

# 2023 Police Satisfaction Survey

## City of Durham, North Carolina



PRESENTED BY

**ETC**  
INSTITUTE

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# Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



# Purpose

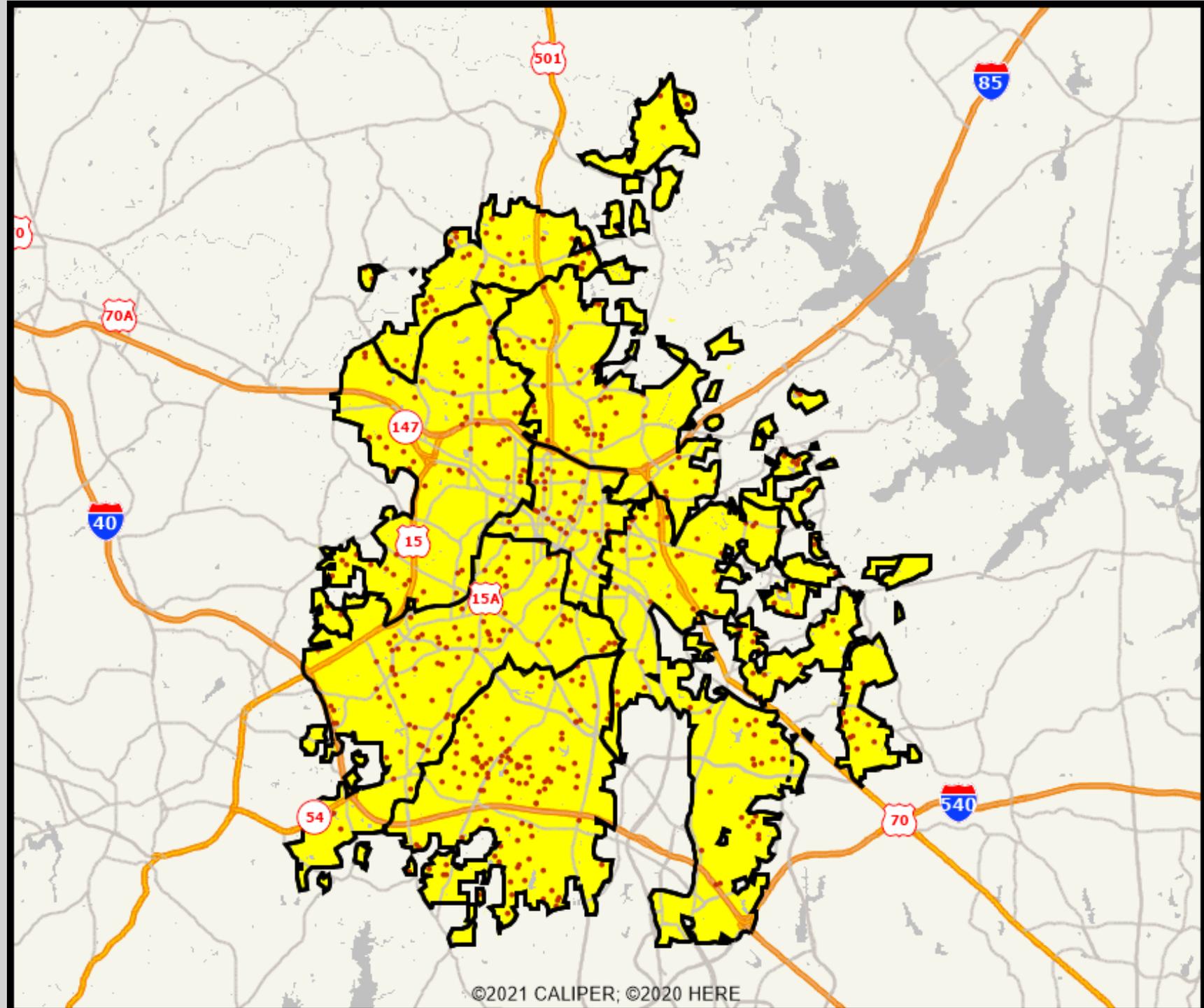
- To objectively assess resident satisfaction with the delivery of police services
- To help determine priorities for the Durham Police Department
- To measure trends from previous surveys

# Methodology

- **Survey Description**
  - Five-page survey; included many of the same questions as previous survey
  - 6<sup>th</sup> Police Satisfaction Survey conducted for the City of Durham
- **Method of Administration**
  - By mail and online to randomly selected sample of City residents
- **Sample Size**
  - 517 completed surveys (goal was 500)
  - Margin of error: +/- 4.3% at the 95% level of confidence

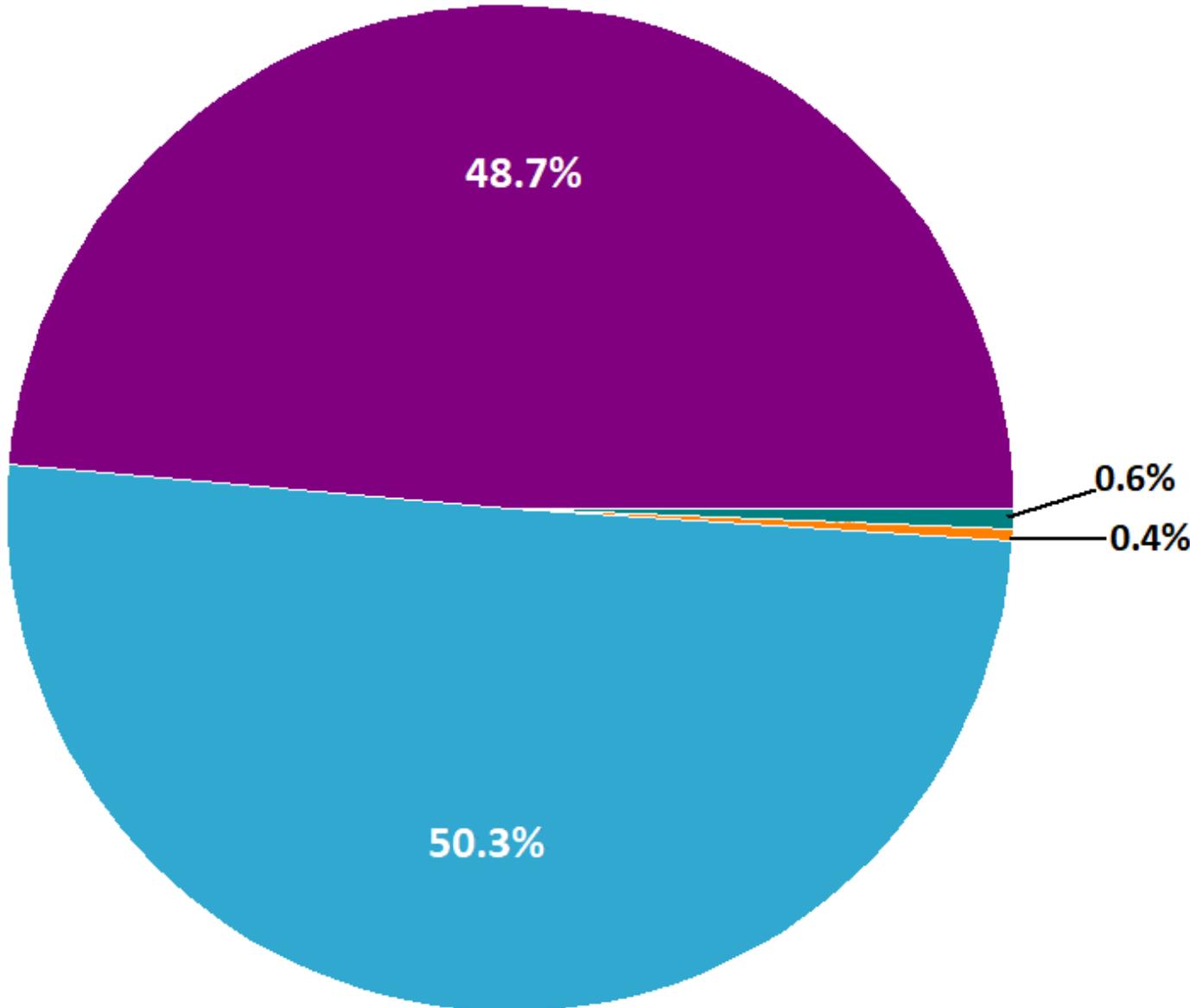
## Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
  - Race/Ethnicity
  - Age
  - Gender



# Q34. Demographics: What is your gender?

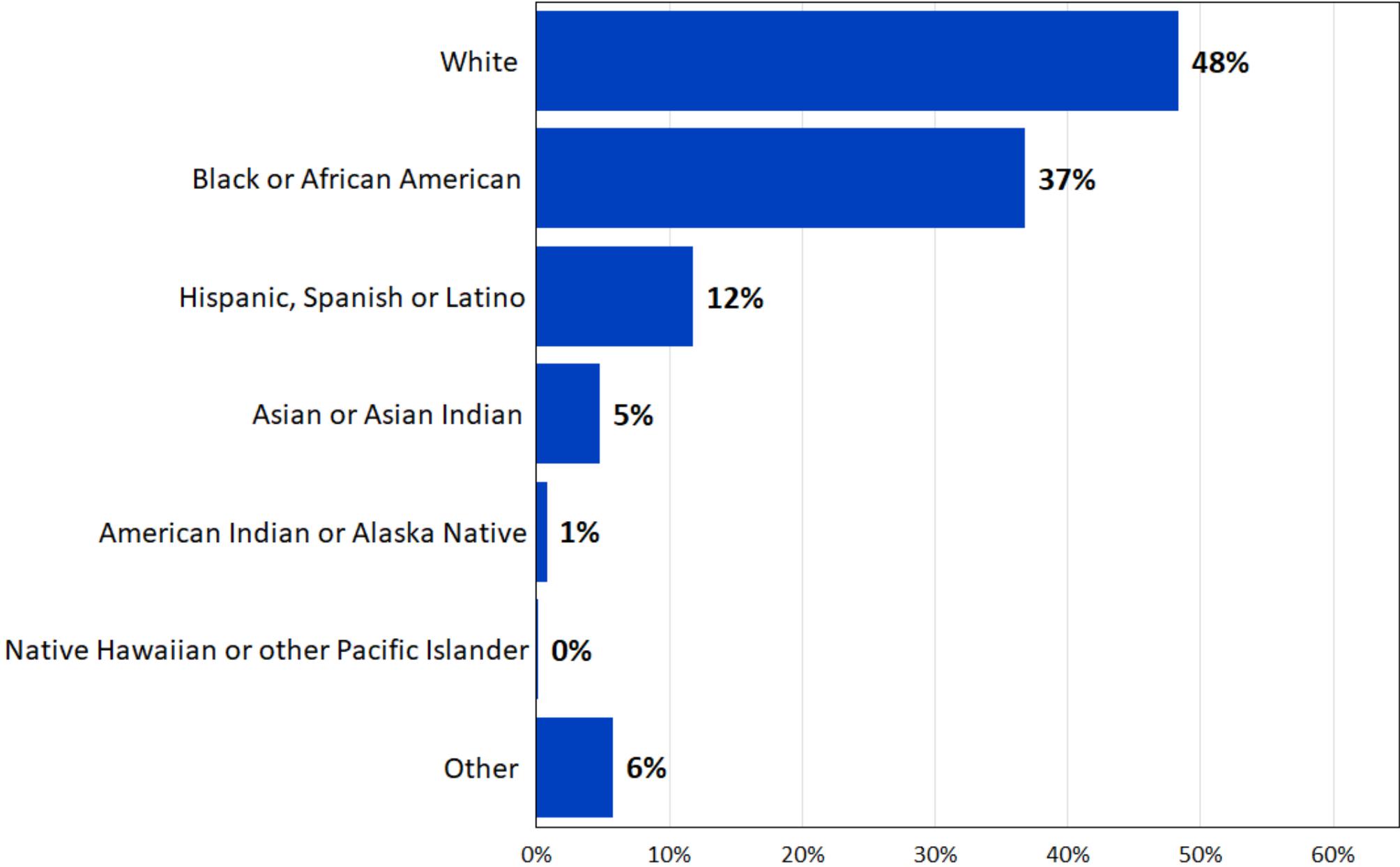
by percentage of respondents (without "not provided")



