

DALTON POLICE DEPARTMENT

SURVEY ON CITIZEN PERCEPTION OF COMMUNITY CONDITIONS AND DEPARTMENT PERFORMANCE

MARCH 31, 2013



Summary

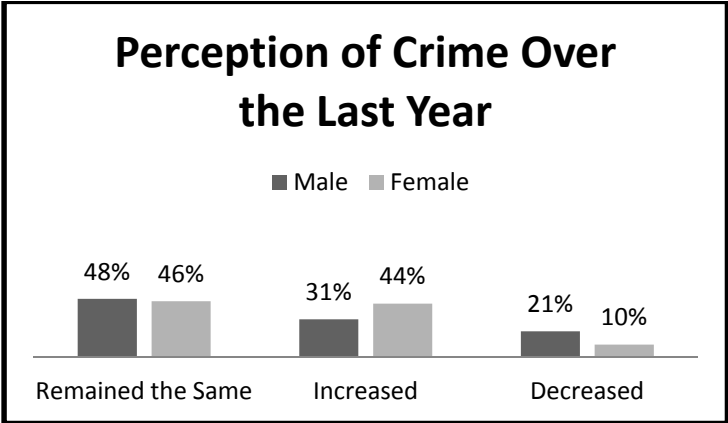
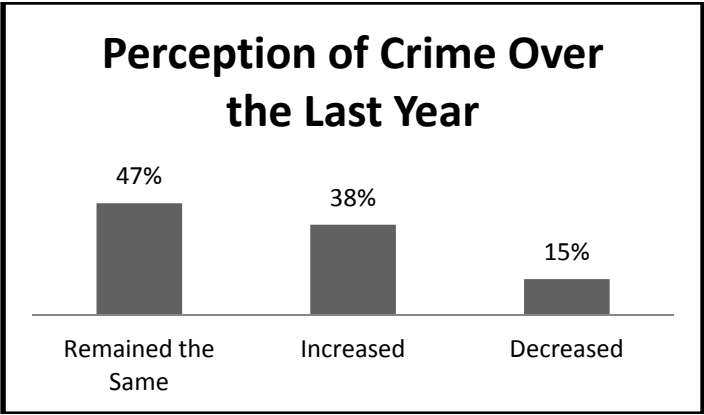
The Dalton Police Department places high value on adopting the proper Strategic Plan which will greatly increase the chances of success on all levels. This Multi-Year Plan normally covers a three-year period and identifies major goals that align with the department's mission of providing a safe environment with professional quality police services through positive interactions with its citizens. The plan is examined on a continual basis to measure the need for adjustments, and fully revised every three years. The most recent revision will cover the operational years of 2013-2015.

This study is a much deeper view of citizen perceptions from prior surveys, and we anticipate a continuing series of research efforts designed to inform the strategic policy decisions to be made by supervisors and administrators of the Dalton Police Department. To complete this report, we sought and initiated a consulting relationship with Dr. Anthony Simones, Chairman of the Criminal Justice Department of Dalton State College (DSC). Our first consultations and planning meetings began in the summer of 2010, and the actual study itself was completed during the spring term, January through May 2011, with the participation of Professor Larry Kay Hardesty and his DSC research methodology students. Our first data compilations were completed in late May 2011, and our analysis has been on-going. One may draw definite indications from several areas of response, but deeper analysis of factors such as race and geographic location indicate a need to study some results more closely.

It is vital for a law enforcement agency to gain, maintain, and build the trust of the community in which we serve. There are a variety of ways to do so, but none can be more effective than face-to-face communication between officers in the field and the citizen; we hope that by now all would stipulate that only the highest moral and ethical behavior will be acceptable. Although by law and charter, our Dalton police officers have a very well-defined amount of authority, but the *power* to wield that authority comes from the very citizens to whom we are accountable. We continue to search for ways to increase our one-to-one relationships, but for the purposes of this Plan revision, it becomes necessary to view some results in aggregate in hopes of achieving a representative sample of Dalton's population.

Through this survey we hope to gauge citizens' perceptions of crime and their concerns for the safety of our community; the quality of agency and member performance, professionalism and competence; and, gain comments and suggestions about improvements to keep department activities in line with the expectations of the community we serve. There is considerable value to be gained by sampling the expectations of the community on a regular basis to be sure there is not a gulf between the department's actions and those expectations. This summary provides a highlight of the survey categories.

The first section of the survey asked about perception of crime in the community over the "past year". The results indicate that 38% of respondents believed there was an increase in crime, but 62% also said crime remained the same or decreased. Further, 75 % of respondents advise they had not curtailed their activities out of concern for crime. We do believe, however, that when 25% of the population answers this question affirmatively, there is concern and work to do in this area. Of the respondents over age 30, a higher number, 43%, perceived an increase in crime, and as a group, 44% of females reported a perceived increase. The graphs below depict some of the findings:

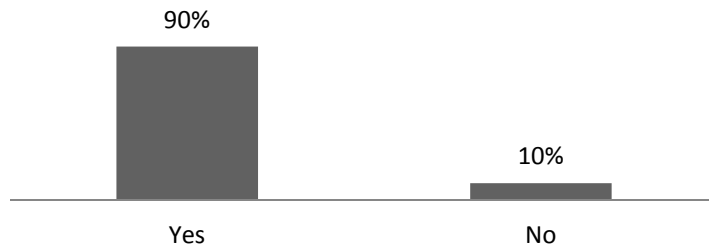


The next section of the survey asked for responses to a series of questions about community security and safety concerns. Respondents over age 60, females and respondents who indicated African American as their race showed higher levels of concern on several questions. All categories of respondents indicated concern about drugs and gang issues, with Hispanic/Latino respondents having the highest concern about gangs.

