

2009 Durham Resident Public Safety Perception Benchmarks

Facilitated by the Durham Convention & Visitors Bureau

ON BEHALF OF



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PREFACE

DCVB retains Nanophrades (*nan' oh fray des*) to undertake an annual scientific public opinion poll of Durham residents in order to assess and understand internal and external attitudes and opinions toward Durham. The research was conducted through a telephonic survey during August and September of 2009 and includes surveys of 400 residents. All participants were over the age of 20.

The margin of error for the study was +/- 4.9%, except when results are broken into subcategories or cross-tabulations, which have a higher margin of error due to the smaller sample size, and should only be used to show overall trends.

As part of its performance metrics the Durham Police Department has partnered with the Durham Convention & Visitors Bureau (DCVB) on portions of surveys of public opinion since 2005. Included in this report are some results related to how residents perceive the community overall along with the results of DPD's survey questions.

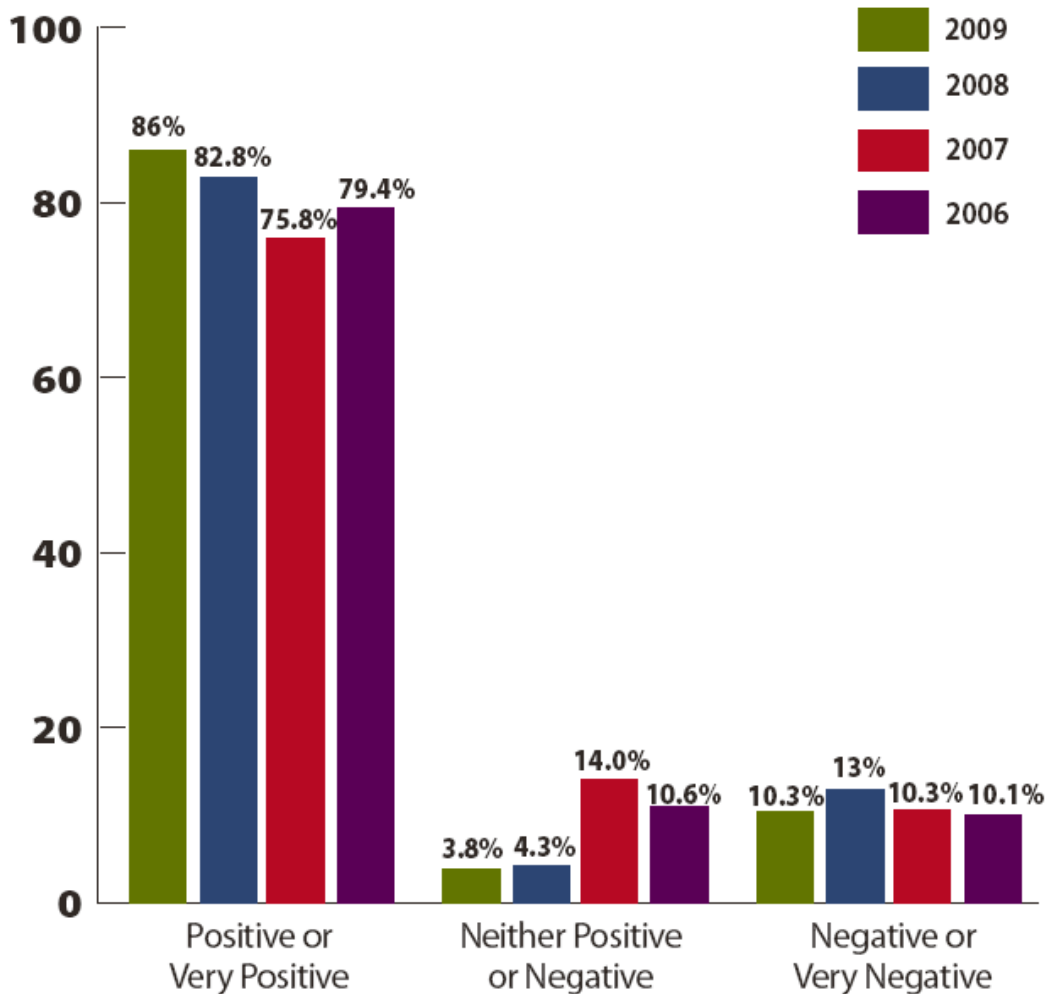
Overall observations:

- By more than 8 to 1, Durham residents have a positive self-image of the community. Residents are not the source of issues related to image, although the 4.3% with a very negative image may be disproportionately more vocal.
- Durham residents also remain proud of Durham by a ratio of 6.2 to 1, and 85.8% are now proud of Durham instead of the 81.3% who were last year.
- By more than 5 to 1, Durham residents are pleased with the community as a place to live with 74.1% being proud or very proud, 12.3% being undecided and 13.8% not being proud.
- Nearly 66%, or two-thirds of residents, feel safe or very safe, up from a low of 30% in 2005 but short of the highs of 76% and 79% in 2006 and 2007 respectively.
 - Newcomers living here 2 years and less feel safe by a margin of 3.2 to 1, similar to those who have lived here 11-20 years, with a margin of 3 to 1.
 - Residents living here 3-5 years feel safe by 7.8 to 1; those here 6-10 years by a margin of 6.2 to 1; and long-time residents of over 21 years by a margin of 5.7 to 1.
 - African Americans feel safe by 5.6 to 1 and Caucasians by 5.1 to 1; however, Asian Americans feel safe by only 2.5 to 1 and Hispanics by 2.4 to 1. The proportion uncertain is similar across ethnicities.
- The proportion of residents who perceive Durham has a gang problem has dropped from a margin of 7 to 1 to just slightly more than 1 to 1. The percentage uncertain dropped from 26.4% to 12.3%.
 - Nearly 89% of Asian-Americans, 70% of Hispanics and 54% of African-Americans believe Durham has a gang problem. However, only 34.5% of Caucasians believe Durham has a gang problem and they are the only ethnic group that has a higher ratio of people who believe that Durham DOESN'T have a gang problem than those who do.
 - Of the 47.8% of residents who believe Durham has a gang problem, only 10% report this is based on a personal experience.
- More than 61% of residents believe the Durham Police Department is doing a good job of protecting and serving Durham residents, the highest level since polling began in 2005.
- By a margin of almost 4 to 1, residents feel the Durham Police Department is working closely with the community.

