

Atlanta Police Foundation Telephone Survey Results

February 2011



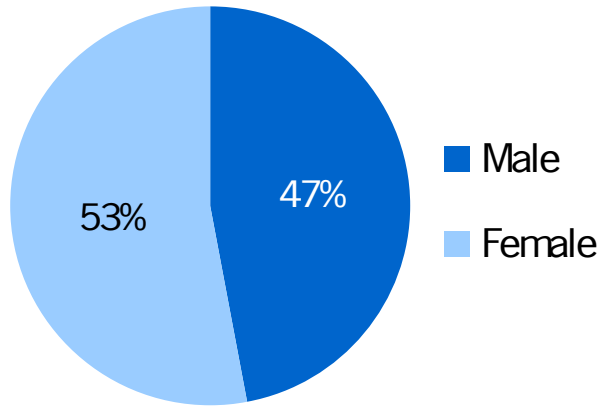
Methodology

- Telephone survey of 600 Atlanta registered voters, fielded January 2011
- Topics of discussion include:
 - Perceptions of crime
 - Perceptions of the Atlanta Police Department
 - Satisfaction with 911 emergency response system
 - Considerations for improving the Atlanta Police Department's website
 - Respondents' civic engagement

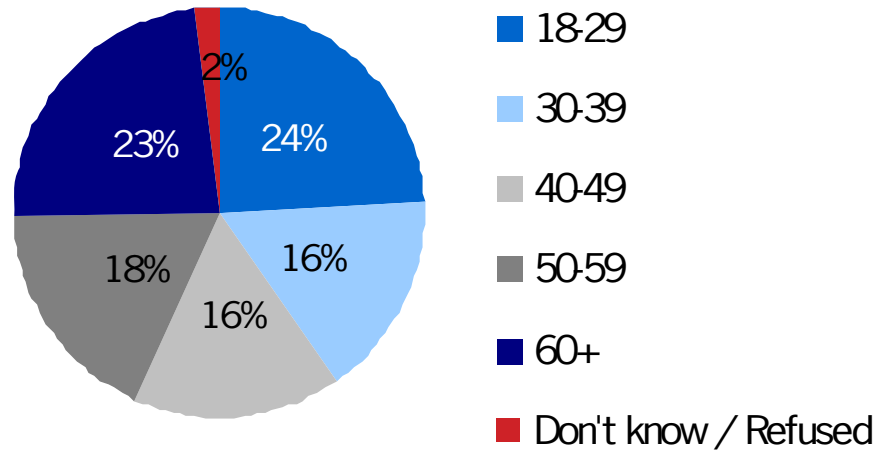


Demographics

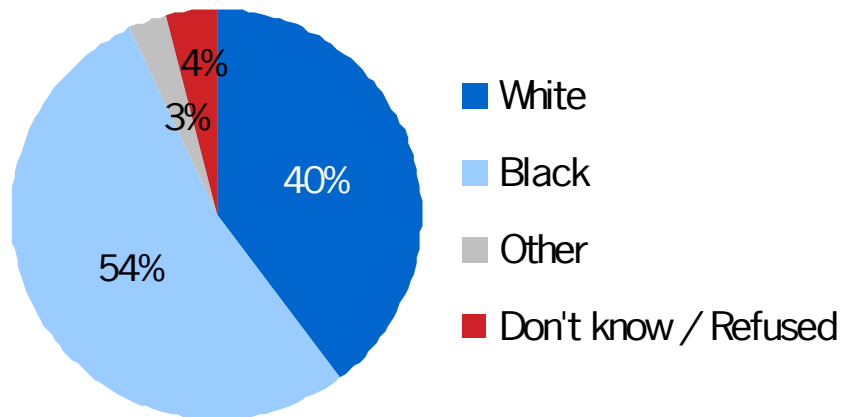
