

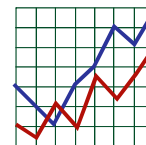


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# 2015 Greensboro Police Community Survey

Final Report  
August 10, 2015

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# Primary Objectives

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The primary objectives of the survey are to measure:

- Perceptions of the GPD
- Perceptions of crime, safety, and effectiveness of the GPD in Greensboro and in neighborhoods
- Awareness and support of the GPD reorganization to Neighborhood Oriented Policing
- Awareness of Community Resource Teams
- Perceptions of GPD among victims
- Use the GPD Website and social media



# Methodology

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- 400 telephone interviews completed with Greensboro residents, age 18 or older
- To qualify respondents had to live within the City limits of Greensboro, North Carolina
- Survey period: May 19 – June 24, 2015 (no interviewing during Memorial Day Holiday)
- Random sample with landline and random digit dial cell phone numbers
- Minimum of three attempts to reach each sampled respondent
- Survey administered in English or Spanish
- Average interview length of 14.15 minutes
- Margin of error for the total sample (n=400) is  $\pm 5$  percentage points at the 95% confidence level
- Margin of error for a within District analysis is about  $\pm 10$  percentage points at the 95% confidence level



# Comparison of Census Based Data with Survey Results

Percentages may not sum to exactly 100% due to rounding.

Results for Total Sample	Census	Survey n=400
<b>Gender</b>		
Male	47%	47%
Female	53%	53%
<b>Race/Ethnicity</b>		
White, Caucasian	46%	48%
Black, African American	41%	42%
Hispanic, Latino	7%	6%
Other	7%	4%
<b>Age</b>		
18-34	34%	25%
35-54	35%	38%
55-64	31%	36%

Results for Total Sample	Census	Survey n=400
<b>District 1</b>	30%	26%
<b>District 2</b>	20%	21%
<b>District 3</b>	23%	23%
<b>District 4</b>	27%	30%

Results Within Districts	District 1 n=105		District 2 n=83		District 3 n=90		District 4 N=122	
	Cen-sus	Survey n=105	Cen-sus	Survey n=83	Cen-sus	Survey n=90	Cen-sus	Survey n=122
<b>White</b>	72%	64%	8%	16%	33%	60%	45%	48%
<b>African Am.</b>	17%	26%	80%	76%	38%	29%	40%	41%
<b>His-panic</b>	5%	10%	7%	1%	14%	8%	7%	6%
<b>Other</b>	6%	1%	6%	7%	15%	3%	8%	5%



# Rating Scales and Analysis

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- 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
- 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.
- Statistical testing was used to determine significant differences by year and demographic segments.



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## Summary at a Glance



# Summary at a Glance

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

Mean Ratings <i>Don't know responses dropped from base</i>	2011 Total n=401	2013 Total n=410	2015 Total n=400	Dist . 1	Dist. 2	Dist. 3	Dist. 4	White	African Am.	His- panic	Other
Q9. Overall impression of GPD	7.1	7.8	7.5	7.9	7.0	7.7	7.4	8.0	6.9	7.9	6.9
Q11. GP are courteous	7.7	7.9	7.9	8.3	7.5	8.2	7.7	8.5	7.3	8.3	6.9
Q12. GP are professional	7.8	8.1	8.0	8.4	7.7	8.2	7.7	8.6	7.4	8.3	7.1
Q13. GP perform job with integrity and honesty	7.5	7.9	7.8	8.1	7.6	8.0	7.5	8.5	7.1	8.2	7.3
Q14. GP are responsive to community issues	7.4	8.0	7.7	8.1	7.4	8.0	7.3	8.1	7.2	8.2	7.6
Q15. GP treat all residents with respect	7.2	7.6	7.5	7.8	7.1	7.9	7.3	8.2	6.7	8.2	7.4
Q16. GP use good judgment in use of force	7.3	7.6	7.6	8.0	6.9	8.0	7.3	8.4	6.5	7.8	7.6
Q23. Greensboro is a safe place to live	7.7	8.1	8.2	8.5	7.9	8.2	8.1	8.4	7.9	8.6	7.6
Q24. GP are effective in making City safe	7.5	8.0	8.0	8.4	8.0	8.0	7.8	8.4	7.6	8.4	7.6
Q25. City has adequate number of police	6.3	6.7	6.9	7.0	6.6	7.1	7.1	6.9	6.9	7.3	6.9
Q26. Need for police in City has increased in past year	7.9	7.4	7.3	7.0	7.8	7.2	7.3	7.2	7.4	7.4	7.9
Q29. GP are effective in making neighborhoods safe	7.8	8.1	8.1	8.4	7.7	8.3	7.9	8.2	7.9	8.4	7.3
Q30. I am safe in the neighborhood where I live	8.1	8.3	8.4	8.7	8.0	8.5	8.2	8.6	8.2	8.2	7.6





# Summary at a Glance

The following results are based on segments of the total sample. Sample sizes each year are similar. Interpret small sample sizes with caution.	2011 Mean	2013 Mean	2015 Mean
Q44. Overall satisfaction with service provided by Telephone Response Unit (Base=Victims of non-violent crime, n=23 in 2015)	6.2	8.3	<b>8.0</b>
Q49. Overall satisfaction with detective assigned to case (Base=Past 12 month victims of violent crime, n=4 in 2015.) <b>This base is too small for analysis.</b>	4.4	8.0	<b>6.8</b>
Q52. Overall satisfaction with interaction with GPD for emergency that did not involve a crime (Base=Respondents who had contact with GPD for emergency not involving crime, n=50 in 2015)	8.2	8.1	<b>8.4</b>
Q54. Overall satisfaction with interaction with GPD for reason not involving a crime or an emergency (Base=Respondents who had contact with GPD for reasons not involving a crime or an emergency, n=51, in 2015)	7.8	8.2	<b>8.4</b>



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# Summary and Conclusions



# Summary

## Most Important Issues for GPD

- After the survey introduction and qualifying questions, respondents were asked to name the most important issues facing the Greensboro Police Department. This question was asked at the beginning of the survey and was unaided in order to get top of mind responses without influence from other survey questions. The issues mentioned most frequently were:
  - Public opinion trust issues, negative media (20%)
  - Reducing crime in general (12%)
  - Racism, enforcing laws equally among all residents, no profiling (8%)
  - Reducing non-violent crimes (8%)
  - Reducing violent crimes (7%)
  - Drugs, drug crimes (6%)
  - More police presence, more patrols (5%)
  - Gangs (4%)
  - General neighborhood safety concerns (4%)



# Summary

## Overall Impression of Greensboro Police Department

- The results show that the mean overall impression rating of the GPD for the total sample declined significantly from 2013 to 2015 (7.8 to 7.5, respectively). Among the total sample, there are fewer very positive ratings and more mid-scale ratings.
  - Despite the decline, a strong majority of the total sample continue to have a very positive or positive overall impression (80% in 2013 versus 72% in 2015). There has been no significant change in the percentage of total negative ratings from 2013 to 2015 (6% versus 7%).
  - While the overall impression rating for the total sample declined from 2013 to 2015, it is significantly higher than in 2011 (7.5 in 2015 versus 7.1 in 2011).
  - Mean ratings in Districts 1 and 3 (7.9 and 7.7) are more positive than those in Districts 2 and 4 (7.0 and 7.4).
  - The most significant difference in perceptions is between white and African American respondents (means: 8.0 and 6.9).
  - Among African Americans, the mean overall impression rating declined from 2013 to 2015 (7.4 to 6.9) and is now at the same level as in 2011.
  - The lower 2015 overall impression rating is due primarily to lower ratings by African Americans.



# Summary

## Perceptions of GPD on Other Performance Issues

- The majority of total respondents (70% or more) 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.
  - From 2013 to 2015, ratings on these measures have not changed significantly.
  - In general, ratings in Districts 1 and 3 are more positive than in Districts 2 and 4.
  - On all these measures, ratings among white respondents are very high, and are significantly higher than ratings among African Americans.
  - Among African Americans, ratings on treating people with respect and use of force are low (means: 6.9 and 6.7) and are significantly lower than ratings on the other performance measures. However, African American ratings on respect and force did not change significantly from 2013 to 2015.
- The majority of respondents indicate it is important that the GPD reflect the community in terms of gender (73%) and race/ethnicity (78%). However, only half of the respondents believe the GPD actually reflects the community on gender and race/ethnicity.



# Summary

## Safety and City of Greensboro

- The majority of total respondents get information about crime and safety issues related to the City of Greensboro from TV (74%) and/or newspapers (56%).
- 83% of total respondents and at least 74% of respondents in each Police District and in each race/ethnicity segment, believe the City of Greensboro is a safe place to live. Total sample ratings improved from 2011 to 2013 and the improvement was maintained from 2013 to 2015.
- 82% of total respondents, at least 79% of respondents in each Police District, and at least 70% of respondents within each race/ethnicity segment believe the GPD are effective in making the City of Greensboro safe. Total sample ratings improved from 2011 to 2013 and the improvement was maintained from 2013 to 2015.
- 19% of total respondents believe the City is less safe than a year ago. This percentage is higher in District 2 (24%) than in the other Districts.
- About two out of three respondents believe the need for police has increased in the City of Greensboro over the past year. This finding holds in District 1, 3 and 4. However, in District 2, more than 80% of respondents believe the need has increased.
- Non-violent and violent crimes are the top mentions as the primary crime and safety concern for the City of Greensboro. Non-violent crimes are mentioned significantly more than violent crimes. Drugs and drug related crimes are also a primary concern.



# Summary

## Neighborhood Safety

- 80% of total respondents, at least 75% of respondents in each Police District, and at least 70% of respondents in each race/ethnicity segment believe the Greensboro Police is effective in making their neighborhood safe.
- 85% of total respondents, at least 80% of respondents in each Police District, and at least 82% of respondents in each race/ethnicity segment believe they are safe in the neighborhood where they live.
- Only 13% of total respondents believe their neighborhood is less safe than a year ago.
- Non-violent crimes, particularly burglary, break-ins, and theft, are the primary crime and safety concerns for neighborhoods, regardless of Police District. Respondents in District 2 are about twice as likely to mention violent crime as a primary concern, compared to respondents in the other Districts.
- 50% of total respondents (up 5% since 2013) say their neighborhood has a Neighborhood Association, Crime Watch or holds meetings related to crime prevention. Respondents in District 4 are the least likely to hold crime prevention meetings (43%).
- Only 17% of total respondents (or 34% of respondents with neighborhoods that hold crime prevention meetings) have attended neighborhood crime prevention meetings.



# Summary

## Neighborhood Oriented Policing (NOP)

- 33% of total respondents are aware of the GPD recent reorganization and implementation of Neighborhood Oriented Policing. More respondents in Districts 1 and 2 are aware (40% and 41%) than in District 3 and 4 (24% and 28%). White respondents are more likely to be aware than African American respondents (39% versus 31%).
- 29% of total respondents (or 89% of respondents who are aware of the change to NOP) support the change.
- 23% of total respondents (or 68% of respondents who are aware of the change to NOP) indicate they are aware of the benefits of the change.
- Respondents aware of benefits were asked to name the benefits. The most frequently mentioned benefits were:
  - More communication and personal relationship with police for reasons other than crime
  - Officers dedicated to neighborhood, more patrols
  - Less crime, neighborhood will be safer
  - People will watch out for each other, be more alert to crime, be more likely to report crime
  - More transparency will build trust and respect for police





# Summary

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## Community Resource Team

- 23% of total respondents are aware of the GPD Community Resource Team.
- 10% of total respondents (or 35% of the respondents aware of the Team) have met their Community Resource Officer.



# Summary

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## Crime Victimization

- 9% of total respondents indicate they (or another member of their household) were a victim of a non-violent crime that took place in Greensboro, during the past 12 months. Among total respondents, 9% indicate reporting the crime to the Greensboro Police.
- 6% of total respondents (n=23) indicate the non-violent crime official report was taken by telephone. 79% of these respondents indicate they are very or somewhat satisfied with the service provided by the Telephone Response Unit (mean=8.0). Only two respondents were dissatisfied.
- Only 1% of total respondents indicate they (or another member of their household) were a victim of a violent crime that took place in Greensboro, during the past 12 months. All of these respondents (n=4) reported the violent crime to the Greensboro Police and had a detective assigned to their case. Two respondents were satisfied with the detective, one gave a mid-point rating, and one was dissatisfied.



# Summary

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## Interaction with GPD for Reasons Other than Crime

- 13% of total respondents indicate that during the past 12 months they have had contact with the Greensboro Police for an emergency that did not involve a crime. Most of these respondents (86%) were very or somewhat satisfied with the interaction.
- 13% of respondents (n=51) 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 (85%) were very or somewhat satisfied with the interaction.
- The same percentage of respondents have access to the Internet in 2015 as in 2013, i.e., 80% have access. 22% of respondents with Internet access have visited the GPD Website. This is an 8 percentage point increase since 2013.
- 12% of respondents with Internet access have visited a GPD social media site.