What is your overall image of Durham?

Durham Residents (city and county)	Frequency	Percent	Combined Percent	Positive to Negative Ratio
Very Positive	182	45.5%	86.0% Positive	8.3
Positive	162	40.5%		
Neither Positive or Negative	15	3.8%	3.8% Undecided	to 1
Negative	24	6.0%	10.3% Negative	
Very Negative	17	4.3%		
Total	400	100%		

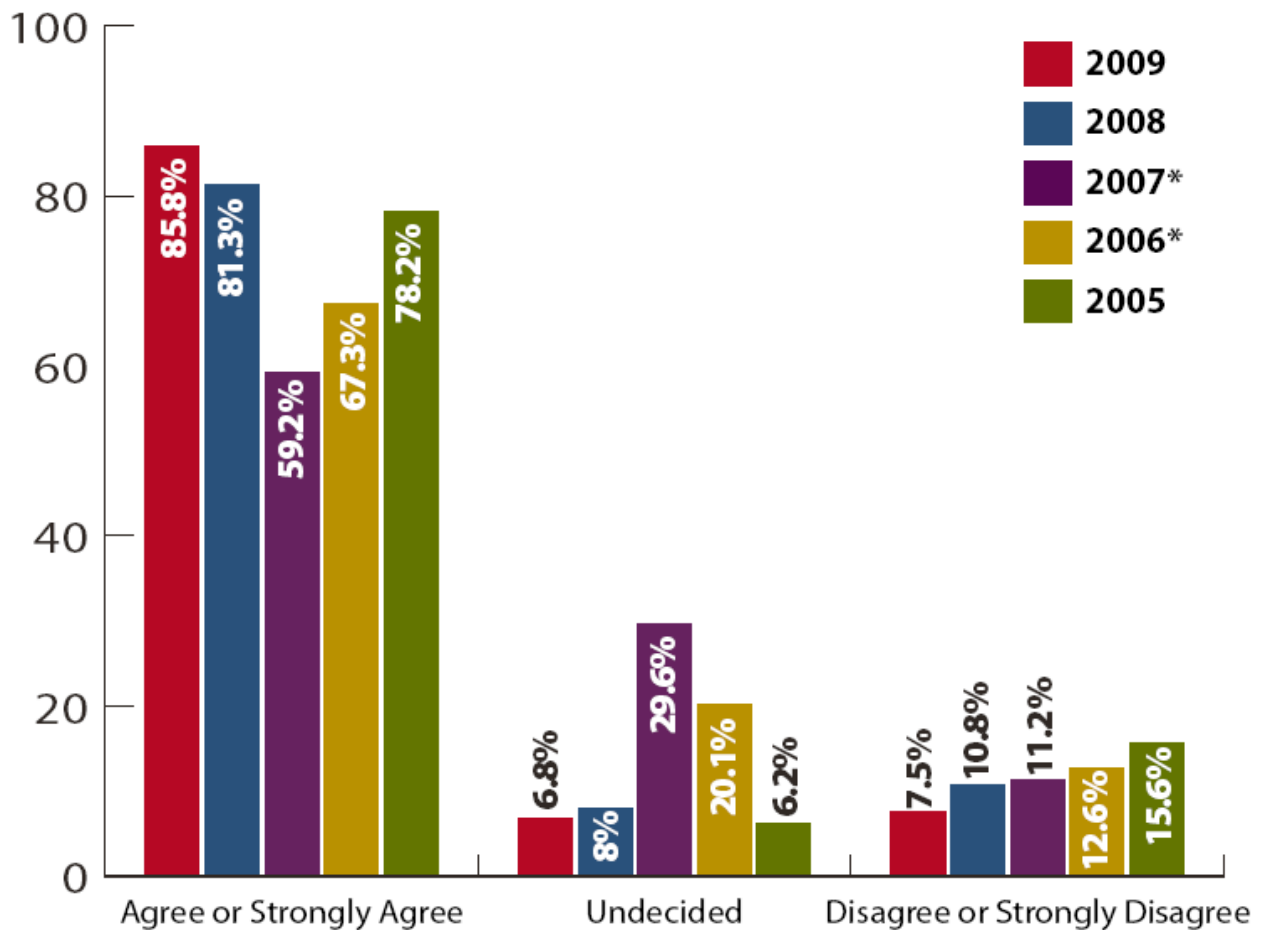
What is your overall image of Durham? (Durham Residents)



Overall, I am proud of Durham

Durham Residents (city and county)	Frequency	Percent	Combined Percent	Positive to Negative Ratio
Strongly Agree	140	35.0%	85.8% Positive	6.2
Agree	203	50.8%		
Uncertain	27	6.8%	12.3% Undecided	to
Disagree	18	4.5%	13.8% Negative	
Strongly Disagree	12	3.0%		
Total	400	100%		

Overall, I am proud of Durham (Durham Residents)

