2013 Greensboro Police Community Survey

Final Report

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Primary Objectives

- Measure perceptions of the GPD
- Explore perceptions of crime, safety, and effectiveness of the GPD
- Quantify awareness of the Community Resource Team
- Examine perceptions of GPD among victims
- Examine use and perceptions of the GPD Website

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Methodology

- 410 telephone interviews were completed between February 14 and March 22, 2013, with adult residents of Greensboro, NC.
- A random digit dial (RDD) sample of landline telephone numbers and a RDD cell phone sample were purchased from Survey Sampling, Inc.
- The sample was stratified by the four GPD Divisions which were defined by zip codes. If zip codes crossed into more than one Division, streets and other landmarks were used to help place respondents into the correct Division. At least 100 interviews were completed in each Division.
- To qualify for the survey, respondents had to live within the City limits of Greensboro.
- The questionnaire was translated into Spanish and a bilingual interviewer conducted the interview in Spanish for residents who did not speak English. Thirty interviews (7%) were conducted with persons of Hispanic ancestry. Twenty-five interviews (6%) were conducted in Spanish.
- Interviews lasted 14.5 minutes on average.

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Representativeness of Community Sample on Gender and Race/Ethnicity

2013 Comparison of Actual vs. Sample Percentages

Gender		
	Census Data	Community 2013
Male	47%	49%
Female	53%	51%

Race/Ethnicity		
	Census Data	Community 2013
White (non-Hispanic)	46%	47%
Black, African Am.	39%	38%
Hispanic of any race	8%	7%
Other	7%	8%

- **The Community Sample reflects the actual Census data by gender and race/ethnicity.**

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Rating Scales and Analysis

- To measure perceptions, respondents used rating scales from 1 to 10.
- With a 10-point scale there is no exact mid-point. Ratings of 5 and 6 are equally in the middle of the scale. To simplify interpretation, 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

- On a 10-point scale:
  - Ratings of 10 to 7 are high/good/positive rating
  - Ratings of 6 to 5 are at the middle of the scale
  - Ratings of 4 to1 are low/poor/negative ratings
- Responses may not add to exactly 100% due to rounding or multiple responses.
- Mean (or average) ratings are always calculated based on respondents who could rate, i.e., respondents who answered “don’t know” are dropped from the base.

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Sample Size and Margin of Error

- The margin of error for the total sample of 410 is ± 4.8 percentage points at the 95% confidence level.
  - Results within Divisions, with 100 respondents, have a margin of error of ± 9.8 percentage points.
- Results based on small sample sizes should be considered qualitative, not quantitative.
  - The sample size for victims of non-violent crimes who had the report taken by phone is 17 respondents. This sample size is too small for a reliable analysis.
  - The sample size for victims of violent crimes who had a detective assigned to their case is only 8 respondents. This sample size is too small for reliable analysis.

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Summary at a Glance

2013 Summary at a Glance

Questions using 10-point rating scale, where 1=low/negative/disagree and 10=high/positive/agree

Mean Ratings *Don't know responses dropped from base*	*2011 vs. 2013 Statistical Test of Difference*	*2011 Total Sample n=401*	2013 Total Sample n=410	2013 East	2013 South	2013 Central	2013 West
Q7. Overall impression of GPD	**Significant**	***7.1***	**7.8**	7.6	7.6	8.1	8.0
Q9 . GP are courteous		*7.7*	7.9	7.7	7.8	8.3	8.0
Q10. GP are professional	**Significant**	***7.8***	**8.1**	8.2	7.9	8.3	8.0
Q11. GP perform job with integrity and honesty	**Significant**	***7.5***	**7.9**	7.7	7.8	8.4	7.9
Q12. GP are responsive to community issues	**Significant**	***7.4***	**8.0**	7.9	7.9	8.1	7.9
Q13. GP treat all residents with respect		*7.2*	7.6	7.6	7.5	7.8	7.4
Q14. GP use good judgment in use of force		*7.3*	7.6	7.5	7.2	7.9	7.7
Q19. GP are effective in making neighborhood safe		*7.8*	8.1	7.7	7.8	8.4	8.3
Q20. I am safe in neighborhood where I live		*8.1*	8.3	8.0	7.8	8.7	8.8
Q27. GP are effective in making City safe	**Significant**	***7.5***	**8.0**	8.1	8.0	8.1	7.9
Q28. City has adequate number of police		*6.3*	6.7	7.0	6.5	7.0	6.2
Q29. Need for police in City has increased in past year	**Significant**	***7.9***	**7.4**	7.6	7.7	7.6	6.7
Q30. Greensboro is a safe place to live	**Significant**	***7.7***	**8.1**	8.2	7.9	8.4	8.0

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2013 Summary at a Glance

The following results are based on small segments of the total sample. Sampling error is high for small samples. The results are suggestive and should be interpreted cautiously.

Victims of Non-Violent Crime: Perceptions of Telephone Response Unit (Results are suggestive. The base is too small for a reliable analysis.)	*2011 vs. 2013 Statistical Test of Difference*	*2011 Mean*	2013 Mean
Q36. Response time (n=17)		*6.9*	7.9
Q37. Showing concern for you and your situation (n=17)		*6.1*	7.7
Q38. Asking appropriate questions (n=16)		*6.6*	8.2
Q39. Treating you courteously and respectfully (n=17)		*6.8*	8.5
Q40. Setting correct expectations for what would happen next (n=13)	**Significant**	***6.4***	**8.4**
Q41. Overall satisfaction with TRU (n=17)	**Significant**	***6.2***	**8.3**
Victims of Violent Crime with a Detective Assigned to their Case (Results are suggestive. The base is too small for a reliable analysis.)			
Q46. Satisfaction with Interaction (n=8)	**Significant**	***4.4***	**8.0**
Respondents Who Have Had Contact with GPD for Emergency Not Involving Crime			
Q49. Satisfaction with Interaction (n=61)		*8.2*	8.1
Respondents Who Have Had Contact with GPD for Reasons that Do Not Involve a Crime or Emergency			
Q51. Satisfaction with interaction (n=76)		*7.8*	8.2
Respondents Who Have Visited GPD Website			
Q54. Rating of Website (n=47)		*6.8*	7.2

Summary and Conclusions

Summary

- In order to determine issues in an unbiased manner, respondents were asked to name the biggest issues facing the Greensboro Police. This question was asked first to get top of mind answers without influence from survey questions. The results show that no single issue dominated mentions. The issues mentioned most frequently are:
  - Reducing crime (23%)
  - Need for more police/police presence (12%)
  - Violent crime (10%)
  - Drugs, drug crimes (10%)
  - Racial issues (7%)
  - Gangs (6%)
  - Budget cuts (6%)
  - Slow response (5%)
  - Credibility and trust issues (2%)

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Summary

- The results show that 80% of total respondents in 2013 (compared to 70% in 2011) have a positive overall impression of the Greensboro Police (i.e., give ratings of 7 to 10, on a 10-point scale). Only 6% of total respondents in 2013 (compared to 13% in 2011) give low ratings (ratings of 1 to 4, on a 10-point scale).
- Most respondents (75% or more of total respondents) indicate the Greensboro Police are courteous, professional, perform job with integrity and honesty, are responsive to community issues, treat all residents with respect, and use good judgment in the use of physical force. None of the areas above received negative ratings by more than 11% of the total sample.
- Respondents believe it is more important for the Greensboro Police to reflect the community on race/ethnicity than gender, although the majority believe both are important. Less than half of respondents believe the Greensboro Police reflects the community on gender, and only half believe it reflects the community on race/ethnicity.

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Summary

- The majority of respondents get information about crime and safety issues related to Greensboro from TV or newspapers.
- More than 80% of total respondents (and more than 70% of respondents in each Police Division) believe the Greensboro Police is effective in making their neighborhood safe.
- 88% of total respondents (and at least 78% of respondents in each Police Division) believe they are safe in the neighborhood where they live.
- Burglary, break-ins, and theft are the primary crime and safety concerns for neighborhoods, regardless of Police Division.
- Only 12% of total respondents believe their neighborhood is less safe than a year ago.

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Summary

- 45% of total respondents say their neighborhood has a Neighborhood Association, Crime Watch or holds meetings related to crime prevention.
- 34% of total respondents are aware of the Greensboro Police Community Resource Team. Awareness increased significantly from 2011 to 2013 (28% to 34%).
  - Neighborhood Watch/Homeowner Association meetings, word of mouth, and news media (Newspaper, TV) are the primary ways people became aware of the Community Resource Team.

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Summary

- 80% of total respondents (and at least 77% of respondents in each Police Division) believe the GPD is effective in making the City of Greensboro safer. Ratings among total respondents improved 5 percentage points since 2011 (75% to 80%).
- 86% of total respondents (and at least 81% of respondents in each Police Division) believe Greensboro is a safe place to live. Ratings among total respondents improved 8 percentage points since 2011(78% to 86%).
- Only 15% of total respondent believe the City of Greensboro is less safe than a year ago. This is a significant improvement over results in 2011. In 2011, 26% of total respondents indicated the city was less safe.
- The primary crime and safety concerns for the City of Greensboro are drugs, burglary/break-ins/theft, robbery/muggings/assault, shootings/gun violence, and gang activity.

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Summary

- 14% of total respondents indicate they or another member of their household was a victim of a non-violent crime that took place in Greensboro, during the past 12 months. Among total respondents, 11%, reported the crime to the Greensboro Police.
- Only 4% of total respondents (n=17) used the Telephone Reporting Unit. This sample size is too small for a statistically reliable assessment of the unit. However, the results suggest that service has improved since 2011.
- Only 3% of total respondents indicated they or another member of their household was a victim of a violent crime that took place in Greensboro, during the past 12 months. Among total respondents, 3% reported the violent crime to the Greensboro Police.
- Only 2% of total respondents (n=8) were violent crime victims who reported the crime to the Greensboro Police and had a Detective assigned to their case. This sample size is too small for a reliable assessment of Detectives. However, the results suggest that satisfaction improved since 2011.

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Summary

- 15% of respondents indicated that during the past 12 months they had contact with the Greensboro Police for an emergency that did not involve a crime. Most of these respondents (81%) were satisfied with the interaction.
- 19% of respondents indicate that during the past 12 months they have had contact with the Greensboro Police for a reason that did not involve a crime or an emergency. Most of these respondents (81%) were satisfied with the interaction.
- 80% of respondents have access to the Internet. Among respondents with Internet access, 14% (about the same as in 2011) have visited the GPD Website.
  - Among those who have visited the site, 68% rate the site good, 19% rate it average, and only 13% rate it poor.

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Conclusions

- The survey indicates that the majority of residents in the City of Greensboro have a positive opinion of the Greensboro Police and the majority believe it has been effective in making neighborhoods and the City safe. The results also indicate significant improvement in these perceptions from 2011 to 2013.
- The majority of all racial/ethnic groups give the Greensboro Police positive ratings on all performance measures. Perceptions on courteousness, professionalism, integrity an honesty, responsiveness to community issues, and overall impressions improved significantly.
  - Results on treating all residents with respect improved, but were short of statistical significance. Minorities, particularly Hispanics, and young adults give lower ratings than white and older respondents.
  - Results on using good judgment on physical force improved, but not enough for statistical significance. African Americans and young adults give lower ratings than white and older respondents.

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Conclusions

- The findings indicate that officers and other police representatives need to be sensitive to these perceptions and work to gain the confidence of minority and younger residents.
- Although there was a very small sample of respondents who had used the Telephone Response Unit, the data suggest substantial improvement in service. Continuing efforts to improve response time and improve interpersonal interactions is warranted.
- Only a few respondents were victims of violent crimes who had a detective assigned to their case. The limited data suggest improvement in perceptions of how detectives interact with victims. However, continuing efforts to improve follow-up and perceptions of caring is still warranted.

