



# 2008 COMMUNITY SURVEY



The Ada County Sheriff's Office (ACSO) contracted with Strategic Intelligence, Inc. to measure citizen perceptions and expectations of our services by surveying unincorporated areas of Ada County and our three contract policing municipalities - Eagle, Kuna and Star. The study involved two distinct data collection methods:

1. Telephone interview provided scientifically reliable baseline information about citizen perceptions, crime concerns, and suggestions for service improvements.
2. Online survey provided a "democratic, open-door" opportunity for all citizens to participate.

## Survey Topics - 40 questions, 10 minutes

- Demographic attributes of the survey respondents (gender, age, education, type of domicile, town/county, zip code, visits to the ACSO website)
- Community's quality of life
- Evaluation of ACSO's amount and quality of services
- Evaluation of specific types of contacts with ACSO staff
- Opinion about several ACSO initiatives
- Perceptions of neighborhood crime
- Ways ACSO can improve services and communicate with citizens

### Data Collection

March 11 - April 16, 2008

Telephone interviews = 840

Online surveys \* = 92

Total respondents = 932

Statistical Analysis. Average ratings were analyzed using Chi-square, t-test, and analysis of variance (ANOVA) tests of statistical significance. In all analyses, data weights were applied to adjust the distribution of responses among (1) zip codes within unincorporated Ada County and (2) all four service areas to each other to bring proportions in line with the Census distribution and more closely represent the ACSO customer being described. Raw data counts are presented in all tables and graphs.

*\* 299 people living outside ACSO police service areas also completed the online survey. Their responses are ONLY included in the results for ACSO proposed initiatives (pg 10).*



# SURVEY RESPONDENTS



## Number of Survey Respondents by Interview Type and Service Area

ACSO Service Area	Number of Surveys by Type			2008 Population Estimate *
	Phone	Online	Total	
Unincorporated Ada County	290	46	336	60,830
Eagle	200	17	217	21,090
Kuna	200	26	226	14,830
Star	150	3	153	5,690
<b>Total</b>	<b>840</b>	<b>92</b>	<b>932</b>	<b>102,440</b>

\* Community Planning Association of Southwest Idaho - <http://www.compassidaho.org/>

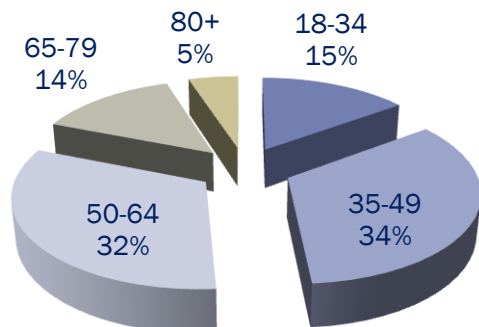
Out of 932 Ada County citizens that participated in our survey:

- 51% are men and 49% women
- 92% live in a detached single-family home
- 78% have some college education (35% have an associate or technical degree or some college courses, 26% college diploma, 4% some post-graduate, and 13% one or more post-graduate degrees)

### Online vs. Phone Respondents

In general, online respondents were younger, visited our website more frequently, were more likely to have interacted with us and expressed more negative opinions about ACSO services than phone respondents.

### Age of Respondents





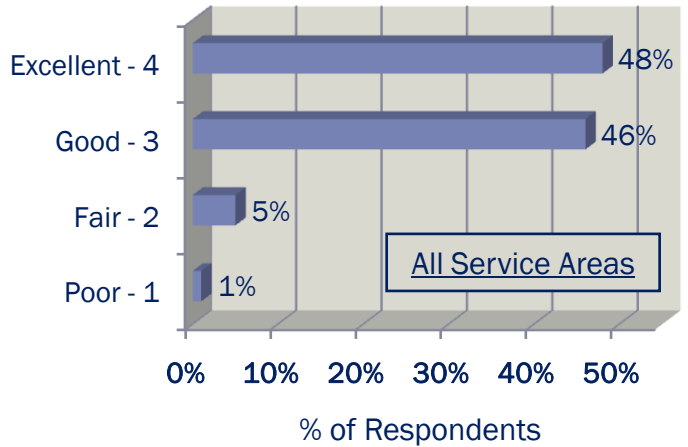
# Ada County Sheriff's Office QUALITY OF LIFE



## Quality of Life Where You Live

94% of survey respondents said their quality of life was good or excellent, with Eagle residents reporting higher quality than residents in all other ACSO service areas, and unincorporated Ada County residents reporting higher quality than Kuna (based on average ratings).