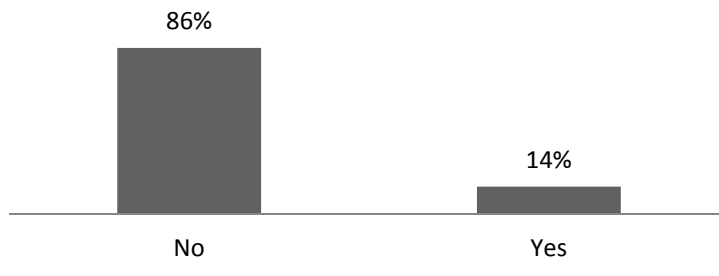
A section asking for perception about concern with order maintenance issues indicated mixed results. Many respondents indicated lower concern about noisy neighbors and barking dogs, but higher concern about visible drug use and distracted driving. In our profession, order maintenance activities historically consume a large percentage of available time; that is true in the community of Dalton, and we find over several years that concerns rise and fall based on conditions at the time.

A section asking for perceptions about department and member performance, as well as competence and behaviors, indicated a positive view from respondents. Due to the complexity of the survey instrument, we are able to discern that, even though the overall numbers are quite positive, there are some areas of concerns among some races and regions of the City. Further research into the root of those issues will provide the Dalton Police Department with information on how to better serve all citizens. The graphs below depict some of the responses in the areas of performance, competence and behavior.

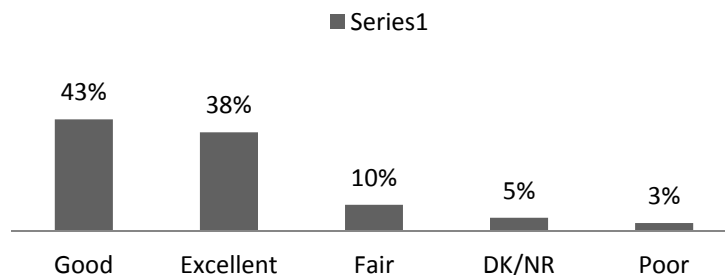
Overall, Is the Dalton PD Responsive to Your Needs?

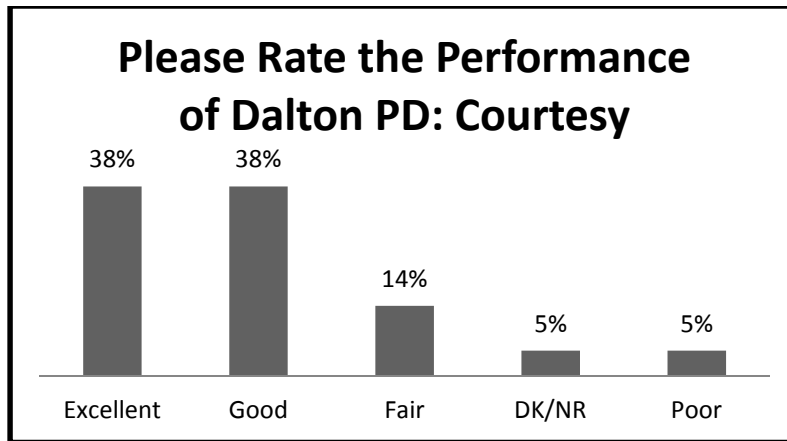


Would You Hesitate to Call Dalton PD for Help?



Please Rate the Performance of Dalton PD: Professionalism





Finally, the survey asked respondents to indicate their level of support for various departmental programs such as, Bicycle Patrol, Citizen’s Academy and Youth Explorers to name a few. The results from this section help the department to decide whether to curtail or expand some services. Several respondents indicated they were not familiar with one program or another, so an increased amount of information will provide more options and services to city residents. The table below depicts responses to questions about department programs.

Program	Not Familiar	Strong Support			No Support	
		5	4	3	2	1
Home Security Review						
Personal Safety	44%	31%	14%	7%	2%	2%
Police Bike Patrol	26%	25%	18%	18%	6%	7%
School Resource Off.	16%	49%	21%	9%	3%	2%
Police Explorers	26%	37%	17%	12%	4%	4%
RAP/Graffiti Removal	28%	36%	16%	10%	5%	5%
Police Volunteers	31%	25%	16%	18%	5%	5%
Citizen Police Academy	34%	26%	18%	12%	3%	6%

Methodology

This study is a much deeper view of citizen perceptions from prior surveys, and we anticipate a continuing series of research efforts designed to inform the strategic policy decisions to be made by supervisors and administrators of the Dalton Police Department. To complete this report, we sought and initiated a consulting relationship with Dr. Anthony Simones, Chairman of the Criminal Justice Department of Dalton State College (DSC). Our first consultations and planning meetings began in the summer of 2010, and the actual study itself was completed during the spring term, January through May 2011, with the participation of Professor Larry Kay Hardesty and his DSC research methodology students. Our first data compilations were completed in late May 2011, and our analysis has been on-going.

