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Title

Presentation to Santa Barbara Police Department on Results of Resident Survey

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Citizens' Survey of Santa Barbara Police Department

A COPPAC PRODUCT
SBPD Chief's Staff Meeting

March 25, 2003

Research Team

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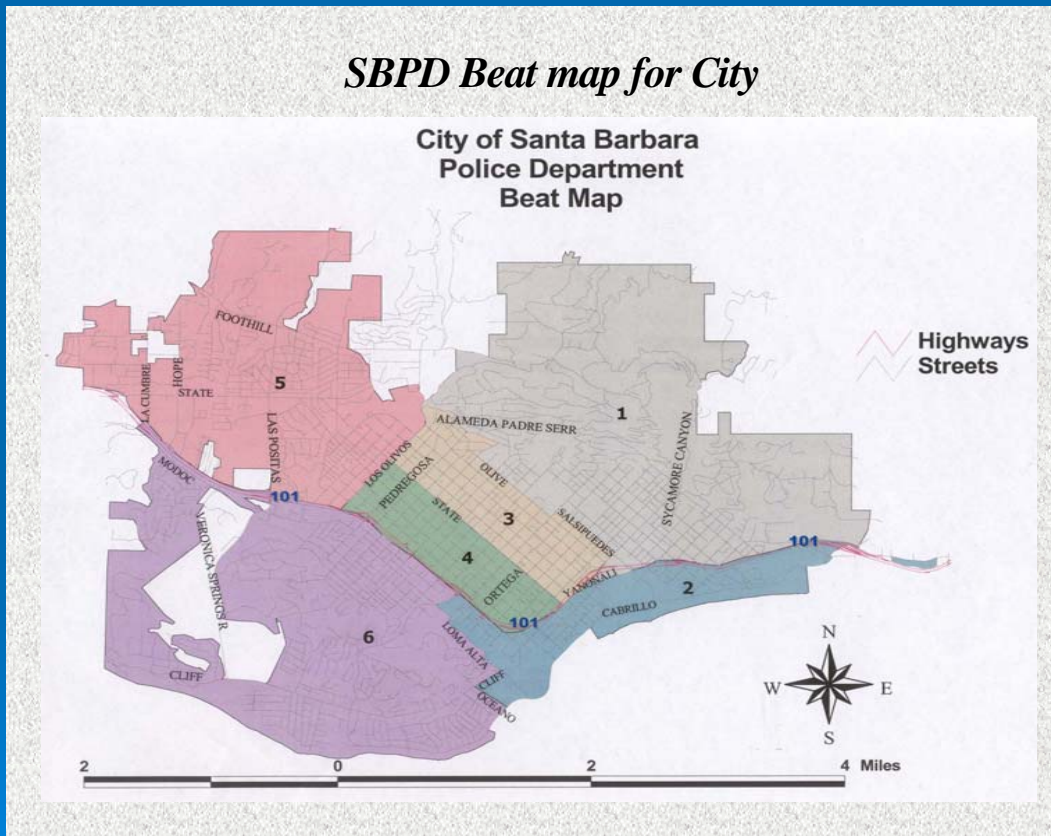
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Profile of respondents (n=766 useable from 945 completed)

- After considerable piloting of this, admittedly short and preliminary q-form, we had 8 demographic questions (e.g., age, gender, race) and 17 relating to content issues
- The content items *included*:
 - Estimates of Officers' higher educational levels
 - Rated performance and satisfaction with SBPD
 - Reported amount of contact with SBPD Officers
 - Perceived communicative accommodativeness of Officers
 - Images of Officers on TV (positive-negative)
 - Concerns, approvals, and meanings attributed to "community-oriented policing"
- Survey was administered personally, *in English-only*, door-to-door in SB City (every 3rd door approached) from April to October 2002.
- Response rate estimated at 20% of those invited

Overview

- Results presented as follows:
 - Demographics of the sample
 - Aim was to obtain gender, ethnicity & (adult) age balances, & beat distribution
 - Main patterns presented, others available
 - **Content issues including**
 - What predicts satisfaction with SBPD
 - Open-ended data
 - Concerns, approvals, & citizens' understandings of "community-oriented policing"



Respondent demographic profile

- 52% female
- Range in age from 18 to 91 yrs
- 71% Caucasian (29% “other”)
- Average length of residence in SB City is 13 years
- 75% rent their homes
- 48% have a BA or better
- 47% yearly income \$50,000 or more
- 46% have previous traffic violations

Respondent-profile of beats by gender and ethnicity

Beat	Subjects	Male	Female	Caucasian	Other
1	101	58	33 (36%)	47 (48%)	51
2	109	48	55 (53%)	76 (75%)	25
3	201	70	110 (61%)	150 (80%)	37
4	113	55	47 (46%)	72 (67%)	36
5	124	54	64 (54%)	91 (77%)	28
6	118	54	61 (53%)	83 (73%)	31
Total	766	339	370 (52%)	519 (71%)	208

