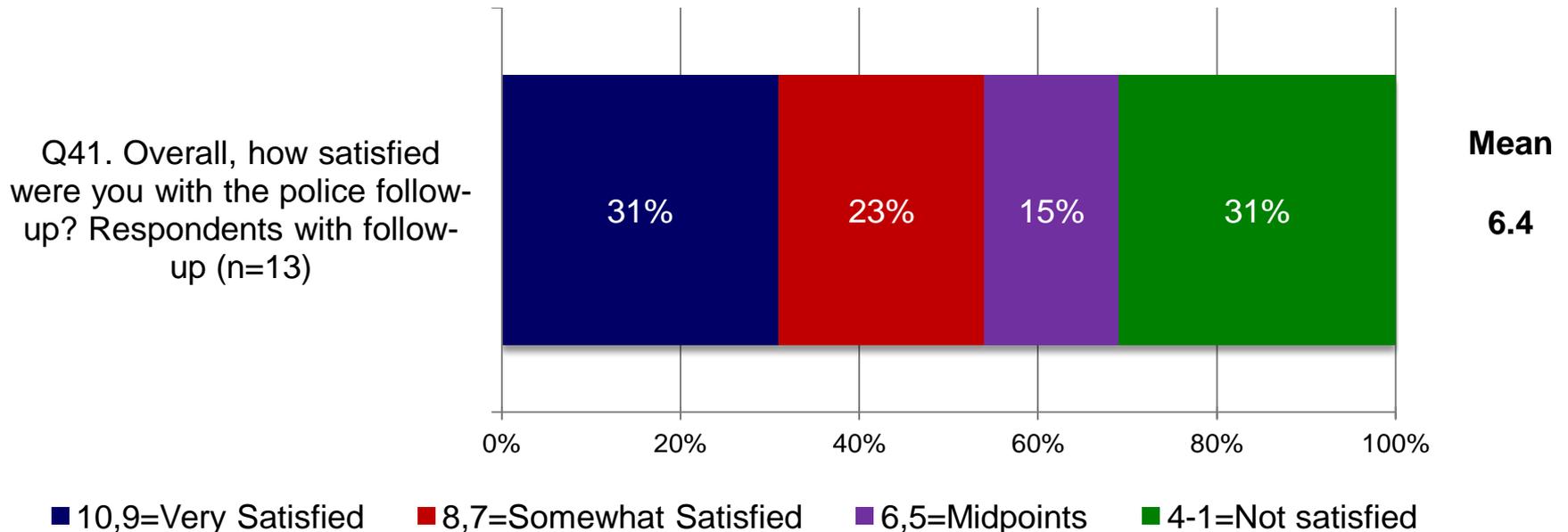
**The data suggest that from 2012 to 2013 follow-up decreased, but that more follow-ups were made in-person.**

Questions not asked in 2010.

# Satisfaction with Violent Crime Follow-Up

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

Note: Very small sample size.



## Mean Rating By Year

2011= 7.9

2012= 7.8

2013= 6.4

**The sample size is too small for reliable analysis.**

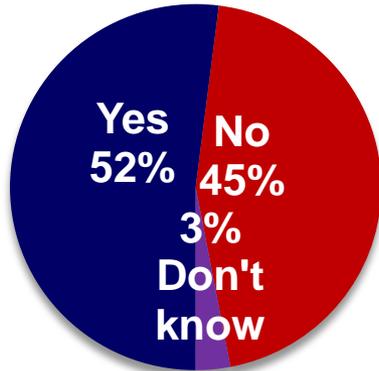
Question not asked in 2010.

# 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?**

Respondents who reported a crime (n=73)



% "Yes" By Year

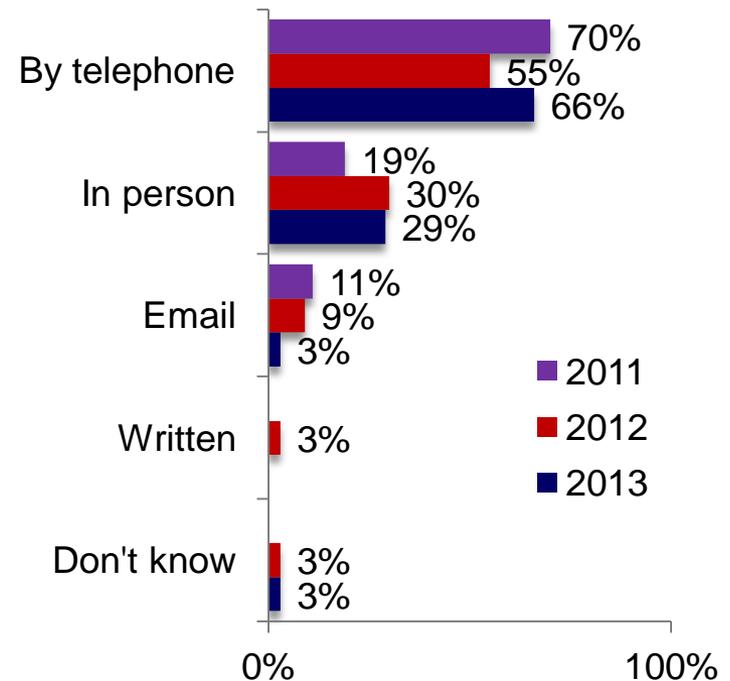
2011= 54%

2012= 45%

2013= 52%

**Q43. How was the follow-up contact made?** (Note: Small sample size.)

Respondents with follow-up (n=38)



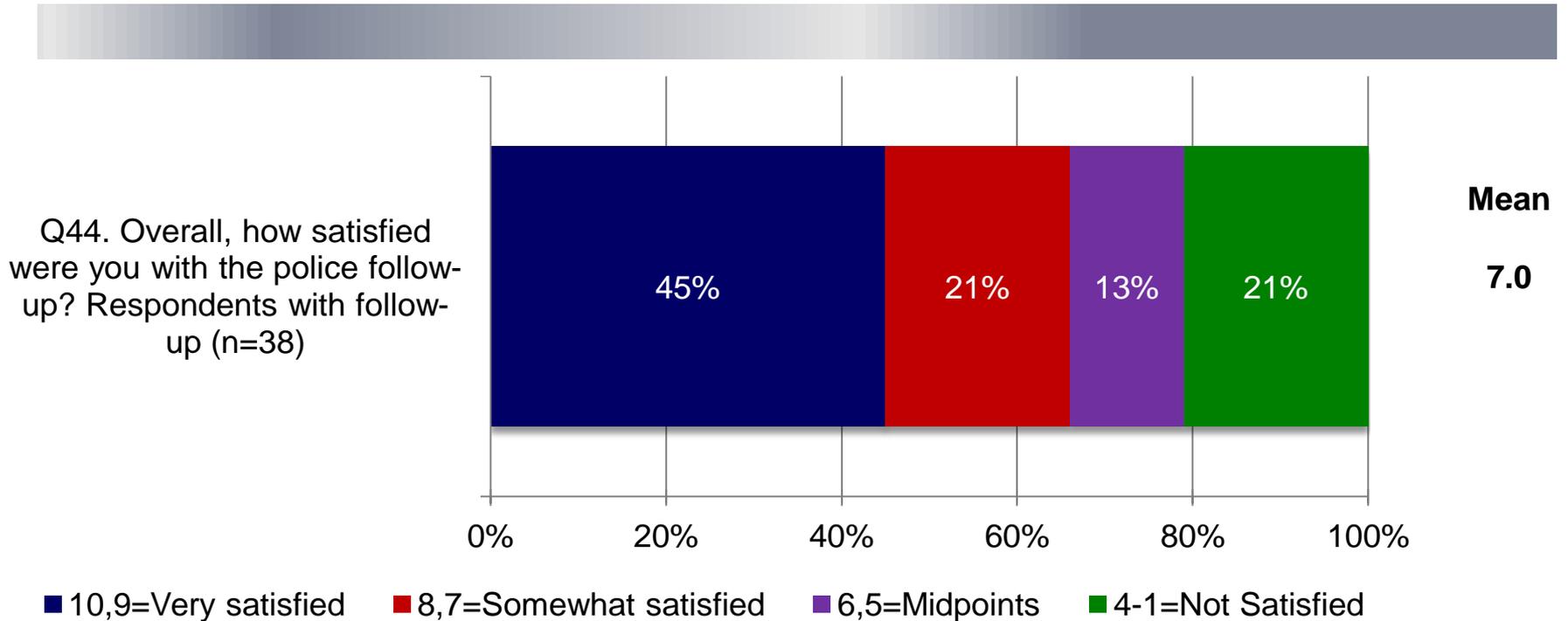
There is no significant change from 2012 to 2013.

Questions not asked in 2010.

# Satisfaction with Non-Violent Crime Follow-Up

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

Note: Small sample size



## Mean Rating By Year

2011= 7.3

2012= 7.5

2013= 7.0

**There is no significant change from 2012 to 2013.**

Question not asked in 2010.

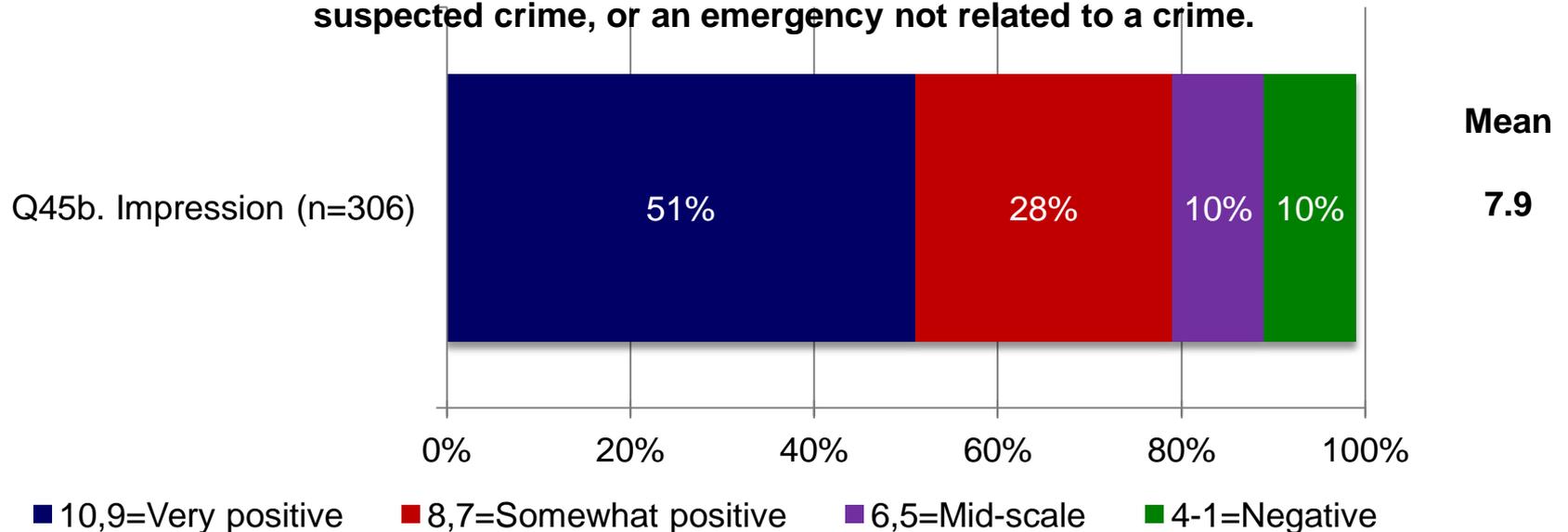


# Perceptions of 911 Emergency Call Center

# Impression of 911 Emergency Call Center

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

**Q45. 47% of total respondents have ever called Charlotte-Mecklenburg 911 to report a crime, suspected crime, or an emergency not related to a crime.**



