

**CUSTOMER ATTITUDE SURVEY
CONDUCTED FOR
BELLEVUE POLICE DEPARTMENT**

March, 2008



**ADVANCED MARKETING
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EXECUTIVE SUMMARY

Reason for Contact (Q3-Q4)

60% of respondents had reported a crime, 13% had been cited for a traffic violation, 8% had requested a service or information, 7% had been involved in an accident or medical emergency, 4% had been arrested or been a suspect, and 4% had been a witness or in phone contact with the police about a situation.

Competence of Employee (Q5)

On a scale of one to seven (one is “not at all competent” and seven is “completely competent”), respondents gave the Bellevue Police Department employee they had contact with a mean score of 6.1. 79% gave a score of 6 or 7 out of 7.

Quality of Service (Q5)

On a scale of one to seven (one is “very low quality” and seven is “very high quality”), respondents gave the quality of service they received from the Bellevue Police Department a mean score of 6.0. 76% gave a score of 6 or 7 out of 7.

Basis of Opinion (Q7)

Those who gave a rating of either “1” or “7” to Q5 and/or Q6 (n=219) were asked what, specifically, the employee did or said that was the basis for their opinion. 46% said the employee was “professional, knowledgeable, or thorough.” 41% said the employee was “understanding, helpful, or polite.” 17% said the employee was “quick,” and 9% said “overall good.”

Performance of Police Department (Q8-Q13)

On a scale of one to seven (one is “poor” and seven is “excellent”), respondents gave “professionalism” and “honesty” a mean score of 6.3. “Courtesy” and “fair and equal treatment” received a mean score of 6.1. “Communication skills” received a mean score of 6.0, and “follow-up” received a mean score of 5.6. It should be noted that 38% said “Don’t Know” when asked to rate “follow-up,” which may indicate they either did not need or did not receive follow-up.

One Word (Q14)

When respondents were asked to use one word to characterize Bellevue Police Department, 19% said “professional,” followed by “efficient” (6%), “helpful” (5%), “competent” (4%), “good” (4%), “excellent” (4%), and “great” (4%).

Most Serious Problem (Q15)

43% of respondents believe “crime/gangs/drugs” is the most serious police related problem in the area, followed by “traffic related issues” (16%). 17% feel there are no serious police related problems in the area.

Primary Source of Information (Q16-Q18)

58% said direct contact with the police is their primary source of information about the Bellevue Police Department and its officers, while 22% get most of their information through word of mouth. 21% get most of their information from radio or TV, followed by the internet (11%), the Seattle Times (6%), the Bellevue Reporter (4%), and mailers (2%).

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PURPOSE OF THE STUDY

The purpose of this study is to assist the Bellevue Police Department in measuring attitudes and perceptions regarding the Bellevue Police Department, by people who have had contact with the Bellevue Police Department.

METHODOLOGY

Advanced Marketing Research was hired to conduct the research project in order to obtain unbiased and statistically valid results.

Using questions proposed by the Bellevue Police Department, Advanced Marketing Research designed a questionnaire instrument to be administered by telephone. Using a list of people who had contact with the Bellevue Police Department (the list was provided by the Bellevue Police Department) 402 interviews were completed. Telephone interviews were conducted between March 14 and March 23, 2008.

Proper data analysis techniques were employed by Advanced Marketing Research to avoid introducing unnecessary error and bias into the study. These include, but are not limited to the following: use of computer assisted telephone interviewing (trained interviewers input the data into the computer as it is collected), selecting the sample using random means, attempting to call each phone number a minimum of three times, conducting 402 interviews in order to achieve a plus or minus 4.5% bound on error, and validating a minimum of 10% of each interviewer's work.

RESPONSE RATE

Of the 487 qualified respondents reached by telephone, 402 interviews were completed, for a response rate of 83%. The overall breakdown of numbers dialed is as follows:

| | |
|--------------------------|------------|
| Refusals | 85 |
| Disconnects | 227 |
| Wrong Number | 152 |
| Answering Machine | 514 |
| Fax Machine | 13 |
| Businesses | 41 |
| Busy | 17 |
| No Answer | 92 |
| Call Backs | 13 |
| Spanish Speaking Barrier | 12 |
| Other Language Barrier | 26 |
| No Qualified Respondent | 56 |
| Completed Interviews | <u>402</u> |
| Total Numbers Dialed | 1,650 |