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Conclusions

Survey respondents did a good job providing relevant recommendations and suggestions for ways to improve the Greensboro Police. Top recommendations included:

- Have more police presence, more patrols, more bike patrols
- Work more with community watch organizations
- Act like you care about people, be more respectful and approachable
- Become mentors for children and young adults
- Treat all races equally
- Be more pro-active in high crime areas, worry about serious crime
- Provide more follow-up and be more responsive to reported crime

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Detailed Results

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Issues Facing Greensboro Police Department

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What are the biggest issues facing the Greensboro Police Department? (Q6)

Unaided, Multiple Answers Allowed
Total Respondents

	2011 n=401	2013 n=410
Don't know	19%	29%
Reducing crime	15%	23%
More police presence, more patrols	10%	12%
Violent crime	7%	10%
Drugs, drug crimes	11%	10%
No issues	10%	7%
Racism	7%	7%
Gangs	9%	6%
Budget cuts	6%	6%
Slow response	4%	5%
Trust issues	5%	2%

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Perceptions of the Greensboro Police Department

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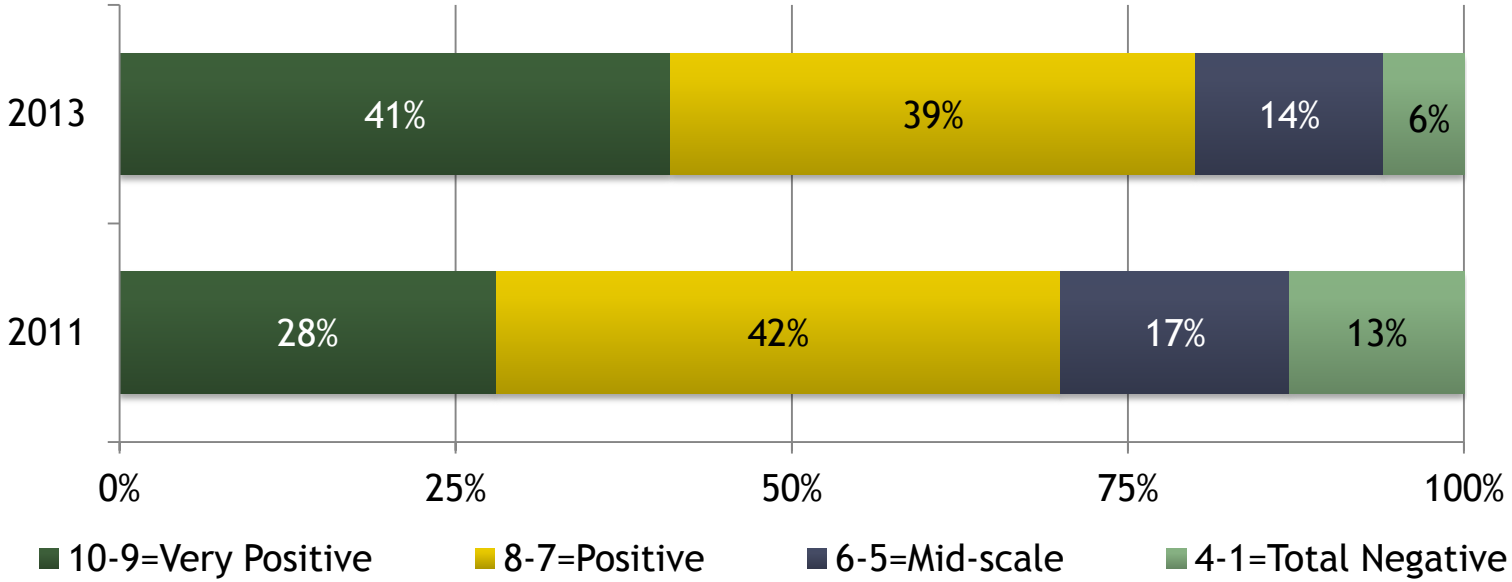
Overall Impression of the GPD (Q7)

Total Sample

Don't know responses dropped from base



Mean Ratings	*2011 vs. 2013 Test of Difference*	*2011 n=399*	2013 n=403
Q7. Overall impression	**significant**	***7.1***	**7.8**

Overall impressions are significantly more positive in 2013 than in 2011.

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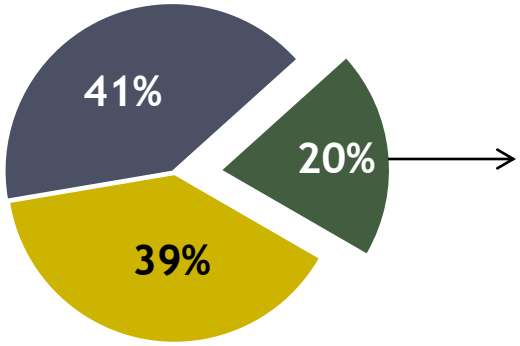
Only 20% (n=80) of the total sample gave the GPD an impression rating of 6 or lower (mid-scale or negative rating) on the 10-point scale. These respondents were asked "Why?" (Q8)

Unaided. Open-ended.

Q7. Impression of GPD



- Rating of 1 to 6 (Negative to Mid-scale)
- Rating of 7 or 8 (Somewhat positive)
- Rating of 9 or 10 (Extremely positive)

Responses given by only 1 respondent are not shown. See Data Table Report for complete list.

Q8 Why did you give a rating of 6 or lower (mid to low rating)?	Number Responding
Had a negative experience	11
Middle of road rating due to lack knowledge about GPD	9
Don't know	9
They could do better	5
Some officers are mean, rude, make fun of people, don't respect people	5
Do pretty good but not great	5
They pull people over to harass for no reason	4
Need to focus on serious crimes	4
Heard negative things from others	4
They don't do anything to help	3
Need more officers, more police presence	3
Abuse their power	3
Terrible response time	2
Use excessive force	2
The press creates a very negative impression	2
They are racist	2

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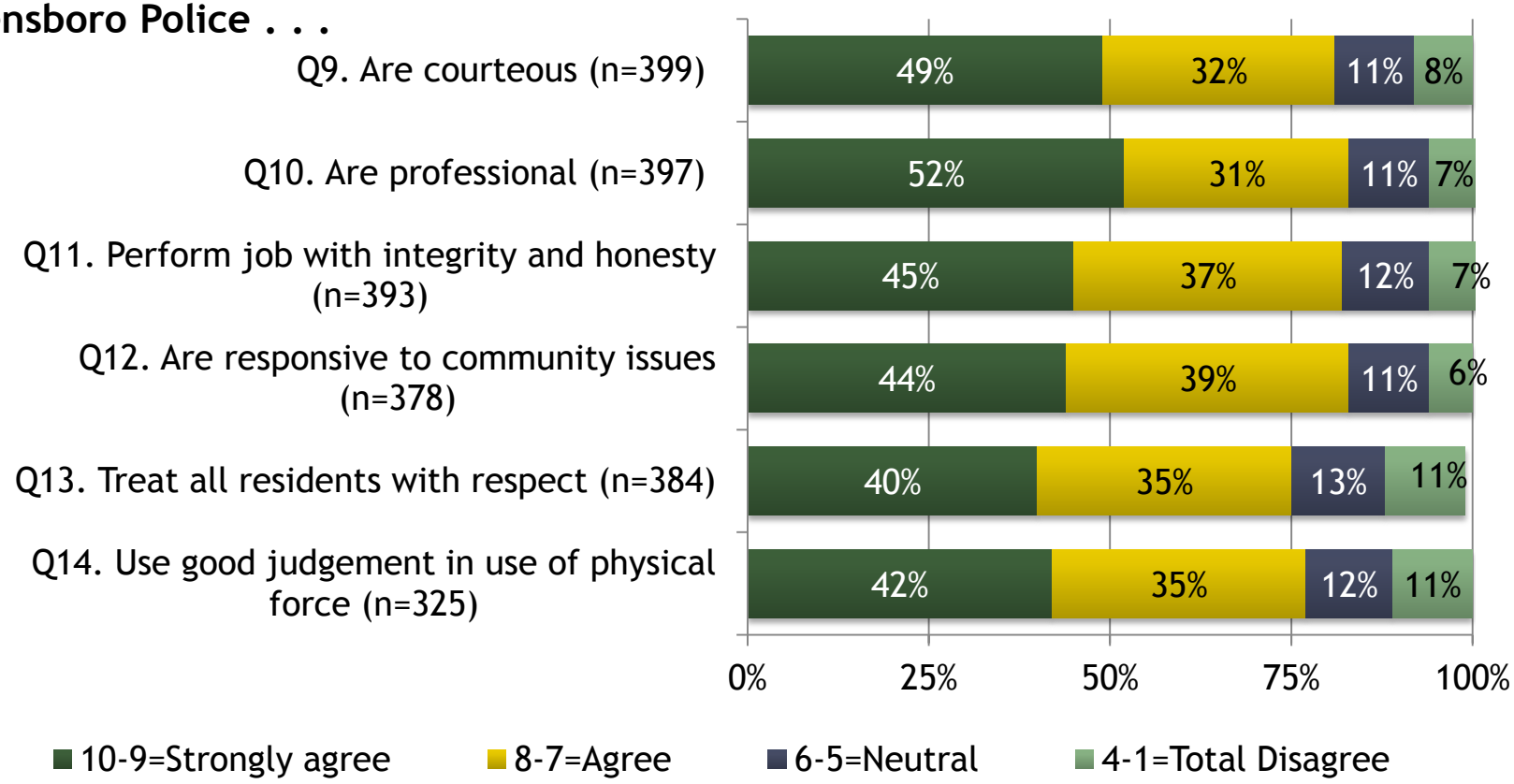
Perceptions of the GPD (Q9-Q14)

Total Sample (n=400)

Don't know responses dropped from base

Greensboro Police . . .



At least 3 out of 4 respondents agreed with each statement.

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Perceptions of the GPD (Q9-Q14)

Total Sample (n=400)

Don't know responses dropped from base

	2011 vs. 2013 Test of Difference	*2011 Mean*	2013 Mean
Q9 . GP are courteous		*7.7*	7.9
Q10. GP are professional	**significant**	***7.8***	**8.1**
Q11. GP perform job with integrity and honesty	**significant**	***7.5***	**7.9**
Q12. GP are responsive to community issues	**significant**	***7.4***	**8.0**
Q13. GP treat all residents with respect		*7.2*	7.6
Q14. GP use good judgment in use of force		*7.3*	7.6

Ratings of the GPD show perceptions have improved on professionalism, integrity/honesty, and responsiveness to community. There was no decline on any of these measures.

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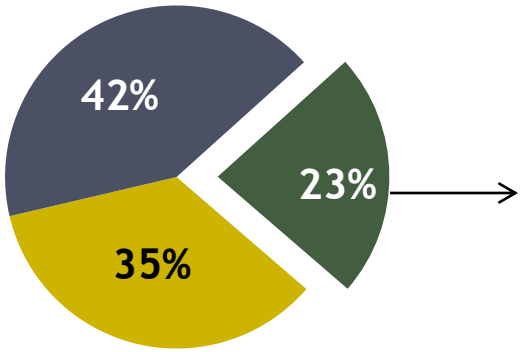
23% (n=75) of respondents rated use of force a 6 or lower. These respondents were asked "Why?" (Q15) Unaided. Open-ended.

Q14. Use good judgment in use of force



- Rating of 1 to 6 (Neutral to Disagree)
- Rating of 7 or 8 (Somewhat agree)
- Rating of 9 or 10 (Strongly agree)

Q15 Why did you give a rating of 6 or lower (neutral to disagree rating)?	Number Responding
Personal experience	13
Don't know	13
Have seen them use unnecessary force	11
Have heard from other that they use unnecessary force	8
More aggressive than need to be, don't use good judgment	8
Have been getting bad press for unnecessary force	7
Neutral about them	4
Rude, taunt people into bad behavior	3
Unnecessary use of taser	2
Abuse their power	2
Judge people by race	1
Poorly trained	1
Use force differently on different people	1

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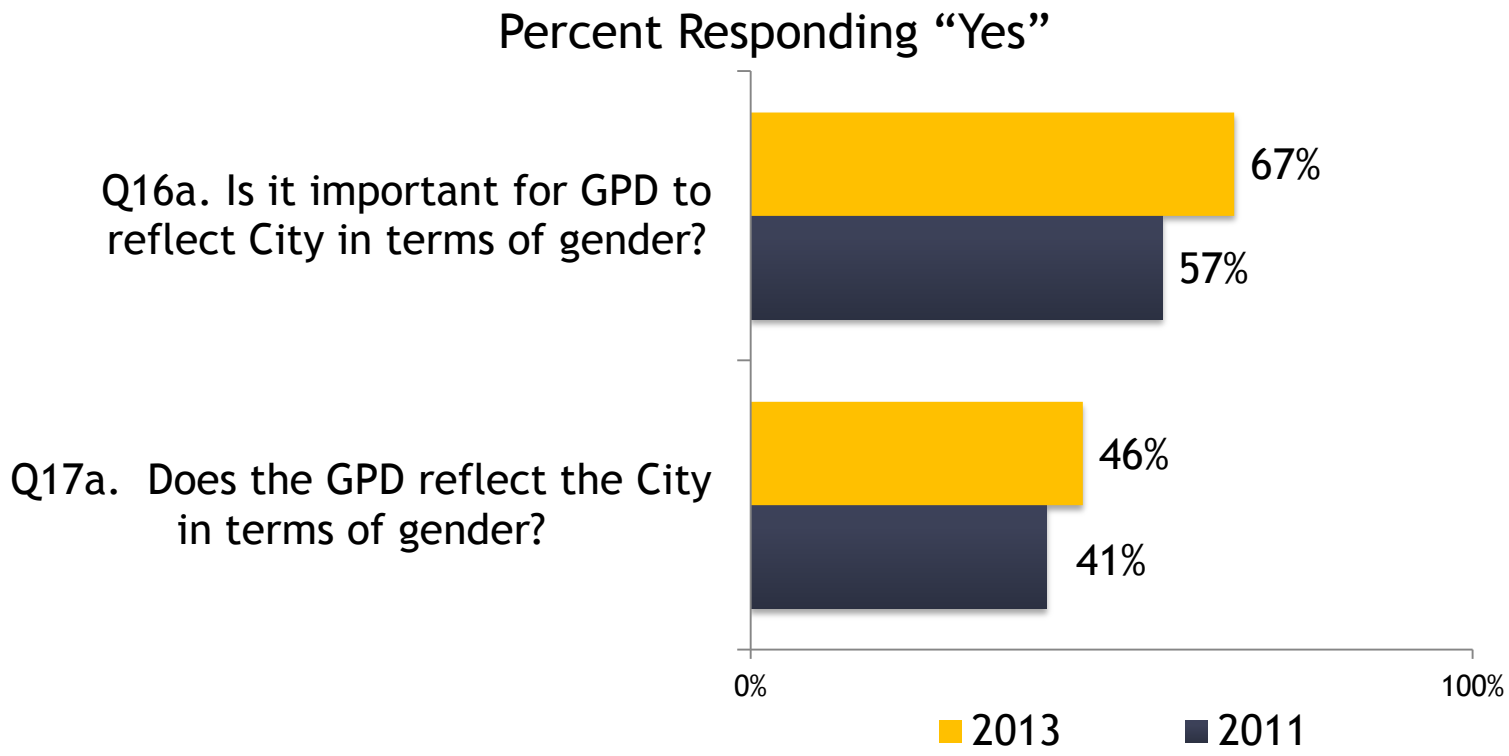
Importance/Performance of GPD in Reflecting Greensboro in Regard to Gender (Q16a, Q17a)

Total Sample (n=410)



Perceptions of how important it is for the GPD to reflect Greensboro's population in terms of gender have increased. Perceptions of how well the GPD actually does reflect the population improved slightly. However, less than half of the respondents perceive that the GPD reflects the population in terms of gender.