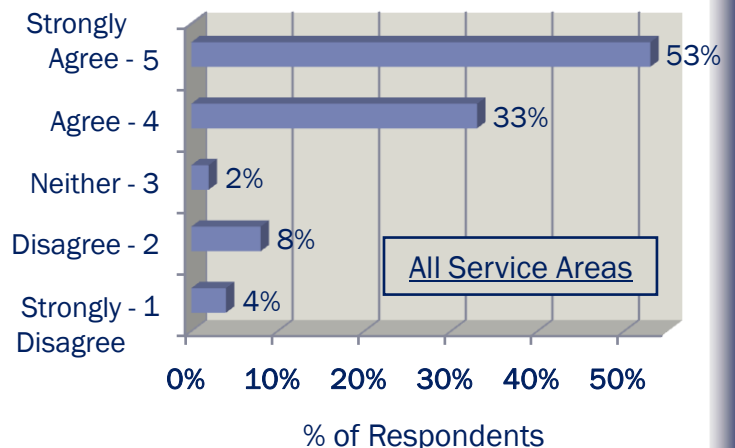
Service Area	% Good or Excellent	Average Rating (4.0 scale)
Eagle	96%	3.6 *
Uninc.	94%	3.4 *
Star	90%	3.3
Kuna	90%	3.2
<b>ALL</b>	<b>94%</b>	<b>3.4</b>



## Neighbors Look Out for Each Other

85% of survey respondents agreed that they live in an area where neighbors look out for each other, with no significant differences among the four service areas.

Service Area	% Agreed	Average Rating (5.0 scale)
Eagle	88%	4.3
Star	86%	4.3
Kuna	87%	4.2
Uninc.	84%	4.2
<b>ALL</b>	<b>85%</b>	<b>4.2</b>



\* Statistically significant difference compared to one or more other ACSO service areas.



# Ada County Sheriff's Office

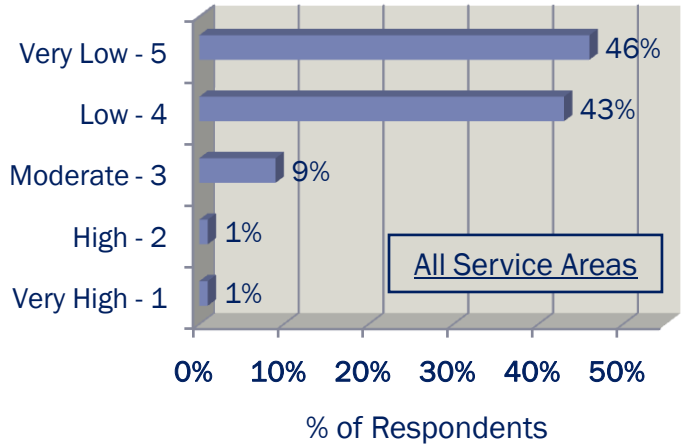
## QUALITY OF LIFE



### Level of Crime in Your Neighborhood

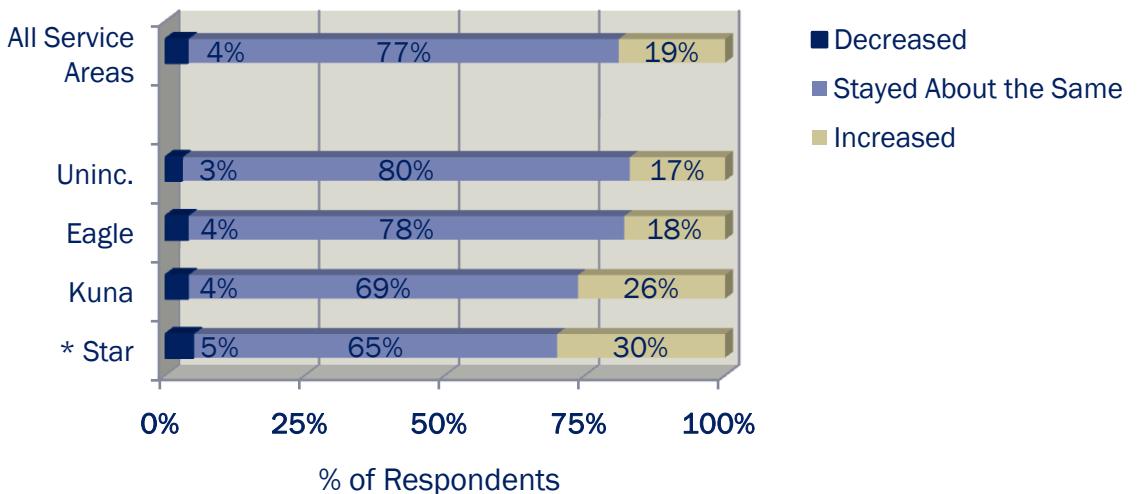
89% of survey respondents reported that crime in their neighborhood is low or very low, with Eagle residents reporting a lower crime level than Star and Kuna.

