

**Seattle Police Department  
Customer Satisfaction Surveys  
Key Findings – June 2015**

Patrol Operations Commanders  
August 26, 2015

## **Overview**

- Research methods and objectives
- Results
  - From June 2015 Survey
  - Over time, across all surveys

## Customer Satisfaction Surveys

- Surveys of community members who called 9-1-1 and had an officer dispatched to provide assistance
- Interviews conducted by telephone by an independent, professional research firm
- First survey - June 2006
  - 200 customers interviewed in each survey
  - 2 to 4 surveys per year
  - 28 surveys

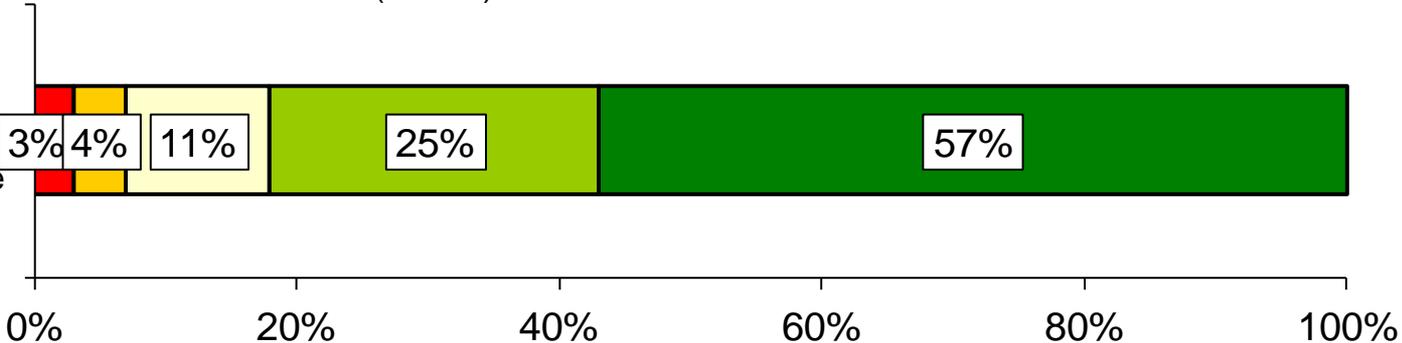
## Key Objectives

- Overall satisfaction with the experience
- Experiences with and opinions of
  - Officer who responded first
  - Department overall
  - Officers who serve the neighborhood
- Satisfaction with 9-1-1 operator
- Feelings of safety in Seattle

### Overall Satisfaction with this Experience with the Seattle Police Department: June 2015

(N=200)

Overall, how satisfied are you with this experience with the Seattle Police Department - from calling 9-1-1 on to all contacts you had with the Police Department as a result of that call?

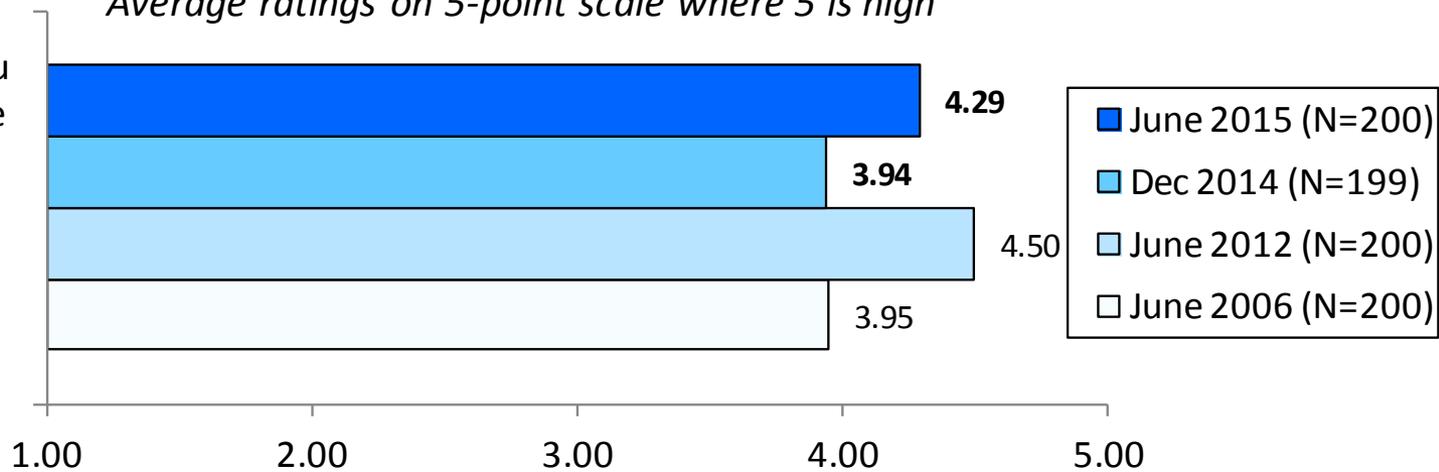


■ Not at all satisfied (1)    ■ 2    ■ 3    ■ 4    ■ Extremely satisfied (5)

