



Community Survey on Policing in the City Madison, Wisconsin

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EXECUTIVE SUMMARY

Overview

As part of a larger strategic planning process for the Madison Police Department, Matrix Consulting Group contracted with Public Values Research, an independent research firm, to conduct a community survey with City of Madison residents. The purpose of the research was to document community attitudes regarding the services provided by the Madison Police Department and to help identify perceived gaps in the quality of services provided. Specifically, the study addressed: (1) public satisfaction with the Madison Police Department overall and across key measures; (2) perceived public safety citywide and within neighborhoods; and (3) community engagement. Results from the survey will be combined with other data to help guide the strategic planning process.

The findings presented here reflect the content of 721 surveys conducted with residents of the City of Madison, Wisconsin. All participants were 18 years of age or older. The sample was collected between March 4 and April 11, 2022 using a mixed mode approach, which included both an online and mail-back option. Postcards with the Madison Police Department logo and a QR code were mailed to 3,000 addresses using an Addressed Based Sample (ABS) provided by U.S. Postal Service and procured by Marketing Systems Group. The paper questionnaire along with a postage-paid return envelope was sent a week later. Each survey had a unique code to prevent residents from submitting a survey more than once. All surveys were conducted in English. A total of 253 surveys were conducted online and 468 were returned by mail.

Key findings are summarized below for residents overall, followed by any observed differences by race, ethnicity, education, or police district. The margin of error for the sample as a whole was +/-6% at the 95% confidence interval, which was computed using the classical SRS formula (Simple Random Sample) and takes into account the design effects of weighting. Estimates based on subgroups within the sample will have larger margins of error. Key findings are summarized below. All reported differences among demographic groups are statistically significant at the 90% confidence level or higher.

Key Findings

General Satisfaction with the Madison Police Department

- **The majority of Madison residents approve of the job the police are doing.** Just over two-thirds (68%) of all residents surveyed reported that they believe the Madison Police Department is doing a “good” or “excellent” job overall.
- **Nearly three-fourths of residents (72%) believe the Madison Police Department is effective in protecting them from violent crime,** including 56% who describe the Police as “somewhat effective” and 16% who rate it as “very effective.”

-
- Nevertheless, only about half of residents reported that they believe the Madison Police Department understands their community (52%), makes decisions that are good for everyone in the community (54%), treats all members of the community fairly (54%), protects the rights of everyone regardless of race or ethnicity (56%), and generally use the right amount of force (52%). When misconduct does occur, 55% believe officers are held accountable.
 - **Views of the police vary significantly by race, ethnicity, and education.** Findings indicate that non-white residents give the Madison Police substantially lower performance ratings overall compared to white residents. Three-fourths of white residents surveyed (74%) reported that the Madison Police are doing a good or excellent job overall, compared to 54% of non-white residents. Among residents with a college degree 75% believe the Madison Police is doing a good or excellent job compared to 62% of those with less than a college degree.

Perceptions of Public Safety

- **The majority of Madison residents feel “very safe” in their own neighborhoods during the day.** A total of 73% of residents reported that they feel “very safe” walking alone in their own neighborhoods during the day, and 70% feel “somewhat” or “very safe” walking at night.
- **In contrast, residents feel less safe in the City of Madison as a whole.** Only 29% of residents feel very safe and 51% feel somewhat safe in the City of Madison overall. The top safety concerns are automobile theft (43%), gun violence (42%), and traffic/residential speeding (39%).
- **More than half the residents surveyed (61%) believe crime in Madison is getting worse.** Approximately one third (35%) of residents believe there has been no change and 3% believe crime in Madison has improved. People with less than a college degree were more likely than others to report that they believe crime is getting worse (71% of residents with a college degree compared to 51% of those with less than a college degree.)
- **Residents from the Midtown and West Districts feel safer than others.** More than eight-out-of-ten residents from the Midtown (86%) and West (83%) Districts reported feeling very safe during the day in their neighborhoods compared to 59% of residents living in the East District and 63% in the North District. (Sample sizes in the Central and South Districts were not sufficient for statistical analysis.)

Community Engagement

- **A slight majority of residents consider their relationship with the Madison Police to be positive.** Just over two-thirds of residents (68%) rated their relationship with the Madison Police Department as “somewhat positive” or “very positive.” Half the residents

surveyed (49%) reported that the Madison Police have been “somewhat responsive” or “very responsive” in addressing public safety issues brought up by the community.