## Mean Rating By Year

2011= 8.2

2012= 8.3

2013= 7.9

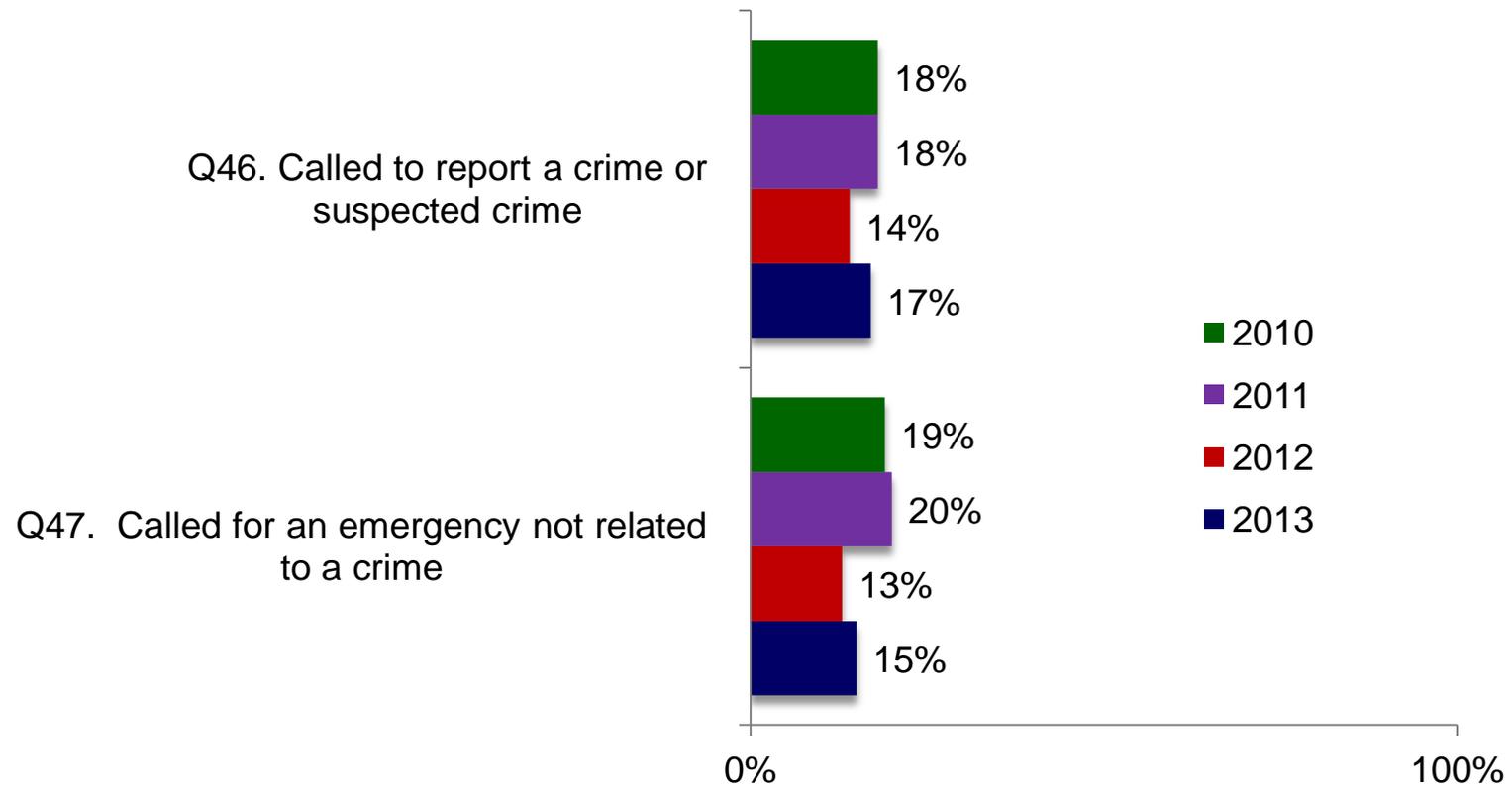
**There is no significant change from 2012 to 2013.**

Question not asked in 2010.

# Calls to Charlotte-Mecklenburg 911 in Past 12 Months

Total Sample, n=653 (Q46-47)

Percent Responding "Yes"

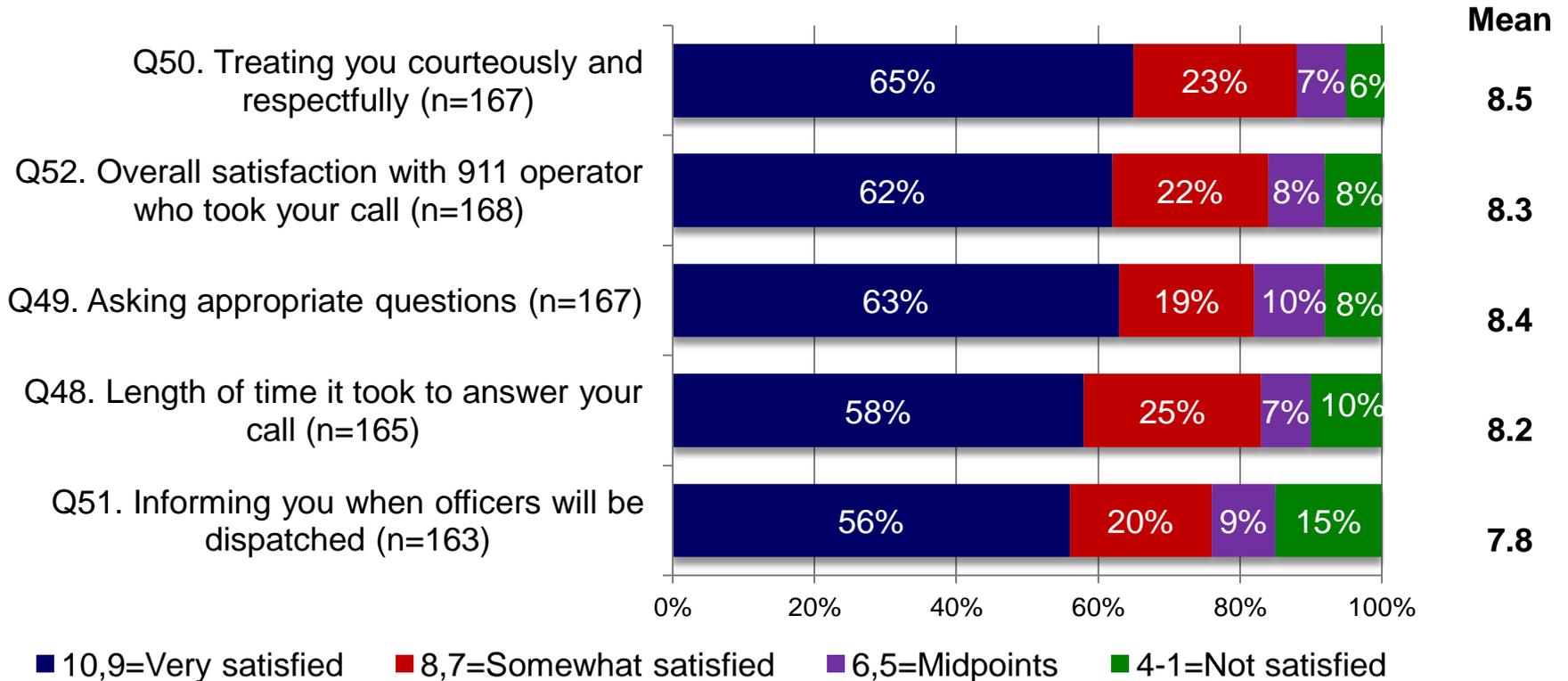


There is no significant change from 2012 to 2013.

# 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)

26% of total respondents have called Char-Meck 911 in the past 12 months for any type of emergency (Q47b).



# 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	2013
Q48. Length of time it took to answer your call	8.2	8.6	8.3	8.2
Q49. Asking appropriate questions	8.5	8.9	8.6	8.4
Q50. Treating you courteously and respectfully	8.7	9.0	8.8	8.5
Q51. Informing you when officers will be dispatched	na	8.1	8.2	7.8
Q52. Overall satisfaction with 911 operator	8.4	8.8	8.7	8.3

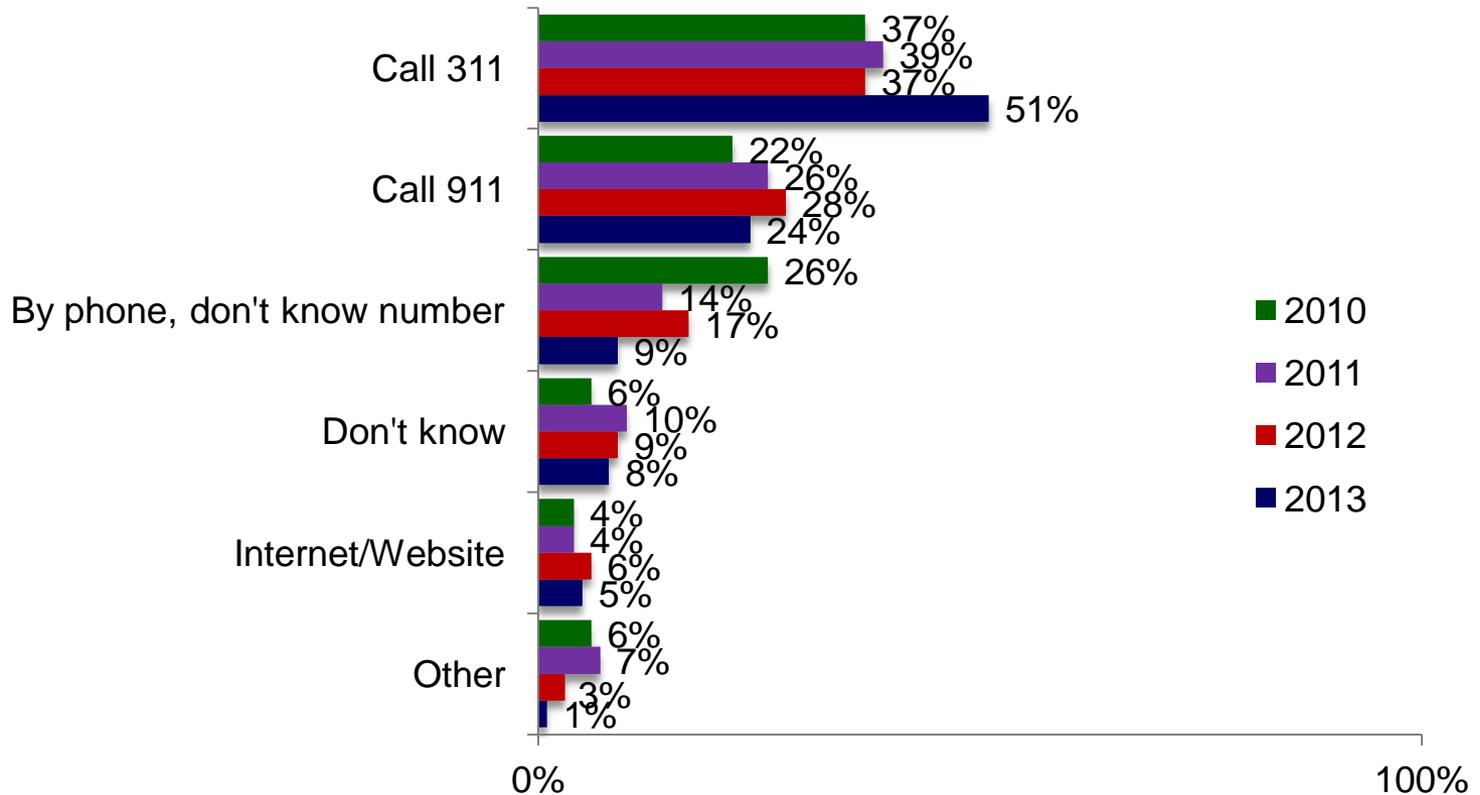
There is no significant change from 2012 to 2013.



