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# 2017 Greenville Police Department Community Survey

Final Report  
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# Methodology

- Sample size: 401 telephone interviews.
- Survey period: April 23 –May 26, 2017.
- Qualified respondents: adult residents of the City of Greenville, SC.
- Sampling plan: random sample including landline telephone numbers and random digit cell phone numbers.
- Total sample balanced for race, age, and gender by making additional calls from the original random sample (no statistical weighting of data).
- Interview length: 15 minutes, on average.
- Total sample (n=401) margin of error is  $\pm 5$  percentage points at the 95% confidence level. Sampling error for subgroups is higher.
- The survey is representative of the City of Greenville based on key demographics of race/ethnicity, age, and gender.

Comparison of Census Projections versus Survey Sample on Key Demographics		
	Census	2017 Survey
<b>Gender</b>		
Male	48%	47%
Female	52%	53%
<b>Race/Ethnicity</b>		
White	61%	58%
Black, African American	30%	33%
Hispanic of any race	6%	7%
Other	3%	2%
<b>Age</b>		
18-34	36%	31%
44-54	32%	33%
55+	32%	36%



# Rating Scales and Analysis

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- To measure perceptions, respondents used rating scales from 1 to 10.
- To simplify interpretation, data have been collapsed into categories and labeled.  
For example:  
10-9=Very positive 8-7=Positive 6-5=Mid-scale 4-1=Total Negative
- On a 10-point scale:
  - Ratings of 1-4 are low/poor/negative ratings
  - Ratings of 5-6 are at the middle of the scale
  - Ratings of 7-10 are high/good/positive rating
- Responses may not add to exactly 100% due to rounding or multiple responses.
- Average (or mean) ratings are always calculated based on respondents who can rate, i.e., respondents who answered "don't know" are dropped from the base.



# Summary and Conclusions



# Summary and Conclusions

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- The majority of respondents (86%) have a positive overall perception of the Greenville Police. Positive ratings (i.e., ratings of 7 to 10) have improved 6 percentage points since 2014.
  - As in 2014, African American ratings are significantly lower than those of white respondents, but have improved significantly. In 2017, 76% of African Americans indicate their overall perception of the Greenville Police is positive. This is a 15 percentage point increase since 2014. Ratings by white respondents have not changed significantly (currently 90% give positive ratings).
- At least 74% of total respondents give positive ratings on the performance attributes of: being courteous, being professional, having integrity and honesty, responsiveness to community issues, treating all people with respect, and having good judgement in the use of force. Ratings by total respondents on each of these measures improved significantly since 2014.
  - On all the performance measures, African Americans give lower ratings than white respondents.
  - The measures that are rated lowest and show the most polarization between African American and white respondents are: treating people with respect (50% of African Americans vs. 86% of whites rate positive) and use of force (52% of African Americans vs. 88% of whites give positive ratings).



# Summary and Conclusions

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- Ratings by white respondents on treating all people with respect and good judgement in the use of force are very high (86% and 88%, respectively) and have not changed significantly since 2014. Ratings by African American respondents have improved:
  - From 2014 to 2017, positive ratings (7 to 10) on treating people with respect increased from 44% to 50%, and negative ratings (1 to 4) declined from 39% to 20%.
  - From 2014 to 2017, positive ratings on use of force increased from 40% to 52%, and negative ratings declined from 32% to 14%.
- Differences by age are not prominent in performance ratings, in 2017.
- Respondents report that personal experience with the Greenville Police, news media specifically about the Greenville Police, and word of mouth have had the most influence on perception ratings. However, events in other cities and states also have an impact. Almost half of respondents indicate that news coverage related to police in other cities and states has had at least some influence on their impression of the Greenville Police.
- The majority of respondents indicate their impression of the Greenville Police overall and on use of force is better than it is for police in other cities and states (i.e., 66% indicate the Greenville Police are better overall, and 59% indicate the Greenville Police are better on use of force).



# Summary and Conclusions

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- Most respondents get crime and safety information about the City of Greenville from television reporting (76%). Newspapers (print or electronic) and word of mouth are second tier sources (43% and 33, respectively). While social media is not a top or second tier information source, usage is growing. Since 2014, use of social media for crime and safety information has grown from 3% to 18%.
- Most respondents believe they are safe in the City of Greenville and in the neighborhood where they live. Further, the majority of respondents believe the Greenville Police have been effective in making them safe. When asked what crime or safety issue concerns them most, drug related crime is the top concern for the City overall, while burglary is the primary concern for neighborhoods.
- Perception ratings of 911 are extremely positive, despite the slight drop from 2014 to 2017.
- Only 4% of households have a member who reported being a victim of a crime, over the past 12 months. About half of these households were assigned a detective to work on their case. Given the small number of respondents, the performance ratings of detectives are not statistically reliable. However, the results suggest improvement is needed on communicating the investigation progress and procedures clearly.





# Summary and Conclusions

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- Respondents who have interacted with the police for an emergency not related to a crime, or for other reasons not related to a crime or an emergency, are very satisfied with the response and interaction. It is important that officers understand that perceptions of the Greenville Police are based on all types of interaction.
- 17% of respondents have visited the Greenville Police Website. Most of those who use it give it good or very good ratings. Ratings of the Website improved since 2014.
- 9% of respondents with Internet access follow the Greenville Police on social media. Those who follow it give very high ratings.
- This survey was conducted immediately following the roll-out of the Greenville Police Body Camera Program. The survey results show high awareness of the program (77%). Awareness is equally high among white respondents (79%) and African American respondents (79%). Awareness by other minorities is lower (56%, based on small sample).



# Summary and Conclusions

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- Support for the Body Camera Program is extremely high, with 81% of respondents rating their support a 9 or 10, and another 14% rating it 7 or 8. Only 6% of respondents rate support for the program a 6 or lower. Support is about the same among white and African American respondents (93% and 96%, respectively, give a rating of 7 to 10). Other minorities also show strong support.
- Only a third of respondents are aware of Greenville Police rules and regulations concerning the release of body camera videos. Self-reported awareness is higher among African Americans (48%), than whites (26%) or other minorities (21%, based on small sample).
- Three attitudinal statements about the Greenville Police and body cameras were tested:
  - Q56. I trust that the Greenville Police will follow correct procedures for use of body-worn cameras.
  - Q57. I believe that body-worn cameras will help reduce use of officer force.
  - Q58. I believe that videos from body-worn cameras will be valuable in evaluating interactions between the Greenville Police and the public.

At least 84% of respondents agree (rate 7 to 10) with each of the statements above. Ratings are high across race segments, but there are some significant differences by race.

- White respondents show higher agreement than African Americans on Q56 (92% vs 82%).
- African Americans show higher agreement than white respondents on Q57 (86% vs. 80%).
- There was no significant difference by race on Q58 (91% vs. 91%).



# Summary and Conclusions

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- Three additional attitudinal statements about trust in the Greenville Police were tested:
  - Q59. A formal complaint against a Greenville Police officer will be seriously investigated by the Greenville Police.
  - Q60. The Greenville Police will investigate all complaints of officer misconduct, even anonymous complaints.
  - Q61. I believe the Greenville Police will be open and transparent in addressing controversial concerns and conflicts, between police and the community.

At least 80% of total respondents agree (rate 7 to 10) with each of the trust related statements above. Regardless, ratings by African Americans are significantly lower than those of white respondents.

- On Q59, 90% of whites vs. 75% of African Americans rate 7 to 10.
- On Q60, 85% of whites vs. 66% of African Americans rate 7 to 10.
- On Q61, 90% of whites vs. 74% of African Americans rate 7 to 10.



# Summary and Conclusions

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- Support for the Greenville Police Body Camera Program is very high, regardless of demographic segment. Expectations that the program will diminish use of officer force and that videos will be valuable in evaluating police-community interactions are very high. High expectations related to the Program may have contributed to the generally improved perceptions of the Greenville Police. Because expectations are so high, any events that undermine them will likely have a significant impact on perceptions in the future. Communication is needed to educate the public about the rules and regulations regarding release of videos, so public expectations are realistic.



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# Summary at a Glance



# Summary at a Glance

<b>Performance of Greenville Police By Total Sample, Race and Age</b>	<b>2014 Total</b>	<b>2017 Total</b>	<b>White</b>	<b>African American</b>	<b>Other</b>	<b>18- 34</b>	<b>35- 54</b>	<b>55+</b>
Average (Mean) Ratings Don't know responses dropped from base. "n" is sample size before dropping don't know.	n=408	n=401	n=229	n=130	n=39	n=123	n=134	n=144
Scale: 1=Very negative to 10=Very positive Q4. Overall impression of Greenville City Police	7.8	8.1	8.5	7.4	8.1	8.1	8.0	8.1
Scale: 1=Strongly disagree to 10=Strongly agree Greenville City Police . . .								
Q14. Are courteous	7.9	8.3	8.8	7.6	7.9	8.2	8.2	8.5
Q15. Are professional	8.0	8.4	8.8	7.7	8.4	8.2	8.5	8.4
Q16. Perform job with integrity and honesty	7.9	8.3	8.8	7.5	8.1	8.2	8.3	8.4
Q17. Are responsive to community issues	7.7	8.1	8.4	7.5	8.3	8.0	8.3	8.1
Q18. Treat all people with respect	7.2	7.7	8.4	6.5	7.8	7.5	7.8	7.9
Q19. Use good judgment in use of force	7.1	7.7	8.3	6.6	7.9	7.4	7.7	7.8
Q23. Are effective in making my neighborhood safe	7.7	8.4	8.7	7.8	8.7	8.6	8.4	8.3
Q26. Are effective in making the City of Greenville safe	8.1	8.5	8.8	8.1	8.4	8.6	8.5	8.6



# Summary at a Glance

Sources That Have Influenced Impression of Greenville City Police (n=401)	(A) A Lot or Some Influence	(B) A Little Influence	(A+B) Total Influence
Q6. Personal experience with the Greenville Police	49%	17%	66%
Q7. Personal experience with police in other cities and states	25%	19%	44%
Q8. Social media related specifically to the Greenville Police	30%	20%	50%
Q9. Social media related to police in other cities and states	22%	19%	41%
Q10. News coverage specifically related to the Greenville police	48%	21%	69%
Q11. News coverage related to police in other cities and states	33%	25%	58%
Q12. Word of mouth or discussions with other people	48%	22%	70%

Impression of Greenville City Police Compared to Police in Other Cities and States (n=401)	Better	Same	Worse
Q13. Overall impression of Greenville Police is . . .	66%	24%	5%
Q21. On use of force, Greenville Police is . . .	59%	27%	4%



# Summary at a Glance

Perceptions of Being Safe	
Scale: 1=Strongly disagree to 10=Strongly agree Don't know responses dropped from base.	Average Ratings
Q24. I am safe in neighborhood where I live. (n=400)	8.8
Q27. In general, the City of Greenville is a safe place to live. (n=400)	8.7
Satisfaction with 911 Center	
Q30. During the past 12 months, 12% of respondents (or other members of the household) have used the Greenville 911 call center.	
Scale: 1=Very Dissatisfied to 10=Very Satisfied. Don't know responses dropped from base.	Average Ratings
Q31. Satisfaction with courtesy and respectfulness of 911 operator (n=49)	8.4
Q32. Overall satisfaction with the service provided by the 911 Center (n=50)	8.5





# Summary at a Glance

Victim Satisfaction with Detective Assigned to Case	
Q33. During the past 12 months, 4% of respondents reported being a victim of a crime (or someone else in their household was a victim) in the City of Greenville.	
Q34. 4% of respondents reported the crime to the Greenville City Police. (n=15)	
Q35. 53% of respondents who reported the crime indicated they were assigned a detective for their case. (n=8)	
Scale: 1=Very Dissatisfied to 10=Very Satisfied Satisfaction with detective assigned to case (n=8, very small sample)	Average Ratings
Q36. Contacting you in a timely manner	7.3
Q37. Being thorough with his or her investigation	7.1
Q38. Communicating the investigation progress and procedures clearly	6.8
Q39. Being courteous and respectful	8.5
Q40. Overall satisfaction with detective assigned to case	7.4



# Summary at a Glance

<b>Satisfaction with Greenville City Police for Emergency Not Involving a Crime</b>	
Q41. In the past 12 months, 12% of respondents have had contact with the Greenville Police for an emergency not involving a crime.	
Scale: 1=Very Dissatisfied to 10=Very Satisfied Q42. Overall satisfaction among respondents with contact (n=45)	Average Rating 8.3
<b>Satisfaction with Interaction with Greenville City Police for Reasons Not Involving a Crime or Emergency</b>	
Q43. In the past 12 months, 20% of respondents have had contact with the Greenville Police for reasons that did not include a crime or emergency.	
Scale: 1=Very Dissatisfied to 10=Very Satisfied Q44. Overall satisfaction among respondents with contact (n=80)	Average Rating 8.6



# Summary at a Glance

## Satisfaction with Greenville City Police Website

Q45. 79% of respondents have access to the Internet.