Education level of respondent by ethnicity

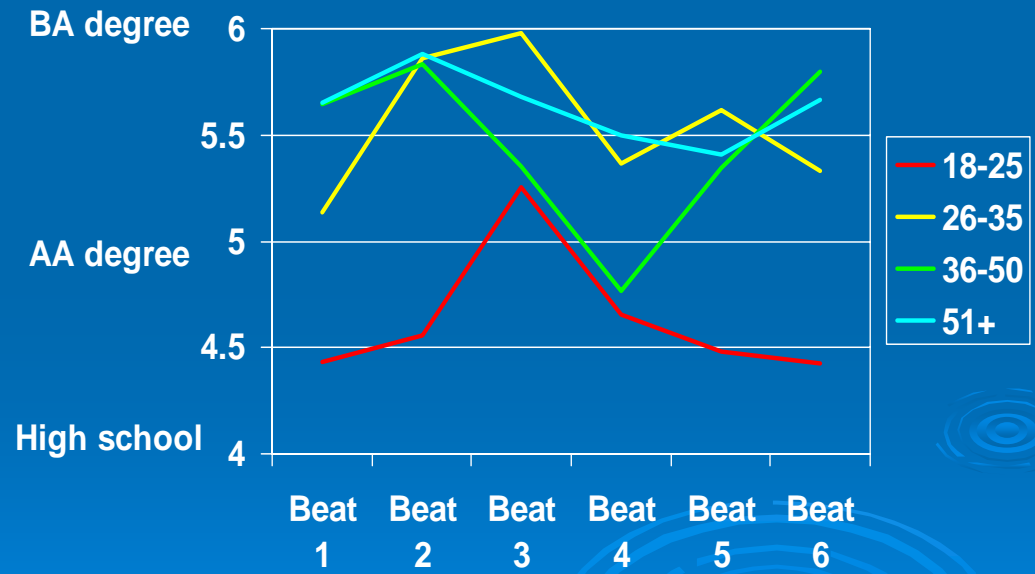
range 1-7 (1=<elementary school; 7=graduate degree)

	Caucasian	Other
Education of Respondent	5.47 ^a 5 = completed AA degree	4.66 ^b 4 = completed high school

Superscripts indicate significant differences: alpha =.05

Much fine detail exists on what our sample looks like...and many statistically different patterns emerged demographically...

- Respondent ages by gender
- Beat by age
- Length of residence in Santa Barbara: age by gender
- Length of time in Santa Barbara: Age by ethnicity
- Education of respondent: Beat by age



Findings

7-pt. Scales (1=least; 7 = most)

- Amount of contact with SBPD
- Expressed willingness to report crimes
- Expressed positive media representations of police
- Communicative accommodation of SBPD
- Satisfaction with, & ratings of, SBPD
- Concerns, approvals, and understandings of “community-oriented policing”

Amount of contact with SBPD by beat

7-pt. Scales (1=none; 7 = more than 11)

Overall mean: 2.82 (1-2 occasions)

	Beat 1	Beat 2	Beat 3	Beat 4	Beat 5	Beat 6
Contact	3.22 ^{bc}	2.69 ^a b	2.84 ^a bc	3.36 ^c	2.36 ^a	2.71 ^a b

Different superscripts indicate significant differences: Alpha = .05

Reported contact with SBPD by ethnicity

7-pt. Scales (1=none; 7 = more than 11)

	Caucasian	Other
Contact	2.92 ^a (3 = 3-4 times)	2.62 ^b (2 = 1-2 times)

Superscripts indicate significant differences Alpha = .05

Expressed willingness to report crime to SBPD by age

7-pt. Scales (1=never; 7 = always)

Overall mean: 5.88

	18-25 yrs	26-35 yrs	36-50 yrs	51+ yrs
Report crime	5.37 ^a 5 = frequently	5.89 ^b	6.14 ^{bc} 6 = most of the time	6.48 ^c

Different superscripts indicate significant differences: Alpha = .05

Willingness to report crime to SBPD by gender

7-pt. Scales (1=never; 7 = always)

