



Newport News Police Department 2010 Citizen Satisfaction Survey Results



May 17, 2010

CITIZEN SATISFACTION SURVEY

On March 20th and 21st, the Planning Division and the Public Information Office conducted a random telephone survey of the approximately 49,000 residential telephone numbers in the City of Newport News. The purpose of the survey was to gauge overall citizen satisfaction with the Newport News Police Department via a nine-question, touchpad telephone survey. As was the case during the 2006 Citizen Satisfaction Survey, the CityWatch[®] telephone alert notification system was employed as the vehicle.

At the conclusion of the survey, each participant was supplied with a telephone number allowing them to call in and leave any additional comments regarding the survey or the agency. Two comments were received. One was regarding the fact that the survey call went out at 8:30 a.m. on a Saturday, and the other regarding an issue the caller was having with a past officer complaint. In the first instance, the caller did not leave any contact information, but the caller's input will be noted for future surveys. In the second, the name and contact information and concern of the caller was forwarded to the commander of the Professional Standards Division for follow-up.

A random sample of 1,771 computer-selected telephone numbers was used for the project. Of those, 1,771 numbers called, 196 responses were received.

Based on the survey results, 88 percent of those who completed a survey indicated that they felt the overall performance of the Newport News Police Department was satisfactory or better during the past 12 months. This is down slightly from the last survey, in which 92 percent of the respondents rated the overall performance of the agency as satisfactory or better.

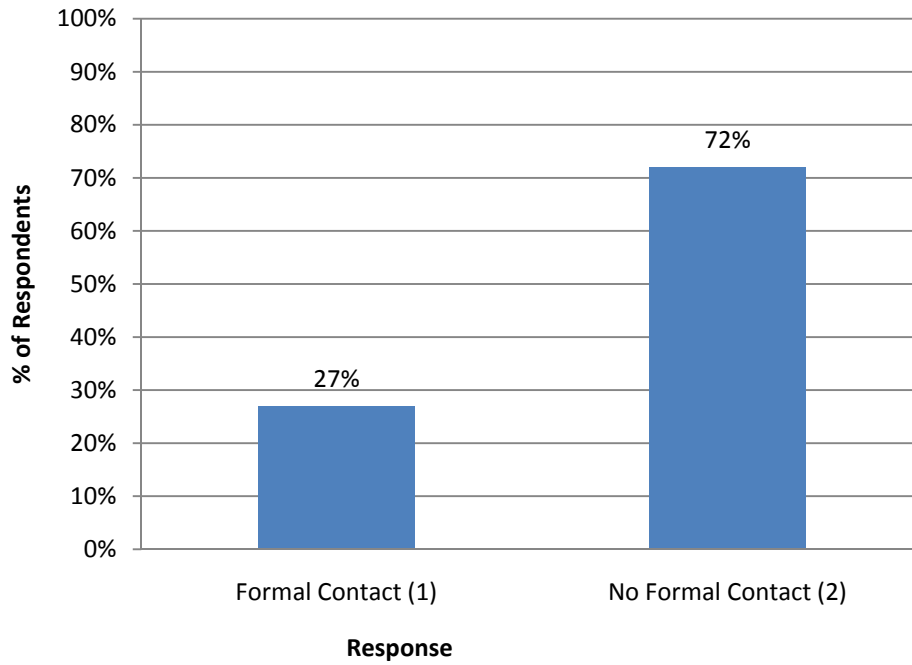
As you read the questions and the responses received, please note that:

1. The percentages reflected in the respondent comparisons are the percentages of the total within each group category (i.e. contact with police as victims of crime, contact but not victims, and no formal contact) compared to each other so as to gauge if those who have had no contact with police during the past 12 months have similar responses to those who did.
2. Questions #1 through 3 are directly comparable with the 2006 survey questions. Survey questions #4 through 7, with the exception of the questions regarding whether the respondent felt safer in their neighborhood than a year ago (i.e., Questions #6; #7; and #9) were modified to better match the International Association of City Manager's Annual Survey Instrument.

1. During the past 12 months, have you or a member of your immediate family had formal contact with a member of the Newport News Police Department?