Q46. 17% of respondents with Internet access have visited or used the Greenville Police Website.

Scale: 1=Very Poor to 10=Very Good  
Don't know responses dropped from base.

Q47. Overall rating of Website among users (n=52)

Average Rating  
8.4



# Summary at a Glance

Satisfaction with Greenville City Police Social Media	
Q48. 68% of respondents with Internet access use social media such as Facebook or Twitter.	
Q49. 9% of respondents with Internet access follow the Greenville City Police on Facebook or Twitter.	
Scale: 1=Very Dissatisfied to 10=Very Satisfied Don't know responses dropped from base.	
User Satisfaction with Greenville Police social media on . . .	Average Ratings
Q50. Timely content (n=29)	8.2
Q51. Informative content, such as alerts about important actions or events (n=29)	8.3
Q52. Overall satisfaction with Greenville City Police social media (n=30)	8.4



# Summary at a Glance

Awareness and Support for Body-Worn Cameras	
Q53. 77% of respondents are aware of the new program that requires all Greenville City Police officers, who interact with the public, to wear body cameras.	
Scale: 1=Do not support at all to 10=Strongly support Don't know responses dropped from base.	Average Rating
Q54. Level of support for Greenville City Police body-worn camera program (n=386)	9.3
Q55. 33% of respondents are aware of the Greenville City Police rules and regulations concerning releases of videos from body-worn cameras.	



# Summary at a Glance

Perceptions of Body-Worn Cameras	
Scale: 1=Strongly disagree to 10=strongly agree Don't know responses dropped from base. Level of agreement with statements . . .	Average Ratings
Q56. I trust the Greenville City Police to follow correct procedures for the use of body-worn cameras. (n=386)	8.7
Q57. I believe the use of body-worn cameras by the Greenville City Police will reduce the use of officer force. (n=369)	8.3
Q58. I believe the videos from body-worn cameras will be valuable in evaluating interactions between the Greenville City Police and the public. (n=386)	8.9
Q59. A formal complaint against a Greenville City Police officer will be seriously investigated by the Greenville City Police Department. (n=374)	8.4
Q60. The Greenville City Police will investigate all complaints of officer misconduct, by anyone, including anonymous complaints. (n=363)	8.1
Q61. I believe the Greenville City Police will be open and transparent in addressing controversial concerns and conflicts, between the police and community. (n=386)	8.2



# Detailed Results



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## **Objective:**

**Determine Public Perceptions of the  
Greenville Police**

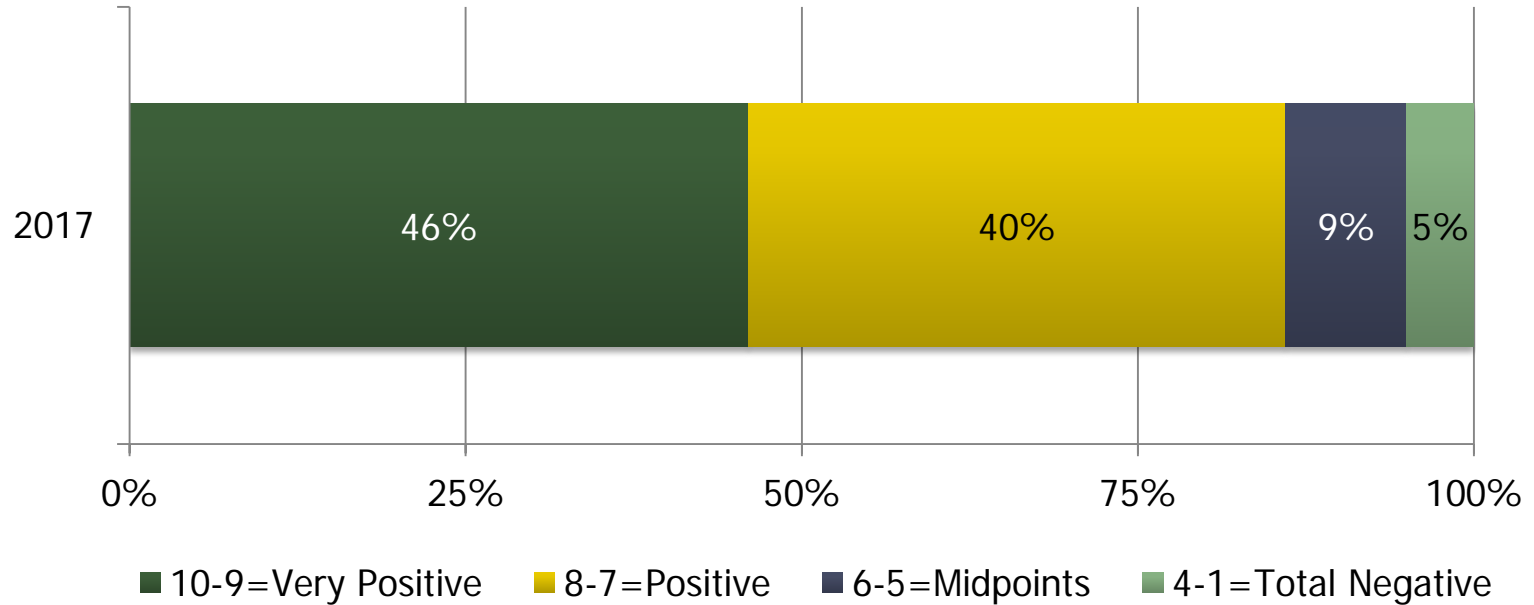




# Overall Impression of the Greenville City Police (Q4)

Total Sample (n=391)

Don't know responses dropped from base



Average Rating	2014 n=400	2017 n=391
Q4. Overall impression	7.8	8.1

- 86% of respondents have a positive overall impression of the Greenville Police.
- From 2014 to 2017, ratings improved.



# Overall Impression of the Greenville City Police

## By Race and Age (Q4)

Total Sample (n=391)

Don't know responses dropped from base

Average Ratings on Scale: 1=Strongly disagree to 10=Strongly agree Don't know responses dropped	2017 Total n=391	White n=226	African American n=124	Other n=38	18-34 n=122	35-54 n=132	55+ n=137
Q4. Overall impression	8.1	8.5	7.4	8.1	8.1	8.0	8.1

- There is a significant difference in perceptions based on race.
- African American respondents give significantly lower ratings than white respondents and other minorities (7.4 vs. 8.5 and 8.1, respectively).

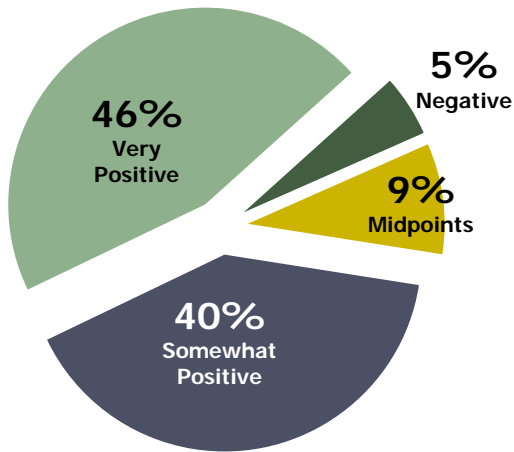


# Reasons for Rating Overall Impression a 6 or Lower (Q5)

Unaided. Open-ended comments.

14% of respondents gave a rating of 6 or lower.

## Q4. Overall Impression of GPD



- Rating of 1-4=Total Negative
- Rating of 5-6=Midpoints
- Rating of 7-8=Somewhat positive
- Rating of 9-10=Very positive

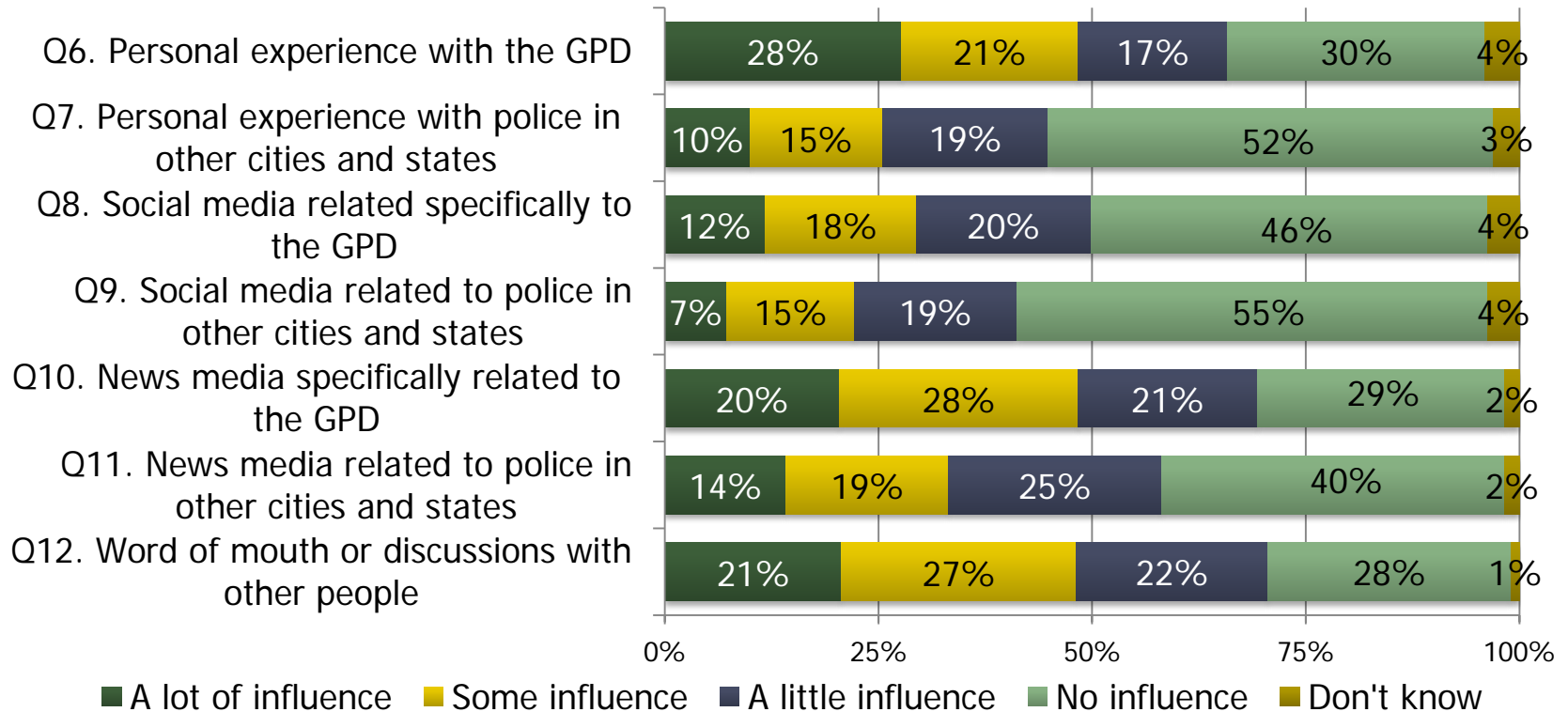
## Q5. Specifically, what things influenced your overall impression? (Comments by respondents rating overall impression 6 or lower)