With the participation of the DSC Criminal Justice Program, we have gained the practical benefits of essential, scientific methodological rigor—EPSEM (Equal Probability of Selection Methodology) computerized scientific random sampling, careful instrument construction and testing, extensive interviewer training and supervision, and an analytical design taking advantage of the most current statistical innovations.

Our sample was designed with the assistance of computer software producing a scientific random selection process resulting in 550 potential respondents. The same software produced address labels for our mailings and follow-up by face-to-face interviews. The sample size was determined by The Survey System (a national survey consulting and software firm) to be 380 for our sample frame of 33,000 (the population figure we assumed for the city of Dalton.) We over-sampled (increasing to 550 beyond the stipulated 380), hoping to assure a larger response from the Hispanic community, since historically, our previous efforts indicated that this effort would be helpful. In the last analysis, our sample size, and over-sampling, was informed not only by statistical requirements, but by cost efficiencies as well.

Assuming the goal of a statistically valid sample size of 380, our response of 175 completed instruments produces a response rate of 46%. With our actual over-sampling of 550, our response rate was 32%. Either of these response rates for survey research of this type is considered “good”, by typical survey research conventions, but does not rise to the threshold of 50% to be considered “excellent.” (See Earl Babbie, *The Practice of Social Research*, Wadsworth, 2008, for example). We should add that, given our meta-analytical approach to collecting useful and important information about the community, increasingly common among public service researchers, the assumption that there is a threshold-shaped relationship between sample size and the scientific or practical value that a study can be projected to produce, becomes meaningless. More important for strategic studies such as this one are statistical considerations such as the chi square and the confidence interval and practical considerations such as the usefulness of the information and cost-benefit analysis.¹

Our research design projects the 95% confidence level, (meaning that one can be 95% certain about statements made about the data—or, in another sense, one is willing to be “wrong” only 5 times out of 100), and a confidence interval of plus or minus 4%, ((meaning that if, say, 50% of the sample pick a particular answer, you can be “sure” that if you could ask the question of the entire relevant population, between 46% (50-4) and 54% (50+4) would have picked that answer.))

With our participation with the DSC research methodology class, our study becomes one of numerous other studies examining community attitudes about crime and the effectiveness of law enforcement. Our analytical design and approach has adopted widely accepted conventions of research methodology, particularly from the bio-medical research community, computing the “effect-size” between a given independent (explanatory) variable and a given dependent variable—in our case, for example, attitudes toward the police or levels of

concern about patterns of crime in the community. The explanatory variables we have wanted to investigate were age, race or ethnicity, neighborhood, gender, and a general assessment of police effectiveness. In other words, how is the variation on such questions about such matters as concern about crime and public safety, or about police professionalism or competence, for example, “explained” by the variations of age, race or ethnicity, gender, neighborhood, etc.? The patterns noted between the independent and the dependent variable can be either negative (concern about certain criminal activities may be found to be especially high in certain neighborhoods, for example), or positive (more highly approving attitudes may be indicated by persons of certain race or ethnic backgrounds, for example). Patterns of change may be noted as additional studies and data are accumulated over time.

By initiating this anticipated series of periodic assessments of community attitudes, we are aware of the inherent limitations and/or risks (Latessa and Smith, *Corrections in the Community*, Anderson Publishing, 2007). First, our comparative assessments over the years will be affected by “what goes into it”: the precision of our sample design, the care with which we construct the survey instrument, the analytical design, etc. Second, the conceptual apparatus or framework must reflect the wider breadth of research and the societal context that likely will inform the range of responses from the community.

At the same time, there are major advantages to this research approach. First, it is possible to control for factors that potentially influence the size of the effect of a given explanatory variable -- say, for example, race or ethnicity—(size of sample, quality of overall research design, statistical analysis, cost-benefit analysis, margin of error, etc.) Second, this approach will provide us a baseline, or a quantifiable result that can be replicated and tested over time. Third, this approach will permit the accumulation of data and contribute knowledge to our efforts to acquire important information that will contribute to the development of strategic planning to inform the role of effective law enforcement in our community in a precise and cost-effective way.