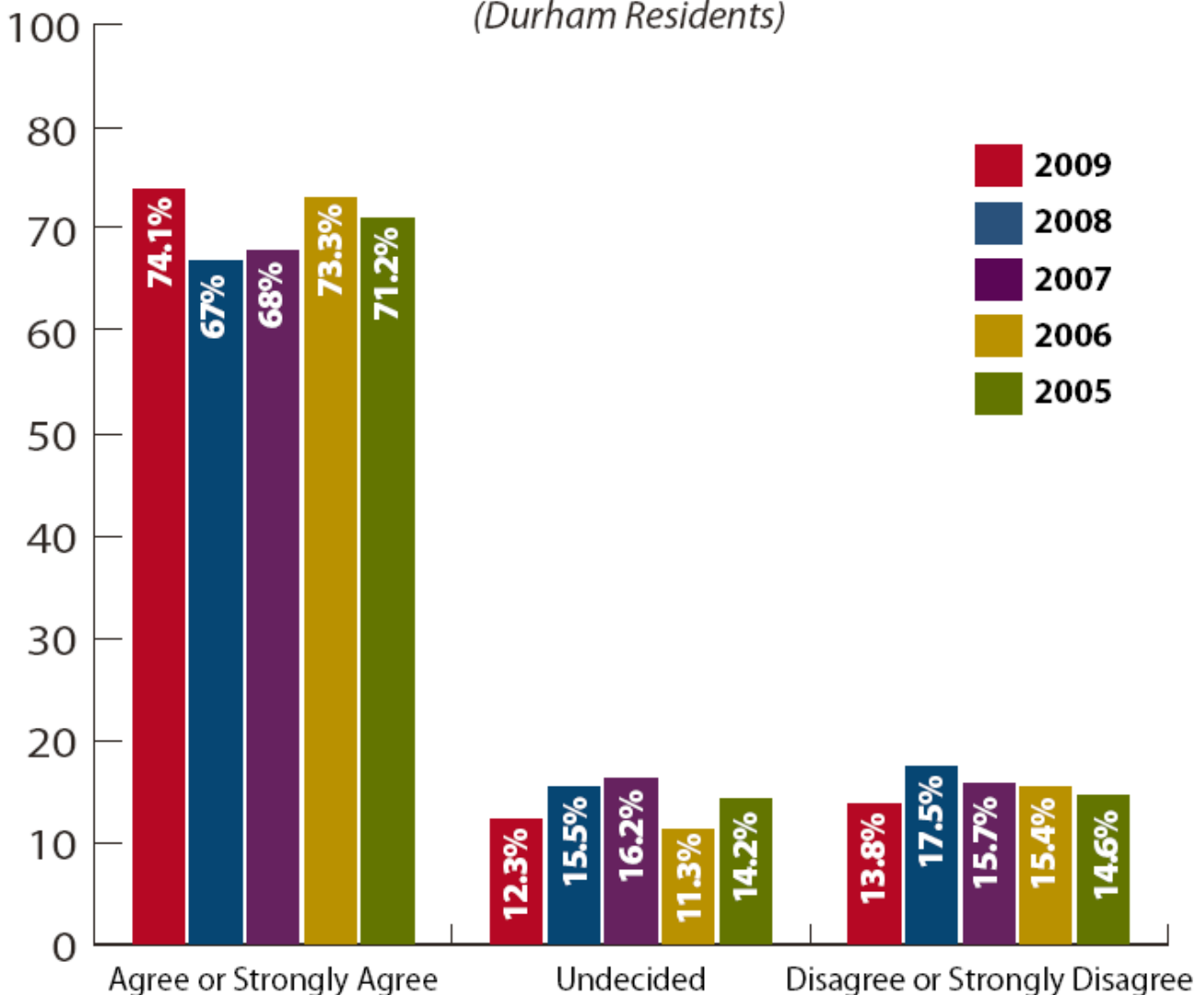


Overall, I am Pleased with Durham as a place to live

Durham Residents (city and county)	Frequency	Percent	Combined Percent	Positive to Negative Ratio
Strongly Agree	107	26.8%	74.1% positive	5.4
Agree	189	47.3%		
Uncertain	49	12.3%	12.3% undecided	to
Disagree	37	9.3%	13.8% negative	1
Strongly Disagree	18	4.5%		
Total	400	100%		