# Summary

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## Suggestions for Improvement

- 33% of total respondents had no suggestions for ways to improve. Another 14% had no suggestions, but gave a positive comment about the GPD doing a good job.
- While there were many comments (see Data Tabulation Report for a complete list), the most frequently mentioned suggestions are to improve public relations with more communication and community involvement, and patrol more/increase visibility.



# Conclusions

- Overall impressions of the GPD are less positive in 2015 than in 2013.
  - There is polarization by race. White respondents give very high ratings and African American ratings are much lower.
  - The primary problem areas among African Americans are overall impression, treating all residents with respect, and good judgment in the use of force. Among African Americans, ratings on treating all residents with respect and use of force have been the lowest performance areas since the benchmark survey in 2011. However, this is the first year the overall impression rating has been low.
  - Open-ended comments suggest negative media (including media from other areas of the Country) have had an impact on perceptions of the GPD. Changing public opinion is now considered a primary concern for the GPD.
- Despite these issues, the GPD receives high effectiveness ratings in making the City of Greensboro and neighborhoods safe, regardless of race or District. Regardless of race or District, a strong majority of residents believe the City and their neighborhood are safe. Perceptions of neighborhood safety are higher than that of the City overall.



# Conclusions

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- Many residents are apathetic about personal involvement in organized neighborhood crime prevention meetings. Only 34% of residents with Neighborhood Associations, Crime Watch and organized safety meetings participate in them.
- Support for Neighborhood Oriented Policing is very high among those aware of it. Further, those aware of NOP appear to have knowledge of the benefits and believe it will help community relations. Unfortunately awareness of the GPD reorganization to NOP is low. Only a third of residents are currently aware of the change.
- Given the newness of NOP, the GPD will need to maintain a strong communication campaign to make more residents aware of the change to NOP and its benefits.



# Conclusions

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

- Improve public relations, more communication, more community involvement
- More officers and resources
- More diversity in the Department
- Better training to prevent need for use of force
- Deal with the teen issues, disturbances, curfew
- Treat all people with respect, be more sensitive to feelings of citizens
- Faster response
- More diversity training to better understand communities



# Detailed Results





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# Issues Facing Greensboro Police Department



# What are the most important issues facing the Greensboro Police Department? (Q8)

Unaided Comment, Multiple Answers Allowed  
Total Respondents

	2011 n=401	2013 n=410	2015 n=400
Public opinion trust issues, community relation issues, negative media	5%	2%	20%
No issues	10%	7%	14%
Reducing crime in general	15%	23%	12%
Don't know	19%	29%	11%
Racism, enforcing laws equally among residents, no profiling	7%	7%	8%
Non-violent crime	--	--	8%
Violent crime	7%	10%	7%
Drugs, drug crimes	11%	10%	6%
More police presence, more patrols	10%	12%	5%
Gangs	9%	6%	4%
General neighborhood safety concerns	--	--	4%
Budget cuts	6%	6%	
Slow response	4%	5%	3%
Officers too eager to challenge, bully, harass, rude, bad	3%	1%	3%
Safety of police	--	--	3%
Juvenile crime	--	1%	3%

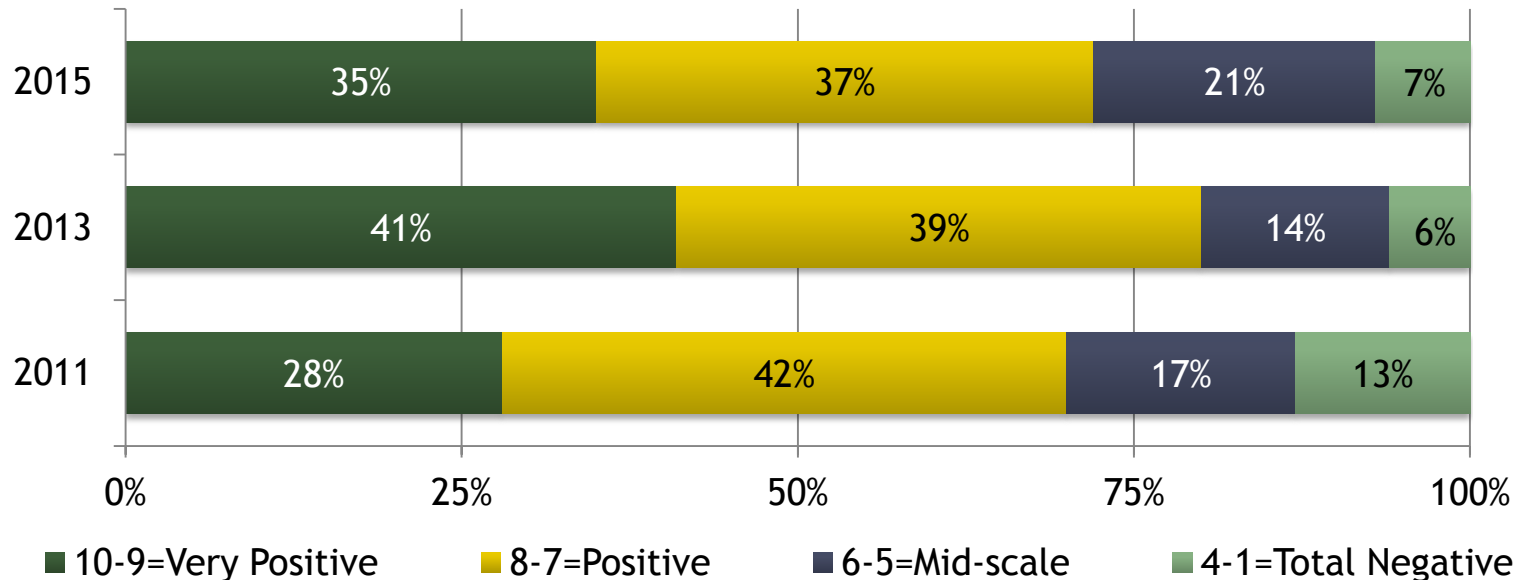


# Perceptions of the Greensboro Police Department



# Overall Impression of the GPD (Q9) Total Sample

Don't know responses dropped from base



Mean Ratings	2011 n=399	2013 n=403	2015 n=400
Q9. Overall impression	7.1	7.8	7.5

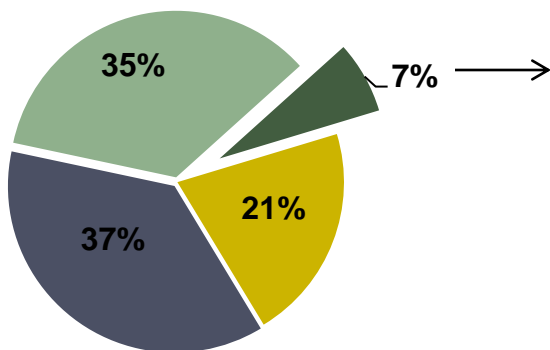
- Overall impressions improved significantly from 2011 to 2013, but declined from 2013 to 2015.
- Overall impressions are significantly more positive in 2015 than 2011.



# 7% of respondents rate their overall impression of the GPD a 1 to 4 (negative rating). These respondents were asked to explain why they gave that rating. (Q10)

Unaided comment

Q9. Impression of GPD



- Rating of 1 to 4 (Negative)
- Rating of 5 or 6 Mid-points
- Rating of 7 or 8 (Somewhat positive)
- Rating of 9 or 10 (Very positive)

Q10. (If Q9 rated 1 to 4) Why did you give that rating? (n=27)	Number Responding
Don't treat people with respect	5
Don't protect us, not there when needed	5
Harass people, behavior encourages adverse reactions	3
Leadership issues	3
Ignore serious issues and blow minor things out of proportion, harass students instead of criminals	2
Poor attitude	2
Poor transparency on operations, misleading information	2
Poor communication with residents	2
Police act like friends to kids in school but on street will shoot them	1
Charged \$500 to come to alarm report	1
Crooked police impose their own will	1

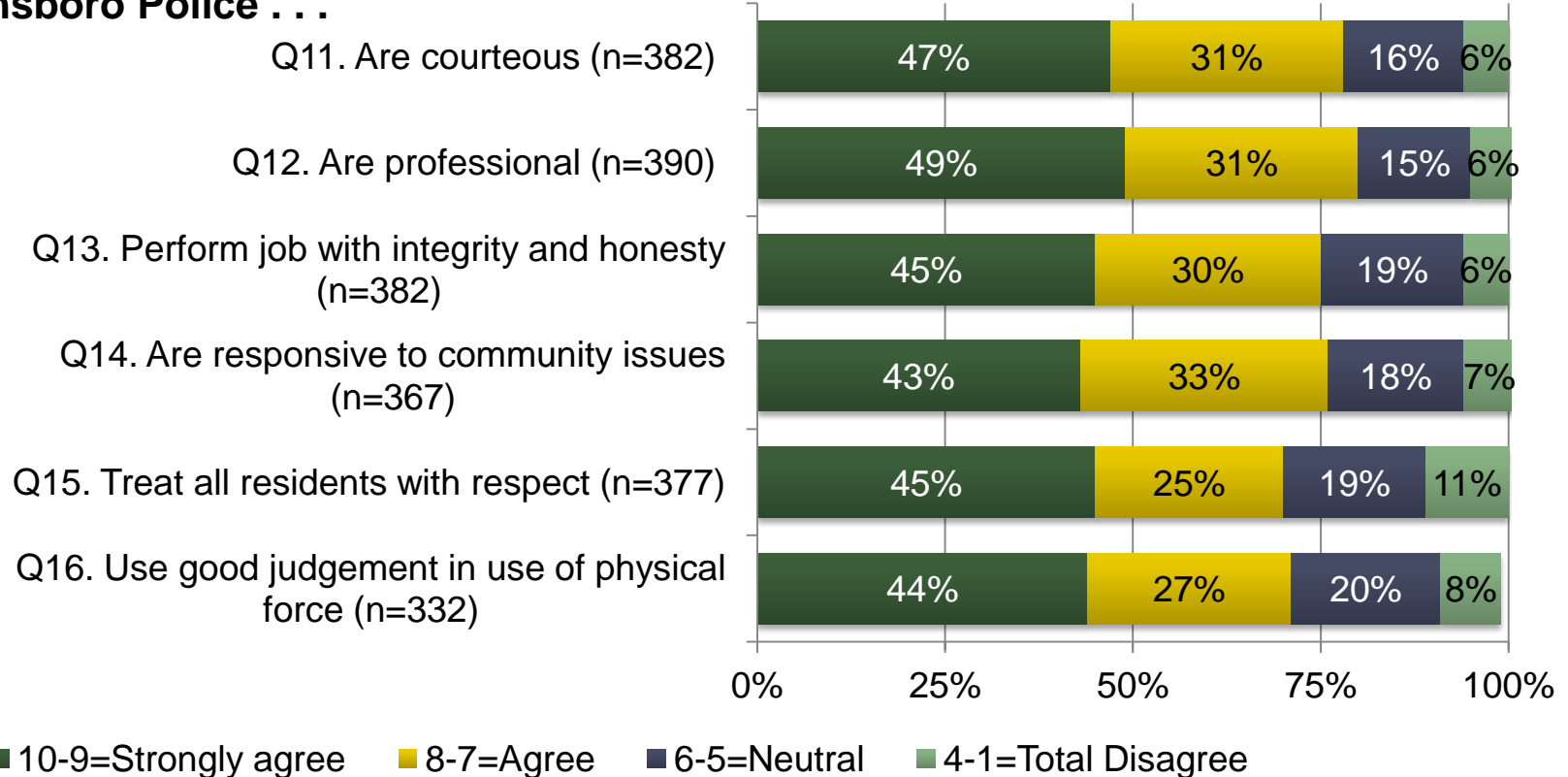


# Perceptions of the GPD (Q11-Q16)

## Total Sample (n=400)

Don't know responses dropped from base

### Greensboro Police . . .



**At least 70% of total respondents agreed somewhat or strongly with each statement.**



# Perceptions of the GPD By Year (Q9, Q11-Q16)

## Total Sample (n=400)

Don't know responses dropped from base

Mean Ratings	By Year		
	2011 Total n=401	2013 Total n=410	2015 Total n=400
Q9. Overall impression of GPD	7.1	7.8	7.5
Q11. GP are courteous	7.7	7.9	7.9
Q12. GP are professional	7.8	8.1	8.0
Q13. GP perform job with integrity & honesty	7.5	7.9	7.8
Q14. GP are responsive to community issues	7.4	8.0	7.7
Q15. GP treat all residents with respect	7.2	7.6	7.5
Q16. GP use good judgment in use of force	7.3	7.6	7.6

- From 2013 to 2015, the overall impression mean (Q9) declined.
- Mean ratings on the other performance measures did not change significantly from 2013 to 2015.



# Perceptions of the GPD By District (Q9, Q11-Q16)

## Total Sample (n=400)

Don't know responses dropped from base

Mean Ratings	By District			
	District 1 n=105	District 2 n=83	District 3 n=90	District 4 n=122
Q9. Overall impression of GPD	7.9	7.0	7.7	7.4
Q11. GP are courteous	8.3	7.5	8.2	7.7
Q12. GP are professional	8.4	7.7	8.2	7.7
Q13. GP perform job with integrity & honesty	8.1	7.6	8.0	7.5
Q14. GP are responsive to community issues	8.1	7.4	8.0	7.3
Q15. GP treat all residents with respect	7.8	7.1	7.9	7.3
Q16. GP use good judgment in use of force	8.0	6.9	8.0	7.3

- In general, mean ratings in Districts 1 and 3 are more positive than in Districts 2 and 4.