Service Area	% Low or Very Low	Average Rating (5.0 scale)
Eagle	94%	4.5 *
Uninc.	88%	4.3
Star	88%	4.2
Kuna	83%	4.2
<b>ALL</b>	<b>89%</b>	<b>4.3</b>



### Recent Change in Crime Level

77% of survey respondents said that the level of crime has remained about the same over the past two years. 19% said crime had increased – a fivefold greater number than said it had decreased (4%) – with a significantly larger proportion of Star than unincorporated Ada County residents (30% vs, 17%) perceiving an increase.



\* Statistically significant difference compared to one or more other ACSO service areas.



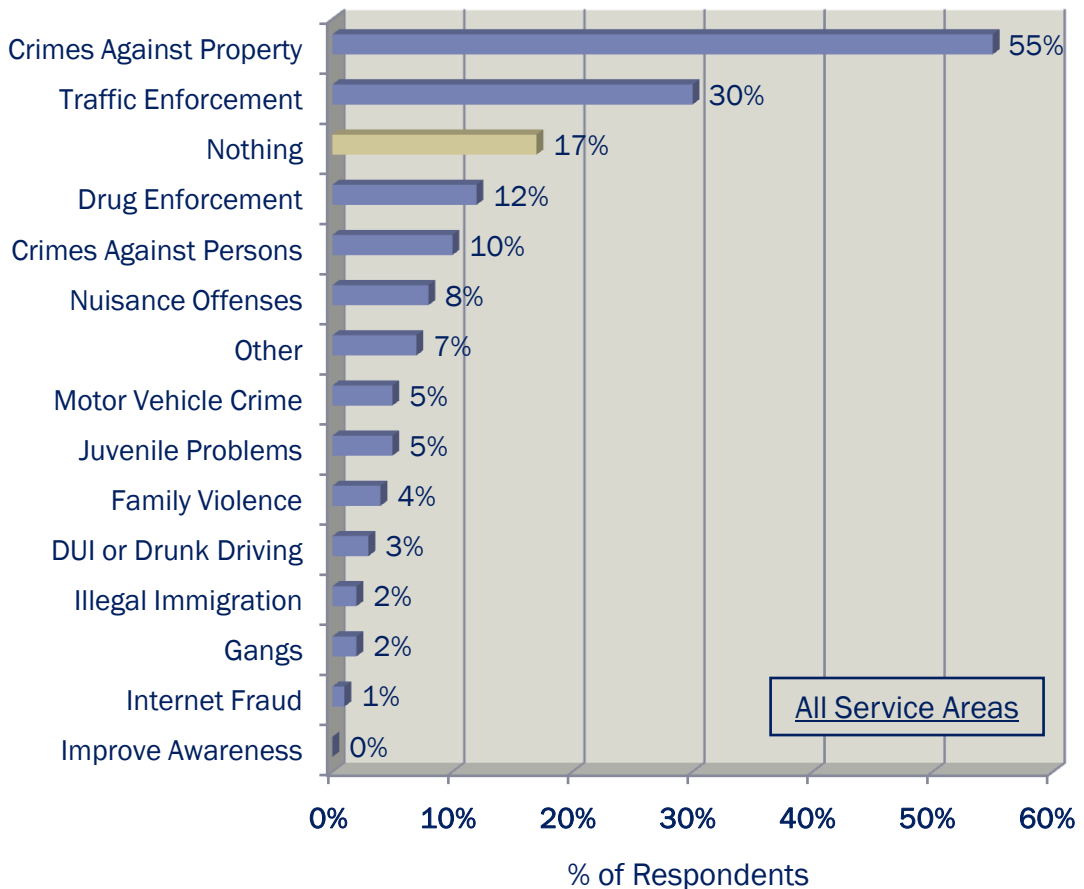
# Ada County Sheriff's Office

## QUALITY OF LIFE



### Top Crime or Law Enforcement Issue in Your Neighborhood

A majority (55%) of respondents said the top crime or law enforcement issue in their neighborhood involved crimes against property, such as theft or vandalism. In a distant second was traffic enforcement with 30% of respondents.