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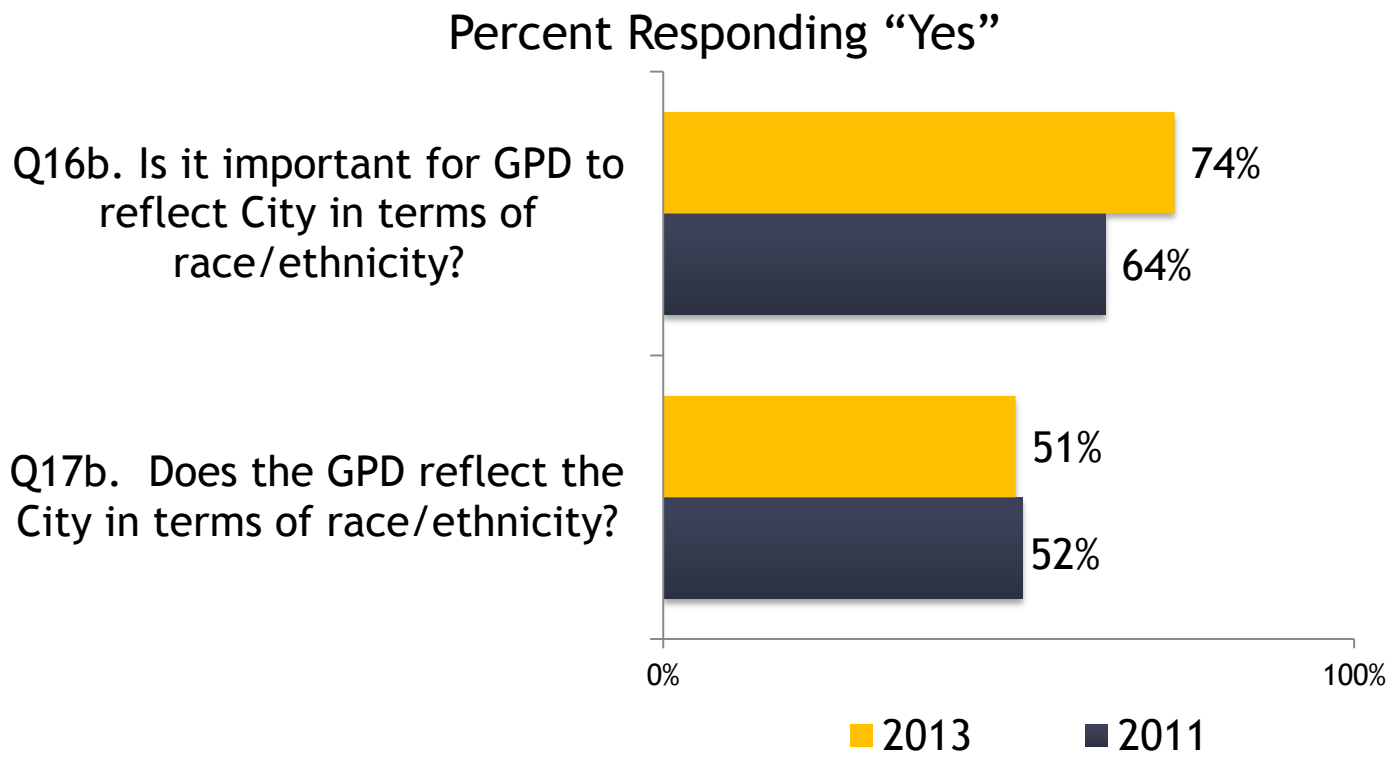
Importance/Performance of GPD in Reflecting Greensboro in Regard to Race/Ethnicity (Q16b, Q17b)

Total Sample (n=410)



Perceptions of how important it is for the GPD to reflect Greensboro's population in terms of race/ethnicity have increased to a relatively high level. Perceptions of how well the GPD actually does reflect the population have not changed. Only half of the respondents perceive that the GPD reflects the population in terms of race/ethnicity.

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Perceptions of Crime and Safety in Neighborhoods

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Where do you get information about crime and safety issues related to the City of Greensboro? (Q18)

Unaided, Multiple Answers Allowed
Total Respondents

	2011 n=401	2013 n=410
TV	64%	73%
Newspaper	58%	49%
Word of mouth	17%	25%
Internet (non specific)	15%	21%
Radio	3%	8%
GPD employees	3%	2%
Social Media	<.5%	2%
Community watch	2%	1%
Witness first hand	2%	1%
GPD Newsletter	1%	1%
GPD Website	<.5%	1%

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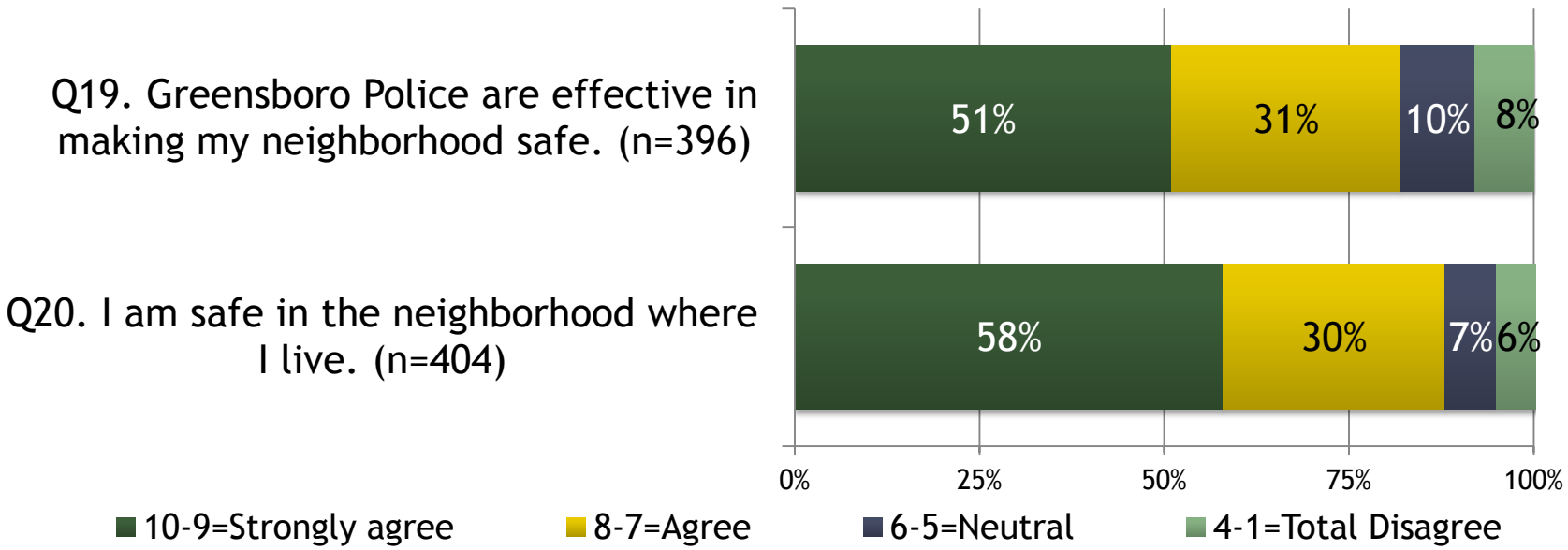
Agreement with Statements About Neighborhood Safety (Q19-Q20)

Total Sample

Don't know responses dropped from base



Mean Ratings	*2011*	2013
Q19 . GP are effective in making my neighborhood safe.	*7.8*	8.1
Q20. I am safe in the neighborhood where I live.	*8.1*	8.3

There has been no significant change in ratings.

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What do you believe are the primary crime and safety concerns in your neighborhood? (Q21)

Unaided, Multiple Answers Allowed
Total Respondents

	2011 (n=401)	2013 (n=410)
Burglary, break-ins, thefts	51%	47%
Drugs	15%	14%
No problems	14%	18%
Robbery, muggings, assault	13%	16%
Speeding, traffic issues	12%	12%
Vandalism	9%	10%
Auto thefts, auto break-ins	7%	10%
Homelessness, vagrants	6%	4%
Shootings, gun violence	5%	4%
Juvenile delinquents	5%	3%
Gangs, gang violence	5%	3%
Disorderly conduct, drunk, fighting	3%	3%
Home invasion	2%	3%
Child and student safety	2%	3%

Ratings by less than 3% in 2013 are not shown. See Data Tables for complete list.

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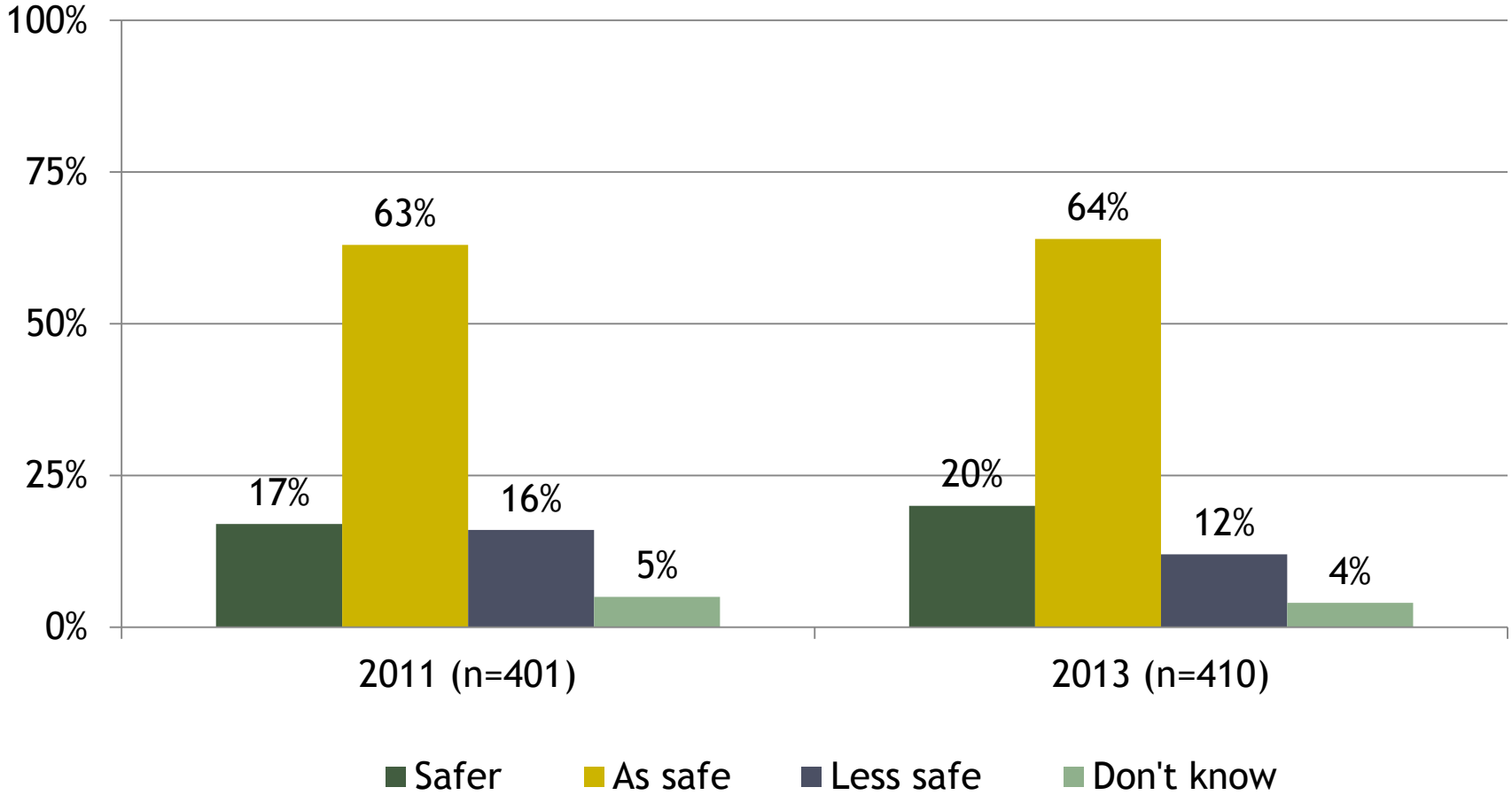
Thinking about your neighborhood, would you say it is . . . than a year ago? (Q22)