# Perceptions of the GPD By Race (Q9, Q11-Q16)

## Total Sample (n=400)

Don't know responses dropped from base

Mean Ratings	By Race			
	White n=192	African American n=166	Hispanic n=25	Other n=17
Q9. Overall impression of GPD	8.0	6.9	7.9	6.9
Q11. GP are courteous	8.5	7.3	8.3	6.9
Q12. GP are professional	8.6	7.4	8.3	7.1
Q13. GP perform job with integrity & honesty	8.5	7.1	8.2	7.3
Q14. GP are responsive to community issues	8.1	7.2	8.2	7.6
Q15. GP treat all residents with respect	8.2	6.7	8.2	7.4
Q16. GP use good judgment in use of force	8.4	6.5	7.8	7.6

- The sample sizes for Hispanics and other minorities are proportional within the total sample, but are too small for a separate analysis.
- On all of these measures, ratings by white respondents are significantly more positive than those of African Americans.
- African American ratings on overall impression, treating all residents with respect, and use of force are low.



# Perceptions of the GPD Among White and African American Respondents By Year (Q9, Q11-Q16)

**Total Sample (n=400)**

Don't know responses dropped from base

	White Respondents By Year			African American Respondents By Year		
	2011 n=218	2013 n=191	2015 n=192	2011 n=129	2013 n=156	2015 n=166
Mean Ratings						
Q9. Overall impression of GPD	7.4	8.1	8.0	6.9	7.4	<b>6.9</b>
Q11. GP are courteous	8.1	8.5	8.5	7.3	7.4	7.3
Q12. GP are professional	8.1	8.4	8.6	7.4	7.6	7.4
Q13. GP perform job with integrity & honesty	7.9	8.3	8.5	6.9	7.4	7.1
Q14. GP are responsive to community issues	7.8	8.1	8.1	7.1	7.7	7.2
Q15. GP treat all residents with respect	7.6	8.1	8.2	6.9	<b>6.9</b>	<b>6.7</b>
Q16. GP use good judgment in use of force	7.8	8.3	8.4	6.5	<b>6.8</b>	<b>6.5</b>

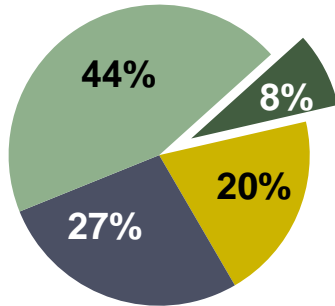
- From 2013 to 2015:
  - Among white respondents ratings did not change significantly.
  - Among African Americans, the rating on overall impression is the only one that is significantly different.
  - Among African Americans ratings on respect and use of force remain low.



# 8% of respondents rate use of force a 1 to 4 (negative rating). These respondents were asked to explain why they gave that rating. (Q17)

Unaided comment.

## Q16. Use good judgment in use of force



- Rating of 1 to 4 (Disagree)
- Rating of 6 or 5 (Mid-points)
- Rating of 7 or 8 (Somewhat agree)
- Rating of 9 or 10 (Strongly agree)

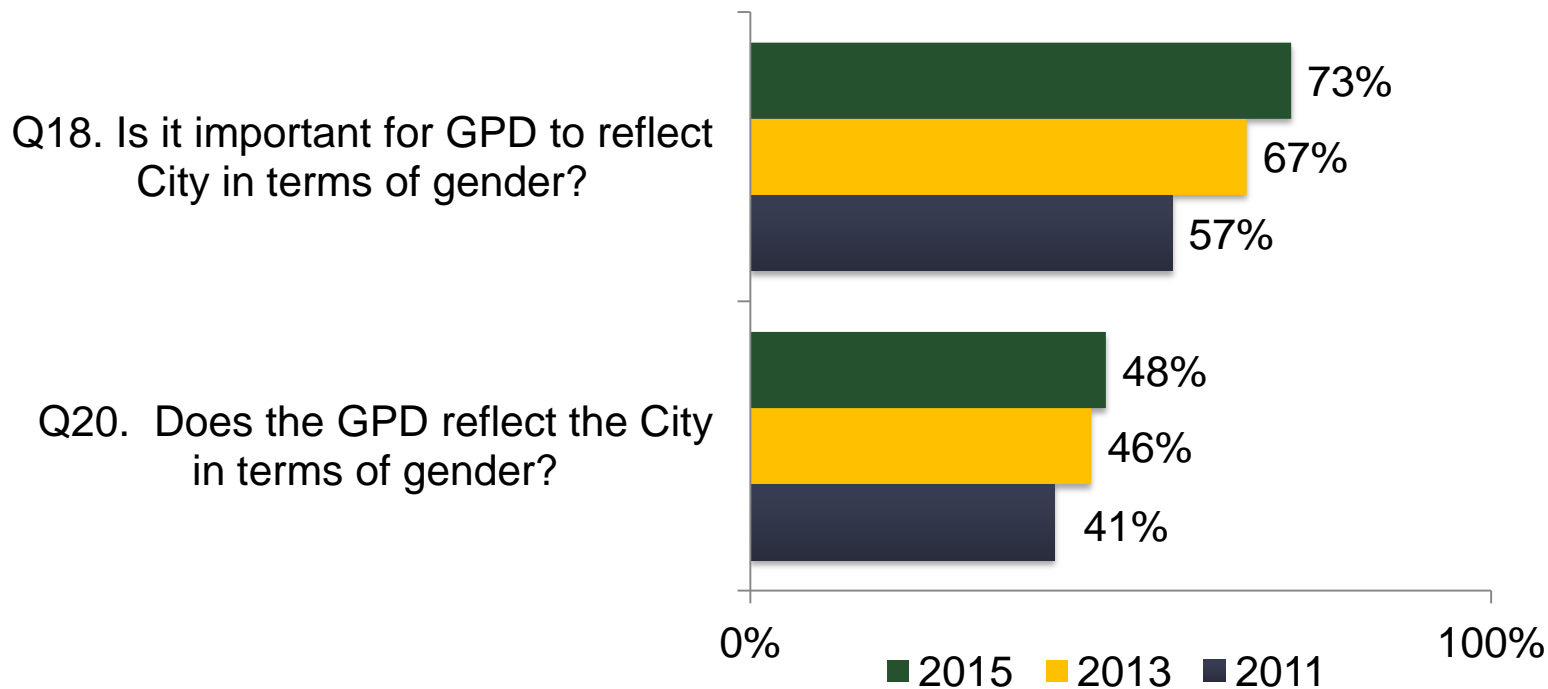
Q17. (If rating on Q16 was 1 to 4) Why did you give that rating?	Number Responding n=28
Used unnecessary force, force on wrong person	10
Not fair, unequal use of force	5
Bad judgment due to lack of social experience with certain people	1
Different incidents in City	2
Heard story of guy that got shot and police left him for hours	1
Assume all Blacks and Hispanics are in gangs if downtown	1
Live in low income area and see how they act	1
Was domestic violence victim, got beat up, house got shot up and it took 5 hours to respond	1
Seen them harass wrong person	1
Tone of voice used with public	1
Scared for my children	1
No one is perfect	1
Tore up my home searching for drugs that were not there	1
Used force and asked bystanders not to take videos	1



# Importance/Performance of GPD in Reflecting Greensboro in Regard to Gender (Q18, Q20)

Total Sample (n=400)

Percent Responding “Yes”

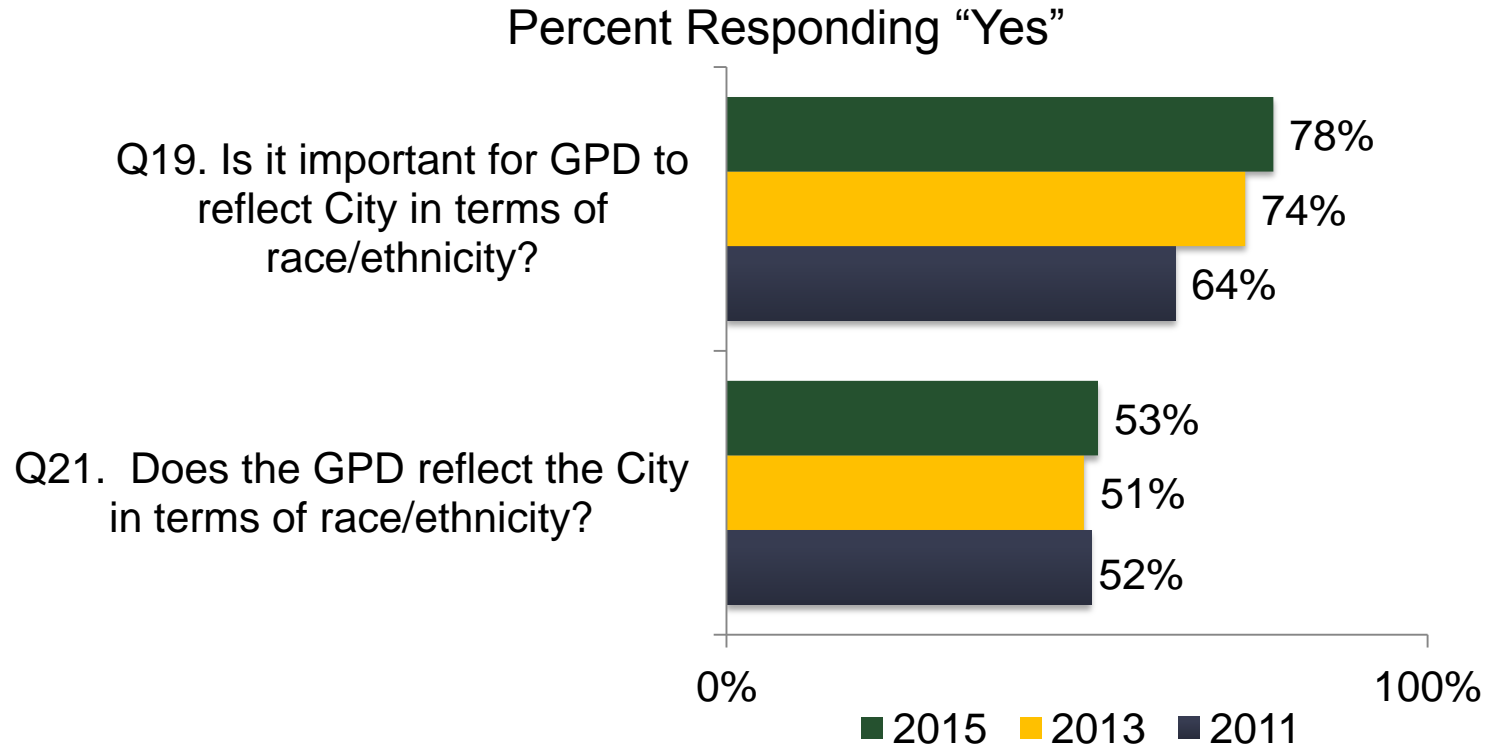


- Perceptions of how important it is for the GPD to reflect the Greensboro community in terms of gender increased significantly from 2011 to 2013 and again from 2013 to 2015.
- Perceptions of how well the GPD actually does reflect the Greensboro community improved from 2011 to 2013, but did not change significantly from 2013 to 2015.



# Importance/Performance of GPD in Reflecting Greensboro in Regard to Race/Ethnicity (Q19, Q21)

Total Sample (n=400)



- Perceptions of how important it is for the GPD to reflect Greensboro’s population in terms of race/ethnicity increased to a high level from 2011 to 2013. Importance did not change significantly from 2013 to 2015.
- Perceptions of how well the GPD actually does reflect the Greensboro community in terms of race/ethnicity have not changed from 2011 to 2015.