	<u>2010</u>	<u>2006</u>
YES	27%	35%
NO	72%	65%

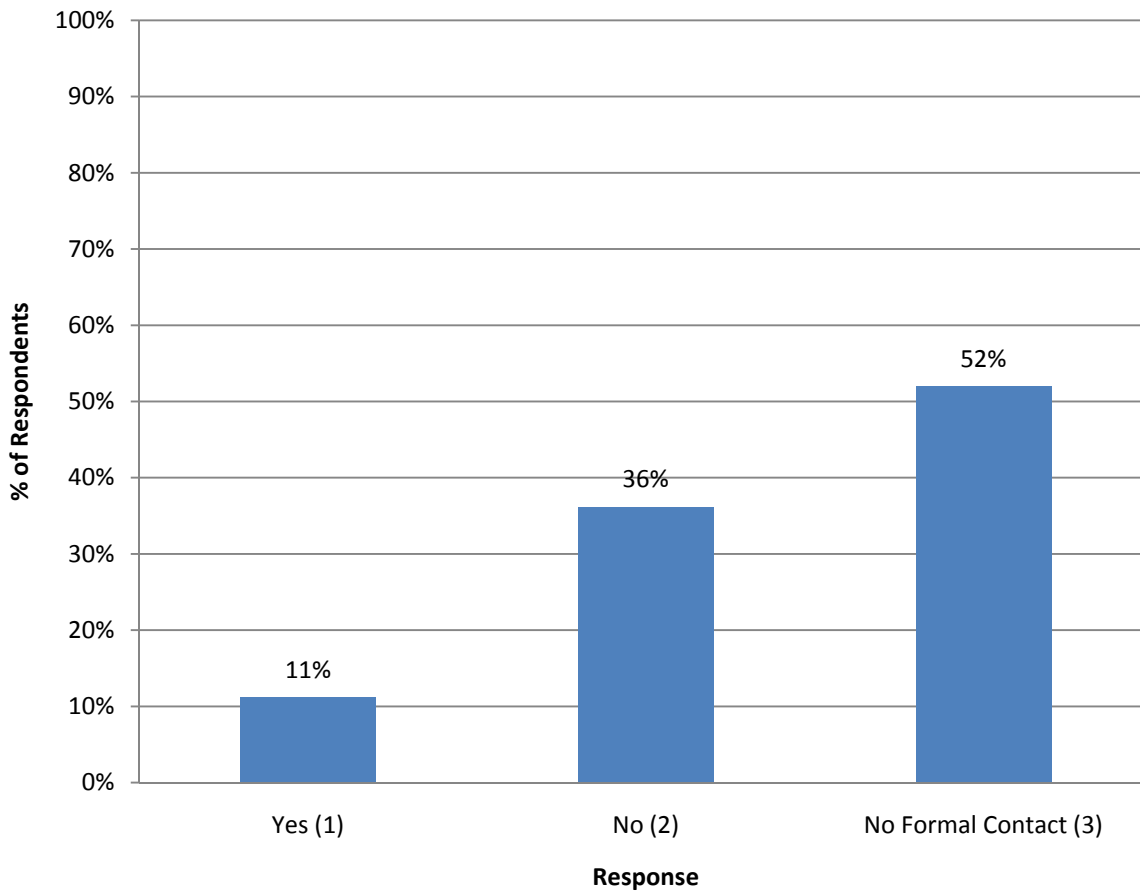
Survey Response Q1



2. If formal contact did occur, was it the result of you or your immediate family member being a victim of a crime?

	<u>2010</u>	<u>2006</u>
YES	11%	13%
NO	36%	41%
NO FORMAL CONTACT	52%	46%

Survey Response Q2

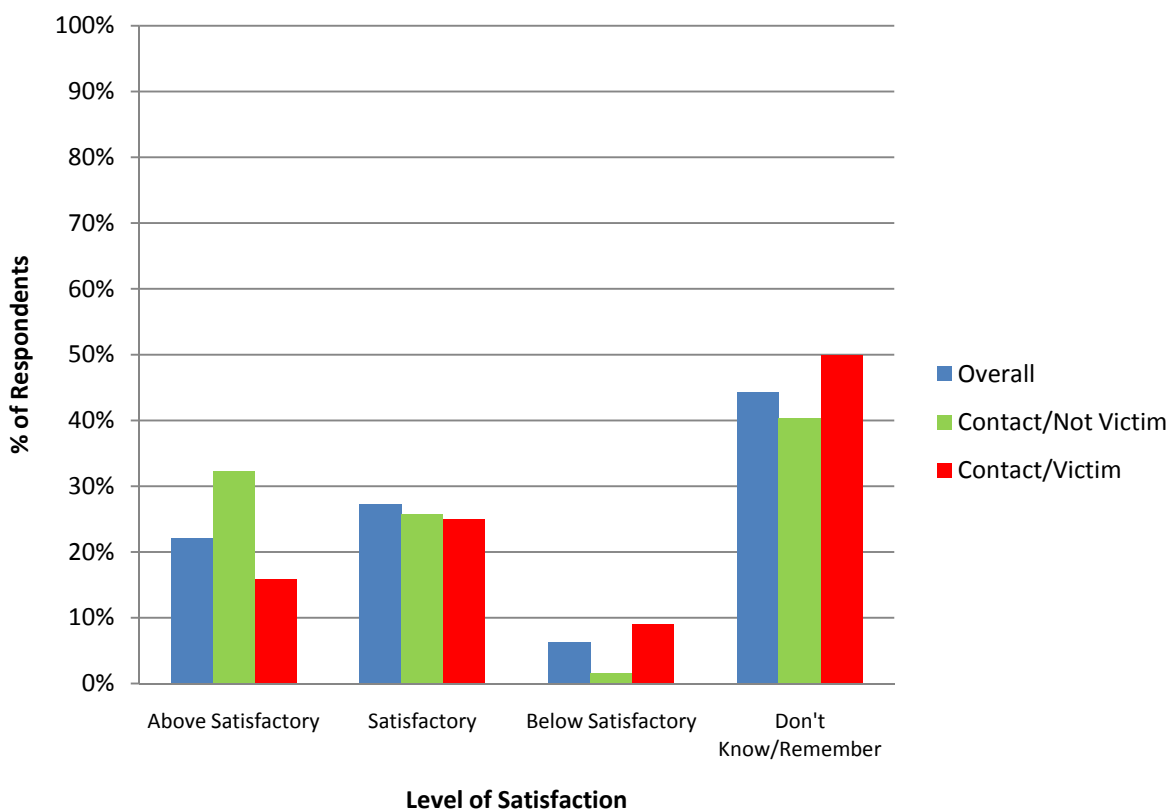


3.If formal contact did occur, how would you rate your level of satisfaction with the overall quality of the contact?