Gender



Age



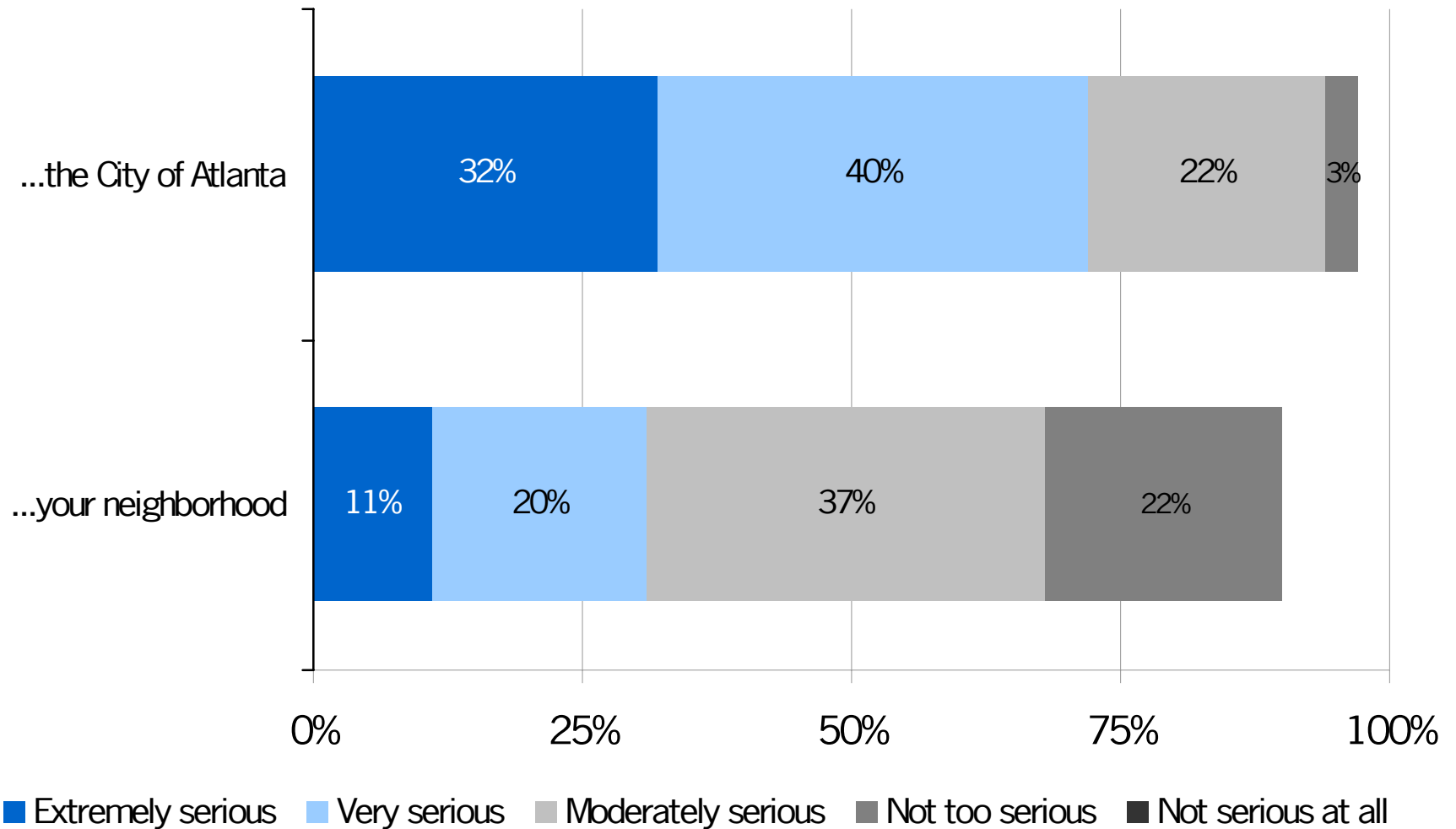
Race



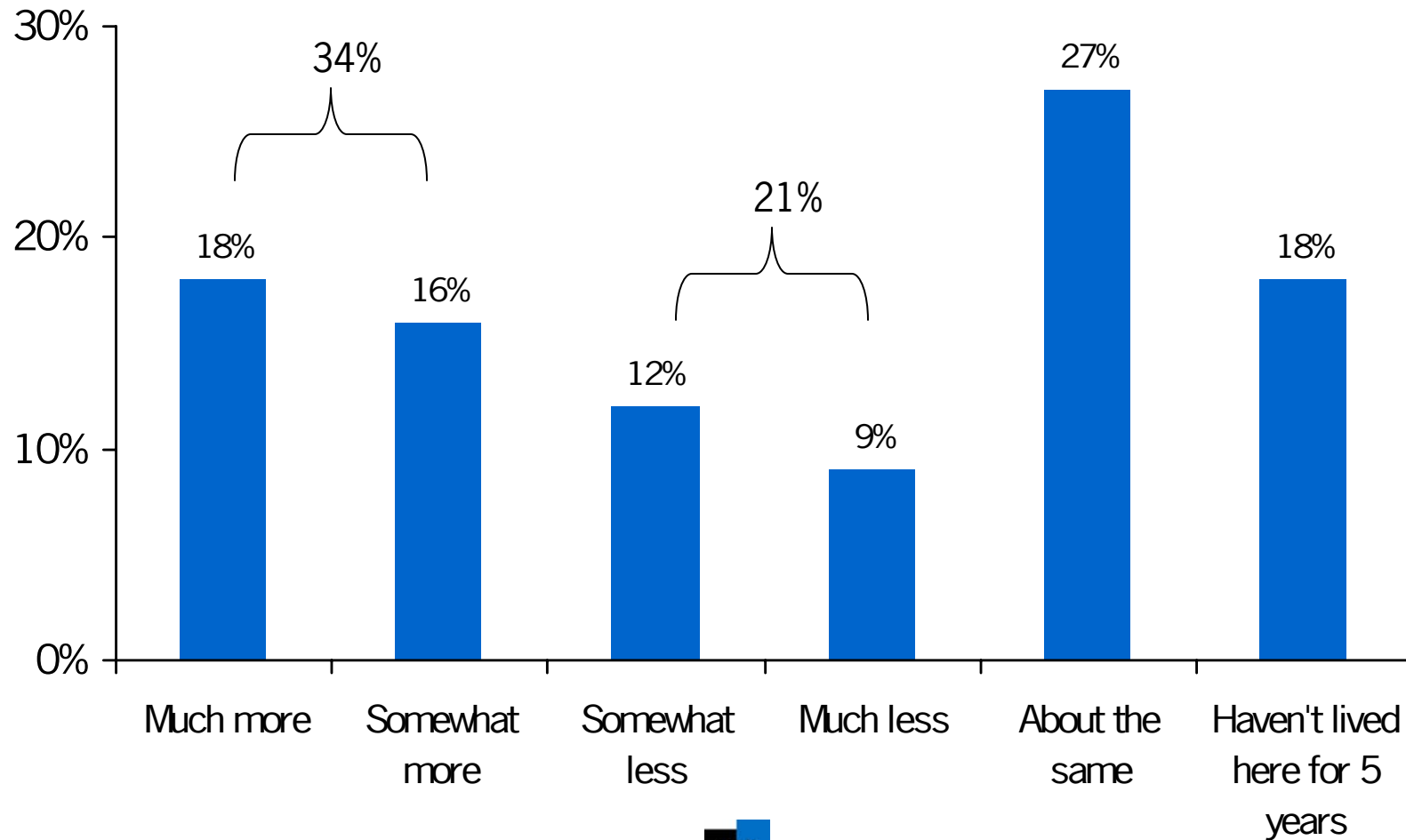


Perceptions of Crime

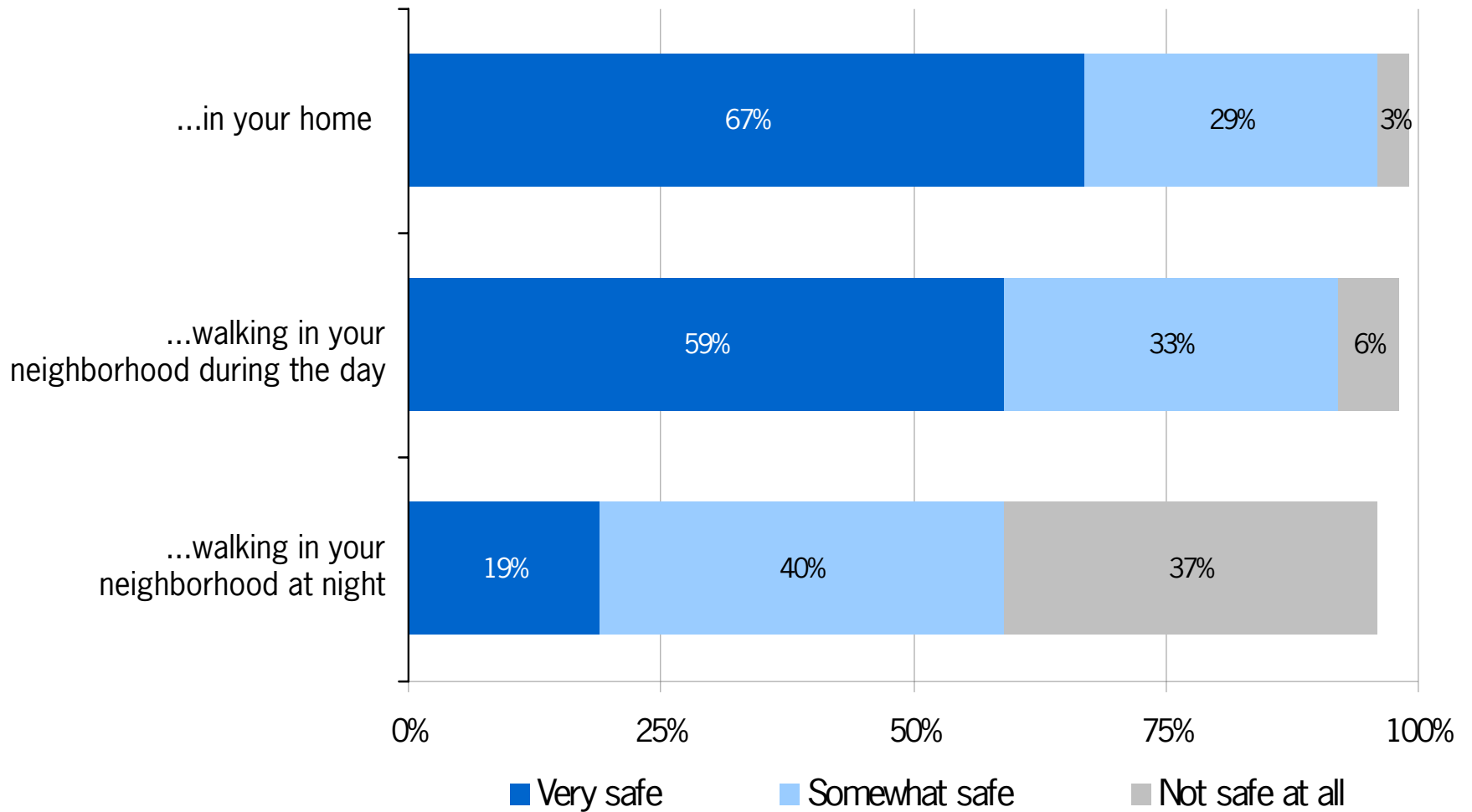
Overall, how would you describe the problem of crime in...



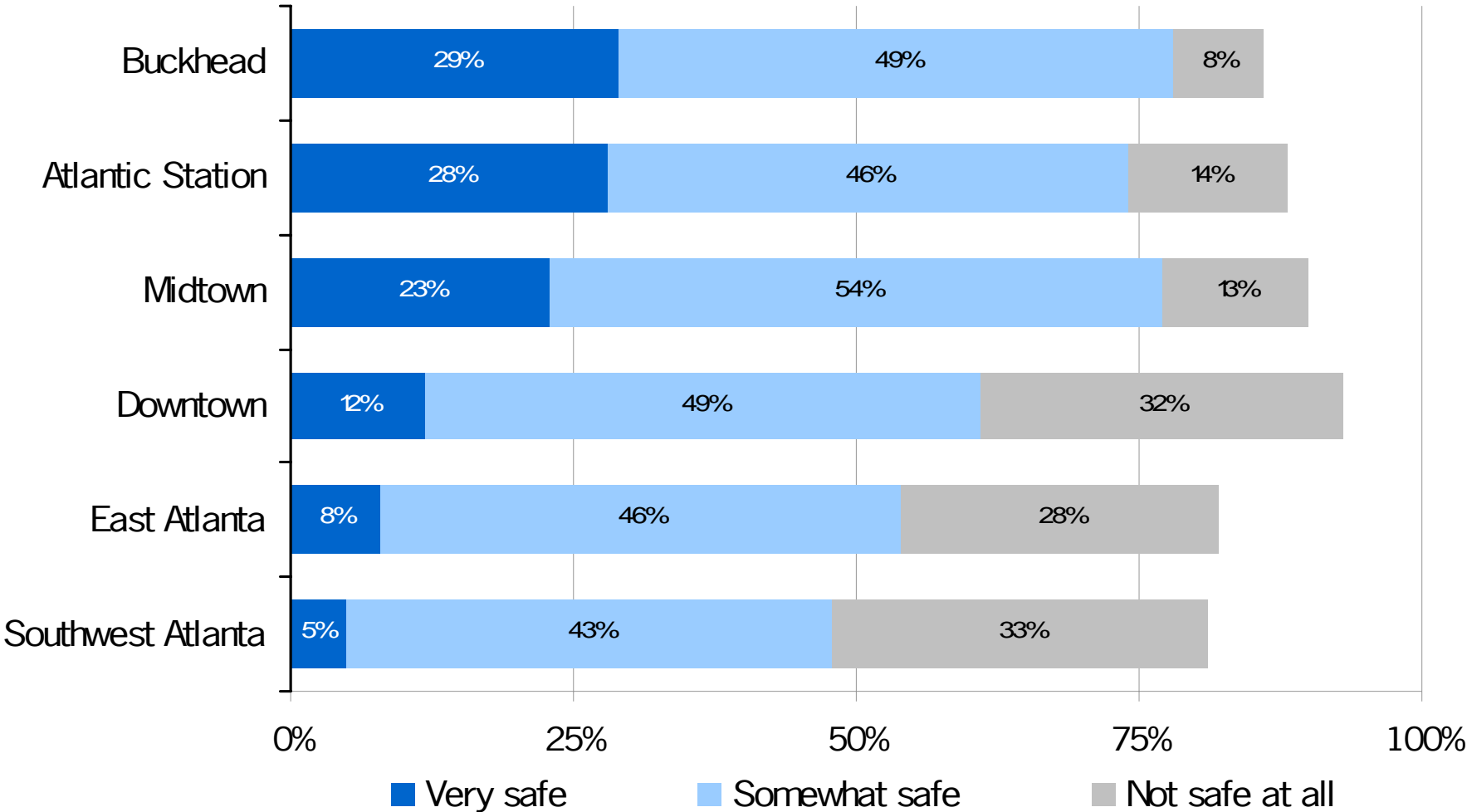
In your opinion, is there more crime in your neighborhood today than there was 5 years ago, or less?



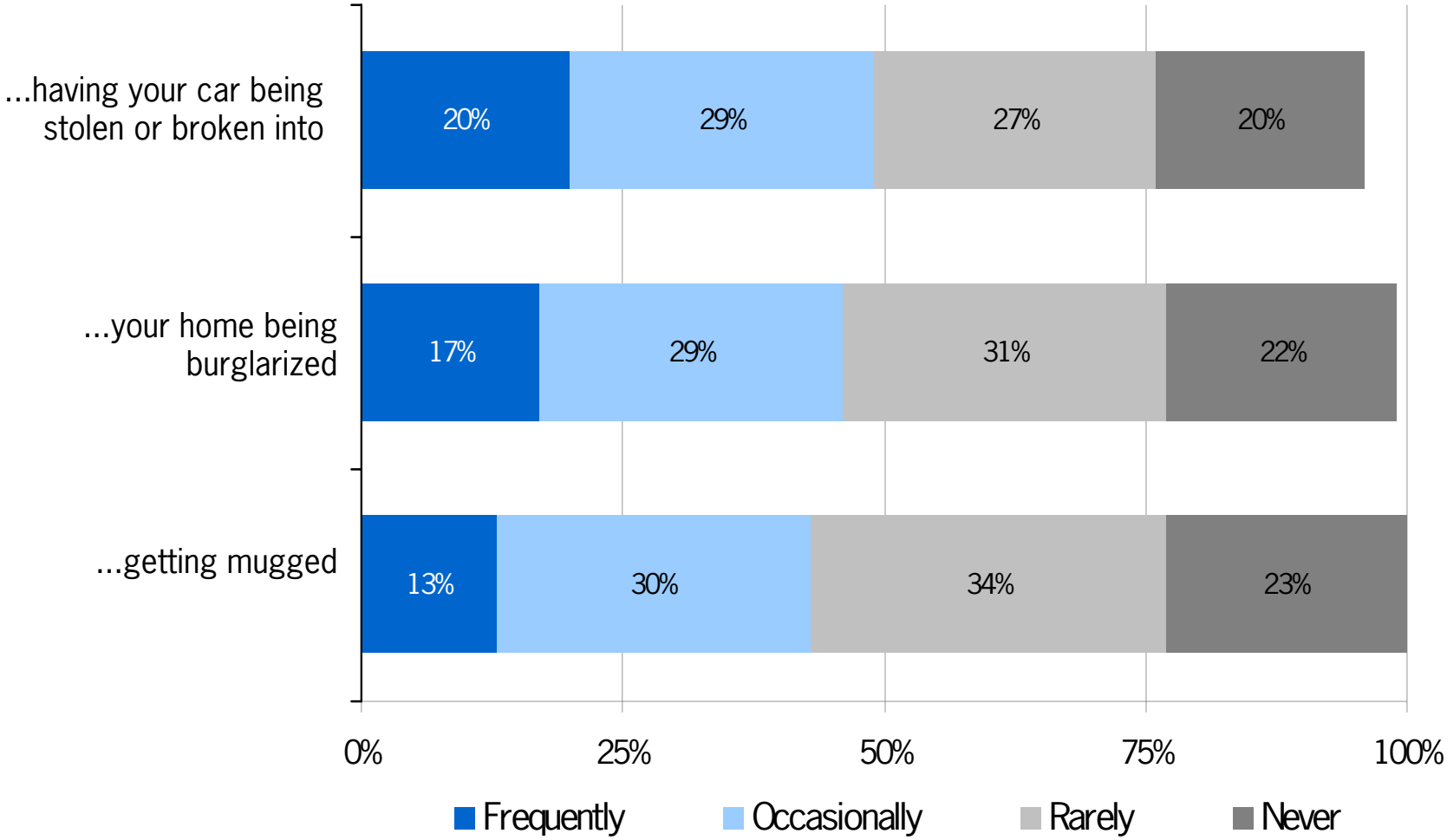
How safe do you feel...



How safe would you feel going to each of the following parts of town for entertainment purposes?