TESTS FOR DIFFERENCES BETWEEN PROPORTIONS

When looking at the data tables, differences between percentage amounts can be misleading, and statistical tests must be conducted to determine if the differences are statistically significant. The computer makes these calculations for us, and the results are occasional plus or minus signs at the bottom of certain cells. These indicate that those answers are more different from everybody else's answers than could be expected due to chance, given the sample sizes involved. Plus signs are used if the group picks that answer *more* often than everyone else; minus signs if it is *less* than everyone else. The number of plus or minus signs indicates the level of statistical significance. One means the 90% level, two the 95% level, and three the 99% level. For example, two plus signs would mean that you can be 95% sure that the people represented by that group really would pick that answer more often than the people represented by the rest of the sample. It should be noted that this test can only be done for banner columns that contain at least 30 people. Because of this requirement, it is possible that the test will be done for some banner columns on a table and not for others.

NOTES ON CHI SQUARE

The chi square value and its associated probability are printed beneath the first column in each banner heading. The probability (p=.xxx) indicates the probability that the heading and row variables are *not* related is .xxx. For example, a .05 probability of not being related means a 95% chance of being related.

BOUND ON ERROR

| SEX | SAMPLE SIZE | | Bound on Error at 95% Confidence Level |
|-------------------|-------------|---------|---|
| | Frequency | Percent | |
| Male | 219 | 54% | 6.1% |
| Female | 183 | 46% | 6.6% |
| AGE | | | |
| 18-24 | 63 | 16% | 11.3% |
| 25-34 | 81 | 20% | 10.0% |
| 35-44 | 62 | 15% | 11.4% |
| 45-54 | 81 | 20% | 10.0% |
| 55 + | 85 | 21% | 9.7% |
| ZIP CODE | | | |
| 98004 | 47 | 12% | 13.1% |
| 98005 | 45 | 11% | 13.4% |
| 98006 | 48 | 12% | 13.0% |
| 98007 | 55 | 14% | 12.1% |
| 98008 | 61 | 15% | 11.5% |
| Other | 146 | 36% | 7.4% |
| INCOME | | | |
| Under \$40,000 | 66 | 16% | 11.1% |
| \$40,000-\$74,999 | 61 | 15% | 11.5% |
| \$75,000 or more | 97 | 24% | 9.1% |
| OWN/RENT | | | |
| Own | 238 | 59% | 5.8% |
| Rent | 147 | 37% | 7.4% |
| TOTAL | 401 | 100% | 4.5%* |

* What this means is that we are 95% certain the mean response of the entire population of those having contact with the Bellevue Police Department lies within (plus or minus) 4.5% of the survey response.

**MINIMUM DIFFERENCE IN PERCENTAGE POINTS REQUIRED FOR
STATISTICAL SIGNIFICANCE IN COMPARISON OF REPORTED
PERCENTAGES FOR SUBGROUPS WITH 95% CONFIDENCE**

