



WILSON RESEARCH STRATEGIES, INC.
 1601 Northwest Expressway, Suite 300
 Oklahoma City, OK 73118
 405.286.6500
 www.W-R-S.com

FOR OFFICE USE ONLY:
 Questionnaire No.: _____
 Card No.: _____

MNPD_CITSATSTUDY_COMBINEDMQ_05060331

MNPD
ADULTS/BUSINESS
JUNE, 05

SAMPLE:

n=400 Adults respondents

n=400 Business respondents

All totals may not equal 100% due to rounding or multiple responses

NO CODE/ASK ALL QUESTIONS/NOTE DIFFERENCES IN QUESTION BY SAMPLE SPECIFICATION

SCREENER

1. **ADULTS:** First, are you the oldest adult male or female in your household?
BUSINESS First, are you the owner or a manager of this business?

1. Yes 100%
 2. No/All other..... **ASK TO SPEAK TO TARGET**

INTRODUCTION: Good evening. My name is _____ and I'm calling from Wilson Research Strategies, a national public opinion firm. This evening we're conducting a short scientific survey about issues facing the city of Nashville and Davidson County and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

2. **ADULTS:** In your opinion, what is the most important issue facing your neighborhood today?
BUSINESS: In your opinion, what is the most important issue facing the neighborhood where your business is located today?

	<u>ADULTS</u>	<u>BUSINESS</u>
1. Crime (in general).....	16%	7%
2. Traffic Violations.....	7%	7%
3. Drugs.....	6%	6%
4. Taxes.....	6%	2%
5. Safety.....	5%	13%
6. Schools.....	4%	*
7. Burglaries.....	3%	11%
8. Morals.....	3%	1%
9. Illegal Immigrants.....	3%	*
10. Not enough police.....	2%	3%
11. Other responses of 1% or less.....	21%	23%
12. DK/Refused DKR	24%	27%





3. First, how would you rate the job performance of Nashville Police Chief Ronal Serpas?

	<u>ADULTS</u>	<u>BUSINESS</u>
COMBO POSITIVE	73%	76%
1. Excellent.....	26%.....	19%
2. Good.....	47%.....	57%
3. Fair.....	13%.....	11%
4. Poor.....	2%.....	3%
5. Very poor.....	2%.....	*
COMBO NEGATIVE	4%	3%
6. DK/Refused DNR	10%.....	9%

4. Would you say that the amount of crime in Nashville and Davidson County has increased, decreased or remained about the same over the last year?

	<u>ADULTS</u>	<u>BUSINESS</u>
1. Increased.....	19%.....	25%
2. Decreased.....	28%.....	28%
3. Remained about the same.....	44%.....	31%
4. DK/Refused DNR	9%.....	16%

Please tell me how satisfied or unsatisfied you are with the Metropolitan Nashville Police Department in each of the following areas:

		COMBO SATISFIED	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Unsatisfied	Somewhat Unsatisfied	Very Unsatisfied	COMBO UNSATISFIED	DK/Ref DNR
5. Preventing crime.	ADULTS:	71%	23%	48%	10%	10%	5%	15%	5%
	BUSINESS:	77%	29%	48%	6%	7%	6%	13%	4%
6. Getting drugs off the streets.	ADULTS:	55%	21%	34%	12%	12%	12%	24%	9%
	BUSINESS:	60%	23%	37%	8%	11%	12%	22%	10%
7. Responding to citizens' calls for assistance.	ADULTS:	66%	33%	33%	9%	6%	5%	11%	14%
	BUSINESS:	77%	36%	41%	6%	6%	4%	10%	7%
8. Enforcing traffic laws.	ADULTS:	74%	37%	37%	5%	14%	7%	21%	3%
	BUSINESS:	79%	34%	45%	4%	7%	8%	15%	2%
9. Cooperating with the public to address their concerns.	ADULTS:	73%	31%	42%	7%	7%	5%	12%	8%
	BUSINESS:	83%	33%	50%	5%	2%	4%	6%	5%
10. The general attitude and behavior of officers toward citizens.	ADULTS:	75%	31%	44%	7%	7%	4%	11%	7%
	BUSINESS:	84%	41%	43%	6%	5%	3%	7%	3%
11. The overall competence of the Metropolitan Nashville Police Department.	ADULTS:	83%	39%	44%	7%	6%	2%	8%	4%
	BUSINESS:	90%	40%	50%	4%	2%	3%	5%	2%



		COMBO SATISFIED	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Unsatisfied	Somewhat Unsatisfied	Very Unsatisfied	COMBO UNSATISFIED	DK/Ref DNR
12. The overall quality of service of the Metropolitan Nashville Police Department.	ADULTS:	79%	34%	45%	7%	7%	3%	10%	4%
	BUSINESS:	89%	38%	50%	5%	2%	2%	5%	1%