# Perceptions of the Non-Emergency Crime Reporting Unit

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

Total Sample, n=653 (Q53)

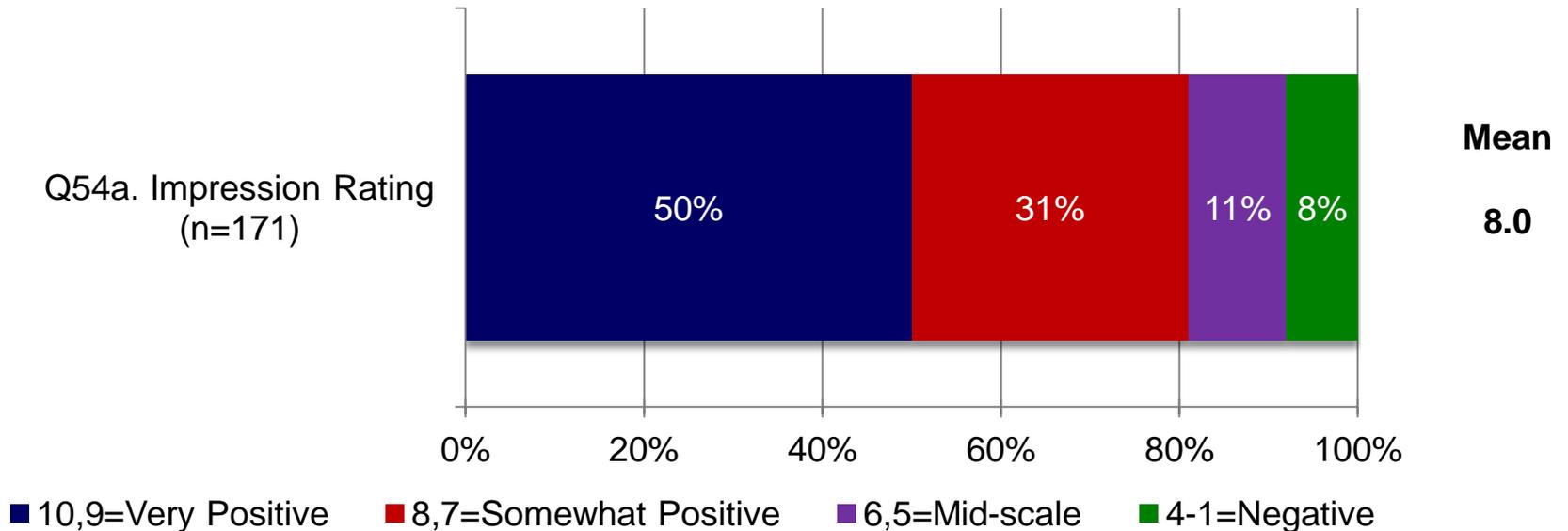


From 2012 to 2013 there has been an increase in the percentage of respondents who would call 311 to reach the CMPD for a non-emergency.

# Impression of Non-Emergency Crime Reporting Unit

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

Q54. 26% of total respondents have used the CRU.



Mean Rating By Year

2011= 7.7

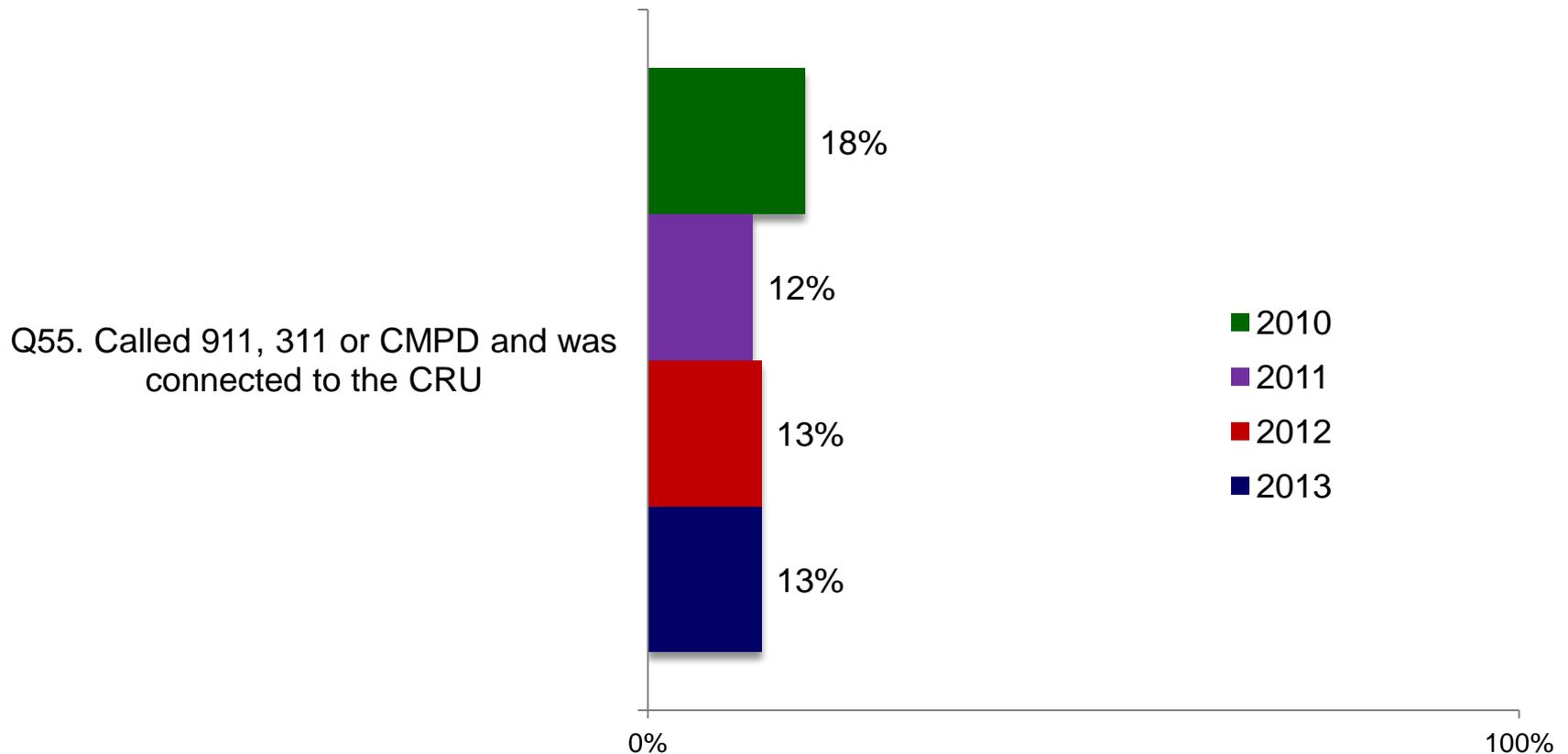
2012= 7.9

2013= 8.0

There is no significant change from 2012 to 2013.

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

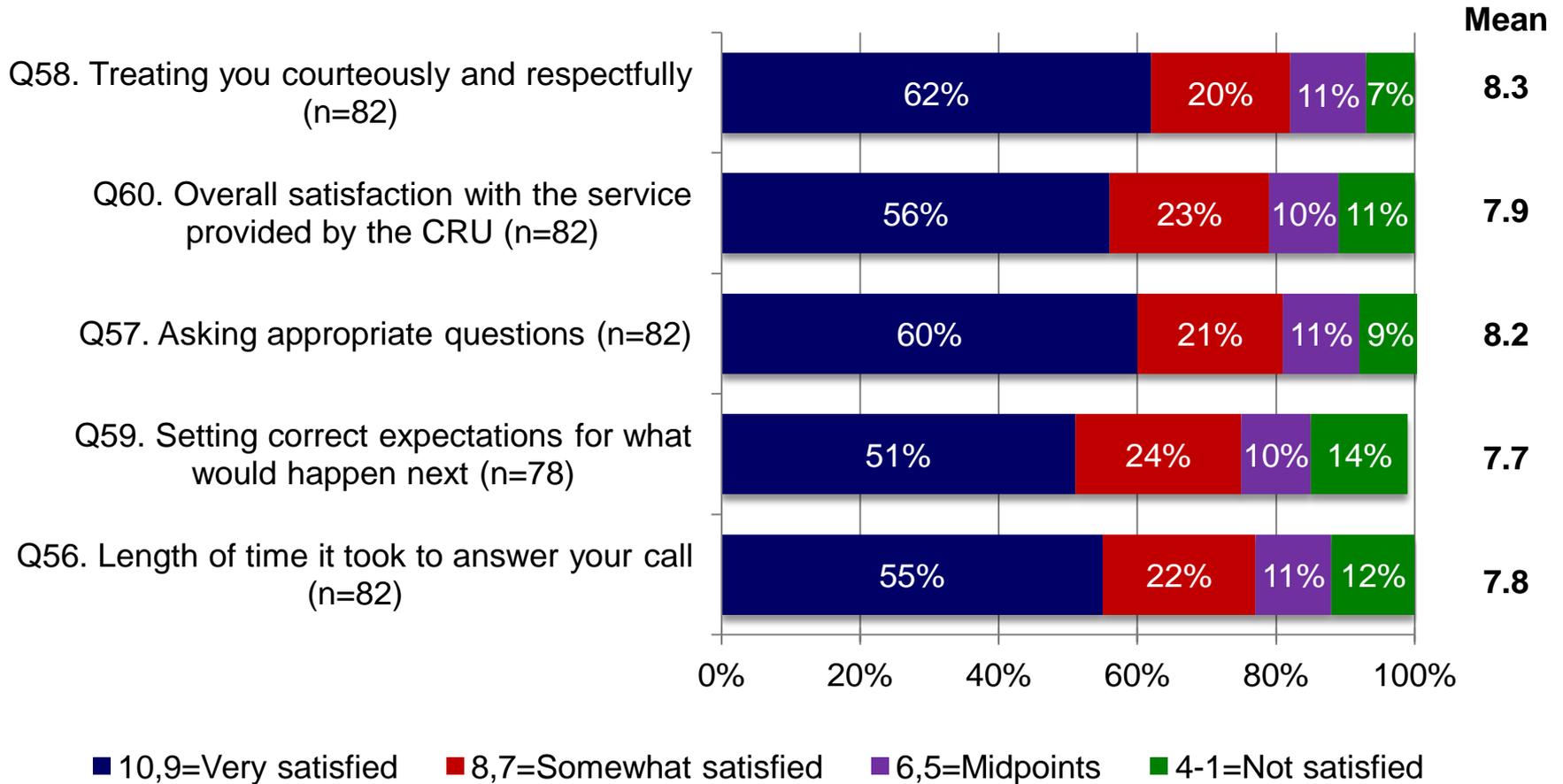
Total Sample, n=653 (Q55), Percent Responding "Yes"



There is no significant change from 2012 to 2013.

# 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	2013
Q56. Length of time it took to answer your call	7.5	7.8	7.8	7.9
Q57. Asking appropriate questions	7.5	8.4	8.2	8.2
Q58. Treating you courteously and respectfully	8.0	8.5	8.5	8.3
Q59. Setting correct expectations for what would happen next	7.5	7.7	8.1	7.7
Q60. Overall satisfaction with the service provided by the CRU	7.4	7.8	8.2	7.9

There is no significant change from 2012 to 2013.