- **However, findings suggest that community engagement has been uneven and varies by district.** Midtown residents were more likely to report that the relationship with the Madison Police Department was very positive (48%) compared to residents from the East District (22%), the North District (27%), and the West District (31%).
- **In addition, college graduates were more likely than other residents to report that they have a positive relationship with the Madison Police.** A total of 39% of college graduates described their relationship as very positive, compared to 23% of those without a degree.
- **Less than half of residents believe the Madison Police makes it easy for community members to provide input.** Only 45% of the residents surveyed “strongly agreed” or “somewhat agreed” that the Madison Police makes it easy for the community to provide input.

Community Policing and Redefining Police Duties

- **Most residents are familiar with at least one community program operated by the Madison Police.** Almost two-thirds of residents (65%) are familiar with one or more community program operated by the Department. Awareness was highest for the Madison Area Crime Stoppers (55%), followed by the Good Neighborhood Project (22%) and the CORE program (21%).
- **Residents aware of community programs run by the Madison Police have more favorable views of the police compared to other residents.** Three-quarters of residents (74%) aware of at least one of the Department’s community programs described the relationship between police and their neighborhood as very positive or somewhat positive compared to 57% among residents not aware of existing programs. Residents aware of the community programs were also more likely to strongly agree or somewhat agree that Madison Police understand the unique aspects of their community, 62% compared to 36%, respectively.
- **Findings suggest that at least half of Madison residents would be open to having another city agency handle mental health calls and non-criminal neighbor disputes.** Half the residents surveyed (50%) reported that it was not “too important” or “not at all important” to have police officers respond to mental health calls and 57% reported that it was not important to have officers respond to neighbor disputes. In contrast, the majority of residents believe it is “very important” or “somewhat important” that officers respond to burglaries and car theft, provide patrol in neighborhoods, and attend community meetings.

Summary

The study found that a majority of Madison residents approve of the job the police are doing and feel safe within their own neighborhoods. Most residents believe the police are effective in protecting them from violent crime and are familiar with one or more of the Department's community outreach programs.

Despite these positive indicators, many residents do not feel safe in the City of Madison overall and only half have confidence in police conduct and accountability. The process for providing community input is perceived as difficult and many residents do not believe the Department is responsive when community concerns are raised.

Moreover, views of the police vary significantly by race, ethnicity, education, and district. Non-white residents and those without a college degree give Madison Police lower ratings for overall job performance and are less likely to describe the police as effective in protecting them from violent crime. In addition, residents from the Midtown and West Districts feel safer in their own neighborhoods compared to residents who live elsewhere. Midtown residents were also more likely to describe their relationship with the Madison police as "very positive" compared to other groups.

Finally, results suggest that there may be public support for transferring some of the duties currently performed by the Madison Police Department to other city agencies. While the majority of residents want and expect police to respond directly to burglaries and car theft, provide patrol in neighborhoods, and attend community meetings, half believe mental health calls and non-criminal neighbor disputes could be handled by another city agency.

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INTRODUCTION

As part of a larger strategic planning process for the Madison Police Department, Matrix Consulting Group contracted with Public Values Research, an independent research firm, to conduct a community survey with City of Madison residents. The purpose of the research was to document community attitudes regarding the services provided by the Madison Police Department and to help identify perceived gaps in the quality of services provided. Specifically, the study addressed: (1) public satisfaction with the Madison Police Department overall and across key measures; (2) perceived public safety citywide and within neighborhoods; and (3) community engagement.

The remainder of this report presents the survey methodology and findings that emerged from the data analyses and is organized as follows:

- The **Methodology** section, which describes data collection and statistical methods;
- Detailed **Findings**;
- **Summary and Recommendations**; and,
- The **Appendices**, which include the survey instrument with frequencies and a demographic profile of residents surveyed compared to population estimates.

METHODOLOGY

Overview

The findings presented in this report reflect the content of 721 surveys conducted with residents of the City of Madison, Wisconsin. All participants were 18 years of age or older. The sample was collected between March 4 and April 11, 2022, using a mixed mode approach, which included both an online and mail-back option. Postcards with the Madison Police Department logo and a QR code were mailed to 3,000 addresses using an Addressed Based Sample (ABS) provided by U.S. Postal Service and procured by Marketing Systems Group. The paper questionnaire along with a postage-paid return envelope was sent a week later. Each survey had a unique code to prevent residents from submitting a survey more than once. All surveys were conducted in English. A total of 253 surveys were conducted online and 468 were returned by mail.