Overall, I am pleased with Durham as a place to live

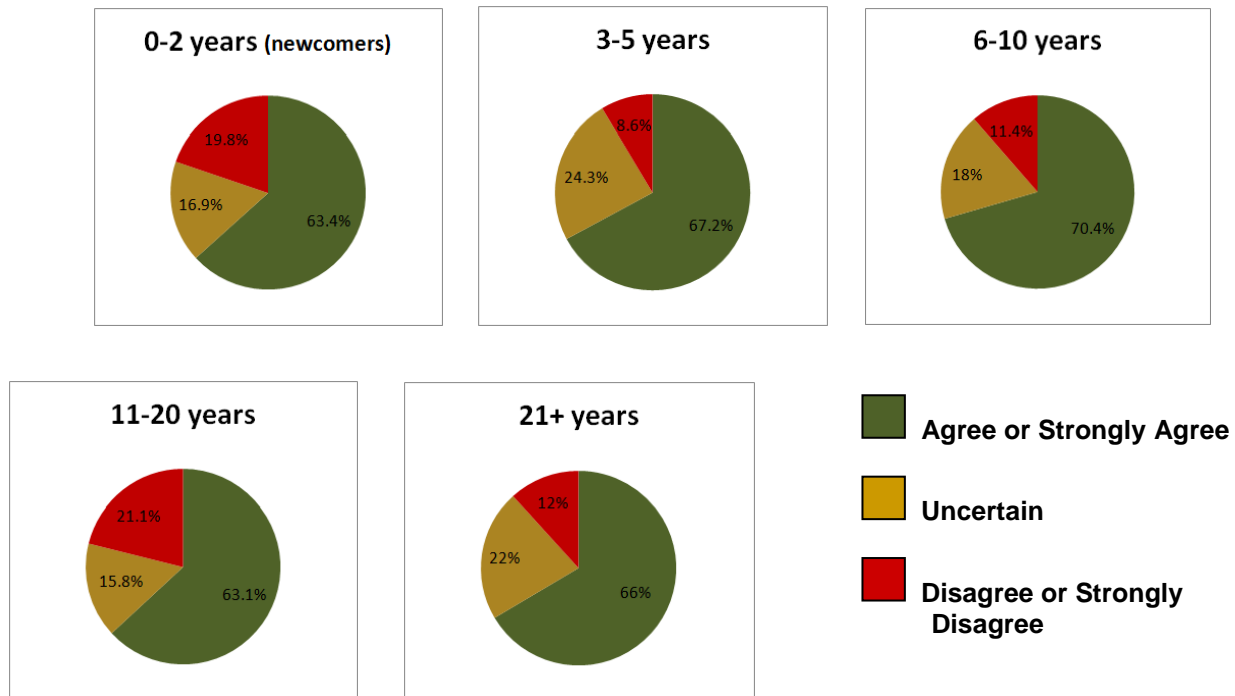
(Durham Residents)



I Feel Personally Safe in Durham ¹

	All Durham Residents	Male	Female
Strongly Agree	32.0%	32.2%	31.8%
Agree	33.5%	36.1%	31.4%
Undecided	20.3%	17.2%	22.7%
Disagree	6.5%	6.7%	6.4%
Strongly Disagree	7.8%	7.8%	7.7%
Positive to Negative Ratio	4.6 to 1	4.7 to 1	4.5 to 1

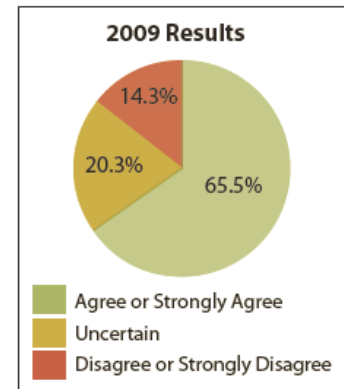
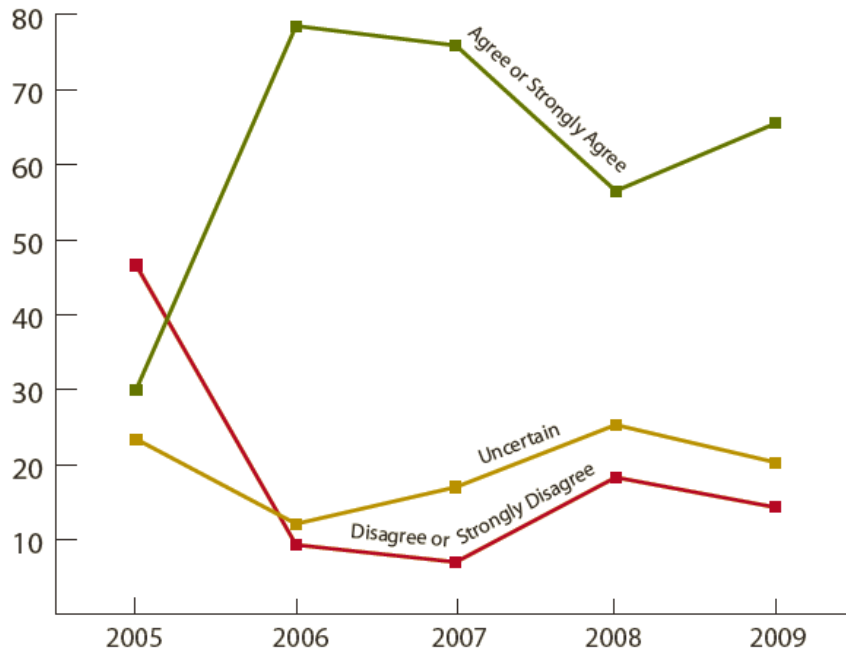
All Durham Residents	All Durham Residents	0-2 years (newcomers)	3-5 years	6-10 years	11-20 years	21+ years
Strongly Agree	32.0%	31.0%	28.6%	39.3%	27.6%	34.5%
Agree	33.5%	32.4%	38.6%	31.1%	35.5%	31.9%
Undecided	20.3%	16.9%	24.3%	18.0%	15.8%	21.8%
Disagree	6.5%	11.3%	5.7%	1.6%	6.6%	6.7%
Strongly Disagree	7.8%	8.5%	2.9%	9.8%	14.5%	5.0%
Positive to Negative Ratio	4.6 to 1	3.2 to 1	7.8 to 1	6.2 to 1	3 to 1	5.7 to 1