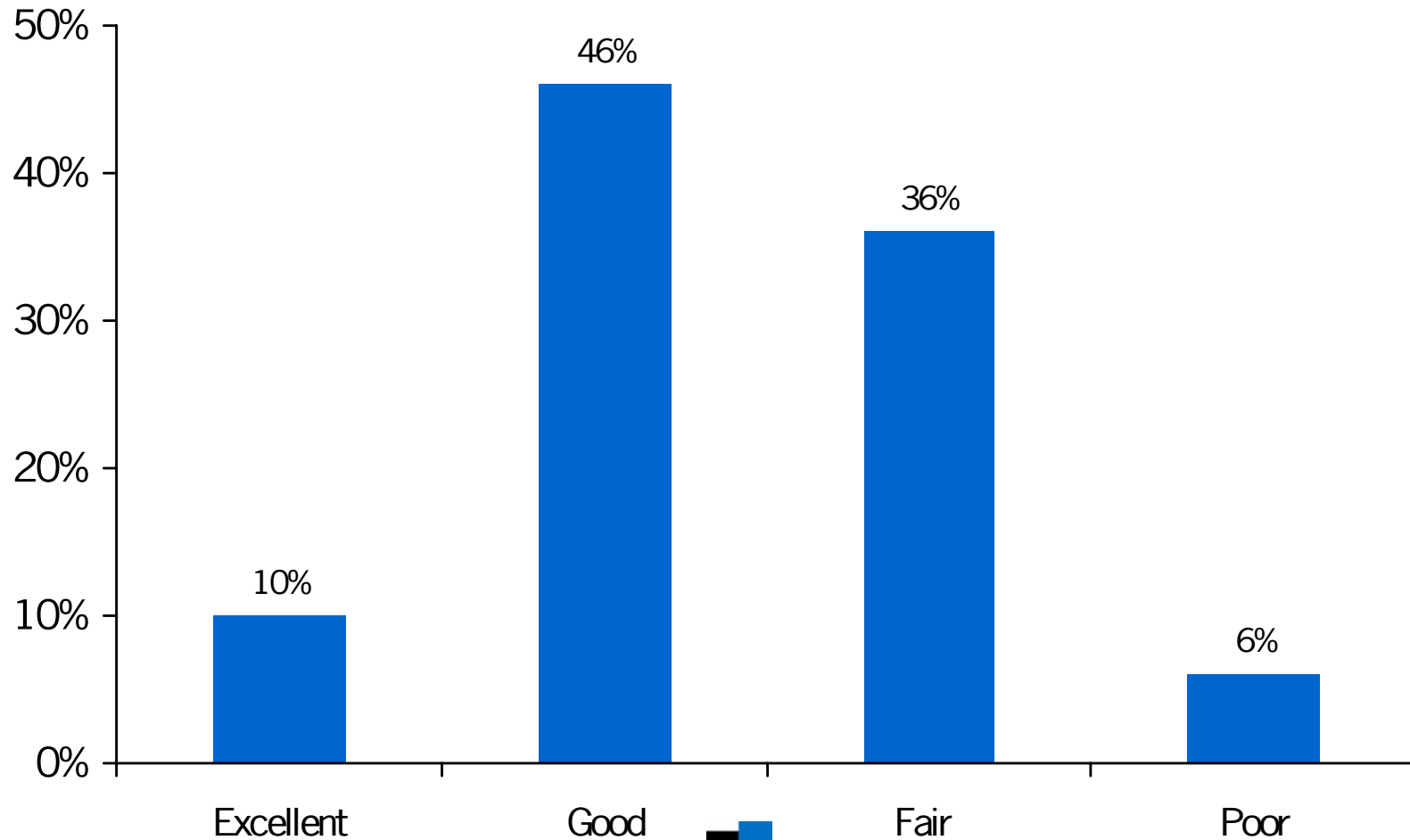
How often do you, yourself, worry about...



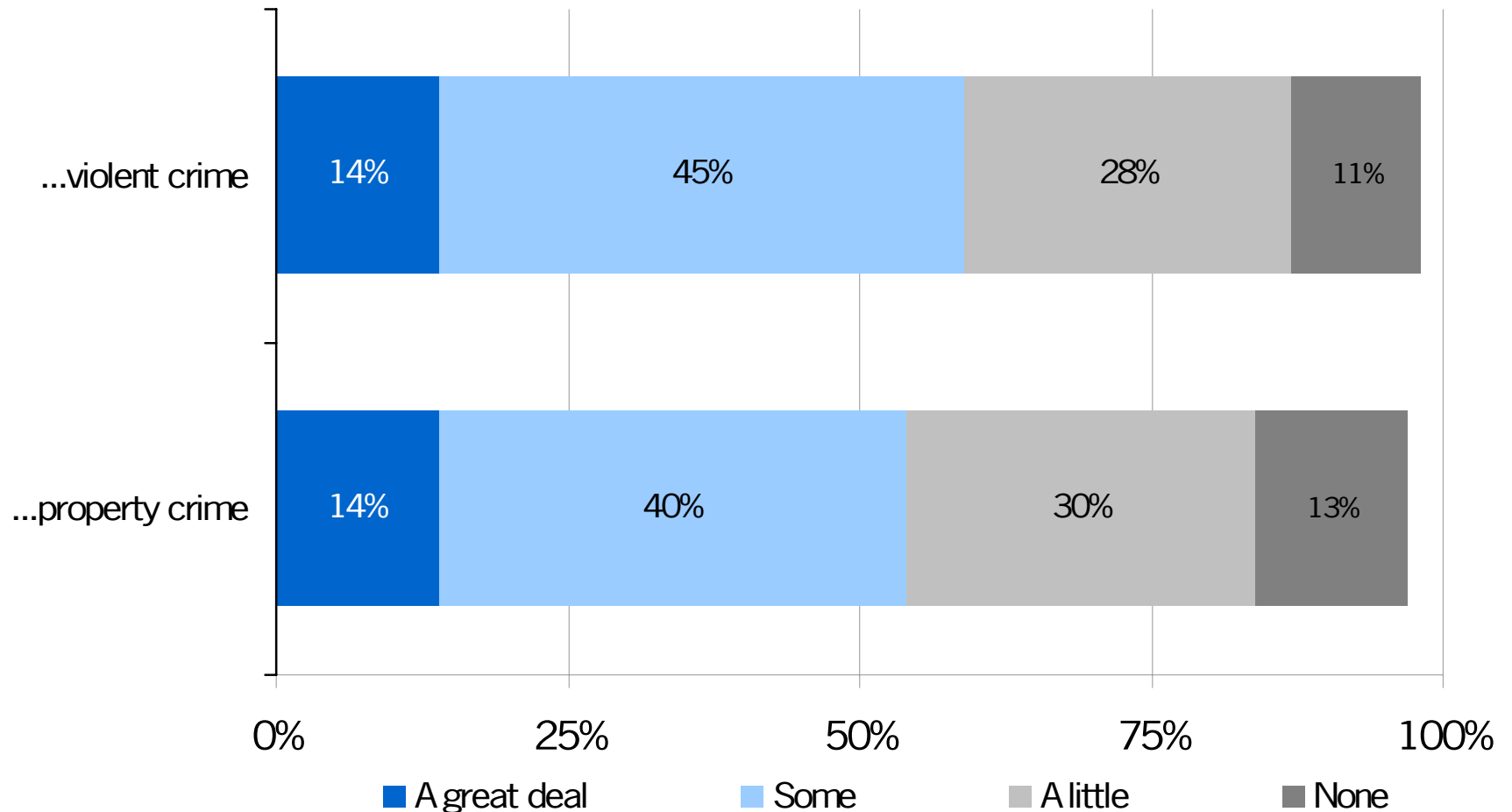


Perceptions of the Atlanta Police Department

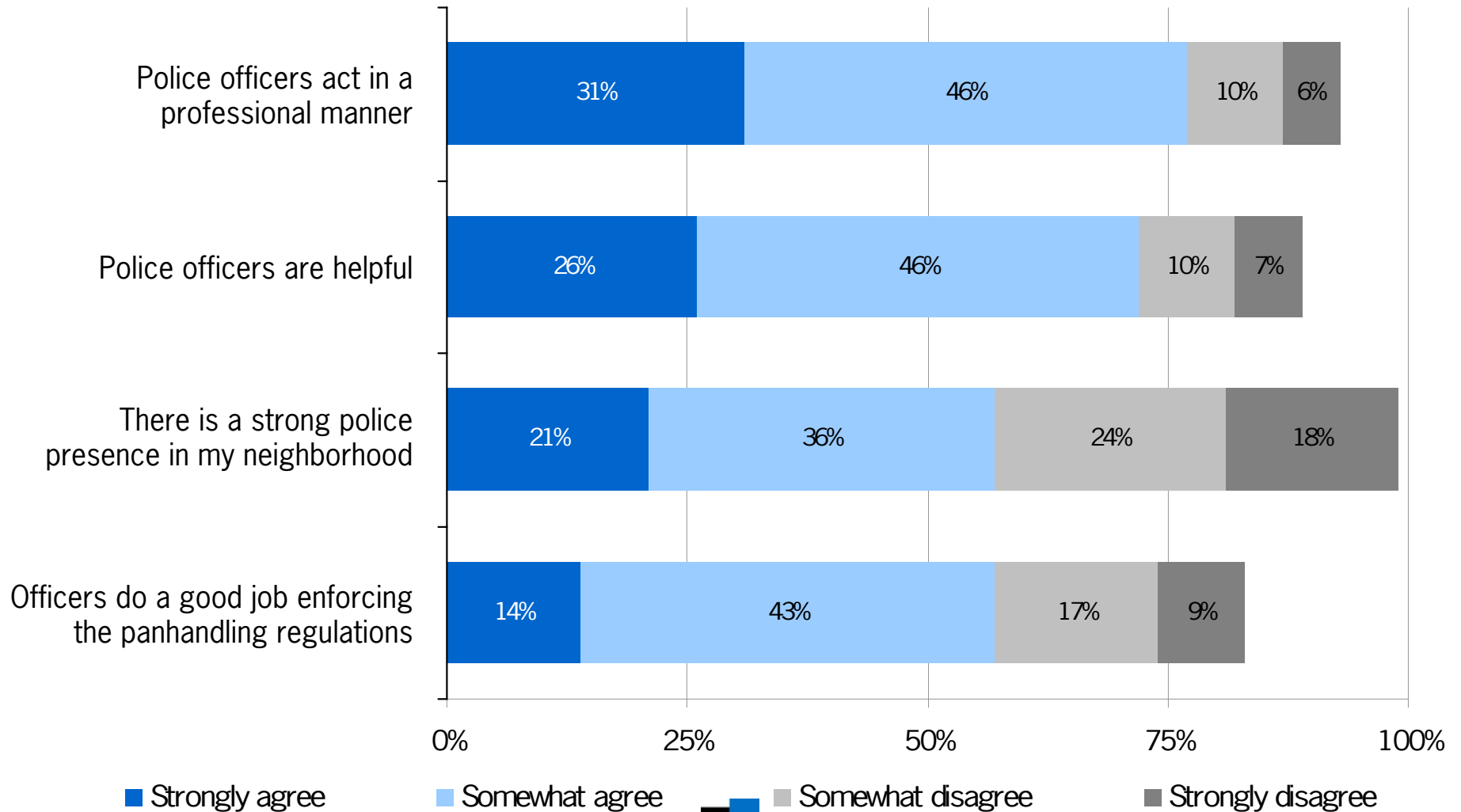
Overall, how would you rate the job that the Atlanta Police Department is doing?



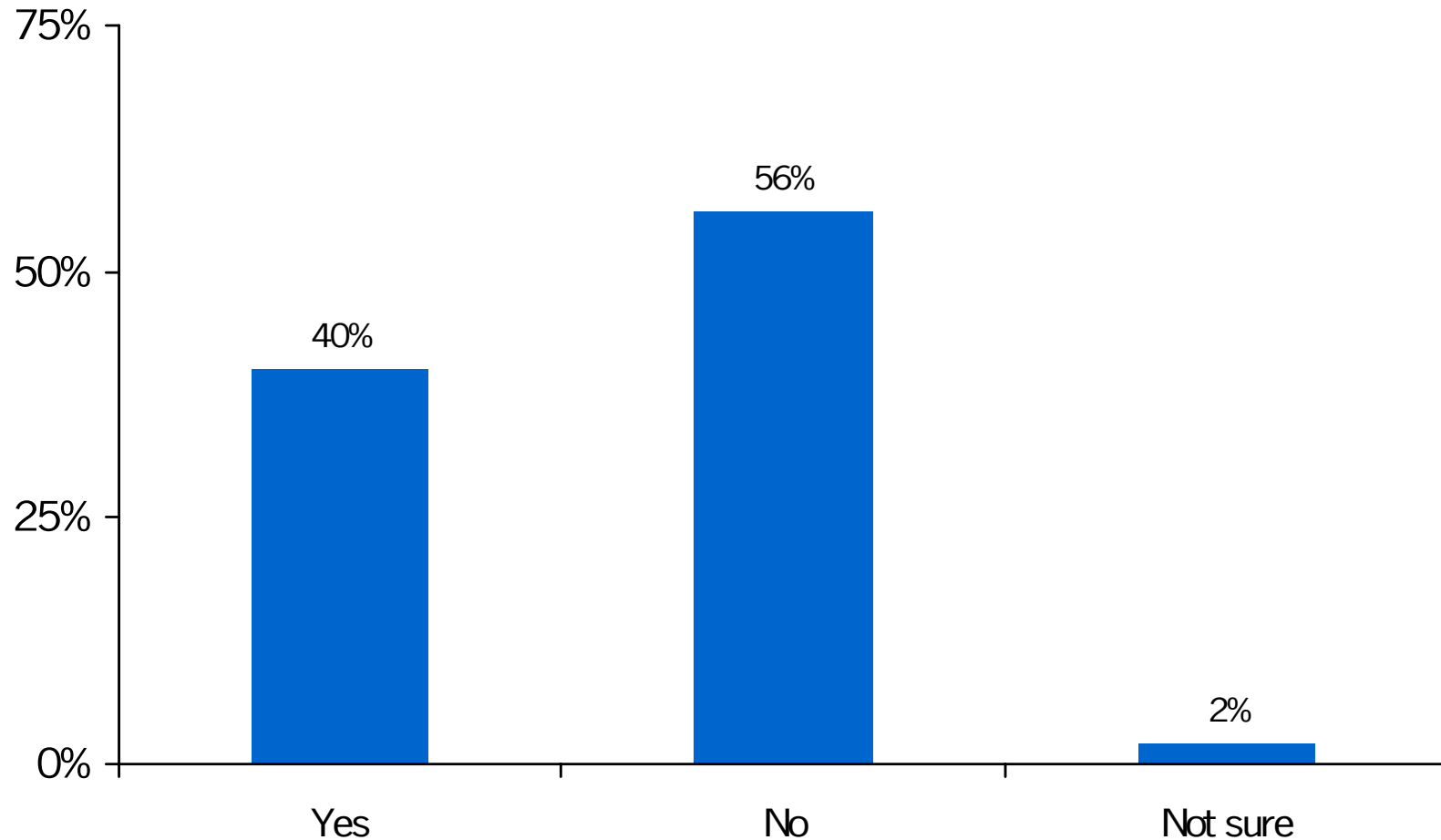
How much confidence do you have in the ability of the Atlanta Police Department to protect you from...