Racist, discriminate against minorities, profile (13 people)	Held person for not showing for court, but person did not get subpoena (1 person)
Not helpful when called, don't do job, overlook unlawful behavior (7 people)	When I called I was treated like the criminal (1 person)
Not good or bad, some do right and some do wrong (6 people)	Problem paying speeding ticket (1 person)
Bad attitude, not friendly, rude (6 people)	Need more patrols (1 person)
Use too much force, shooting is first choice of response, involved in shootings (2 person)	Police not well trained (1 person)
Only hear about bad cops, not the good ones (2 people)	Called about break-in and did not come (1 person)
Slow response (2 people )	No follow-up after theft (1 person)
No presence with youth (1 person)	Stopped for traffic violation, did not understand what officer wanted and was given ticket for not obeying (1 person)
Stopped for speeding when following others who did not get stopped (1 person)	Harass people, assume you are doing something illegal (1 person)
Poor police behavior related to child and social services situation (1 person)	I was tired, not drunk, arrested for DUI, but was not given breath test (1 person)
Police are underpaid and don't get what they need to do a good job (1 person)	Some bad situations could have been avoided (1 person)



# Sources that have Influenced Impression of Greenville City Police (Q6-Q12)

Total Sample (n=401)



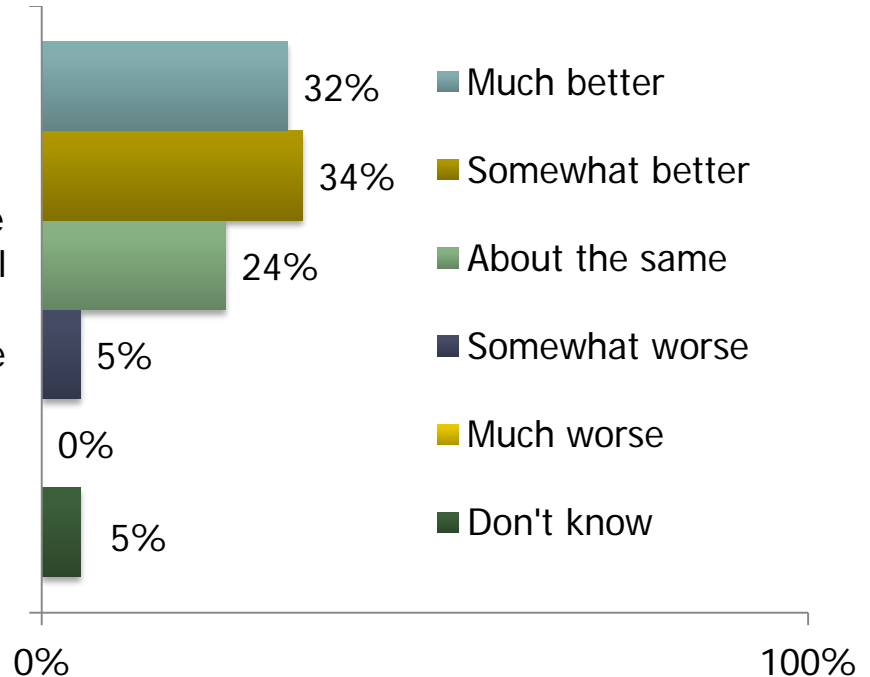
- Respondents report that personal experience with the Greenville Police, news media specifically about the Greenville Police, and word of mouth have had the most influence on impressions.
- Almost half of respondents (48%) indicate that news media related to police in other cities and states has had some or a lot of influence in their impression of the Greenville Police.



# Overall Impression of Greenville City Police Compared to Police in Other Cities and States (Q13)

Sample (n=401)

Q13. How does your overall impression of the Greenville City Police compare to your general opinion of police in other cities and states?  
Would you say your general impression of the Greenville City Police is . . .



- The majority of respondents (66%) indicate their impression of the Greenville Police is much better or somewhat better than that of police in other cities and states.
- White respondents (68%) are more likely than African American respondents (59%) to indicate their impression of the Greenville Police is better than that of police in other cities and states.

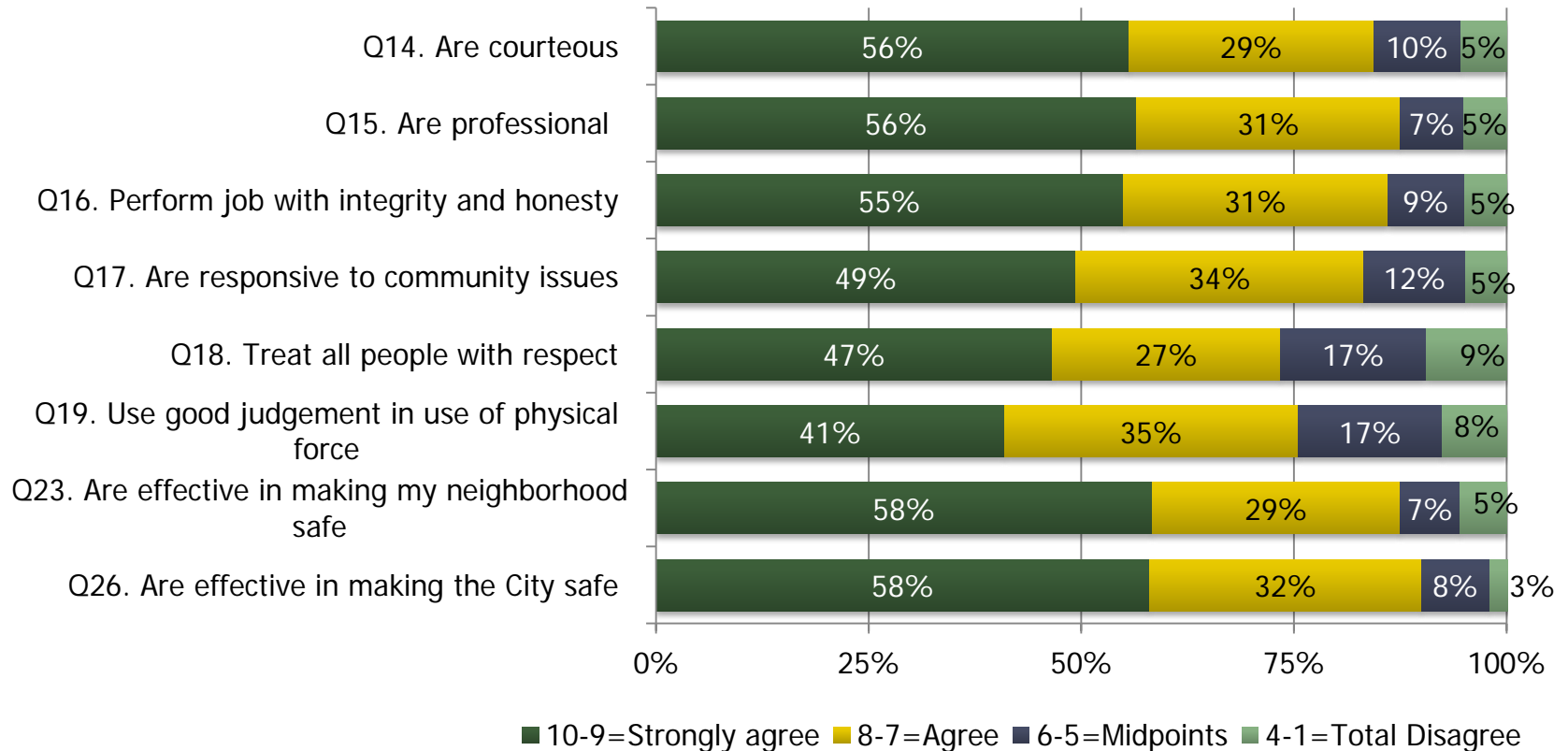


# Performance of Greenville City Police (Q14-Q19, Q23 Q26)

Total Sample (n=401)

Don't know responses dropped from base

## Greenville City Police . . .



- At least 74% of respondents agree with all these statements.



# Performance of Greenville City Police

## By Race and Age (Q4, Q14-Q19, Q23, Q26)

Total Sample (n=401)

Don't know responses dropped from base

Average Ratings	2017 Total	White	African American	Other	18-34	35-54	55+
Sample size before dropping don't know.	n=401	n=229	n=130	n=39	n=123	n=134	n=144
Scale: 1=Very Negative to 10=Very Positive Q4. Overall impression	8.1	8.5	7.4	8.1	8.1	8.0	8.1
Scale: 1=Strongly disagree to 10=Strongly agree Greenville City Police . . .							
Q14. Are courteous	8.3	8.8	7.6	7.9	8.2	8.2	8.5
Q15. Are professional	8.4	8.8	7.7	8.4	8.2	8.5	8.4
Q16. Perform job with integrity & honesty	8.3	8.8	7.5	8.1	8.2	8.3	8.4
Q17. Are responsive to community issues	8.1	8.4	7.5	8.3	8.0	8.3	8.1
Q18. Treat all people with respect (% of respondents who rate 7 to 10)	7.7 (74%)	8.4 (86%)	6.5 (50%)	7.8 (76%)	7.5 (68%)	7.8 (76%)	7.9 (74%)
Q19. Use good judgment in use of force (% of respondents who rate 7 to 10)	7.7 (76%)	8.3 (88%)	6.6 (52%)	7.9 (83%)	7.4 (70%)	7.7 (78%)	7.8 (79%)
Q23. Are effective in making my neighborhood safe	8.4	8.7	7.8	8.7	8.6	8.4	8.3
Q26. Are effective in making the City of Greenville safe	8.5	8.8	8.1	8.4	8.6	8.5	8.6

- African Americans give significantly lower ratings than white respondents on all these measures.
- The sample size for “Other” is too small for a reliable analysis.