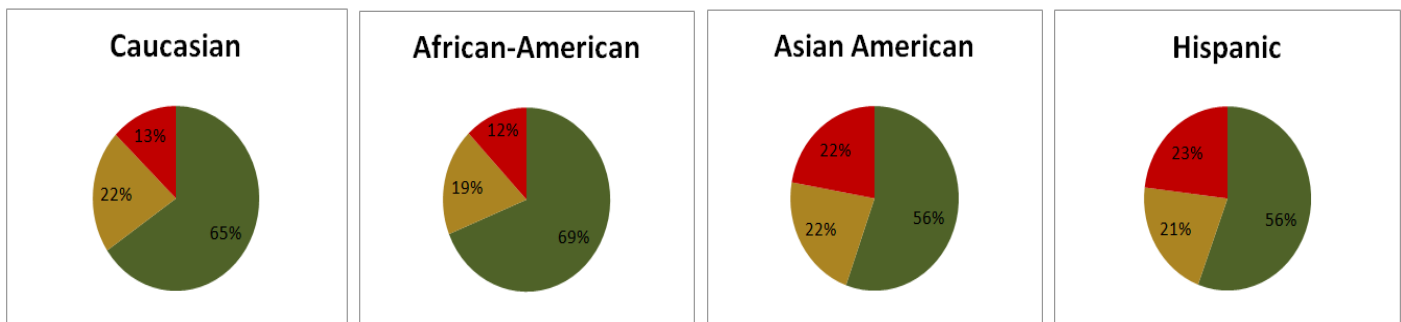
¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends.

Durham Resident Perceptions of Safety

(City and County)



All Durham Residents	All Durham Residents	Caucasian	African-American	Asian American	Hispanic
Strongly Agree	32.0%	26.9%	37.8%	22.2%	30.8%
Agree	33.5%	38.6%	31.1%	33.3%	25.0%
Undecided	20.3%	21.6%	18.9%	22.2%	21.2%
Disagree	6.5%	5.8%	5.5%	22.2%	7.7%
Strongly Disagree	7.8%	7.0%	6.7%	0	15.4%
Positive to Negative Ratio	4.6 to 1	5.1 to 1	5.6 to 1	2.5 to 1	2.4 to 1

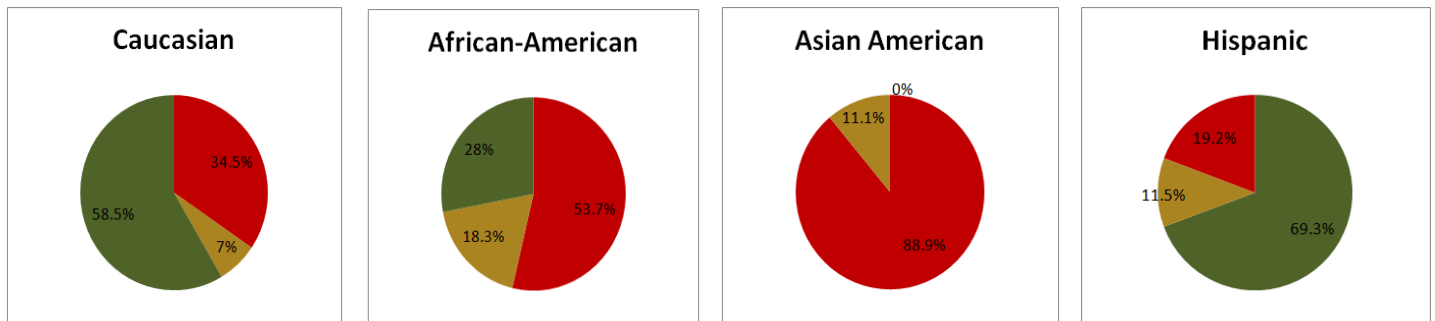


Agree or Strongly Agree
 Uncertain
 Disagree or Strongly Disagree

From My Personal Experience, Durham has a Gang Problem ¹

	All Durham Residents	Male	Female
Strongly Agree	4.5%	8.9%	0.9%
Agree	43.3%	40.0%	45.9%
Undecided	12.3%	12.8%	11.8%
Disagree	29.8%	24.4%	34.1%
Strongly Disagree	10.3%	13.9%	7.3%
Positive to Negative Ratio	1.2 to 1	1.3 to 1	1.1 to 1

All Durham Residents	All Durham Residents	Caucasian	African-American	Asian American	Hispanic
Strongly Agree	4.5%	4.1%	0	0	21.2%
Agree	43.3%	30.4%	53.7%	88.9%	48.1%
Undecided	12.3%	7.0%	18.3%	11.1%	11.5%
Disagree	29.8%	47.4%	18.9%	0	9.6%
Strongly Disagree	10.3%	11.1%	9.1%	0	9.6%
Positive to Negative Ratio	1.2 to 1	1.7 to 1	1.9 to 1	n/a	3.6 to 1