The margin of error for the sample as a whole was +/-6% at the 95% confidence interval, which was computed using the classical SRS formula (Simple Random Sample) and takes into account the design effects of weighting. Estimates based on subgroups within the sample will have larger margins of error. All reported differences among demographic groups are statistically significant at the 90% confidence level or higher.

Weighting

Post-stratification weights were calculated by raking (an iterative proportional fitting algorithm). The weighting parameters were age, race, gender, and education level. From weighting alone, the design effect of the survey is 3.05 and the design factor is 1.75. Of 721 total survey completions, 685 had complete responses for all weighting parameters (age, race, gender, and

education). The weights for the remaining 36 cases were set to the mean (1) in order to preserve cases.

Weights were generated based on 2020 U.S. Census population estimates for the adult population living in the City of Madison, Wisconsin.

Statistical Comparisons

Statistical tests were conducted for all comparative analyses to identify whether observed differences among demographic groups or categories were statistically significant.¹ All reported differences were statistically significant at the 90 percent confidence level, unless otherwise noted. The margin of error for these comparisons was not adjusted for design effects.

Report Organization

This report has been organized around the following topic areas:

- General satisfaction with the Madison Police Department;
- Perceived public safety; and
- Perceptions regarding community policing;

The next section of this report presents study findings.

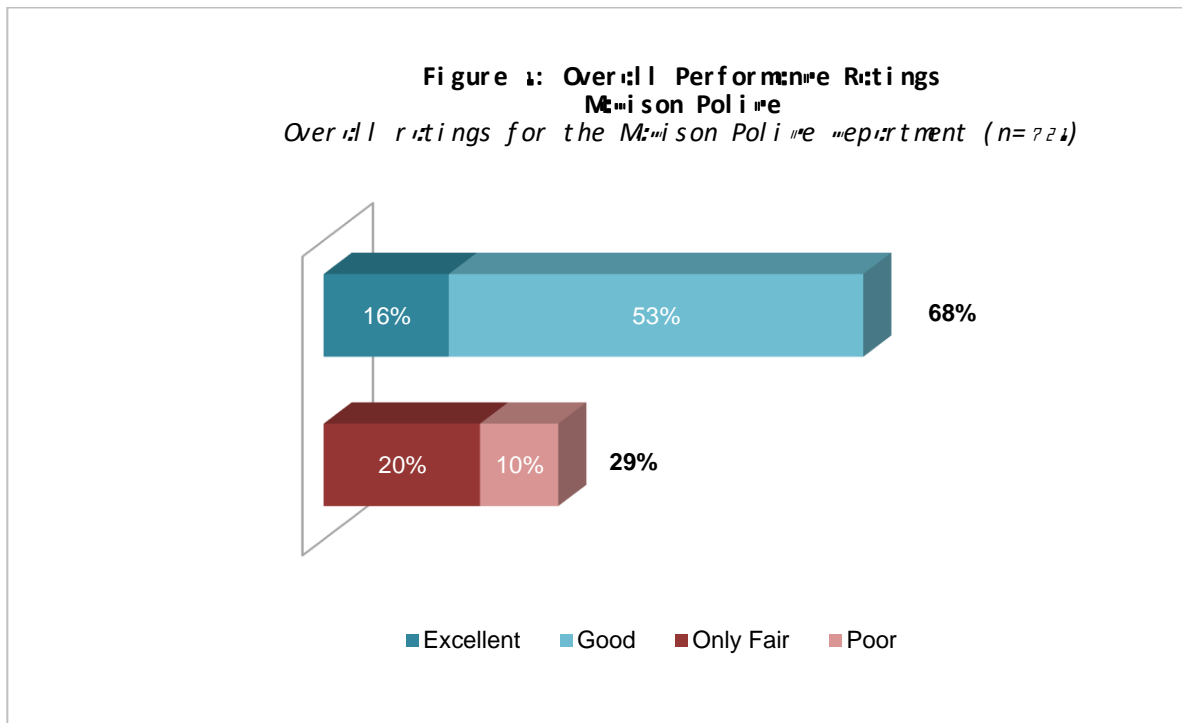
¹ A statistically significant difference means that the difference between groups is not by chance, and that a real difference in perceptions exists. A 90% confidence level means if the study were conducted repeatedly, 90 times out of 100 the results would be the same for any given question +/-5 percentage points.