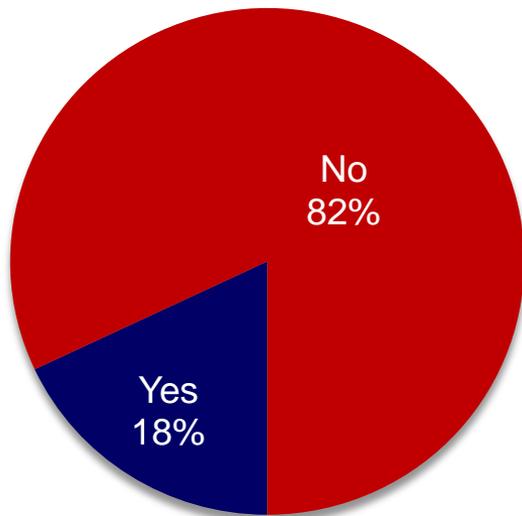


# Special Focus Area for 2013 CMPD Animal Care & Control

# Requests for Assistance from CMPD Animal Care & Control (S1-S2)

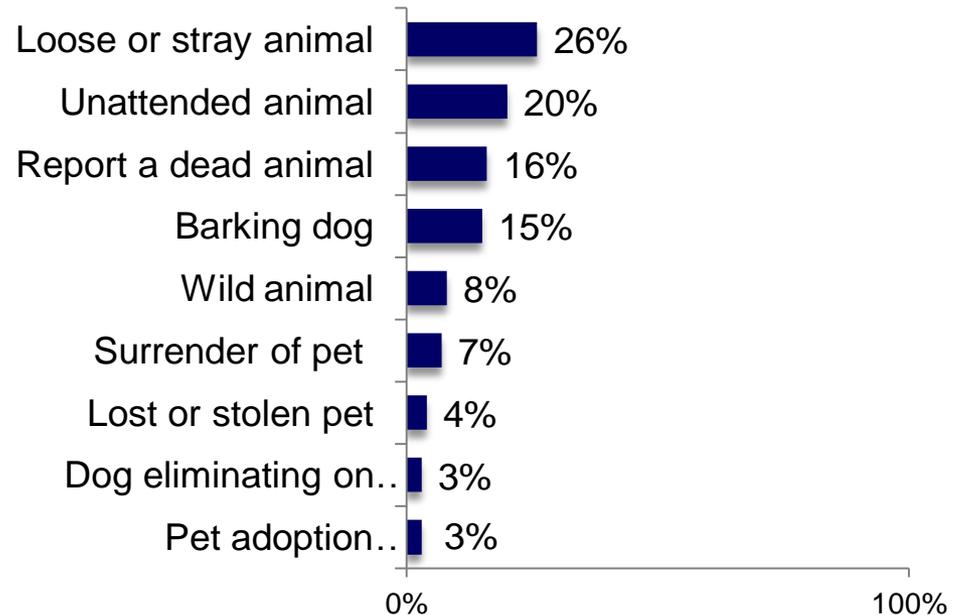
**S1. Within the past 12 months, have you called 311 or 911 for assistance from CMPD Animal Care & Control?**

Total respondents (n=653)



**S2. What was the reason for your most recent call for assistance from Animal Care & Control?**

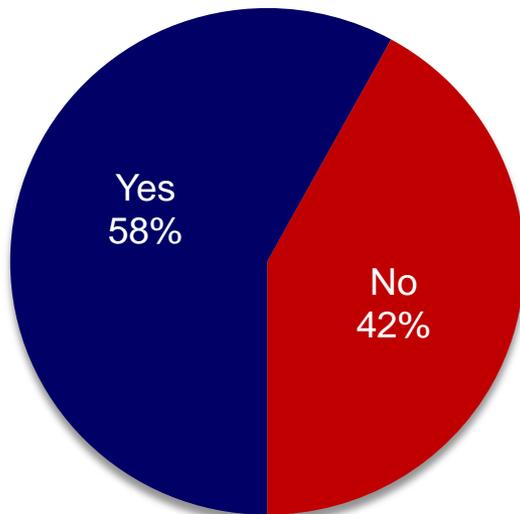
Respondents who called for assistance, n=116



# Response to Service Request (S3-S4)

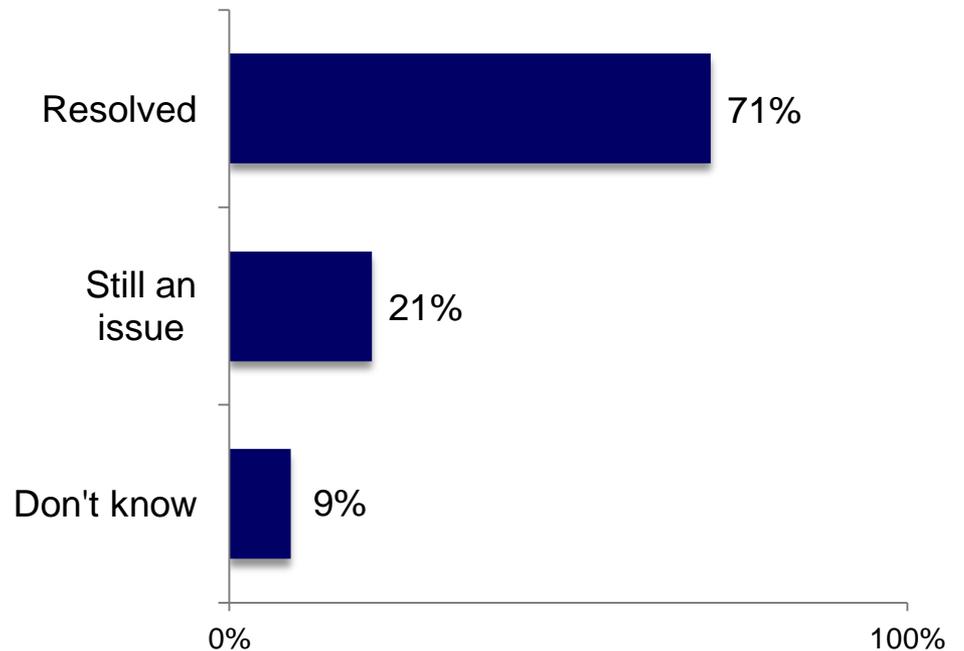
**S3. As a result of your call, did a CMPS AC&C officer come to your home or location?**

Respondents who called for assistance, (n=116)



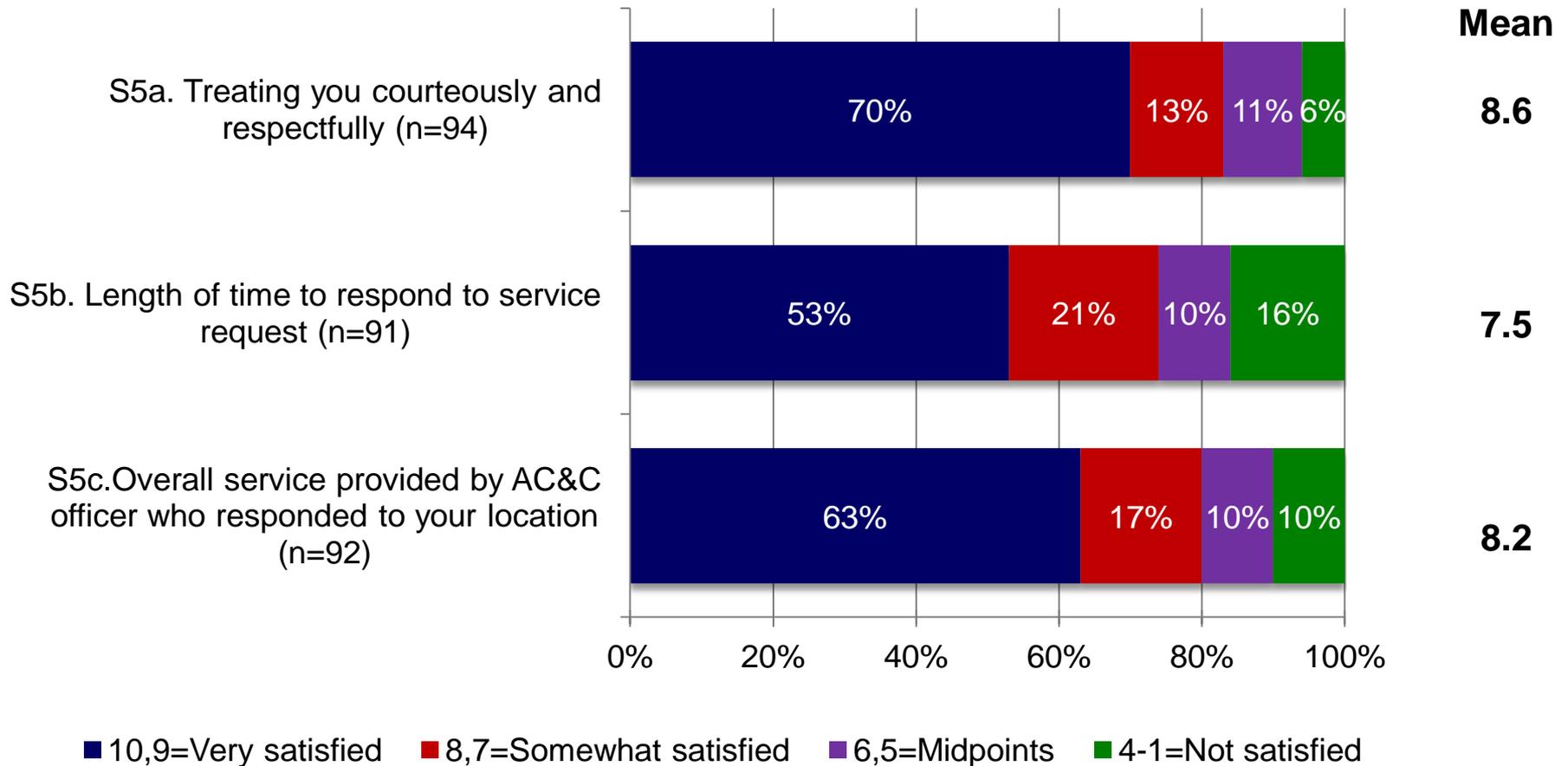
**S4. Was the issue you called about resolved, or is it still an issue?**

Respondents who called for assistance (n=116)



# Satisfaction with the CMPD Animal Care & Control Officer who came to your home or location?

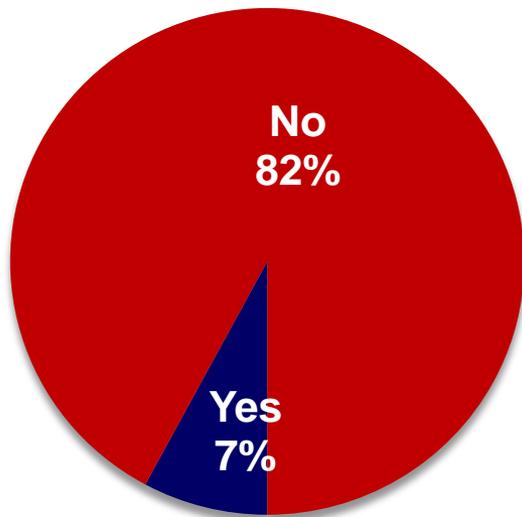
Respondents who had officer come to location. Don't know responses dropped from base. (S5a-c)