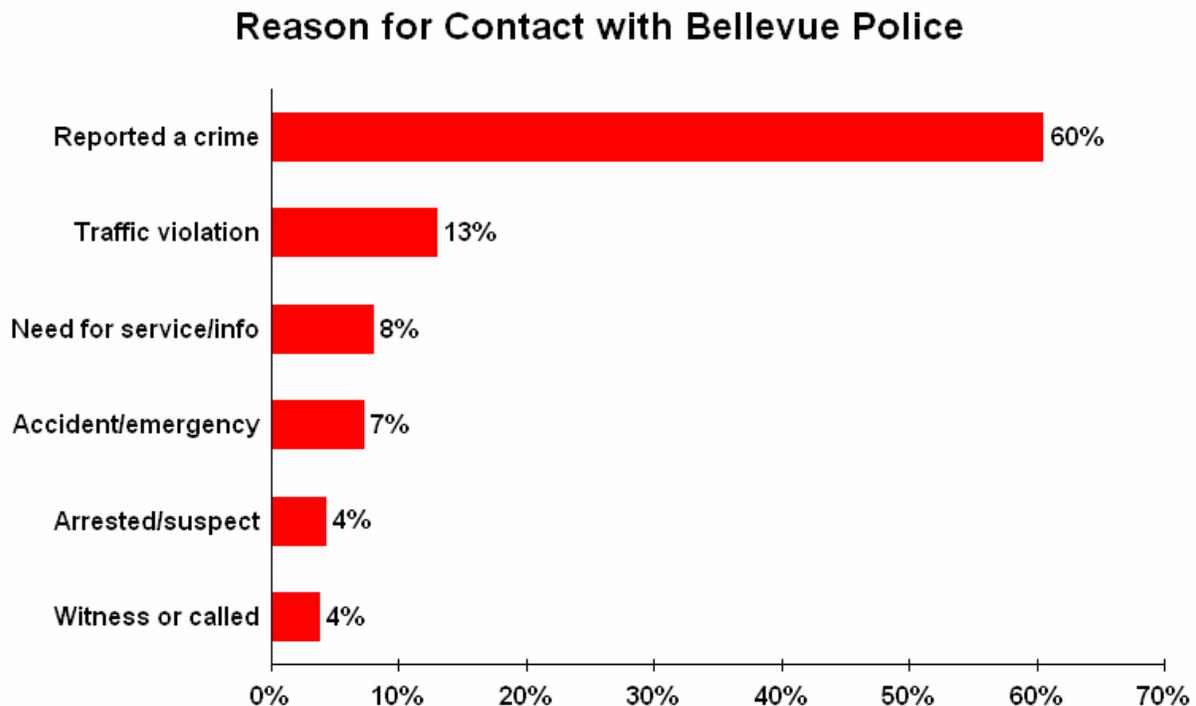
| <u>Subsample</u> | <u>50</u> | <u>100</u> | <u>150</u> | <u>200</u> | <u>250</u> | <u>300</u> | <u>350</u> | <u>400</u> | <u>450</u> | <u>500</u> | <u>600</u> |
|------------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 50 | 20% | 17% | 16% | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 15% |
| 100 | | 14% | 13% | 12% | 12% | 11% | 11% | 11% | 11% | 11% | 11% |
| 150 | | | 11% | 11% | 10% | 10% | 10% | 9% | 9% | 9% | 9% |
| 200 | | | | 10% | 9% | 9% | 9% | 8% | 8% | 8% | 8% |
| 250 | | | | | 9% | 8% | 8% | 8% | 8% | 8% | 7% |
| 300 | | | | | | 8% | 8% | 7% | 7% | 7% | 7% |
| 350 | | | | | | | 7% | 7% | 7% | 7% | 6% |
| 400 | | | | | | | | 7% | 7% | 7% | 6% |
| 450 | | | | | | | | | 7% | 6% | 6% |
| 500 | | | | | | | | | | 6% | 6% |
| 600 | | | | | | | | | | | 6% |

Minimums are for reported percentages near 50%. When much smaller or much larger percentages are reported, a slightly smaller minimum is required.

ANALYSIS OF DATA

REASON FOR CONTACT (Q3-Q4)

60% of respondents had reported a crime, 13% had been cited for a traffic violation, 8% had requested a service or information, 7% had been involved in an accident or medical emergency, 4% had been arrested or been a suspect, and 4% had been a witness or in phone contact with the police about a situation. (See Tables 3 and 4V for more detail and verbatim responses.)