Total Sample



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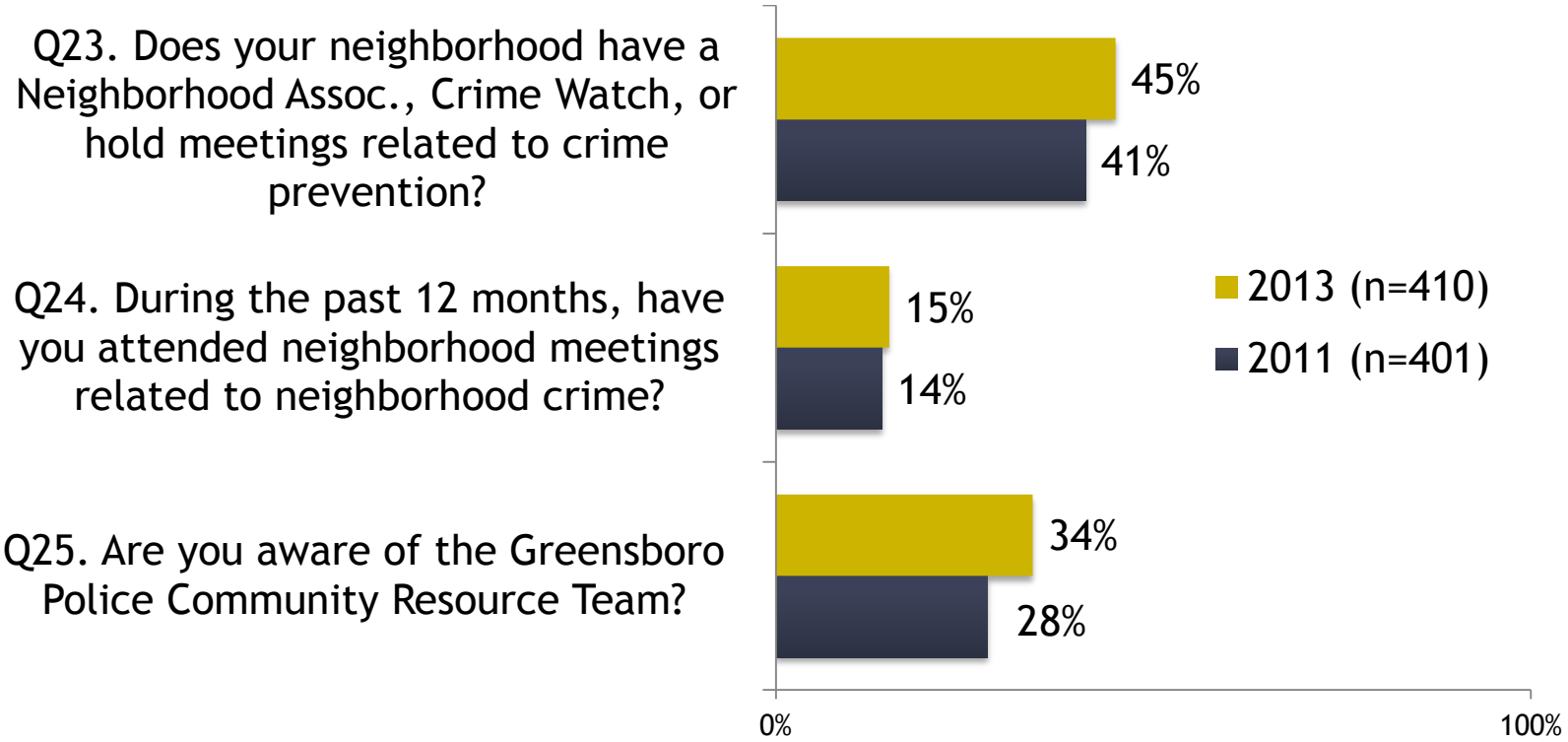
Neighborhood Crime and Safety (Q23, Q24, Q25)
Total Sample (n=410)

Percent Responding "Yes"



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34% of respondents were aware of the CRT.

Those respondents were asked: What interactions have you had with the Community Resource Team? How did you become aware? (Q26) Unaided, Multiple Answers Allowed.

	2011	2013
Aware of CRT (Q25)	**28% (n=401)**	**34% (n=410)**
Among those aware	n=112	n=139
Neighborhood watch	20%	27%
Word of mouth	30%	26%
News media (TV, newspaper)	24%	21%
Homeowner Association	7%	6%
Community Newsletter	1%	4%
Know police officers	4%	4%
Officer who came to accident	3%	4%
Greensboro Night Out	3%	4%
Posting of signs on doors	4%	3%
Found online	3%	3%
Have seen cars	1%	3%

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Perceptions of Crime and Safety in the City of Greensboro Overall

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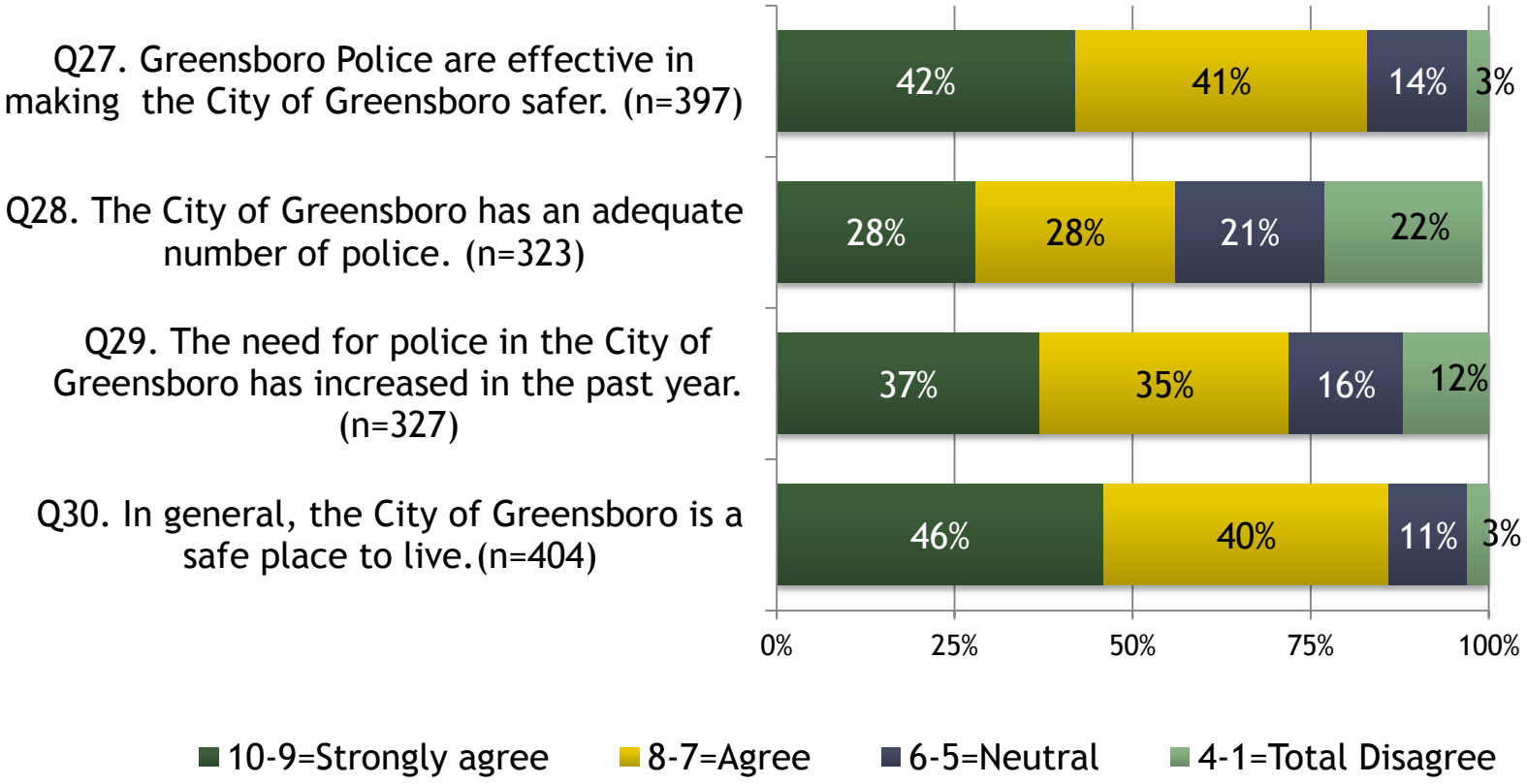
Agreement with Statements About City of Greensboro (Q27-Q30)

Total Sample

Don't know responses dropped from base



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Agreement with Statements About City of Greensboro (Q27-Q30)

Total Sample

Don't know responses dropped from base

	2011 vs. 2013 Test of Difference	*2011 Mean*	2013 Mean
Q27. Greensboro Police are effective in making the City of Greensboro safer.	significant	***7.5***	**8.0**
Q28. The City of Greensboro has an adequate number of police.		***6.3***	**6.7**
Q29. The need for police in the City of Greensboro has increased in the past year.	significant	***7.9***	**7.4**
Q30. In general, the City of Greensboro is a safe place to live.	significant	***7.7***	**8.1**

Note: On Q28, the lower the mean, the less adequate the number of police.

- Ratings on being effective in making the City of Greensboro safer and the City of Greensboro is a safe place to live improved significantly from 2011 to 2013.
- Ratings on the need for police increased have declined, but the perception of need is still relatively high.

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What do you believe are the primary crime and safety concerns for the City of Greensboro overall? (Q31)

Unaided. Multiple Answers Allowed.

Total Sample

	2011 N=401	2013 n=410
Drugs	37%	38%
Break-ins, burglary, theft	30%	35%
Robberies, muggings, assault	25%	27%
Gang activity	24%	18%
Shootings, gun violence	14%	21%
Murder	12%	11%
Don't know	5%	10%
Disorderly conduct, drunk in public, fighting	4%	5%
Economy, unemployment causing crime to rise	2%	3%
Home invasions	3%	3%
Speeding, car accidents	4%	3%
Auto theft, auto break-ins	3%	3%
Child and student concerns	< .5%	3%
Vandalism, destruction of property	3%	3%
Domestic violence	2%	3%

Ratings by less than 3% in 2013 are not shown. See Data Tables for complete list.

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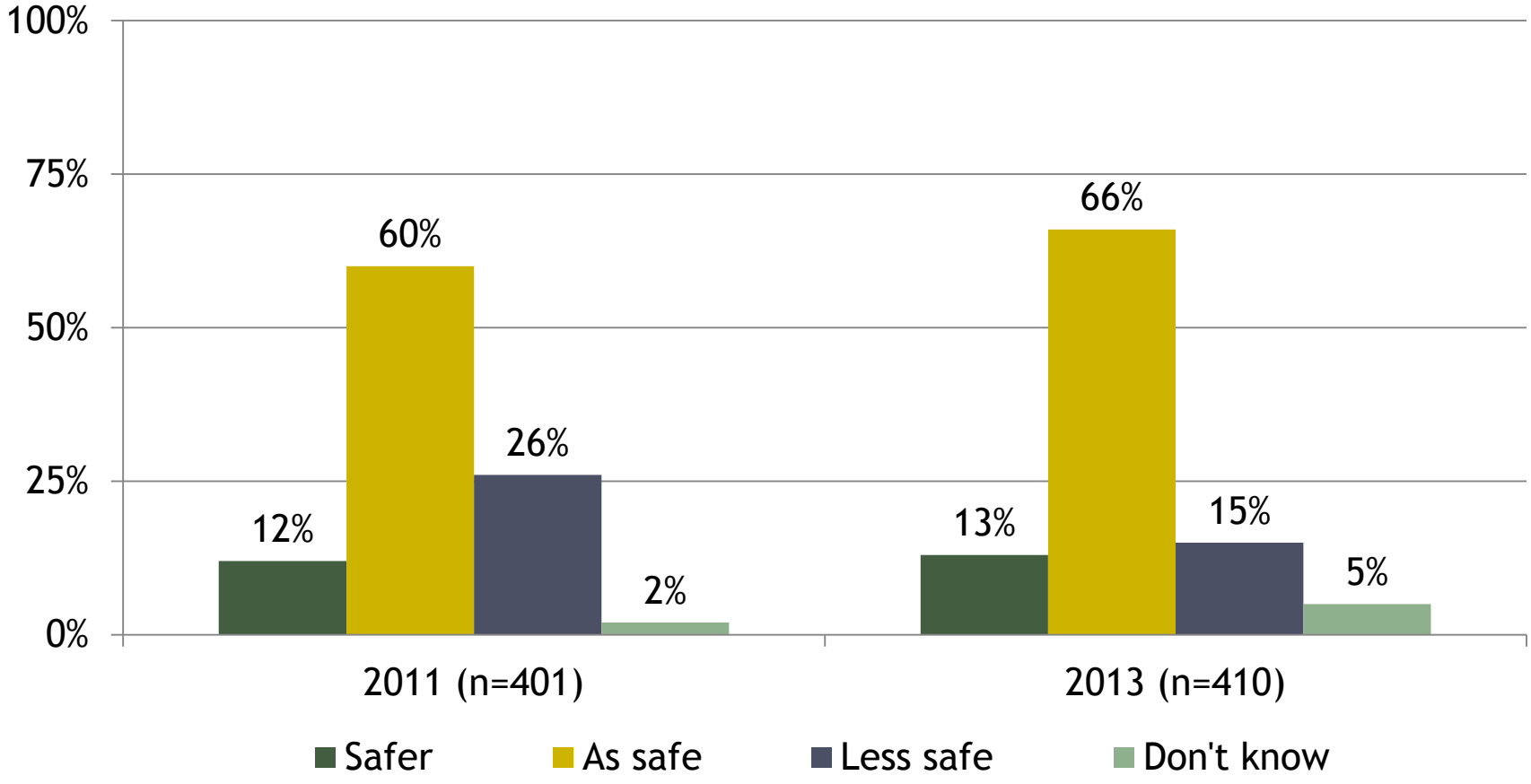
Thinking about the City of Greensboro overall, would you say it is . . . than a year ago? (Q32)