# Use of CMPD Animal Care & Control Shelter (S6-S7)

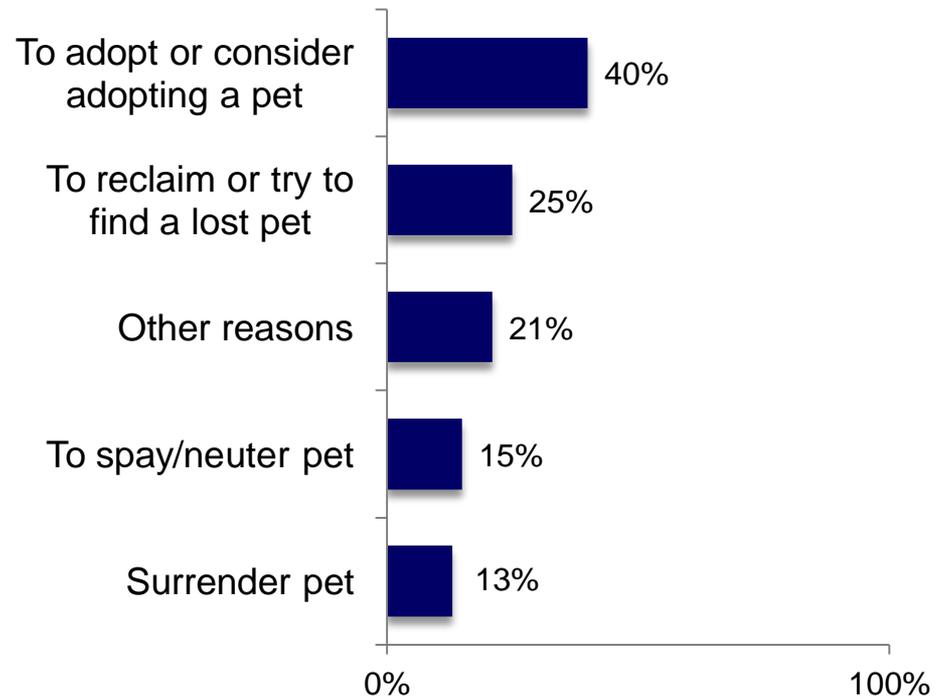
**S6. Within the past 12 months, have you visited the CMPD Animal Care & Control Shelter on Byrum St.?**

Total Respondents (n=653)



**S7. What was the reason for your visits?**

Respondents who visited shelter (n=48)

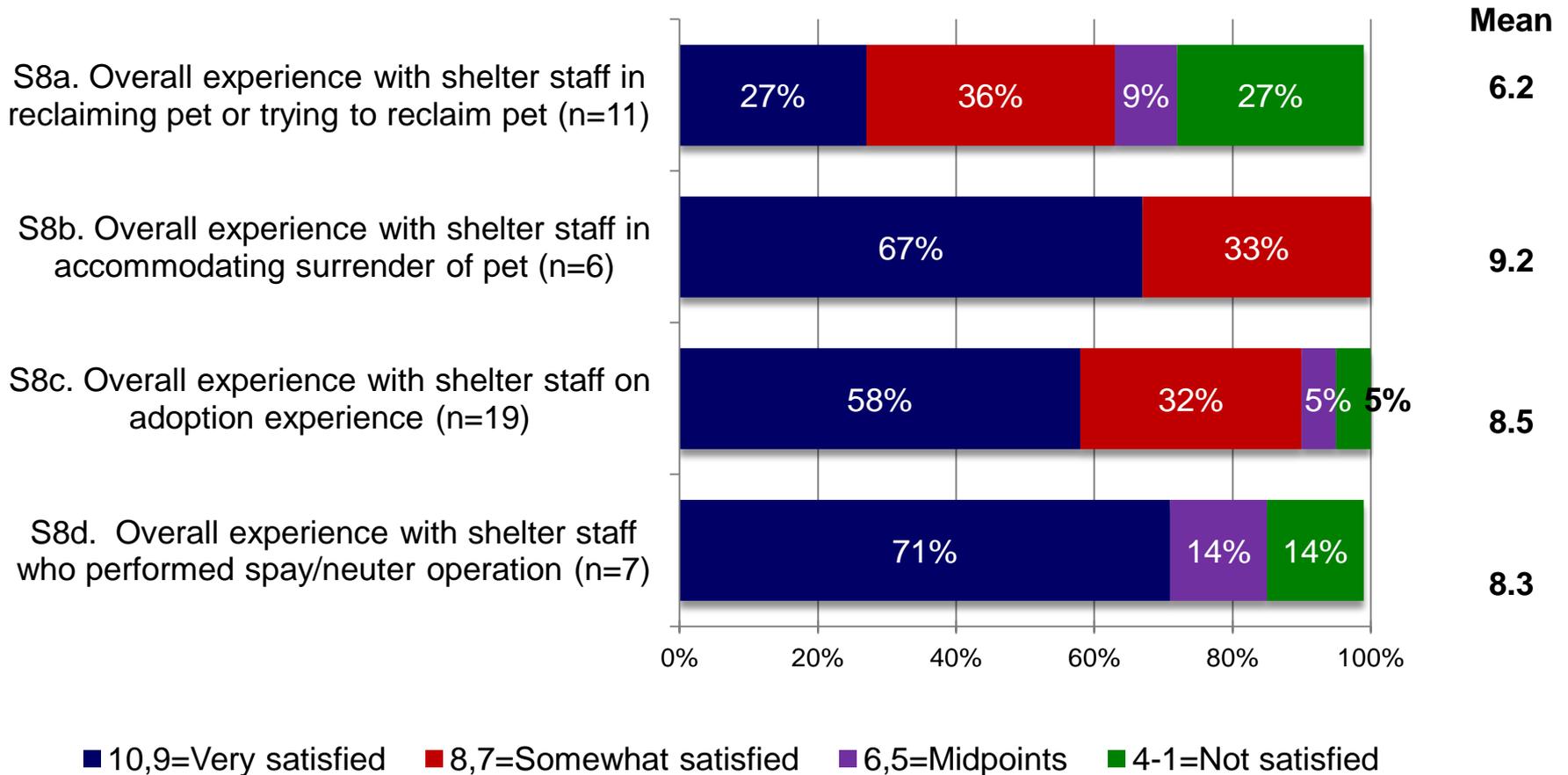


# Experience with Shelter

Respondents who visited CMPD Animal Care & Control Shelter for the reasons below

Don't know responses dropped from base

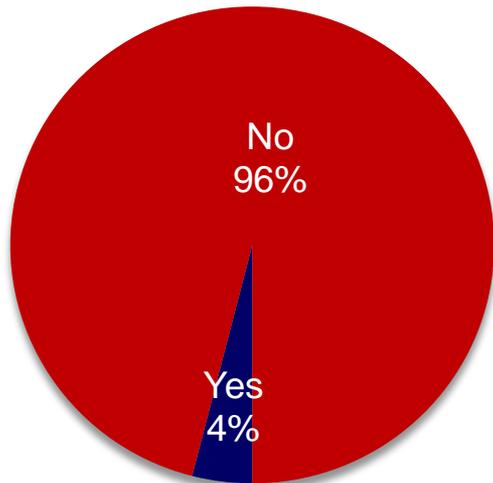
Note: Very small sample size



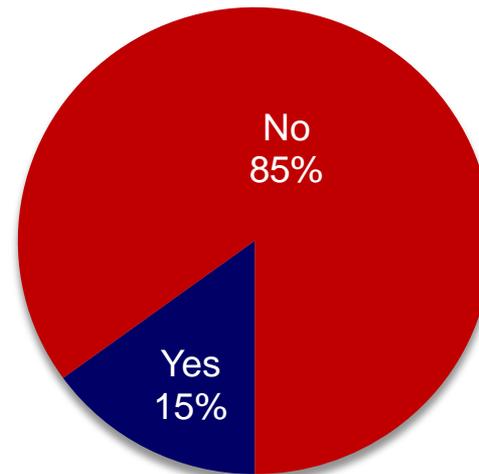
# CMPD Animal Care & Control Off-Site Adoption Events

(S9 & S10)

**S9. Within the past 12 months, have you been present at a CMPD AC&C off-site adoption event**  
Total respondents (n=653)



**S10. Did you adopt a pet?**  
Respondents who were present at an off-site adoption event (n=26)

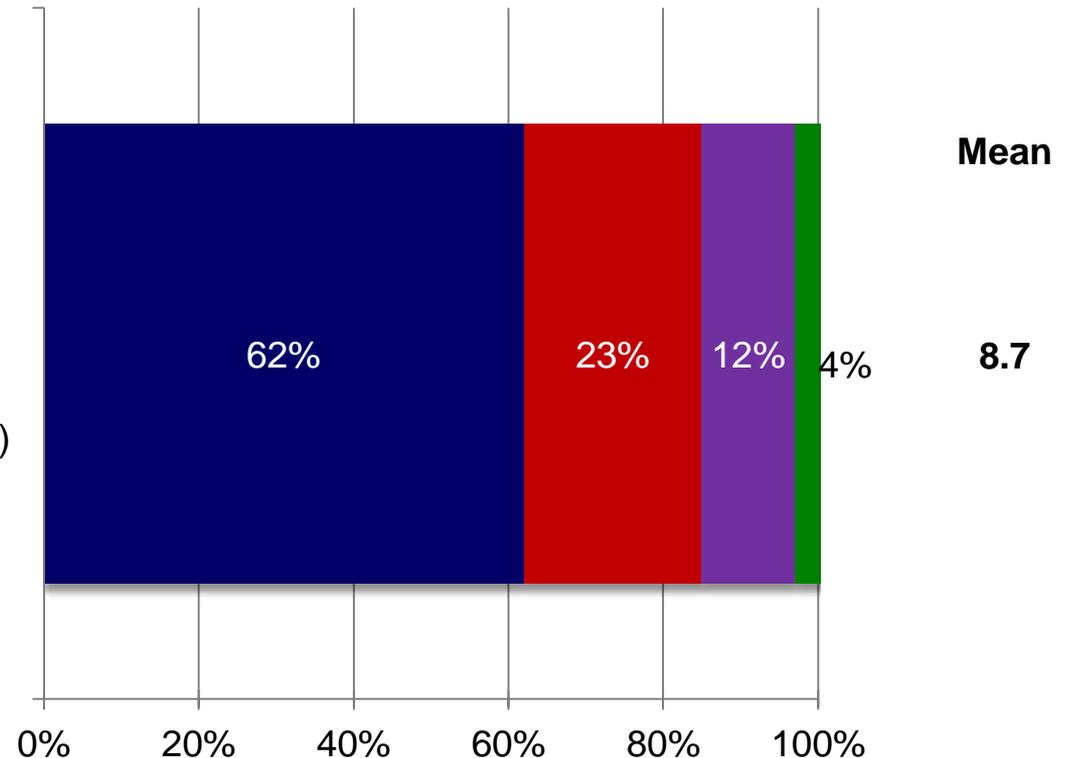


**S11. Among those who adopted a pet, 25% indicated that staff influenced their decision to adopt.**

# CMPD Animal Care & Control Off-Site Adoption Events (S12)

Note: Small sample size.