# Performance of Greenville City Police

**By Year** (Q4, Q14-Q19, Q23, Q26)

Total Sample (n=401)

Don't know responses dropped from base

Performance of Greenville Police By Total Sample, Race and Age	2014 Total	2017 Total
Average Ratings Don't know responses dropped from base. "n" is sample size before dropping don't know.	n=408	n=401
Scale: 1=Very negative to 10=Very positive Q4. Overall impression of Greenville City Police	7.8	8.1
Scale: 1=Strongly disagree to 10=Strongly agree Greenville City Police . . .		
Q14. Are courteous	7.9	8.3
Q15. Are professional	8.0	8.4
Q16. Perform job with integrity and honesty	7.9	8.3
Q17. Are responsive to community issues	7.7	8.1
Q18. Treat all people with respect	7.2	7.7
Q19. Use good judgment in use of force	7.1	7.7
Q23. Are effective in making my neighborhood safe	7.7	8.4
Q26. Are effective in making the City of Greenville safe	8.1	8.5

- **From 2014 to 2017, ratings have improved on all these measures.**





# Performance of Greenville City Police By Area of Residence

(Q4, Q14-Q19, Q23, Q26)

Total Sample (n=401)

Don't know responses dropped from base

Average Ratings	2017 Total	29601	29605	29607	29609	29611	29615
Sample size before dropping don't know.	n=401	n=74	n=81	n=132	n=52	n=24	n=38
Scale: 1= Very negative to 10= Very positive Q4. Overall impression of GPD	8.1	8.3	7.6	8.3	8.1	7.9	8.1
Scale: 1=Strongly disagree to 10=Strongly agree Greenville City Police . . .							
Q14. Are courteous	8.3	8.3	8.2	8.4	8.4	8.1	8.0
Q15. Are professional	8.4	8.4	8.3	8.6	8.7	8.1	7.9
Q16. Perform job with integrity and honesty	8.3	8.5	7.9	8.5	8.5	8.1	7.8
Q17. Are responsive to community issues	8.1	8.3	7.9	8.2	8.2	8.0	8.0
Q18. Treat all people with respect	7.7	7.8	7.4	8.0	7.9	7.6	7.1
Q19. Use good judgment in use of force	7.7	7.8	7.4	7.9	7.8	6.8	7.4
Q23. Are effective in making my neighborhood safe	8.4	8.5	8.0	8.6	9.0	7.7	8.1
Q24. Are effective in making the City of Greenville safe	8.5	8.5	8.4	8.7	8.6	8.4	8.3

- The lowest ratings are highlighted in red.
- The sample size for zip 29611 and 29615 are too small for reliable analysis.



## Race of Respondent By Area of Residence

Race of Respondent	2017 Total	29601	29605	29607	29609	29611	29615
Refusals dropped from base.	n=398	n=74	n=80	n=131	n=52	n=23	n=38
White or Caucasian	58%	47%	41%	69%	73%	52%	53%
Black or African American	33%	42%	49%	24%	19%	39%	26%
Other Minorities	9%	11%	10%	7%	8%	9%	21%
<i>Total minorities</i>	<i>42%</i>	<i>53%</i>	<i>59%</i>	<i>31%</i>	<i>27%</i>	<i>48%</i>	<i>47%</i>



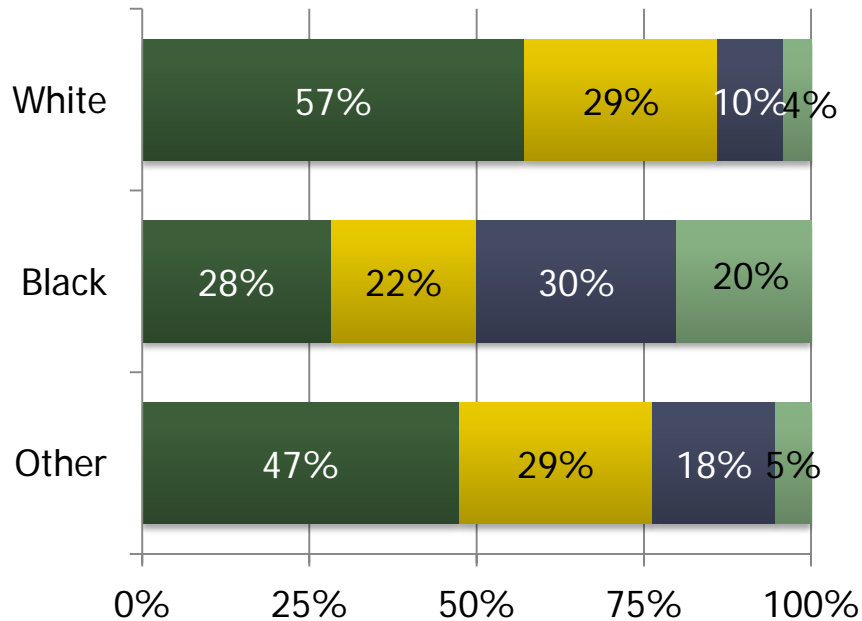
# Performance of Greenville City Police

## Agreement with statements: Greenville City Police . . .

Total Sample (n=401)

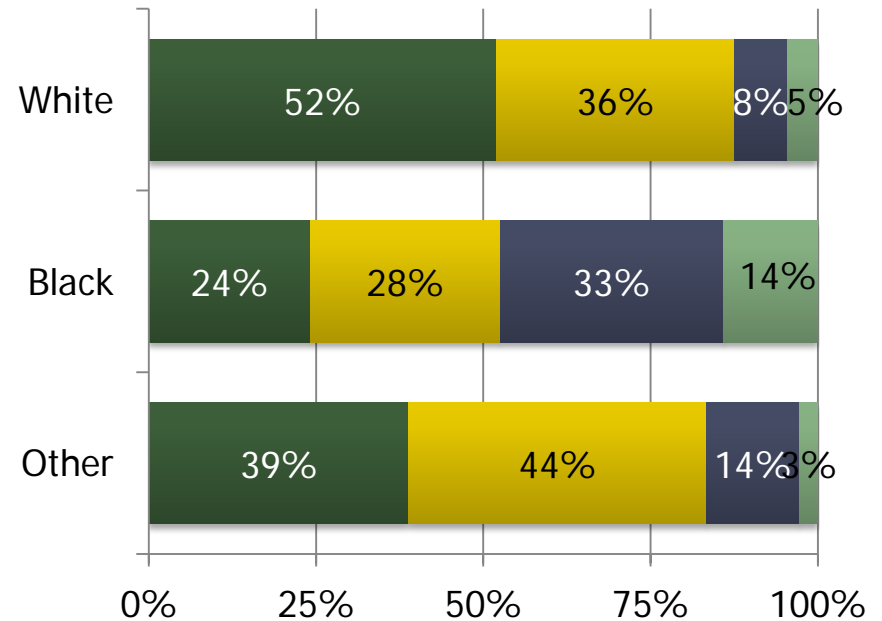
Don't know responses dropped from base

**Q18. Treat all people with respect**  
(n=380)



- 10-9=Strongly agree
- 8-7=Agree
- 6-5=Midpoints
- 4-1=Total Disagree

**Q19. Use good judgment in use of force**  
(n=359)



- 10-9=Strongly agree
- 8-7=Agree
- 6-5=Midpoints
- 4-1=Total Disagree

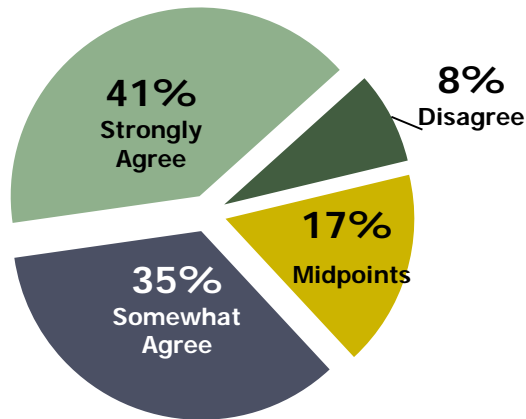


# Reasons for Rating (6 or Lower) on Use of Force (Q20)

Unaided. Open-ended comments.

25% of respondents gave a rating of 6 or lower.

## Q19. Greenville City Police use good judgment in use of force.



- Rating of 1- 4= Disagree
- Rating of 5-6=Midpoints
- Rating of 7-8=Somewhat agree
- Rating of 9-10 Strongly agree

### Q20. Specifically, what things influenced your rating on use of force? (Comments by respondents rating overall impression 6 or lower)

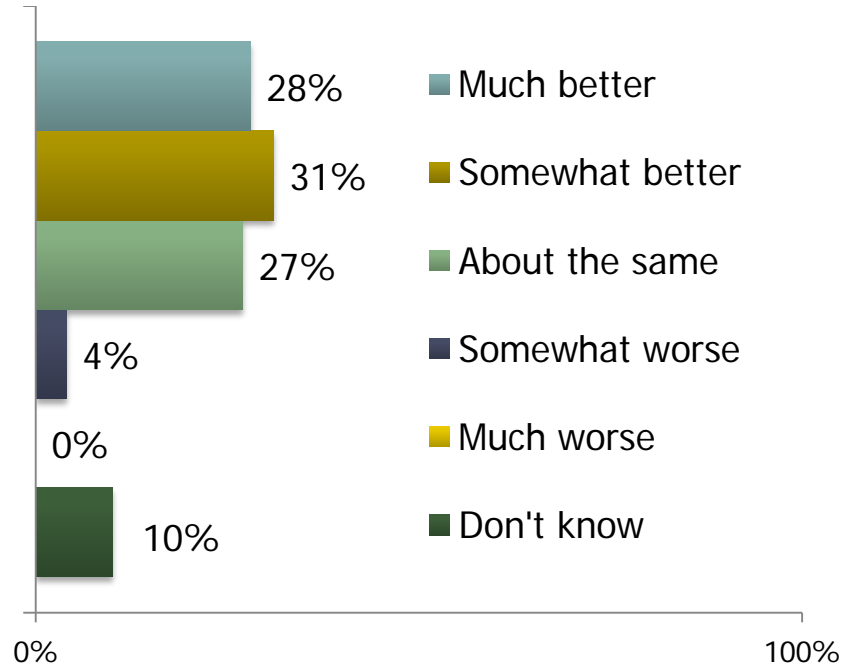
News stories of unnecessary force (20 people)	Used too much force on autistic person (2 people)
Racist, discriminate (16 people)	Boyfriend in jail, not sure how he's being treated (1 person)
Use excessive force, shoot people (11 people)	Saw police tackle guy for recording arrest (1 person)
Others told me of being treated badly (7 people)	Police were not forthcoming about a shooting (1 person)
Stop youth for no good reason (5 people)	Nuts don't follow instructions, but don't need to shoot them (1 person)
Personal experience or observation of too much force (4 people)	Bad cops get more attention than good cops (1 person)
Assume you are bad, rough people up (4 people)	Police shot guy at gas station for playing loud music, choked person to death at hospital (1 person)
Best not to comment (4 people)	Don't listen to people in community (1 person)
Don't know (3 people)	Poor attitude, rude, don't care, don't show respect (1 person)
Poorly trained to work with public (2 people)	Set up a kid (1 person)



# Opinion of Greenville City Police Compared to Police in Other Cities and States on Use of Force (Q21)

Sample (n=401)

Q21. Thinking about use of force, how does your opinion of the Greenville City Police compare to your general opinion of police in other cities and states? Would you say Greenville City Police judgement on use of force is . . .



- The majority of respondents (59%) indicate their opinion of the Greenville Police on use of force is much better or somewhat better than that of police in other cities and states.
- White respondents (65%) are more likely than African American respondents (45%) to indicate their impression of the Greenville Police is better than that of police in other cities and states.



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## **Objective:**

**Determine Public Perceptions of Crime  
and Safety in Neighborhoods and the  
City of Greenville Overall**



# Sources of Information for Crime and Safety Issues Related to the City of Greenville (Q22)

Unaided. Three Answers Allowed.