	<u>2010</u>	<u>2006</u>
ABOVE SATISFACTORY	25%*	50%
SATISFACTORY	25%*	36%
BELOW SATISFACTORY	5%*	14%
DON'T REMEMBER	44%*	

*Excludes those with no formal contact

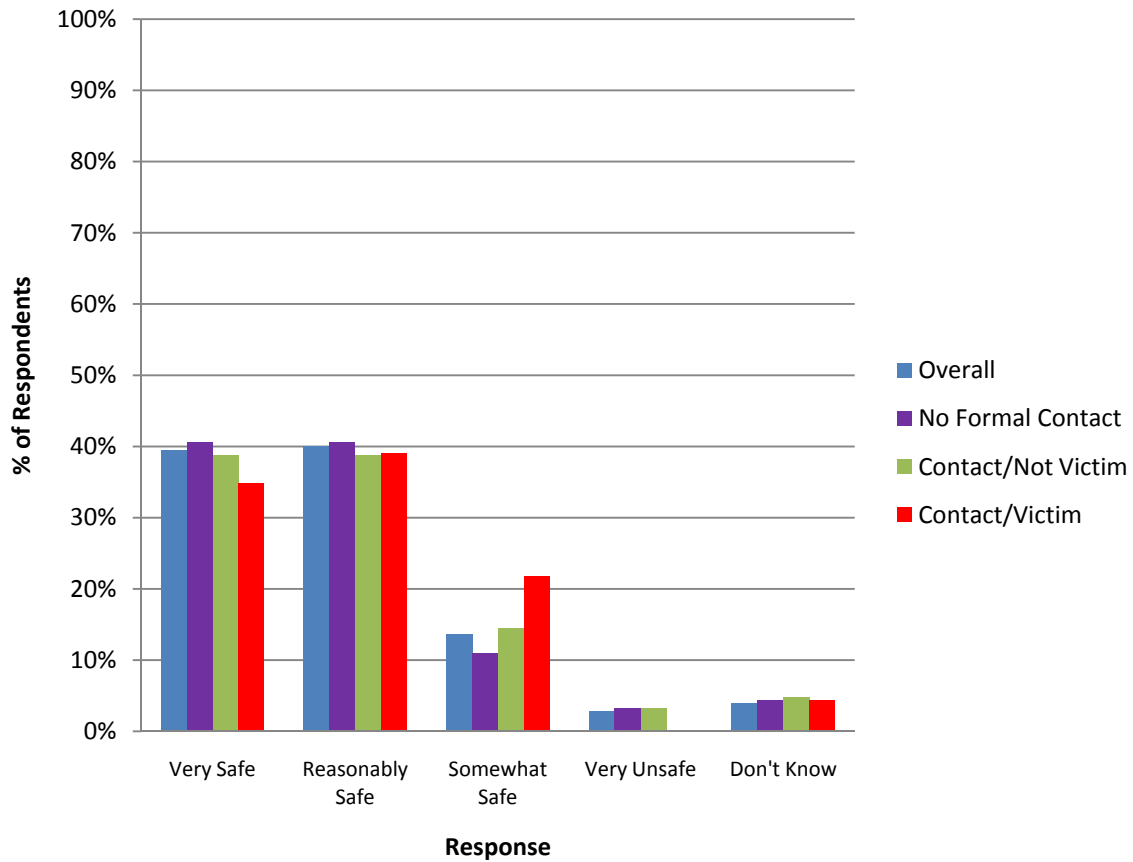
Survey Response Q3



4. How would you rate the safety of your neighborhood during the day?