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# Perceptions of Crime and Safety in the City of Greensboro Overall



# Where do you get information about crime and safety issues related to the City of Greensboro? (Q22)

Unaided Comment, Multiple Answers Allowed  
Total Respondents

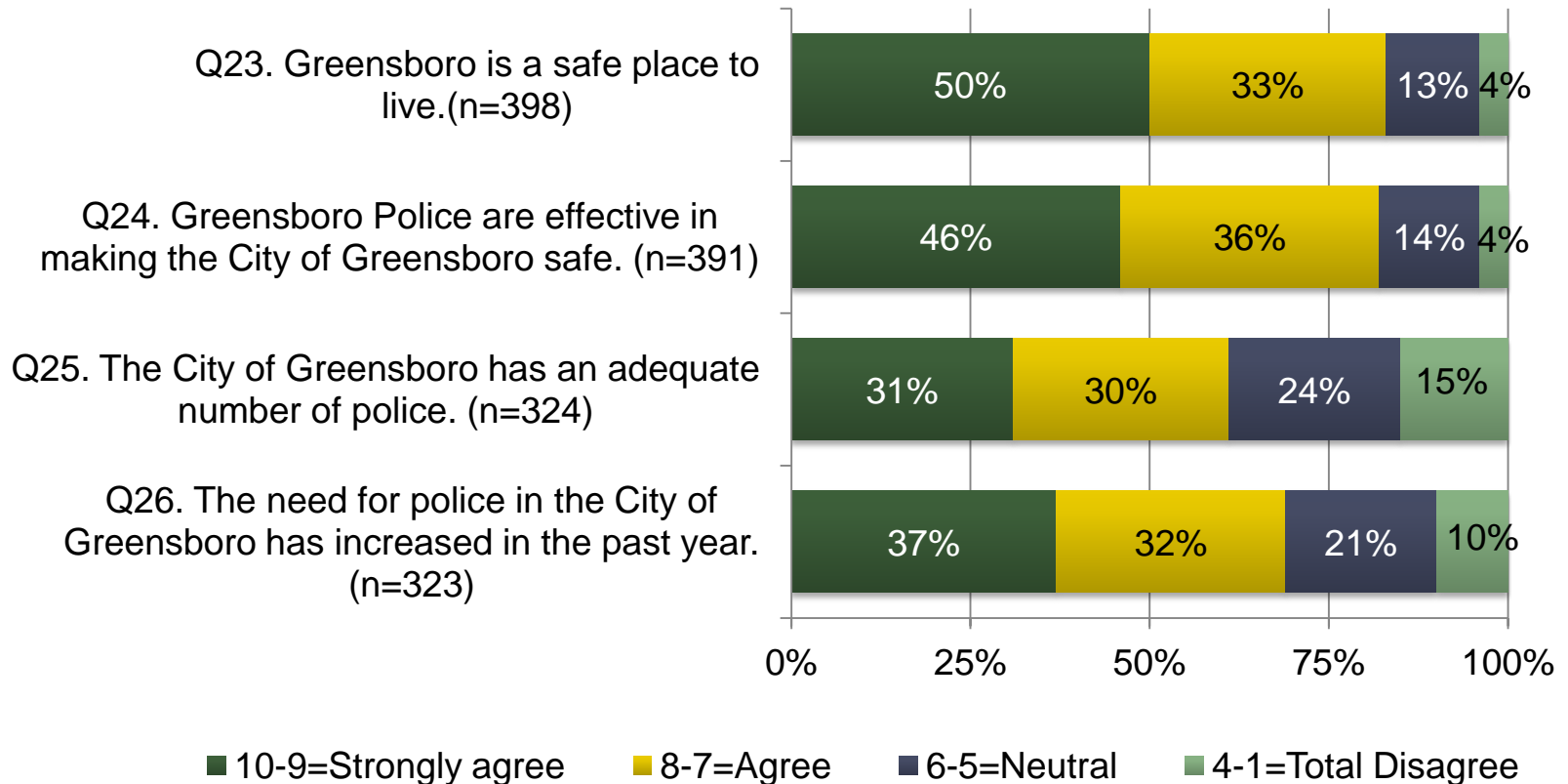
	2011 n=401	2013 n=410	2015 n=400
TV	64%	73%	74%
Newspaper	58%	49%	56%
Word of mouth (Friends, neighbors, coworkers)	17%	25%	24%
Internet (non specific)	15%	21%	14%
Radio	3%	8%	12%
Social Media	<.5%	2%	5%
GPD employees	3%	2%	4%
GPD Website	<.5%	1%	4%
Community watch	2%	1%	1%
Witness first hand	2%	1%	1%



# Agreement with Statements About City of Greensboro (Q23-Q26)

Total Sample

Don't know responses dropped from base



- **At least 60% of total respondents agree with each of the statements.**





# Agreement with Statements About City of Greensboro (Q23-Q26)

## Total Sample

Don't know responses dropped from base

Scale: 1=Strongly disagree to 10=Strongly agree	2011 Mean	2013 Mean	2015 Mean
Q23. Greensboro is a safe place to live.	7.7	8.1	8.2
Q24. Greensboro Police are effective in making the City of Greensboro safe.	7.5	8.0	8.0
Q25. The City of Greensboro has an adequate number of police officers.	6.3	6.7	6.9
Q26. The need for police in the City of Greensboro has increased in the past year.	7.9	7.4	7.3

- Ratings on being effective in making the City of Greensboro safe and Greensboro is a safe place to live improved significantly from 2011 to 2013.
- There is no significant change from 2013 to 2015 on any of these issues.



# What do you believe are the primary crime and safety concerns for the City of Greensboro overall? (Q27)

Total Sample

Unaided Comments. Multiple Answers Allowed.

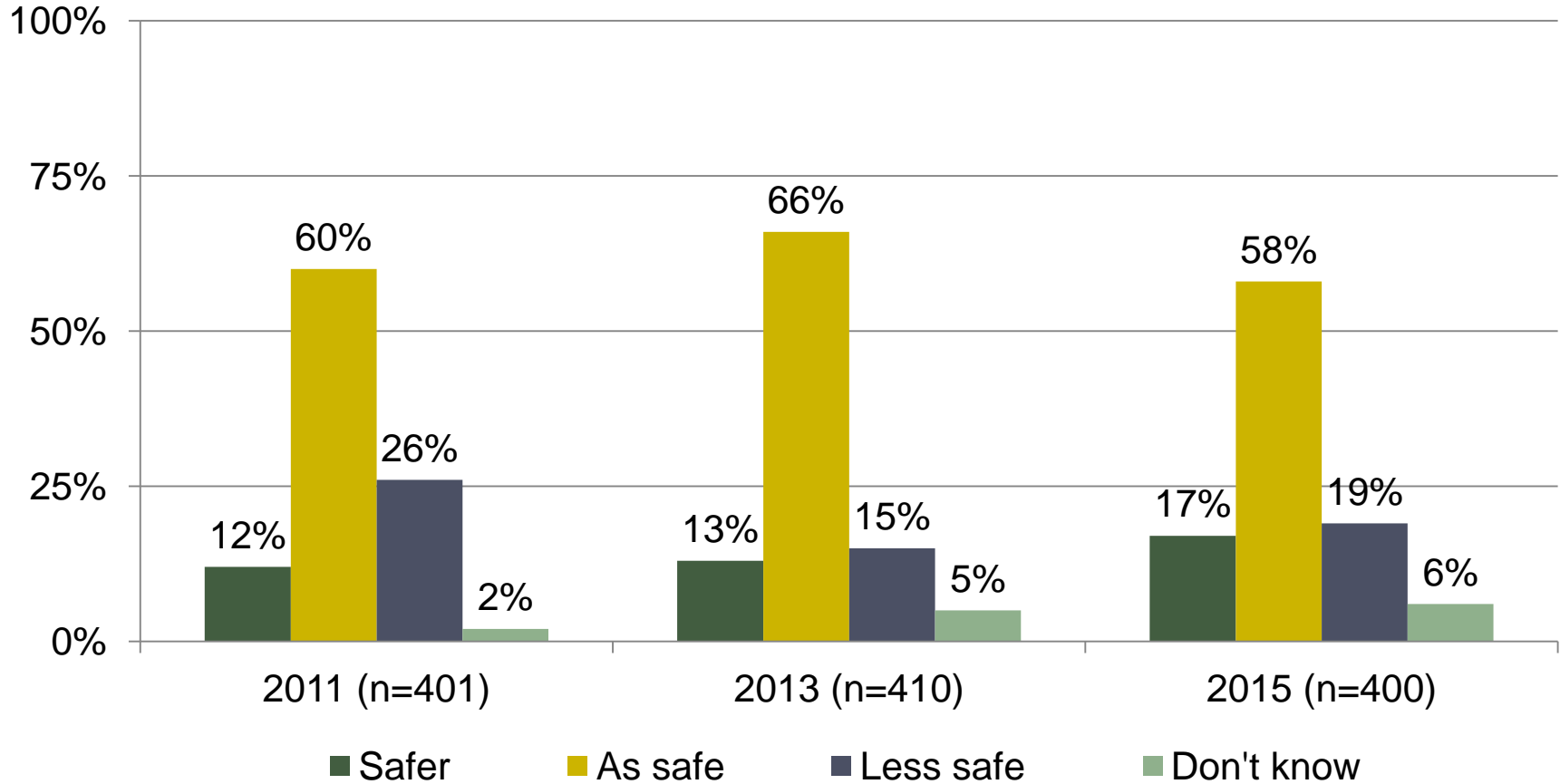
	2011 N=401	2013 n=410	2015 n=400
Non-Violent Crime (e.g., break-ins, burglary, theft)	30%	35%	30%
Violent Crime (e.g., robberies, assault, home invasions, shootings, rape)	25%	27%	25%
Drugs	37%	38%	18%
Gangs	24%	18%	10%
Homicide	12%	11%	7%
Don't know	5%	10%	7%
Need more patrols, more visibility	1%	1%	6%
No problems	3%	2%	5%
Juvenile issues and crime	4%	2%	5%
Racism, equal protection and treatment for all citizens	1%	1%	4%
Traffic/driving concerns (e.g., speeding, car accidents, texting, enforcement, DUI)	4%	3%	4%
More attention to downtown area, not safe	2%	1%	4%

Ratings by less than 4% in 2015 are not shown. See Data Tables for complete list.



# Thinking about the City of Greensboro overall, would you say it is . . . than a year ago? (Q28)

Total Sample (n=400)





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# Perceptions of Crime and Safety in Neighborhood



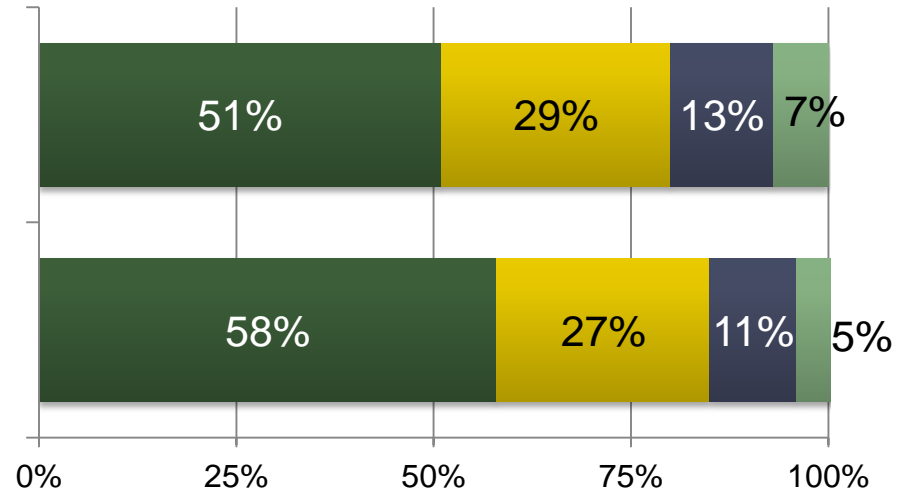
# Agreement with Statements About Neighborhood Safety (Q29-Q30)

Total Sample

Don't know responses dropped from base

Q29. Greensboro Police are effective in making my neighborhood safe. (n=396)

Q30. I am safe in the neighborhood where I live. (n=398)



■ 10-9=Strongly agree    ■ 8-7=Agree    ■ 6-5=Neutral    ■ 4-1=Total Disagree

Mean Ratings	2011 Mean	2013 Mean	2015 Mean
Q29. GP are effective in making my neighborhood safe.	7.8	8.1	8.1
Q30. I am safe in the neighborhood where I live.	8.1	8.3	8.4