Male Female Non-binary Prefer to self-describe

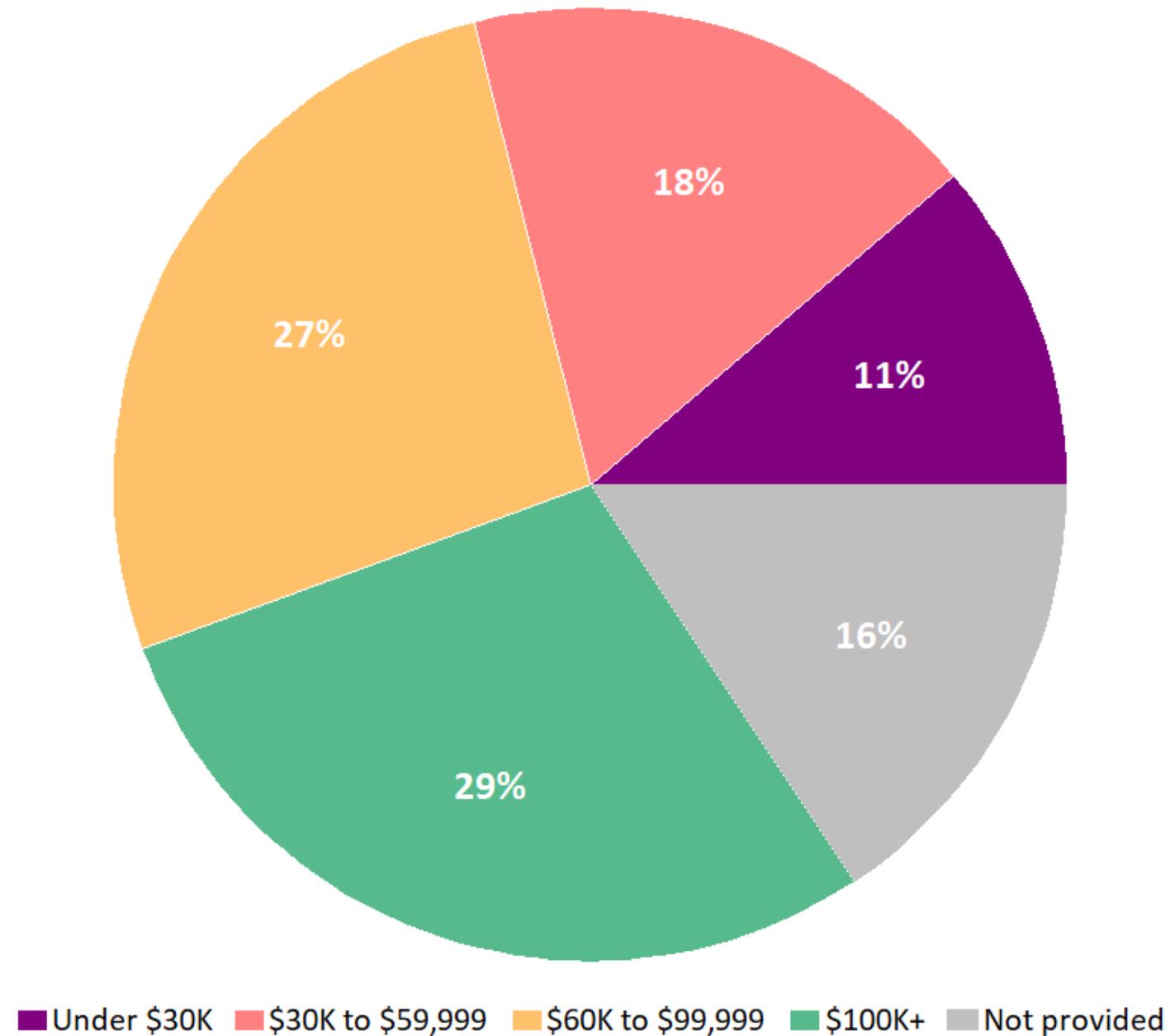
# Q36. Demographics: Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



## Q37. Demographics: Would you say your total annual household income is...

by percentage of respondents (without "not provided")



Good Representation by Household Income

# What We Learned

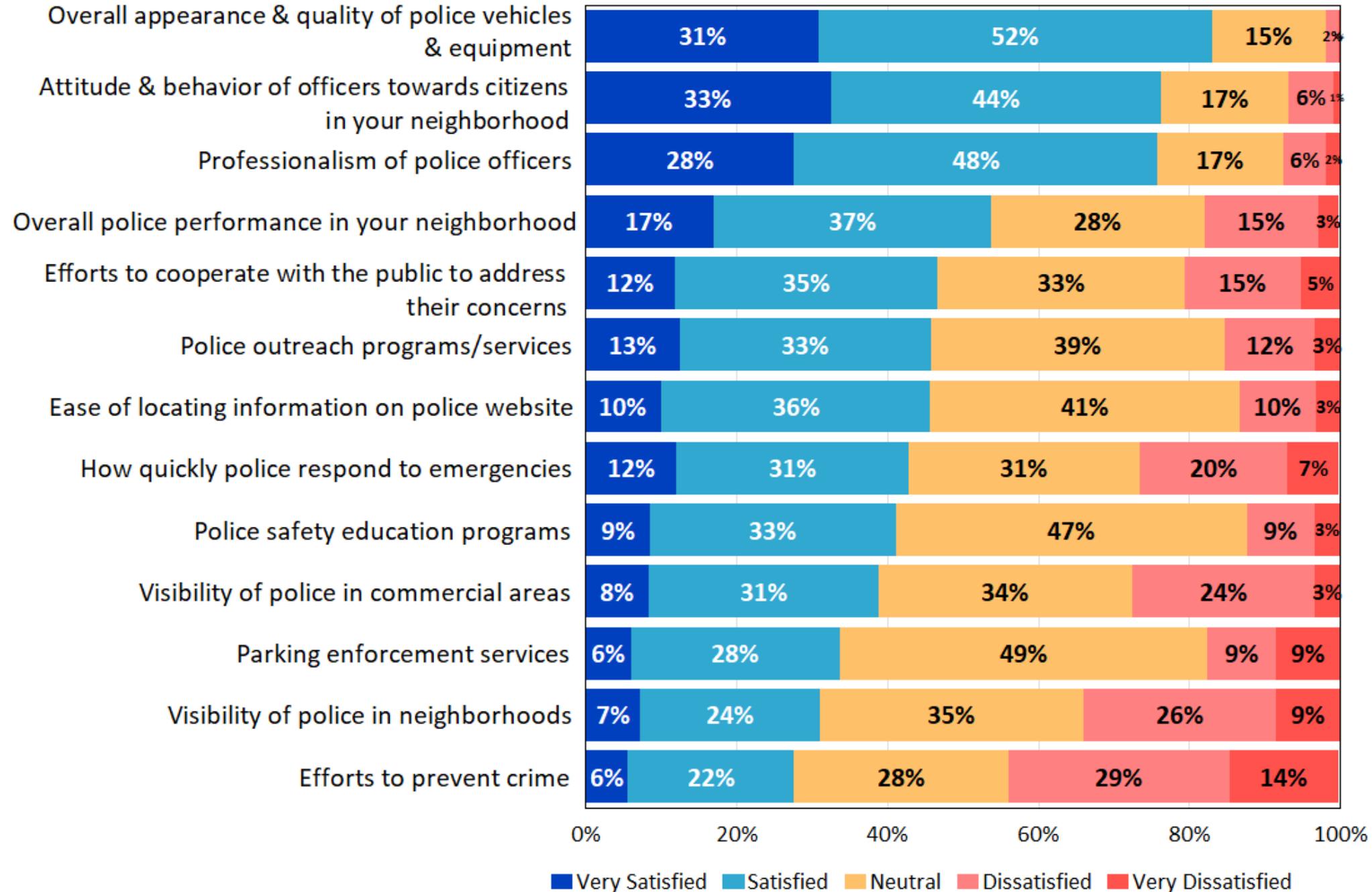
- **Most Respondents Respect, Trust, and Have Confidence in DPD Police Officers**
- **The Police Department Is Moving in the Right Direction**
  - **Improvements in Many Areas Since Previous Survey in 2021**
- **Top Priorities for Police Services**
  - **Efforts to Prevent Crime**
  - **Visibility of Police in Neighborhoods**
  - **How Quickly Police Respond to Emergencies**