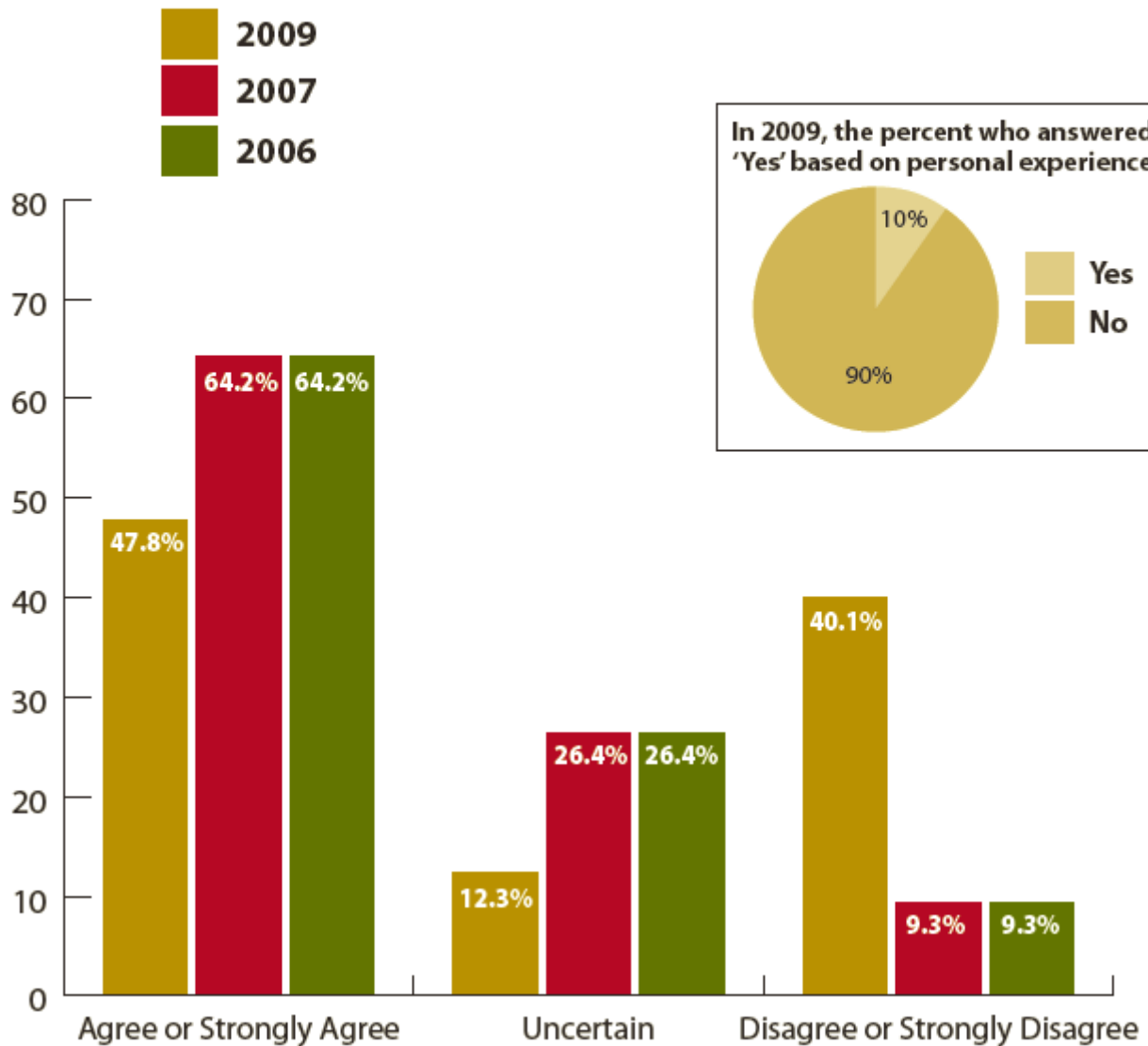


■ Disagree or Strongly Disagree
 ■ Uncertain
 ■ Agree or Strongly Agree

All Durham Residents	All Durham Residents	0-2 years (newcomers)	3-5 years	6-10 years	11-20 years	21+ years
Strongly Agree	4.5%	4.2%	1.4%	6.3%	5.3%	5.0%
Agree	43.3%	43.7%	40.0%	45.3%	40.8%	45.4%
Undecided	12.3%	12.7%	12.9%	15.6%	9.2%	11.8%
Disagree	29.8%	28.2%	35.7%	23.4%	30.3%	30.3%
Strongly Disagree	10.3%	11.3%	10.0%	9.4%	14.5%	7.6%
Positive to Negative Ratio	1.2 to 1	1.2 to 1	1.7 to 1	1.6 to 1	1 to 1	1.3 to 1

¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends.

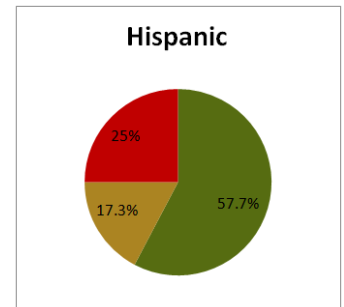
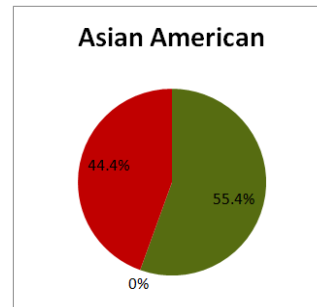
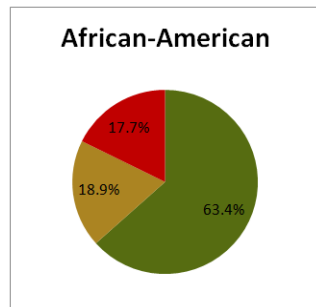
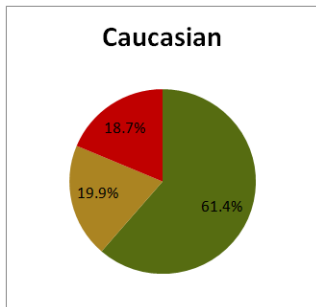
From my personal experience, Durham has a gang problem *(Durham Residents)*



Durham Police Department is Doing a Good Job of Protecting and Serving Durham Residents ¹

	All Durham Residents	Male	Female
Strongly Agree	36.5%	41.1%	32.7%
Agree	24.8%	18.9%	29.5%
Undecided	19.0%	17.2%	20.5%
Disagree	13.5%	17.8%	10.0%
Strongly Disagree	6.3%	5%	7.3%
Positive to Negative Ratio	3.1 to 1	2.6 to 1	3.6 to 1