**There has been no significant change in ratings by year.**



# What do you believe are the primary crime and safety concerns in your neighborhood? (Q31)

**Total Respondents**  
**Unaided, Multiple Answers Allowed**

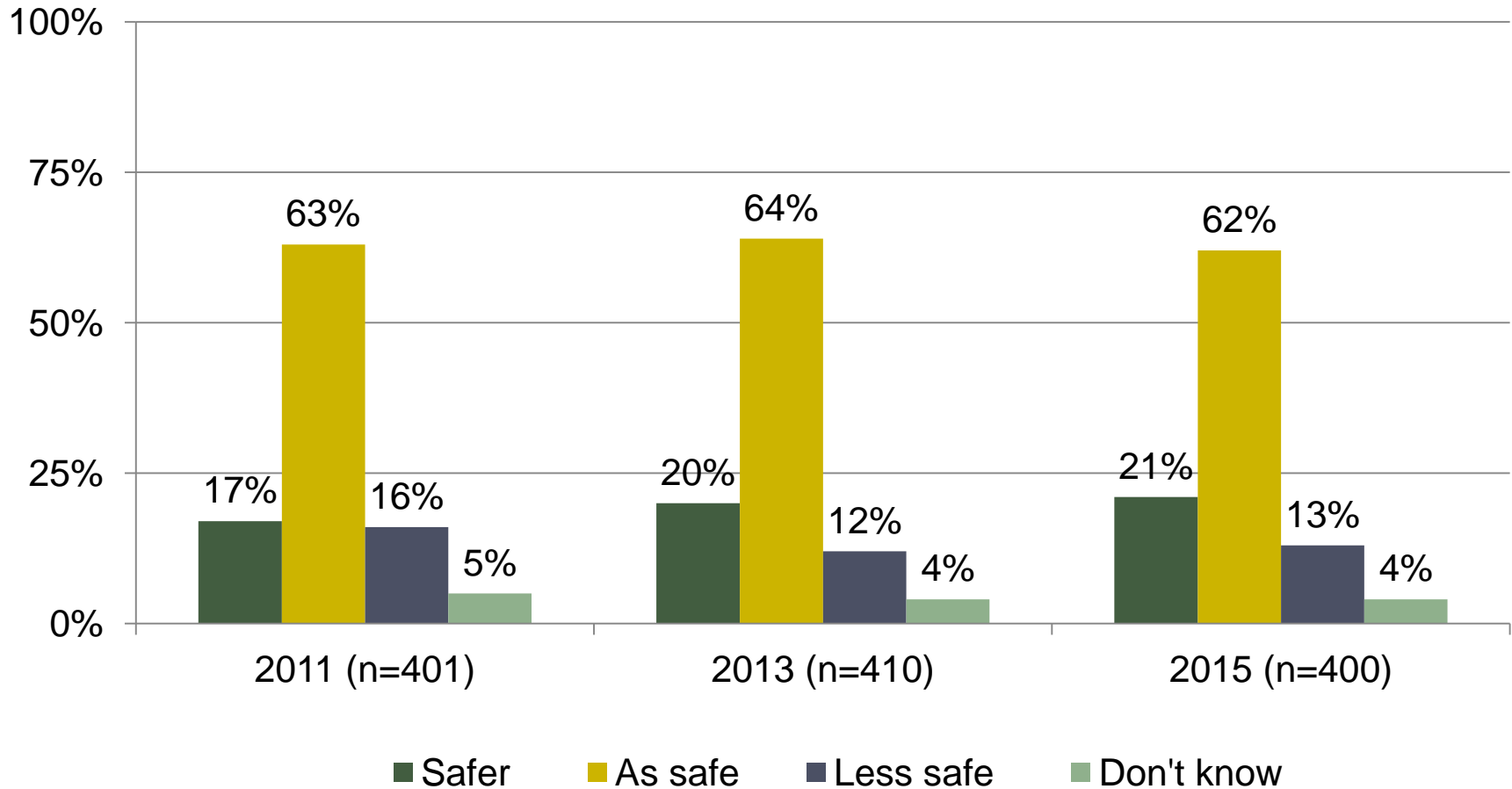
	2011 (n=401)	2013 (n=410)	2015 (n=400)
Non-violent crime (e.g., burglary, break-ins, thefts)	51%	47%	40%
No problems	14%	18%	21%
Violent crime (e.g., robbery, muggings, assault, home invasion)	13%	16%	13%
Speeding/driving issues (speeding, accidents, texting, enforcement, DUI)	12%	12%	7%
Drugs	15%	14%	7%
Juvenile issues and crime	5%	3%	5%
Homelessness, vagrants, people in neighborhood who should not be there	6%	4%	4%
Need more patrols, more visibility	1%	2%	4%
Don't know	4%	7%	4%
Child safety concerns	2%	3%	2%
Gangs, gang violence	5%	3%	2%
Homicide			2%

Ratings by less than 2% in 2015 are not shown. See Data Tables for complete list.



# Thinking about your neighborhood, would you say it is . . . than a year ago? (Q32)

Total Sample





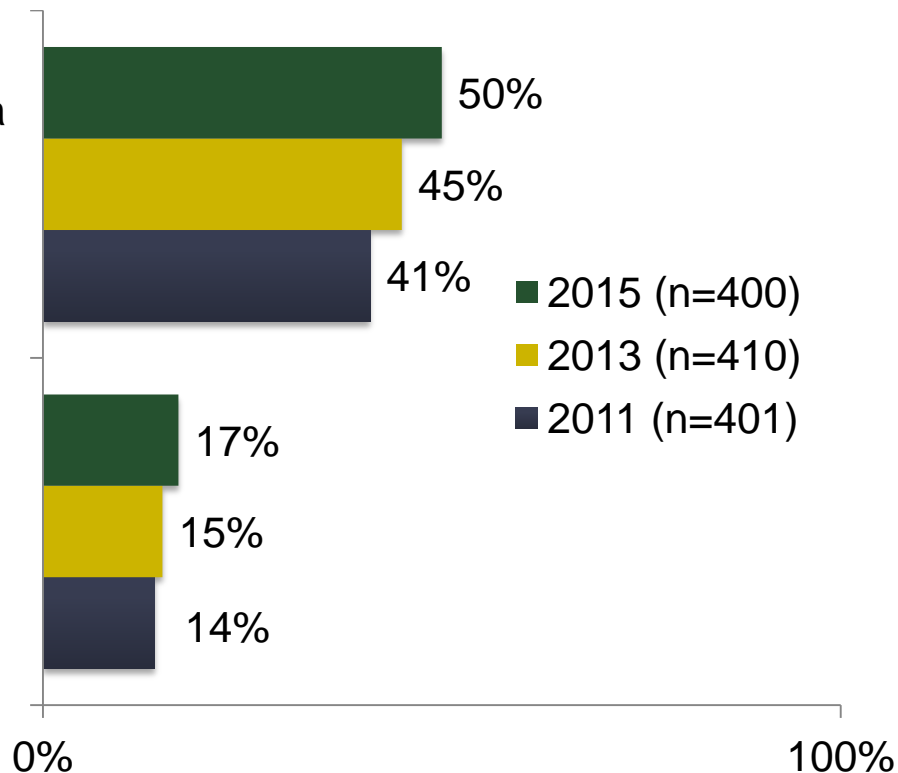
# Participation in Neighborhood Crime Prevention

(Q33, Q34)  
Total Sample

Percent Responding “Yes”

Q33. Does your neighborhood have a Neighborhood Association, Crime Watch, or hold meetings related to crime prevention?

Q34. During the past 12 months, have you attended neighborhood meetings related to neighborhood crime?







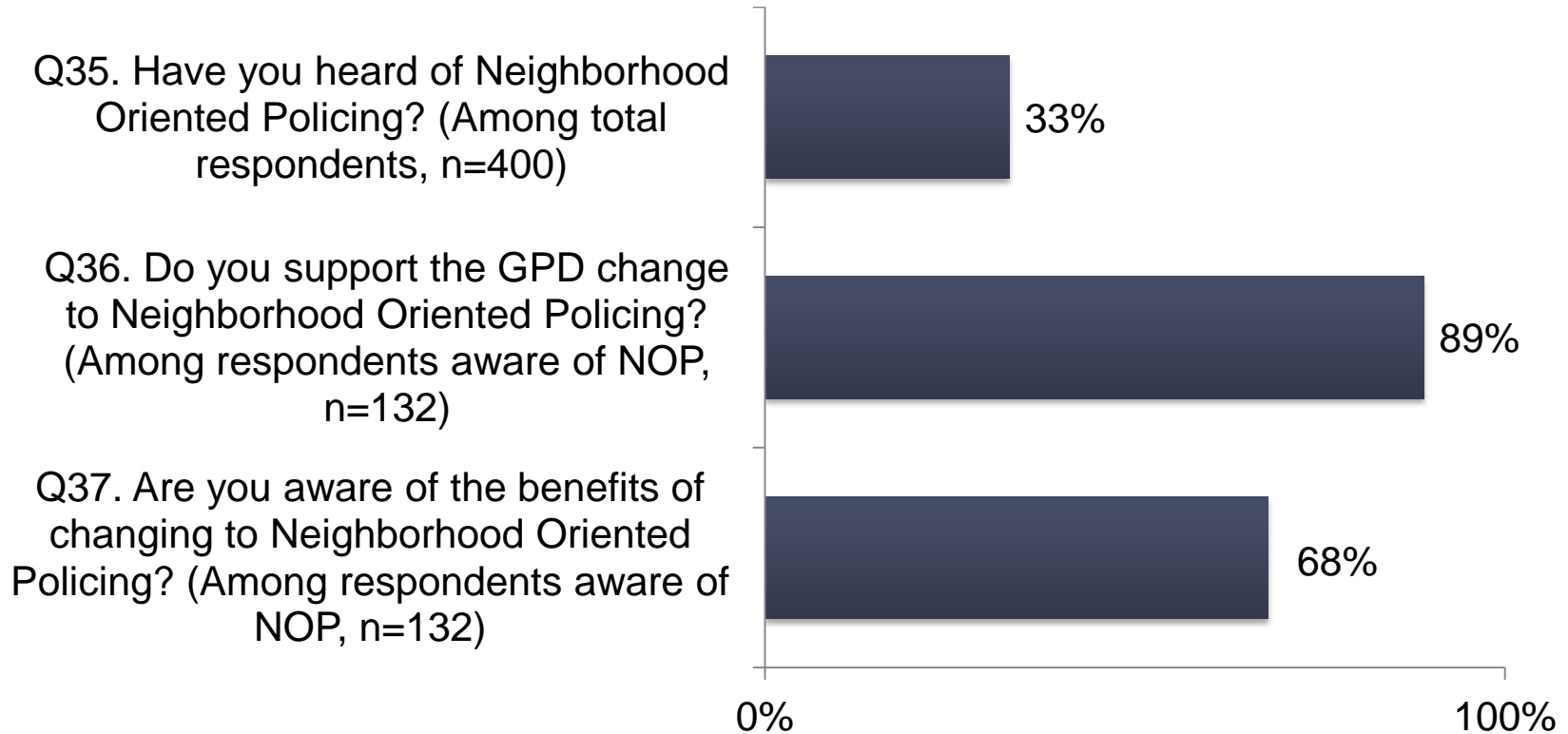
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# Awareness and Support for Neighborhood Oriented Policing



# Awareness and Support for Neighborhood Oriented Policing (Q35-Q37)

Percent Responding “Yes”

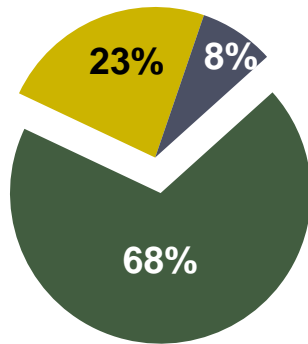




# 68% of respondents who are aware of Neighborhood Oriented Policing indicate they understand its benefits. These respondents were asked to comment on the benefits.

(Q38) Unaided comments

**Q37. Are you aware of any benefits of changing to Neighborhood Oriented Policing?**  
(Respondents aware of NOP)



- Yes
- No
- Don't know

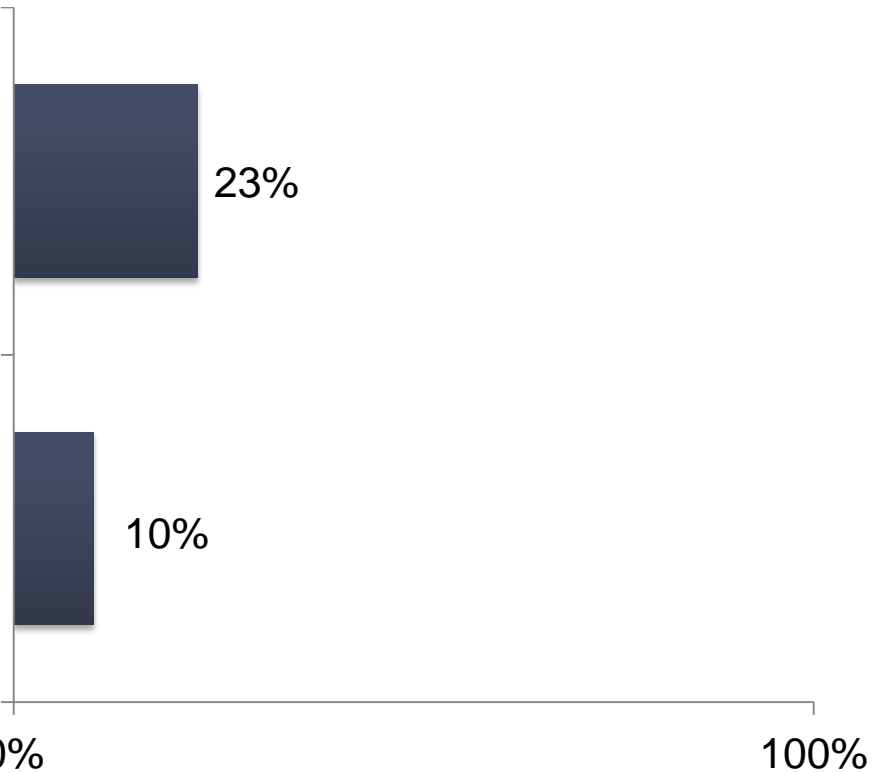
Q17. (If aware of benefits) What benefits?	% n=88
More communication, personal relationships, interactions with police other than for crime	56%
Officers dedicated to neighborhoods, more patrols in neighborhoods	18%
Less crime, safer	17%
People watching out for each other, will be more alert and more likely to report crime	14%
Faster response	10%
Builds trust, respect, transparency	8%
More police where needed	2%
Will investigate anything out of the norm	1%
More police on bicycles	1%
No change expected, crime will continue to get worse	1%



# Awareness of Greensboro Police Community Resource Team and Officer (Q39-Q40)

Percent Responding “Yes”