All four service areas generally ranked the top three crimes or issues in the same order of importance with crimes against property, traffic enforcement and drug enforcement appearing in that order for all areas. However, there was a significant difference among the areas in the importance accorded certain issues:

- Crimes against property were more important to Star residents than to Kuna and unincorporated Ada County residents (65% vs. 52%).
- Gangs were far more important in Star than elsewhere (8% vs. 0.2%).
- Drug enforcement was more important in Kuna than elsewhere (17% vs. 10-11%).



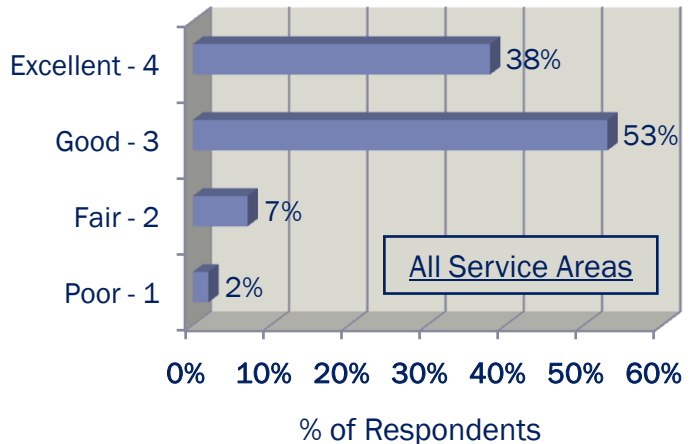
# QUALITY OF SERVICES



## Overall Quality of ACSO Services

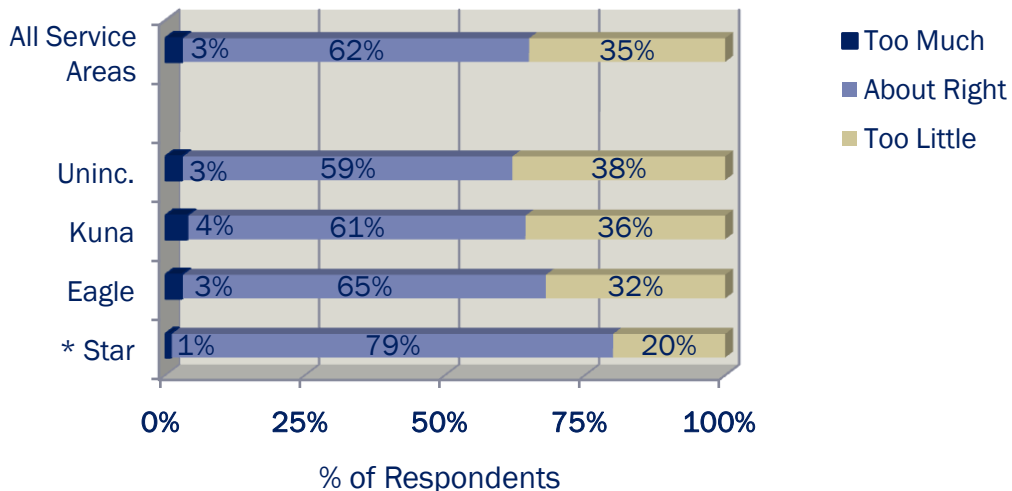
91% of survey respondents rated our services as good or excellent, with Kuna residents reporting slightly lower quality than residents in all other ACSO service areas.