Total Respondents (n=401)

Q22. Where do you get information about crime and safety issues related to the City of Greenville?	% of Total Sample
TV	76%
Newspaper	43%
Word of mouth (Friends, family, coworkers)	33%
Internet (not GPD Website)	20%
Social media	18%
Radio	13%
Home owner meetings, Community Watch	3%
Internet (Greenville Police Website)	2%
Personal experience, observation, research	1%
	Mentions of less than 1% are not shown.

- **TV is the top source for information about crime and safety in the City of Greenville.**



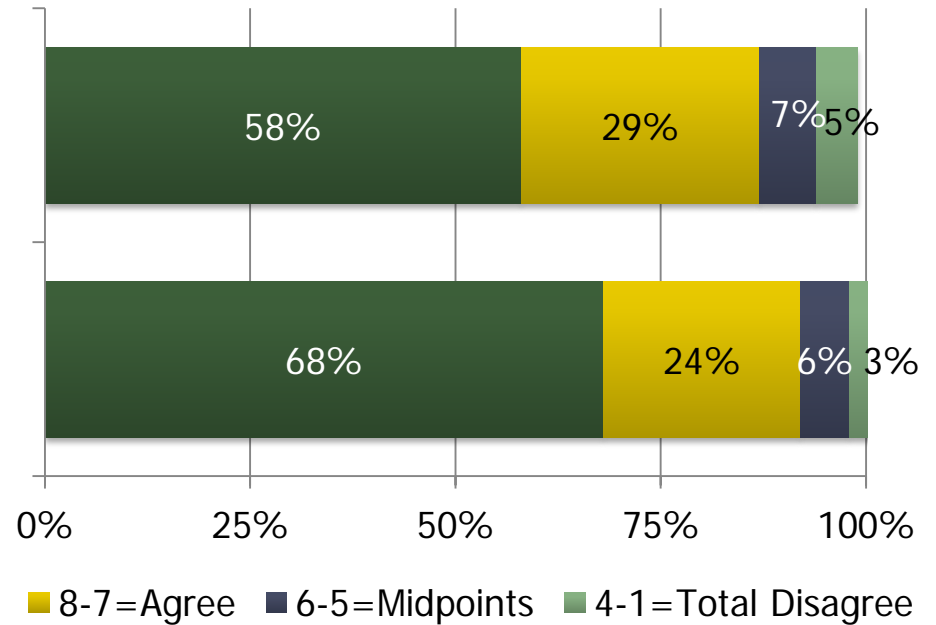
# Agreement with Statements About Neighborhood (Q23-Q24)

Total Sample (n=401)

Don't know responses dropped from base

Q23. Greenville Police are effective in making my neighborhood safe.

Q24. I am safe in the neighborhood where I live.



Average Ratings	2014	2017
Q23. Effective in making neighborhood safe	7.7	8.4
Q24. Safe in neighborhood	8.3	8.8

- From 2014 to 2017, ratings improved significantly on both these measures.





# Primary Crime and Safety Concerns in Your Neighborhood (Q25)

Unaided. Three Answers Allowed.  
Total Respondents (n=401)

Q25. What are your primary crime and safety concerns in your neighborhood?	% of Total Sample
No issues or concerns	38%
Burglary, break-ins, theft	23%
Drugs, drug related crime	14%
Car break-ins, theft	8%
Youth issues (roaming, loud music, bad behavior)	6%
Speeding, running red lights, traffic violations	6%
Adults roaming, loiterers, transients, people who don't belong	5%
Violent crime (assault, robbery, murder, sex offences, human trafficking, shootings)	5%
Gangs	4%
Don't know enough to say	2%
	Mentions of less than 2% are not shown.

- Compared to 2014, there is a higher percentage of respondents who have no crime or safety concerns for their neighborhood (38% in 2017 vs. 22% in 2014).
- In 2017, as in 2014, property crime (burglary/break-ins/theft) is the top concern for neighborhoods. However, fewer respondents mention it in 2017, compared to 2014 (23% mention in 2017 vs. 38% in 2014).



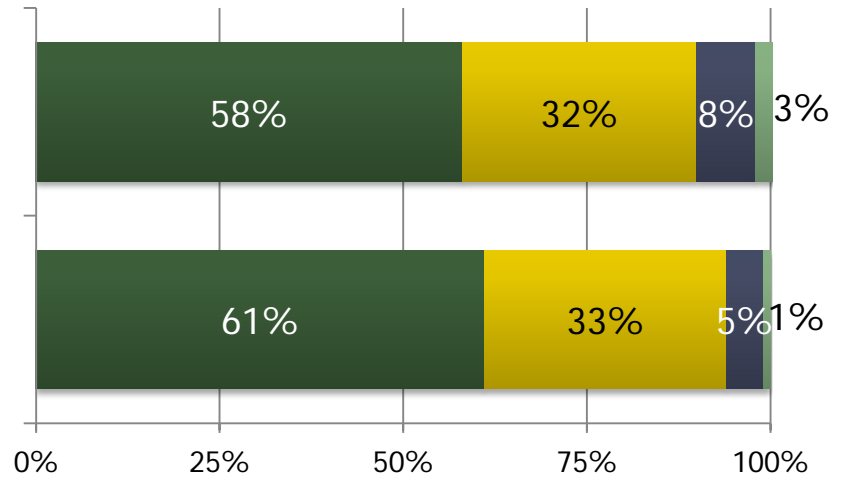
# Agreement with Statements About City of Greenville (Q26-Q27)

Total Sample (n=401)

Don't know responses dropped from base

Q26. Greenville City Police are effective in making the City of Greenville safe.

Q27. In general, the City of Greenville is a safe place to live.



■ 10-9=Strongly agree ■ 8-7=Agree ■ 6-5=Neutral ■ 4-1=Total Disagree

Average Ratings	2014	2017
Q26. Effective making City safe	8.1	8.5
Q27. Safe place to live	8.3	8.7

- From 2014 to 2017, ratings improved on both measures.

Q28. Does the Greenville City Police have . . .	2017
Too many	2%
Too few or	36%
About the right number of officers	30%
Don't know	32%

- More than a third of respondents believe the City needs more police officers.



# Primary Crime and Safety Concerns for the City of Greenville Overall (Q29)

Unaided. Three Answers Allowed.  
Total Sample (n=401)

Q29. What are your primary crime and safety concerns for the City of Greenville overall?	% of Total Sample
No issues	27%
Drugs	21%
Burglary, break-ins, theft, vandalism	14%
Violent crimes (assault, robbery murder, sex offenses, human trafficking, shootings)	14%
Gangs	12%
Safety in general, catch criminals, prevent crime	6%
Don't know enough to say	6%
Safety downtown	4%
Youth issues (roaming, loud music, bad behavior)	4%
Hear gun shots, too many people have guns	3%
	Mentions of less than 3% are not shown.

- Compared to 2014, there is a higher percentage of respondents who have no crime or safety concerns for the City of Greenville (27% have no concerns in 2017 vs. 10% in 2014).
- In 2014, violent crime was the top concern (26%), while drugs are the top concern in 2017 (21%).



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**Objective:**

**Determine Perceptions of Greenville  
911 Center**



# Perceptions of 911 (Q30-Q32)

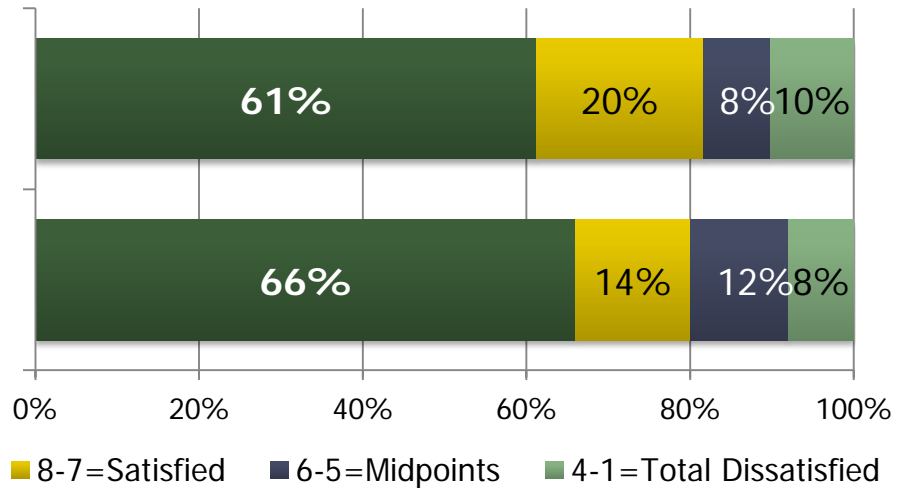
Total Sample (n=401)

**Q30. In the past 12 months, 12% of the respondents (or someone else in household) have called 911 in the City of Greenville.**

**How satisfied are you with 911 on . . .**

Q31. Courtesy and respectfulness (n=49)

Q32. Overall satisfaction (n=50)



Average Ratings	2014	2017
Q31. Courtesy and respectfulness	9.4	8.4
Q32. Overall satisfaction	9.2	8.5

- From 2014 to 2017, ratings declined on both measures. Despite the drop, ratings are high in 2017.



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## **Objective:**

**Determine Perceptions of  
Greenville Police Among  
Victims of Crime**



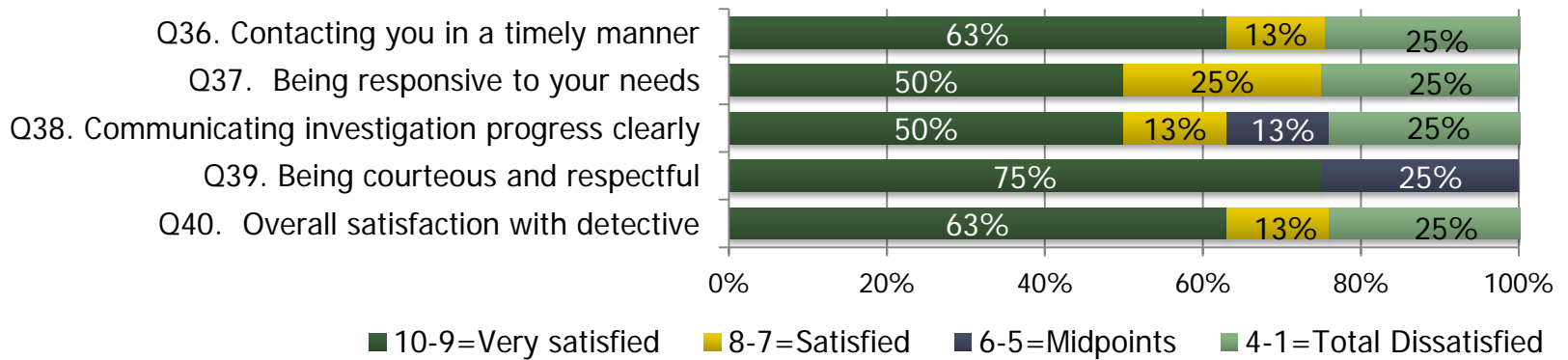
# Crime Victims and Perceptions of Detective Assigned to Case (Q34-Q40)

Total Sample (n=401)

**Q34. Over the past 12 months, 4% of respondents (or other household member) have been a victim of a crime which was reported to the Greenville City Police. (n=15 report being a victim)**

**Q35. 53% of the respondents who reported a crime indicate a detective was assigned to the case. (n=8 report being assigned a detective)**

How satisfied were you with the detective on . . .