-
1. Daniel Merkle and Murray Edelman, in the 2002 book *Survey Nonresponse*, found no relationship between response rates and survey error in a comprehensive study using exit poll data. Peter Mariolis of the Centers for Disease Control and Prevention reported to the Statistics Canada Symposium 2001 on two samples of data on behavioral risk factors collected in Maine in 2000. Despite a 13.3-point difference in response rates, the data were substantively the same; in fact, some data from the lower response-rate survey “seem to be the more accurate.” Mariolis concluded: “Keeter et al. (2000) and Curtin et al. (2002) recently suggested that large differences in response rates in telephone surveys may not have much impact on most substantive outcomes. The results in this paper support that position.” Mariolis further reported on CDC data on behavioral risk factors at the American Association for Public Opinion Research (AAPOR) 2002 conference, in a presentation entitled “*Response Rates and Data Accuracy*.” Even though median response rates to ongoing CDC surveys had declined from 71.4% in 1993 to a low of 48.9% in 2000, he found “no consistent or strong relationships between response rates and measures of gender, age or race/ethnicity biases.” Analyzing data on cigarette smoking in Nevada, he found that a 45-point difference in response rates had “a predicted difference in smoking prevalence rates of 1.5 percentage points.” For an analysis of alternatives and statistical challenges to the “threshold myth” see “Current sample size conventions: Flaws, harms, and alternatives” by **Peter Bacchetti**, Department of Epidemiology and Biostatistics, Box 0560, University of California, San Francisco, CA 94143. The electronic version of this article is the complete one and can be found online at: <http://www.biomedcentral.com/1741-7015/8/17>

An extensive literature review has been conducted, and will be amended to this report. The following pages contain summary tables for each question, a copy of the survey tool, and other supporting data.

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #1: Perception of Crime Over the Last Year

Overall	
Remained the Same	47%
Increased	38%
Decreased	15%

Age	19-29	30-59	60-plus
Remained the Same	55%	42%	50%
Increased	25%	43%	43%
Decreased	20%	15%	7%

Gender	Male	Female
Remained the Same	48%	46%
Increased	31%	44%
Decreased	21%	10%

Race	Whit	Afr Amer	Hisp Latn	Othr
Remained the Same	48%	60%	36%	40%
Increased	41%	33%	29%	40%
Decreased	11%	7%	36%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Remained the Same	47%	64%	17%	42%	38%	60%	50%	49%
Increased	40%	36%	50%	42%	25%	40%	25%	36%
Decreased	13%		33%	17%	38%		25%	16%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question 2: Have You Changed Your Activities in Dalton Because of Your Concern About Crime?

Overall	
No	75%
Yes	25%

Age	19-29	30-59	60-plus
No	75%	76%	76%
Yes	25%	24%	24%

Gender	Male	Female
No	80%	72%
Yes	20%	28%

Race	Whit	Afr Amer	Hisp Latn	Othr
No	77%	80%	71%	40%
Yes	23%	20%	29%	60%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
No	75%	64%	83%	83%	75%	60%	75%	82%
Yes	25%	36%	17%	17%	25%	40%	25%	18%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #3: How Significant Do You View the Following Situations in Dalton? First, Having Your House Burglarized?

Overall	
Concerned	49%
Not Concerned	30%
Very Concerned	21%

Age	19-29	30-59	60-plus
Concerned	36%	47%	67%
Not Concerned	34%	34%	17%
Very Concerned	30%	19%	17%

Gender	Male	Female
Concerned	47%	50%
Not Concerned	33%	28%
Very Concerned	20%	22%

Race	Whit	Afr Amer	Hisp Latn	Othr
Concerned	50%	40%	43%	60%
Not Concerned	29%	40%	32%	20%
Very Concerned	21%	20%	25%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Concerned	49%	45%	50%	33%	50%	40%	25%	62%
Not Concerned	28%	45%	17%	42%	50%	20%	75%	24%
Very Concerned	24%	9%	33%	25%	0%	40%	0%	13%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question # 4: ...Walking Within Dalton; How Concerned Are You?

Overall	
Not Concerned	58%
Concerned	34%
Very Concerned	8%

Age	19-29	30-59	60-plus
Not Concerned	64%	59%	52%
Concerned	23%	35%	40%
Very Concerned	14%	6%	7%

Gender	Male	Female
Not Concerned	67%	52%
Concerned	27%	39%
Very Concerned	7%	9%

Race	Whit	Afr Amer	Hisp Latn	Othr
Not Concerned	58%	60%	54%	80%
Concerned	34%	33%	36%	20%
Very Concerned	8%	7%	11%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Not Concerned	63%	27%	33%	58%	88%	30%	25%	69%
Concerned	31%	64%	67%	33%	13%	40%	50%	24%
Very Concerned	6%	9%	0%	1%	0%	30%	50%	7%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #5: ...Driving Through Dalton?

Overall	
Not Concerned	67%
Concerned	22%
Very Concerned	11%

Age	19-29	30-59	60-plus
Not Concerned	77%	67%	57%
Concerned	14%	22%	33%
Very Concerned	9%	11%	10%

Gender	Male	Female
Not Concerned	72%	63%
Concerned	16%	27%
Very Concerned	12%	10%

Race	Whit	Afr Amer	Hisp Latn	Othr
Not Concerned	70%	67%	57%	60%
Concerned	22%	27%	18%	20%
Very Concerned	8%	7%	25%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Not Concerned	75%	55%	67%	42%	88%	30%	50%	73%
Concerned	13%	45%	17%	33%	13%	40%	50%	24%
Very Concerned	12%	0%	17%	25%	0%	30%	0%	2%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #6: Safety of Children? Are You Concerned?