	Male	Female
Report crime to SBPD	5.53 ^a	6.20 ^b

Different superscripts indicate significant differences Alpha = .05

Perceived positive media portrayals of police by age of respondent

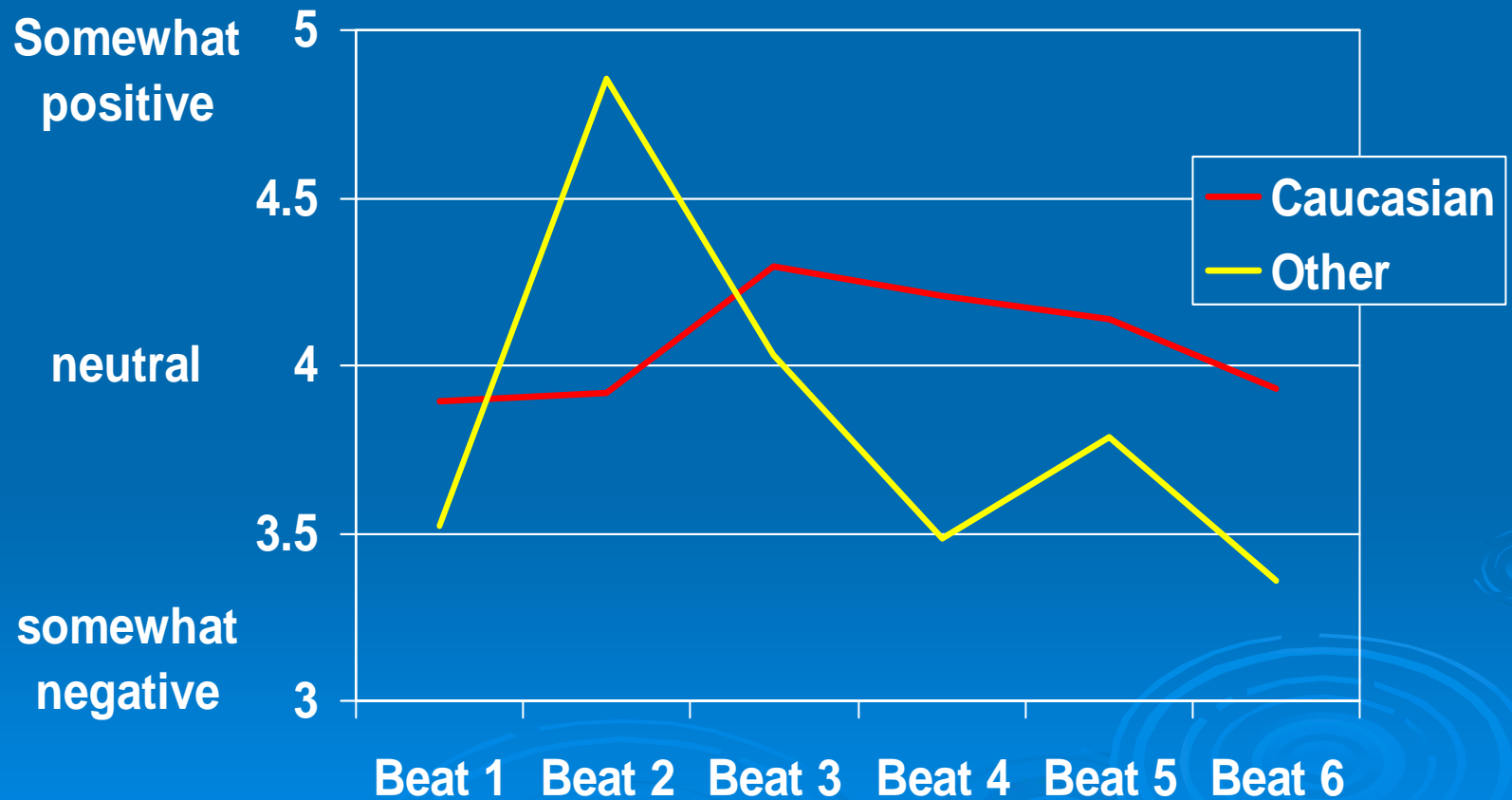
7-pt. Scales (1=very negative; 7 = very positive)

Overall Mean: 4.01 (4=neutral)

	18-25	26-35	36-50	51+
Media Portrayal	3.77 ^a	3.96 ^{ab}	4.22 ^b	4.24 ^b

Different superscripts indicate significant differences Alpha = .05

Perceived positive media portrayals of police: Beat by ethnicity



Respondents' estimated % of Officers with B.A.s

7-pt. Scales (1= 0 –9%; 7 = 100%)

	Beat 1	Beat 2	Beat 3	Beat 4	Beat 5	Beat 6	Total
%PD with B.A.s	4.05 ^b 50-69%	3.78 ^{ab} 30 – 49%	3.68 ^{ab} 30 – 49%	3.38 ^a 30 – 49%	3.86 ^{ab} 30 – 49%	3.73 ^{a b} 30 – 49%	3.74 30 – 49%