Total Sample (n=410)

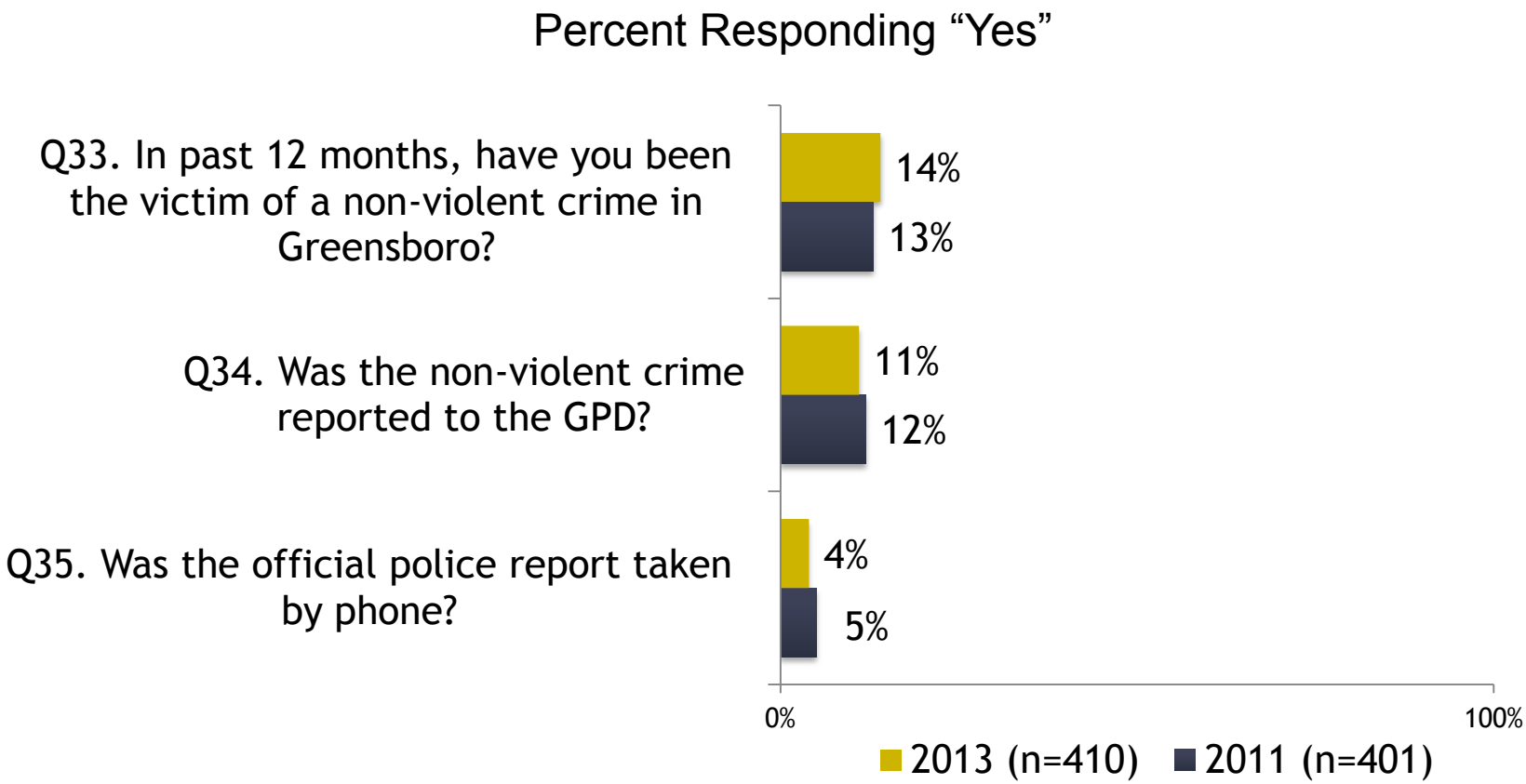


MarketWise

Perceptions of GPD Among Victims of Non-Violent Crimes

MarketWise

Non-Violent Crime
Total Sample (Q33, Q34, Q35) n=410



MarketWise

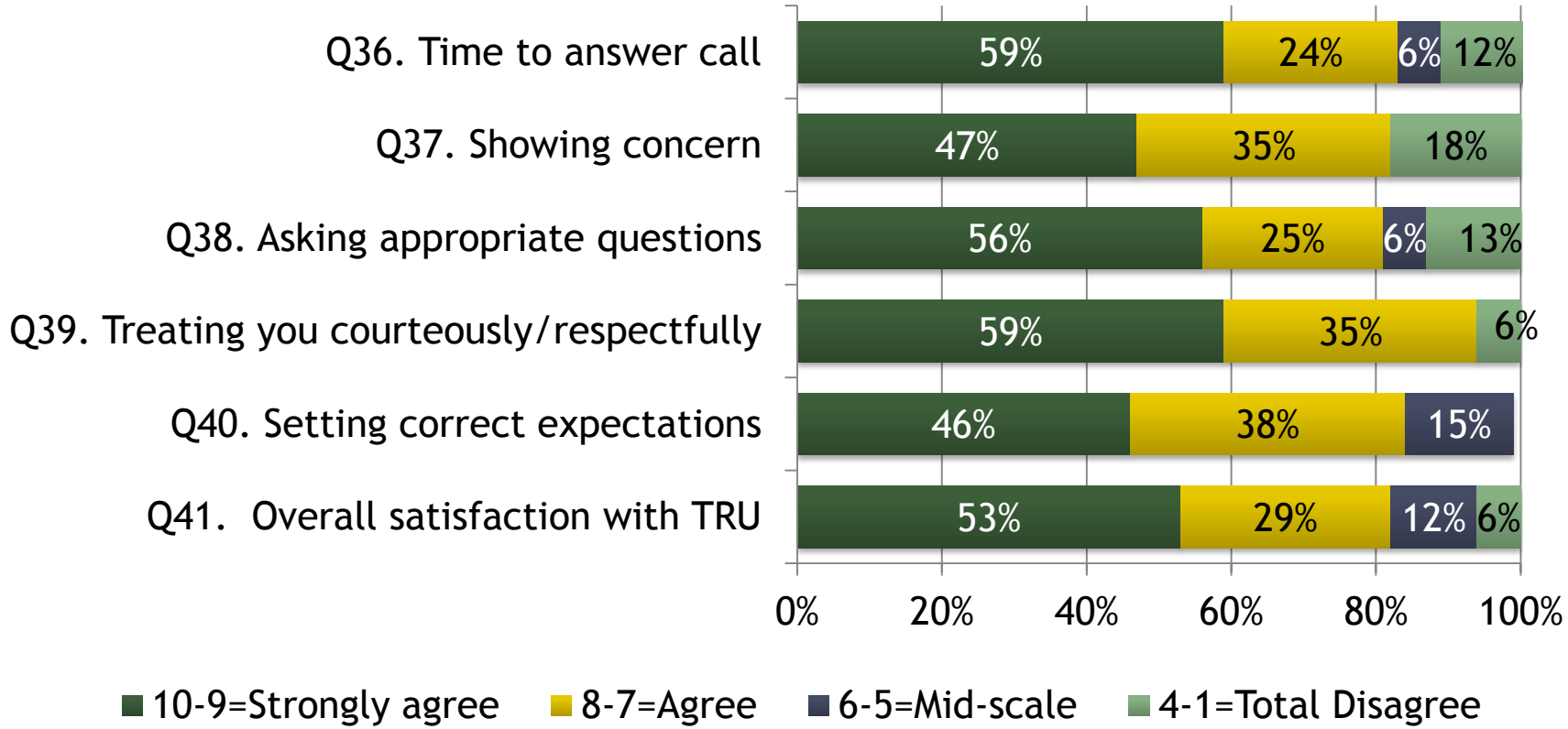
Perceptions of Telephone Response Unit (Q36-Q41)

Victims of Non-Violent Crimes Who Used TRU (n=17)

Don't know responses dropped from base

How satisfied were you with the Telephone Response Unit on . . .

Base is too small for a reliable analysis.



MarketWise

Perceptions of Telephone Response Unit (Q36-Q41)

Victims of Non-Violent Crimes Who Used TRU (n=17)

Don't know responses dropped from base

	2011 vs. 2013 Test of Difference	*2011 Mean n=20*	2013 Mean n=17
Q36. Time to answer call		*6.9*	7.9
Q37. Showing concern		*6.1*	7.7
Q38. Asking appropriate questions		*6.6*	8.2
Q39. Treating you courteously/respectfully		*6.8*	8.5
Q40. Setting correct expectations	significant	***6.4***	**8.4**
Q41. Overall satisfaction with TRU	significant	***6.2***	**8.2**

Although the base is too small for a reliable quantitative analysis, the random sample of respondents in 2013 who use the TRU are more positive about it than those who rated it in 2011.

MarketWise

17 respondents had a non-violent crime report taken over the phone. After giving an overall satisfaction rating to the TRU, respondents were asked to indicate "Why" they gave that rating. (3 respondents rated 6 or lower; 14 rated 7 or higher.) Unaided. Open-ended.

Q42a Why did you give an overall satisfaction rating of 6 or lower (neutral to dissatisfied rating)?	Number Responding
Slow	1
Did not seem to care	1
No one came out to follow up	1

Q42b Why did you give an overall satisfaction rating of 7 to 10 (somewhat or very satisfied)?	Number Responding
Prompt	5
Did a good job	3
Showed concern, nice to me	2
Very helpful, informative	1
Professional	1
There is room for improvement	2