# Topic #1

## Satisfaction with Police Services

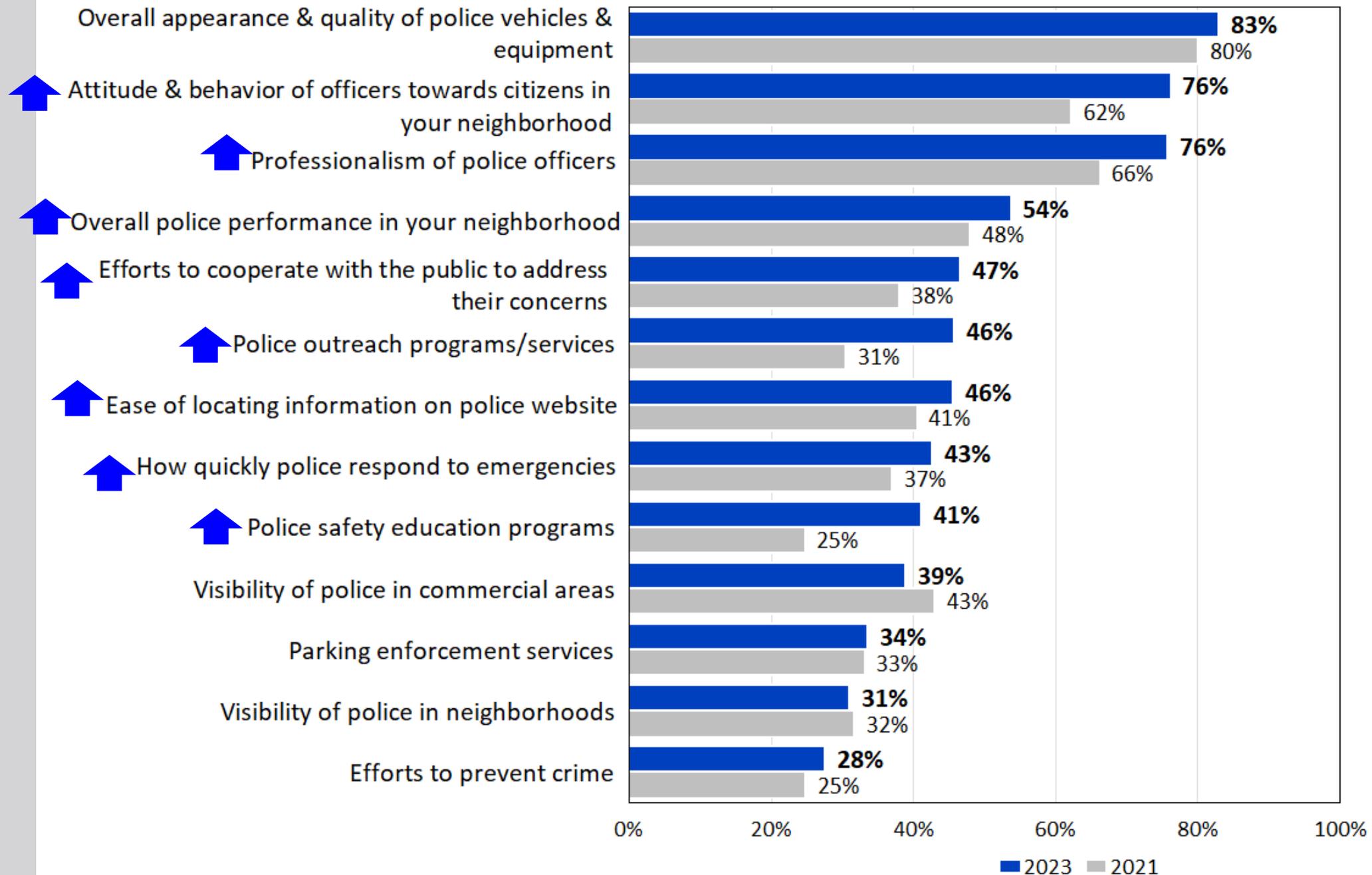
## Q1. Satisfaction with Major Categories of Police Services

by percentage of respondents who rated item on a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied"  
(without "don't know")



# Q1. Trends: Satisfaction with Major Categories of Police Services

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 means "very satisfied" and 4 means "satisfied" (without "don't know")

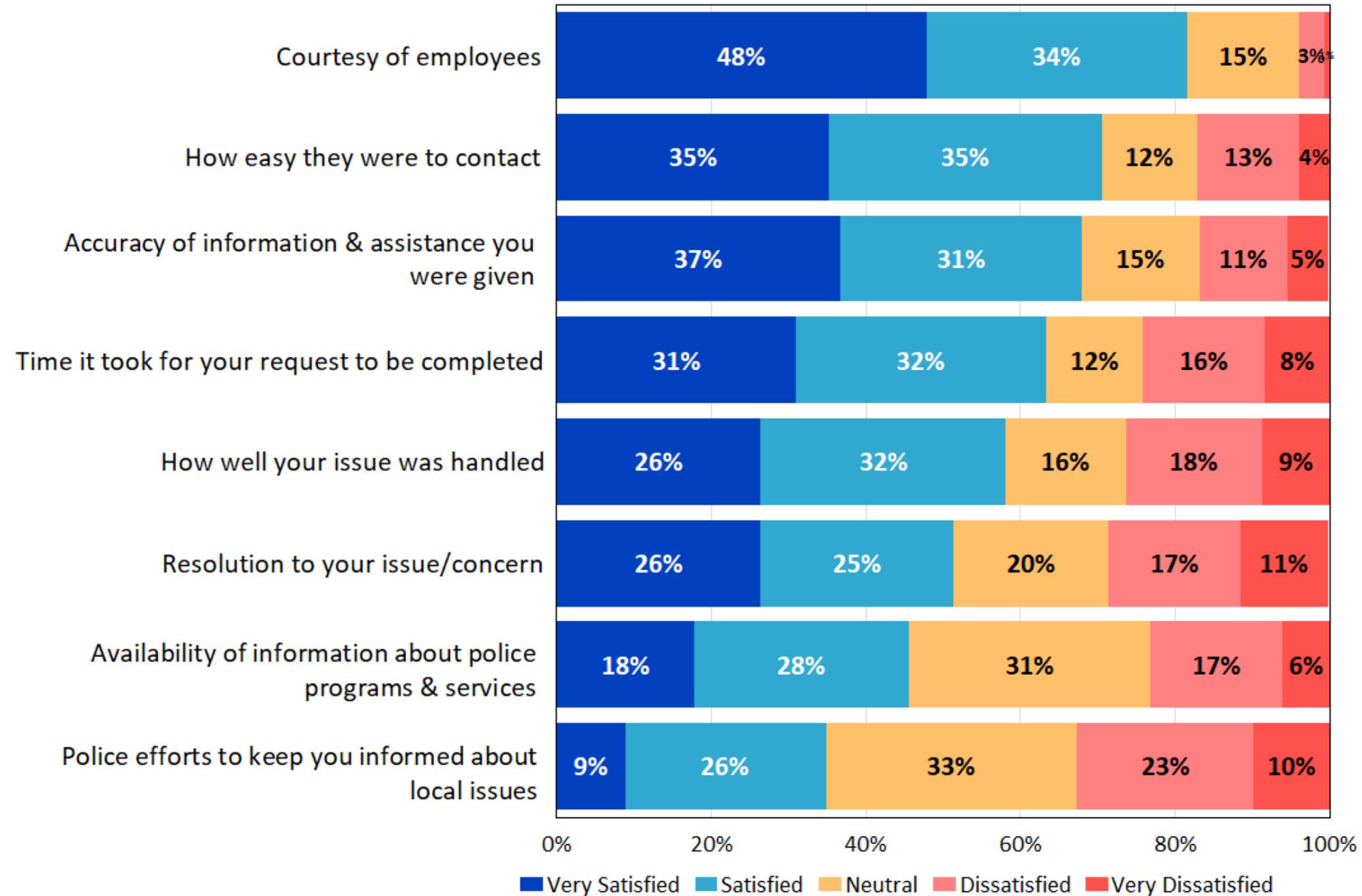


Significant Increase Since 2021

Significant Decrease Since 2021

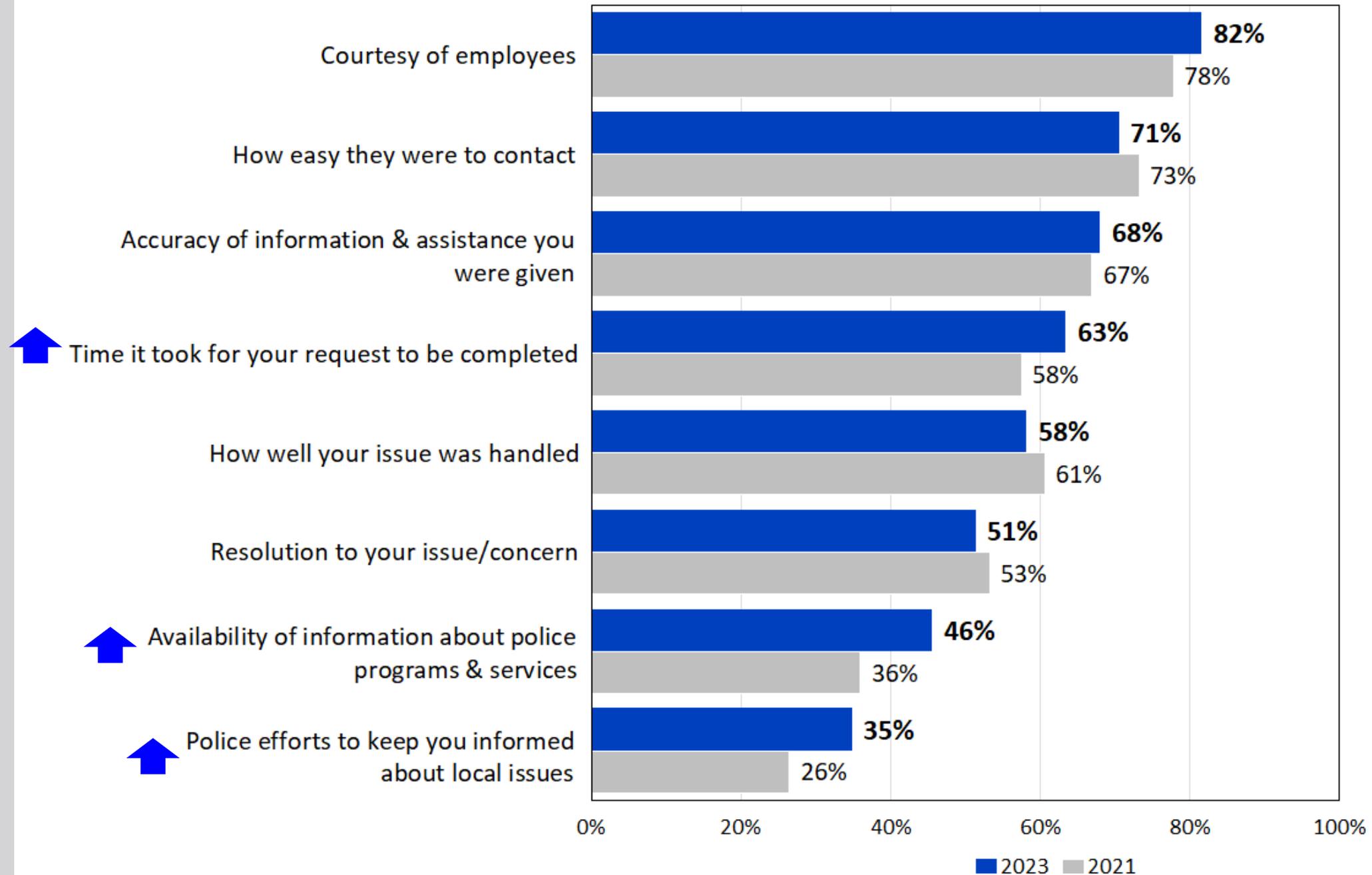
## Q5a. Satisfaction with DPD Employees

by percentage of respondents who contacted the DPD in the past year and rated item on a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied" (without "don't know")