Average Ratings	2014 n=15	2017 n=8
Q36. Contacting you in a timely manner	8.9	7.3
Q37. Being responsive to your needs	na	7.1
Q38. Communicating investigation progress and procedures clearly	8.7	6.8
Q39. Being courteous and respectful	9.6	8.5
Q40. Overall satisfaction with detective assigned to case	9.3	7.4

- **Sample sizes are too small for reliable analysis.**
- **Data suggest that communicating progress and procedures is the area in most need of improvement.**



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## Objective:

**Determine Perceptions of Greenville City  
Police Among Respondents Who Had  
Contact with Police for an Emergency  
Not Involving a Crime**





# Interactions with Greenville City Police for an Emergency Not Involving a Crime (Q41, Q42)

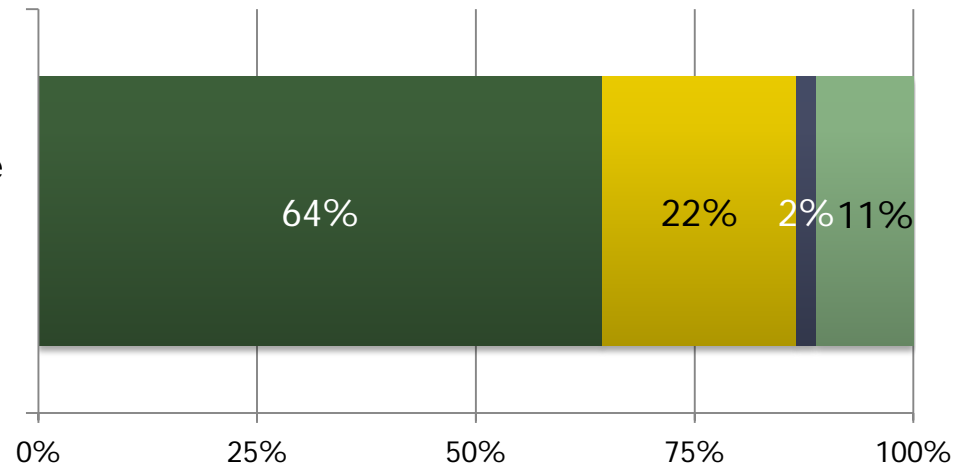
Total Respondents (n=401)

Don't know responses dropped from base

**Q41. During the past 12 months, 12% of respondents had contact with the Greenville City Police for an emergency not involving a crime.**

Among respondents with contact . . .

Q42. Overall satisfaction with Greenville Police response for emergency not involving a crime. (n=45)



■ 10-9=Very Satisfied ■ 8-9=Somewhat Satisfied ■ 6-5=Midpoints ■ 4-1=Total Dissatisfied

Average Ratings	2014	2017
Q42. Overall satisfaction	8.4	8.3

- No significant change from 2014 to 2017.



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## **Objective:**

**Determine Perceptions of Greenville City  
Police Among Respondents Who Had  
Contact with Police for Reasons Not  
Involving a Crime or Emergency**



# Interactions with Greenville City Police for Reasons Not Involving a Crime or an Emergency (Q43, Q44)

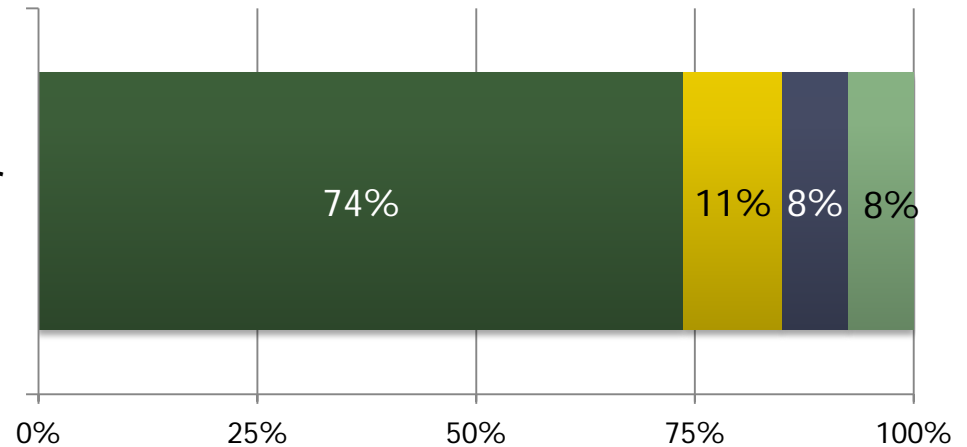
Total Sample (n=401)

Don't know responses dropped from base

**Q43. During the past 12 months, 20% of respondents had contact with the Greenville City Police for a reason not involving a crime or emergency.**

Among respondents with contact . . .

**Q44. Overall satisfaction with Greenville Police interaction for reason not involving a crime or emergency. (n=80)**



■ 10-9=Very Satisfied ■ 8-9=Somewhat Satisfied ■ 6-5=Midpoints ■ 4-1=Total Dissatisfied

Average Ratings	2014	2017
Q42. Overall satisfaction	8.9	8.6

- No significant change from 2014 to 2017.



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## **Objective:**

**Determine Usage and Perceptions of  
the Greenville Police Website**



# Greenville Police Website (Q45-Q47)

Total Sample (n=401)

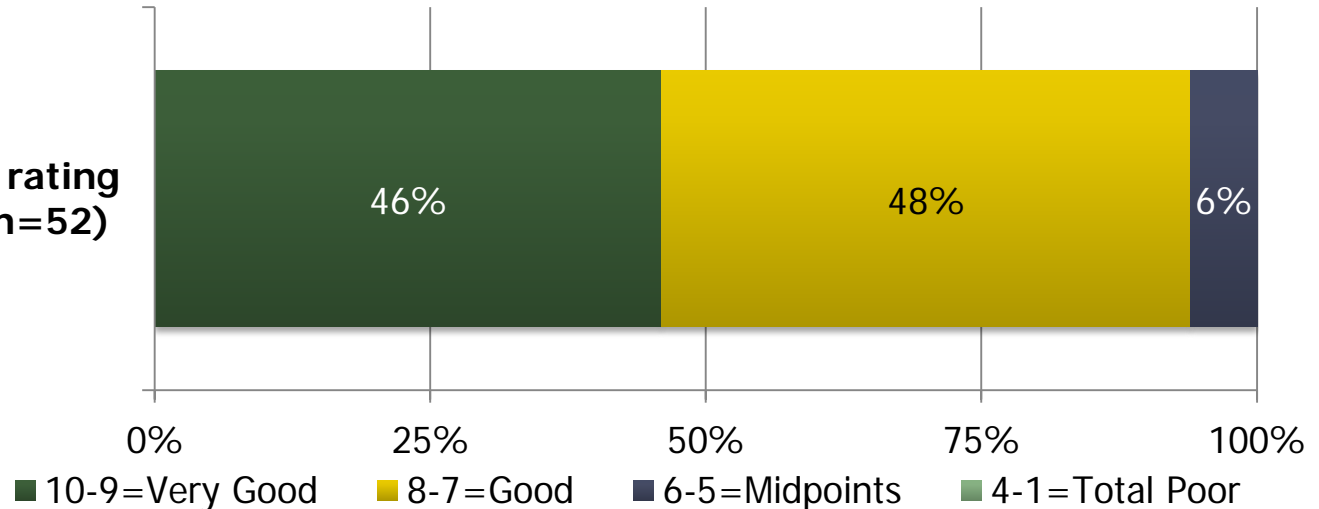
Don't know responses dropped from base

**Q45. 79% of respondents have access to the Internet. (n=317 with Internet)**

**Q46. 17% of respondents with Internet access have visited or used the Greenville Police Website. (n=52 visited Website)**

Among respondents who visited website . . .

**Q47. Overall rating of Website (n=52)**



Average Ratings	2014	2017
Q47. Overall rating	7.8	8.4

- Ratings have improved from 2014 to 2017.



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## **Objective:**

**Determine Usage and Perceptions of  
Greenville Police Social Media**



# Greenville Police Social Media (Q48-Q52)

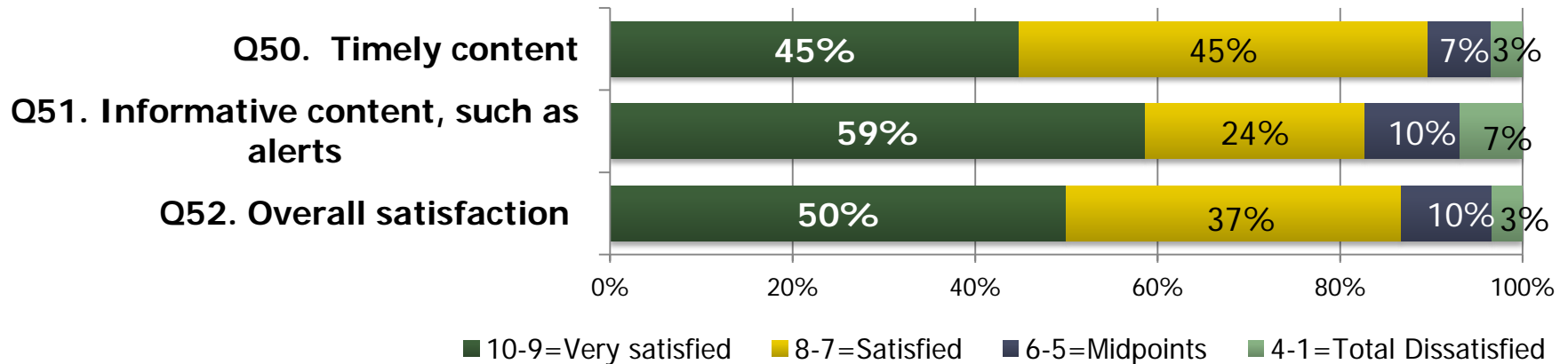
Total Sample (n=401)

Don't know responses dropped from base

**Q48. 68% of respondents with Internet access use social media.**

**Q49. 9% of respondents with Internet access follow the Greenville Police on Facebook or Twitter. (n=30)**

## Satisfaction with Greenville City Police social media on . . .



Average Ratings	2014	2017
Q50. Timely content	8.5	8.2
Q51. Informative content, such as alerts	na	8.3
Q52. Overall satisfaction	na	8.4

- **No significant change from 2014 to 2017 on timely content.**



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## **Objective:**

**Determine Perceptions and Support for  
Body-Worn Cameras**





# Awareness and Support for Greenville City Police

## Body-Worn Camera Program (Q53-Q55)

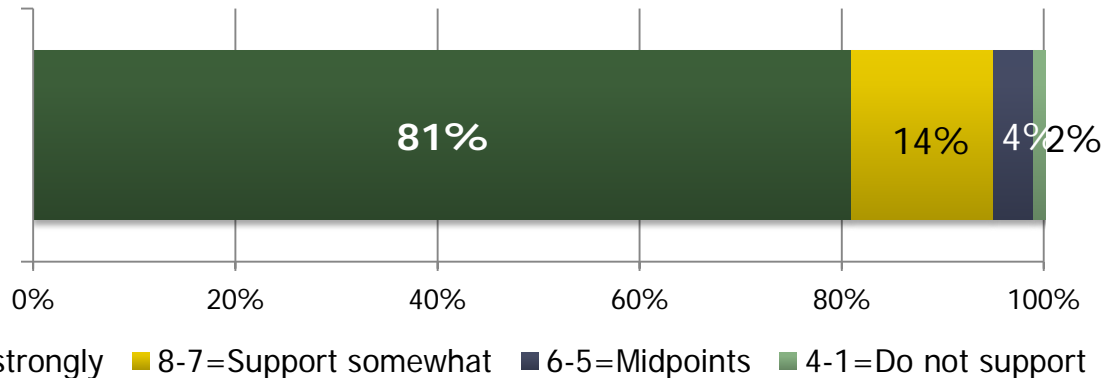
Total Sample (n=401)

Don't know responses dropped from base

**Q53. 77% of respondents are aware of the new program that requires all uniformed Greenville Police officers, who interact with the public, to wear a body camera.**

- Awareness is the same among white and African American respondents (both 79%). Awareness among other minorities is lower (56% based on small sample).