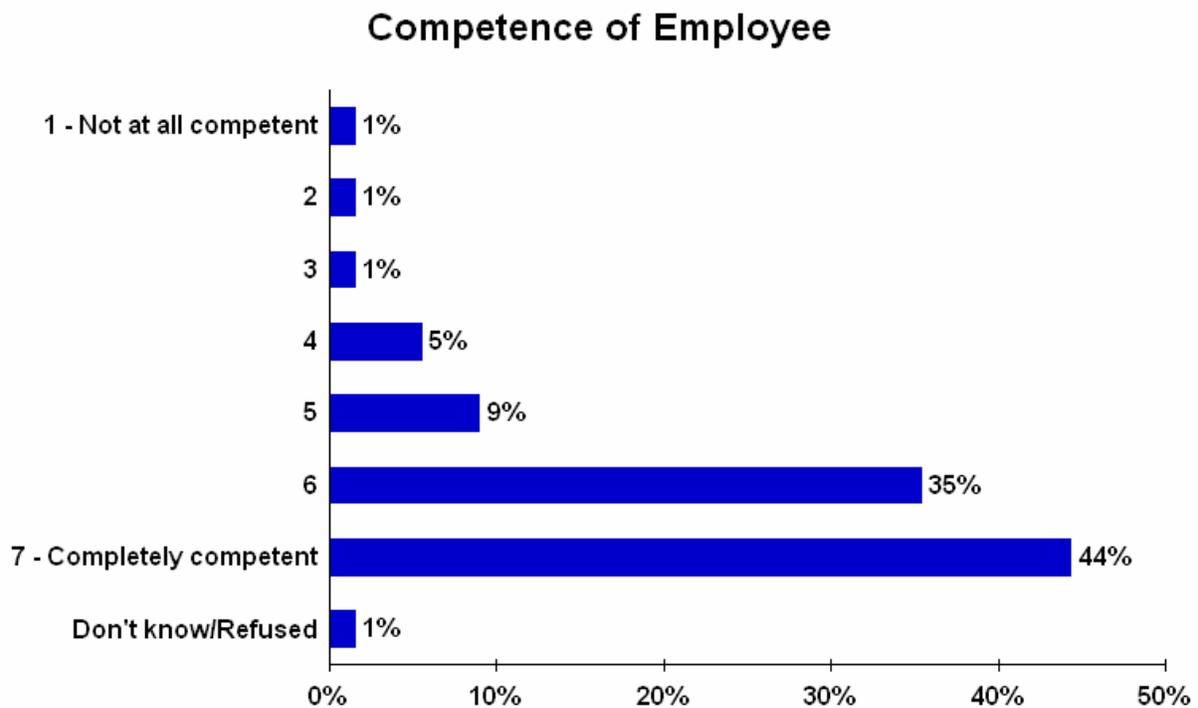


Demographic Differences

Asians, those with no children, and those earning over \$75,000 are more likely than others to report a crime. 18 to 24 year-olds, renters, and those in “other” zip codes are more likely than others to have a traffic violation. 18 to 24 year-olds, those with three or more adults living together, and those earning under \$40,000 are more likely than others to be arrested or interviewed as a suspect.

COMPETENCE OF EMPLOYEE (Q5)

On a scale of one to seven (one is “not at all competent” and seven is “completely competent”), respondents gave the Bellevue Police Department employee they had contact with a mean score of 6.1. 79% gave a score of 6 or 7 out of 7.

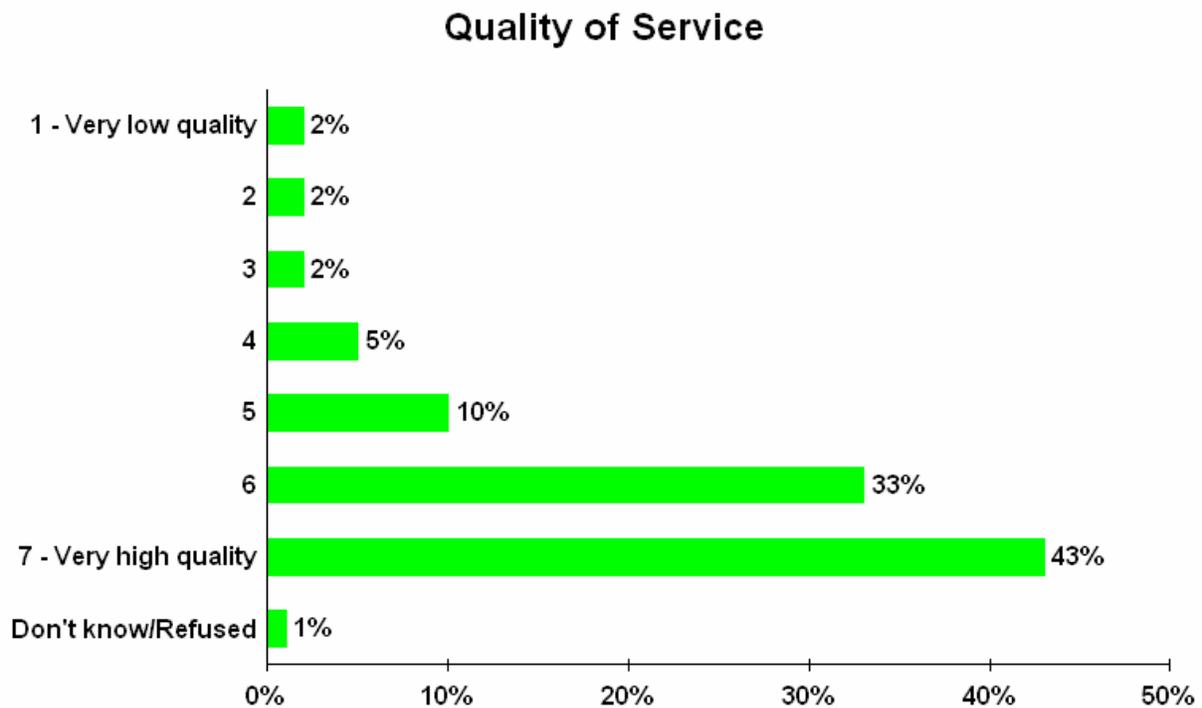


Demographic Differences

Females, those with children, those 55 and over, those with only one adult per household, homeowners, and those earning over \$75,000 are more likely than others to give employees a rating of “completely competent.”