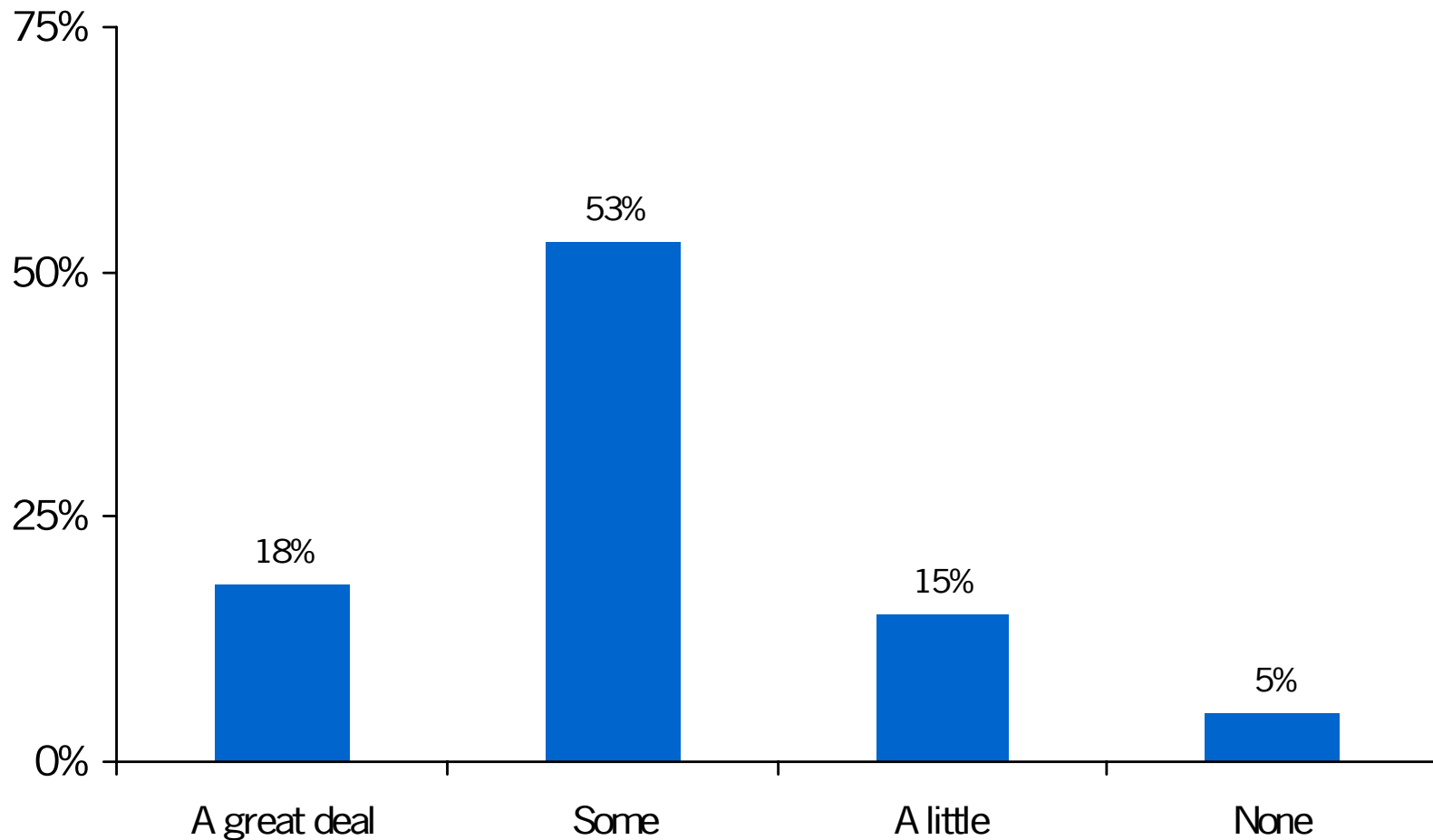
Thinking specifically about the Atlanta Police Department, how much do you agree or disagree with each statement?



In the past year, have you interacted with an on-duty Atlanta police officer for any reason?



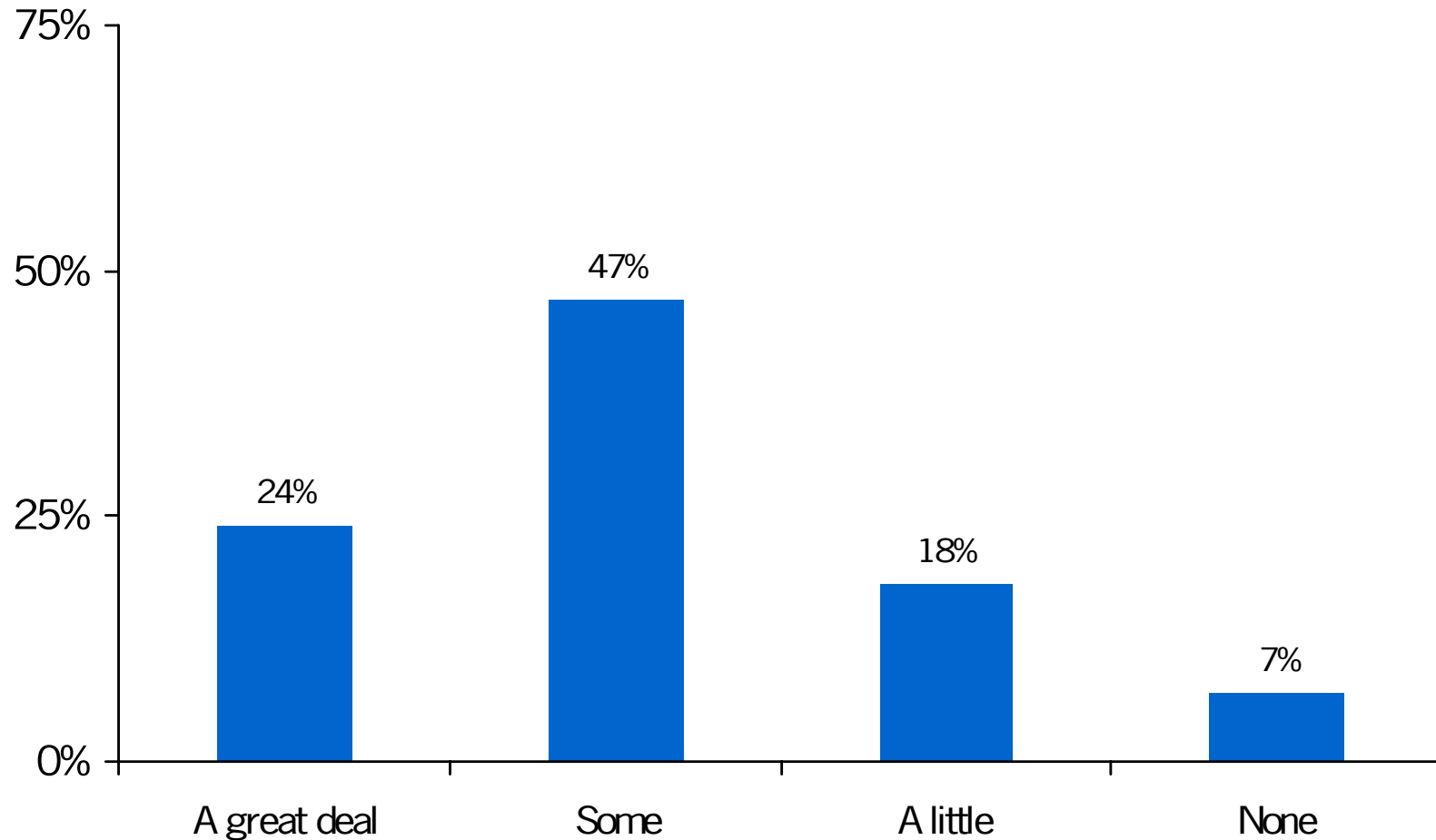
How much confidence do you have in the new leadership of the Atlanta Police Department to protect the city?



