

City of Rochester Customer Survey

Objectives

- To assess how the City of Rochester residents view public safety services in the city and how they view the staff of the Rochester Police Department

Description of Sample

In total, 383 City of Rochester residents were randomly selected to participate in a phone survey.

Survey respondents were proportionally representative of the City of Rochester resident population by gender, ethnicity and age:

	<u>% of Total CoR Residents*</u>	<u>% of Respondents</u>
Male	48.3%	45.4%
Female	51.7%	54.6%
Hispanic	16.4%	17.5%
White/Caucasian	46.9%	50.3%
Black/African American	44.9%	40.3%
18-34 years old	41.2%	39.7%
35-54 years old	33.6%	33.6%
55+ years old	25.1%	26.9%
Household Income in 2012	Less than \$25,000	41.7%
	\$26,000-\$75,000	43.3%
	More than \$75,000	15.0%
Area of residence	Northeast	32.0%
	Northwest	21.0%
	Southeast	13.4%
	Southwest	24.9%
	Downtown	8.7%
	Own home	53.9%
	Rent home	46.1%

*source <http://www.census.gov/prod/cen2010>

Overall Perception of Safety

Feeling of safety in various areas:

	<u>Feel Safe</u>	<u>Feel Unsafe</u>
In your neighborhood during the day.	93.0%	7.0%
In your neighborhood after dark.	66.1%	33.9%
Visiting stores or businesses closest to your home during the day.	90.1%	9.9%
Visiting stores or businesses closest to your home after dark.	60.3%	39.7%

Non-white respondents were more likely to report feeling *unsafe* in their neighborhoods by day (10.1%).

Those who live in the Southeast most likely to feel *safe* in their neighborhood after dark (78.4%).

Those who live in the Southwest most likely to feel *unsafe* in their neighborhood after dark (38.9%).

White respondents more likely to feel *safe* going to stores close to their home during the day (95.3%).

Non-white respondents more likely to feel *unsafe* going to stores close to their home after dark (46.5%), while residents living in the Southeast most likely to feel *safe* (82.4%).

Victim or Witness of Crime

16.2% reported being a victim of a crime in the past year in their neighborhood

7.7% reported being a victim of a crime in the past year elsewhere in the City

21.3% reported witnessing a crime in the past year in their neighborhood

17.1% reported witnessing a crime in the past year elsewhere in the City

Those living in the Northwest were most likely to report being a victim of a crime in their neighborhood (24.4%), those living Downtown were least likely (6.3%).

Perceptions/Feelings of Safety and Crime

Fear of Becoming a Victim of Crime

	<u>No Fear</u>	<u>Some Fear</u>	<u>A Lot of Fear</u>
Fearful of becoming a victim in your neighborhood	49.1%	31.3%	19.6%
Fearful of becoming a victim anywhere else in the City	32.7%	39.0%	28.3%

Those ages 35-54 most likely to have a *lot of fear* of becoming a victim of crime in their neighborhood (25.0%).

Non-white respondents more likely to have *some fear* of becoming a victim of crime in their neighborhood (37.6%).

Those living in the Southeast most likely to have *no fear* of becoming a victim of crime in their neighborhood (66.7%).

Those earning more than \$75,000/year most likely to have *no fear* of becoming a victim anywhere else in the City (50.0%), compared to those making less than \$25,000/year who are more likely to report having *a lot of fear* (32.7%).

Feeling of Safety

11.3% feel safer now in their neighborhood compared to a year ago
67.7% feel the same level of safety in their neighborhood compared to a year ago
21.0% feel less safe in their neighborhood compared to a year ago

Those earning less than \$25,000/year are more likely to report feeling *safer* now in their neighborhood (17.4%) than they did a year ago.

Those living in the Northeast (21.4%), the Northwest (25.0%), and the Southwest (25.0%) are more likely to report they feel *less safe* now in their neighborhood

Perceptions of Frequency of Crimes

Respondents were asked how frequently they thought crimes were committed in their neighborhood:

37.2% reported that they thought crimes were committed daily or weekly (high frequency)
31.4% reported that they thought crimes were committed 1-3 times/month (medium frequency)
28.5% reported that they thought crimes were committed a few times a year or never
2.9% did not know how often crimes were committed

Those earning less than \$25,000/year as well as those living Downtown were more likely to report that they did not know how often crimes were committed in their neighborhood (6.0% and 12.1% respectively).

Perceptions of Changes in Level of Crime

31.0% reported that overall level of crime in their neighborhood has *increased*
13.8% reported that overall level of crime in their neighborhood has *decreased*
55.3% reported that overall level of crime in their neighborhood has *stayed the same*

Those living in the Northeast were more likely to report that the overall level of crime in their neighborhood has *increased* (39.5%), followed by those living in the Southwest (33.0%).

Those living in the Southeast were more likely to report that the overall level of crime in their neighborhood has *stayed the same* (70.0%).

Professionalism of the Rochester Police Department

Interaction with the RPD in past year

32.5% have had a positive interaction with the RPD

13.4% have had a negative interaction with the RPD

5.2% have had an interaction with the RPD, but it was neither positive nor negative

49.0% have not had any interaction with the RPD

Hispanics and non-white are most likely not to have any interaction with the RPD (60.0% and 60.1% respectively).