QUALITY OF SERVICE (Q5)

On a scale of one to seven (one is “very low quality” and seven is “very high quality”), respondents gave the quality of service they received from the Bellevue Police Department a mean score of 6.0. 76% gave a score of 6 or 7 out of 7.

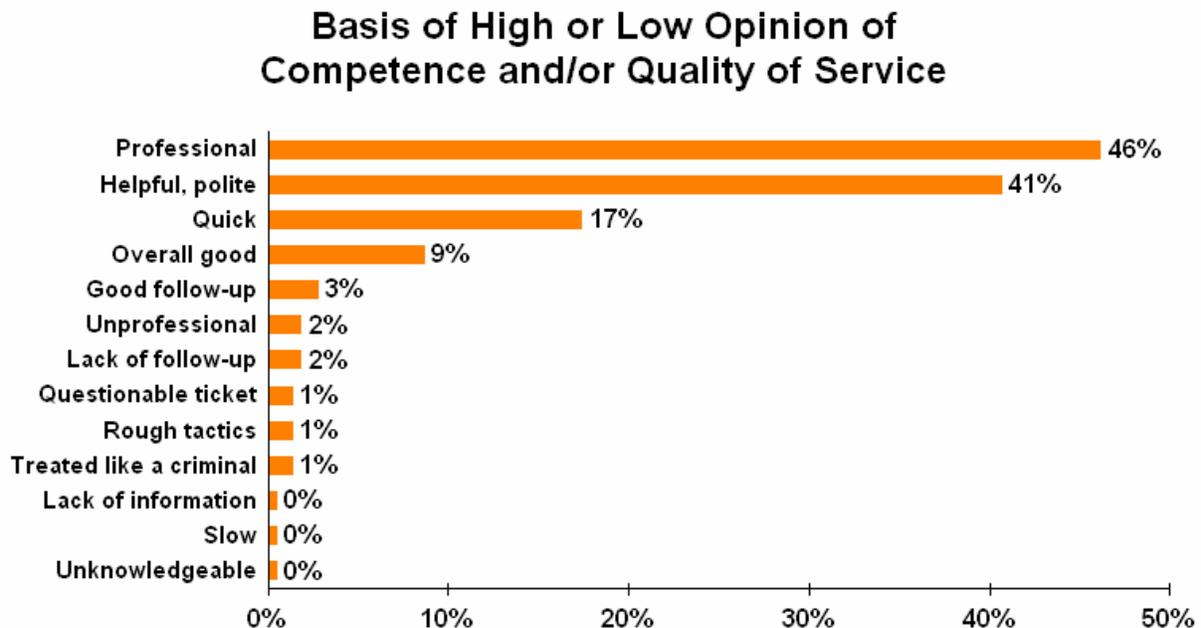


Demographic Differences

Females, 45 to 54 year-olds, those with only one adult per household, and those earning over \$75,000 are more likely than others to give quality of service a rating of “very high quality.”

BASIS OF OPINION (Q7)

Those who gave a rating of either “1” or “7” to Q5 and/or Q6 (n=219) were asked what, specifically, the employee did or said that was the basis for their opinion. 46% said the employee was “professional, knowledgeable, or thorough.” 41% said the employee was “understanding, helpful, or polite.” 17% said the employee was “quick,” and 9% said “overall good.” (Multiple responses possible; total may exceed 100%. See Tables 7 and 7V for more detail and verbatim responses.)



Base=219 who answered "1" or "7" to Q5 and/or Q6.