## Q5a. Trends: Satisfaction with DPD Employees

by percentage of respondents who contacted the DPD in the past year and rated item on a 5-point scale, where 5 means "very satisfied" and 4 means "satisfied" (without "don't know")



Significant Increase Since 2021 ↑

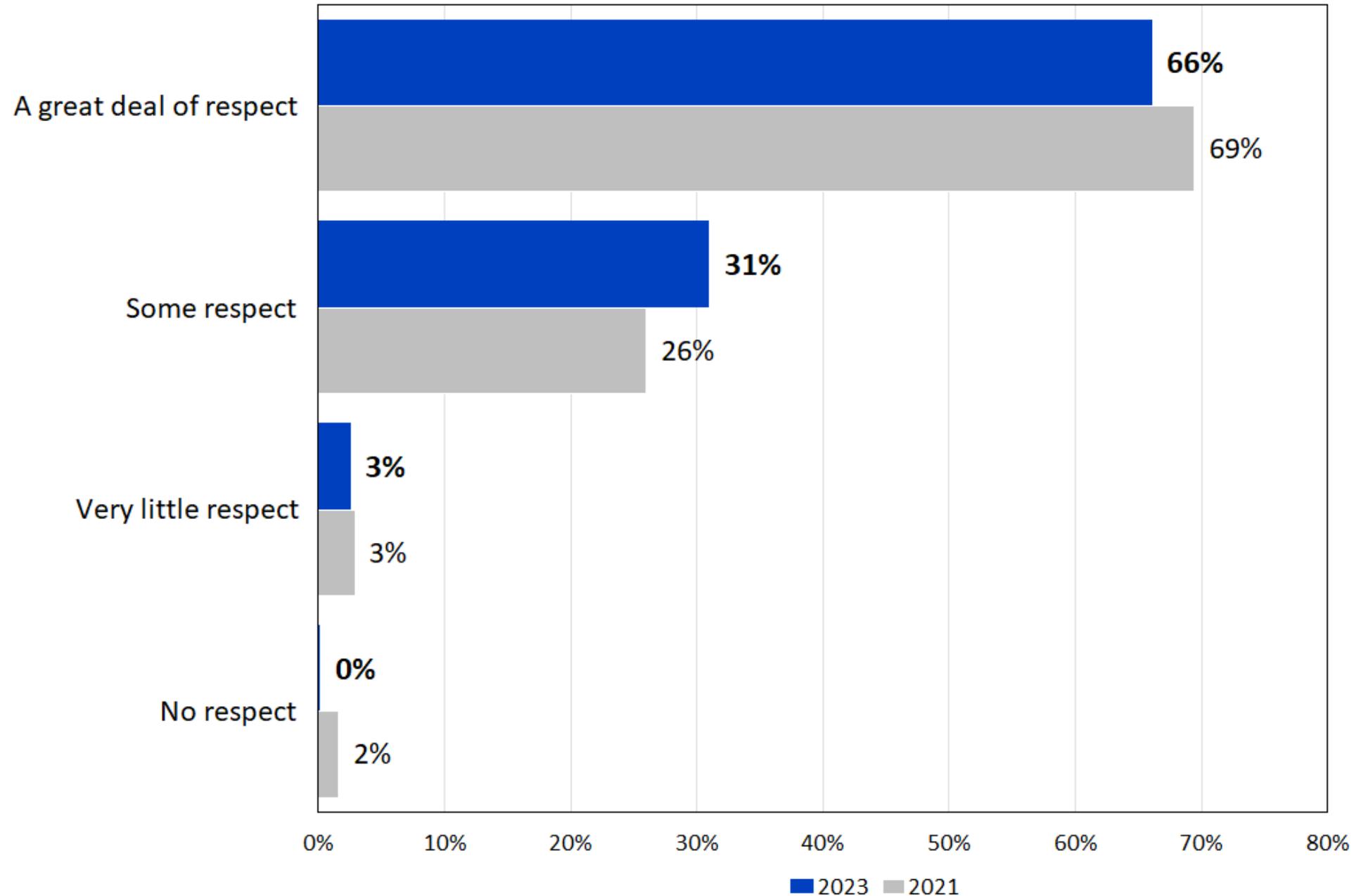
Significant Decrease Since 2021 ↓

## Topic #2

**Most Respondents Respect, Trust and Have  
Confidence of Police Officers**

## Q14. Trends: Overall, how much respect do you have for Durham Police Department police officers?

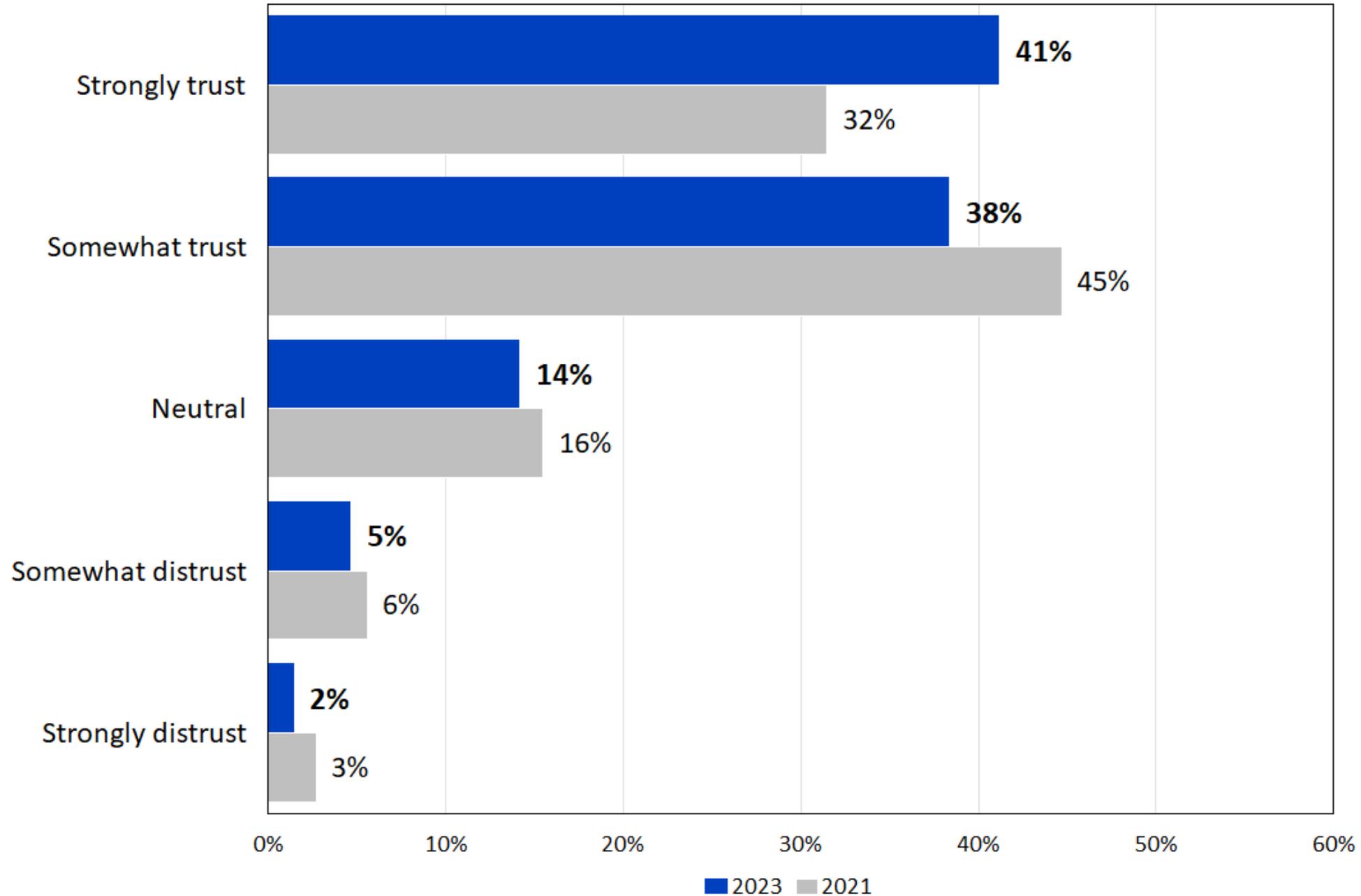
by percentage of respondents (without "not provided")