Different superscripts indicate significant differences: Alpha = .05

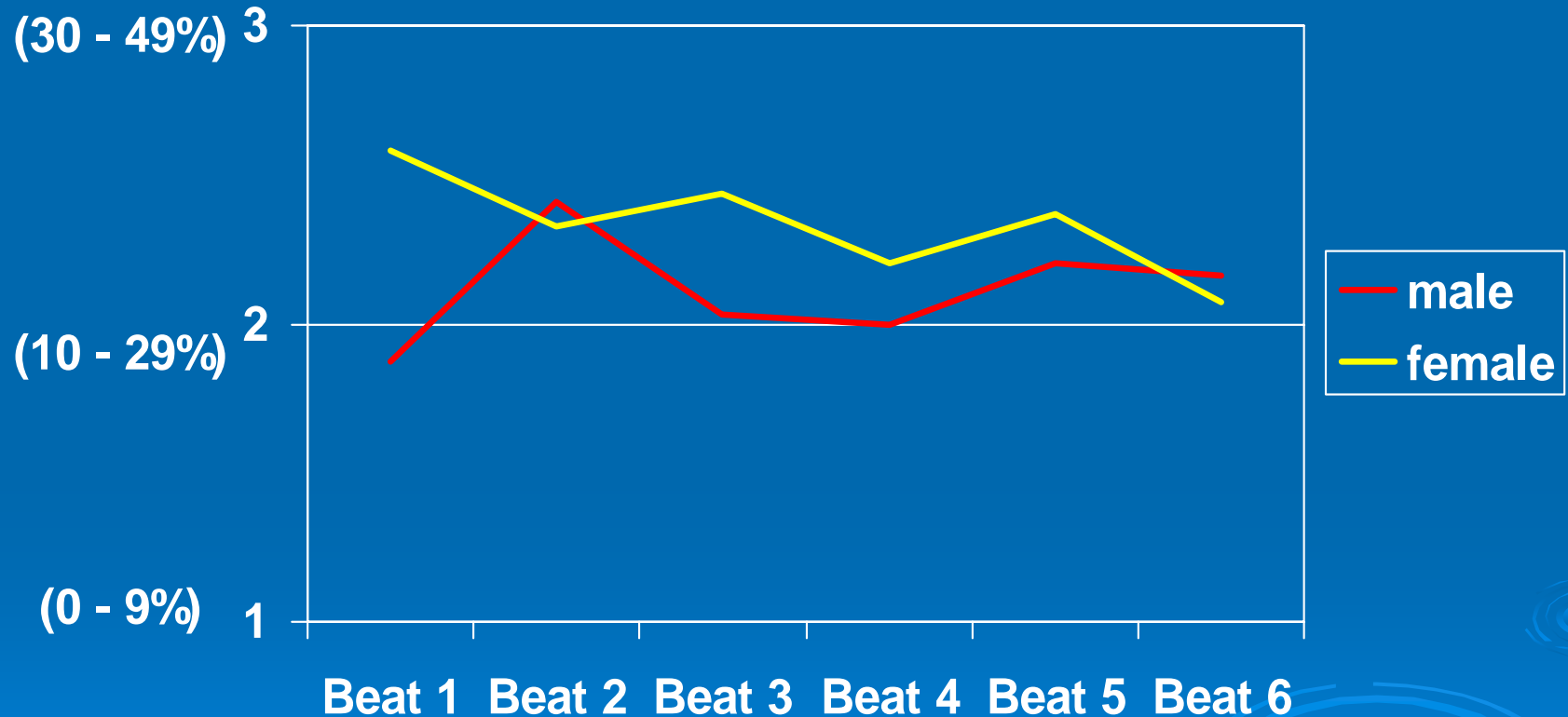
Respondents' estimated % of Officers with M.A.s by ethnicity

7-pt. Scales (1= 0 –9%; 2= 10-29%; 7 = 100%)