Overall	
Concerned	47%
Not Concerned	27%
Very Concerned	26%

Age	19-29	30-59	60-plus
Concerned	48%	47%	50%
Not Concerned	23%	28%	29%
Very Concerned	30%	25%	21%

Gender	Male	Female
Concerned	43%	51%
Not Concerned	32%	23%
Very Concerned	25%	26%

Race	Whit	Afr Amer	Hisp Latn	Othr
Concerned	48%	47%	43%	40%
Not Concerned	26%	33%	29%	20%
Very Concerned	26%	20%	29%	40%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Concerned	44%	64%	17%	42%	50%	60%	75%	44%
Not Concerned	32%	18%	17%	25%	25%	0%	0%	36%
Very Concerned	24%	18%	67%	33%	25%	40%	25%	20%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #7: ...Children Exposed to Drugs? Are You Concerned

Overall	
Very Concerned	51%
Concerned	38%
Not Concerned	11%

Age	19-29	30-59	60-plus
Very Concerned	52%	49%	55%
Concerned	34%	40%	38%
Not Concerned	14%	11%	7%

Gender	Male	Female
Very Concerned	41%	59%
Concerned	44%	33%
Not Concerned	15%	8%

Race	Whit	Afr Amer	Hisp Latn	Othr
Very Concerned	51%	53%	50%	40%
Concerned	40%	27%	32%	60%
Not Concerned	9%	20%	18%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Very Concerned	51%	56%	83%	67%	38%	60%	50%	38%
Concerned	38%	35%	0%	17%	38%	10%	50%	53%
Not Concerned	11%	9%	17%	17%	25%	30%	0%	9%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #8: ...Strangers Loitering Near Your Home? Are You Concerned

Overall	
Not Concerned	46%
Concerned	38%
Very Concerned	16%

Age	19-29	30-59	60-plus
Not Concerned	41%	49%	45%
Concerned	41%	34%	45%
Very Concerned	18%	17%	10%

Gender	Male	Female
Not Concerned	47%	45%
Concerned	35%	41%
Very Concerned	19%	14%

Race	Whit	Afr Amer	Hisp Latn	Othr
Not Concerned	46%	47%	50%	40%
Concerned	42%	20%	29%	40%
Very Concerned	12%	33%	21%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Not Concerned	54%	45%	17%	42%	25%	20%	25%	49%
Concerned	35%	45%	50%	33%	63%	40%	25%	36%
Very Concerned	10%	9%	33%	25%	15%	40%	50%	16%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #9: ...Illegal Parking? Are You Concerned?

Overall	
Not Concerned	58%
Concerned	28%
Very Concerned	14%

Age	19-29	30-59	60-plus
Not Concerned	66%	57%	52%
Concerned	25%	30%	29%
Very Concerned	9%	15%	19%

Gender	Male	Female
Not Concerned	52%	63%
Concerned	32%	25%
Very Concerned	16%	12%

Race	Whit	Afr Amer	Hisp Latn	Othr
Not Concerned	59%	67%	52%	60%
Concerned	26%	27%	30%	40%
Very Concerned	14%	7%	19%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Not Concerned	57%	50%	33%	75%	63%	40%	75%	57%
Concerned	28%	20%	67%	25%	38%	30%	0%	24%
Very Concerned	15%	30%	0%	0%	0%	30%	25%	9%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #10: Are You More Greatly Concerned at Night?

Overall	
Concerned	38%
Not Concerned	34%
Very Concerned	28%

Age	19-29	30-59	60-plus
Concerned	30%	41%	43%
Not Concerned	39%	22%	29%
Very Concerned	32%	26%	29%

Gender	Male	Female
Concerned	33%	42%
Not Concerned	31%	36%
Very Concerned	36%	22%

Race	Whit	Afr Amer	Hisp Latn	Othr
Concerned	39%	27%	32%	80%
Not Concerned	33%	40%	36%	20%
Very Concerned	28%	33%	32%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Concerned	43%	36%	33%	33%	63%	0%	50%	38%
Not Concerned	32%	55%	33%	33%	13%	60%	25%	29%
Very Concerned	25%	9%	33%	33%	25%	40%	25%	33%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #12: How Serious Are the Following Potential Problems? First, Distracted Drivers?

Overall	
Significant	57%
Somewhat Significant	33%
Insignificant	10%

Age	19-29	30-59	60-plus
Significant	50%	66%	48%
Somewhat Significant	36%	26%	40%
Insignificant	14%	8%	12%

Gender	Male	Female
Significant	52%	61%
Somewhat Significant	40%	27%
Insignificant	8%	12%

Race	Whit	Afr Amer	Hisp Latn	Othr
Significant	58%	47%	64%	20%
Somewhat Significant	34%	33%	25%	60%
Insignificant	9%	20%	11%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Significant	54%	73%	33%	75%	50%	40%	25%	67%
Somewhat Significant	35%	9%	33%	25%	50%	30%	75%	27%
Insignificant	10%	18%	33%	0%	0%	30%	0%	7%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #13: How Significant is Visible Drug Use?