97% of Respondents Respect DPD Police Officers

# Q15. Trends: Overall, how much do you trust Durham Police Department police officers?

by percentage of respondents

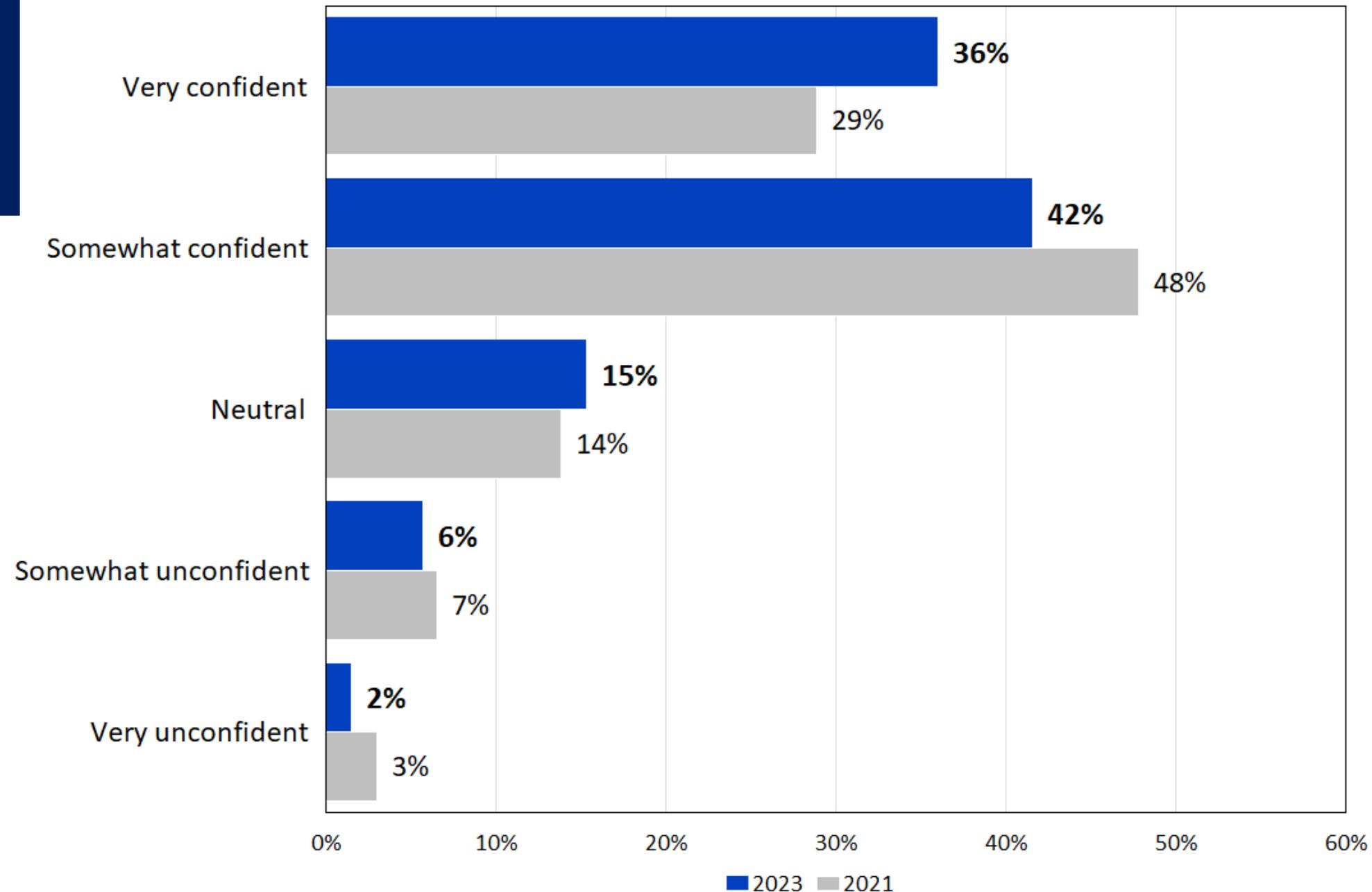


41% Strongly Trust  
DPD Officers in  
2023, Compared  
to 32% in 2021

Most Respondents Trust DPD Police Officers

## Q16. Trends: Overall, how much confidence do you have in Durham police officers?

by percentage of respondents



36% Are Very Confident in DPD Officers in 2023, Compared to 29% in 2021

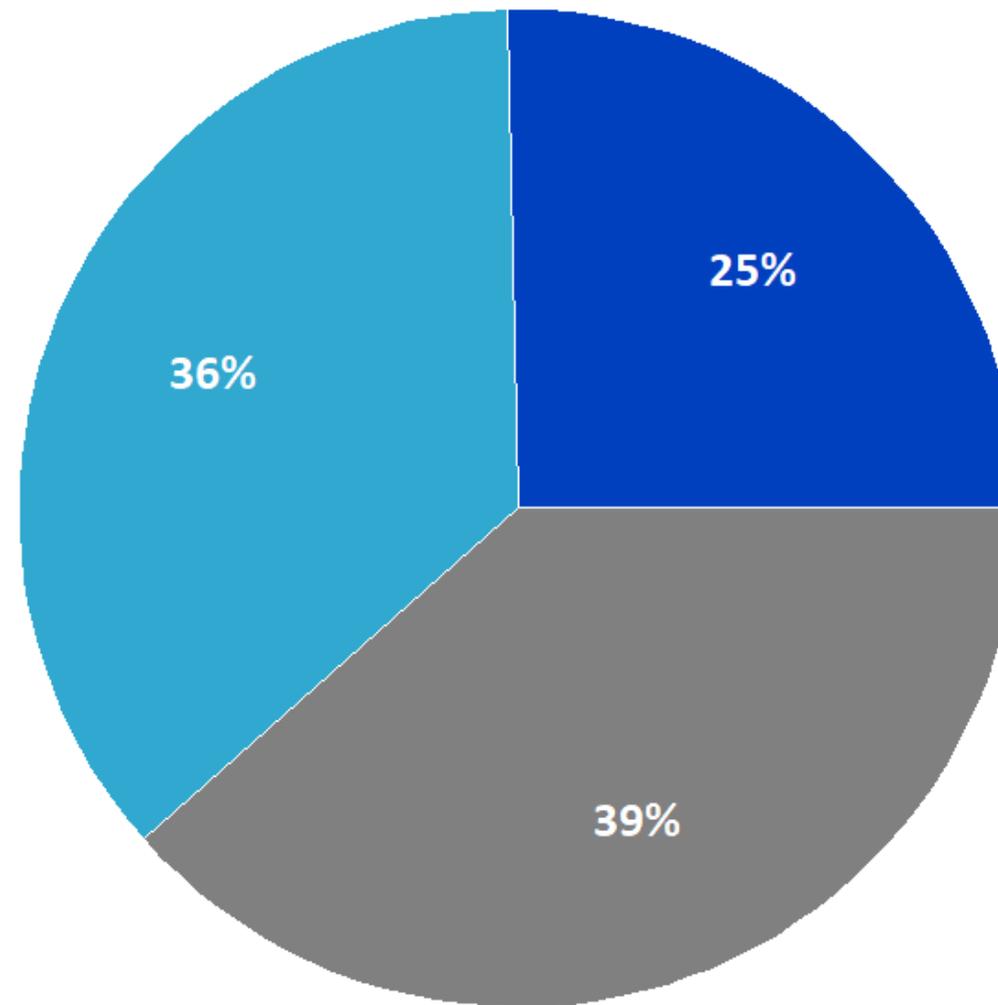
Most Respondents Have Confidence in DPD Police Officers

# Topic #3

## Race Relations

**Q7. In general, do you think Durham Police Department police officers stop people of certain racial or ethnic groups because they believe that these groups are more likely than other groups to commit certain types of crimes?**