FINDINGS

General Satisfaction with the City of Madison Police Department

Overall Performance Ratings

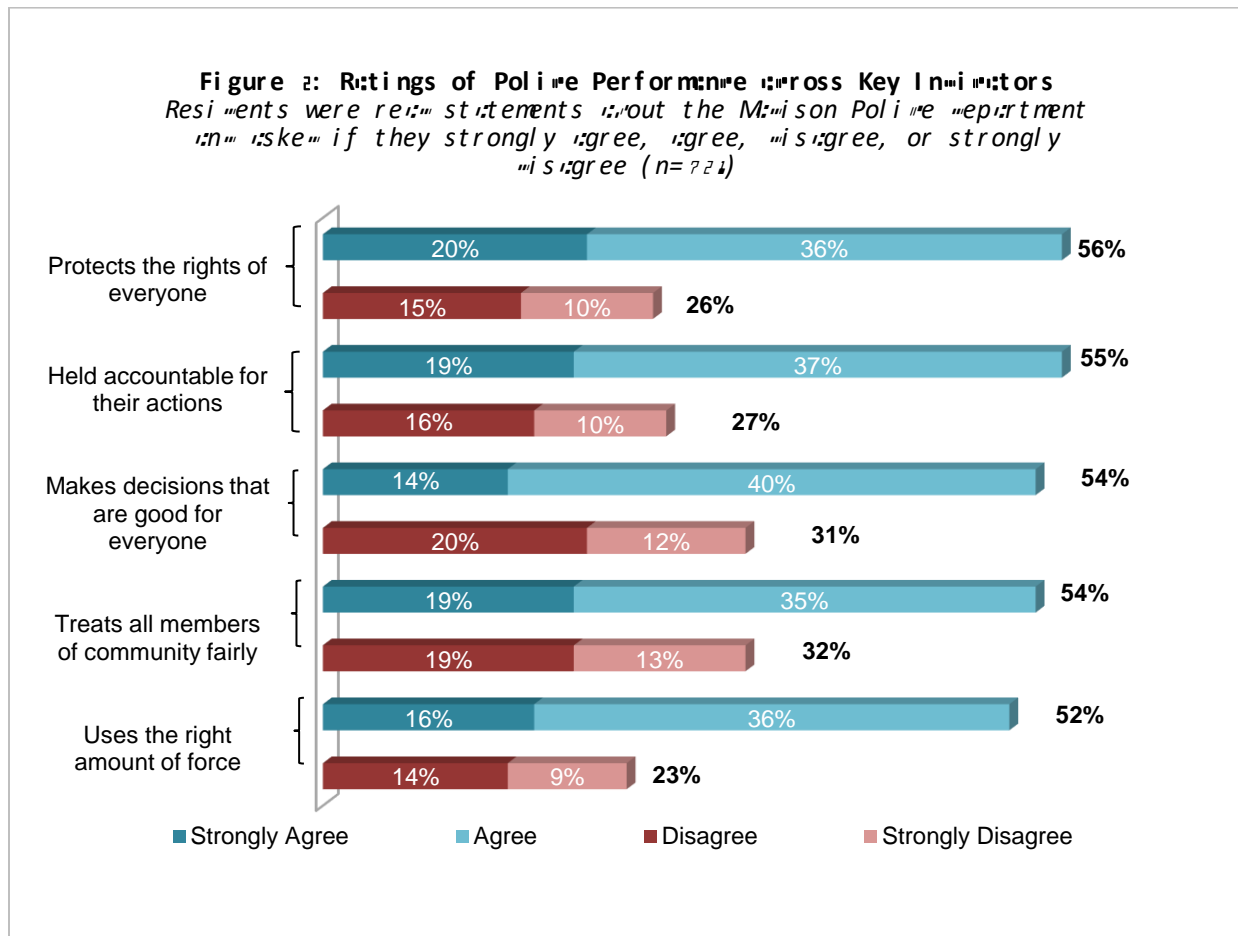
Public confidence in the Madison Police was measured using a series of questions in which residents were asked how they would rate the Madison Police Department overall and across specific attributes, including whether officers protect the rights of everyone in the community and are held accountable for their actions. **The survey found that the majority of residents have confidence in the Madison Police overall; however, ratings were lower for specific measures of police conduct and accountability.** As seen in **Figure 1**, more than two-thirds of all residents surveyed (68%) reported that they believe the Madison Police are doing a “good” or “excellent” job overall.