	Caucasian	Other
PD with M.A.s	2.16 ^a	2.35 ^b

Different superscripts indicate significant differences Alpha = .05

Respondents' estimated % of Officers with M.A.s by gender and beat



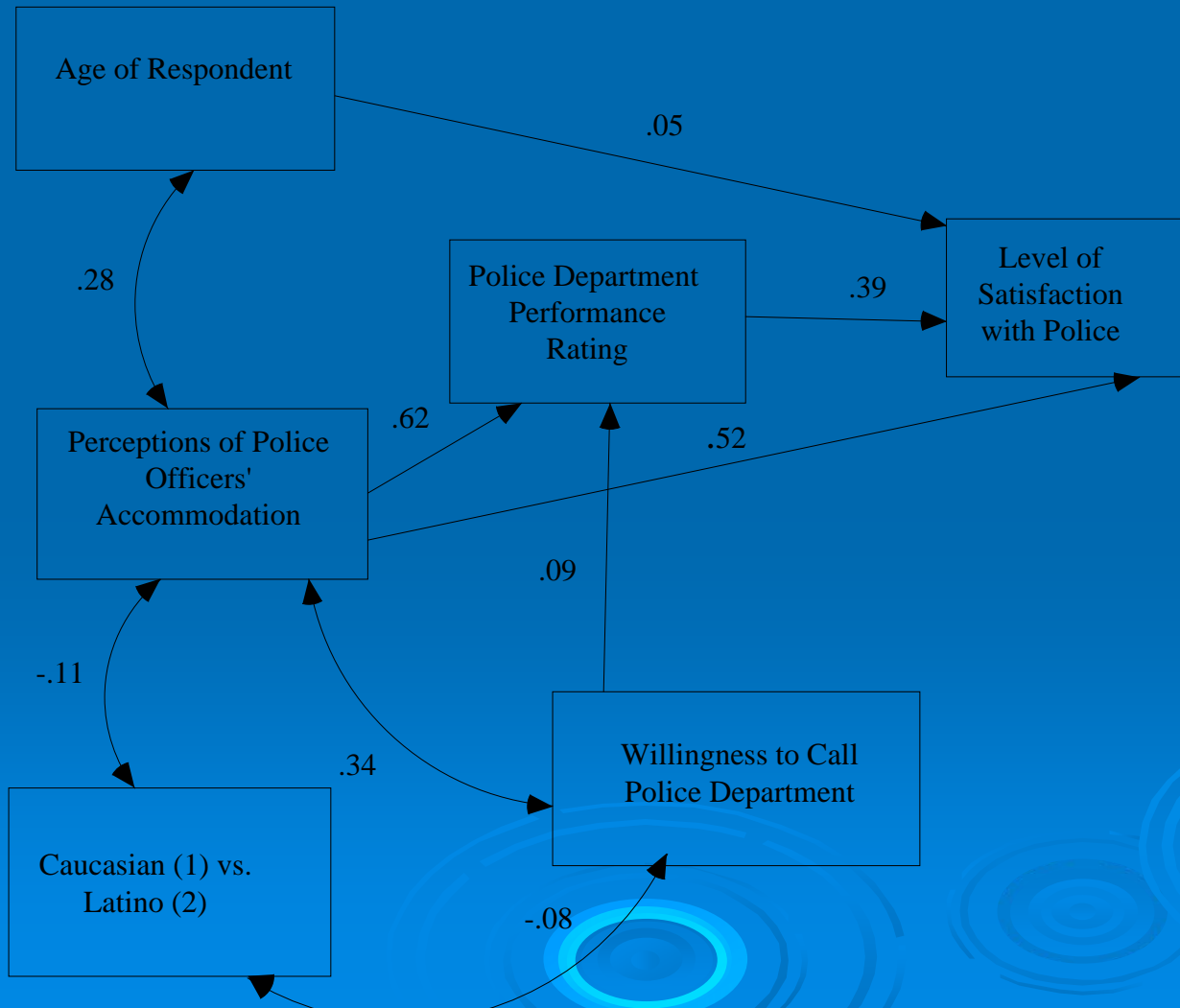
Overall performance ratings

(1=very poor; 4=average; 5=above average; 6=good; 7=excellent)

Beat N	1 (101)	2 (109)	3 (201)	4 (113)	5 (124)	6 (118)	Total (766)
Rating	4.77	4.80	5.03	4.79	5.08	4.67	4.88
Satisfaction	4.68	4.42	4.74	4.61	4.89	4.33	4.62
Accommodation	4.58	4.17	4.70	4.77	4.97	4.36	4.61

No statistical differences across Beats

Structural Equation Model of City-Wide Responses to Local Police



Concerns or complaints about SBPD

(Open-ended items coded 99% reliably by two independent coders)

- 1. Attitudes/communication of Officers (n=75)
- 2. None (57)
- 3. Minority discrimination/profiling (52)
 - *“they assume you’re in a gang because of hairstyle or tattoos”*
 - *“Women need to be higher positions than in charge of those parking ticket folks!”*
 - *“Harrassment of Latino youth, impoliteness”*
- 4. Miscellaneous (42)
 - *E.g., “Overwhelming presence”*
 - *“Take the gum out, Officers!”*
 - *“Don’t need helicopters – especially TWO!”*
- 5. Slow response to calls (29)
- 6. Abuse of executive privilege (27)
- 7. Minor infractions (e.g., jaywalking/skateboarding) (24)
 - Of minor concern:
 - Inappropriate use of force (8)
 - Law suits (3)

Matters approved of (99% reliably coded)

- 1. Good attitude and communication
(n=137)
- 2. Timely response to calls for service
(44)
- 3. Good presence (36)
- 4. Increased safety (e.g., drunk driving)
(24)
- 5. Doing a good job (24)
 - Of minor concern:
 - Community programs (4)

Changes ideally (coded reliably 99%)

- 1. Attitude communication issues ($n=50$)
- 2. Employ more minority/female officers (45)
- 3. Need more Officers (43)
- 4. None (42)
- 5. Deal with social discrimination (28)
 - *“More sensitive to the Hispanic community, more women on the force”*
 - *“Treat female employess better”*
 - *“Stop harrassing kids just because they are young”*
 - *“Less stereotyping (profiling); from what I’ve seen on fiesta, weekends, a lot of people are wrongly profiled and accussed without anything except looking at them”*
- 6. Too much emphasis on petty offences (12)