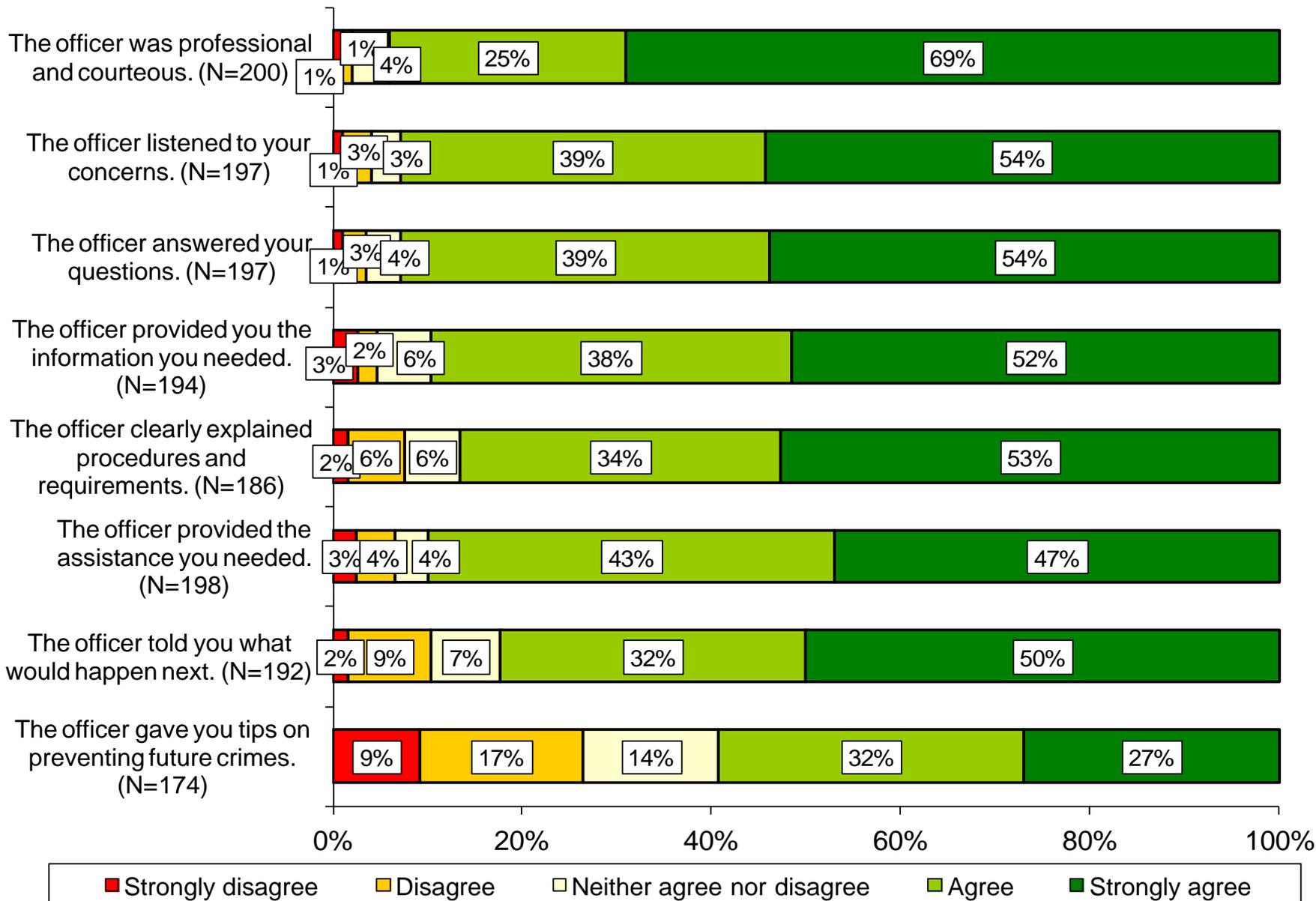
## Overall Satisfaction with this Experience with the Seattle Police Department: June 2006 to June 2015

*Average ratings on 5-point scale where 5 is high*

Overall, how satisfied are you with this experience with the Seattle Police Department - from calling 9-1-1 on to all contacts you had with the Police Department as a result of that call?\*