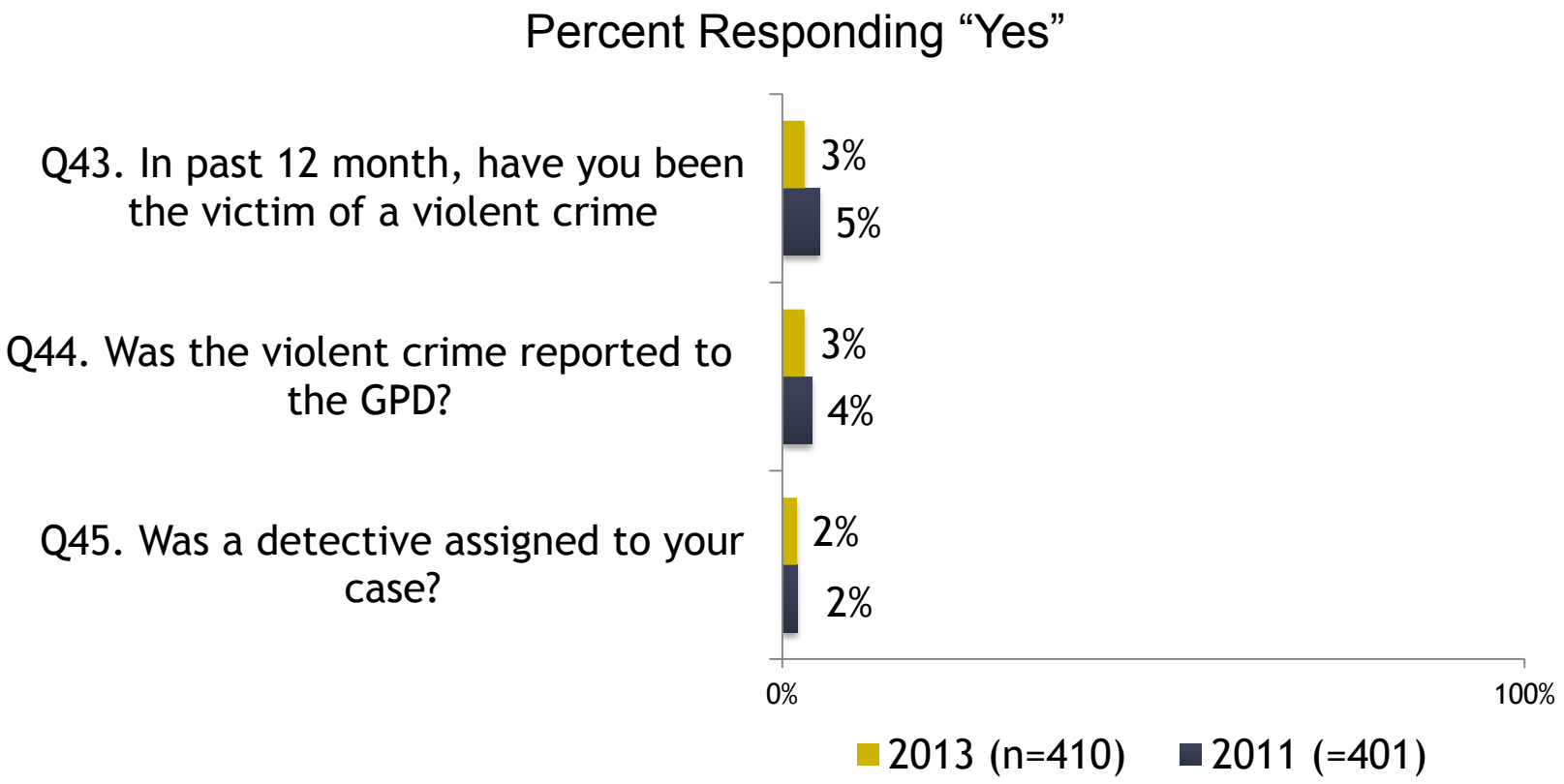
MarketWise

Perceptions of GPD Among Victims of Violent Crimes

MarketWise

Violent Crime

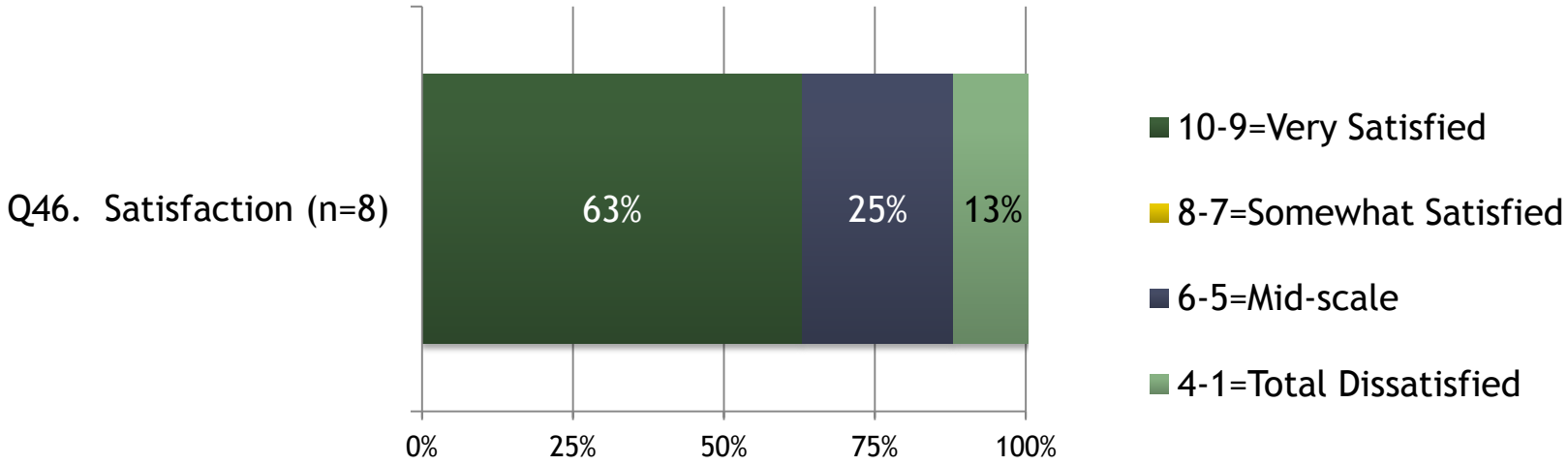
Total Sample (Q43, Q44, Q45)



MarketWise

Regardless of your case outcome, how satisfied were you with the interactions in person or on the telephone with the detective assigned to your case? (Q46)
Victims of Violent Crimes Assigned a Detective (n=8)

Base is too small for reliable analysis.



2011	2013
4.4	8.0

Results suggest improvement.

MarketWise

8 respondents were victims of a violent crime who had a detective assigned to their case. These respondents were asked "Why did you give the detective that rating?" (Q47)
Unaided. Open-ended.

Q47a Why did you give a rating 6 or lower (neutral to dissatisfied rating)?	Number Responding
Never called me back, never followed up	1
Didn't do anything about it	1
Felt discriminated against because I don't speak English	1

Q47b Why did you give a rating of 7 or higher (somewhat or very satisfied)?	Number Responding
Helped me	2
Very polite	1
Showed up in a timely manner	1
Positive, but don't like to discuss personal experiences	1

MarketWise

Perceptions of GPD Among Those Who Have Had Contact for Reasons Other Than a Crime

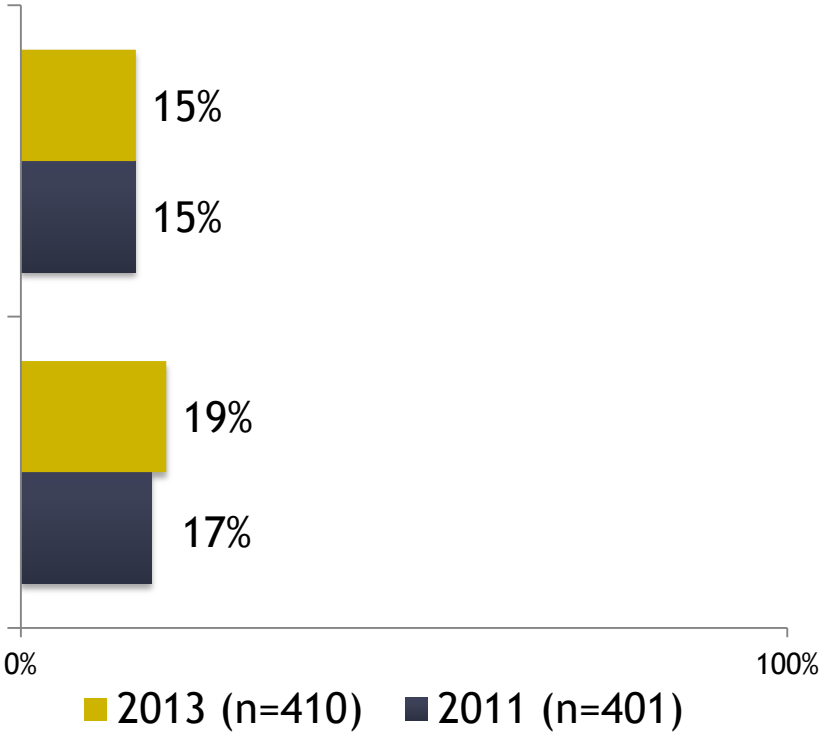
MarketWise

Other Types of Interaction With GPD
Total Sample (Q48, Q50)

Percent Responding "Yes"

Q48. During the past 12 mo., have you had contact with the GPD for an emergency not related to a crime?

Q50. Over the pase 12 mo., have you had contact with the GPD for any reason that did not involve a crime or emergency?

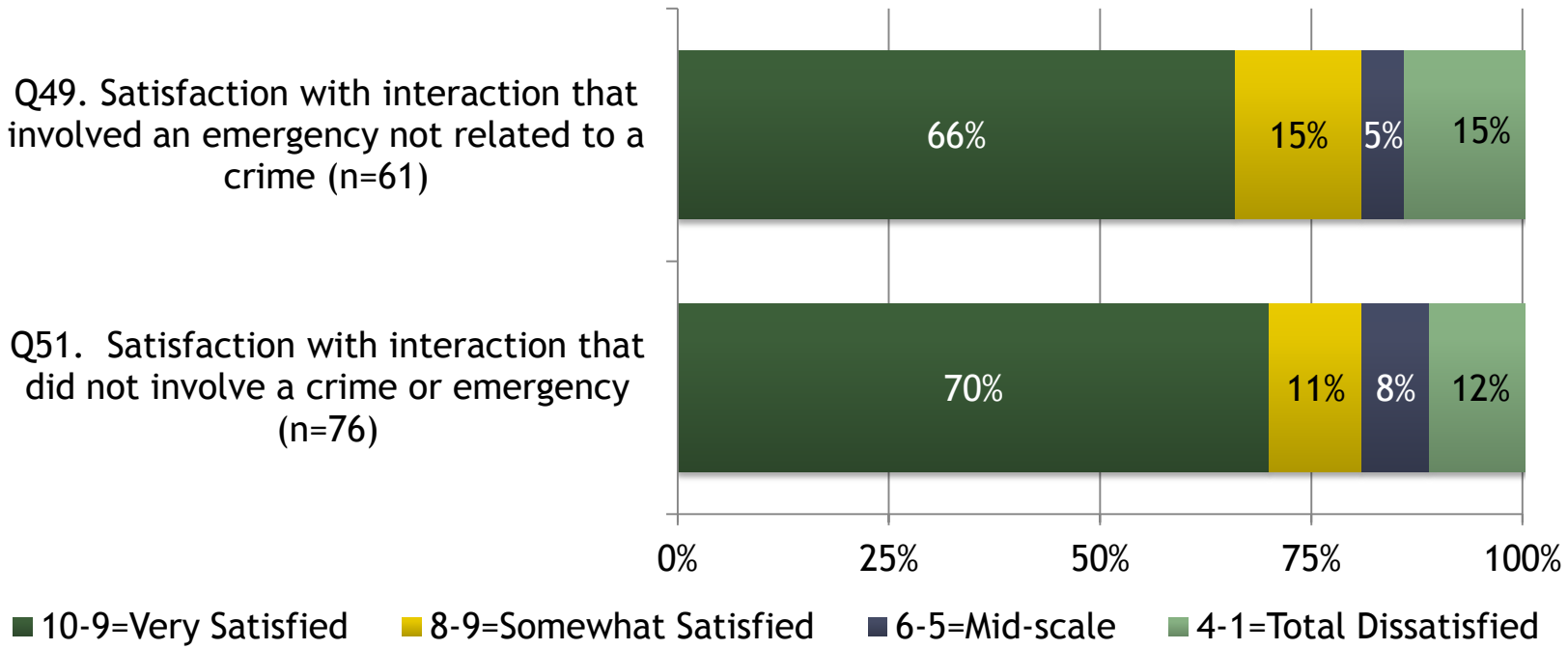


MarketWise

Satisfaction with GPD (Q49, Q51)

Respondents who have had contact with GPD for reasons other than a crime

Don't know responses dropped from base



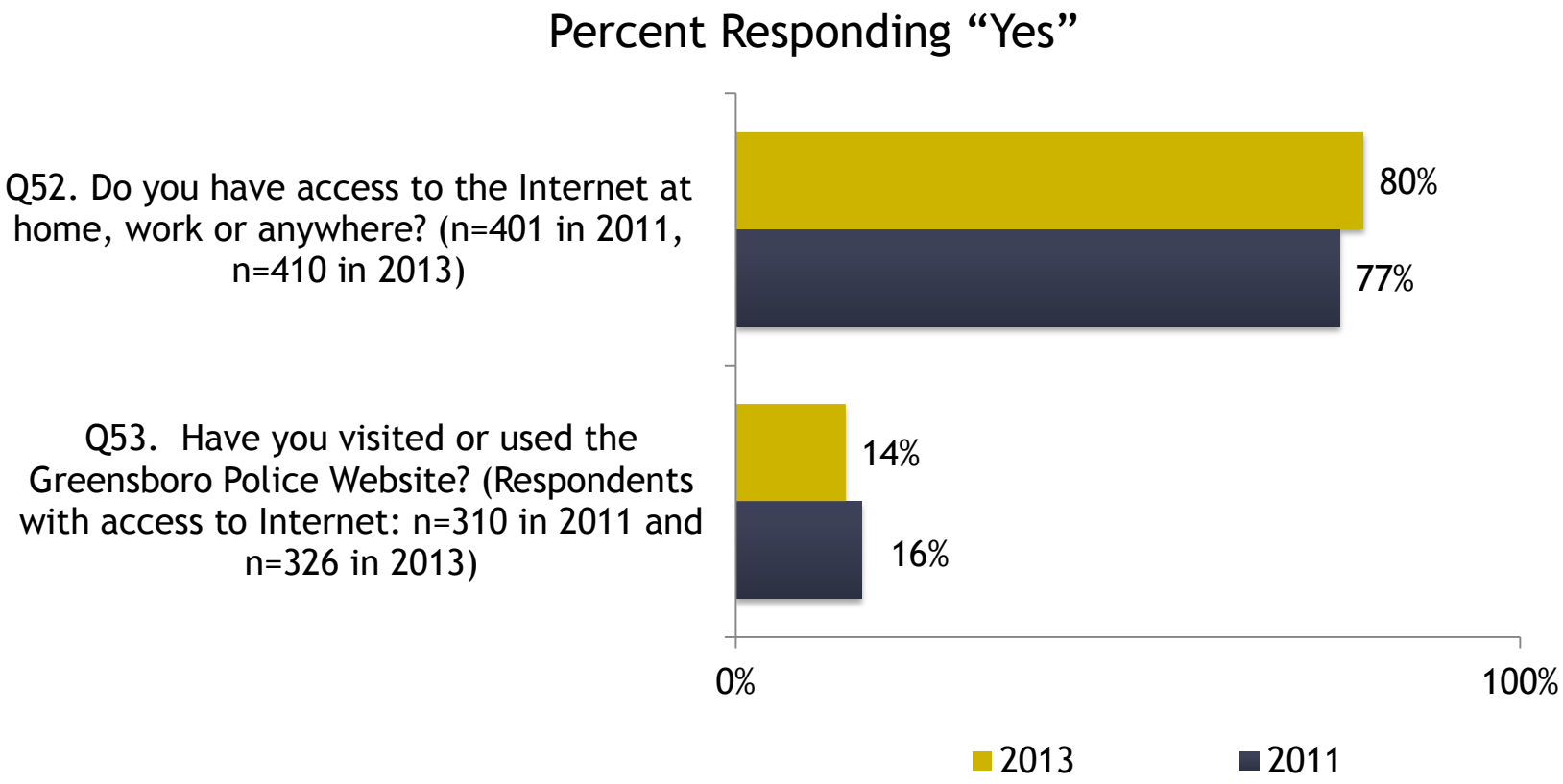
	2011	2013
Q49. Satisfaction with interaction that involved an emergency not related to a crime	*8.2*	8.1
Q51. Satisfaction with interaction that did not involve a crime or emergency	*7.8*	8.2