*Figure based on Q10: “How would you rate the job the Madison Police are doing providing services to the community?” Don’t know/Refused not charted.

Ratings across Key Indicators

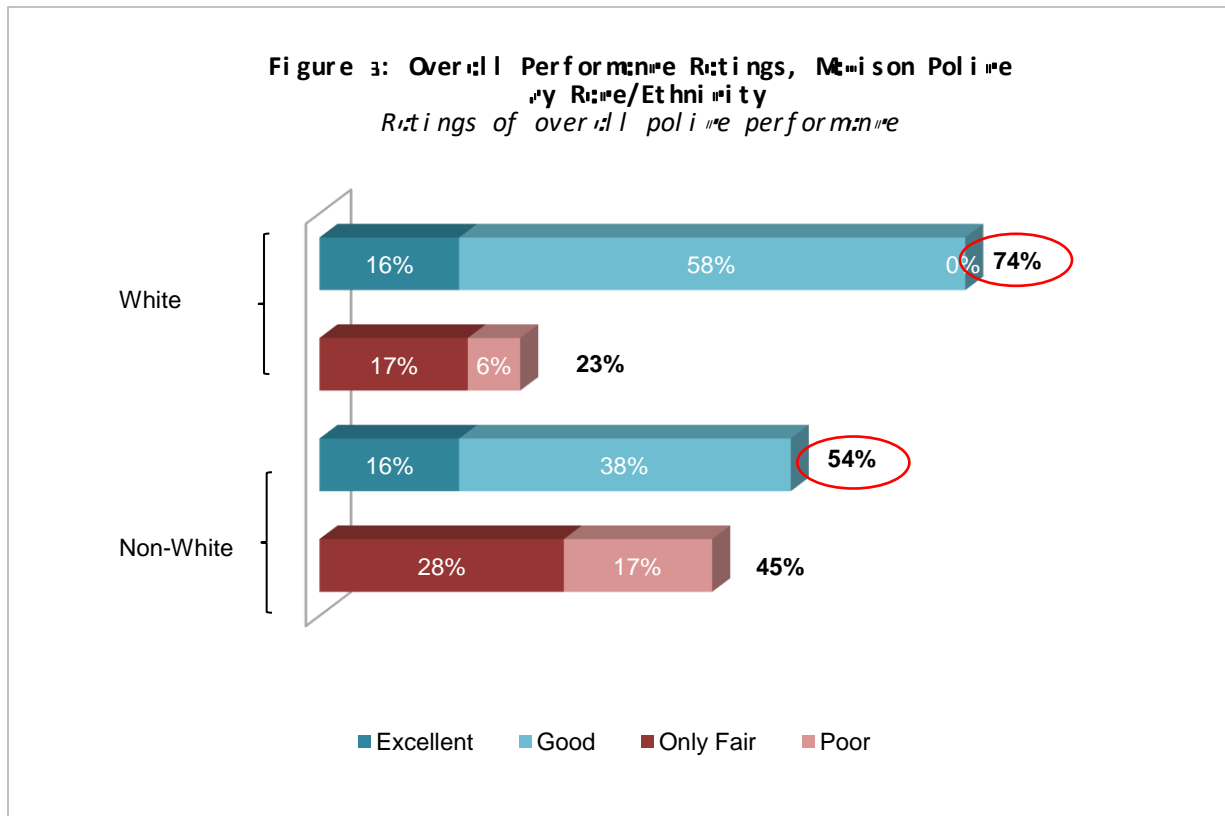
In addition to providing overall ratings, residents were asked to rate police job performance across several key indicators. Results are presented in **Figure 2. Findings suggest that only about half of Madison residents are confident in police conduct and accountability.** Between 52% and 56% of residents reported that they believe Madison Police understand their community, make decisions that are good for everyone in the community, treat all members of the community fairly, protect the rights of everyone regardless of race or ethnicity and generally use the right amount of force. When misconduct does occur, only 55% believe officers are held accountable.