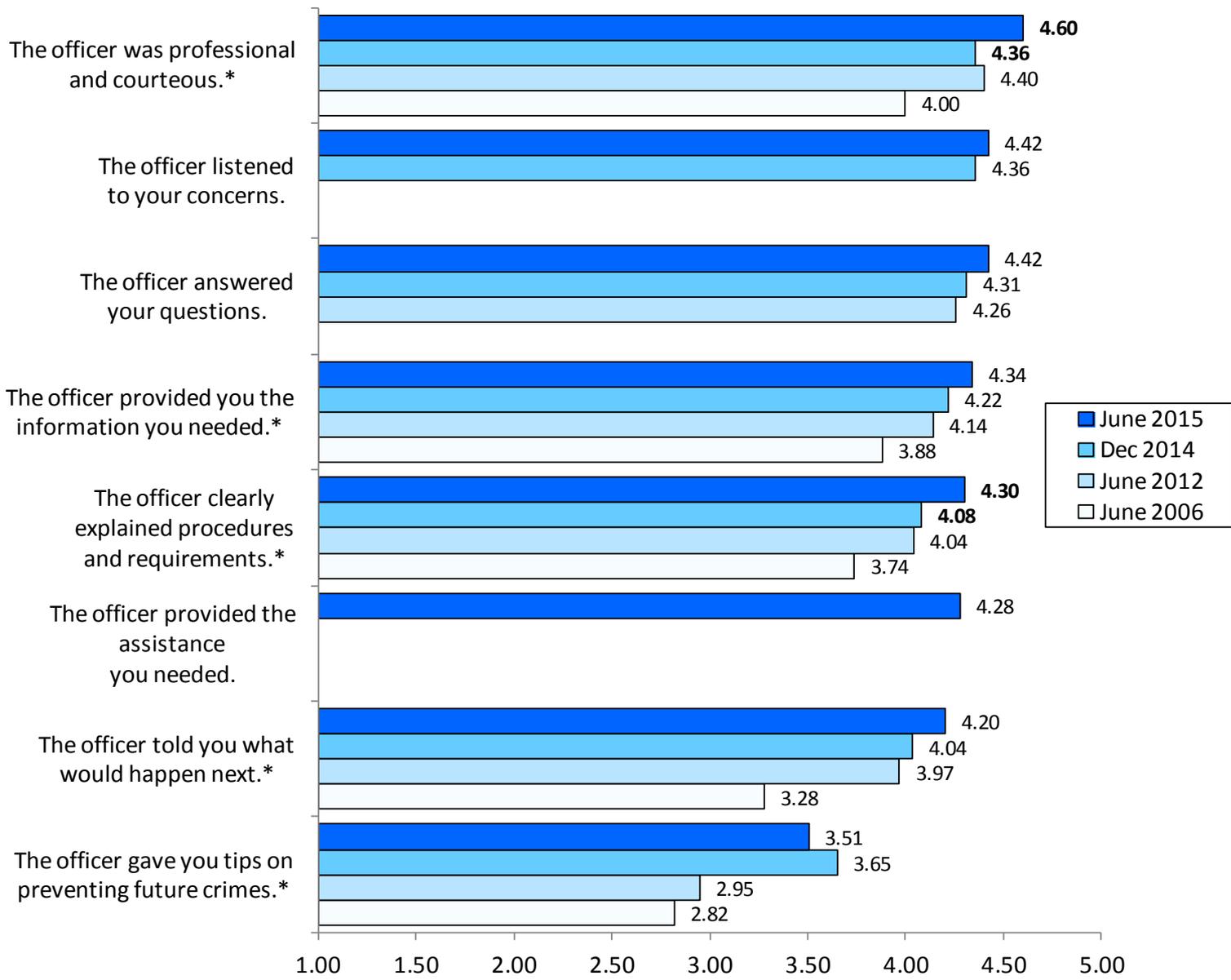


## Opinions of Officer Responding to the 9-1-1 Call: June 2015

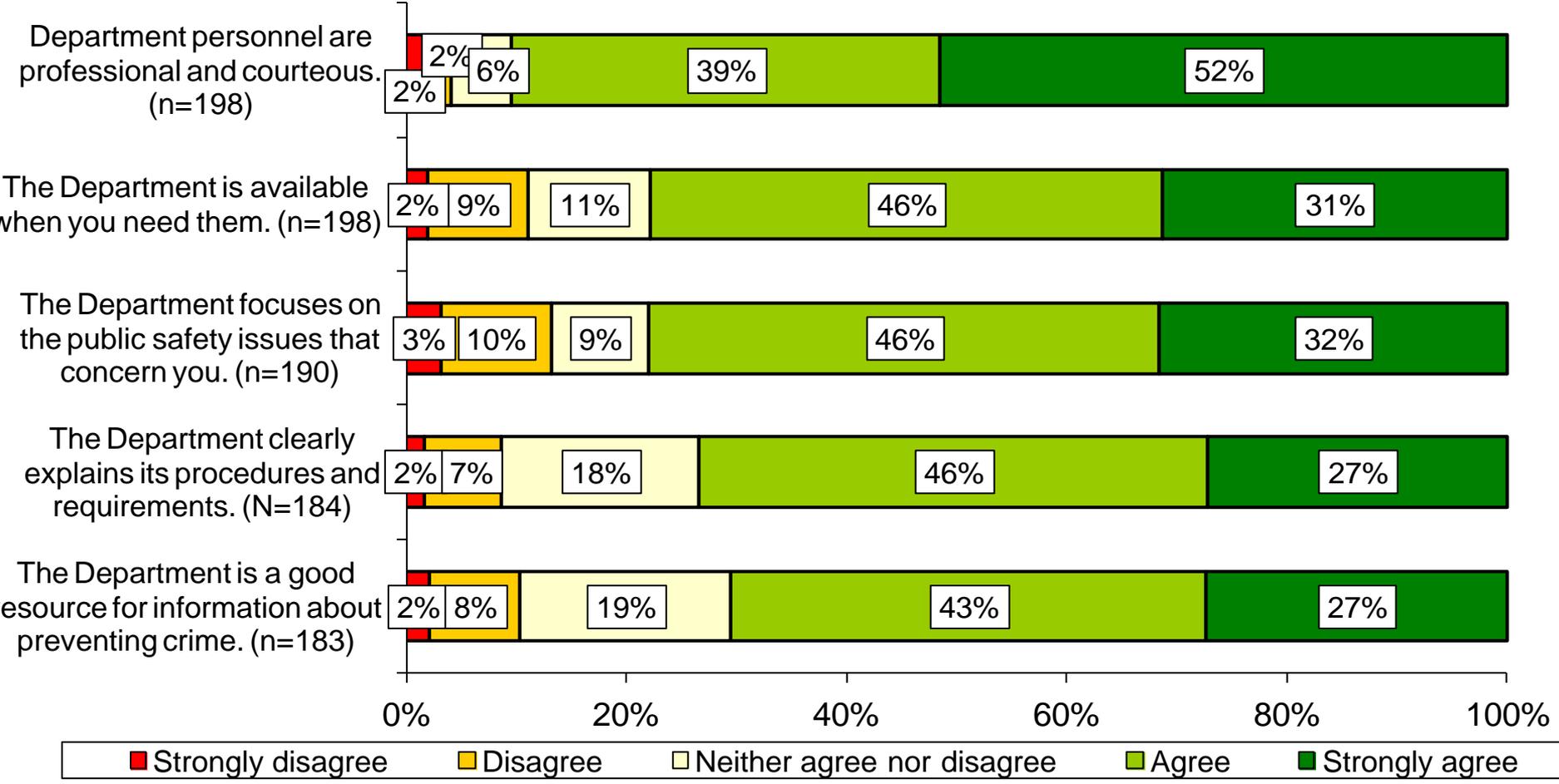


## Ratings of Officer Responding to the 9-1-1 Call: June 2006 to June 2015

Average