MarketWise

GPD Website

MarketWise

GPD Website (Q52, Q53)

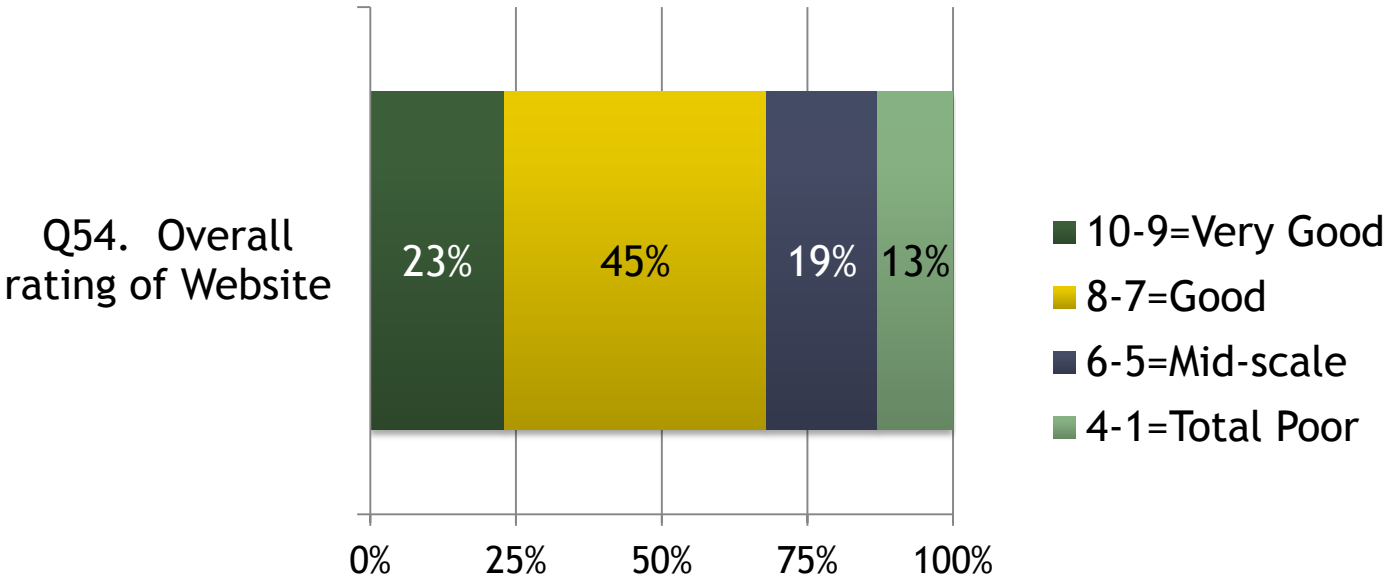


MarketWise

Rating of Greensboro Police Website (Q54)

Residents who have visited the GPD Website (n=50)

Don't know responses dropped from base



2011 Mean n=47	2013 Mean n=50
6.8	7.2

MarketWise

Respondent Recommendations and Suggestions

MarketWise

2013 Recommendations For Ways to Improve the GPD (Q55)

Unaided, Multiple Answers Allowed

	n=410
They are doing fine	48%
More police presence, more patrols, more bike patrols, more officers	23%
Work with community watch organizations, communicate with residents more	8%
Don't know	8%
Officers need to act like they care about people, more respectful, more approachable	4%
Need outreach mentors for children and young adults	3%
Treat all races equally, no racial profiling	3%
Need to be more pro-active in high crime areas	3%
Provide more follow-up and be more responsive to reported crime	2%
Give more training in how to solve crimes	2%
Officers should act more professional, don't abuse power	2%
Police should reflect community by race and gender	2%

	n=410
Concentrate on serious crimes, not petty crimes	1%
Pay officers more	1%
Need Hispanic officers or Spanish speaking officers	1%
Control traffic better	1%
Improve response time, come first time called	1%
Work on cleaning up drug problems	1%
Clean up Department, get rid of bad cops	1%
Put cameras on streets and better lighting	1%
Hire the best people regardless of race or gender	1%

Responses made by fewer than 1% are not shown. See Data Table report for complete list.

MarketWise

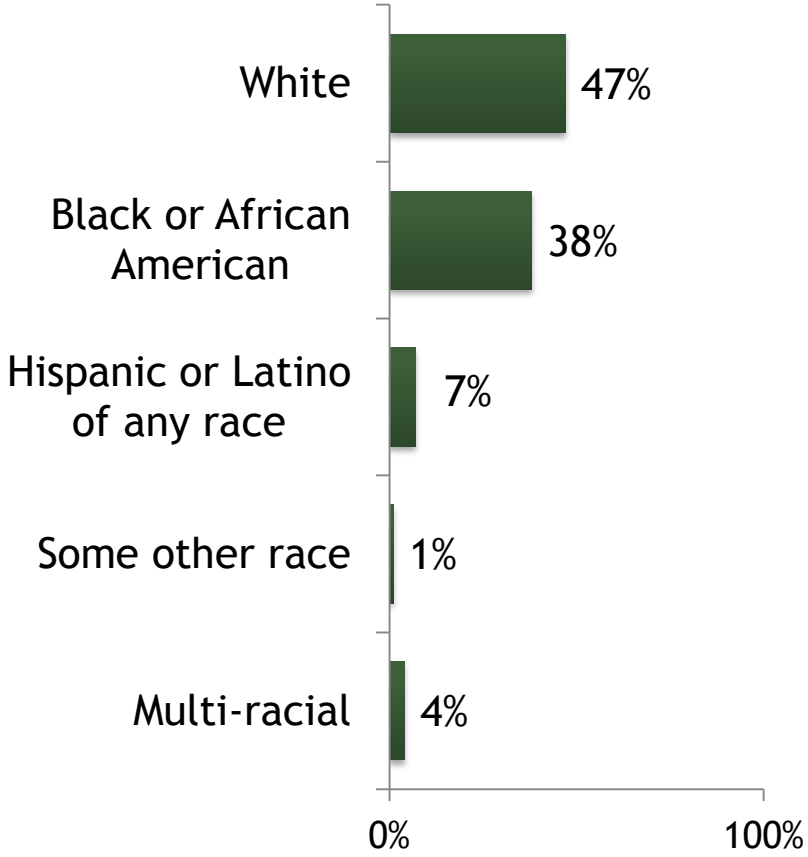
Respondent Profile

MarketWise

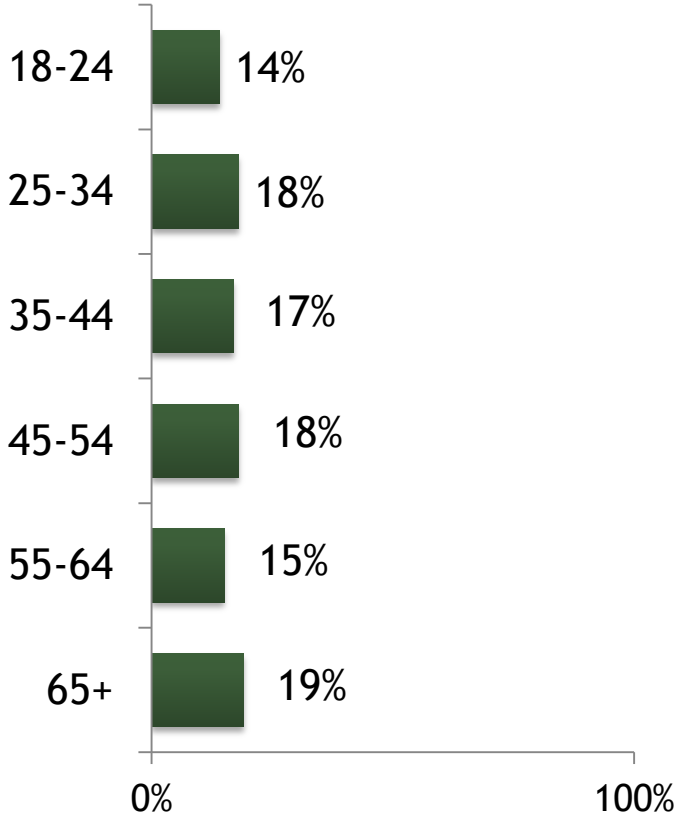
Race/Ethnicity and Age (Q3-Q4)

Total Sample (n=410)

(Q3) Race/Ethnicity



(Q4) Age

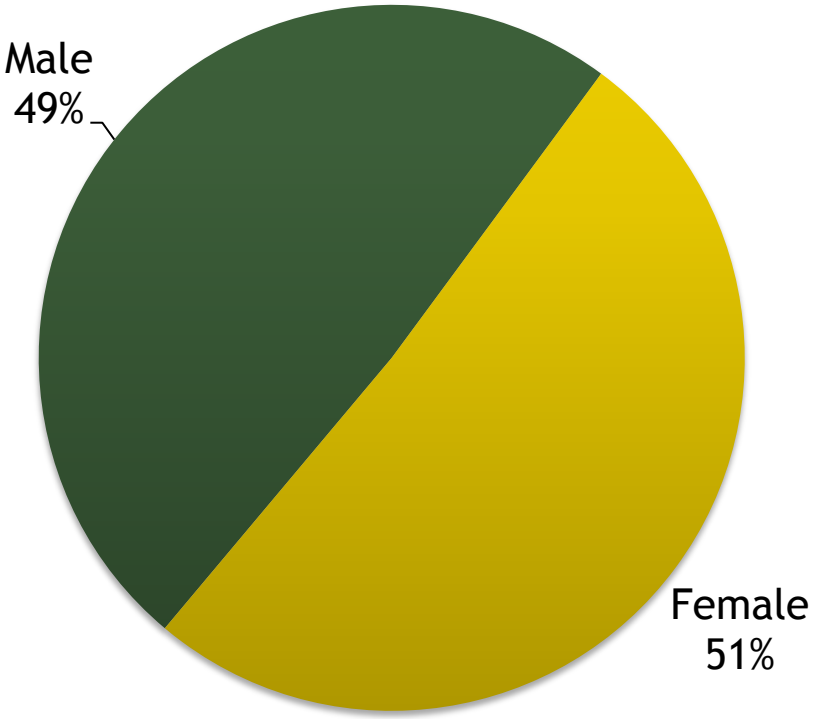


MarketWise

Gender (Q5)

Total Sample (n=410)

(Q5) Gender



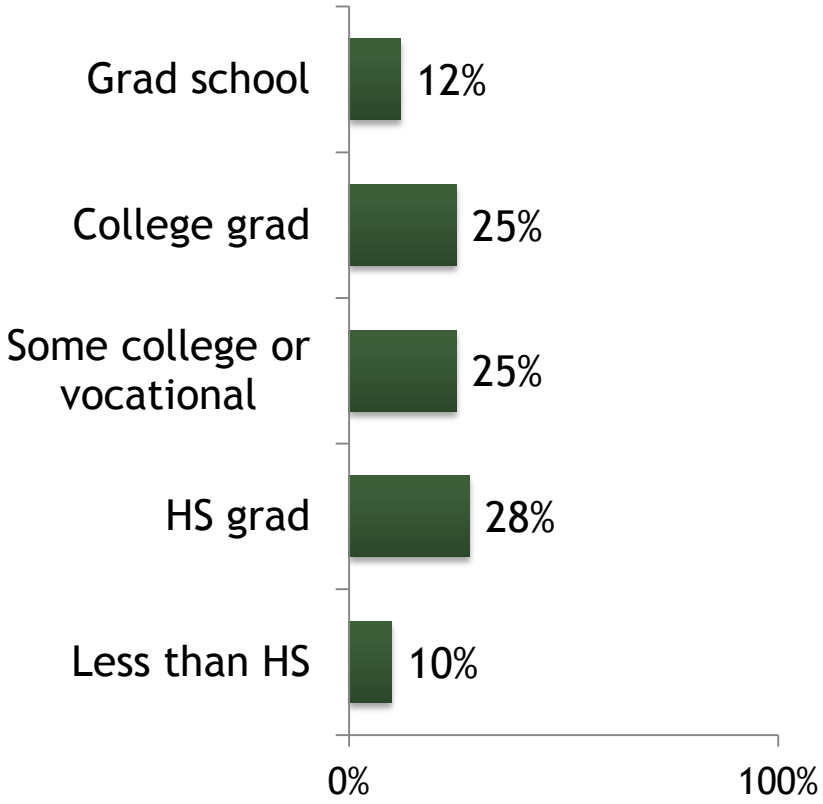
MarketWise

Education and Employment (Q56-Q57)