**Q54. Level of support for body camera program**



Average Rating	2017
Q54. Level of support	9.3

- More than 90% of each race segment support the body camera program.

**Q55. 33% of respondents are aware of the Greenville Police rules and regulations concerning release of videos from body-worn cameras.**

- Awareness is highest among African Americans (48%) and significantly lower among white respondents (26%). Awareness by other minorities is low (21%, based on small sample).



# Perceptions of Greenville City Police and Body-Worn Cameras (Q56-Q61)

Total Sample (n=401)

Don't know responses dropped from base

Q56. I trust the GPD to follow correct procedures for the use of body-worn cameras. (n=386)

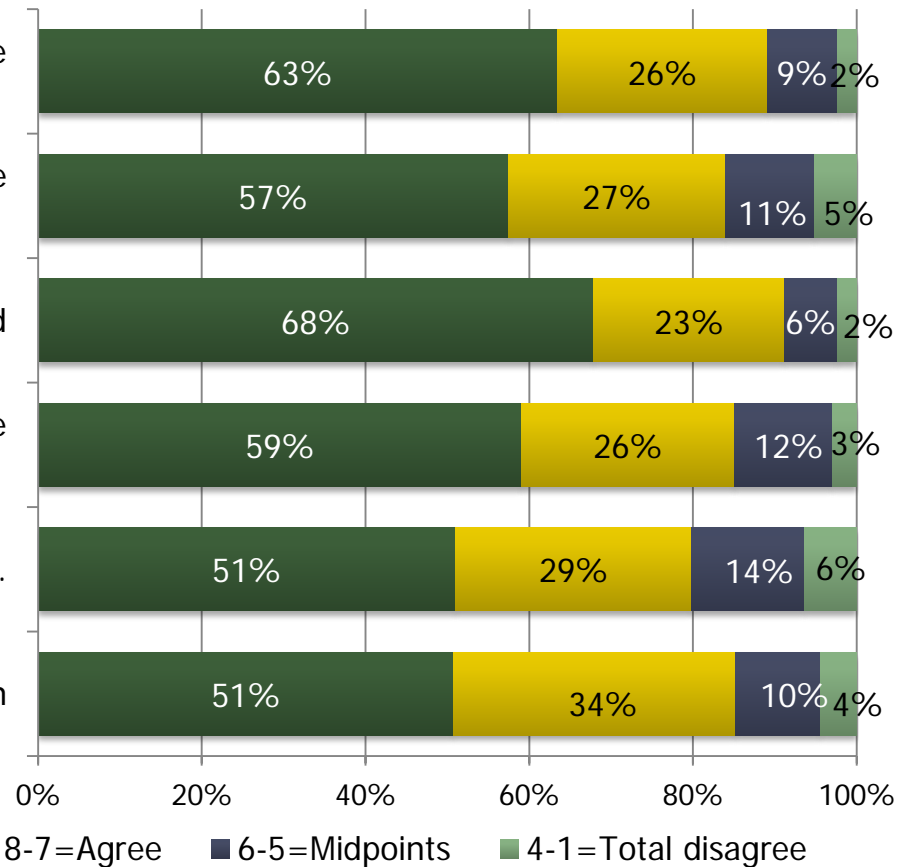
Q57. I believe the use of body-worn cameras will reduce the use of officer force. (n=369)

Q58. I believe videos from body-worn cameras will be valuable in evaluating interactions between the GPD and the public. (n=386)

Q59. A formal complaint against a GPD officer will be seriously investigated by the GPD. (n=374)

Q60. The GPD will investigate all complaints of officer misconduct, by anyone, including anonymous complaints. (n=363)

Q61. I believe the GPD will be open and transparent in addressing controversial concerns and conflicts, between the police and community. (n=386)



- At least 80% of respondents agree (rate 7 to 10) with each statement, with a majority agreeing "strongly." There are strong expectations that body-worn cameras will resolve many problems.



# Perceptions of Greenville City Police and Body-Worn Camera (Q56-Q61)

Don't know responses dropped from base

Performance of Greenville Police By Total Sample, Race and Age	2017 Total	White	African American	Other	18-34	35-54	55+
Average Ratings Don't know responses dropped from base. "n" is sample size before dropping don't know.	n=401	n=229	n=130	n=39	n=123	n=134	n=144
Scale: 1=Strongly disagree to 10=Strongly agree							
Q56. I trust the GPD to follow correct procedures for the use of body-worn cameras.	8.7	8.9	8.2	8.8	8.6	8.6	8.7
Q57. I believe the use of body-worn cameras by GPD will reduce use of officer force.	8.3	8.1	8.7	8.8	8.5	8.3	8.3
Q58. I believe videos from body-worn cameras will be valuable in evaluating interactions between GPD and public.	8.9	8.9	8.9	8.6	9.1	8.7	8.9
Q59. A formal complaint against a GPD officer will be seriously investigated by the GPD.	8.4	8.8	7.9	8.5	8.3	8.3	8.6
Q60. The GPD will investigate all complaints of officer misconduct, by anyone, including anonymous complaints.	8.1	8.4	7.5	8.3	8.0	7.8	8.4
Q61. I believe the GPD will be open and transparent in addressing controversial concerns and conflicts, between the police and community.	8.2	8.6	7.6	8.0	8.2	8.0	8.3

- Ratings overall and by key demographic segments are high.
- African Americans give significantly lower ratings than white respondents on Q56, Q59, q60 and Q61, but give higher ratings than white respondents on Q57. There is no significant difference on Q58.



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# Respondent Demographic Profile

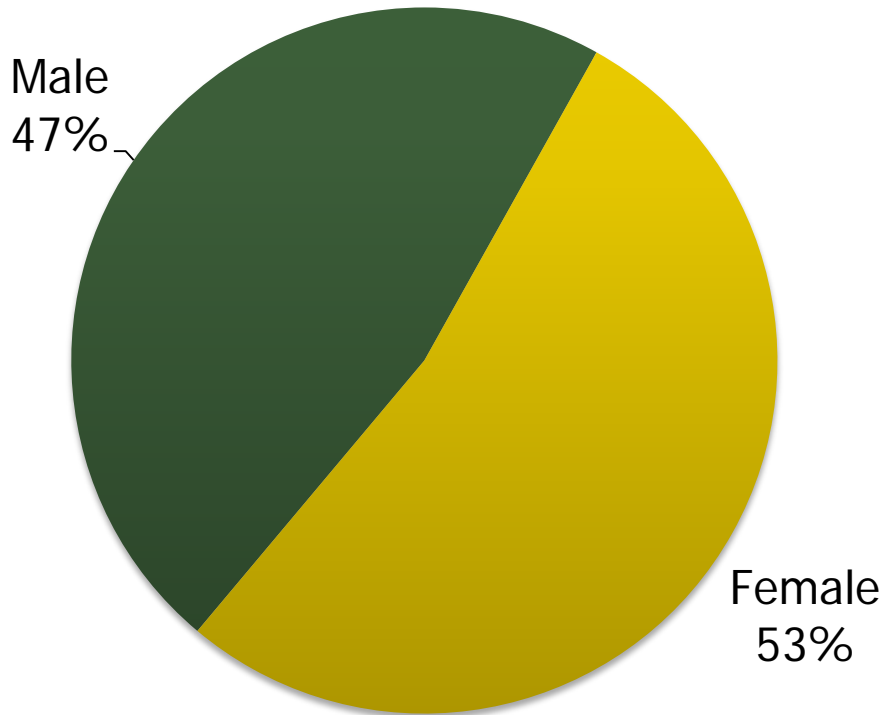
(Responses may not sum to exactly 100%, due to rounding)