Q39. Are you aware of the Greensboro Police Community Resource Team?  
(Total sample, n=400)



Q40. Have you met your Community Resource Officer?  
(Total sample, n=400)



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# Perceptions of GPD Among Victims of Non-Violent Crimes

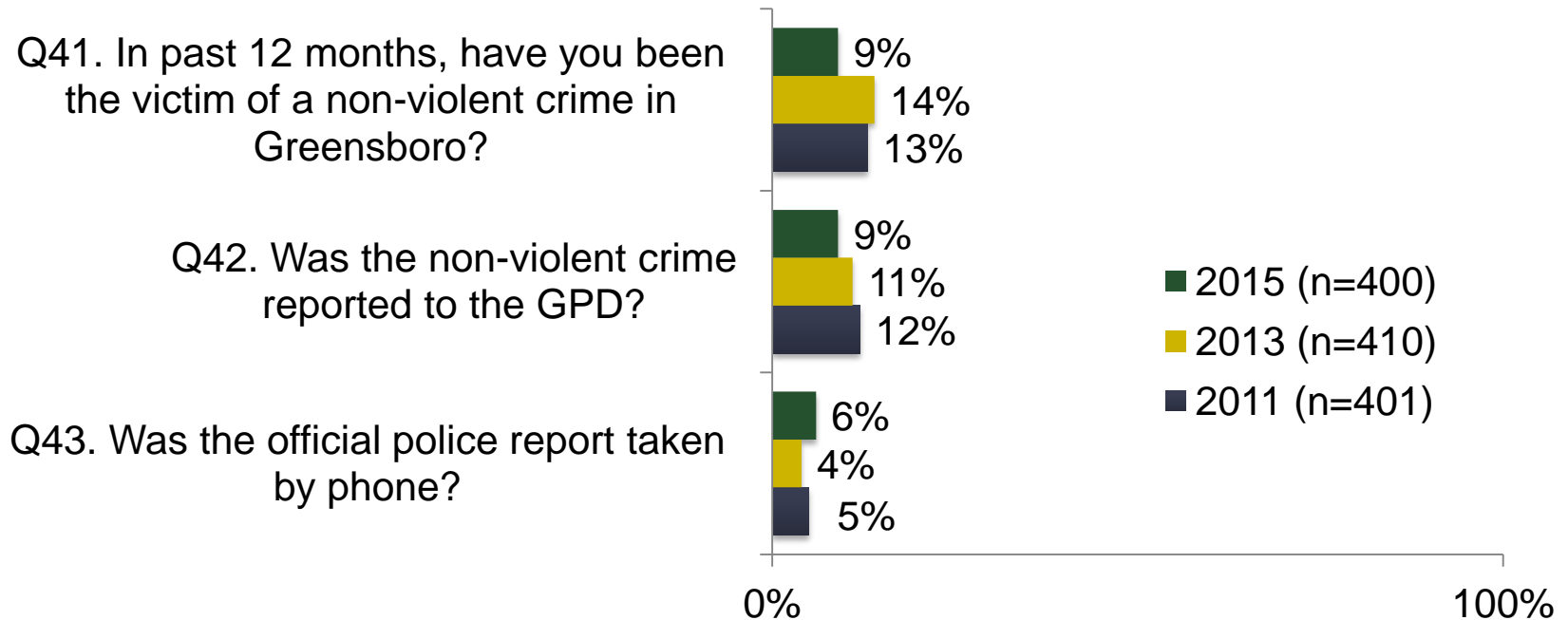


# Non-Violent Crime

## Total Sample (Q41, Q42, Q43)

Total Sample, n=400

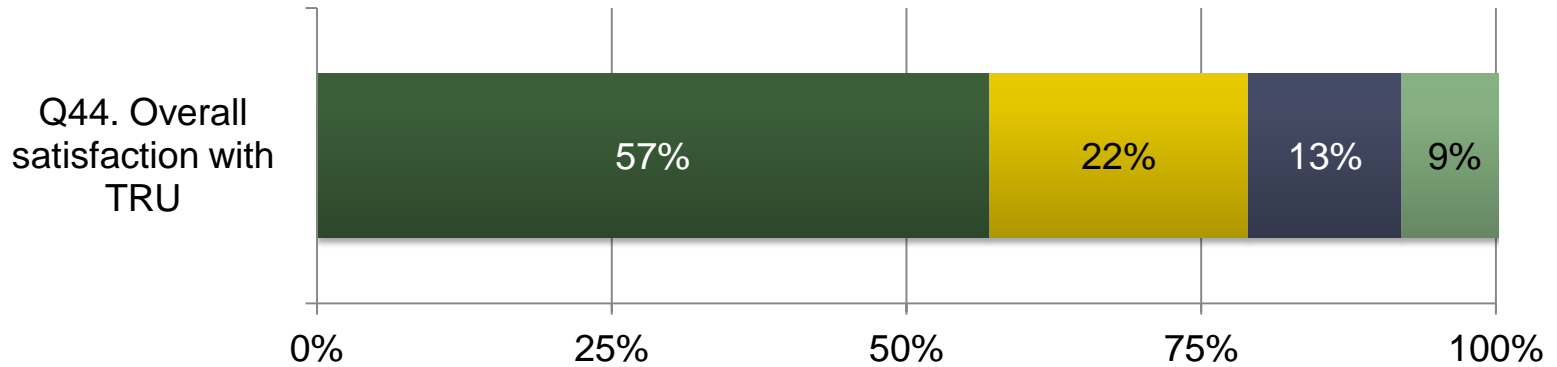
### Percent Responding "Yes"





# Overall Satisfaction with Service Provided by Telephone Response Unit (Q44)

Respondents who reported a non-violent crime and official report was taken by phone (n=23)



■ 10-9=Very Satisfied    ■ 8-7=Satisfied    ■ 6-5=Mid-scale    ■ 4-1=Total Dissatisfied

2011 Mean n=20	2013 Mean n=17	2015 Mean n=23
6.2	8.2	8.0

**Q45. (2015: If rating on Q44 is 4 or lower)  
Why do you give that rating?**

Car break-in considered low priority
Very poor response time for break-in

- Overall impressions improved significantly from 2011 to 2013.
- There has been no significant change from 2013 to 2015.



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# Perceptions of GPD Among Victims of Violent Crimes

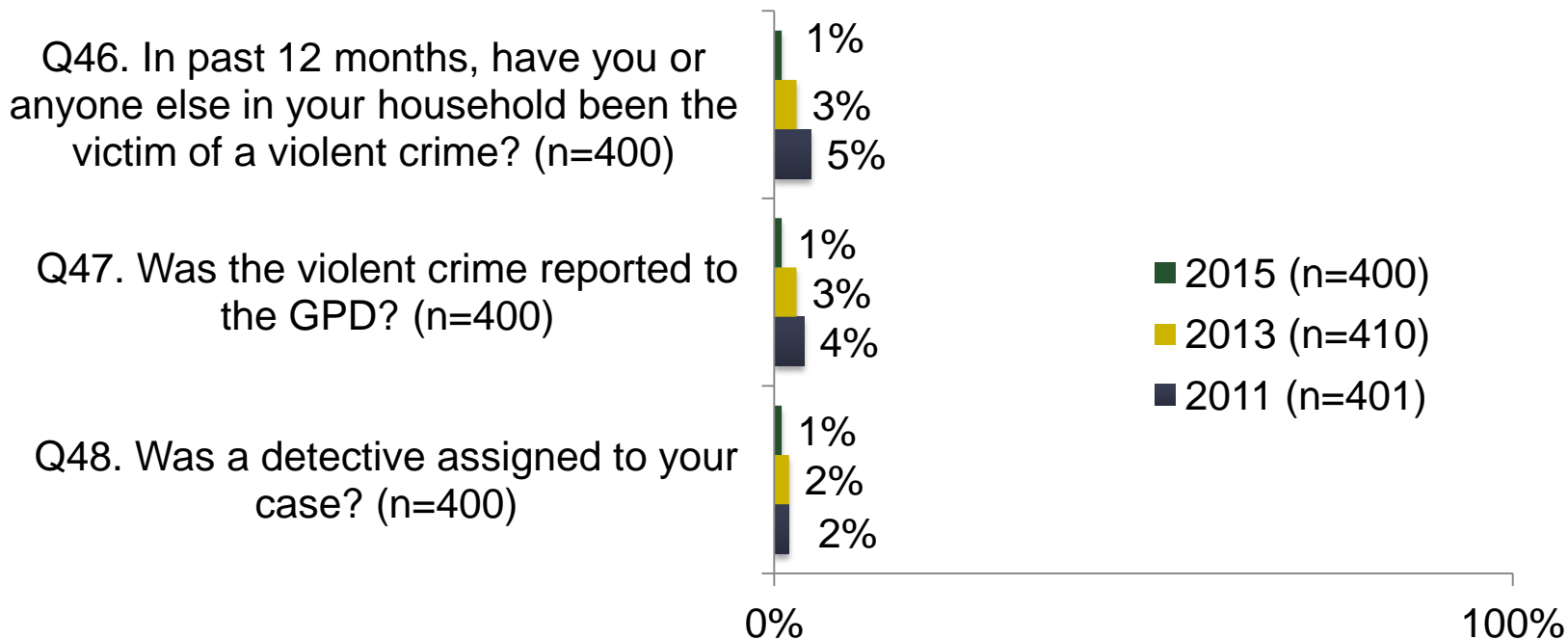




# Violent Crime

## Total Sample (Q46, Q47, Q48)

Percent Responding “Yes”



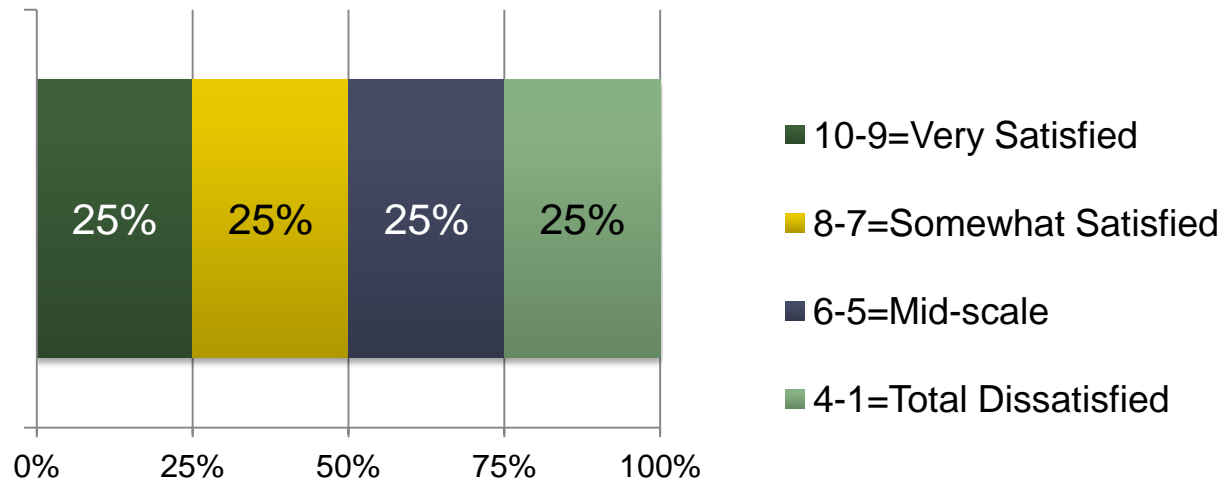


# Regardless of your case outcome, how satisfied were you with the interactions in person or on the telephone with the detective assigned to your case? (Q49)

**Victims of Violent Crimes Assigned a Detective (n=4)**

**Base (n=4) is too small for reliable analysis.**

Q49. Satisfaction with detective (n=4)



2011 Mean	2013 Mean	2015 Mean
4.4	8.0	6.8

**Q50. (2015: If rating on Q49 is 4 or lower) Why do you give that rating? (n=1)**

Slow to respond and never did anything



# **Perceptions of GPD Among Those Who Have Had Contact with GPD for Reasons Other than Crime**



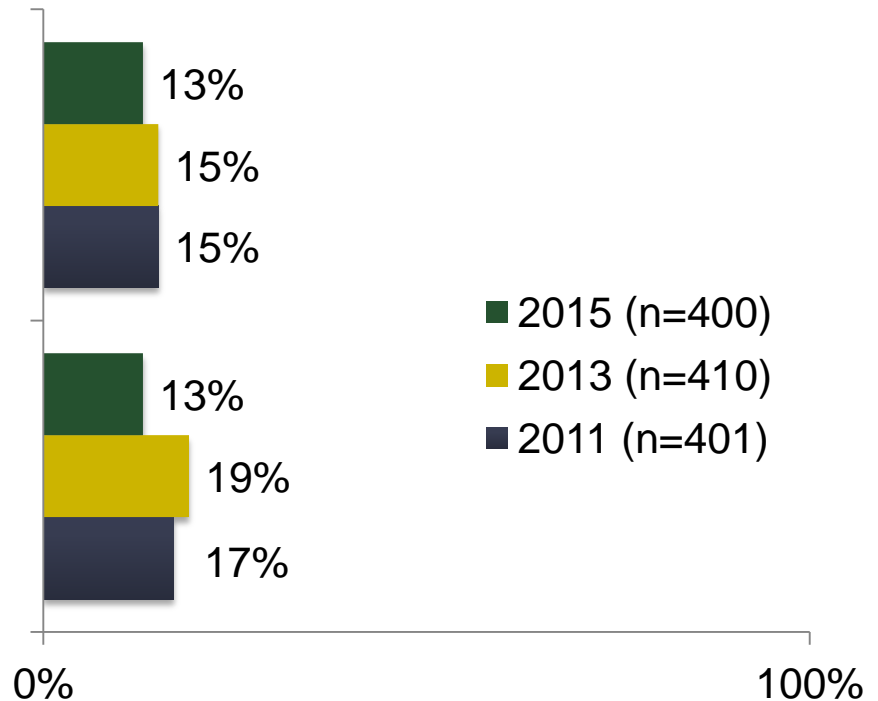
# Other Types of Interaction With GPD

## Total Sample (Q51, Q53)

Percent Responding “Yes”

Q51. During the past 12 months, have you had contact with the GPD for an emergency not related to a crime?