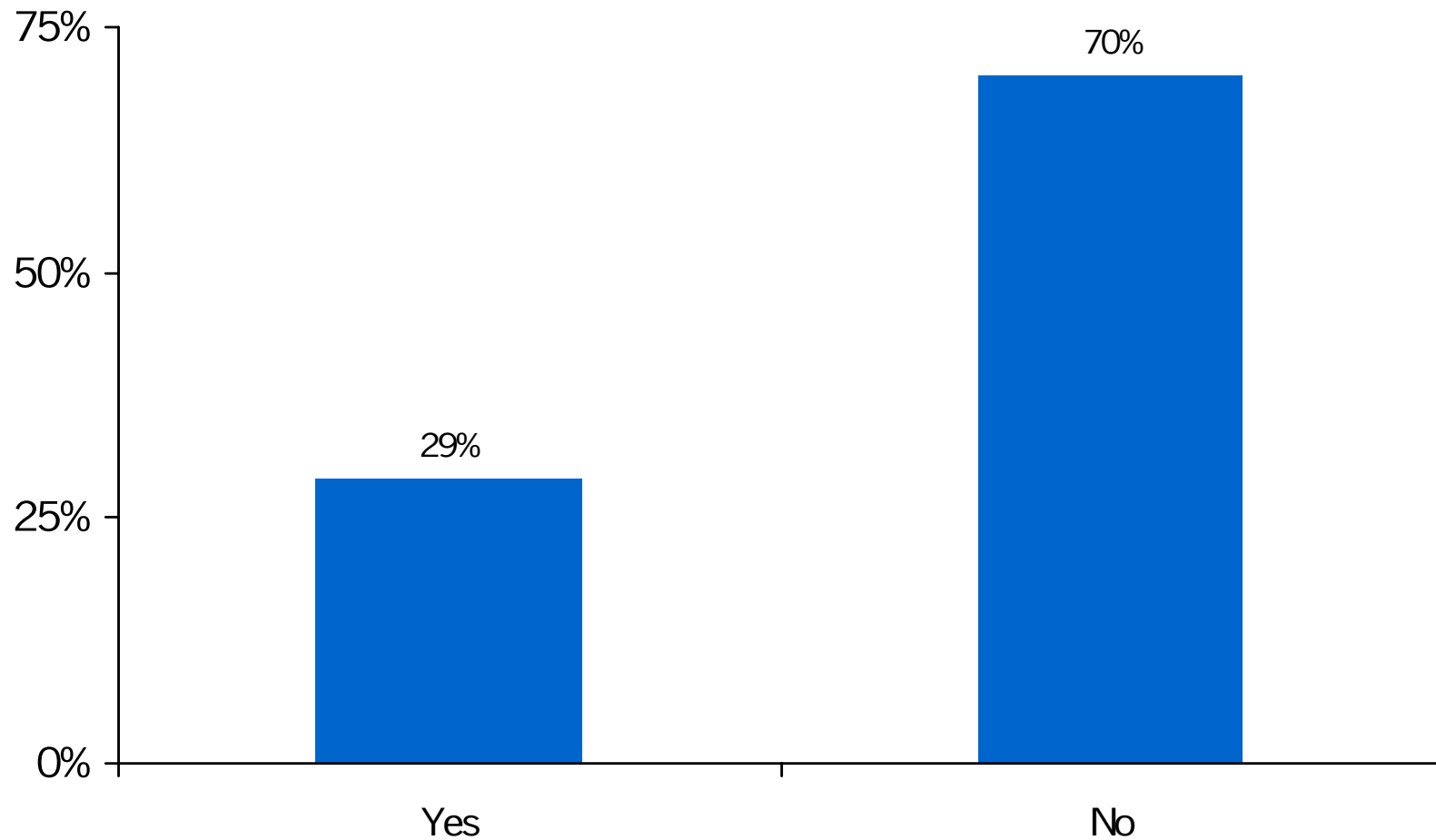


911 and the Internet

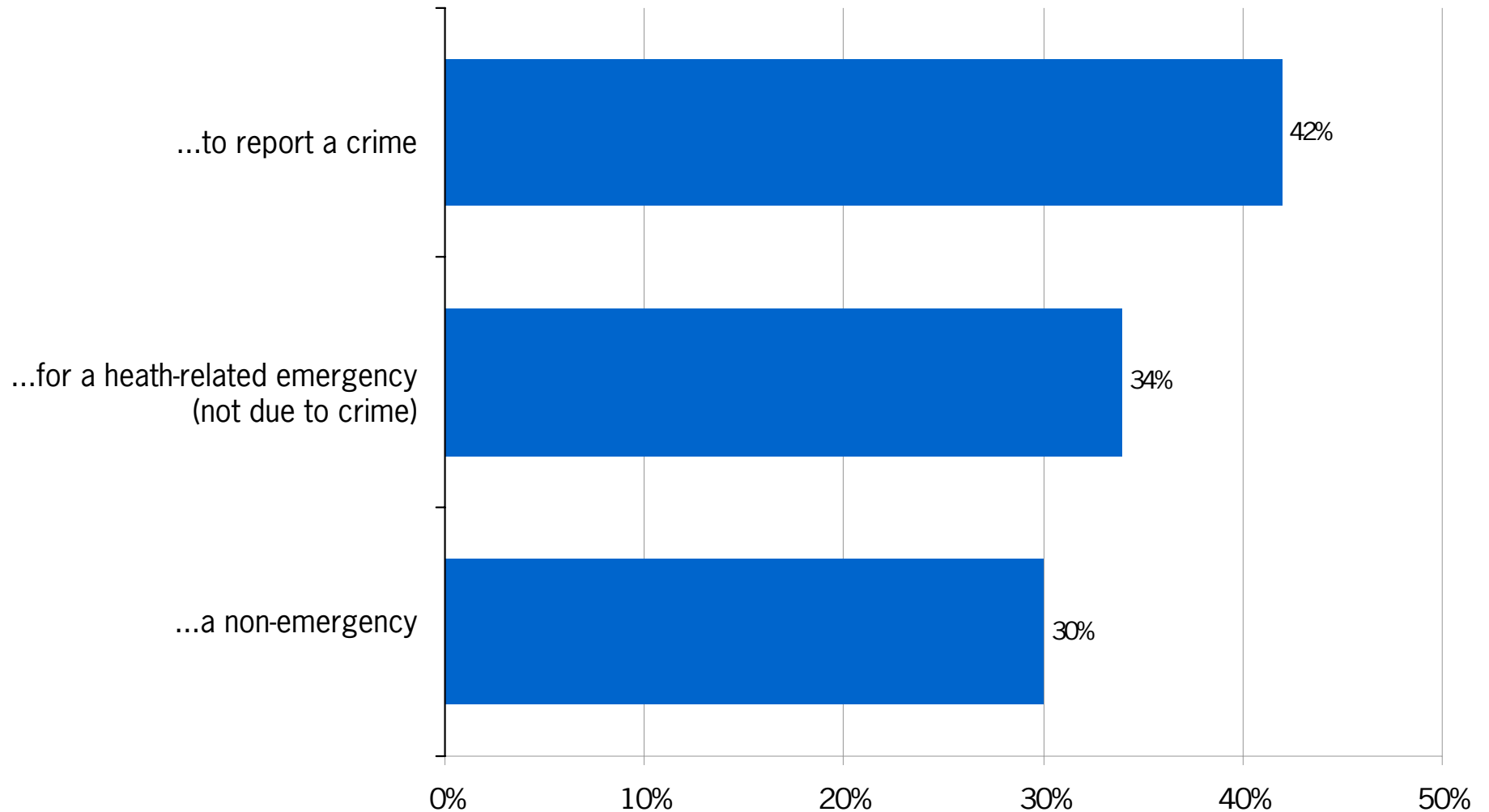
How much confidence do you have in the 911 emergency response system in Atlanta?



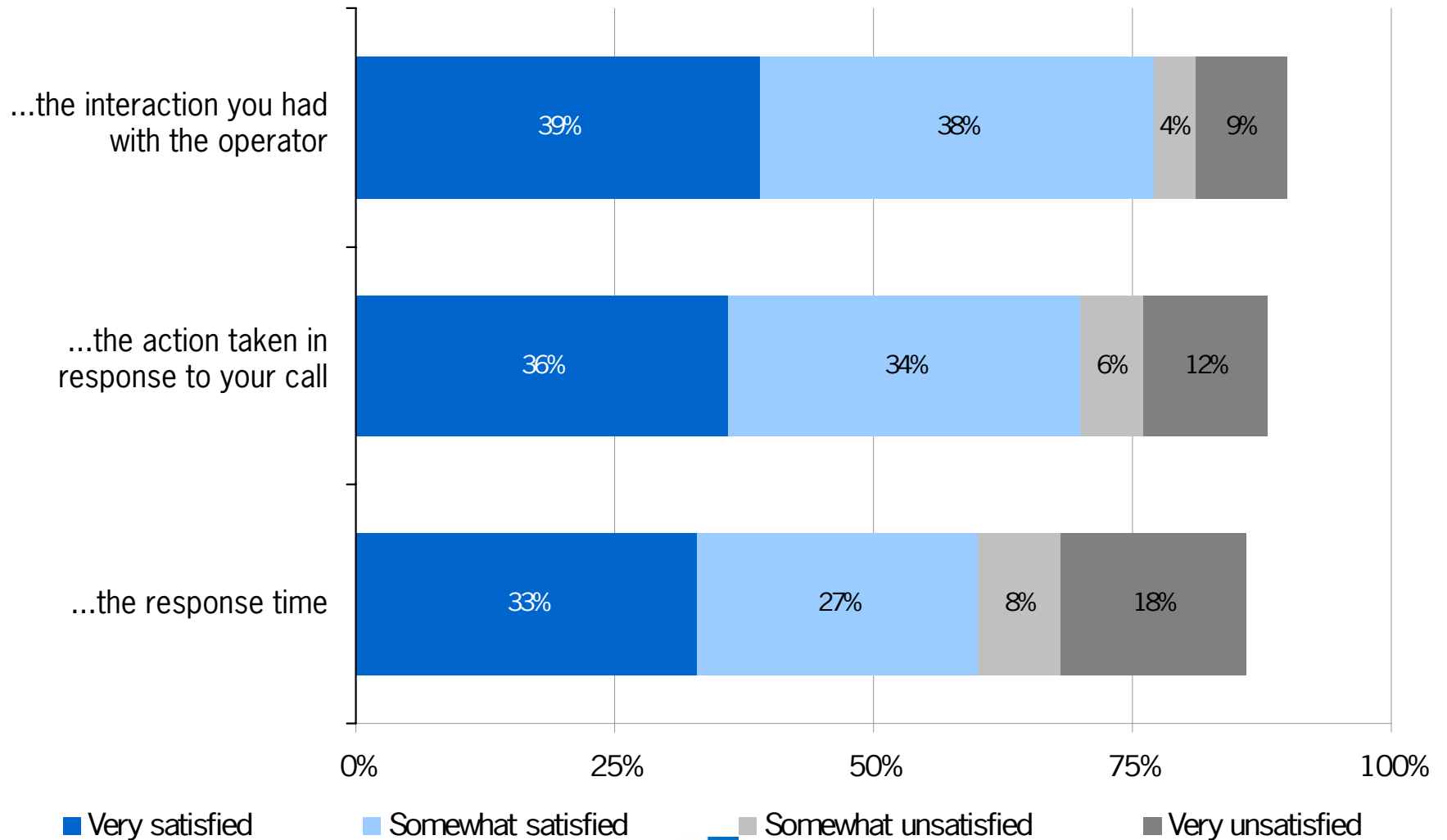
Have you called 911 in the past year?



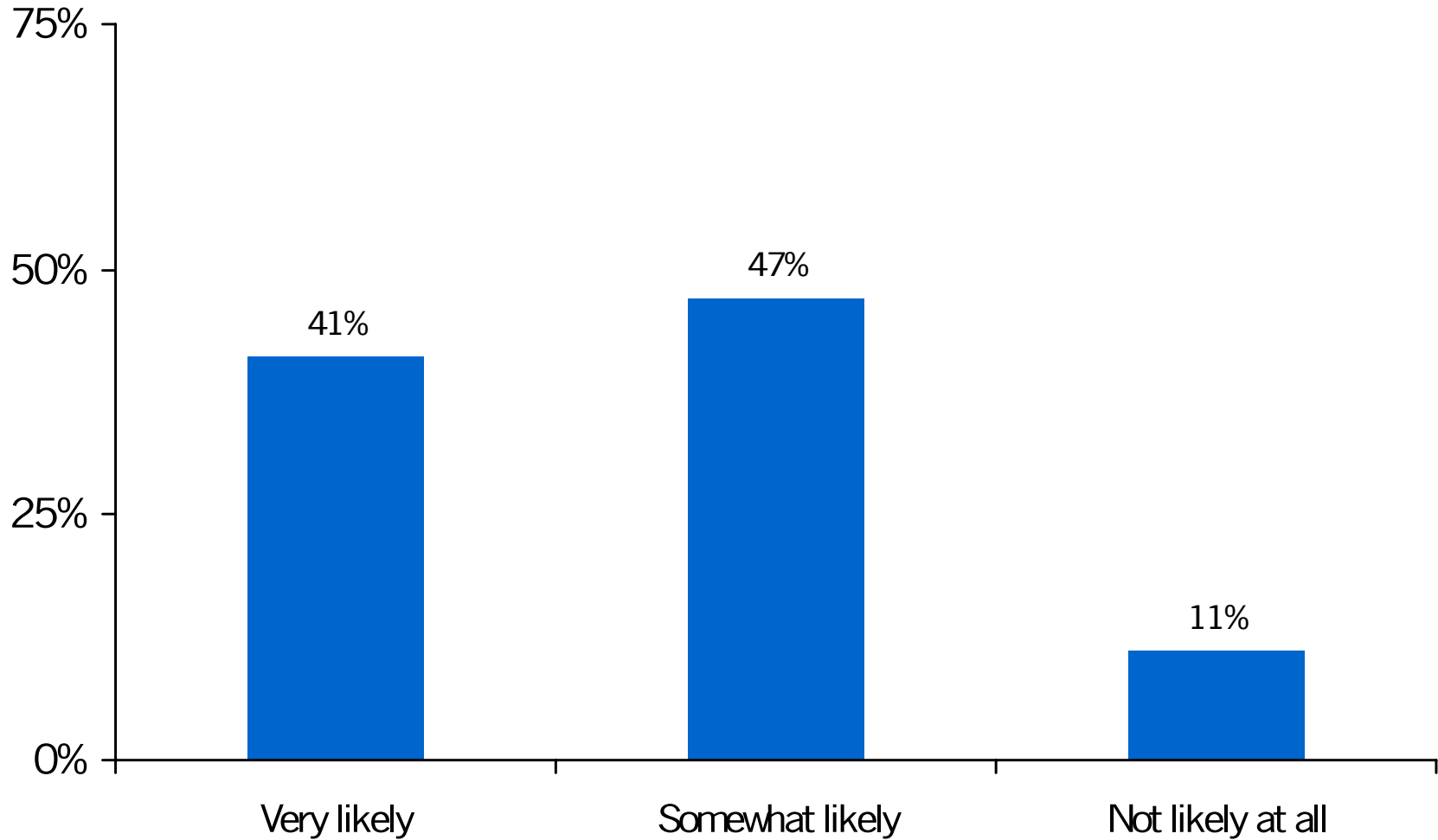
If called: Have you called 911 in the past year... (% Yes)