All Durham Residents	All Durham Residents	Caucasian	African-American	Asian American	Hispanic
Strongly Agree	36.5%	36.8%	39.0%	11.1%	32.7%
Agree	24.8%	24.6%	24.4%	44.4%	25.0%
Undecided	19.0%	19.9%	18.9%	0	17.3%
Disagree	13.5%	9.9%	12.2%	44.4%	23.1%
Strongly Disagree	6.3%	8.8%	5.5%	0	1.9%
Positive to Negative Ratio	3.1 to 1	3.3 to 1	3.6 to 1	1.3 to 1	2.3 to 1



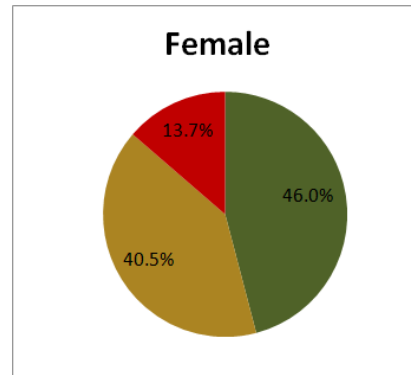
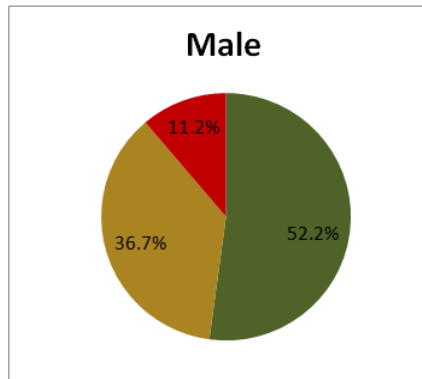
Agree or Strongly Agree
 Uncertain
 Disagree or Strongly Disagree

All Durham Residents	All Durham Residents	0-2 years (newcomers)	3-5 years	6-10 years	11-20 years	21+ years
Strongly Agree	36.5%	31.0%	32.9%	45.3%	36.8%	37.0%
Agree	24.8%	25.4%	31.4%	21.9%	18.4%	26.1%
Undecided	19.0%	16.9%	21.4%	12.5%	18.4%	22.7%
Disagree	13.5%	22.5%	8.6%	12.5%	17.1%	9.2%
Strongly Disagree	6.3%	4.2%	5.7%	7.8%	9.2%	5.0%
Positive to Negative Ratio	3.1 to 1	2.1 to 1	1.7 to 1	3.3 to 1	2.1 to 1	4.4 to 1

¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends.

I Feel the Durham Police Department is Working Closely with the Community ¹

	All Durham Residents	Male	Female
Strongly Agree	23.8%	18.3%	28.2%
Agree	25.0%	33.9%	17.7%
Undecided	38.8%	36.7%	40.5%
Disagree	6.5%	5.6%	7.3%
Strongly Disagree	6.0%	5.6%	6.4%
Positive to Negative Ratio	3.9 to 1	4.7 to 1	4.1 to 1



Agree or Strongly Agree
 Uncertain
 Disagree or Strongly Disagree

All Durham Residents	All Durham Residents	Caucasian	African-American	Asian American	Hispanic
Strongly Agree	23.8%	25.1%	23.2%	22.2%	19.2%
Agree	25.0%	22.2%	28.7%	22.2%	23.1%
Undecided	38.8%	39.8%	38.4%	33.3%	38.5%
Disagree	6.5%	6.4%	4.9%	0%	13.5%
Strongly Disagree	6.0%	6.4%	4.9%	22.2%	5.8%
Positive to Negative Ratio	3.9 to 1	3.7 to 1	5.3 to 1	2 to 1	2.2 to 1

¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends

Cross Tabulation of “Pleased With Durham as a Place to Live” and Perception of Gang Problem ¹

Pleased With Durham as a Place to Live	From My Personal Experience Durham has a Gang Problem	Percent	Combined Percent	Positive to Negative Ratio
Very Positive	Strongly Disagree	9.3%	36.4%	1
	Disagree	27.1%		
	Uncertain	12.1%	12.1%	to
	Agree	48.6%	51.4%	1.4
	Strongly Agree	2.8%		
Positive	Strongly Disagree	12.2%	42.9%	1
	Disagree	30.7%		
	Uncertain	13.8%	13.8%	to
	Agree	35.4%	43.3%	1
	Strongly Agree	7.9%		
Neither Positive Nor Negative	Strongly Disagree	10.2%	32.6%	1.7
	Disagree	22.4%		
	Uncertain	12.2%	12.2%	to
	Agree	55.1%	55.1%	1
	Strongly Agree	0		
Negative	Strongly Disagree	8.1%	48.7%	1.1
	Disagree	40.5%		
	Uncertain	8.1%	8.1%	to
	Agree	43.2%	43.2%	1
	Strongly Agree	0		
Very Negative	Strongly Disagree	0	33.3%	1
	Disagree	33.3%		
	Uncertain	5.6%	5.6%	to
	Agree	61.1%	61.1%	1.8
	Strongly Agree	0		

- Among people who are very positive about Durham as a place to live, there are 1.4 people who believe Durham has a gang problem for every one who doesn't.
- People who are negative about Durham as a place to live and people who are positive about Durham as a place to live are split almost evenly in believing Durham does and Durham doesn't have a gang problem,
- Among people who are undecided about Durham as a place to live, there are almost 2 (1.7) people who believe Durham does NOT have a gang problem for every one who does.
- Among people who are very negative about Durham as a place to live, there are almost 2 (1.8) people who believe Durham has a gang problem for every one who doesn't.

¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends.

