

## XIX – CITIZEN SURVEY RESULTS

This chapter presents the results of a survey of a sample of Dallas citizens that was conducted in April 2004. The chapter begins by presenting background information on the survey process and demographic information on survey respondents. Survey results are presented in the remainder of this chapter.

### A – SURVEY PROCESS

The consultants prepared a draft survey instrument that was reviewed by the study steering committee. After the survey instrument was finalized,<sup>1</sup> it was used as the basis for a telephone survey of 400 Dallas citizens who were selected using a “random digit dial” technique.<sup>2</sup> Responses from citizens are more than adequate to provide a high level of confidence in the survey results. Indeed, there is a 95 percent level of confidence that the survey results are within plus or minus five percent of what the results would be if the entire population of Dallas citizens was interviewed.

### B – SURVEY DEMOGRAPHICS

This section presents information on the demographics of the 400 survey respondents.

**Sex.** 43.5 percent of the survey respondents were male while 56.5 percent were female.

**Age.** The survey respondents represent a range of age groups with the greatest number being between the ages of 31 and 45.

Age	Percent
18 to 30	18.0%
31 to 45	36.0%
45 to 64	30.3%
65 and older	15.7%

**Length of residence.** Almost two-thirds of the survey respondents (63.8 percent) have lived in Dallas for five years or more.

Length Of Residence	Percent
Less than one year	10.4%
One to five years	25.8%
Five to 14 years	32.5%
15 years or more	31.3%

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<sup>1</sup> A copy of the survey instrument is presented in Appendix A.

<sup>2</sup> Telephone prefixes for various sections of Dallas were selected and random phone numbers were then selected and called.

**Race or ethnic background.** The survey participants represent a range of racial and ethnic backgrounds.

Race Or Ethnic Background	Percent
White	37.0%
African-American	25.3%
Hispanic	35.8%
American Indian	1.3%
Asian American	0.5%
No Response	0.3%

## C – SURVEY RESULTS

This discussion is divided into five subsections. The first subsection discusses the familiarity of survey respondents with the Dallas Police Department. The second subsection presents general perceptions of the police department and the third subsection addresses citizen perceptions of safety. The fourth subsection presents the results of satisfaction/importance analysis. The fifth subsection describes citizen expectations for response to requests for assistance.

### FAMILIARITY WITH THE POLICE DEPARTMENT

Only about one-fifth (20.3 percent) percent of the survey respondents have had direct interaction with the Dallas Police Department. Despite this lack of direct interaction, more than three-fourths of the survey respondents (78.2 percent) indicate that they are either somewhat familiar or very familiar with the department.

Familiarity With The Police Department	Percent
Very familiar	12.0%
Somewhat familiar	66.2%
Not familiar	21.8%

### GENERAL PERCEPTIONS

This discussion is divided into three subsections. The first subsection presents citizen survey results relating to overall perceptions of the police department; the second subsection presents findings relating to resources; and the third subsection presents information on citizen perceptions of department leaders.

#### Overall Perceptions

While opportunities to improve performance exist,<sup>3</sup> overall citizens are satisfied with the performance of the Dallas Police Department. More than three-fourths of Dallas citizens (78.1 percent) are either satisfied or very satisfied with the department's overall performance. Only 7.8 percent are dissatisfied.

<sup>3</sup> When evaluating survey results it is important to note that research indicates that in a competitive market, companies are in danger of losing customers who do not give the highest scores when asked to evaluate the services provided by that company.

	Percent
Very Dissatisfied	0.2%
Dissatisfied	7.6%
Neutral	14.1%
Satisfied	56.7%
Very Satisfied	21.4%

Citizen perceptions are also positive with regard to several important aspects of department services. Indeed, for each of seven key aspects of service,<sup>4</sup> more than 90 percent of the survey respondents indicated positive perceptions of the police department. In addition, for each of these aspects of service fewer than two percent of the survey respondents indicated negative perceptions.

	Are Courteous	Have Needed Skills And Experience	Are Fair	Are Unbiased	Use Authority Appropriately	Use Only The Amount Of Force Necessary	Are Honest
Strongly Disagree	0.5%	0.0%	0.0%	0.3%	0.5%	0.5%	0.3%
Disagree	1.0%	0.5%	1.8%	1.5%	0.5%	0.0%	0.3%
Neutral	5.9%	8.0%	6.2%	7.4%	7.5%	5.7%	5.5%
Agree	24.0%	24.3%	28.3%	31.5%	33.7%	27.8%	44.0%
Strongly Agree	68.6%	67.2%	63.7%	59.3%	57.8%	66.0%	49.9%

## Resources

Roughly two-thirds of Dallas citizens (65.8 percent) believe that police personnel are provided with the tools and resources they need to effectively perform their jobs. (13.9 percent of citizens disagree with this statement.) In addition, more than nine out of ten citizens (92.8 percent) agree that the department makes effective use of the tools and resources it is provided. (Only 1.3 percent of citizens disagree.)

	Provided With Needed Tools And Resources	Make Effective Use Of Tools And Resources
Strongly Disagree	5.6%	0.5%
Disagree	8.3%	0.8%
Neutral	20.3%	5.9%
Agree	34.8%	33.2%
Strongly Agree	31.0%	59.6%

## Leadership

While slightly less than two-thirds of Dallas citizens (65.4 percent) agree or strongly agree that police department leaders are effective, 16.4 percent disagree or strongly disagree.