Service Area	% Good or Excellent	Average Rating (4.0 scale)
Star	93%	3.3
Eagle	91%	3.3
Uninc.	92%	3.3
Kuna	84%	3.1 *
<b>ALL</b>	<b>91%</b>	<b>3.3</b>



## Amount of Patrolling In Your Neighborhood

62% of survey respondents said that ACSO deputies patrol just about the right amount, but 35% said it was too little. A smaller proportion of Star than unincorporated Ada County residents (20% vs, 38%) responded that we patrolled too little.



\* Statistically significant difference compared to one or more other ACSO service areas.



# QUALITY OF SERVICES



## Evaluation of Contacts with ACSO

Evaluations of contacts with ACSO staff fell into three tiers of rating:

1. We received highest marks from 224 survey respondents who had interacted with ACSO staff at a public meeting - 96% were very or somewhat satisfied with their contact.
2. In the next tier, 83-87% of survey respondents reported satisfaction with their treatment when reporting a crime, being aided at a traffic accident, making a 9-1-1 or emergency call or other type of contact; 85% agreed they were treated professionally when stopped for a traffic violation.
3. We received lower ratings for contacts with citizens who were suspected, arrested or charged with a crime. Only 44% of the 18 survey respondents agreed that ACSO staff treated them professionally.

Contact Type	Average Rating (5.0 scale)	No. of Respondents	% Survey Respondents				
			5 Very Satisfied	4 Somewhat Satisfied	3 Neither	2 Somewhat Dissatisfied	1 Very Dissatisfied
Satisfaction with ACSO at a <b>Public Meeting</b>	4.7	224	77%	19%	2%	1%	2%
Satisfaction with treatment when <b>Reporting a Crime</b>	4.5	224	75%	12%	2%	5%	6%
Satisfaction with aid at a <b>Traffic Accident</b>	4.4	77	64%	24%	2%	4%	6%
Satisfaction with handling of 9-1-1 or <b>Emergency Call</b>	4.3	184	64%	20%	4%	5%	6%
Treated professionally during a <b>Traffic Stop **</b>	4.3	119	69%	16%	0%	4%	11%
(Online Only) Satisfaction with <b>Other Contact</b>	4.2	56	63%	20%	1%	3%	13%
Treated professionally when <b>Suspected or Arrested **</b>	2.7	18	11%	33%	9%	11%	36%

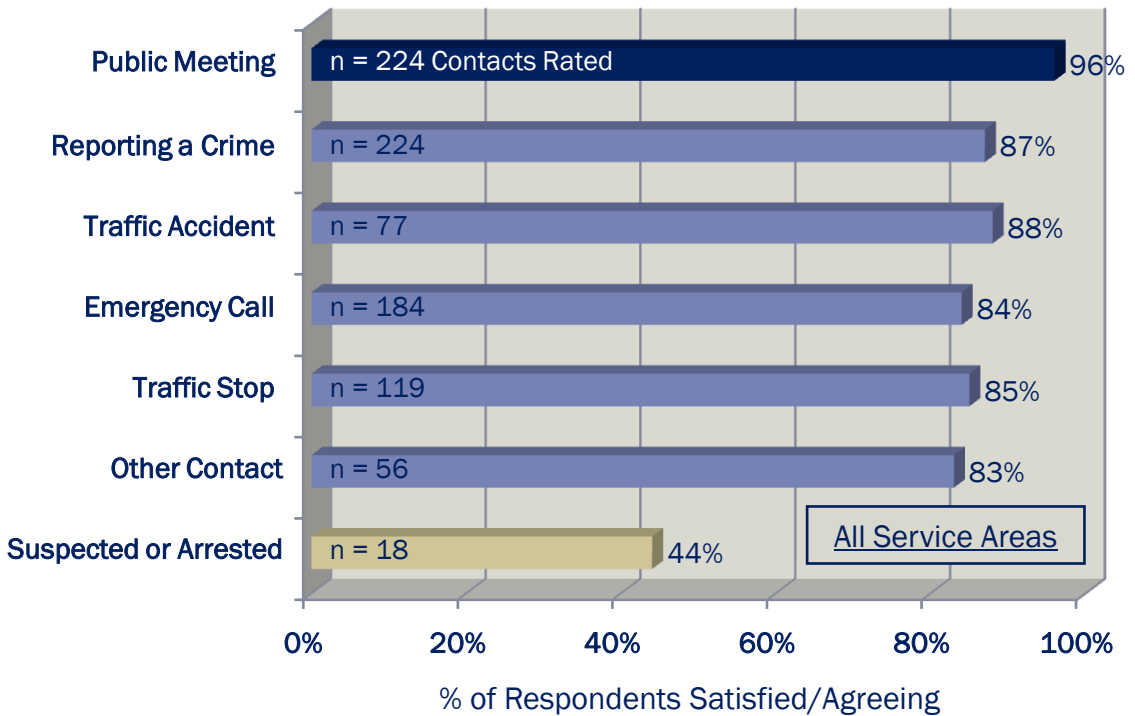
\*\* Response options for this question: 5 = Strongly Agree, 4 = Somewhat Agree, 3 = Neither, 2 = Somewhat Disagree, 1 = Strongly Disagree.