Q53. During the past 12 months, have you had contact with the GPD for any reason that did not involve a crime or emergency?



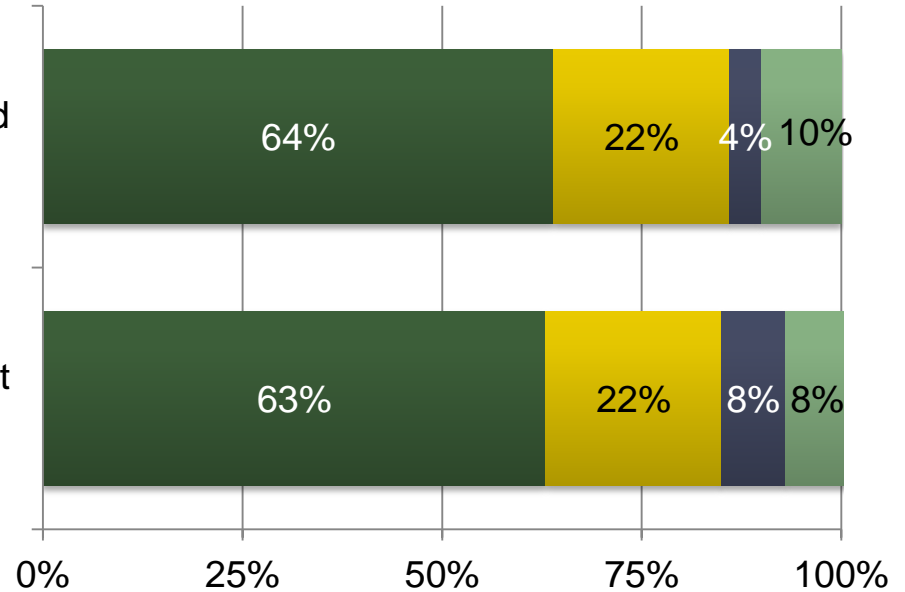


# Satisfaction with GPD (Q52, Q54)

Respondents who have had contact with GPD  
for reasons other than a crime  
Don't know responses dropped from base

Q52. Satisfaction with interaction that involved an emergency not related to a crime (n=50)

Q54. Satisfaction with interaction that did not involve a crime or emergency (n=51)



■ 10-9=Very Satisfied   ■ 8-9=Somewhat Satisfied   ■ 6-5=Mid-scale   ■ 4-1=Total Dissatisfied

Mean Ratings	2011	2013	2015
Q52. Satisfaction with interaction that involved an emergency not related to a crime	8.2	8.1	8.4
Q54. Satisfaction with interaction that did not involve a crime or emergency	7.8	8.2	8.4



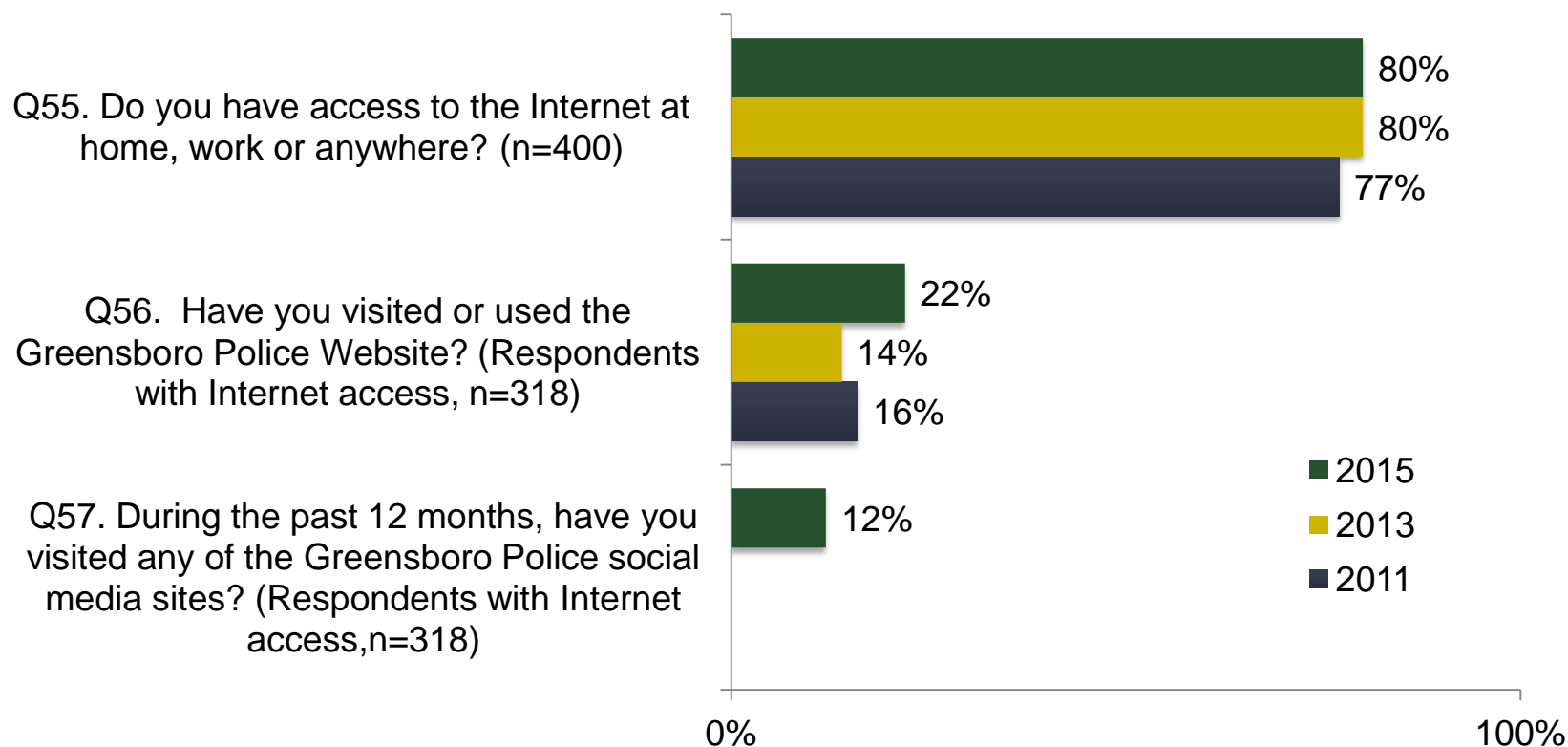
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# GPD Website and Social Media



# GPD Website and Social Media (Q55–Q57)

Percent Responding “Yes”





# Respondent Suggestions





# Recommendations

## For Ways to Improve the GPD (Q55)

### Unaided, Multiple Answers Allowed

Total Sample	n=400
No suggestions	33%
No suggestions, but positive comment about doing a good job	14%
Improve public relations, communication, involvement in community	15%
Patrol more, more visibility	4%
More officers and resources	3%
More diversity in Department	3%
Better training for situations to prevent use of force	3%
Deal with teen issues, disturbances, curfew	2%
Treat all people with respect, be more sensitive to feelings of citizens	2%
Faster response	2%
More diversity training, better understanding of other ethnicities and communities	2%

	n=400
Continue community policing, it should promote trust	1%
Don't abuse authority, avoid being aggressive	1%
Deal with drug problem	1%
Use body cameras	1%
Stop racial profiling and harassment	1%
Stricter enforcement of laws	1%
More consideration and training on homeless, mentally ill, disabled, people in public housing	1%
Be open and honest	1%
Fair treatment of all people	1%
More effort to try to solve crime, keep victims informed	1%
Keep us safe	1%
Stop gangs	1%

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



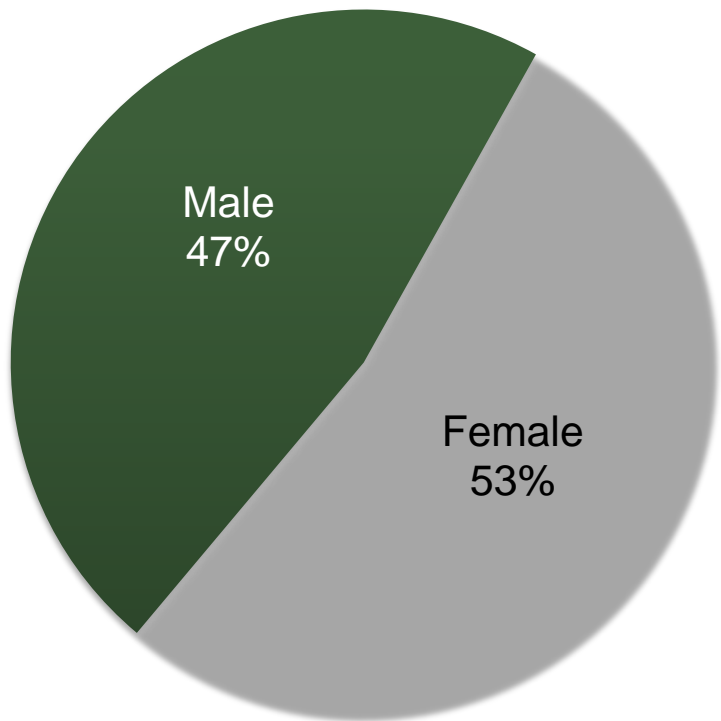
# Respondent Profile



# Respondent Profile

Total Sample

Q1. Gender (n=400)



Q5. Zip Code for Home (n=400)

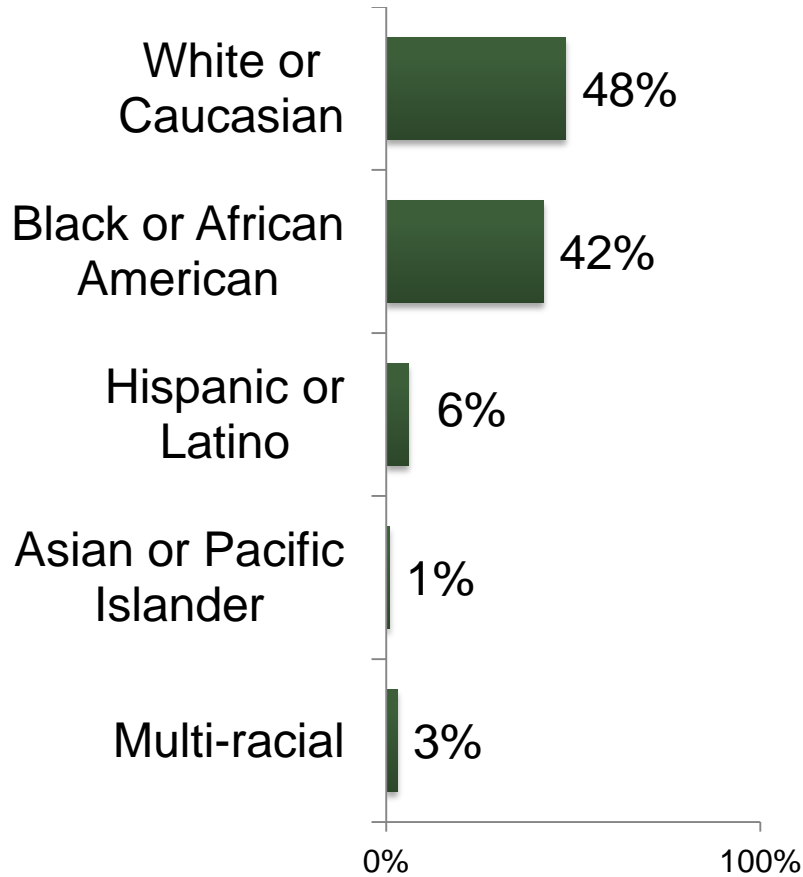
	n=400
27405	16%
27401	14%
27410	14%
27406	13%
27407	12%
27403	11%
27455	7%
27408	5%
27409	3%
27214	2%
27301	1%
27235	1%
27282	1%
27358	1%