<sup>4</sup> Respondents were asked to indicate the extent to which they agree with the following statements: Dallas police personnel are courteous when dealing with citizens; Dallas police personnel have the skills and experience needed to effectively perform their jobs; Dallas police personnel are fair; Dallas police personnel are unbiased in their dealings with citizens regardless of the citizen's sex, race, ethnic background or sexual orientation; Dallas police officers use their authority appropriately in their dealings with the citizens of Dallas; Dallas police officers use only the amount of force necessary to accomplish their tasks when dealing with the citizens of Dallas; and Dallas police officers are honest.

	Percent
Strongly Disagree	9.4%
Disagree	7.0%
Neutral	18.2%
Agree	38.0%
Strongly Agree	27.4%

## PERCEPTIONS OF SAFETY

Most citizens feel that the City of Dallas is a safe community. More than four out of five citizens (82.2 percent) agree or strongly agree with the statement, “Overall, I feel the City of Dallas is a safe community.” Fewer than one in twenty citizens (4.3 percent) disagree or strongly disagree with this statement.

Citizens also feel safe in all areas of the city, including their neighborhoods, schools, parks and in downtown Dallas. Not surprisingly, citizens feel safer during the day than they do at night. (The average scores for safety during the day is 4.34 while the average score for safety at night is 3.60).

Area And Time Of Day	Average Score (Using A Five Point Scale)
Safety of neighborhoods during the day	4.54
Safety of neighborhoods at night	3.93
Safety of downtown Dallas during the day	4.32
Safety of downtown Dallas at night	3.47
Safety of City parks during the day	4.16
Safety of City parks at night	3.39
Safety in car driving through Dallas	4.56
Overall average	4.05

## SATISFACTION/IMPORTANCE

This subsection presents information on the overall satisfaction of citizens with various services and the importance they place on those services. By comparing satisfaction and importance ratings, priorities for service improvements can be identified.

**Satisfaction.** Citizens are generally satisfied with key aspects of the police department’s performance. While satisfaction is generally high in all areas, citizens are less satisfied with the department’s performance with regard to solving crimes and reducing vice and narcotics activity than with other aspects of performance.

Service Area	Average Satisfaction Score (Using A Five Point Scale)
Speed with which emergency requests for assistance are responded to	4.23
Speed with which non-emergency requests for assistance are responded to	3.79
Efforts to reduce the level of violent crimes such as homicides, sexual assaults and aggravated assaults	3.88
Efforts to reduce the level of non-violent crimes such as burglary, auto theft and theft from vehicles	3.66
Efforts to reduce the number of persons who are victims of violent crime	3.86
Efforts to solve crimes once they occur	3.36
Efforts to reduce auto accidents that result in injury or death	4.26
Efforts to reduce vice and narcotics activity	3.21
Overall average	3.78

**Importance.** Citizens generally view all of the services provided by the police department as being important. Citizens, however, view responding to emergency requests for assistance quickly, reducing the level of violent crime, and reducing the number of victims of violent crime as being the most important services the department provides.

Service Area	Average Importance Score (Using A Five Point Scale)
Speed with which emergency requests for assistance are responded to	4.96
Speed with which non-emergency requests for assistance are responded to	4.11
Efforts to reduce the level of violent crimes such as homicides, sexual assaults and aggravated assaults	4.96
Efforts to reduce the level of non-violent crimes such as burglary, auto theft and theft from vehicles	4.92
Efforts to reduce the number of persons who are victims of violent crime	4.97
Efforts to solve crimes once they occur	4.73
Efforts to reduce auto accidents that result in injury or death	4.61
Efforts to reduce vice and narcotics activity	4.83
Overall average	4.76

**Satisfaction/importance analysis.** By comparing importance and satisfaction scores, areas on which the police department should focus improvement efforts can be identified. Satisfaction/importance analysis results suggest that the department should focus particular attention on efforts to reduce vice and narcotics activity, efforts to solve crime once they occur, and efforts to reduce the level of non-violent crimes.

Service Area	Average Importance Score (Using A Five Point Scale)	Average Satisfaction Score (Using A Five Point Scale)	Difference
Speed with which emergency requests for assistance are responded to	4.96	4.23	0.72
Speed with which non-emergency requests for assistance are responded to	4.11	3.79	0.32
Efforts to reduce the level of violent crimes such as homicides, sexual assaults and aggravated assaults	4.96	3.88	1.08
Efforts to reduce the level of non-violent crimes such as burglary, auto theft and theft from vehicles	4.92	3.66	1.27
Efforts to reduce the number of persons who are victims of violent crime	4.97	3.86	1.12
Efforts to solve crimes once they occur	4.73	3.36	1.37
Efforts to reduce auto accidents that result in injury or death	4.61	4.26	0.35
Efforts to reduce vice and narcotics activity	4.83	3.21	1.62

## RESPONSE TIME

Dallas citizens expect a reasonably quick response to all requests for assistance. Indeed, as Exhibit XIX-1 shows, with the exception of nuisance calls 99 percent of citizens do not think it is reasonable to wait for more than 30 minutes for a police response to a request for assistance. (Even for nuisance calls only 17.5 percent of citizens think it is reasonable to wait more than 30 minutes for a response.) Moreover, more than 75 percent of Dallas citizens do not think it is reasonable to wait more than five minutes for response to calls other than home burglaries (where the burglar has left the premises) and nuisance calls.