*Figure based on Q9: "Listed below are a number of statements about the Madison Police Department. Please indicate whether you agree or disagree with each statement." Don't know/refused not charted.

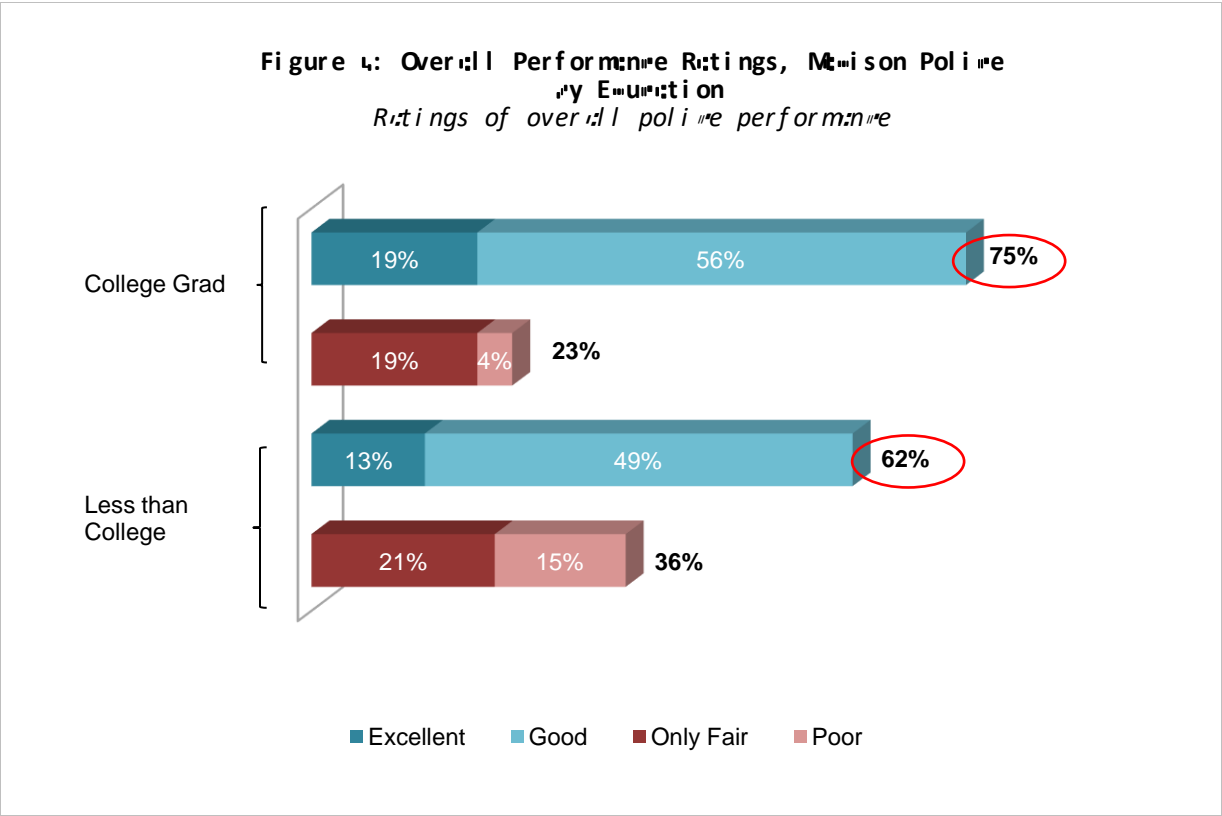
Differences by Race, Ethnicity, and Education

While the majority of residents have confidence in the Madison Police overall, views varied significantly by race, ethnicity, and education. Findings indicate that non-white residents give the Madison Police lower ratings overall compared to white residents. Three-fourths of white residents surveyed (74%) reported that the Madison police were doing a good or excellent job overall, compared to 54% of non-white residents. Results are presented in Figure 3.



*Figure based on Q10: "How would you rate the job the Madison Police are doing providing services to the community?" Unweighted sample size was 627 for white residents and 87 for all non-white residents combined. Non-white residents gave lower performance ratings compared to white residents. Statistically significant differences are circled. Don't know/Refused not charted.

As seen in **Figure 4**, residents with a college degree were more likely to give the Madison Police a good or excellent rating, 75% compared to 62% among those without a college degree.