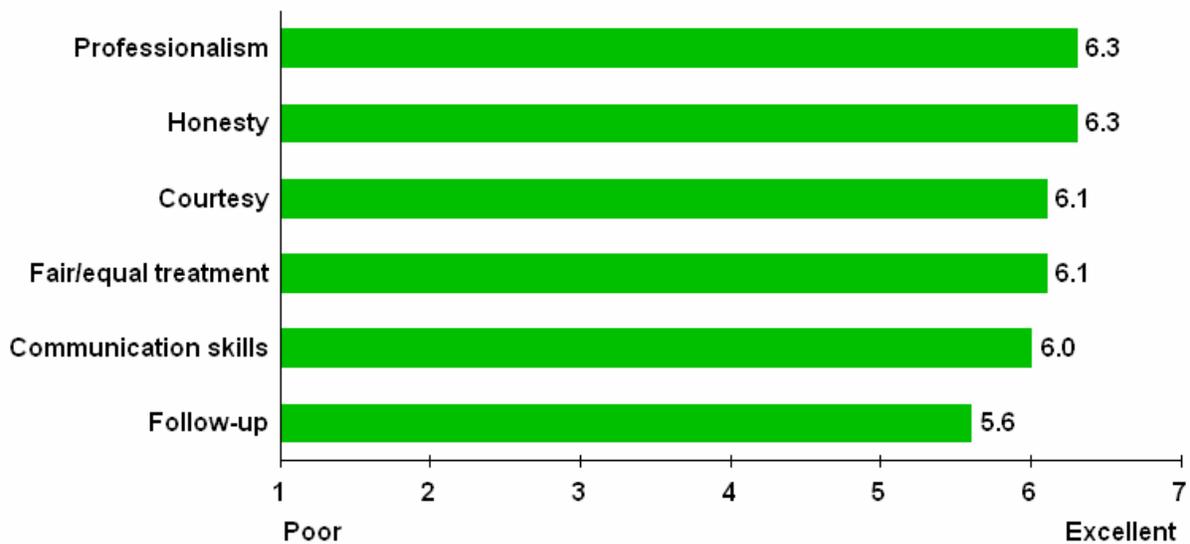
Demographic Differences

Homeowners are more likely than renters to feel service is “quick.” 45 to 54 year-olds are more likely than others to mention “good follow-up.”

PERFORMANCE OF POLICE DEPARTMENT (Q8-Q13)

On a scale of one to seven (one is “poor” and seven is “excellent”), respondents gave “professionalism” and “honesty” a mean score of 6.3. “Courtesy” and “fair and equal treatment” received a mean score of 6.1. “Communication skills” received a mean score of 6.0, and “follow-up” received a mean score of 5.6. It should be noted that 38% said “Don’t Know” when asked to rate “follow-up,” which may indicate they either did not need or did not receive follow-up.

Performance of Bellevue Police Department



Scale of 1-7, 1 is "Poor," 7 is "Excellent."