by percentage of respondents



**% YES:**

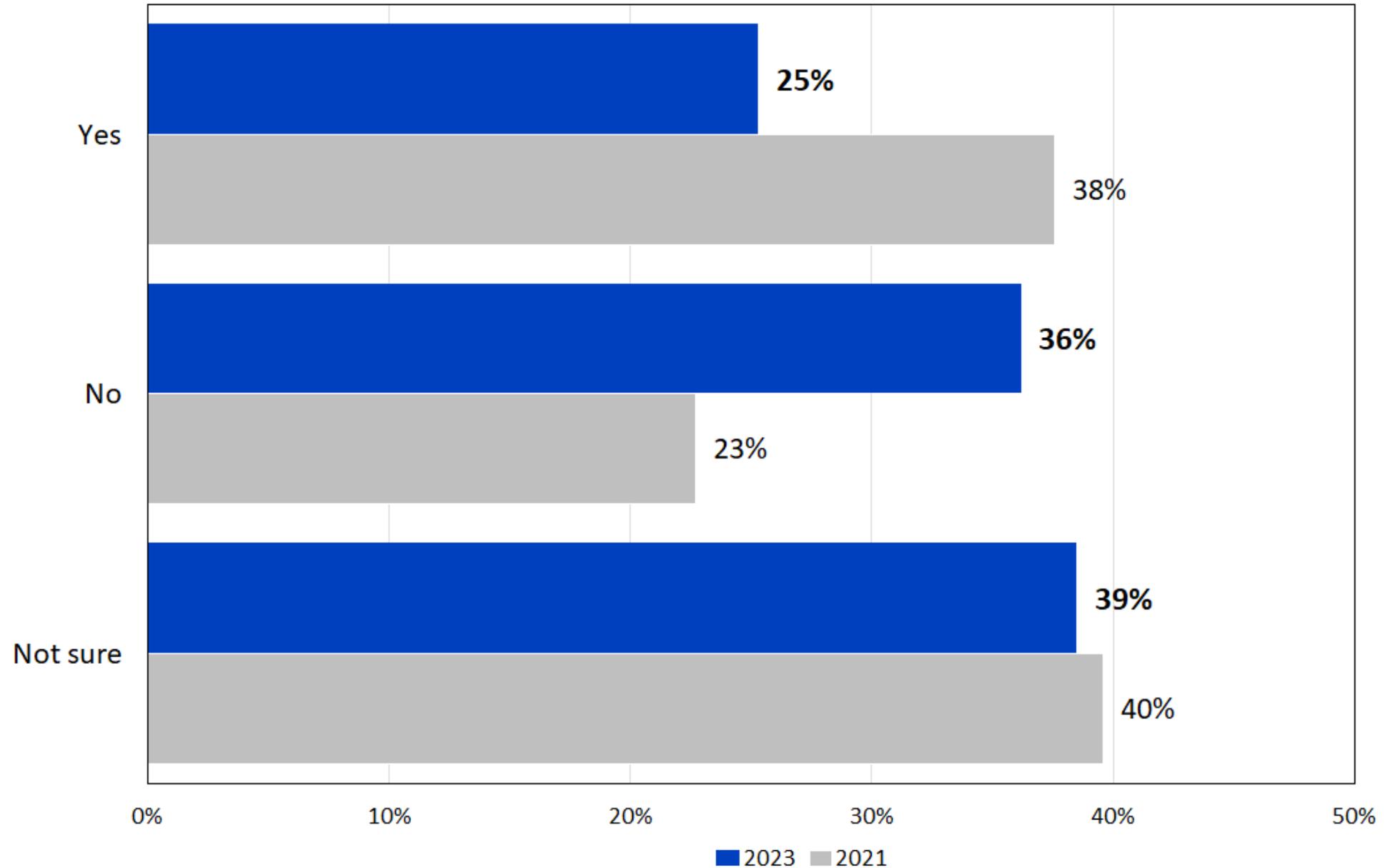
Black/African American = 40%

Hispanic/Latino = 27%

White = 17%

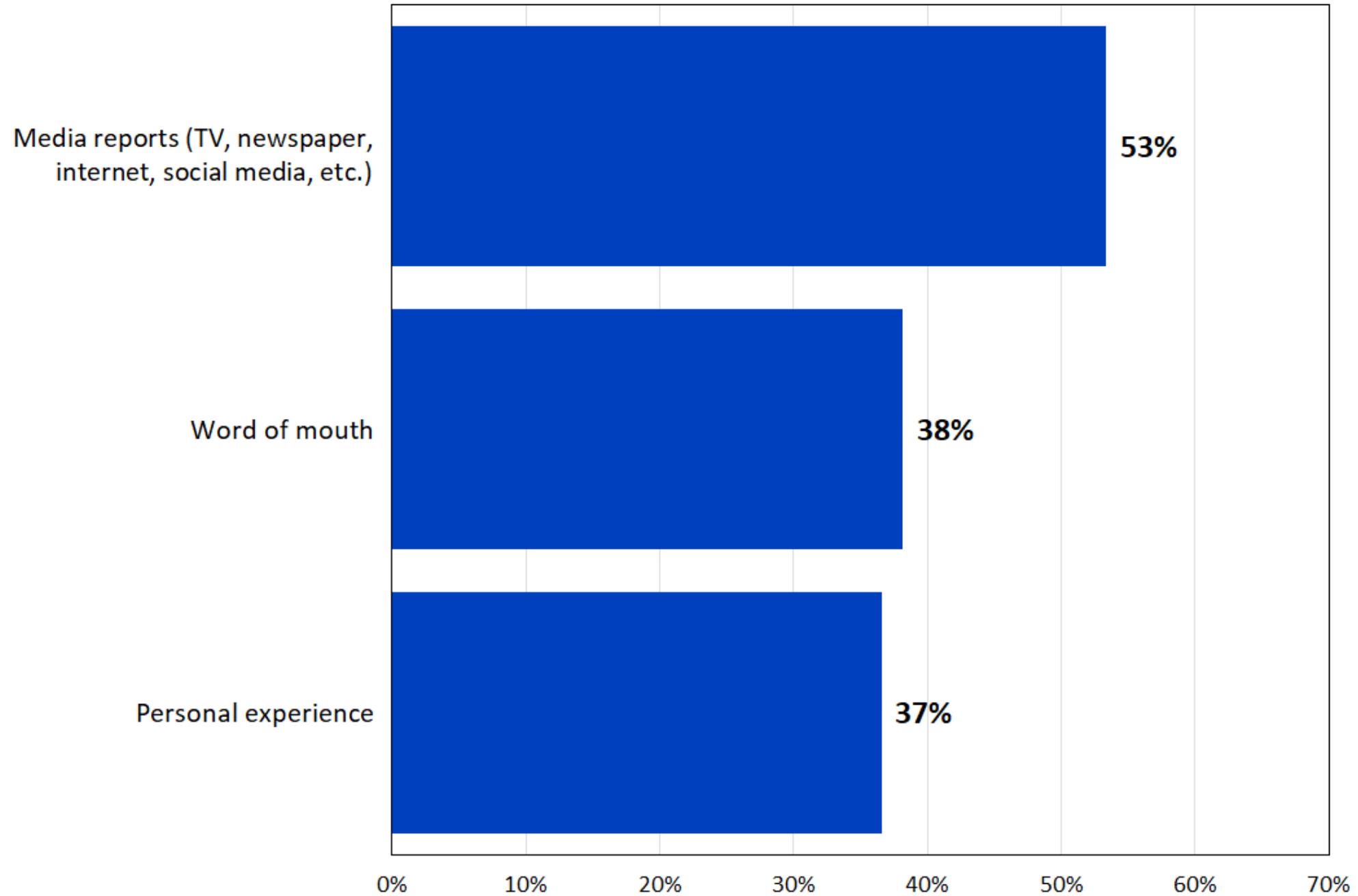
**Q7. Trends: In general, do you think Durham Police Department police officers stop people of certain racial or ethnic groups because they believe that these groups are more likely than other groups to commit certain types of crimes?**

by percentage of respondents (without "not provided")



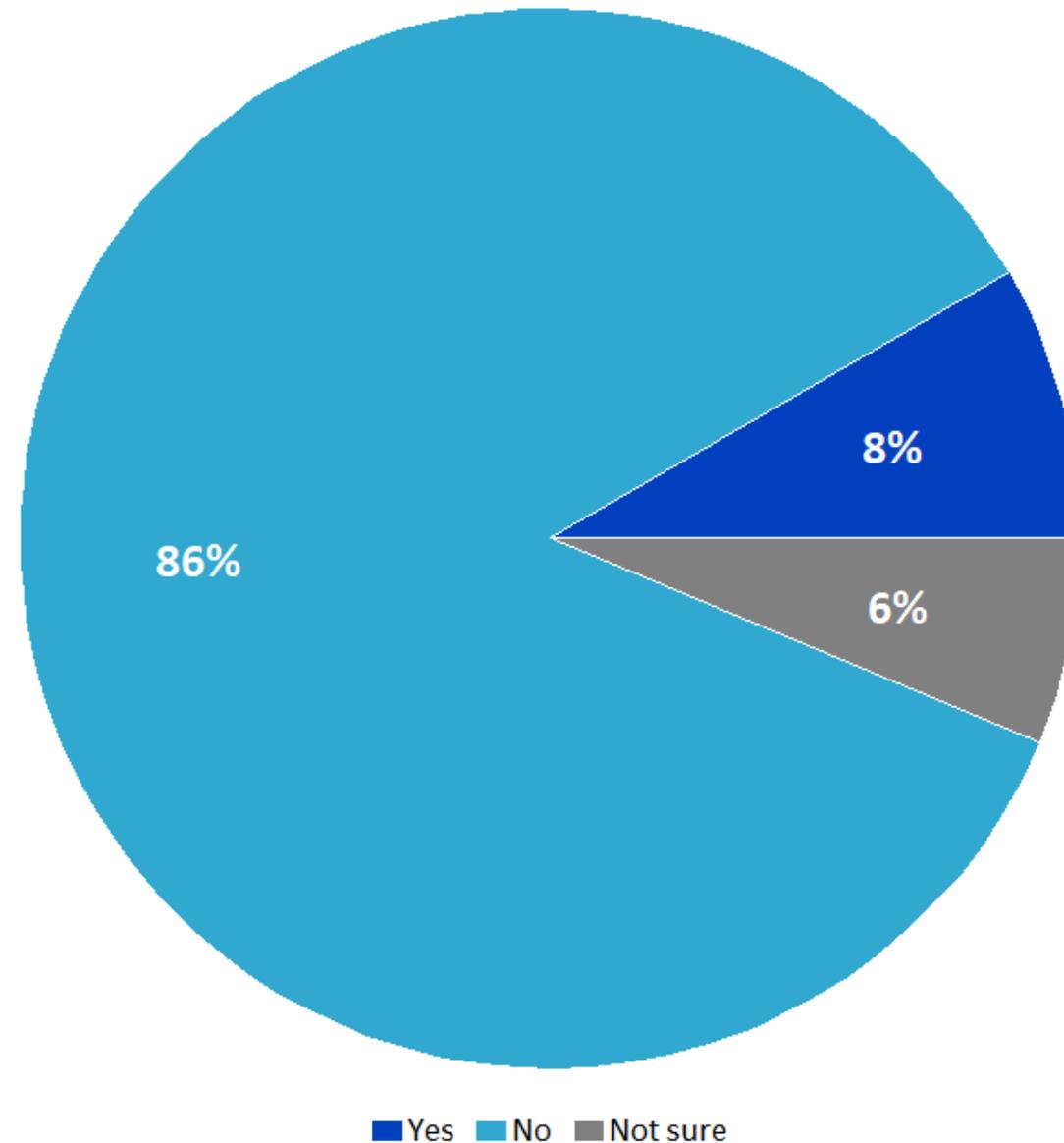
## Q7a. What is the reason for your view?

by percentage of respondents who answered "yes" to Q7 (multiple choices could be selected)



**Q8. Has there ever been a specific instance when you felt discriminated against by Durham Police Department police officers because of your race or ethnic background?**

by percentage of respondents



**% YES:**

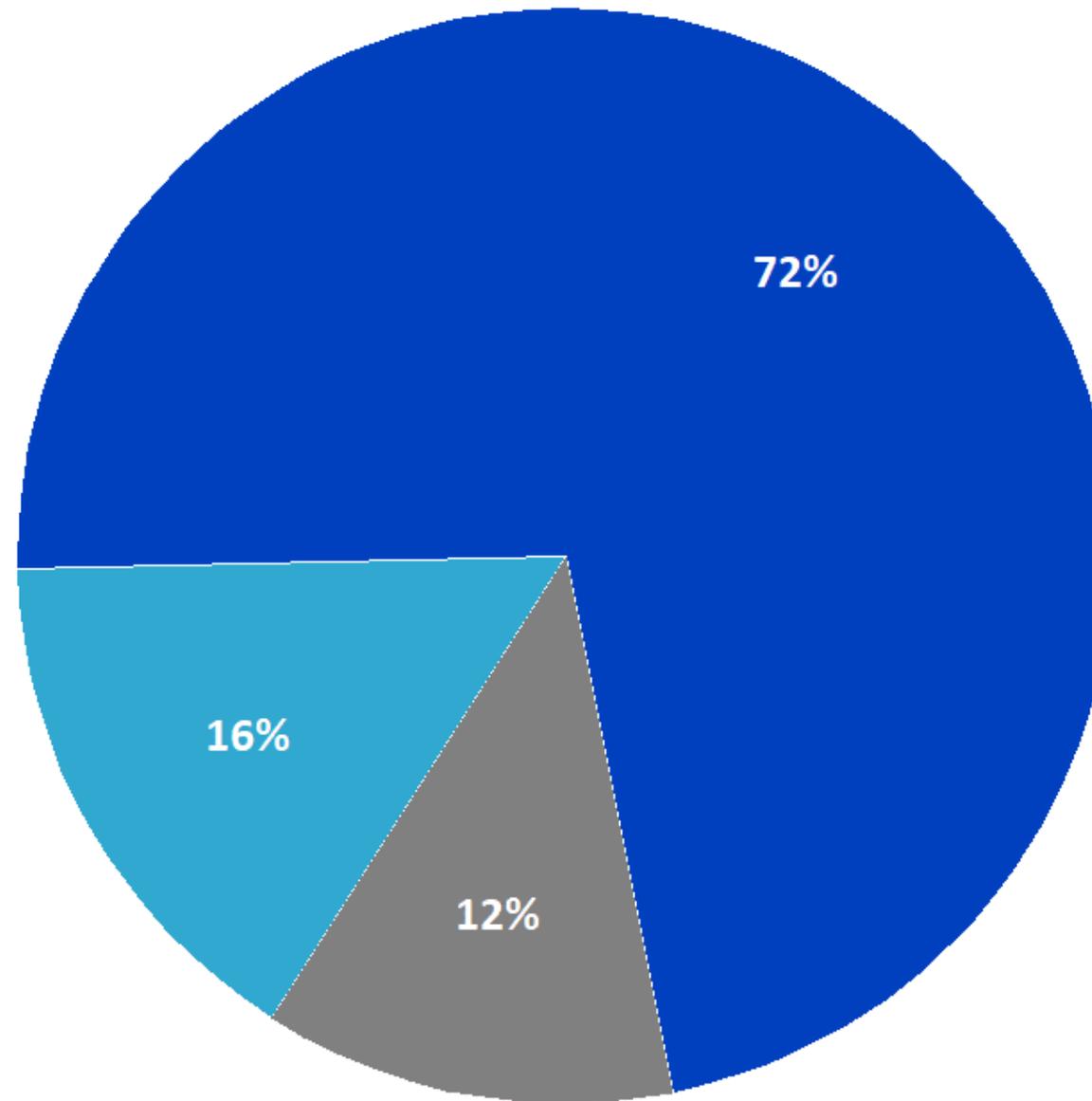
Black/African American = 16%

Hispanic/Latino = 12%

White = 3%

## Q18. Do you think it is important for the makeup of the Durham Police Department to reflect the community in terms of race/ethnicity?