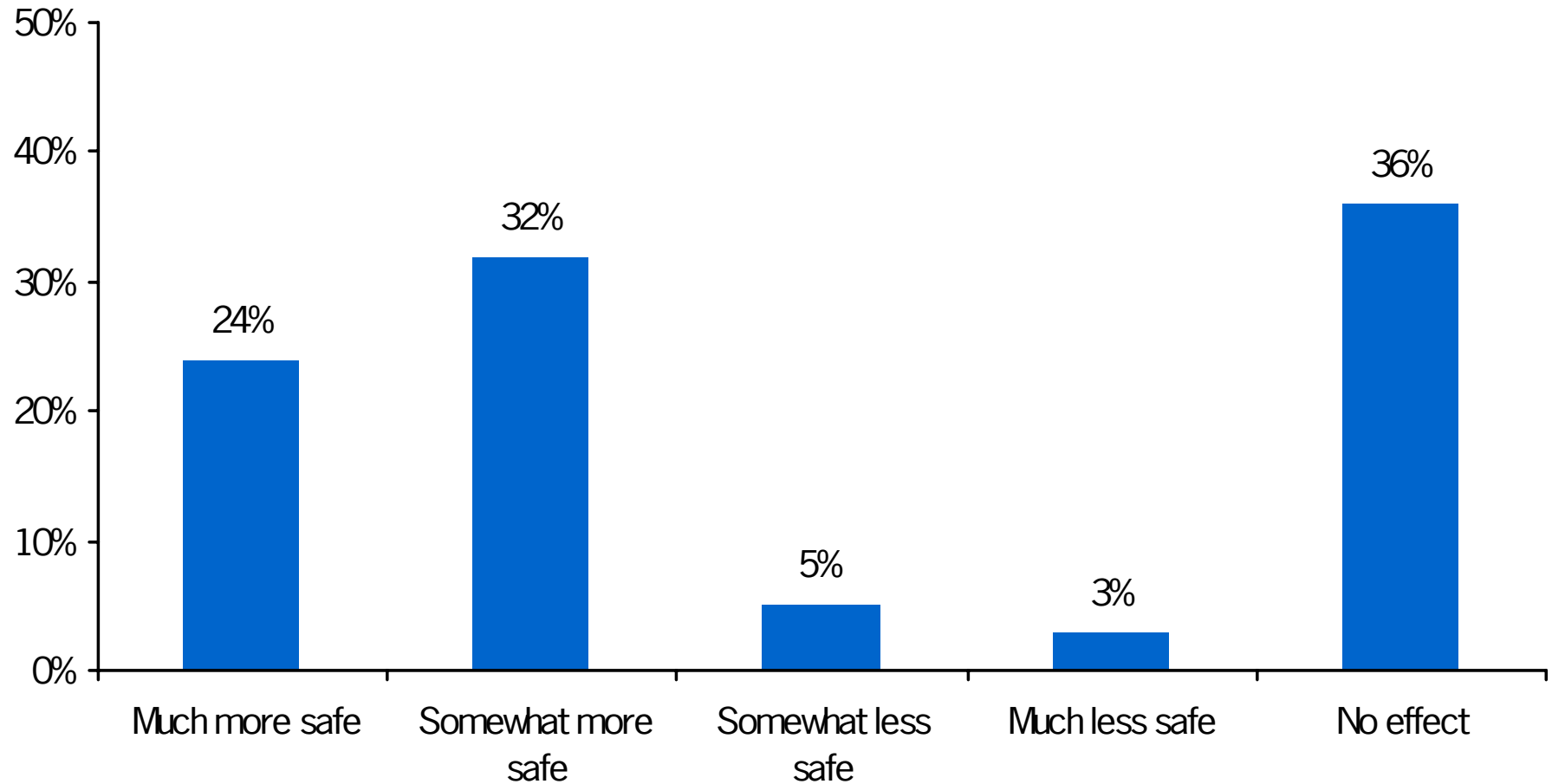
If called: How satisfied were you with...



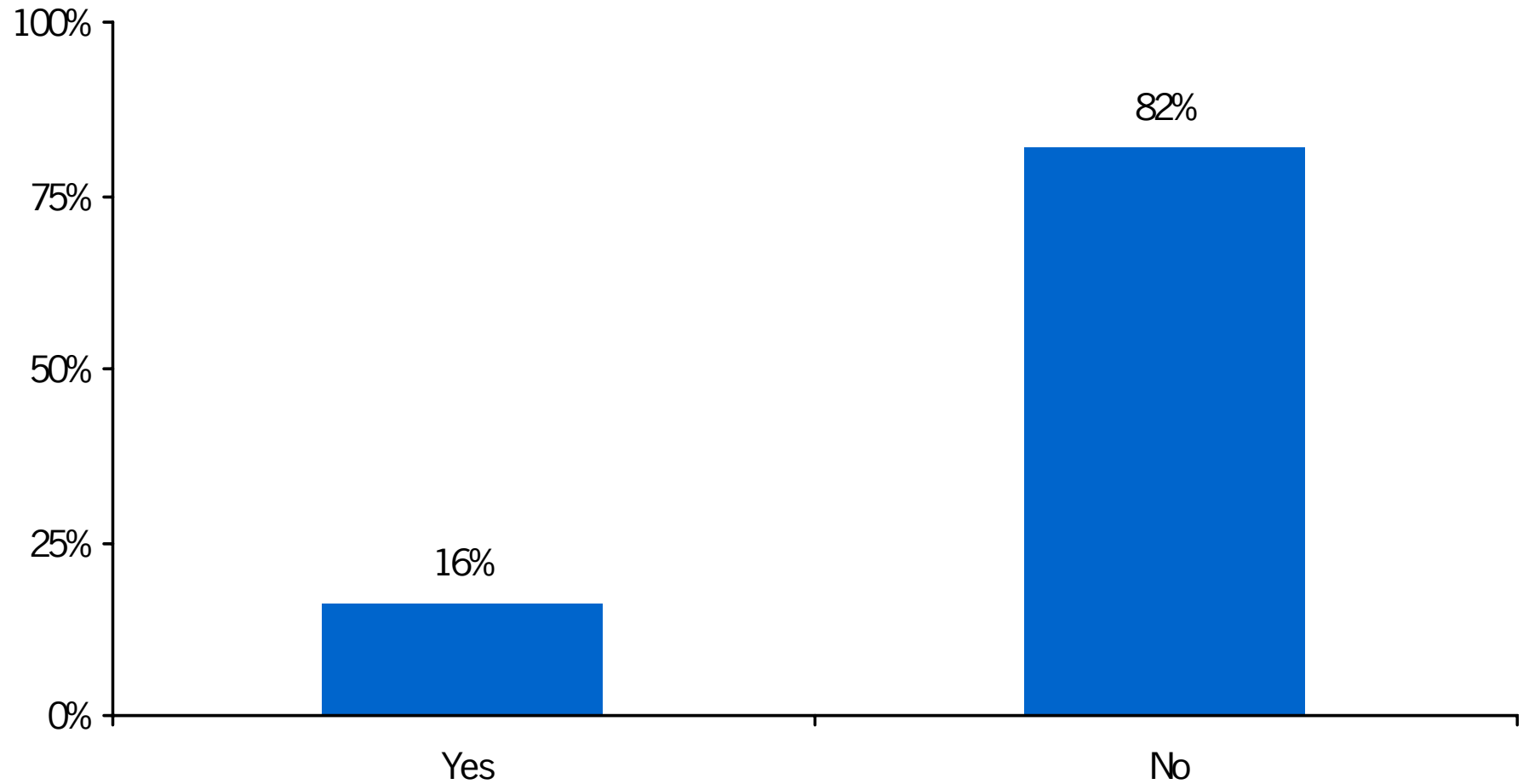
If Atlanta had a 311 call-in service,
how likely would you be to use it?



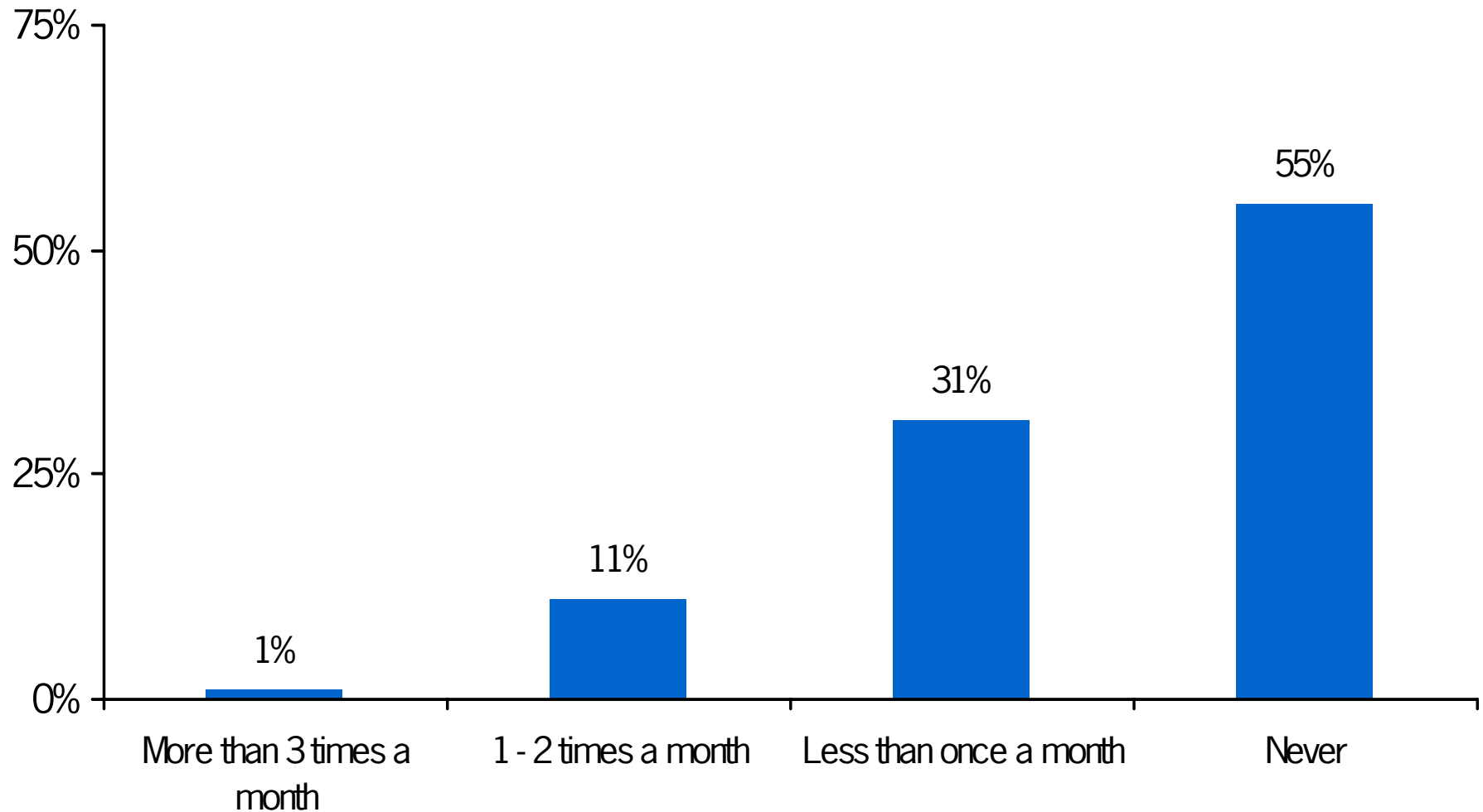
When you see any type of security surveillance camera in public, would you say that you feel...