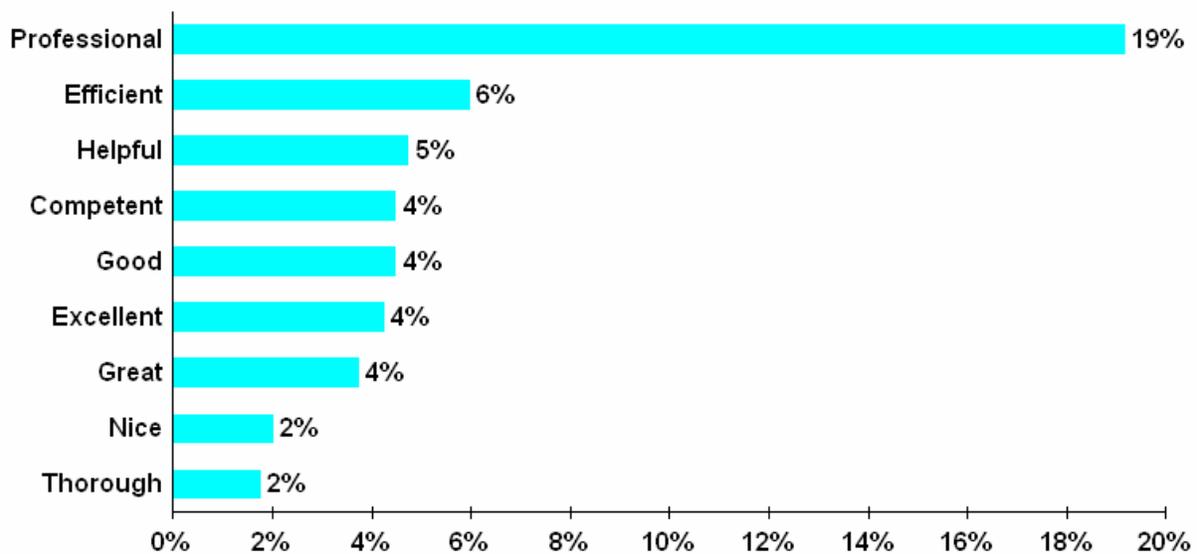
Demographic Differences

Females, those over 55, and those earning over \$40,000 are more likely than others to give a rating of “excellent” to “professionalism.” Females, Caucasians, those over 55, homeowners, and those earning over \$40,000 are more likely than others to give a rating of “excellent” to “courtesy,” while 18 to 24 year-olds are less likely to give a high rating in this category. Females, homeowners, and those earning \$40,000 to \$74,999 are more likely than others to give a rating of “excellent” to “honesty.” Females, Caucasians, those over 55, homeowners, and those earning over \$40,000 are more likely than others to give a rating of “excellent” to “fair and equal treatment,” while 18 to 24 year-olds are less likely to give a high rating in this category. Those with three or more adults living together, homeowners, and those earning over \$40,000 are more likely than others to give a rating of “excellent” to “follow-up.” Those earning over \$40,000 are more likely than others to give a rating of “excellent” to “communication skills.”

ONE WORD (Q14)

When respondents were asked to use one word to characterize Bellevue Police Department, 19% said “professional,” followed by “efficient” (6%), “helpful” (5%), “competent” (4%), “good” (4%), “excellent” (4%), and “great” (4%). (See Tables 14 and 14V for more detail and verbatim responses.)

One Word to Characterize Bellevue Police Department



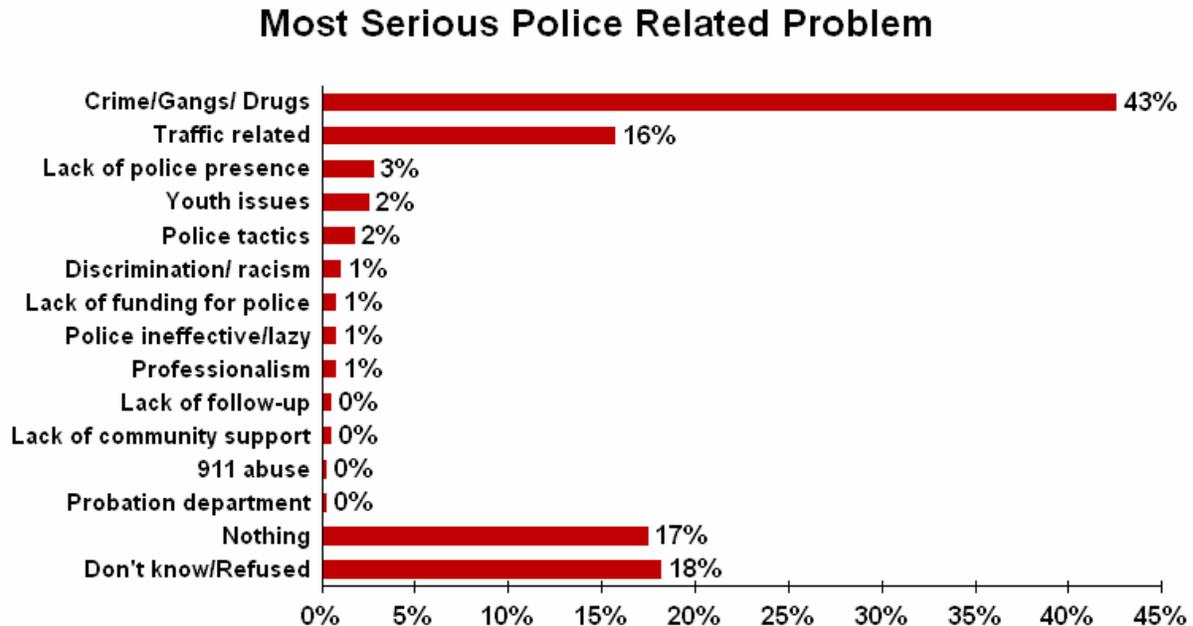
Partial list; see Table 14 for mentions less than 2%.

Demographic Differences

Males and those in “other” zip codes are more likely than others to use the word “professional” to describe the Bellevue Police Department. Those earning \$40,000 to \$74,999 are more likely than others to use the word “efficient.” Females are more likely than males to use the word “helpful.” 98005 residents are more likely than others to use the word “competent.”