Meanings attributed to “community-oriented policing” (*reliably coded 99%*)

- Respondents asked if they had heard of the term (ie., “c.o.p.”). Those affirming were invited to indicate its meaning for them.
- Only 25% claimed they had heard the term (n=195)
 - Of those, only half (49.74%) were correct!
- There were 4 kinds of meaning attributed to “c.o.p.”
- Police-community *partnership* (97)
 - **12.66% of the entire sample actually!**
- Community alone (47)
- Police alone (39)
- Miscellaneous (12)
 - “*Spy on your neighbor*”
 - “*It sounds like a horrible idea to give anyone in the community police authority..*”

Conclusions

- Images of SBPD, in general, on the positive side
 - Better than average, better than media portrayals
 - Very willing to report crime
 - Not concerned with “excessive force” issues
- Some, perhaps, “surprises”...
 - Different Beats/areas of the City seem not as potent as anticipated
 - Amount of contact with PD, length of residency in City, or even being recipient of a traffic ticket is not predictive
 - The community is not cognizant of agency differences
 - Put another way, one agency’s perceived dysfunction will spill over onto others

Conclusions contd....

- Less surprising perhaps, yet in need of underscoring, is that Officer **communication** skills are **the key** to good relations with the community
 - In particular, an Officer's ability to **accommodate** different factions of the community is critical
- Community expresses a desire to see more ethnic minority and, perhaps especially, **female** Officers
- Irrespective of the #/quality of extant programs, the **message** of community-oriented policing is **not** getting out there, as yet...
 - Most malcontent resides in **young** people, especially male, non-Caucasians