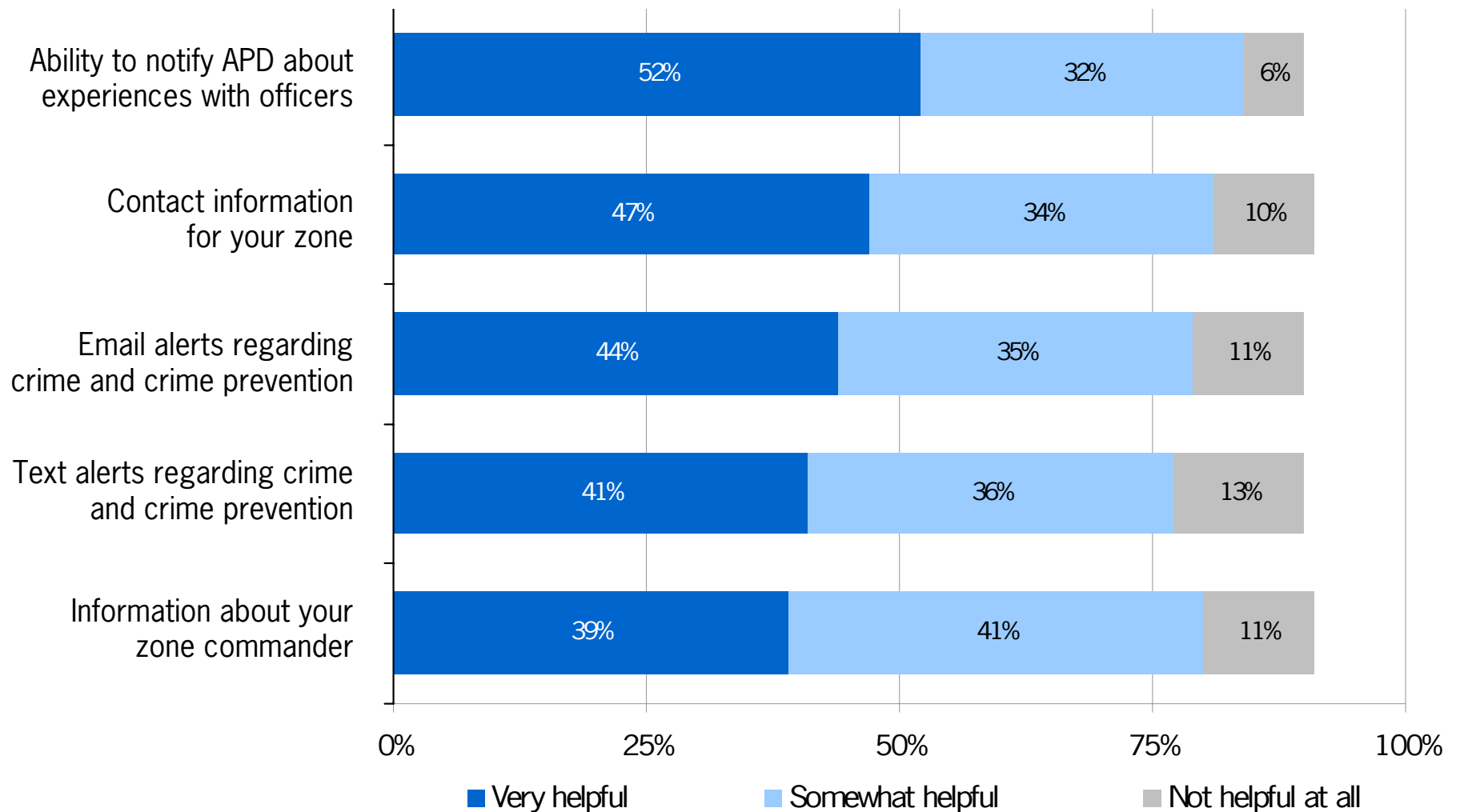
Are you familiar with the Atlanta Police Department's website, AtlantaPD.org?



If familiar: How often do you visit this website?



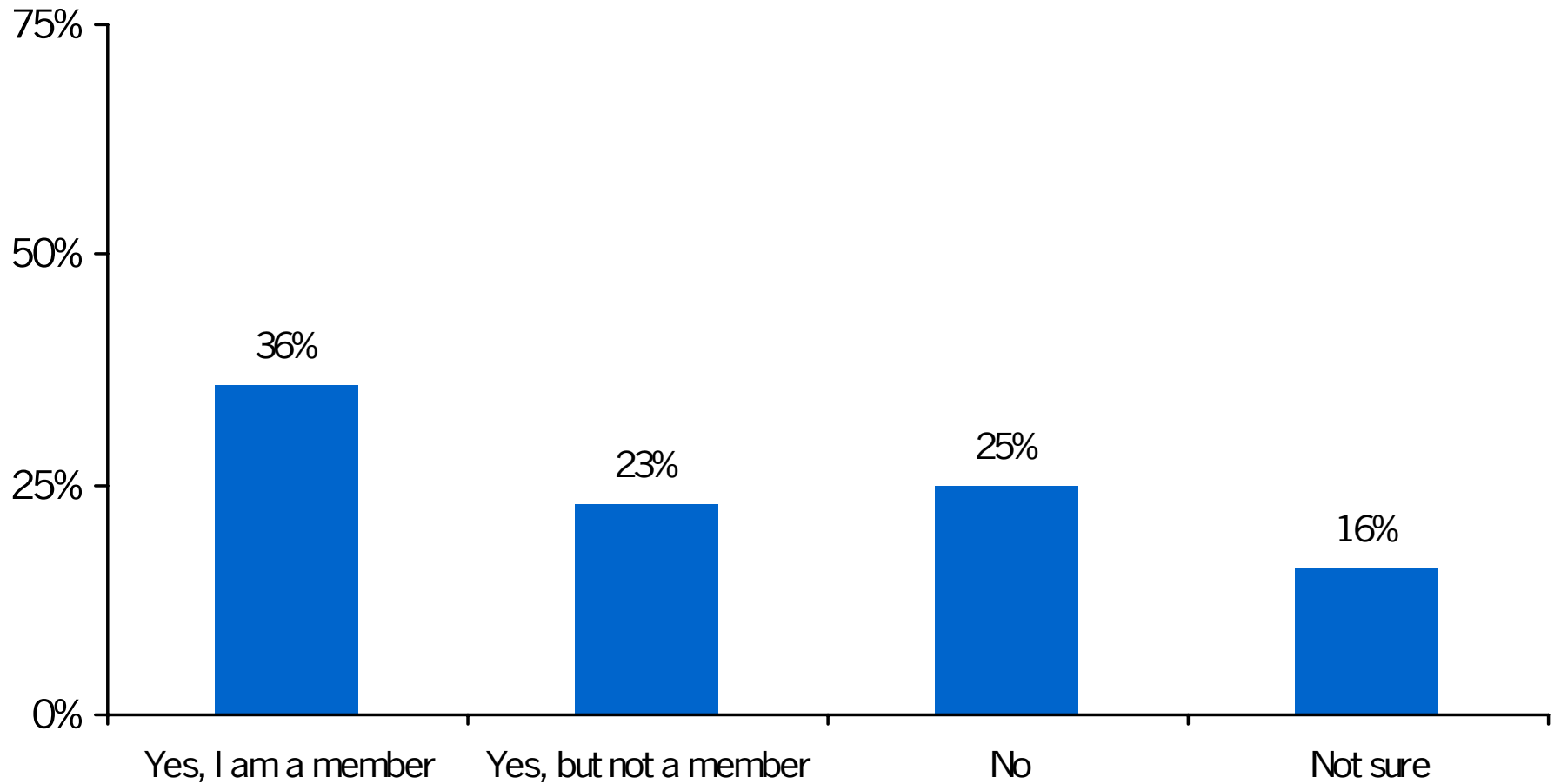
Helpfulness of potential website features