Overall	
Somewhat Significant	40%
Significant	37%
Insignificant	24%

Age	19-29	30-59	60-plus
Somewhat Significant	34%	43%	40%
Significant	52%	33%	26%
Insignificant	14%	24%	33%

Gender	Male	Female
Somewhat Significant	31%	46%
Significant	36%	37%
Insignificant	33%	16%

Race	Whit	Afr Amer	Hisp Latn	Othr
Somewhat Significant	42%	20%	26%	100%
Significant	30%	73%	56%	0%
Insignificant	28%	7%	19%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Somewhat Significant	32%	70%	17%	33%	88%	20%	25%	44%
Significant	49%	20%	50%	50%	0%	40%	75%	18%
Insignificant	19%	10%	33%	17%	13%	40%	0%	38%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #14 How Significant is Loud Music from Cars?

Overall	
Significant	36%
Insignificant	34%
Somewhat Significant	30%

Age	19-29	30-59	60-plus
Significant	25%	38%	43%
Insignificant	41%	34%	26%
Somewhat Significant	34%	28%	31%

Gender	Male	Female
Significant	39%	40%
Insignificant	31%	30%
Somewhat Significant	39%	30%

Race	Whit	Afr Amer	Hisp Latn	Othr
Significant	38%	47%	29%	0%
Insignificant	32%	40%	39%	20%
Somewhat Significant	30%	13%	32%	80%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Significant	35%	27%	50%	58%	25%	20%	25%	38%
Insignificant	29%	27%	50%	33%	38%	70%	75%	29%
Somewhat Significant	35%	45%	0%	8%	38%	10%	0%	33%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #15: How Significant is Noisy Neighbors?

Overall	
Insignificant	59%
Somewhat Significant	23%
Significant	18%

Age	19-29	30-59	60-plus
Insignificant	43%	63%	69%
Somewhat Significant	23%	25%	19%
Significant	34%	13%	12%

Gender	Male	Female
Insignificant	68%	52%
Somewhat Significant	16%	28%
Significant	16%	20%

Race	Whit	Afr Amer	Hisp Latn	Othr
Insignificant	62%	47%	61%	20%
Somewhat Significant	25%	40%	4%	40%
Significant	14%	13%	36%	40%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Insignificant	60%	64%	67%	50%	38%	50%	25%	71%
Somewhat Significant	21%	18%	0%	25%	13%	30%	75%	24%
Significant	19%	18%	33%	25%	50%	20%	0%	4%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #16: How Significant are Parking/Traffic Safety Issues?

Overall	
Insignificant	42%
Somewhat Significant	39%
Significant	19%

Age	19-29	30-59	60-plus
Insignificant	41%	43%	43%
Somewhat Significant	39%	43%	31%
Significant	20%	14%	26%

Gender	Male	Female
Insignificant	45%	40%
Somewhat Significant	36%	41%
Significant	19%	19%

Race	Whit	Afr Amer	Hisp Latn	Othr
Insignificant	42%	73%	39%	0%
Somewhat Significant	38%	20%	43%	80%
Significant	20%	3%	18%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Insignificant	40%	27%	67%	67%	13%	60%	75%	44%
Somewhat Significant	40%	27%	0%	33%	75%	30%	25%	40%
Significant	21%	45%	33%	0%	13%	10%	0%	16%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #17: How Significant is Public Drinking/Intoxication?

Overall	
Insignificant	43%
Somewhat Significant	38%
Significant	19%

Age	19-29	30-59	60-plus
Insignificant	27%	43%	62%
Somewhat Significant	43%	41%	26%
Significant	30%	16%	12%

Gender	Male	Female
Insignificant	47%	41%
Somewhat Significant	36%	39%
Significant	17%	20%

Race	Whit	Afr Amer	Hisp Latn	Othr
Insignificant	49%	47%	29%	0%
Somewhat Significant	38%	33%	25%	100%
Significant	13%	20%	46%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Insignificant	37%	36%	50%	50%	25%	50%	75%	58%
Somewhat Significant	43%	36%	33%	33%	75%	20%	25%	29%
Significant	21%	27%	17%	17%	0%	30%	0%	13%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #18: How Significant is Barking/Stray Dogs?

Overall	
Insignificant	50%
Somewhat Significant	30%
Significant	20%

Age	19-29	30-59	60-plus
Insignificant	48%	50%	55%
Somewhat Significant	32%	32%	24%
Significant	20%	18%	21%

Gender	Male	Female
Insignificant	56%	46%
Somewhat Significant	28%	31%
Significant	16%	23%

Race	Whit	Afr Amer	Hisp Latn	Othr
Insignificant	56%	33%	39%	40%
Somewhat Significant	29%	40%	25%	40%
Significant	15%	27%	36%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Insignificant	53%	55%	33%	58%	38%	50%	50%	53%
Somewhat Significant	29%	18%	33%	0%	38%	40%	50%	36%
Significant	18%	27%	33%	42%	25%	10%	0%	11%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #19: How Significant are Unsupervised Children?