ratings on 5-point scale where 5 is high

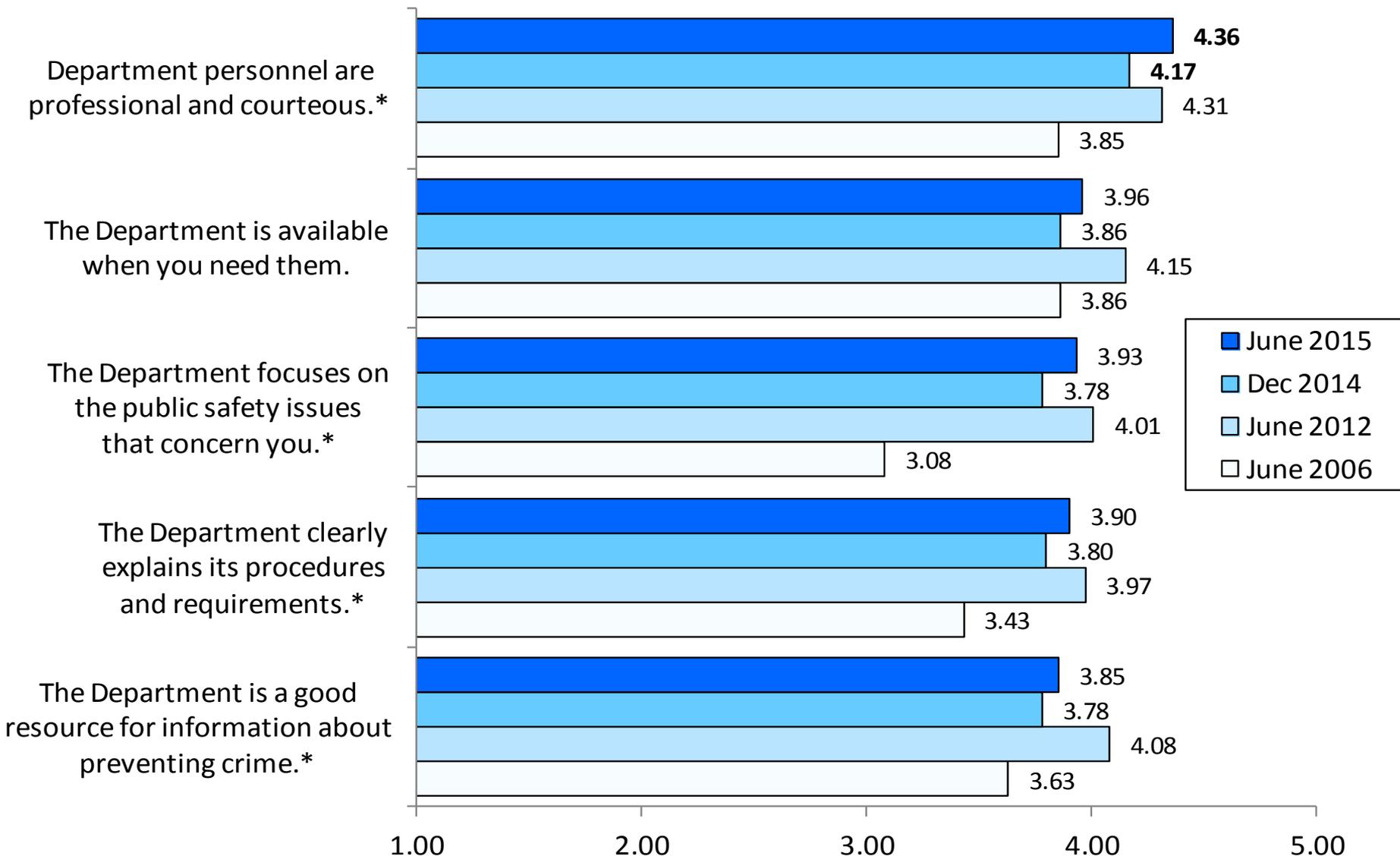


Opinions of the Seattle Police Department Overall: June 2015

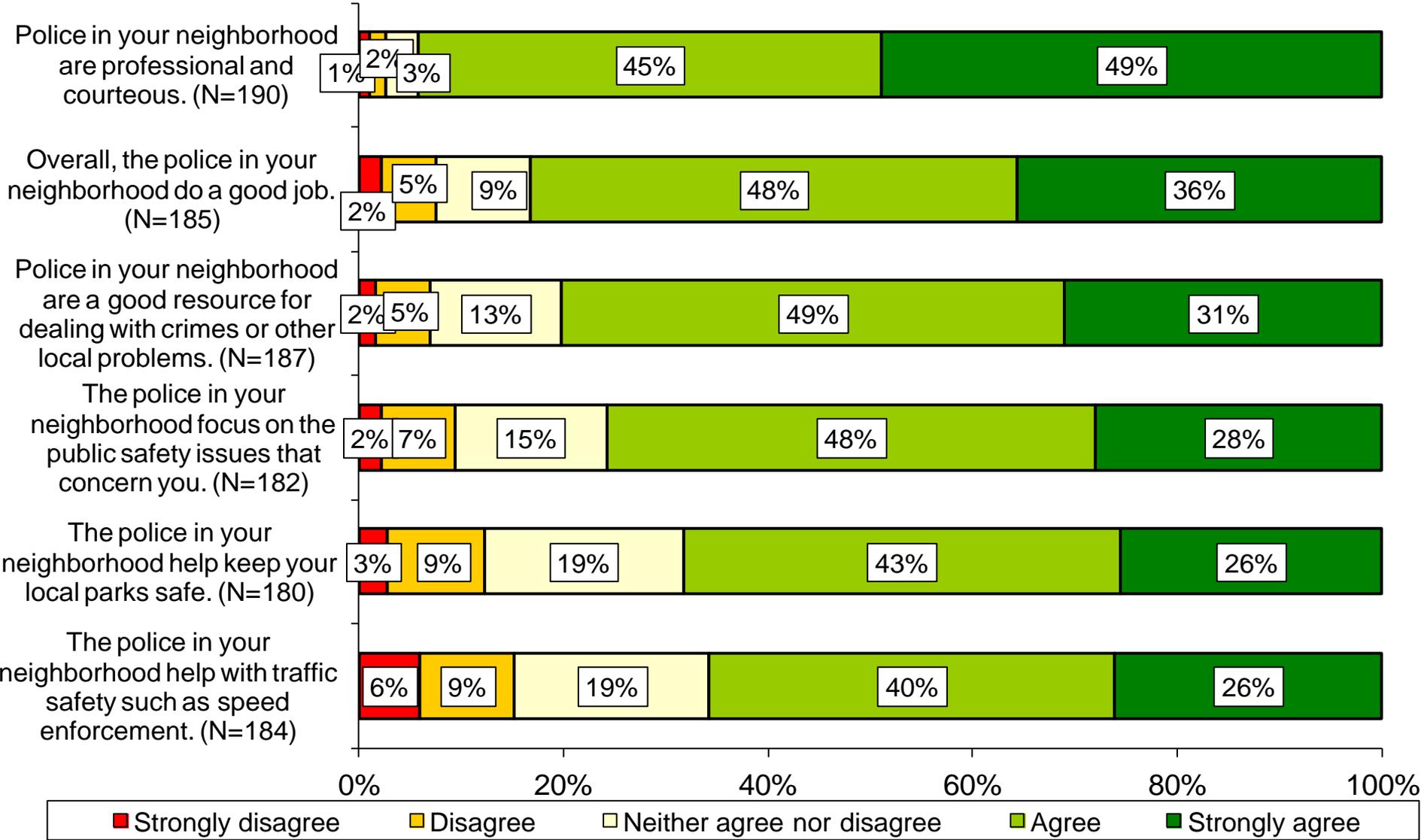


## Ratings of Seattle Police Department