Please tell me if you agree or disagree with each of the following statements:

PROBE: STRONGLY/SOMEWHAT

		COMBO AGREE	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	COMBO DIS-AGREE	DK/Ref DNR
13. I feel safe in my own neighborhood. I feel safe in my business.	ADULTS:	84%	59%	25%	3%	8%	5%	13%	*
	BUSINESS:	86%	54%	31%	4%	4%	5%	9%	*
14. I feel safe visiting other areas in Nashville and Davidson County, outside of my own neighborhood.	ADULTS:	65%	29%	36%	5%	16%	12%	28%	2%
	BUSINESS:	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
15. The performance of the Metropolitan Nashville Police Department has improved during the last year.	ADULTS:	68%	31%	37%	11%	11%	4%	15%	7%
	BUSINESS:	74%	30%	44%	8%	4%	4%	8%	10%
16. Drug dealers on streets, street corners and other public places are a problem in my neighborhood or local community. Drug dealers on streets, street corners and other public places are a problem around my business.	ADULTS:	28%	15%	13%	9%	25%	33%	58%	6%
	BUSINESS:	41%	22%	19%	6%	10%	36%	47%	7%



	COMBO AGREE	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	COMBO DIS-AGREE	DK/Ref DNR
--	-------------	----------------	----------------	----------------------------	-------------------	-------------------	-----------------	------------

17. Compared to last year, the Metropolitan Nashville Police Department is doing a better job of controlling street sale and use of illegal drugs in my neighborhood.

ADULTS:	53%	23%	30%	17%	6%	6%	12%	19%
----------------	------------	-----	-----	-----	----	----	------------	-----

Compared to last year, the Metropolitan Nashville Police Department is doing a better job of controlling street sale and use of illegal drugs around my business.

BUSINESS:	57%	30%	26%	11%	5%	10%	15%	17%
------------------	------------	-----	-----	-----	----	-----	------------	-----

18. **ADULTS:** Have you or any member of your household been the victim of a crime during the past twelve months?
BUSINESS: Have you or any employee at your business been the victim of a crime during the past twelve months?

	<u>ADULTS</u>	<u>BUSINESS</u>
1. Yes.....	13%	24%
2. No.....	87%	75%
3. DK/Refused DNR	1%	1%

19. Now, I'd like to ask one question that is very important and your answer will be taken very seriously: Do you have any suggestions for improving how the Metropolitan Nashville Police Department can better serve you and the public?

	<u>ADULTS</u>	<u>BUSINESS</u>
1. More police on street (visibility).....	16%	10%
2. Enforce traffic violations.....	8%	*
3. Increase response time.....	4%	4%
4. Increase community relations/forums.....	4%	1%
5. Spend more time on drug crimes.....	3%	*
6. Spend more time on violent crimes.....	2%	*
7. Listen to citizens.....	2%	1%
7. Patrol neighborhoods regularly.....	*	6%
8. Other.....	19%	21%
9. No Suggestions.....	34%	47%
10. DK/Refused DKR	8%	10%



Now, just a few more questions for demographic purposes:

20. What is the last grade of formal education you have completed?

	<u>ADULTS</u>	<u>BUSINESS</u>
1. Less than high school graduate	7%	2%
2. High school graduate	25%	16%
3. Some college	19%	16%
4. College graduate	27%	46%
5. Post graduate	22%	16%
6. DK/Refused <u>DNR</u>	1%	3%

21. What is your race?

	<u>ADULTS</u>	<u>BUSINESS</u>
COMBO HISPANIC ORIGIN	3%	2%
1. Black	12%	9%
2. Black of Hispanic origin	1%	1%
3. Asiatic.....	2%	2%
4. White	81%	83%
5. White of Hispanic origin	2%	1%
6. American Indian/Alaskan	*	1%
7. Hawaiian/Pacific Islander.....	*	*
8. Other (i.e. Arab, Far Eastern Indian)	2%	2%
9. Refused <u>DNR</u>	1%	1%

22. What is your age?

	<u>ADULTS</u>	<u>BUSINESS</u>
1. Less than 18.....	*	*
2. 18 - 24	7%	4%
3. 25 - 29	8%	7%
4. 30 - 39	14%	25%
4. 40 - 49	18%	32%
5. 50 - 59	20%	17%
6. 60 and over	33%	8%
7. Refused <u>DNR</u>	1%	6%

23. How long have you been a resident of Nashville and Davidson County?

	<u>ADULTS</u>	<u>BUSINESS</u>
1. Less than 1 year.....	3%	4%
2. 1 to 4 years.....	12%	9%
3. 5 to 9 years.....	12%	13%
4. 10 to 15 years	12%	20%
5. More than 15 years.....	60%	47%
6. DK/Refused <u>DNR</u>	2%	8%