Overall	
Somewhat Significant	34%
Insignificant	34%
Significant	32%

Age	19-29	30-59	60-plus
Somewhat Significant	34%	35%	33%
Insignificant	25%	31%	50%
Significant	41%	34%	17%

Gender	Male	Female
Somewhat Significant	29%	38%
Insignificant	36%	32%
Significant	35%	30%

Race	Whit	Afr Amer	Hisp Latn	Othr
Somewhat Significant	36%	27%	21%	80%
Insignificant	38%	27%	25%	0%
Significant	26%	47%	54%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Somewhat Significant	41%	45%	50%	17%	38%	20%	25%	27%
Insignificant	28%	18%	17%	50%	38%	40%	0%	47%
Significant	31%	36%	33%	33%	25%	40%	75%	27%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #20: How Significant is Vandalism/Graffiti?

Overall	
Somewhat Significant	38%
Insignificant	34%
Significant	27%

Age	19-29	30-59	60-plus
Somewhat Significant	39%	40%	36%
Insignificant	34%	38%	26%
Significant	27%	23%	38%

Gender	Male	Female
Somewhat Significant	37%	39%
Insignificant	32%	36%
Significant	31%	25%

Race	Whit	Afr Amer	Hisp Latn	Othr
Somewhat Significant	42%	13%	36%	40%
Insignificant	30%	47%	43%	40%
Significant	27%	40%	21%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Somewhat Significant	44%	36%	33%	17%	50%	30%	50%	36%
Insignificant	35%	45%	50%	33%	25%	40%	0%	33%
Significant	21%	18%	17%	50%	25%	30%	50%	31%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #21: How Significant are Gangs?

Overall	
Significant	48%
Somewhat Significant	34%
Insignificant	18%

Age	19-29	30-59	60-plus
Significant	48%	48%	48%
Somewhat Significant	36%	30%	40%
Insignificant	16%	22%	12%

Gender	Male	Female
Significant	39%	56%
Somewhat Significant	37%	31%
Insignificant	24%	13%

Race	Whit	Afr Amer	Hisp Latn	Othr
Significant	48%	40%	59%	0%
Somewhat Significant	38%	27%	15%	80%
Insignificant	14%	33%	26%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Significant	51%	60%	50%	50%	25%	40%	75%	40%
Somewhat Significant	32%	30%	17%	25%	63%	30%	0%	44%
Insignificant	16%	10%	33%	25%	13%	30%	25%	16%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #22: Is the Dalton Police Department responsive to Your Needs?

Overall	
Yes	90%
No	10%

Age	19-29	30-59	60-plus
Yes	86%	87%	100%
No	14%	13%	0%

Gender	Male	Female
Yes	89%	91%
No	11%	11%

Race	Whit	Afr Amer	Hisp Latn	Othr
Yes	90%	87%	96%	80%
No	10%	13%	4%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Yes	91%	91%	67%	92%	88%	70%	100%	96%
No	9%	9%	33%	8%	13%	30%	0%	4%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #23: Would You Hesitate to Call the Dalton Police Department for Assistance?

Overall	
No	86%
Yes	14%

Age	19-29	30-59	60-plus
No	80%	85%	98%
Yes	20%	15%	2%

Gender	Male	Female
No	83%	89%
Yes	17%	11%

Race	Whit	Afr Amer	Hisp Latn	Othr
No	88%	87%	75%	100%
Yes	12%	13%	25%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
No	85%	82%	83%	92%	88%	70%	50%	96%
Yes	15%	18%	17%	8%	13%	30%	50%	4%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #24: Please Rate the Performance of Dalton Police Department Members. First, Professionalism.

Overall	
Good	43%
Excellent	38%
Fair	10%
DK/NR	5%
Poor	3%

Age	19-29	30-59	60-plus
Good	43%	43%	43%
Excellent	25%	38%	55%
Fair	23%	7%	2%
DK/NR	7%	7%	0%
Poor	2%	6%	0%

Gender	Male	Female
Good	39%	46%
Excellent	43%	35%
Fair	11%	10%
DK/NR	3%	7%
Poor	5%	2%

Race	Whit	Afr Amer	Hisp Latn	Othr
Good	41%	53%	46%	60%
Excellent	42%	20%	36%	0%
Fair	7%	27%	14%	20%
DK/NR	5%	0%	4%	20%
Poor	5%	0%	0%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Good	38%	36%	0%	25%	25%	60%	25%	58%
Excellent	37%	45%	67%	58%	50%	0%	50%	38%
Fair	15%	18%	17%	0%	25%	10%	25%	2%
DK/NR	9%	0%	0%	8%	0%	10%	0%	0%
Poor	1%	0%	17%	8%	0%	20%	0%	2%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #25: Please Rate the Performance of Dalton Police Department Members' Courtesy

Overall	
Excellent	38%
Good	38%
Fair	14%
DK/NR	5%
Poor	5%

Age	19-29	30-59	60-plus
Excellent	18%	40%	57%
Good	52%	31%	38%
Fair	18%	16%	5%
DK/NR	7%	7%	0%
Poor	5%	7%	0%

Gender	Male	Female
Excellent	36%	40%
Good	40%	36%
Fair	13%	15%
DK/NR	3%	7%
Poor	8%	2%

Race	Whit	Afr Amer	Hisp Latn	Othr
Excellent	42%	20%	39%	0%
Good	35%	53%	36%	60%
Fair	13%	27%	14%	20%
DK/NR	4%	0%	7%	20%
Poor	6%	0%	4%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Excellent	38%	64%	67%	42%	38%	10%	50%	36%
Good	35%	9%	17%	25%	38%	60%	25%	51%
Fair	13%	18%	0%	25%	25%	10%	25%	9%
DK/NR	9%	9%	0%	8%	0%	0%	0%	0%
Poor	4%	0%	17%	0%	0%	20%	0%	4%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #26: Dalton PD Member Performance...Competence?