S12. Regardless of whether you adopted a pet at the event, how important are these events at influencing people to adopt a pet from Animal Care & Control? Respondents who were present at an off-site event (n=26)



■ 10,9=Very important ■ 8,7=Somewhat important ■ 6,5=Neutral ■ 4-1=Not important

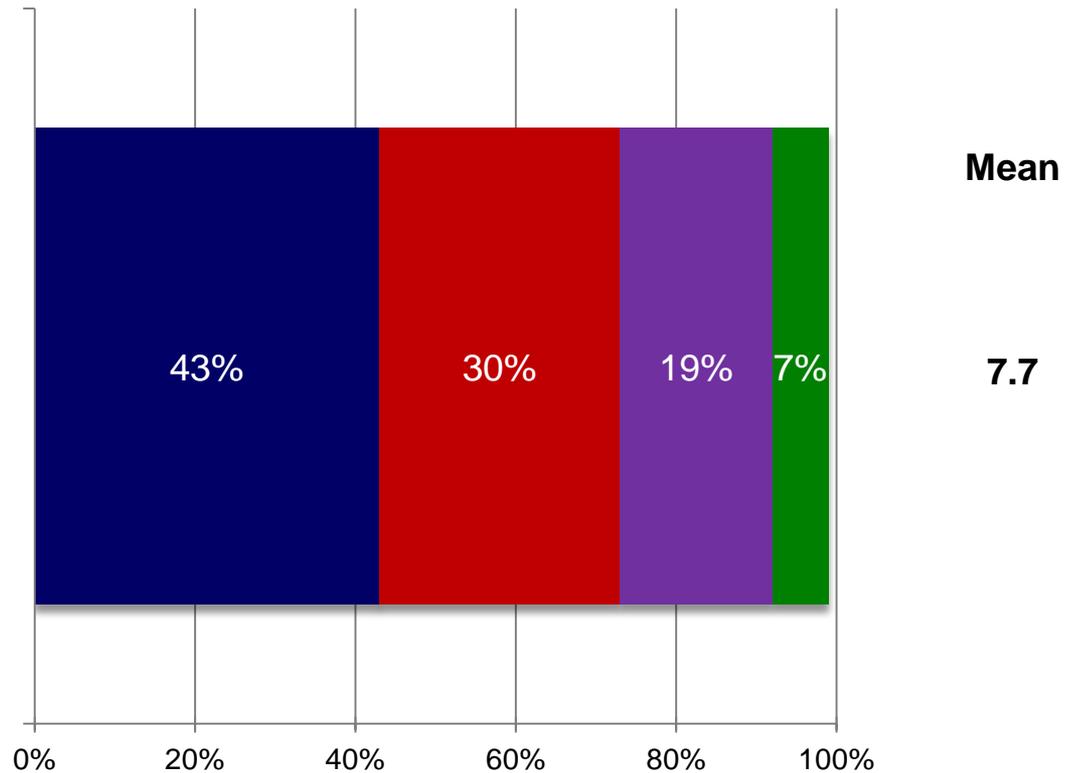
# Overall opinion of CMPD Animal Care & Control

## Total Respondents

Don't know responses dropped from base

Note: About 40% of total respondents did not know enough to rate.

S13. What is your overall opinion of the CMPD Animal Care & Control? (n=391)



■ 10,9=Very good opinion   ■ 8,7=Good opinion   ■ 6,5=Neutral   ■ 4-1=Poor opinion

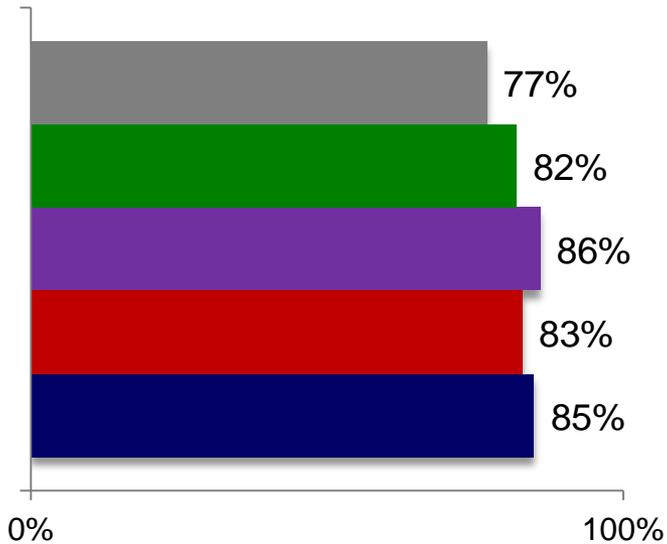


# Use and Perceptions of the CMPD Website

# CMPD Website

Percent Responding "Yes" (Q61 & Q62)

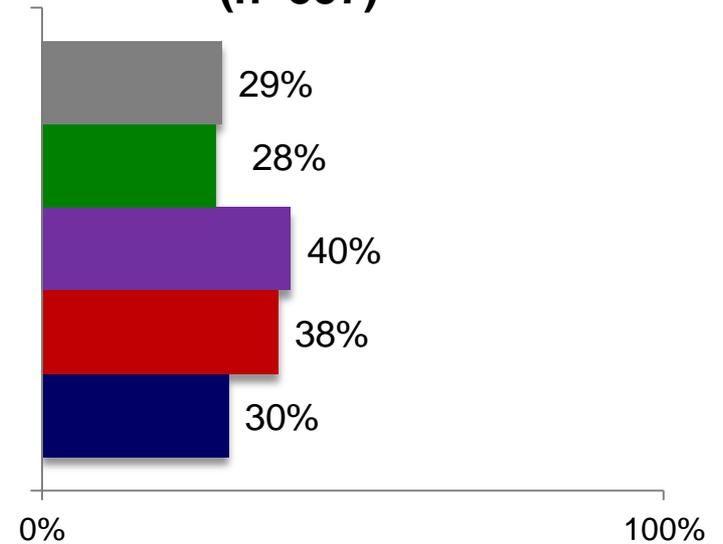
**Q61. Have access to the Internet**  
Total Sample (n=653)



■ 2008 ■ 2010 ■ 2011 ■ 2012 ■ 2013

**There is no significant change from 2012 to 2013.**

**Q62. Visited CMPD Website**  
Respondents with Internet access (n=557)

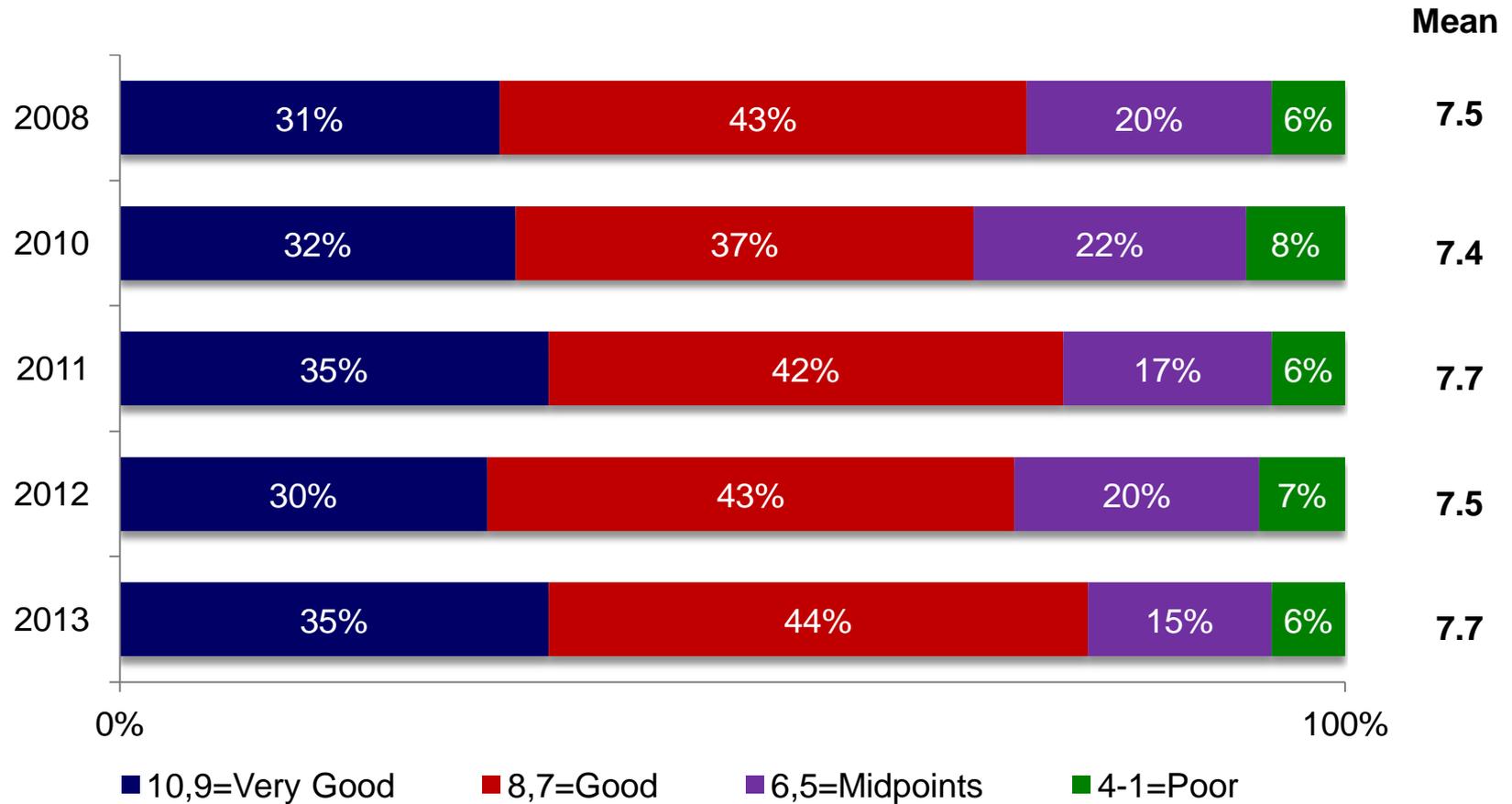


■ 2008 ■ 2010 ■ 2011 ■ 2012 ■ 2013

**There was a significant decrease in use from 2012 to 2013.**

# Perception of CMPD Website

Among respondents who have been to site & are able to rate it, n=162 (Q63)





# Citizen Recommendations

# Recommendations for Ways to Improve CMPD

Total Sample (Q64)

Open-ended question, multiple answers allowed

Citizen Recommendations or Suggestions for Ways to Improve	
More police visibility (18%)	Ticket traffic violators (1%)
Improve response time (4%)	More street cameras needed (1%)
Treat everyone with respect, improve attitudes of some officers (3%)	More concern about safety of children (1%)
Improve communication with public (3%)	Improve street lighting in some neighborhoods(1%)
Officers need to interact /work more with community (2%)	Continue reducing crime (1%)
Stop racial profiling (2%)	Offer workshops on safety and self-defense (1%)
Need more bilingual officers (1%)	Need more diversity with regard to race and gender (1%)
Improve on trustworthiness of some officers (1%)	Create more neighborhood watch groups (1%)

Mentions by fewer than 1% of respondents are not shown.

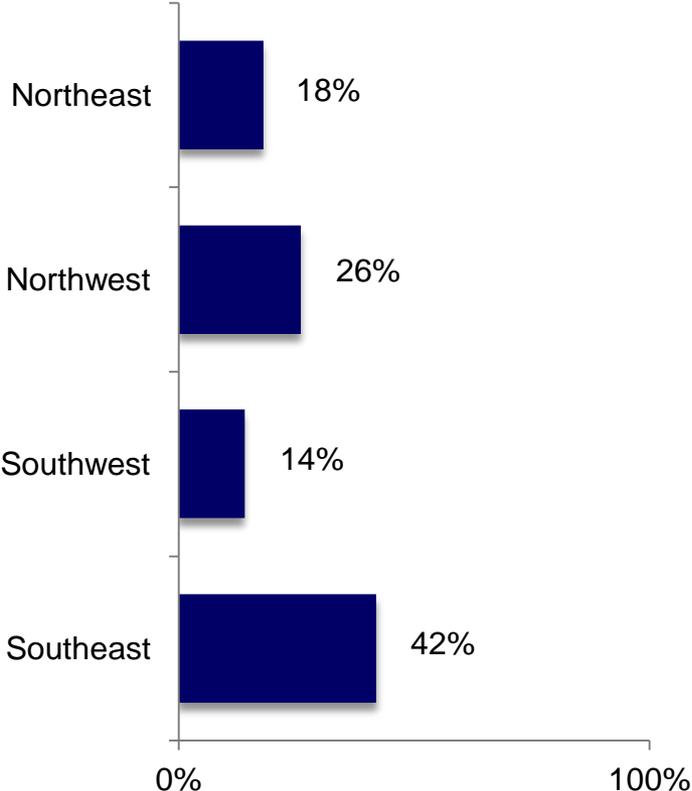
*\*64% of respondents had no recommendations or felt CMPD is already doing a great job and getting the job done.*