24. Sex: BY OBSERVATION

	<u>ADULTS</u>	<u>BUSINESS</u>
1. Male	48%	58%
2. Female	52%	42%



25. ZIP CODE: PRE-CODE

		<u>ADULTS</u>	<u>BUSINESS</u>
1.	37211.....	18%	10%
2.	37115.....	11%	2%
3.	37217.....	8%	3%
4.	37209.....	7%	6%
5.	37205.....	7%	1%
6.	37072.....	7%	4%
7.	37013.....	7%	2%
8.	37221.....	5%	2%
9.	37076.....	5%	4%
10.	37210.....	4%	11%
11.	37207.....	3%	7%
12.	37206.....	3%	2%
13.	37138.....	3%	1%
14.	37214.....	3%	2%
15.	37215.....	2%	4%
16.	37027.....	2%	1%
17.	37075.....	2%	2%
18.	37203.....	2%	9%
19.	37204.....	*	8%
20.	37208.....	*	4%
21.	37212.....	*	3%
22.	37201.....	*	2%
23.	37218.....	*	2%
24.	37189.....	*	1%
25.	37216.....	*	1%
26.	37228.....	*	1%
27.	37219.....	*	1%
28.	Other.....	1%	4%



26. CENSUS TRACK: PRE-CODE

		<u>ADULTS</u>	<u>BUSINESS</u>
1.	1	1%	1%
2.	2	1%	*
3.	3	3%	2%
4.	4	9%	2%
5.	5	2%	1%
6.	7	2%	1%
7.	8	3%	*
8.	9	1%	1%
9.	10	1%	1%
10.	12	*	1%
11.	13	1%	2%
12.	17	1%	*
13.	19	*	2%
14.	20	*	1%
15.	21	1%	*
16.	23	1%	*
17.	26	*	1%
18.	27	1%	1%
19.	28	*	1%
20.	30	*	1%
21.	32	3%	*
22.	34	1%	1%
23.	35	1%	1%
24.	36	*	1%
25.	37	*	1%
26.	42	*	1%
27.	45	*	3%
28.	46	*	5%
29.	49	*	3%
30.	50	1%	2%
31.	51	*	1%
32.	54	4%	3%
33.	55	1%	1%
34.	56	14%	7%
35.	57	1%	1%
36.	58	3%	*
37.	59	1%	3%
38.	60	*	2%
39.	61	1%	1%
40.	62	*	2%
41.	63	*	1%
42.	64	*	2%
43.	65	*	1%
44.	66	2%	1%
45.	67	2%	*
46.	68	*	1%
47.	71	*	1%
48.	72	1%	4%
49.	73	2%	2%
50.	74	2%	*
51.	75	1%	1%
52.	76	*	2%
53.	77	*	1%
54.	78	1%	*
55.	79	2%	4%



56.	80	1%.....	*
57.	81	2%.....	3%
58.	82	2%.....	*
59.	83	1%.....	1%
60.	84	5%.....	2%
61.	85	2%.....	1%
62.	88	2%.....	*
63.	89	3%.....	1%
64.	90	6%.....	2%
65.	91	9%.....	2%

27. PRECINCT PRE-CODE:

		<u>ADULTS</u>	<u>BUSINESS</u>
1.	East	9%.....	11%
2.	Hermitage	21%.....	14%
3.	North	17%.....	14%
4.	South	31%.....	26%
5.	West	23%.....	27%
6.	Central.....	*	6%



28. COUNCIL PRE-CODE:

		<u>ADULTS</u>	<u>BUSINESS</u>
1.	1	1%	2%
2.	2	1%	2%
3.	3	5%	1%
4.	4	2%	3%
5.	5	1%	4%
6.	6	6%	2%
7.	7	*	1%
8.	8	1%	1%
9.	9	5%	1%
10.	10	4%	3%
11.	11	4%	2%
12.	12	4%	2%
13.	13	4%	1%
14.	14	2%	1%
15.	15	1%	7%
16.	16	6%	5%
17.	17	*	7%
18.	18	*	2%
19.	19	1%	15%
20.	20	*	3%
21.	21	2%	4%
22.	22	3%	1%
23.	23	4%	2%
24.	24	5%	4%
25.	25	2%	4%
26.	26	4%	2%
27.	27	4%	2%
28.	28	3%	3%
29.	29	5%	1%
30.	30	4%	2%
31.	31	6%	1%
32.	32	5%	*
33.	33	1%	3%
34.	34	4%	1%
35.	35	3%	1%