	<u>2010</u>
VERY SAFE	39%
REASONABLY SAFE	40%
SOMEWHAT SAFE	14%
VERY UNSAFE	3%
DON'T KNOW	4%

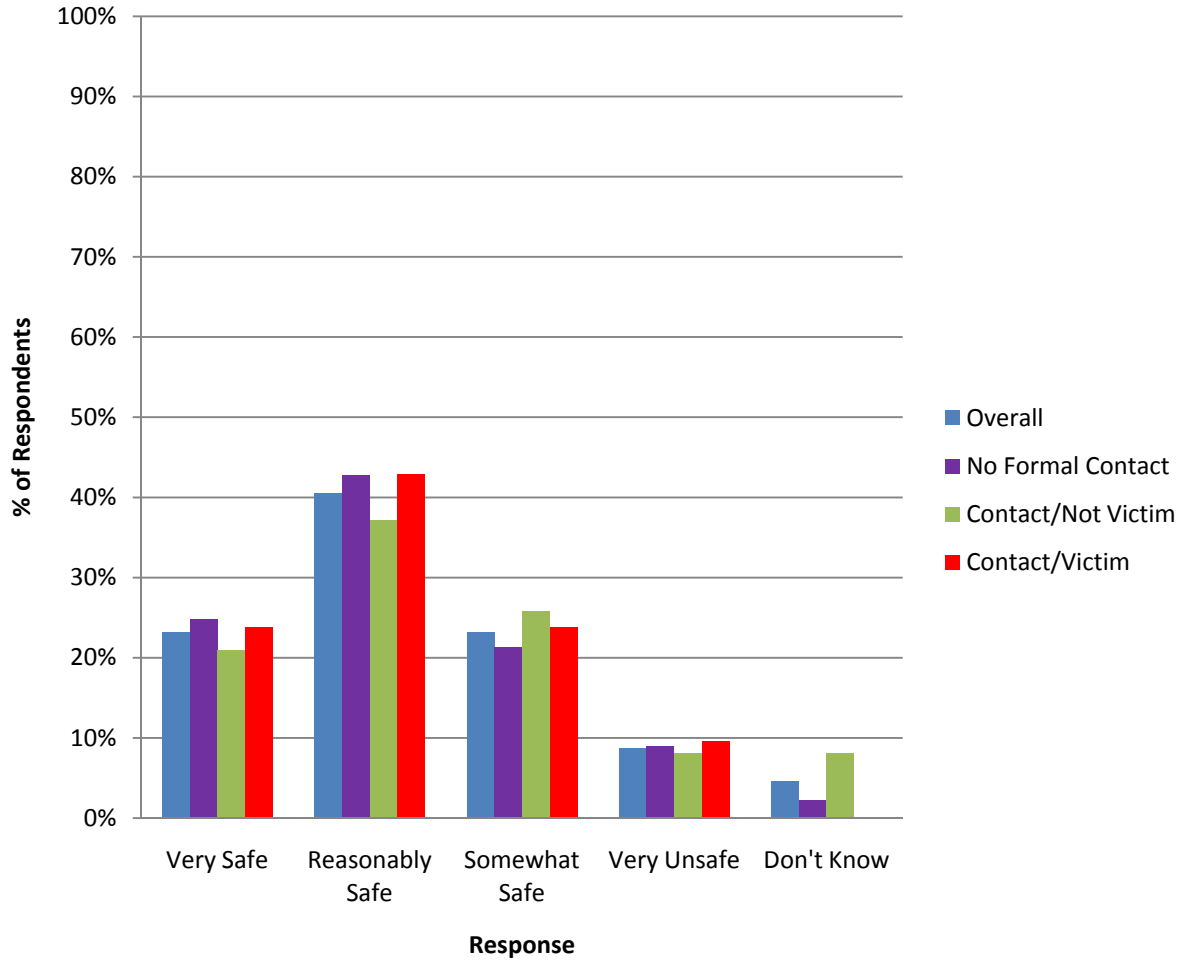
Survey Response Q4



5. How would you rate the safety of your neighborhood after dark?

	<u>2010</u>
VERY SAFE	23%
REASONABLY SAFE	40%