Overall: June 2006 to June 2015

*Average ratings on 5-point scale where 5 is high*

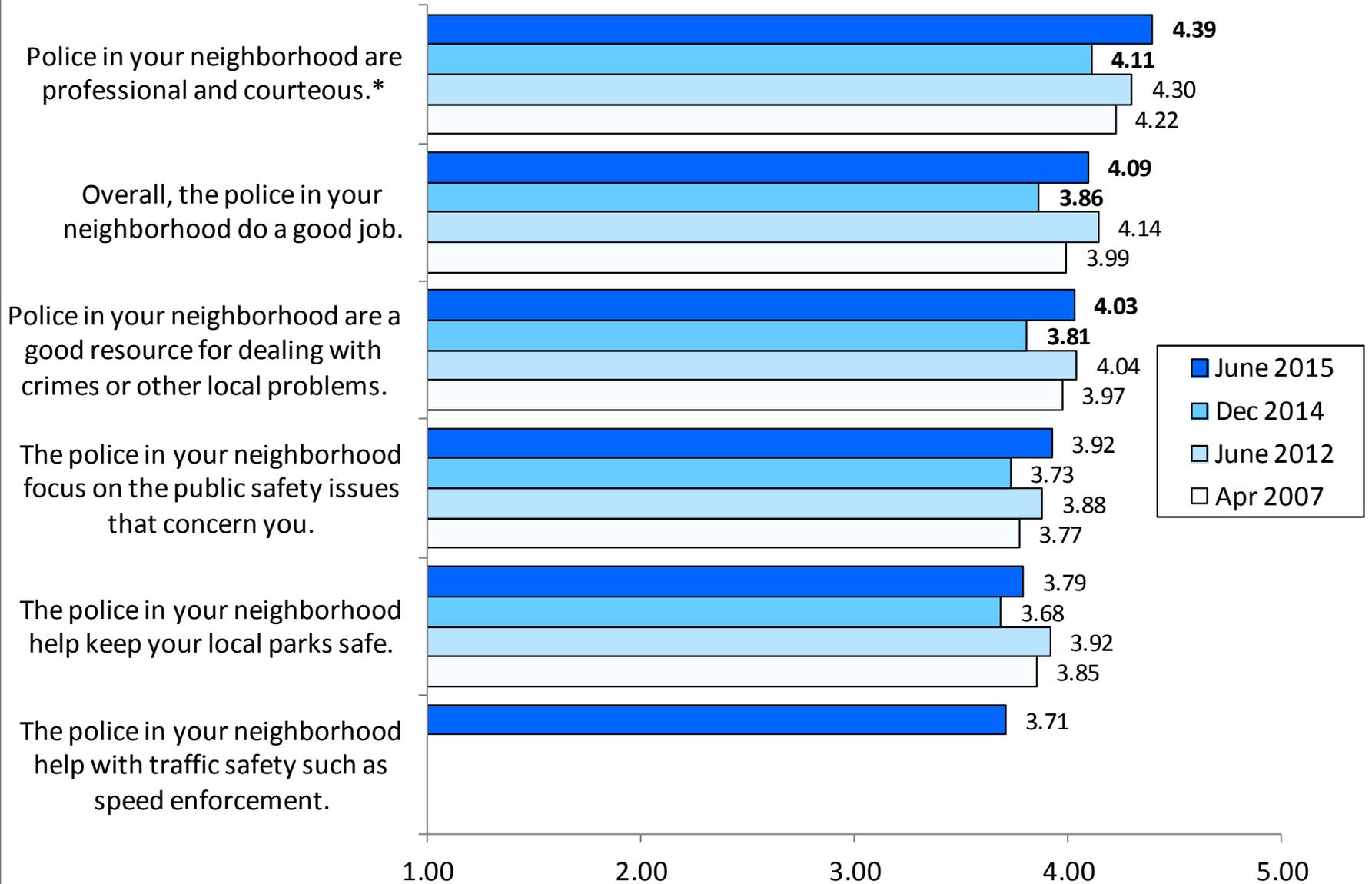


Opinions of Police Officers Who Serve Your Neighborhood: June 2015

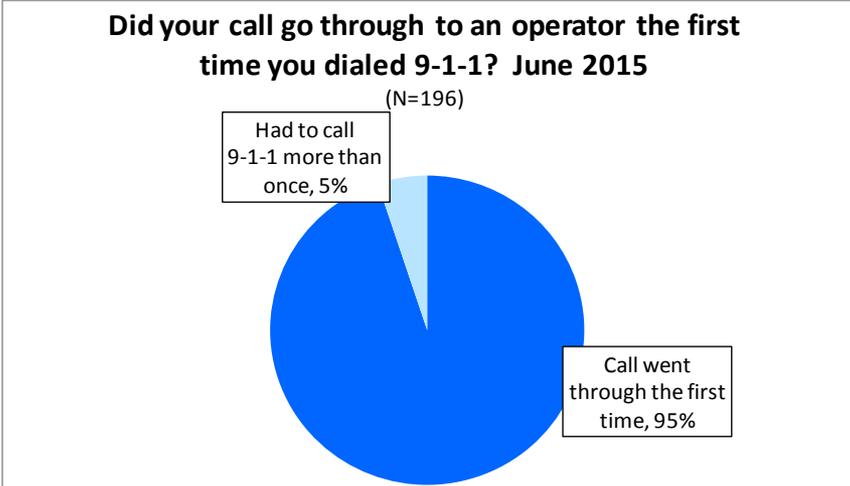