***Citizens' Survey of
Santa Barbara Police
Department
March 25, 2003***

A COPPAC PRODUCT

***Thanks, Chief and Staff, for your
longstanding support, interest,
and commitment to engaging
research!***

~ extra data not presented
given time constraints ~



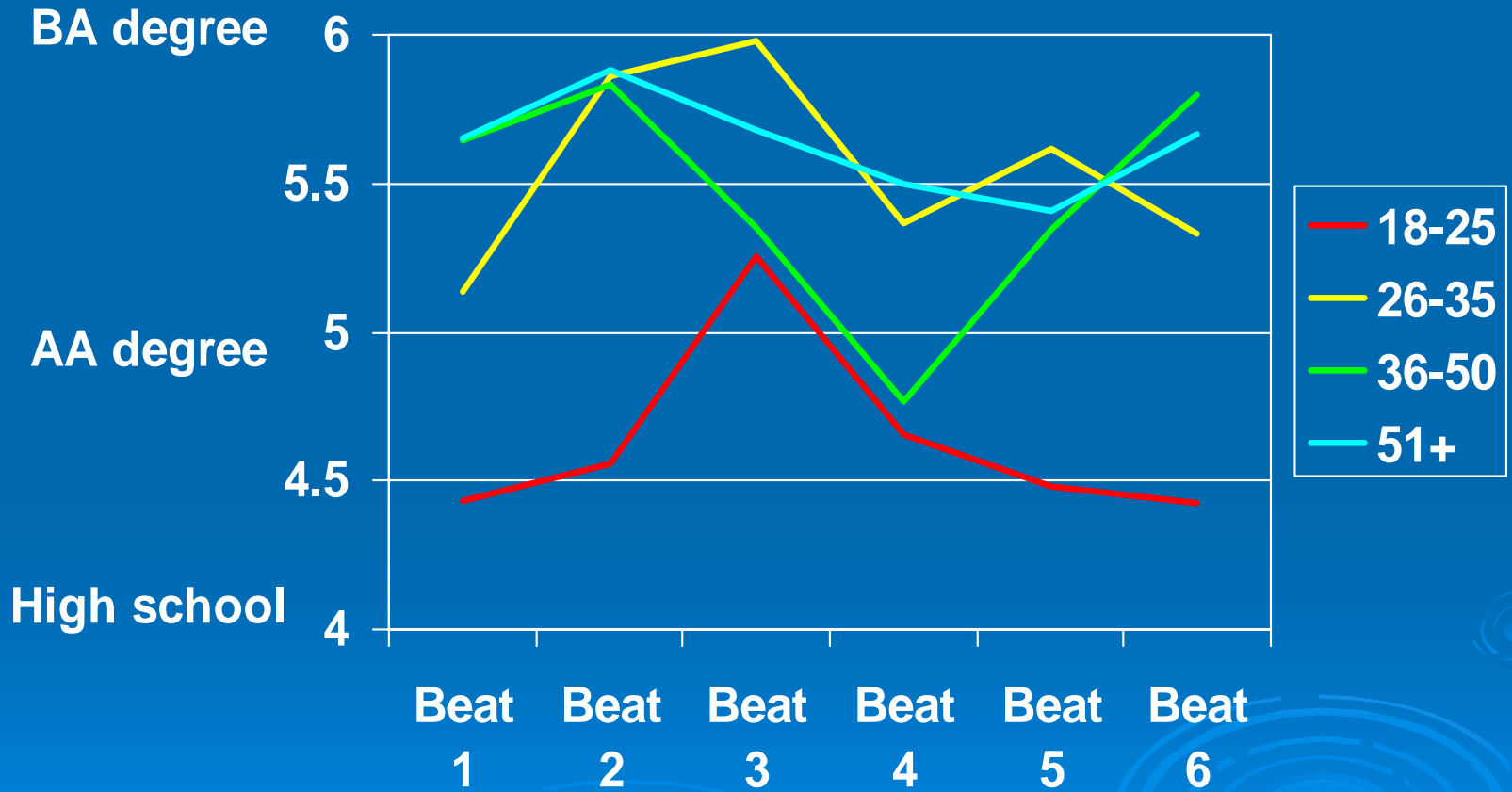
Profile of respondent ages by gender

Age group	Male	Female
18-25	119	115
26-35	93	79
36-50	64	80
51-65	42	54
66-80	13	25
81+	5	15
Total	336	368