Rating of RPD Performance

	<u>Excellent/ Good</u>	<u>Fair</u>	<u>Poor/ Very Poor</u>	<u>Do not know</u>
Response time to a request for assistance	42.0%	28.5%	25.6%	3.9%
Effectiveness in solving neighborhood problems	36.3%	33.4%	27.7%	2.6%
Fairness when enforcing the law	43.3%	30.5%	24.0%	2.1%
Fairness in the distribution of police services	41.4%	33.5%	22.8%	2.4%
Professional in how they conduct their work	52.1%	25.1%	22.3%	0.5%
Responsiveness to your concerns	47.3%	26.1%	22.2%	4.4%

Response time:

Most likely to rate as poor or very poor
 Hispanic (36.4%)
 Living in the Northeast (31.1%)
 Non-white (36.5%)

Most likely to rate as good or excellent
 55+ years old (52.4%)
 Household income >\$75,000 (55.6%)
 Living Downtown (60.6%)

Problem solving effectiveness:

Most likely to rate as poor or very poor
 Non-white (38.1%)

Most likely to rate as good or excellent
 55+ years old (46.6%)
 White (47.6%)
 Living Downtown (51.5%)

Fairness enforcing the law:

Most likely to rate as poor or very poor
 18-34 year olds (28.9%)
 35-54 year olds (27.3%)
 Non-white (34.9%)

Most likely to rate as good or excellent
 Males (50.0%)
 White (59.2%)
 Living in the Southeast (54.9%)

Fairness in distribution of services:

Most likely to rate as poor or very poor
 Non-white (28.7%)
 Living in the Southwest (29.8%)

Most likely to rate as good or excellent
 18-34 year olds (47.00%)
 White (49.7%)
 Household income > \$75,000 (55.6%)

Professional conduct:

Most likely to rate as poor or very poor	Most likely to rate as good or excellent
Females (26.9%)	55+ year olds (62.1%)
Non-white (35.1%)	Males (58.0%)
Living in the Southwest (28.4%)	White (69.1%)
	Household income > \$75,000 (66.7%)
	Living in the Southeast (68.6%)
	Living Downtown (66.7%)

Responsiveness to concerns:

Most likely to rate as poor or very poor	Most likely to rate as good or excellent
Non-white (30.7%)	White (67.0%)
	Living in the Southeast (62.7%)

Overall Impression of the RPD:

70.9% are somewhat or very favorable of the RPD
 28.1% are somewhat or very unfavorable of the RPD

Most likely to rate as favorable: 55+ year olds (81.6%)
 White (84.3%)
 Household income > \$75,000 (83.3%)
 Living in the Southeast (84.3%)

Most likely to rate as unfavorable: 18-34 year olds (35.3%)
 Non-white (41.7%)

Trust in the RPD

54.1% trust the RPD
 45.7% do not trust the RPD

Most likely to trust the RPD: White (67.9%)
 Household income > \$75,000 (69.2%)
 Living Downtown (75.8%)

Most likely not to trust the RPD: 35-54 year olds (50.8%)
 Non-white (59.3%)
 Household income \$26,000-\$75,000 (51.9%)
 Living in the Northeast (56.3%)

Community Engagement

Rating of RPD Performance

	<u>Excellent/ Good</u>	<u>Fair</u>	<u>Poor/ Very Poor</u>	<u>Do not know</u>
Working with the community to <i>reduce</i> crime	46.5%	30.0%	21.7%	1.8%
Working with the community to <i>prevent</i> crime	43.1%	32.4%	22.7%	1.8%
Creating partnerships with the community	38.6%	32.1%	25.6%	1.4%
Responding to community concerns	41.0%	30.8%	27.2%	1.0%

Working with community to *reduce* crime:

Most likely to rate as poor or very poor
 18-34 year olds (26.3%)
 Non-white (32.8%)
 Living in the Northwest (30.0%)

Most likely to rate as good or excellent
 55+ years old (57.3%)
 White (58.1%)
 Living in the Southeast (56.9%)

Working with community to *prevent* crime:

Most likely to rate as poor or very poor
 18-34 year olds (29.6%)
 Non-white (33.9%)
 Living in the Northwest (27.5%)

Most likely to rate as good or excellent
 White (53.9%)

Creating partnerships with the community:

Most likely to rate as poor or very poor
 18-34 year olds (32.0%)
 Non-white (37.0%)

Most likely to rate as good or excellent
 55+ years old (49.5%)
 White (48.2%)
 Living in the Southeast (47.1%)
 Living Downtown (45.5%)

Responding to community concerns:

Most likely to rate as poor or very poor
 18-34 year olds (32.9%)
 Non-white (40.7%)
 Household income \$26-\$75,000 (33.3%)
 Living in the Northwest (33.8%)

Most likely to rate as good or excellent
 55+ years old (51.5%)
 White (52.9%)
 Living in the Southeast (49.0%)
 Living Downtown (51.5%)
 Household income > \$75,000 (55.6%)

Interaction with RPD

	<u>No</u> <u>Interaction</u>	<u>Positive</u> <u>Experience</u>	<u>Negative</u> <u>Experience</u>
Police assistance via Neighborhood Service Center	69.5%	23.8%	6.8%
Police and Citizens Together Against Crime	67.1%	30.0%	2.9%
Police Activities League (PALS)	79.9%	17.8%	2.3%
Attended a Chief on the Streets meeting	81.2%	17.5%	1.3%
Attended a Voice of the Citizen session	84.6%	13.8%	1.6%
Attended a neighborhood meeting	63.1%	33.2%	3.7%

Best way for RPD to share information:

- 76.5% traditional media
- 41.3% Facebook
- 36.0% Email
- 35.5% RPD website
- 29.2% Twitter