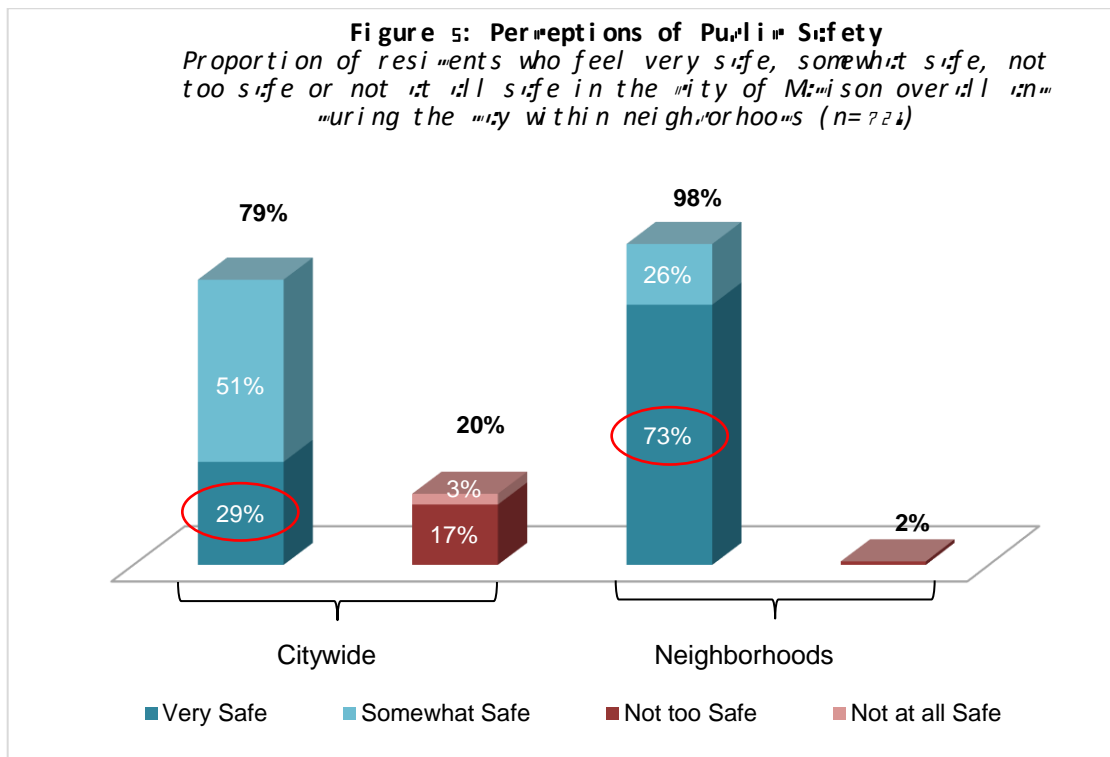


*Figure based on Q10: "How would you rate the job the Madison Police are doing providing services to the community?" Unweighted sample size was 503 for college graduates and 213 for non-college graduates. Residents without a college degree gave lower performance ratings compared to college graduates. Statistically significant differences are circled. Don't know/Refused not charted.

Perceived Public Safety

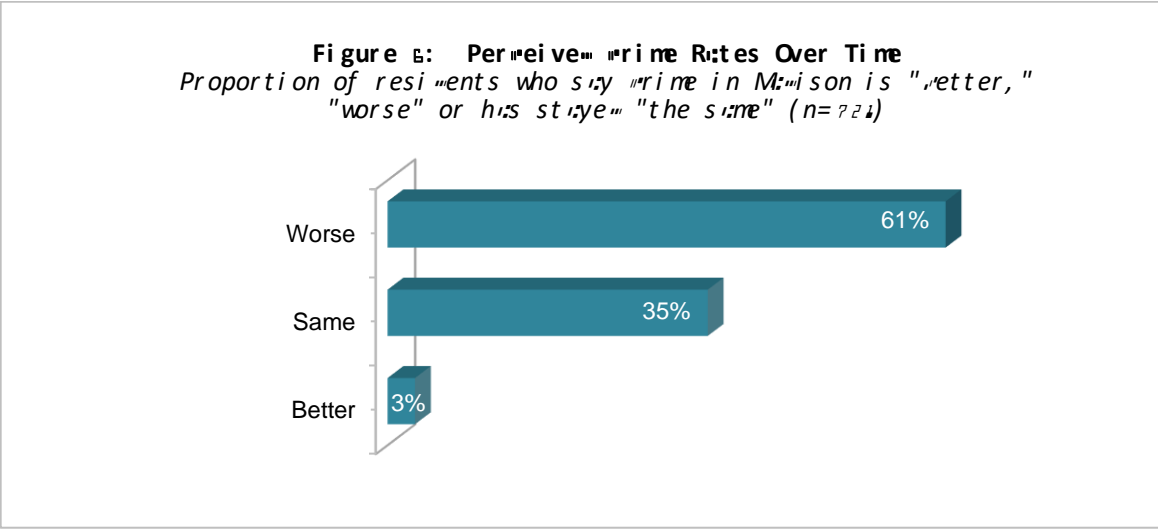
Perceived Safety within Neighborhoods and Citywide