Overall	
Good	38%
Excellent	37%
Fair	11%
DK/NR	9%
Poor	5%

Age	19-29	30-59	60-plus
Good	45%	35%	36%
Excellent	20%	38%	52%
Fair	11%	14%	5%
DK/NR	14%	8%	7%
Poor	9%	6%	0%

Gender	Male	Female
Good	40%	36%
Excellent	39%	35%
Fair	13%	10%
DK/NR	5%	12%
Poor	3%	7%

Race	Whit	Afr Amer	Hisp Latn	Othr
Good	36%	40%	43%	60%
Excellent	43%	20%	25%	0%
Fair	9%	20%	14%	20%
DK/NR	7%	7%	14%	20%
Poor	5%	13%	4%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Good	37%	18%	17%	8%	38%	30%	50%	53%
Excellent	32%	55%	67%	67%	50%	10%	50%	33%
Fair	16%	9%	0%	8%	13%	0%	0%	11%
DK/NR	10%	9%	0%	8%	0%	40%	0%	2%
Poor	4%	9%	17%	8%	0%	20%	0%	0%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #27: Dalton PD Member Performance...Concern About Citizen Problems?

Overall	
Excellent	38%
Good	34%
Fair	11%
Poor	9%
DK/NR	8%

Age	19-29	30-59	60-plus
Excellent	34%	34%	52%
Good	34%	34%	33%
Fair	14%	13%	7%
Poor	5%	13%	2%
DK/NR	14%	7%	5%

Gender	Male	Female
Excellent	39%	38%
Good	31%	36%
Fair	12%	11%
Poor	13%	5%
DK/NR	5%	10%

Race	Whit	Afr Amer	Hisp Latn	Othr
Excellent	42%	20%	29%	0%
Good	34%	40%	25%	60%
Fair	10%	20%	14%	20%
Poor	6%	20%	14%	0%
DK/NR	8%	0%	7%	20%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Excellent	38%	36%	50%	50%	50%	20%	50%	38%
Good	31%	27%	33%	17%	38%	30%	50%	42%
Fair	12%	9%	0%	17%	13%	0%	0%	13%
Poor	10%	0%	17%	17%	0%	30%	0%	2%
DK/NR	9%	27%	0%	0%	0%	20%	0%	4%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Question #28 Dalton PD Member Performance...Overall Service to the Community?

Overall	
Good	51%
Excellent	33%
Fair	9%
Poor	5%
DK/NR	2%

Age	19-29	30-59	60-plus
Good	55%	49%	55%
Excellent	25%	33%	40%
Fair	11%	10%	5%
Poor	7%	5%	0%
DK/NR	2%	2%	0%

Gender	Male	Female
Good	51%	52%
Excellent	35%	31%
Fair	7%	11%
Poor	8%	3%
DK/NR	0%	3%

Race	Whit	Afr Amer	Hisp Latn	Othr
Good	51%	47%	46%	100%
Excellent	34%	20%	39%	0%
Fair	8%	20%	7%	0%
Poor	4%	13%	7%	0%
DK/NR	2%	0%	0%	0%

	n=68	n=11	n=6	n=12	n=8	n=10	n=4	n=45
Strategic Region By School	Dalt HS	Dalt MS	Westwd	Park Crk	City Prk	Roan	Blu Rdg	Brook
Good	49%	45%	33%	50%	25%	60%	50%	62%
Excellent	31%	45%	50%	42%	50%	10%	50%	29%
Fair	10%	9%	0%	0%	25%	10%	0%	7%
Poor	7%	0%	17%	8%	0%	20%	0%	0%
DK/NR	3%	0%	0%	0%	0%	0%	0%	2%
164 Respondents Indicated a City Region								

DALTON POLICE CITIZEN SURVEY
2013-2015 Strategic Plan

Indicate Your Level of Support for Dalton Police Department Programs

Program	N.F.	Strong Support			No Support	
		5	4	3	2	1
Home Security Review						
Personal Safety	44	31	14	7	2	2
Police Bike Patrol	26%	25%	18%	18%	6%	7%
School Resource Off.	16%	49%	21%	9%	3%	2%
Police Explorers	26%	37%	17%	12%	4%	4%
RAP/Graffiti Removal	28%	36%	16%	10%	5%	5%
Police Volunteers	31%	25%	16%	18%	5%	5%
Citizen Police Academy	34%	26%	18%	12%	3%	6%