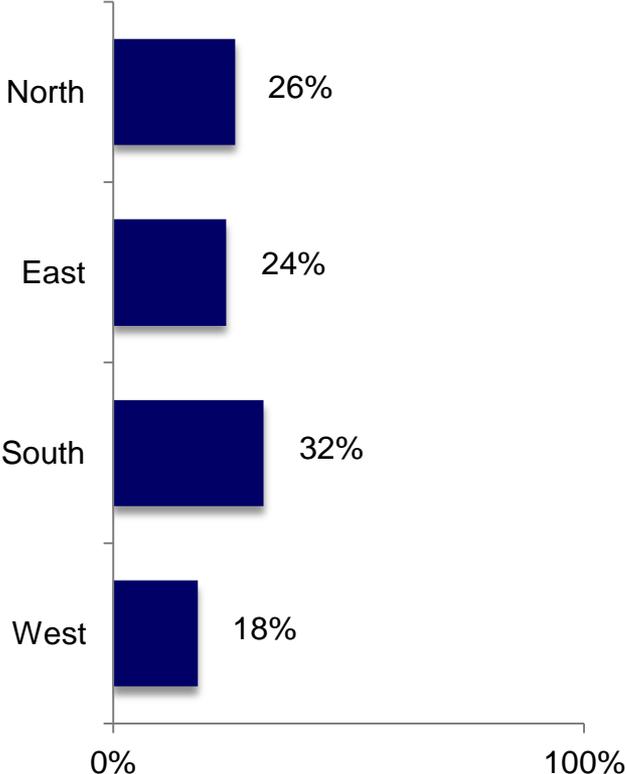
# Respondent Demographics

# Respondent Demographics

**CMPD Service Area, n=653 (D)**

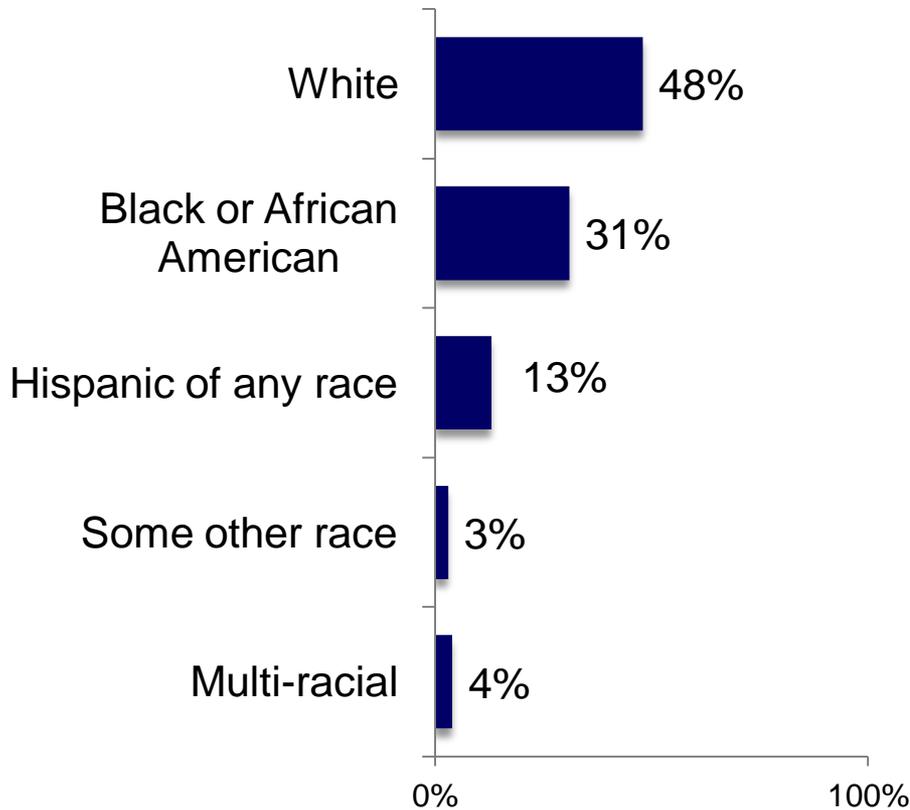


**Charlotte-Mecklenburg Quadrants-Based on Zip Codes, n=653 (C)**

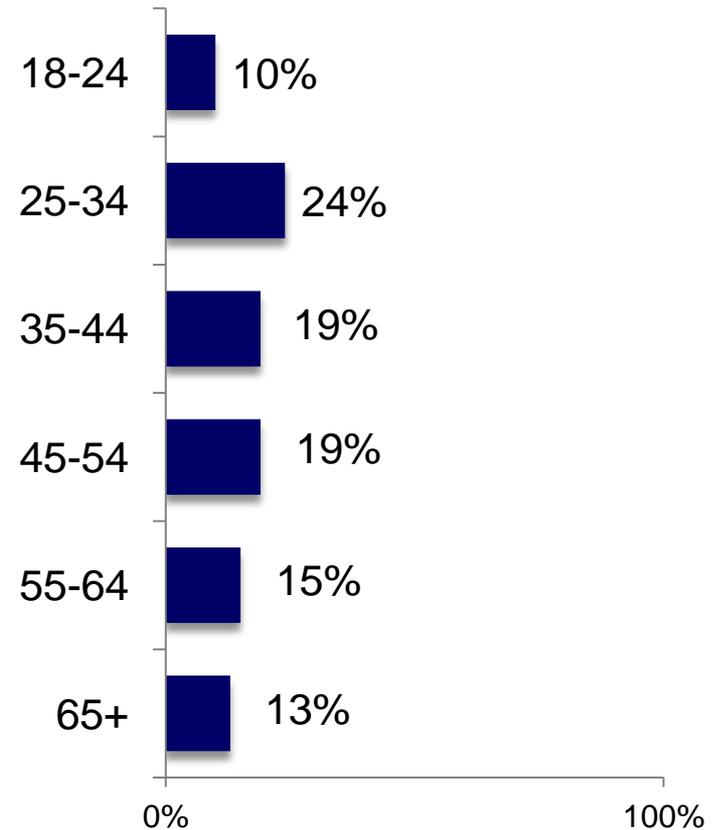


# Respondent Demographics

Race/Ethnicity, n=653 (Q1)

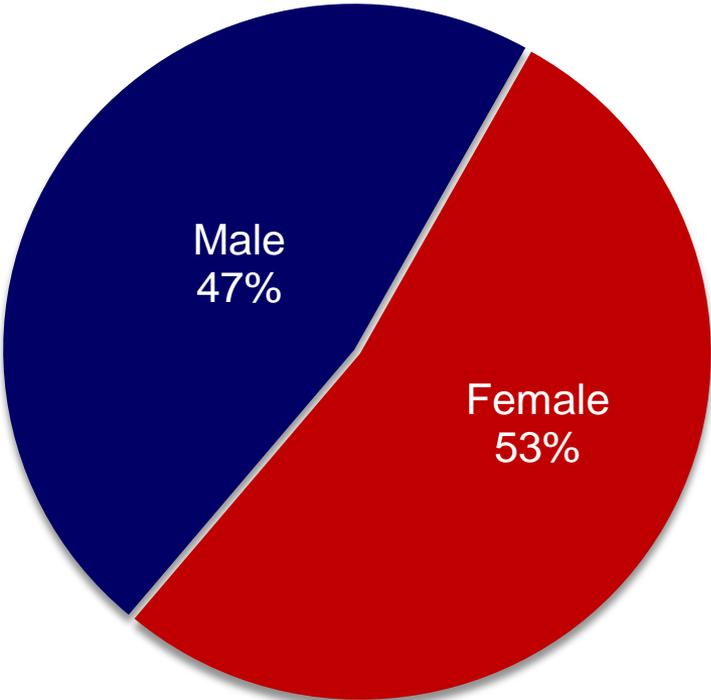


Age, n=653 (Q2)



# Respondent Demographics

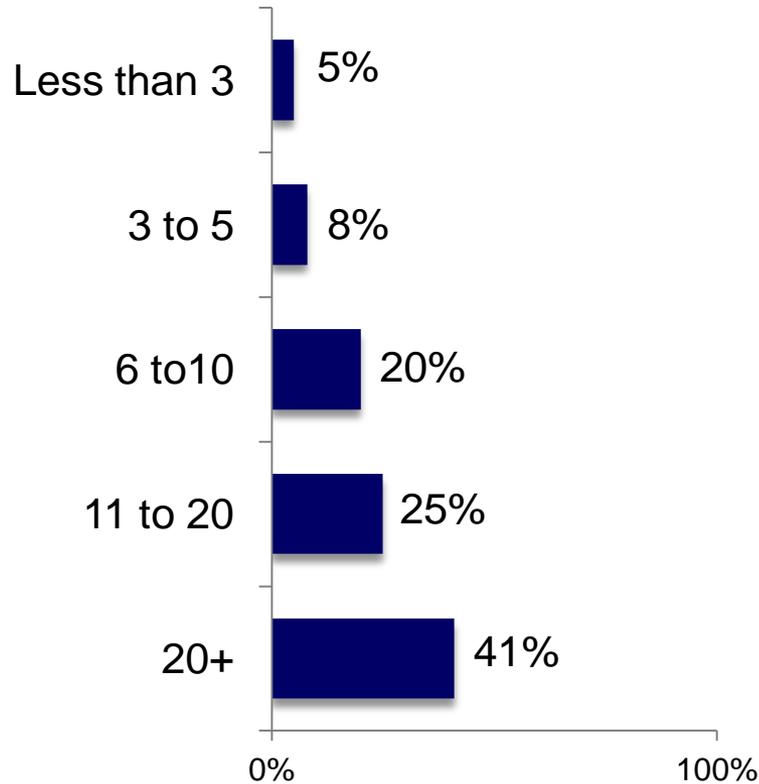
Gender, n=653 (Q3)



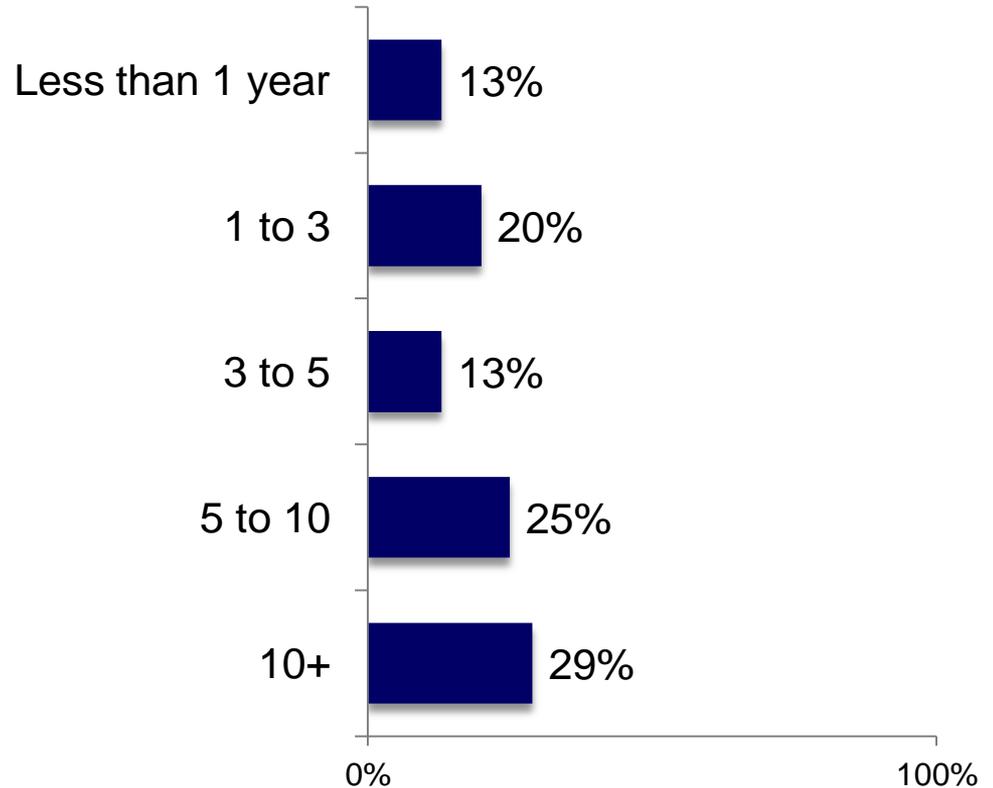
# Respondent Demographics

(Don't know/refuse responses dropped from base)