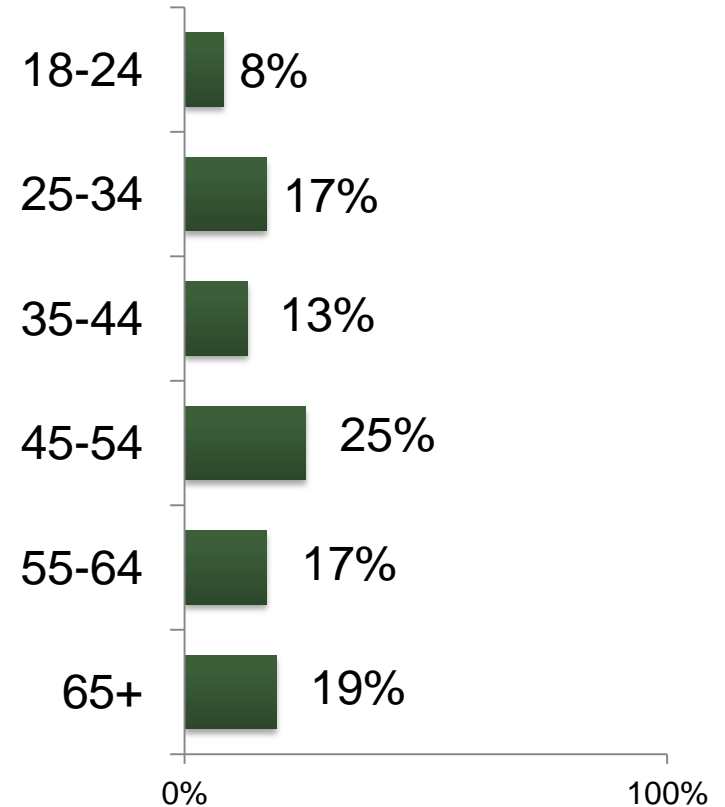
# Respondent Profile

Total sample with refusals dropped from base

### Q59. Race/Ethnicity (n=400)



### Q61. Age (n=395)

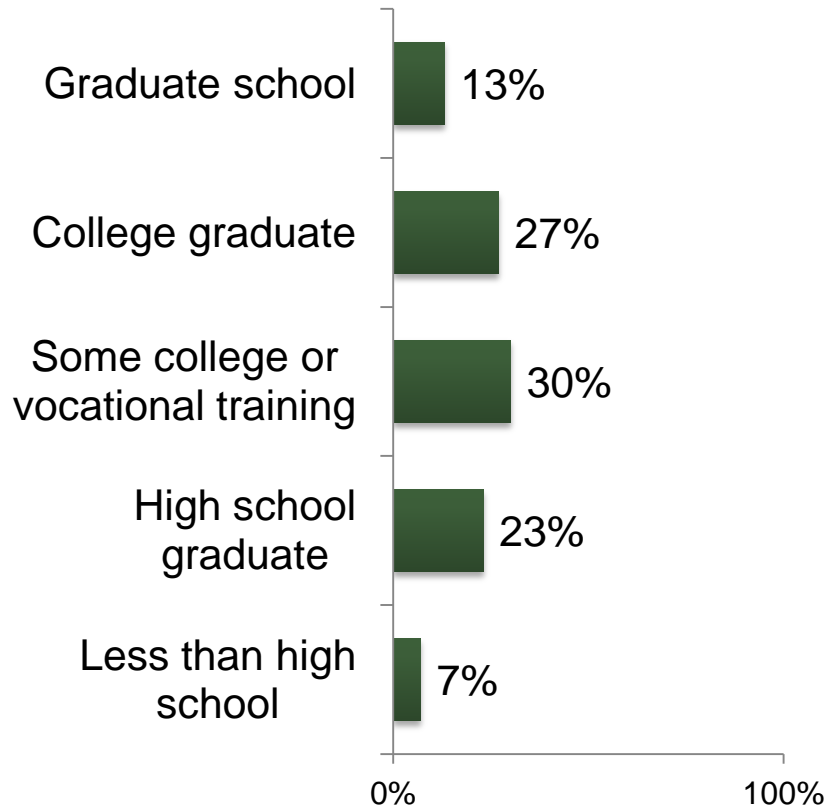




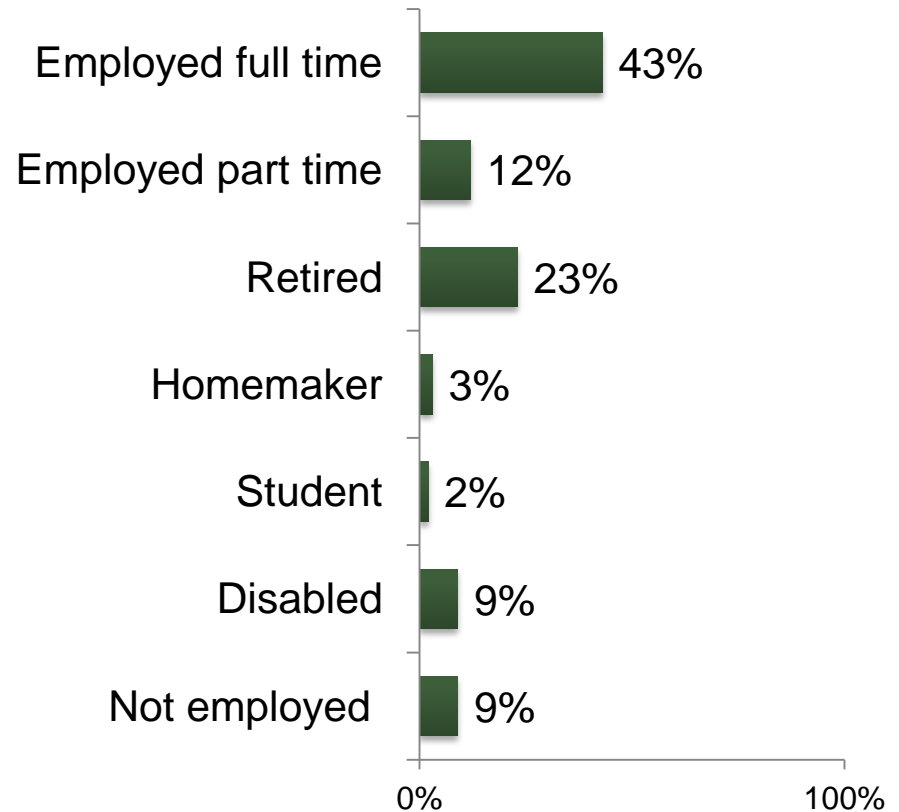
# Respondent Profile

Total sample with refusals dropped from base

Q62. Education (n=391)



Q63. Employment (n=380)

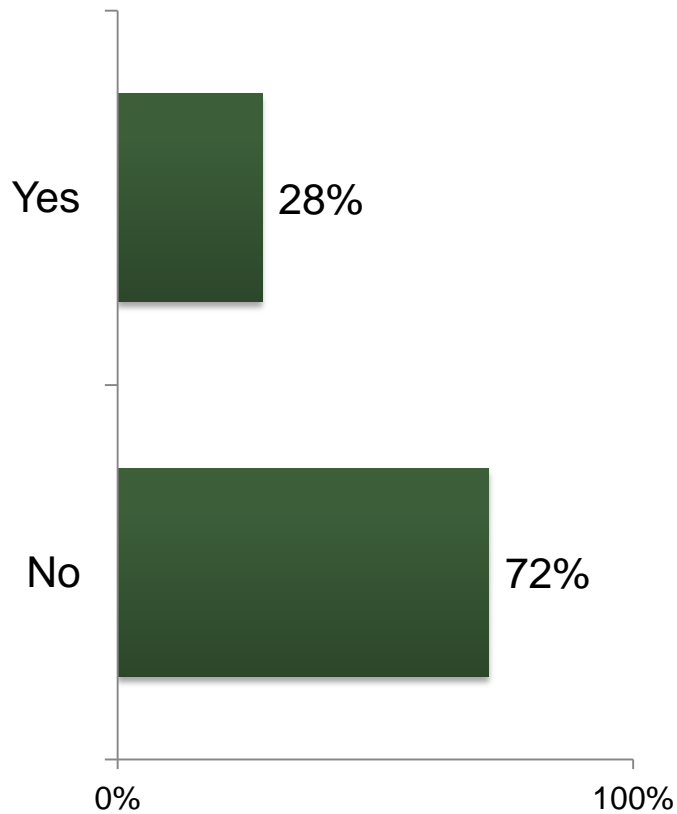




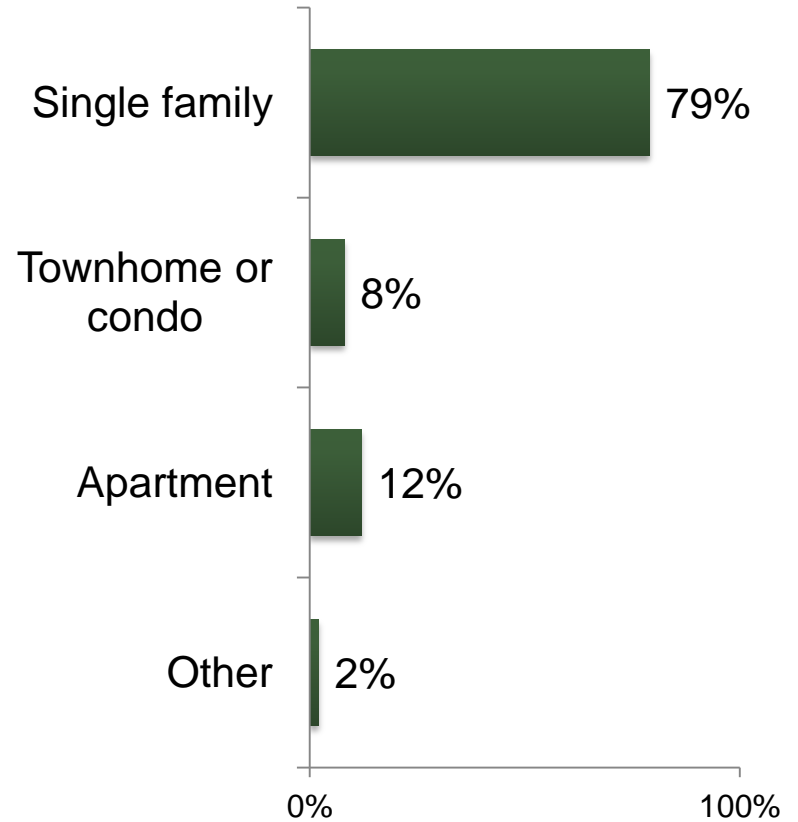
# Respondent Profile

Total sample with refusals dropped from base

### Q64. Children in Household (n=389)



### Q65. Type of Home (n=392)

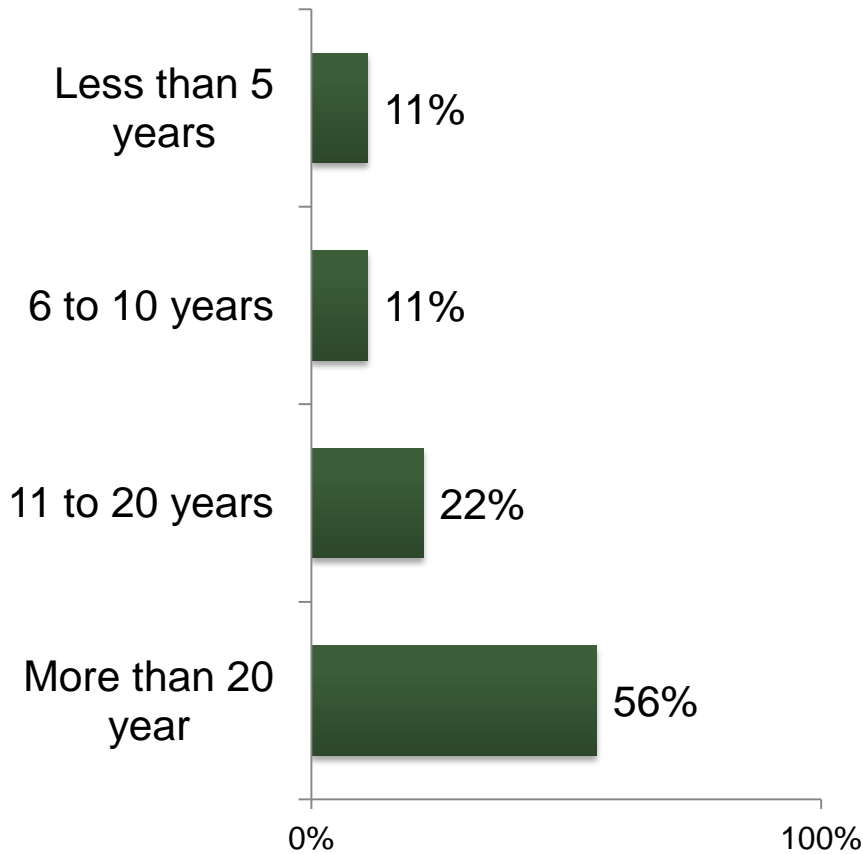




# Respondent Profile

Total sample with refusals dropped from base

### Q66. Years in Greensboro (n=389)



### Q67. Household Income Before Taxes (n=319)