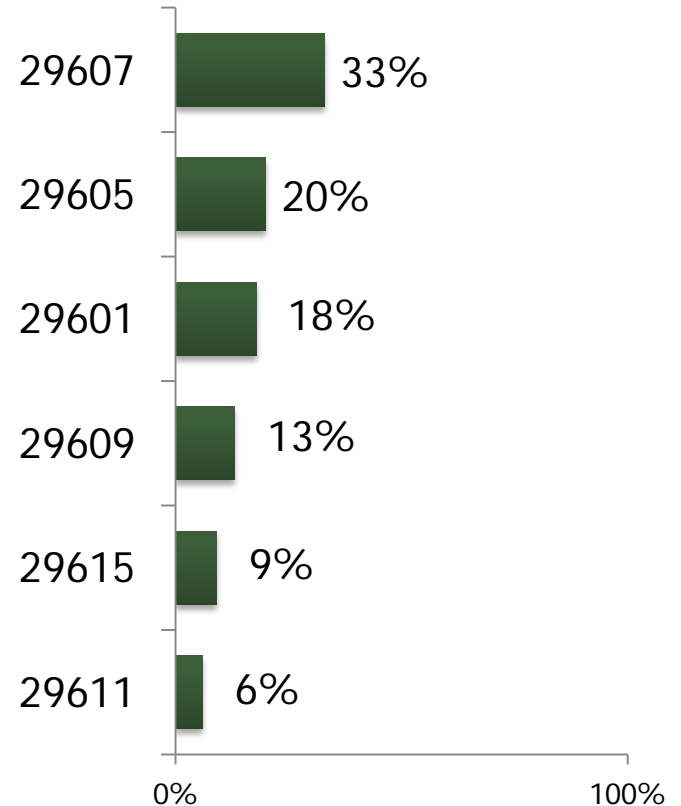
# Respondent Demographic Profile

Total Sample

### Gender (Q1, n=401)



### Zip Code (Q3, n=401)



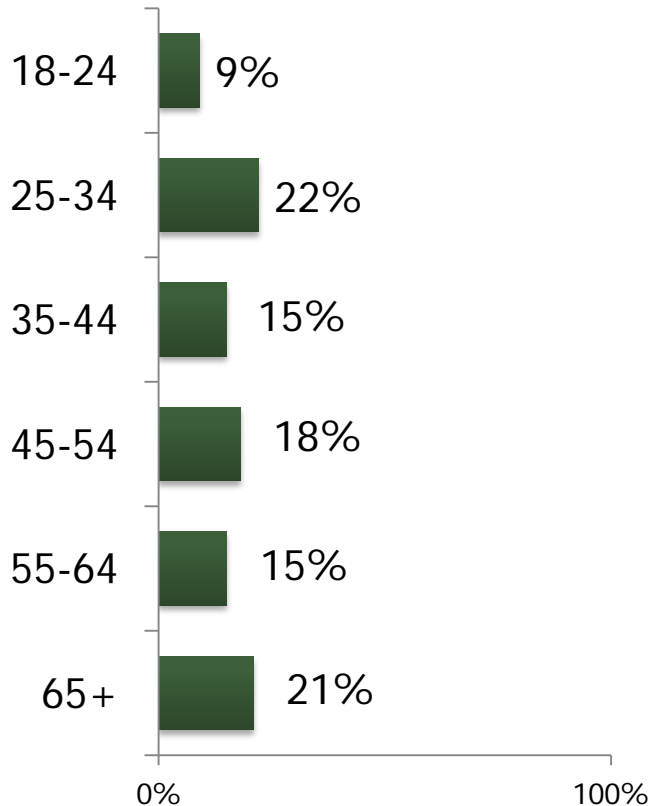


# Respondent Demographic Profile

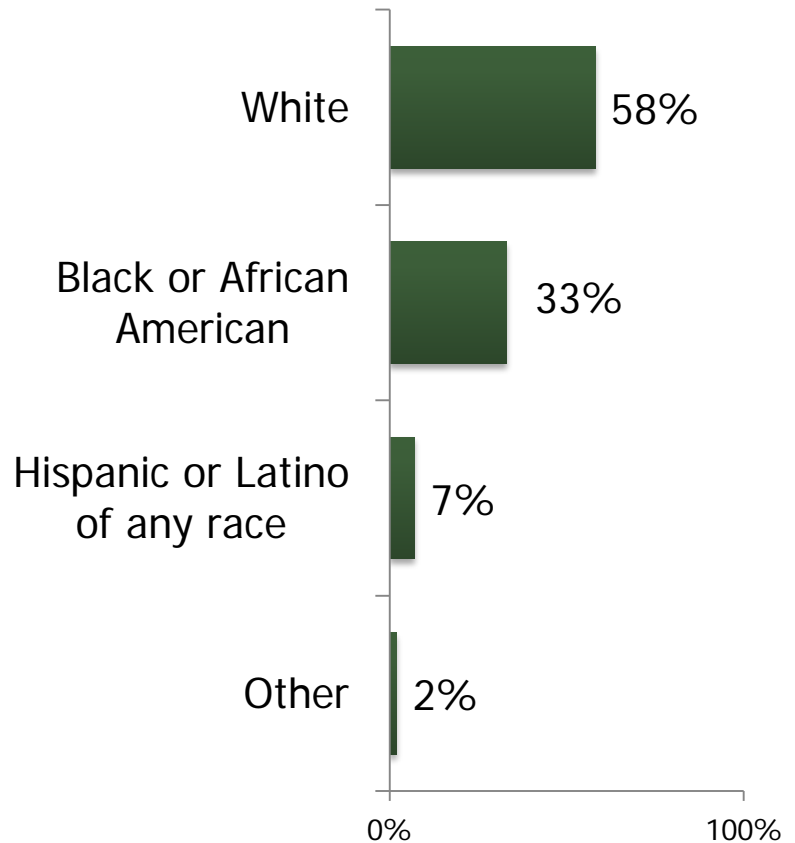
Total Sample (n=401)

Refusals dropped from base

### Age (Q62, n=401)



### Race/Ethnicity (Q63, n=398)

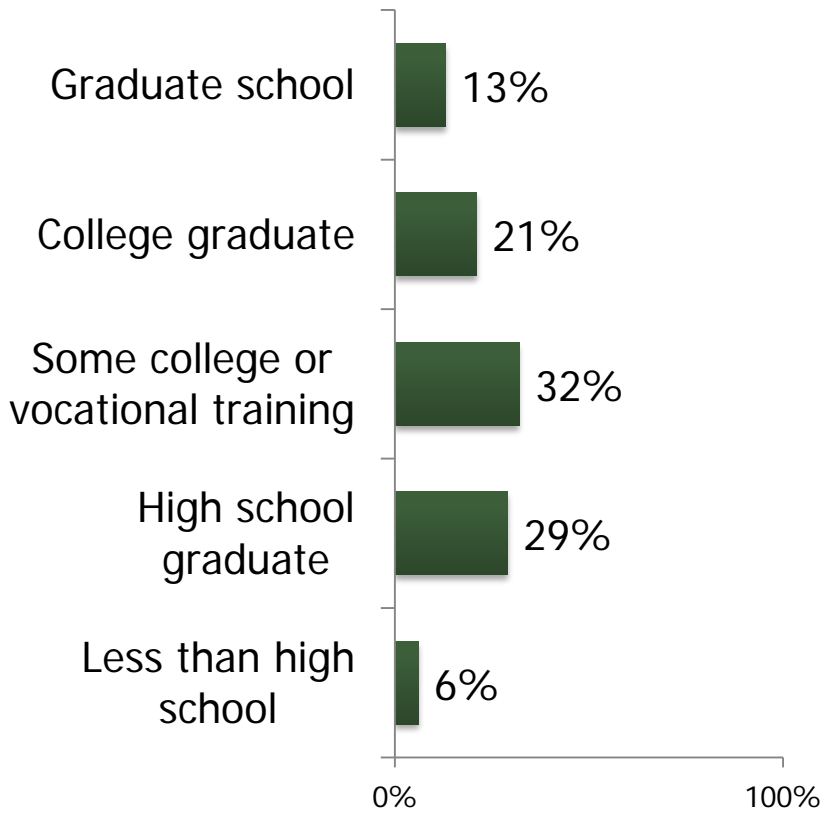




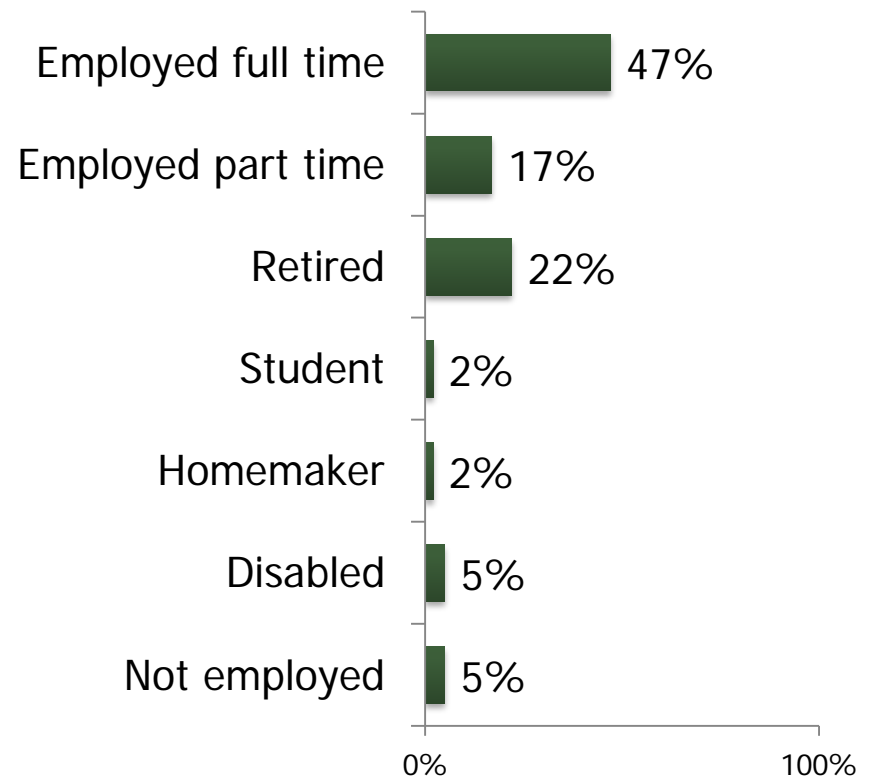
# Respondent Demographic Profile

Total Sample (n=401)  
Refusals dropped from base

### Education (Q64, n=397)



### Employment (Q65, n=397)

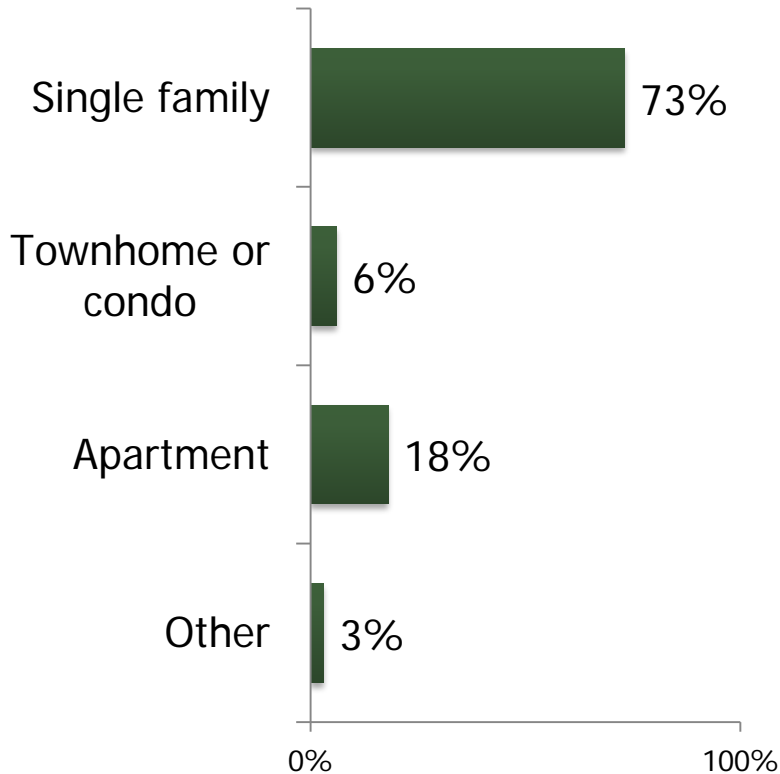




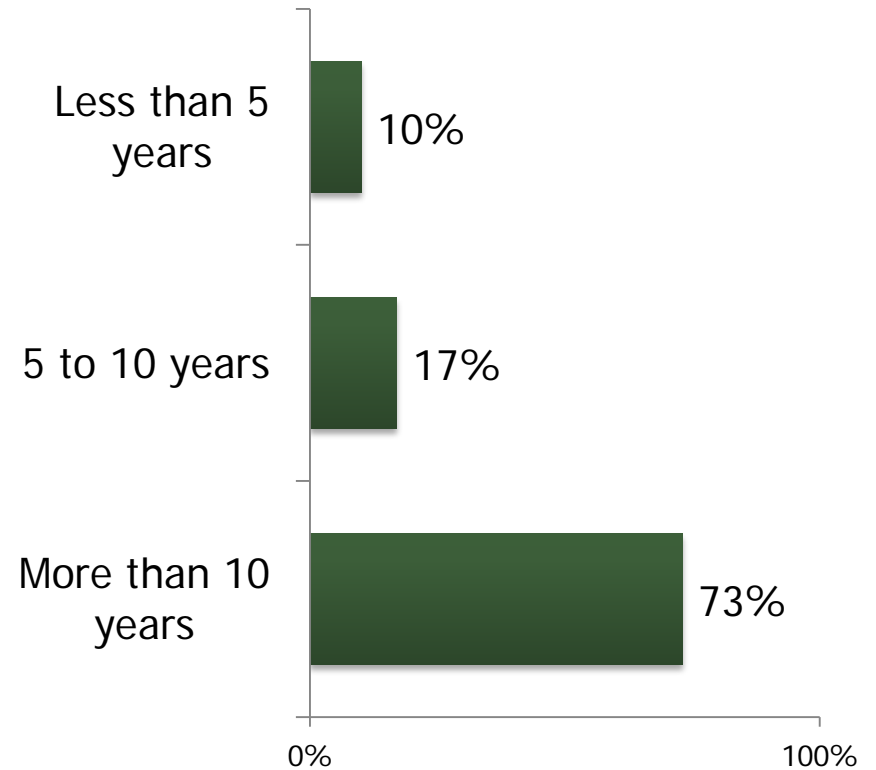
# Respondent Demographic Profile

Total Sample (n=401)  
Refusals dropped from base

### Type of Home (Q66, n=399)



### Years in Greenville (Q67, n=398)







# Respondent Demographic Profile

Total Sample (n=401)  
Refusals dropped from base

## Household Income Before Taxes (Q68, n=319)