### Years Lived in Charlotte or Mecklenburg County, n=650 (Q4)



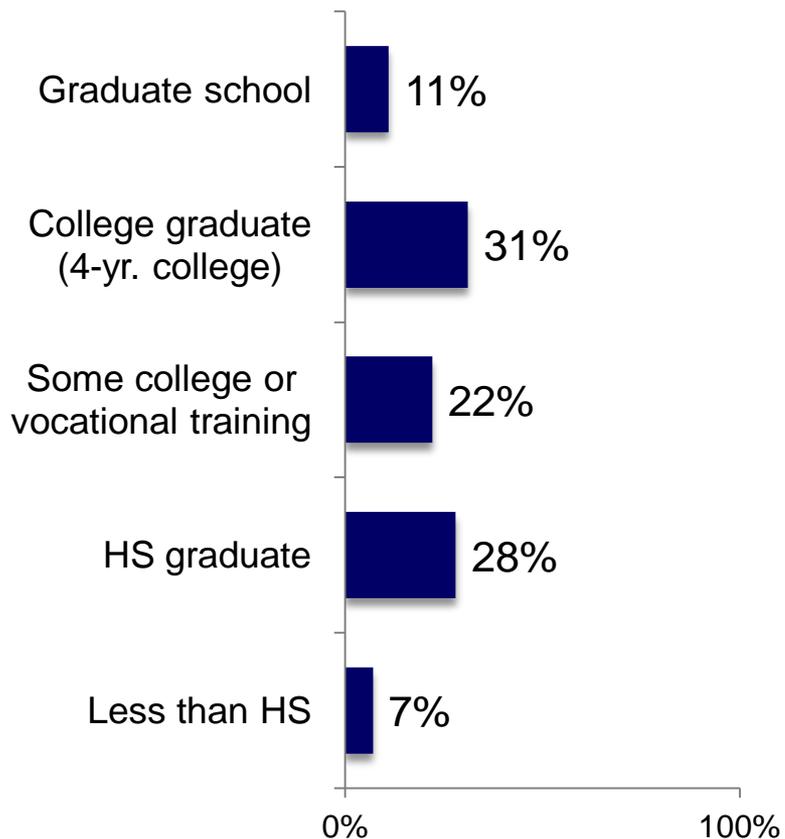
### Years at Current Address, n=651 (Q5)



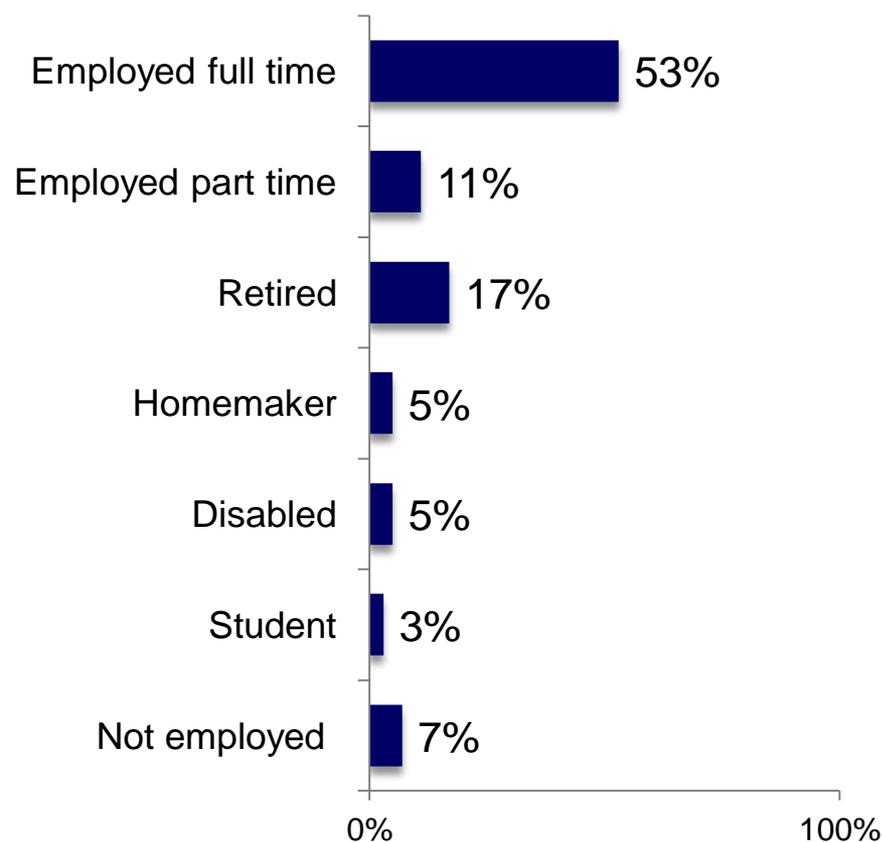
# Respondent Demographics

(Don't know/refuse responses dropped from base)

Education, n=647 (Q65)



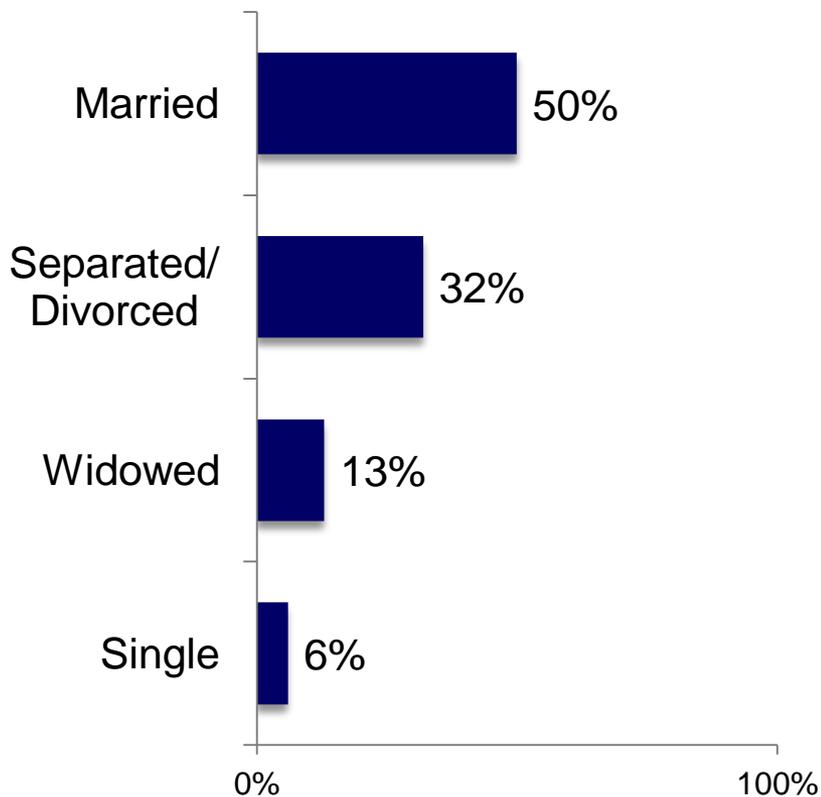
Employment, n=652 (Q66)



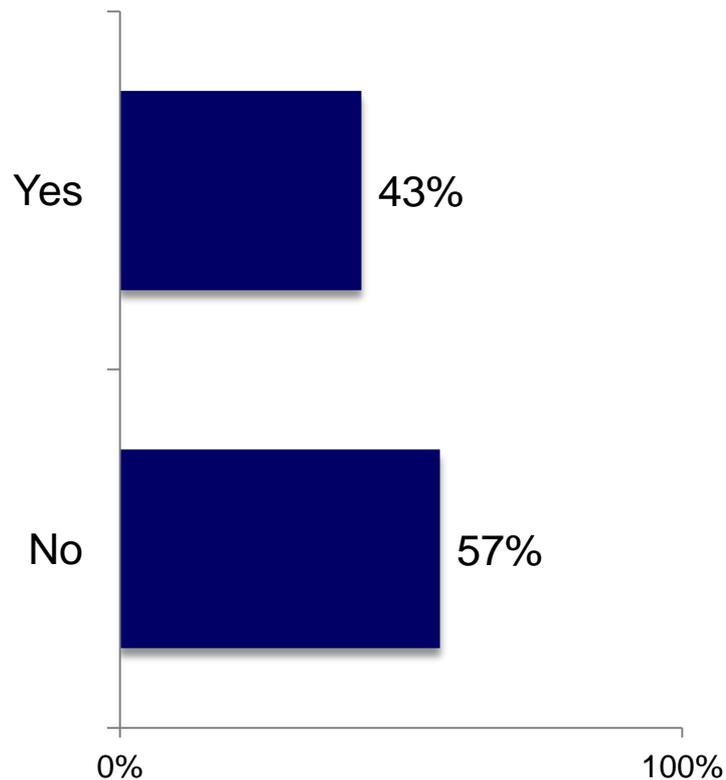
# Respondent Demographics

(Don't know/refuse responses dropped from base)

Marital Status, n=651 (Q67)



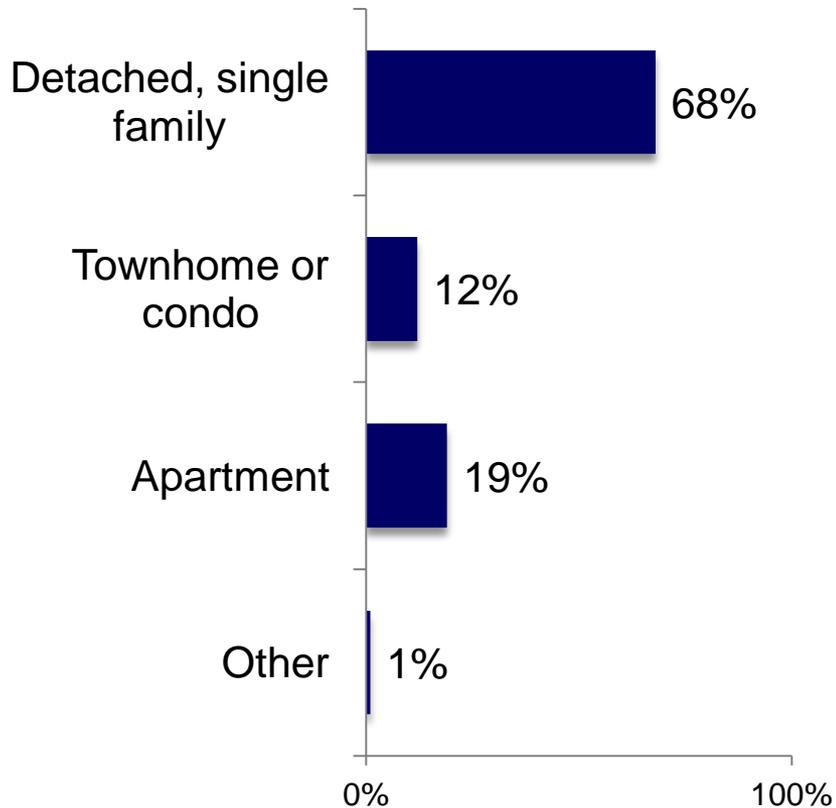
Children Under Age 18 in Household, n=651 (Q68)



# Respondent Demographics

(Don't know/refuse responses dropped from base)

Type of Housing, n=652 (Q69)



Household Income, n=502 (Q70)