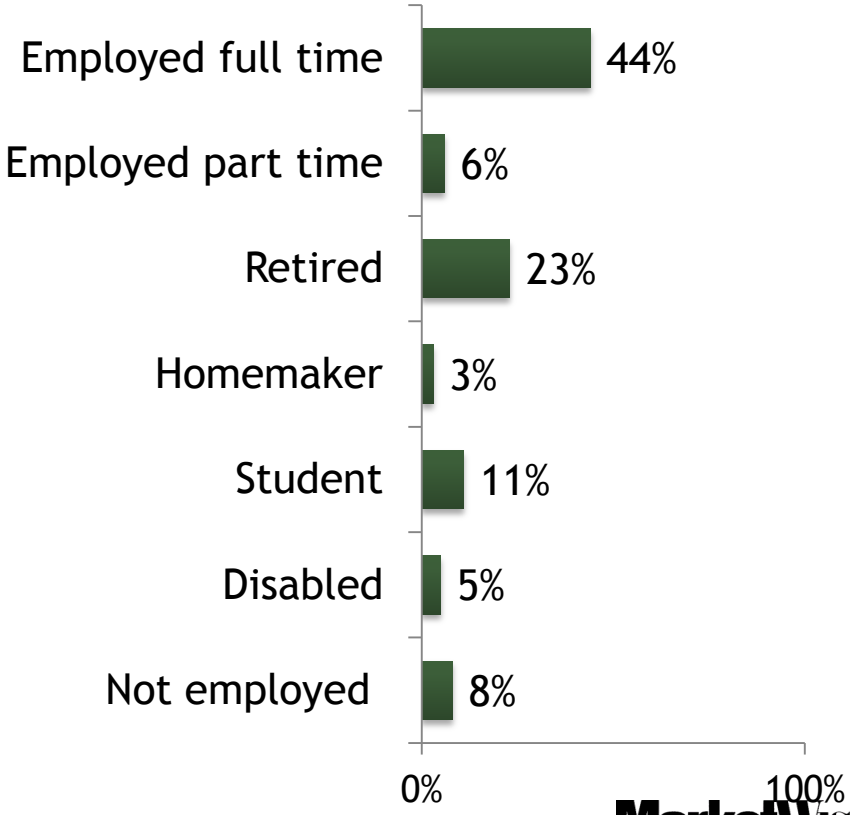
Total Sample

Refusals dropped from base

(Q56) Education (n=410)



(Q57) Employment (n=410)



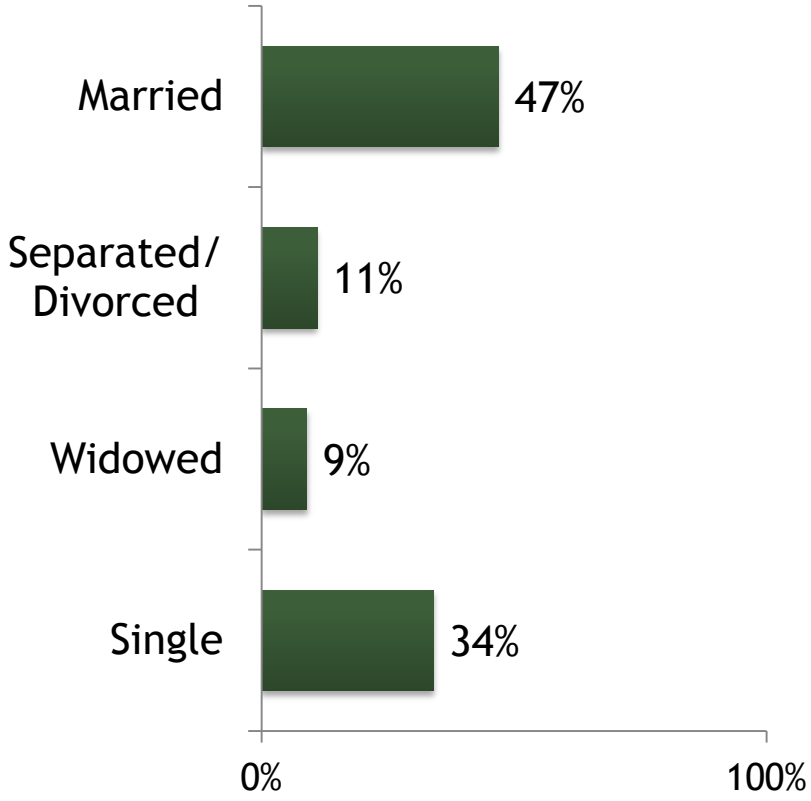
MarketWise

Marital Status and Children in Household (Q58-Q59)

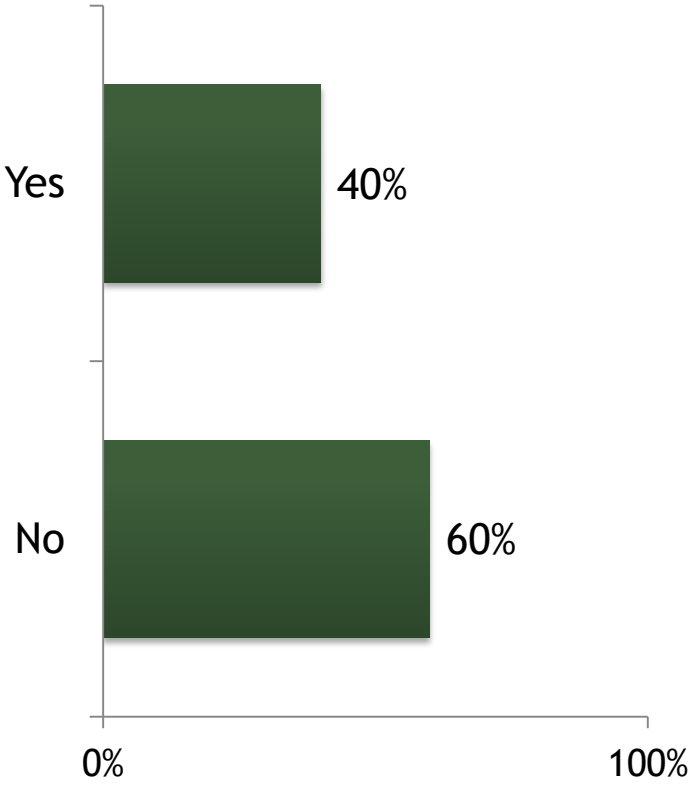
Total Sample

Refusals Dropped From Base

(Q58) Marital Status (n=410)



(Q59) Children in Household (n=410)



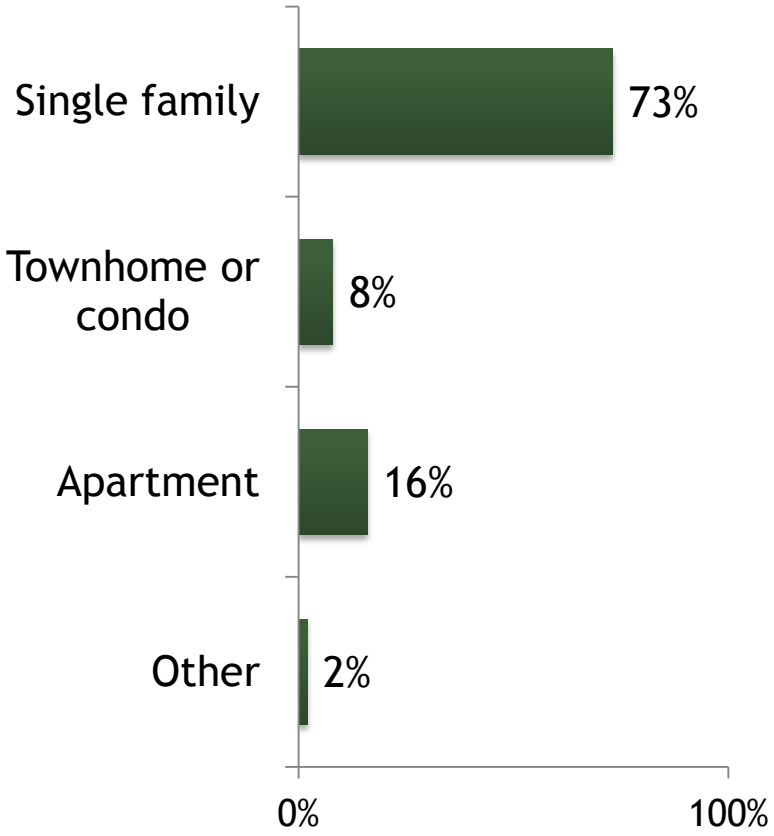
MarketWise

Type of Home and Years in Greensboro (Q60-Q61)

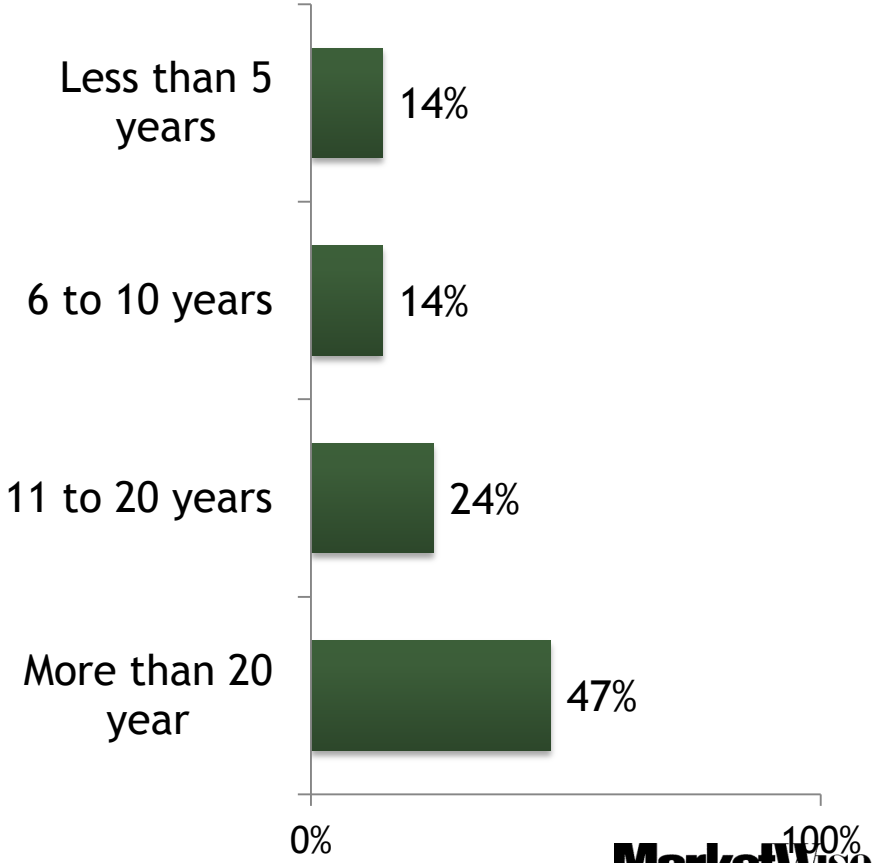
Total Sample

Refusals dropped from base

(Q60) Type of Home (n=410)



(Q61) Years in Greensboro (n=410)

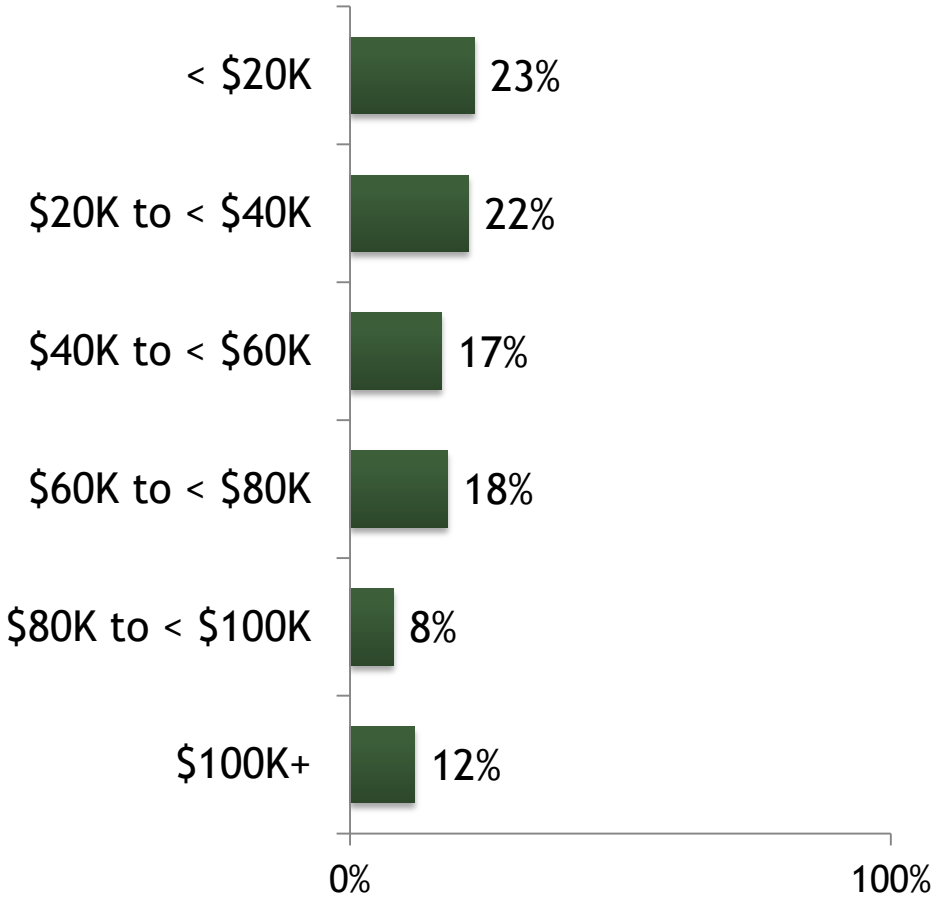


MarketWise

Household Income Before Taxes (Q62)

Total Sample

Refusals dropped from base (n=410)



MarketWise