SOMEWHAT SAFE	23%
VERY UNSAFE	9%
DON'T KNOW	5%

Survey Response Q5

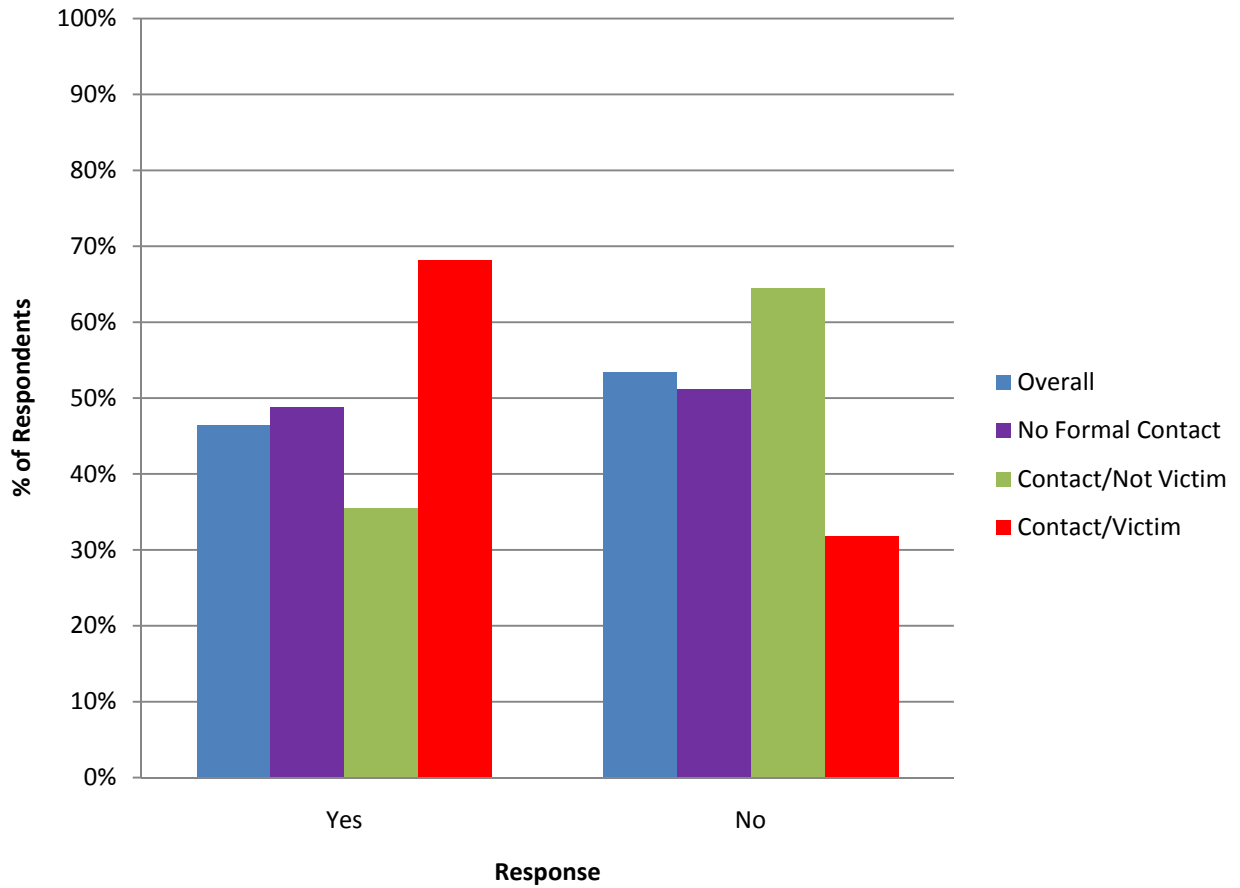


6. Do you currently feel safer in your neighborhood than you did a year ago?

	<u>2010</u>	<u>2006</u>
YES	46%*	49%*
NO	53%*	51*

*Excludes those with no comment, or null responses.