MOST SERIOUS PROBLEM (Q15)

43% of respondents believe “crime/gangs/drugs” is the most serious police related problem in the area, followed by “traffic related issues” (16%). 17% feel there are no serious police related problems in the area. (Multiple responses possible; total may exceed 100%. See Tables 15 and 15V for more detail and verbatim responses.)



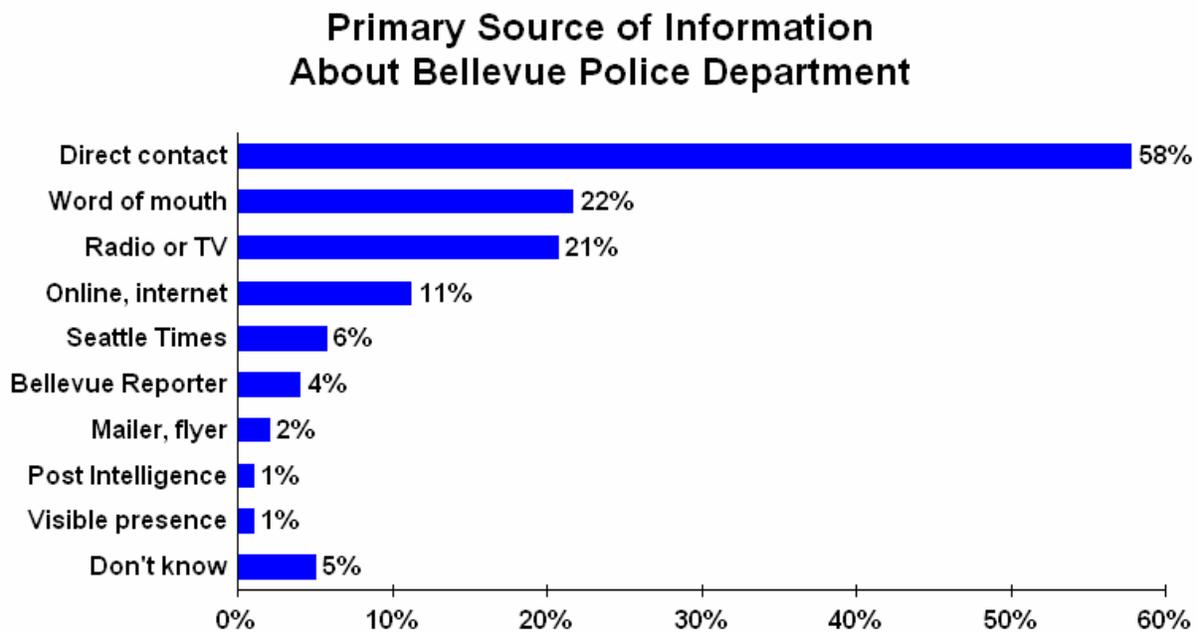
Multiple responses possible; total may exceed 100%.

Demographic Differences

Caucasians, those with one adult in the household, 98007 residents, and those earning over \$75,000 are more likely than others to say “crime/gangs/drugs” is the most serious police related problem in the area. Those with children are more likely than others to say “traffic related issues” are the most serious problem. 98004 residents and those earning \$40,000 to \$74,999 are more likely than others to mention “discrimination/racism.” Homeowners and those earning \$40,000 to \$74,999 are more likely than others to mention “youth issues.”

PRIMARY SOURCE OF INFORMATION (Q16-Q18)

58% said direct contact with the police is their primary source of information about the Bellevue Police Department and its officers, while 22% get most of their information through word of mouth. 21% get most of their information from radio or TV, followed by the internet (11%), the Seattle Times (6%), the Bellevue Reporter (4%), and mailers (2%). (Multiple responses possible; total may exceed 100%. See Table 16 for more detail.)



Multiple responses possible; total may exceed 100%.

Demographic Differences

25 to 34 year-olds and those living in “other” zip codes are more likely than others to get most of their information about the Bellevue Police Department from direct contact with the police. 98007 residents are more likely than others to get most of their information from word of mouth. Those earning \$40,000 to \$74,999 are more likely than others to get most of their information from radio or TV. 25 to 34 year-olds, those with three or more adults in the household, 98008 residents, and those earning \$40,000 to \$74,999 are more likely than others to get most of their information from the internet.

DATA TABLES

QUESTIONNAIRE INSTRUMENT