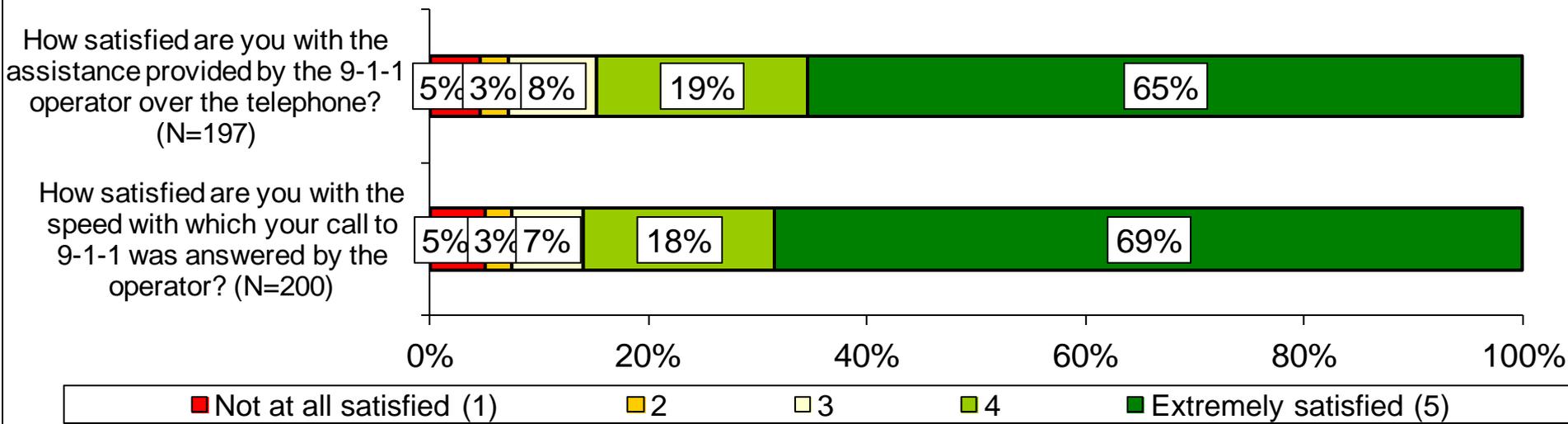


## Ratings of Officers Who Serve Your Neighborhood: April 2007 to June 2015

*Average ratings on 5-point scale where 5 is high*



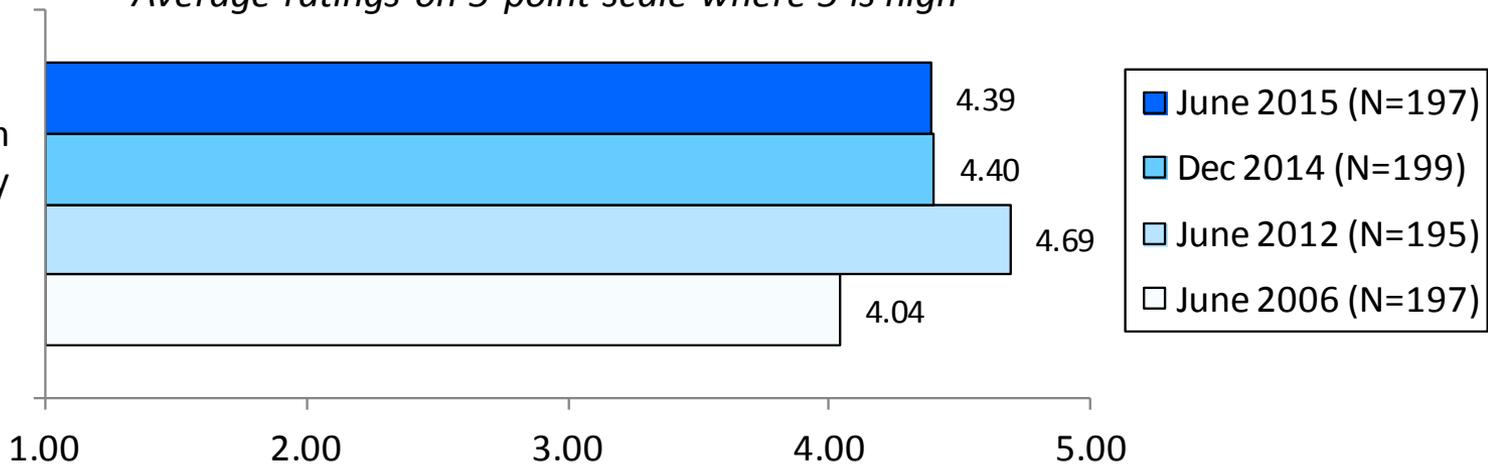
## Satisfaction with 9-1-1 Operations: June 2015



**Satisfaction with the Service Provided by the 9-1-1 Operator:  
June 2006 to June 2015**

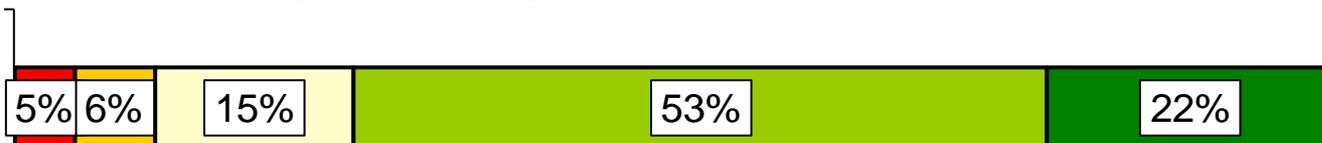
*Average ratings on 5-point scale where 5 is high*