by percentage of respondents



### % YES:

Black/African American = 72%

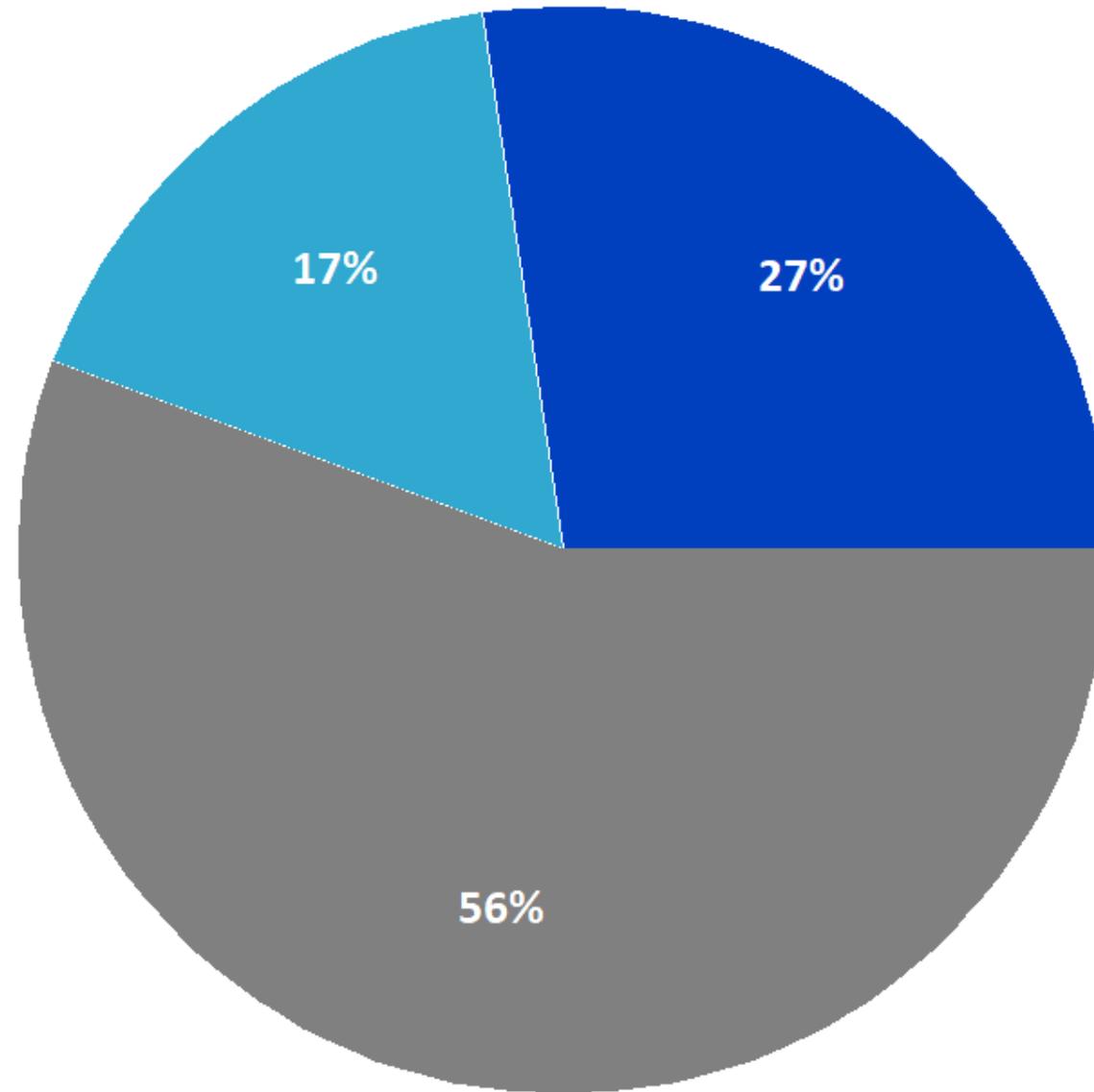
Hispanic/Latino = 71%

White = 72%

■ Yes ■ No ■ Don't Know

## Q19. Do you think the Durham Police Department currently reflects the community in terms of race/ethnicity?

by percentage of respondents



### % YES:

Black/African American = 27%

Hispanic/Latino = 27%

White = 27%

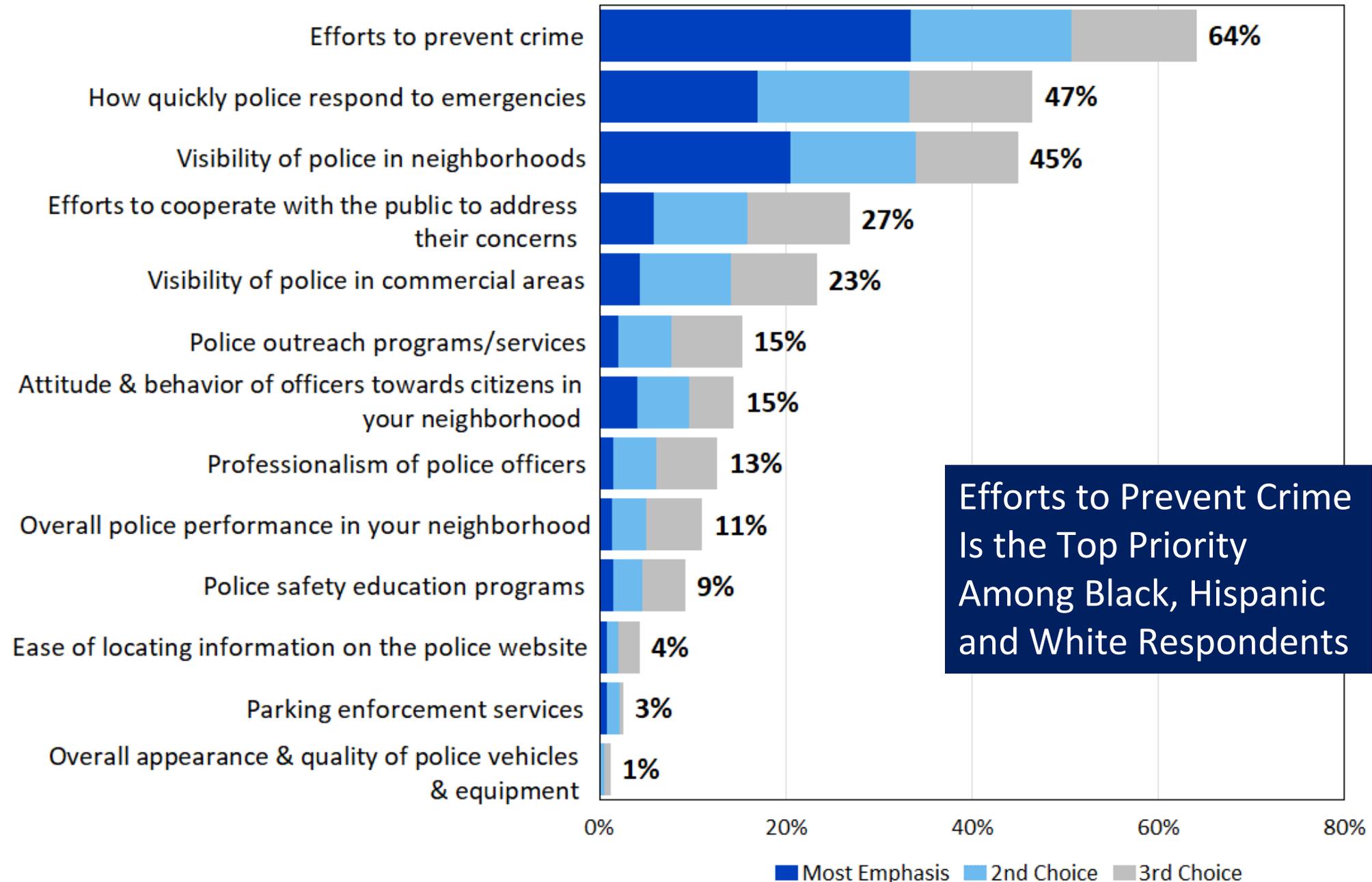
■ Yes ■ No ■ Don't Know

# Topic #4

## Top Priorities

## Q2. Major Categories of Police Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the items as one of their top three choices



Top 4 Priorities Were the Same in 2021

Efforts to Prevent Crime Is the Top Priority Among Black, Hispanic and White Respondents

The Top 3 Priorities Are the Same Among Respondents of All Race/Ethnicities

# 2023 Importance-Satisfaction Rating Durham, North Carolina Police Survey Major Categories of Police Services

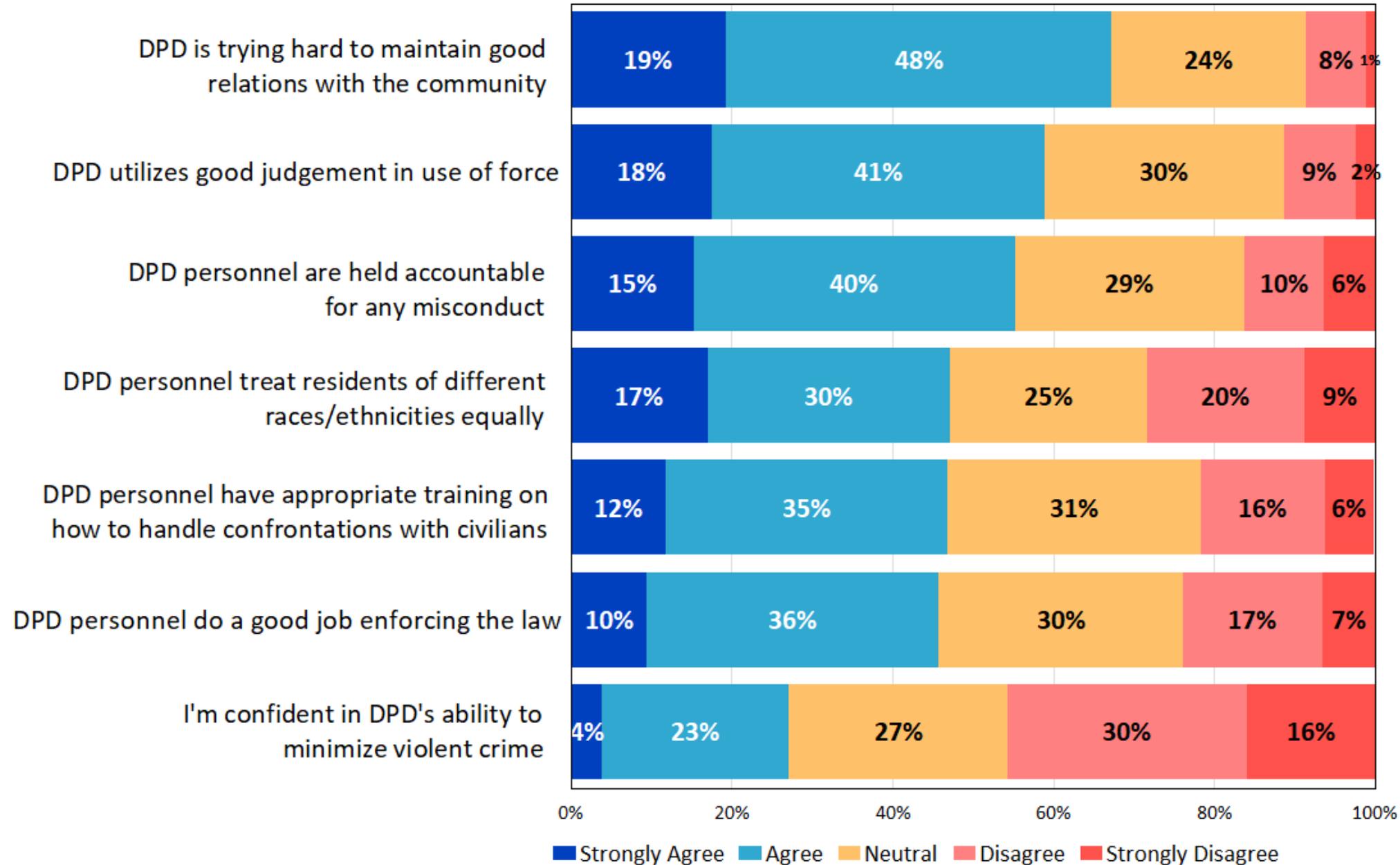
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Efforts to prevent crime	64%	1	28%	13	0.4642	1
Visibility of police in neighborhoods	45%	3	31%	12	0.3101	2
How quickly police respond to emergencies	47%	2	43%	8	0.2666	3
<b><u>High Priority (IS .10-.20)</u></b>						
Efforts to cooperate with the public to address their concerns	27%	4	47%	5	0.1434	4
Visibility of police in commercial areas	23%	5	39%	10	0.1430	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Police outreach programs/services	15%	6	46%	6	0.0835	6
Police safety education programs	9%	10	41%	9	0.0541	7
Overall police performance in your neighborhood	11%	9	54%	4	0.0513	8
Attitude & behavior of officers towards citizens in your neighborhood	15%	7	76%	2	0.0344	9
Professionalism of police officers	13%	8	76%	3	0.0307	10
Ease of locating information on police website	4%	11	46%	7	0.0233	11
Parking enforcement services	3%	12	34%	11	0.0172	12
Overall appearance & quality of police vehicles & equipment	1%	13	83%	1	0.0020	13