Cross Tabulation of “Pride in Durham” and Perception of Gang Problem ¹

I am Proud of Durham	From My Personal Experience Durham has a Gang Problem	Percent	Combined Percent	Positive to Negative Ratio
Strongly Agree	Strongly Disagree	7.1%	35%	1
	Disagree	27.9%		
	Uncertain	9.3%	9.3%	to
	Agree	51.4%	55.7%	1.6
	Strongly Agree	4.3%		
Agree	Strongly Disagree	13.8%	43.8%	1
	Disagree	30.0%		
	Uncertain	13.3%	13.85	to
	Agree	37.9%	42.8%	1
	Strongly Agree	4.9%		
Neither Agree Nor Disagree	Strongly Disagree	3.7%	33.3%	1
	Disagree	29.6%		
	Uncertain	7.4%	7.4%	to
	Agree	55.6%	59.3%	1.8
	Strongly Agree	3.7%		
Disagree	Strongly Disagree	5.6%	22.3%	1
	Disagree	16.7%		
	Uncertain	38.9%	38.9%	to
	Agree	38.9%	38.9%	1.7
	Strongly Agree	0		
Strongly Disagree	Strongly Disagree	8.3%	75.0%	3
	Disagree	66.7%		
	Uncertain	0	0	to
	Agree	16.7%	25.0%	1
	Strongly Agree	8.3%		

- Among people who are very proud of Durham, people who are not proud of Durham and people who are unsure if they are proud of Durham, there is little difference in the ratio of people who believe Durham has a gang problem to those who don't, with between 1.6 and 1.8 people thinking there is a gang problem for every one that doesn't.
- People who are proud of Durham as a place to live are equally divided in their opinion of whether or not Durham has a gang problem with a 1 to 1 ratio of those who do and those who don't believe.
- Among people who are very **UN**proud of Durham there are 3 people who believe Durham does NOT have a gang problem for every one who does.

¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends.

Cross Tabulation of “Overall Image of Durham” and Perception of Gang Problem ¹

Overall Image of Durham	From My Personal Experience Durham has a Gang Problem	Percent	Combined Percent	Positive to Negative Ratio
Very Positive	Strongly Disagree	11.0%	38.5%	1
	Disagree	27.5%		
	Uncertain	12.6%	12.6%	to
	Agree	45.1%	48.9%	1.3
	Strongly Agree	3.8%		
Positive	Strongly Disagree	10.5%	37.0%	1
	Disagree	26.5%		
	Uncertain	11.1%	11.1%	to
	Agree	46.9%	51.8%	1.4
	Strongly Agree	4.9%		
Neither Positive Nor Negative	Strongly Disagree	6.7%	66.7%	3.3
	Disagree	60.0%		
	Uncertain	13.3%	13.3%	to
	Agree	20.0%	20.0%	1
	Strongly Agree	0		
Negative	Strongly Disagree	12.5%	45.8%	1.6
	Disagree	33.3%		
	Uncertain	25%	25%	to
	Agree	20.8%	28.3%	1
	Strongly Agree	8.3%		
Very Negative	Strongly Disagree	0	52.9%	1.1
	Disagree	52.9%		
	Uncertain	0	0	to
	Agree	41.2%	47.2%	1
	Strongly Agree	5.9%		

- People who have a positive or very positive image of Durham are similar in their view of whether or not Durham has a gang problem with 1.3 (of those very positive) and 1.4 (of those positive) people believing there is a gang problem from every one who believes there isn't.
- People who have neither a positive nor a negative image of Durham are more than three times likely to believe Durham DOESN'T have a gang problem than those who do.
- People who have a negative or very negative image of Durham are more likely to believe Durham DOESN'T have a gang problem than those who do with ratio of 1.6 to for negatives and 1.1 to 1 for very negatives.

¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends.

Cross Tabulation of “Feelings of Safety” and Perception of Gang Problem ¹

I Personally Feel Safe in Durham	From My Personal Experience Durham has a Gang Problem	Percent	Combined Percent	Positive to Negative Ratio
Strongly Agree	Strongly Disagree	8.6%	38.3%	1
	Disagree	29.7%		
	Uncertain	12.5%	12.5%	to
	Agree	43.8%	49.3%	1.3
	Strongly Disagree	5.5%		
Agree	Strongly Disagree	16.4%	41.8%	1
	Disagree	25.4%		
	Uncertain	16.4%	16.4%	to
	Agree	37.3%	41.5%	1
	Strongly Disagree	4.5%		
Neither Agree Nor Disagree	Strongly Disagree	6.2%	49.4%	1.1
	Disagree	43.2%		
	Uncertain	6.2%	6.2%	to
	Agree	44.4%	44.4%	1
	Strongly Disagree	0		
Disagree	Strongly Disagree	11.5%	34.6%	1
	Disagree	23.1%		
	Uncertain	7.7%	7.75%	to
	Agree	57.7%	57.7%	1.7
	Strongly Disagree	0		
Strongly Disagree	Strongly Disagree	0	19.4%	1
	Disagree	19.4%		
	Uncertain	12.9%	12.9%	to
	Agree	51.6%	67.7%	3.5
	Strongly Disagree	16.1%		

- People who feel safe and people who are uncertain about their feelings of safety are fairly equal in their view of whether or not Durham has a gang problem with about an equal number of people believing there is a gang problem and there isn't a gang problem.
- People who do feel unsafe in Durham are almost twice as likely to believe there is a gang problem in Durham as those who do not.
- People who feel very unsafe in Durham are three and a half times more likely to believe there is a gang problem in Durham as those who do not.

¹ When broken down into subcategories or cross-tabulations, results have a higher margin of error due to the smaller sample size. These results are more useful when used to show overall trends.



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