# QUALITY OF SERVICES



## Evaluation of Contacts with ACSO



## Differences Among Service Areas

Analyses of all contact evaluations among service areas revealed significant differences in satisfaction for three types: interactions at public meetings, traffic accident aid and the handling of 9-1-1 or emergency calls. Respondents from Kuna and unincorporated Ada County tended to provide the lowest evaluations for these types of contact, although no specific comparisons among service areas revealed a statistically significant difference.

Service Area	No. of Respondents (in order of type →)	Average Rating (5.0 scale)		
		Public Meeting	Traffic Accident	Emergency Call
Star	43, 11, 31	4.8	4.8	4.5
Eagle	50, 14, 37	4.7	4.9	4.5
Uninc.	84, 31, 68	4.7	4.3	4.4
Kuna	52, 18, 47	4.4	3.6	3.8



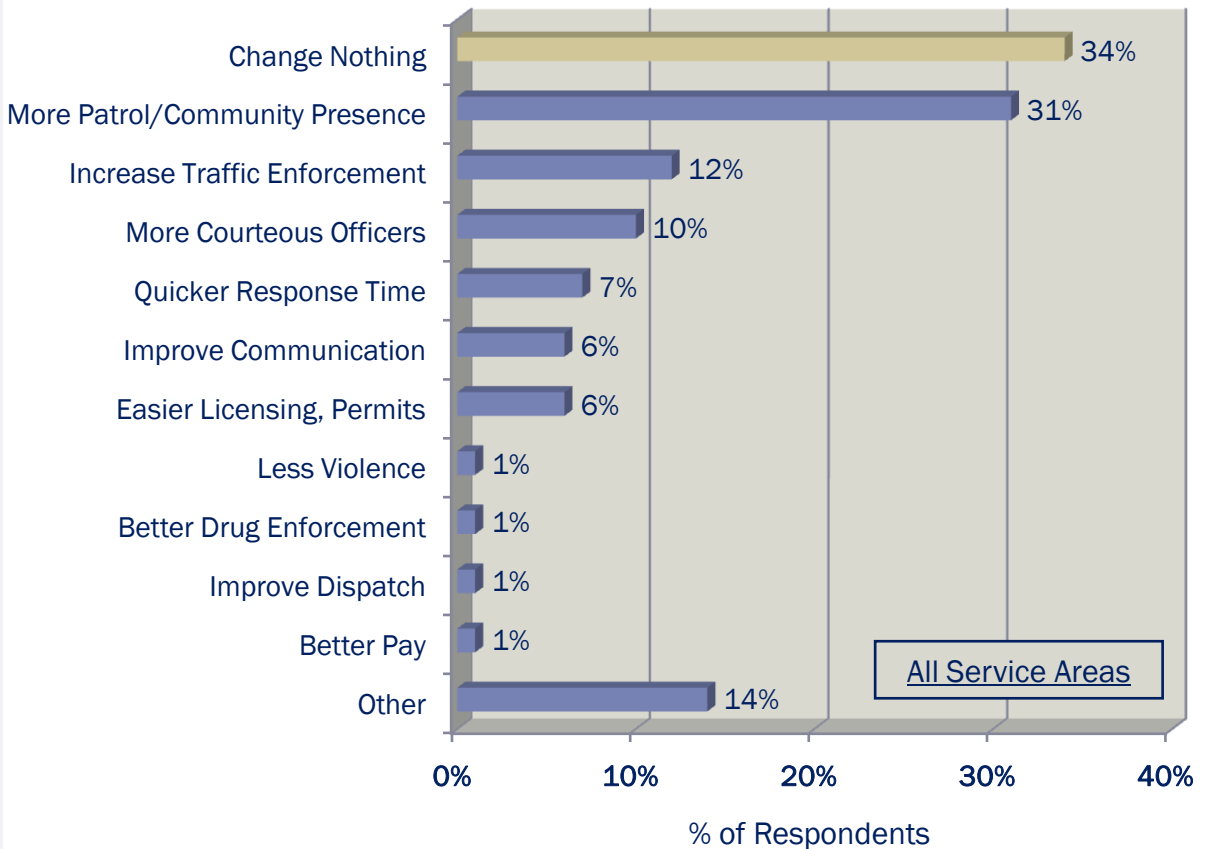


# QUALITY OF SERVICES



## Ways to Improve ACSO Services

When asked about ways to improve ACSO services, about one-third (34%) of respondents said they would change nothing. Slightly fewer (31%) said they would like