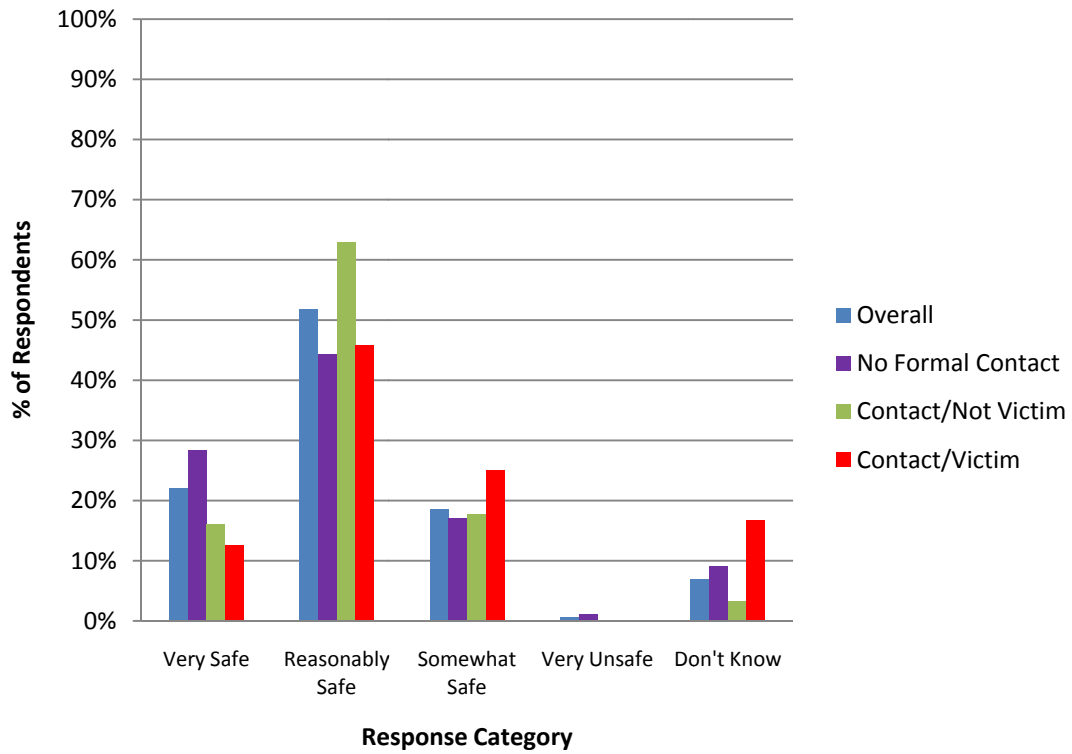
Survey Response Q6



7. How would you rate the safety of our city's business areas during the day?

	<u>2010</u>
VERY SAFE	22%
REASONABLY SAFE	52%
SOMEWHAT SAFE	19%
VERY UNSAFE	1%
DON'T KNOW	7%

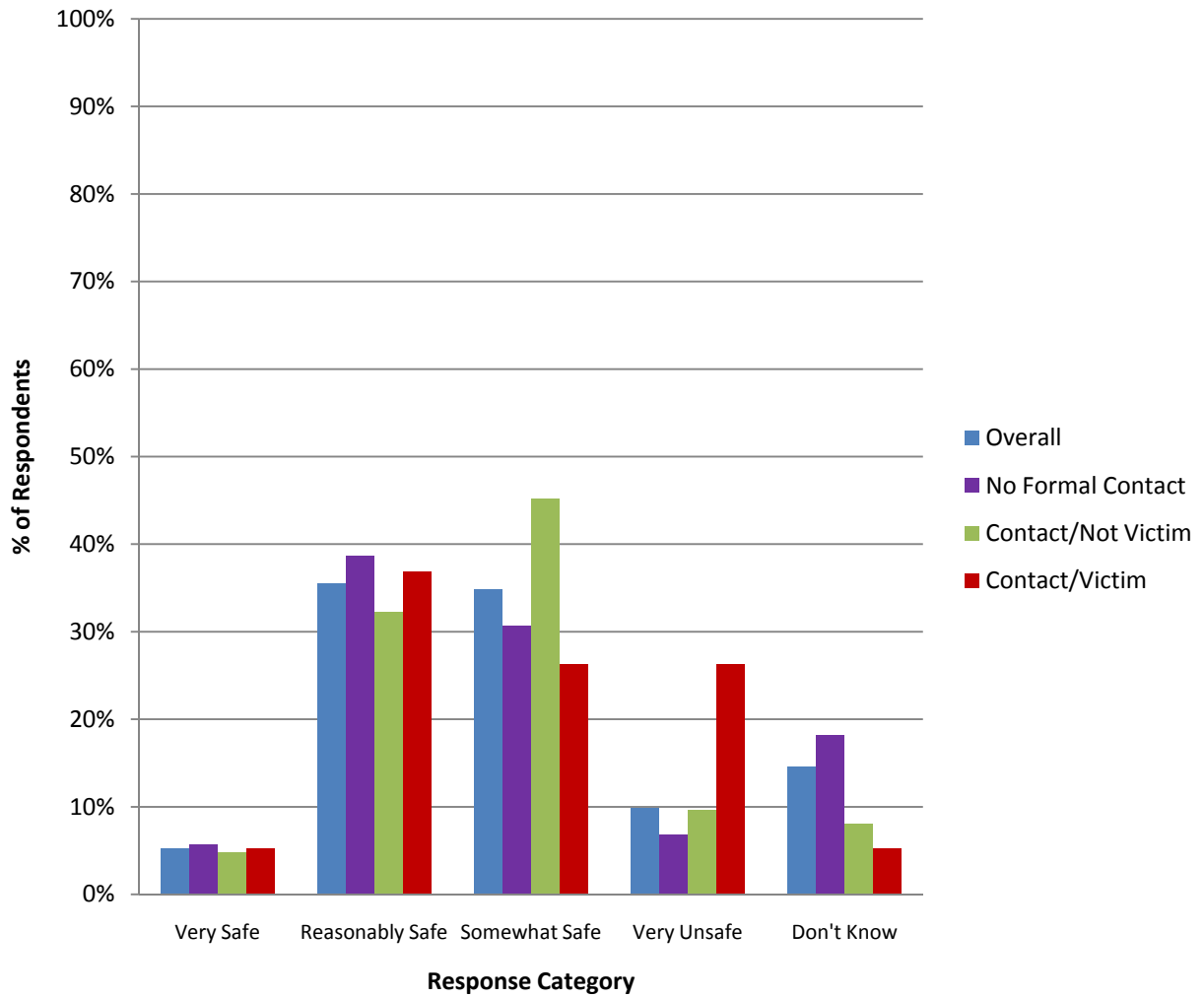
Survey Response Q7



8. How would you rate the safety of our city's business areas after dark?

	<u>2010</u>
VERY SAFE	5%
REASONABLY SAFE	35%
SOMEWHAT SAFE	35%
VERY UNSAFE	10%
DON'T KNOW	15%

Survey Response Q8



9. How would you rate the overall performance of the Newport News Police Department?

	<u>2010</u>	<u>2006</u>
ABOVE SATISFACTORY	25%*	24%*
SATISFACTORY	69%*	61%*
BELOW SATISFACTORY	5%*	8%*

**Excludes those with no opinion.*

Survey Response Q9