Overall Priorities

# Other Findings

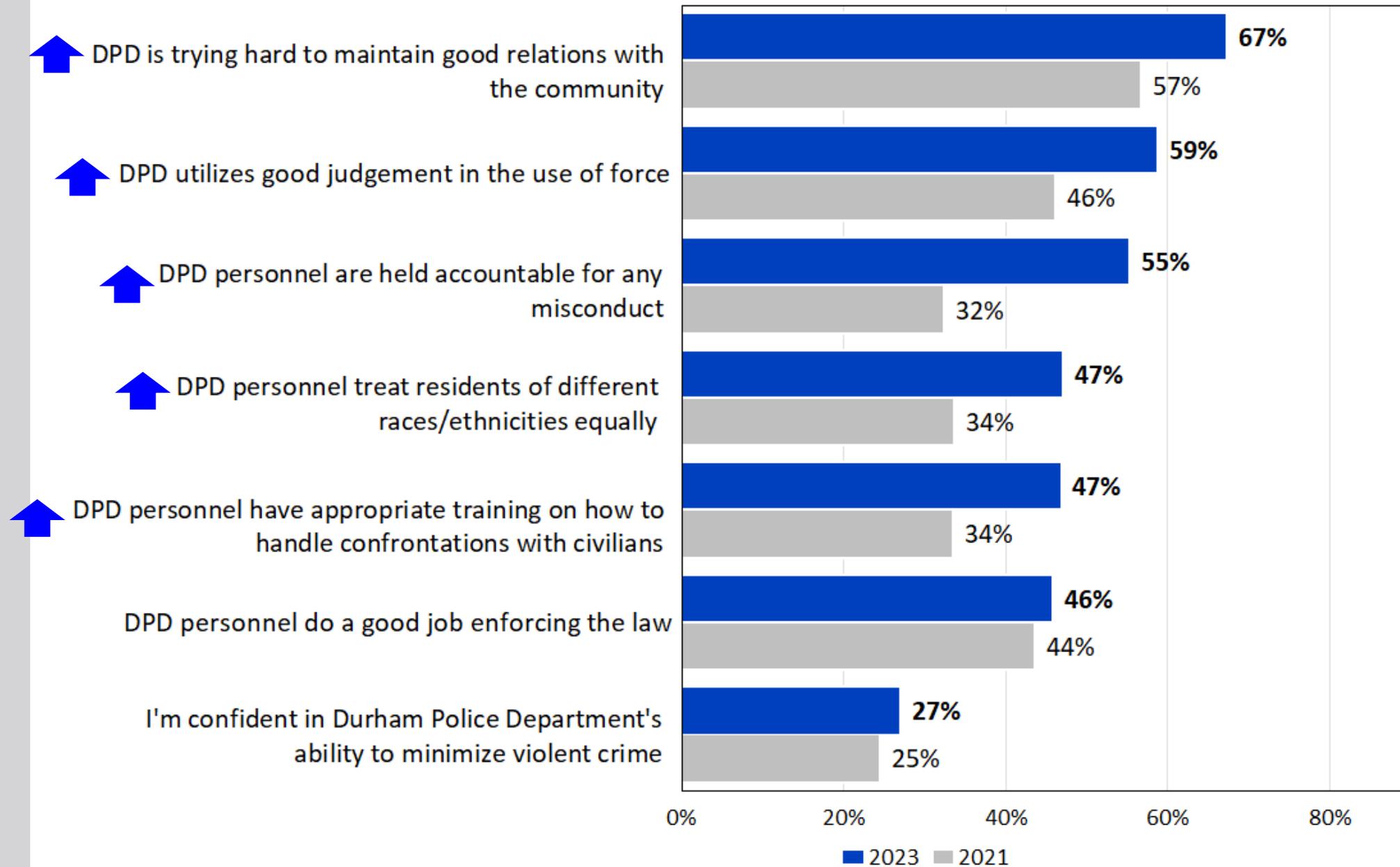
### Q3. Level of Agreement with Statements Regarding the Durham Police Department

by percentage of respondents who rated item on a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree" (without "don't know")



### Q3. Trends: Level of Agreement with Statements Regarding the Durham Police Department

by percentage of respondents who rated the item on a 5-point scale where 5 means "strongly agree" and 4 means "agree" (without "don't know")

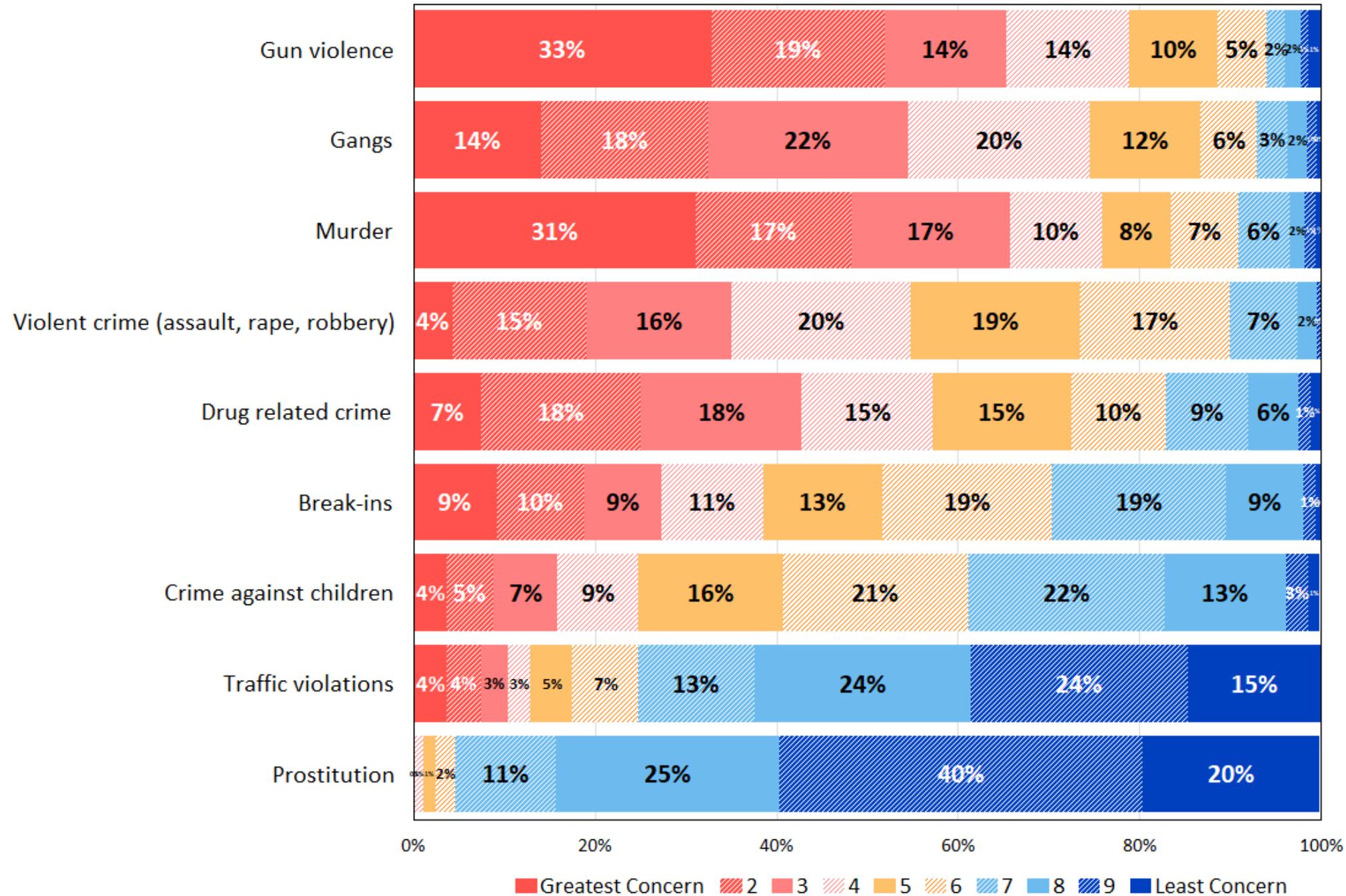


Significant Increase Since 2021 

Significant Decrease Since 2021 

## Q22. Areas of Greatest and Least Concern for the City of Durham

by percentage of respondents who rated item on a 10-point scale, where 1 means "greatest concern" and 10 means "least concern" (without "don't know")



# Summary

- **Most Respondents Respect, Trust, and Have Confidence in DPD Police Officers**
- **The Police Department Is Moving in the Right Direction**
  - **Improvements in Many Areas Since Previous Survey in 2021**
- **Top Priorities for Police Services**
  - **Efforts to Prevent Crime**
  - **Visibility of Police in Neighborhoods**
  - **How Quickly Police Respond to Emergencies**

**Questions?**

**Thank You!!**