to see more patrolling or an increased community presence. Those suggestions were followed by calls for more traffic enforcement (12%) and more courteous deputies (10%), followed by quicker response times (7%), improved communication with the community (6%) and easier licensing (6%).



Our four service areas generally agreed on the desire for increased traffic patrols and community presence. However, Star strongly favored increasing traffic enforcement over other possible changes. Eagle, unincorporated Ada County and Kuna each gave approximately equal importance to traffic enforcement, deputies who are more courteous and quicker response times. The differences, while noticeable, were not statistically different.



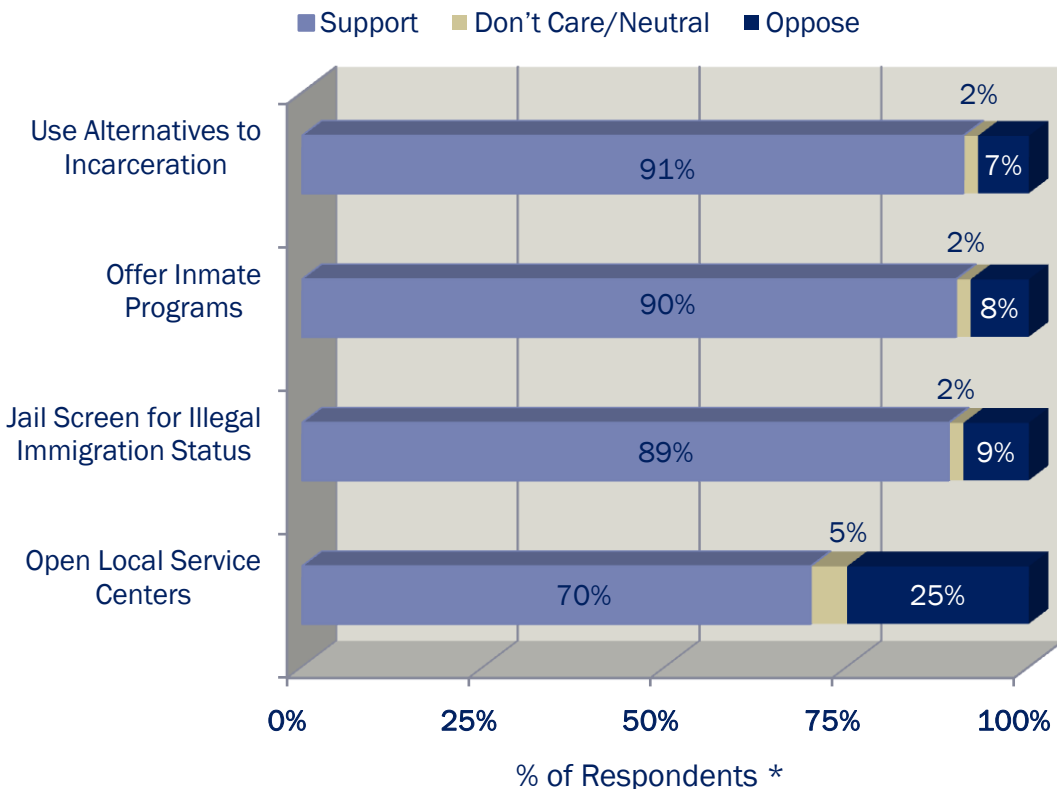
# QUALITY OF SERVICES



## Support for ACSO Initiatives

Respondents supported all four proposed initiatives by strong majorities of at least 70%; nine in ten supported the use of incarceration alternatives, inmate programs and screening of jail inmates for illegal immigration status.