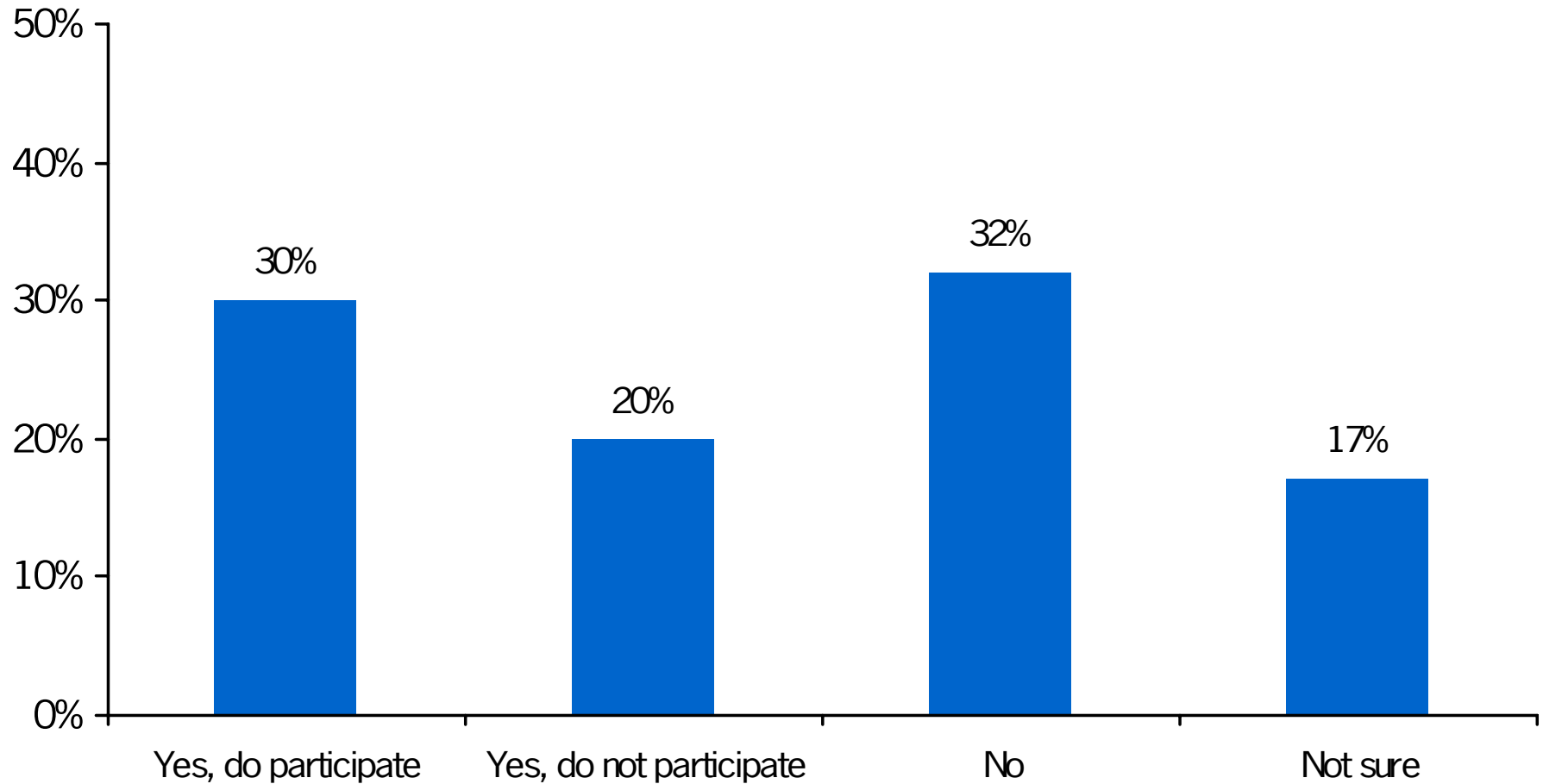


Civic Engagement

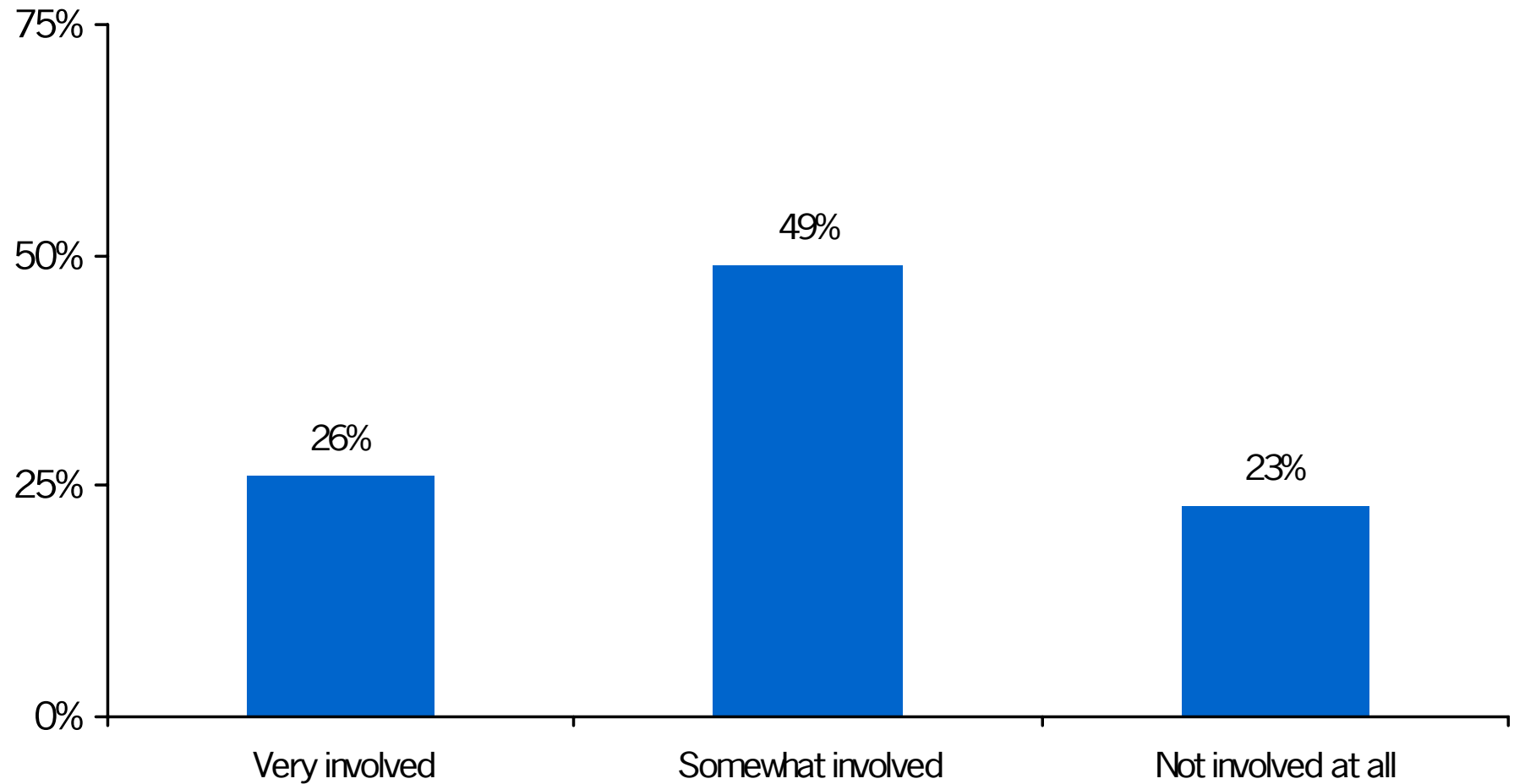
Is there a neighborhood association or civic club for your neighborhood?



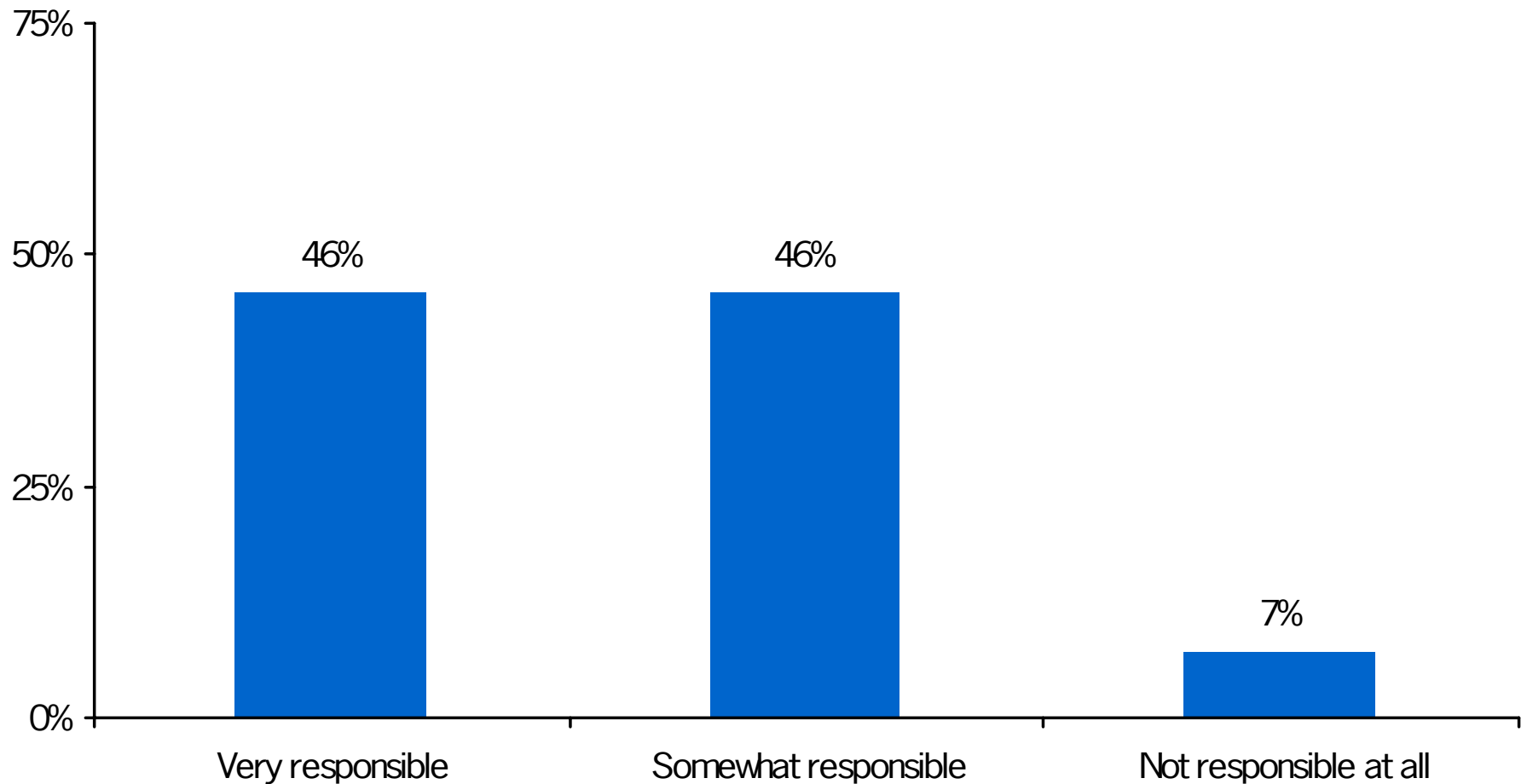
Is there a Neighborhood Watch or similar public safety program in your neighborhood?



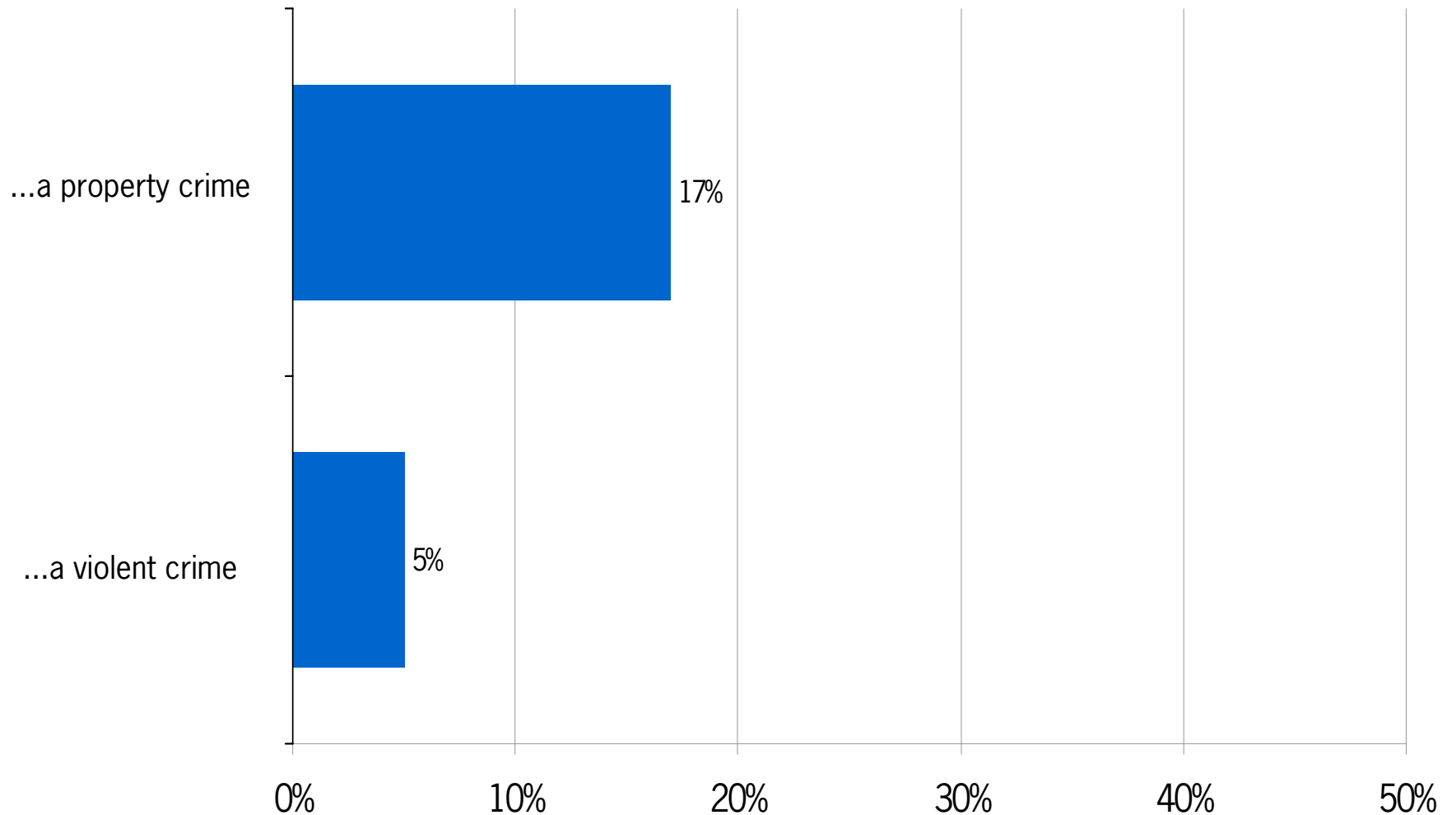
How involved would you say that you are in your neighborhood?



In your opinion, how responsible are residents for the safety of their neighborhood?



In the past year, have you been the victim of... (% Yes)



Subgroup Differences

- Blacks feel less safe, and worry more often about crime; however, they are more likely to have a great deal of confidence in APD. They also have fewer neighborhood organizations and are less likely to be involved in their communities.
- Respondents with lower income levels and less education are more likely to report higher rates of crime, but have higher levels of confidence in APD.
- Recent victims of crime feel less safe and worry more about crime. They also rate APD and its officers less favorably and have less confidence in them.



Summary

- Voters tend to feel safe in their homes and neighborhoods, but less so at night. A majority of respondents, though, believes crime has increased or stayed the same in their neighborhood over the past five years.
- Most respondents feel at least somewhat safe going out for entertainment purposes in all but one of the tested areas of town.
- A majority of voters says that the Atlanta Police Department is doing at least a good job, and has at least some confidence in APD to protect them from crime. Most also have at least some confidence in the new leadership of APD to protect the city.



Summary

- Majorities agree that there is a strong police presence in their neighborhood, and that police officers act professionally, are helpful, and do a good job enforcing the panhandling regulations.
- A strong majority of respondents has confidence in the 911 emergency response system, and nearly one-third has called in for a variety of reasons. Most report being satisfied with their interactions with 911 and the actions taken.
- Few respondents are familiar with the APD website, and less than half of those familiar ever visit the site. Most respondents indicate that each of the tested website improvements would be helpful.



Summary

- About one-third of voters reports being involved in a neighborhood association or Neighborhood Watch program. Looking only at neighborhoods that have such organizations, about half of voters are involved.
- Three-quarters of respondents say they are at least somewhat involved in their neighborhood, and nearly all say residents are in some way responsible for the safety of their neighborhood.