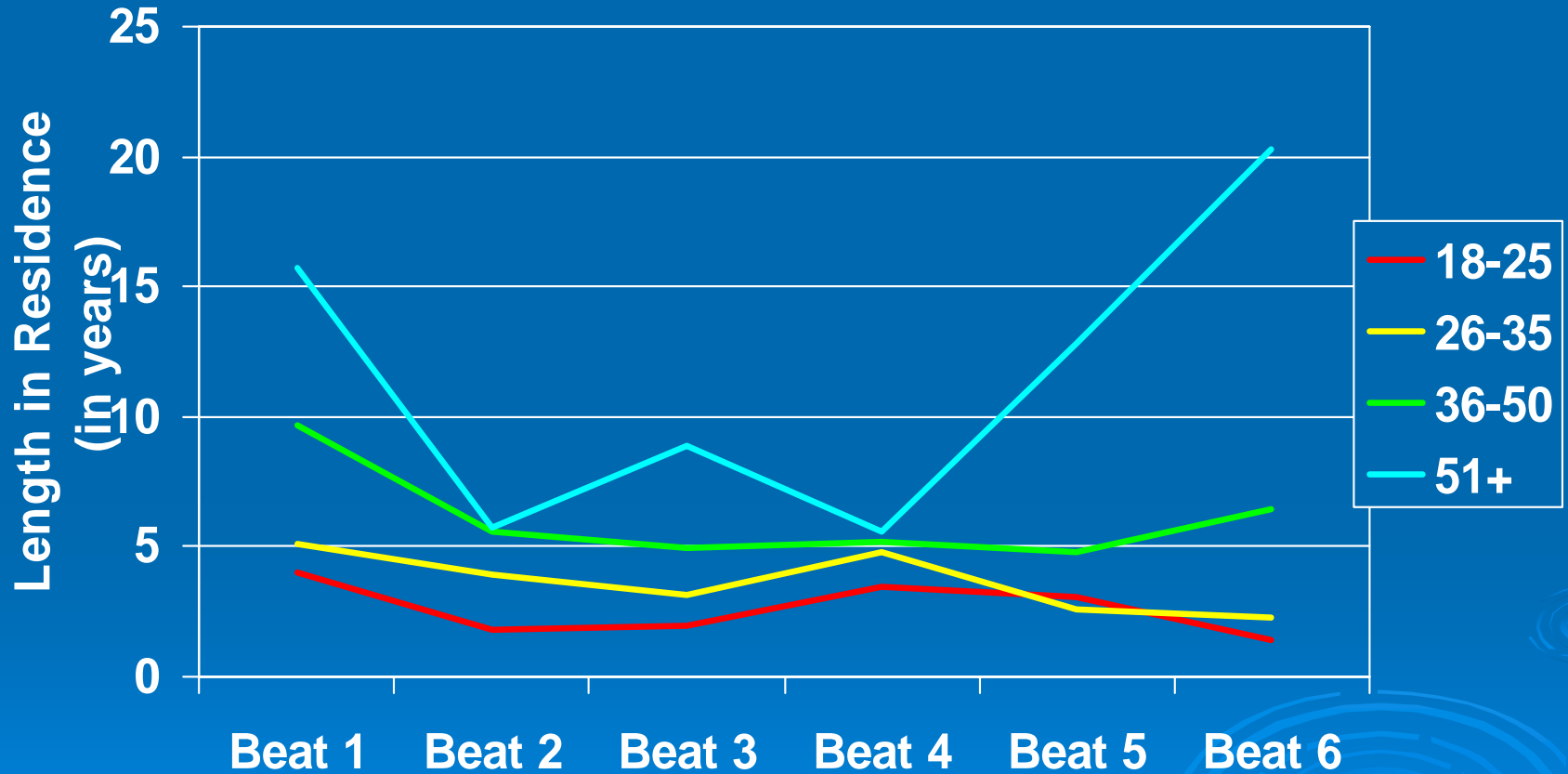
Profile of beat by age

Beat	1	2	3	4	5	6	Total
18-25	24.5%	33.7%	27.1%	24.5%	24.8%	63.2%	32.6%
26-35	33.7%	29.8%	24.0%	21.8%	24.0%	13.7%	24.1%
36-50	20.2%	20.2%	21.9%	27.3%	25.6%	8.5%	20.8%
Over 50	21.4%	16.3%	27.1%	26.8%	25.7%	14.6%	22.5%

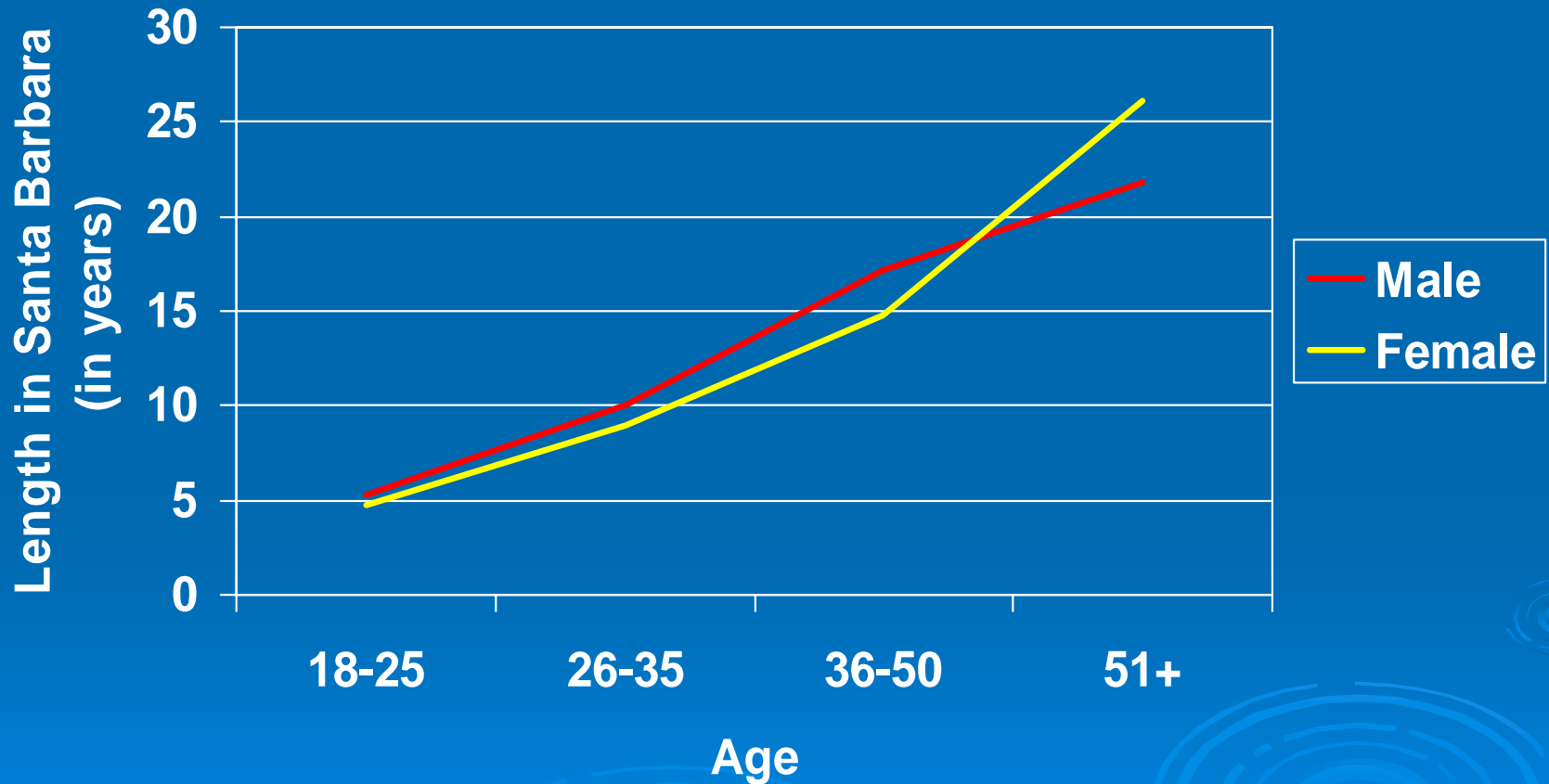
Education of respondent: Beat by age



Length of time in residence: Beat by age



Length of residence in Santa Barbara: Age by gender



Length of time in Santa Barbara: Age by ethnicity