1. Many low-risk offenders convicted of such non-violent crimes as petty theft or failure to appear for court are currently housed in jail. Do you support or oppose having the Ada County Jail use such alternatives as electronic monitoring bracelets and work release programs for these low-risk offenders instead of jail?
2. Do you support or oppose having the Ada County Jail offer inmate programs such as substance abuse counseling and behavior change classes in order to reduce the likelihood that inmates will repeat crimes and return to jail?
3. Do you support or oppose having the Ada County Jail screen all arrested persons for illegal immigration status?
4. Do you support or oppose opening local Sheriff's Office service centers in north and southwest Ada County for such non-policing needs as permits, driver's licenses, information requests, and receiving crime reports, if the cost were \$3.00 per household per year?



\*Includes 299 online survey respondents outside of ACSO police service area.

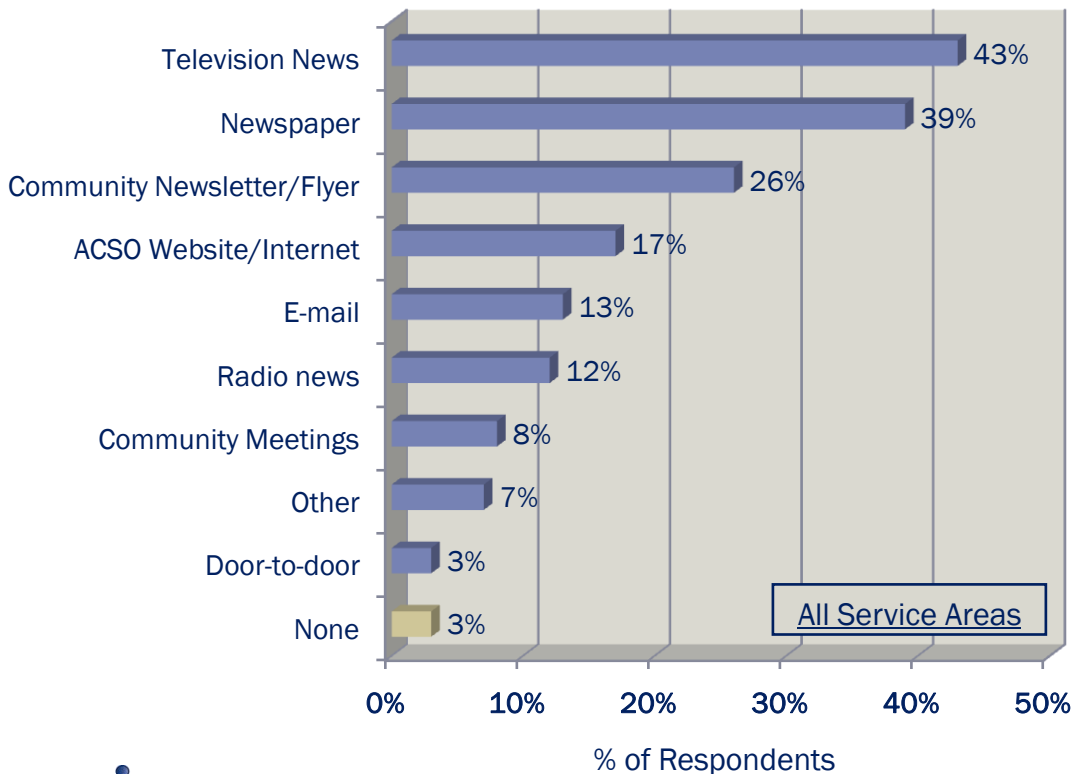


# 2008 COMMUNITY SURVEY



## Best Way to Communicate

Most people report television or the newspaper as the best way to communicate ACSO news to the community, with 39-43% of respondents endorsing each, followed by community newsletter or mailed flyer (26%) and the ACSO website (17%). There were significant differences among the service areas. Eagle and Ada County stressed TV more than others; Kuna mentioned newsletters or flyers more than others; while Star named community meetings far more than others.



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