How satisfied are you with the assistance provided by the 9-1-1 operator over the telephone?\*



## Feelings of Safety: June 2015

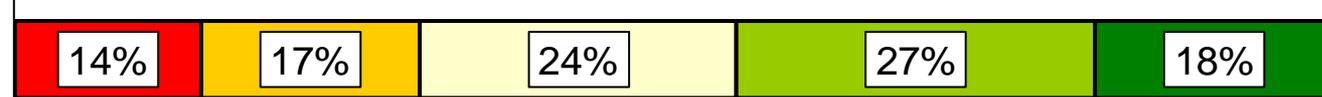
Overall, how safe do you personally feel in Seattle?  
(N=198)



Overall, how safe do you feel walking alone in your neighborhood during the day?  
(N=199)



And, overall, how safe do you feel walking alone in your neighborhood at night?  
(N=199)

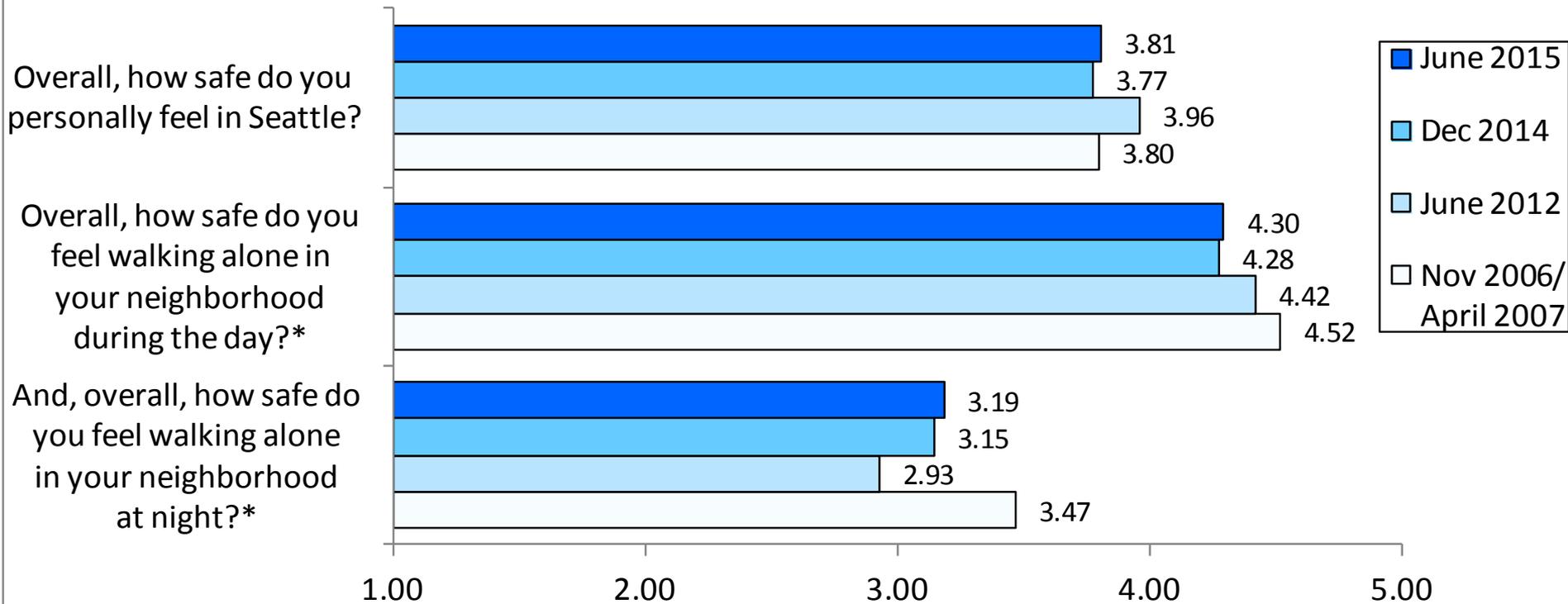


0% 20% 40% 60% 80% 100%

■ Not at all safe (1)    ■ 2    ■ 3    ■ 4    ■ Extremely safe (5)

## Feelings of Safety: November 2006/April 2007 to June 2015

*Average ratings on 5-point scale where 5 is high*



## Highlights from June 2015

- Overall satisfaction – higher in June 2015 than December 2014 and June 2006
- Officer responding to call – higher ratings for being professional and courteous and for clearly explaining in June 2015 than December 2014 and June 2006
- Department overall – higher ratings for being professional and courteous in June 2015 than December 2014 and June 2006
- Officers serving neighborhood – higher ratings for being professional and courteous in June 2015 than December 2014 and June 2006
- Satisfaction with 9-1-1 operator – higher in June 2015 than December 2014 and June 2006

## Other Objectives

- Customer satisfaction surveys provide additional information
  - Comparison across precincts
  - Comparison across type of call
  - Tracking the influence of sources of information on opinions about crimes in neighborhood
  - Impact of incident and service provided on feelings of safety