In addition to overall police performance, the survey measured residents' perceptions of public safety. **The study found that most residents feel very safe in their own neighborhoods during the day, but fewer residents feel safe in the City of Madison as a whole.** Nearly three-fourths of residents (73%) reported that they feel "very safe" walking alone in their own neighborhoods during the day. In contrast, only 29% of residents feel very safe the City of Madison overall, as seen in **Figure 5**. Although residents feel safe in their own neighborhoods, they feel less safe at night. A total of 70% of residents reported that they feel "somewhat" or "very safe" walking at night in their immediate neighborhood (no chart).



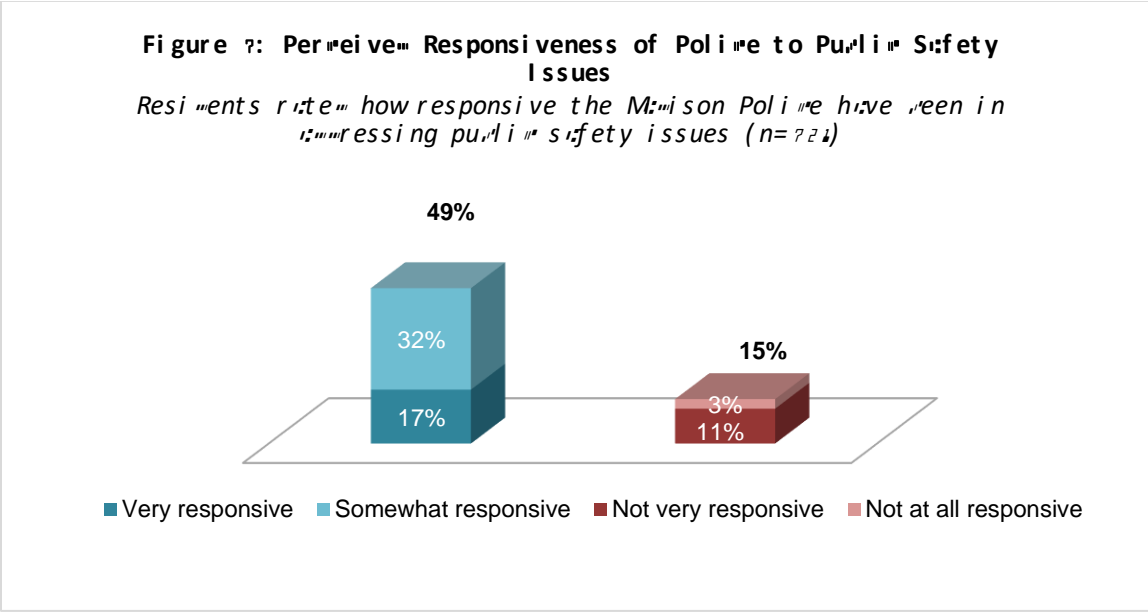
*Figure based on Q1 and Q3: "How safe do you feel walking alone during the day in your immediate neighborhood?" "Overall, how safe do you feel in the City of Madison? Statistically significant differences are circled. Residents feel safer in their own neighborhoods than they do citywide. Don't know/refused not charted.

Figure 6 presents public perceptions regarding crime rates within neighborhoods. The majority of Madison residents believe crime in the City of Madison “is getting worse” (61%), followed by approximately one third (35%) who believe crime rates have “stayed about the same.” Only 3% of residents surveyed believe crime in Madison is “getting better.”



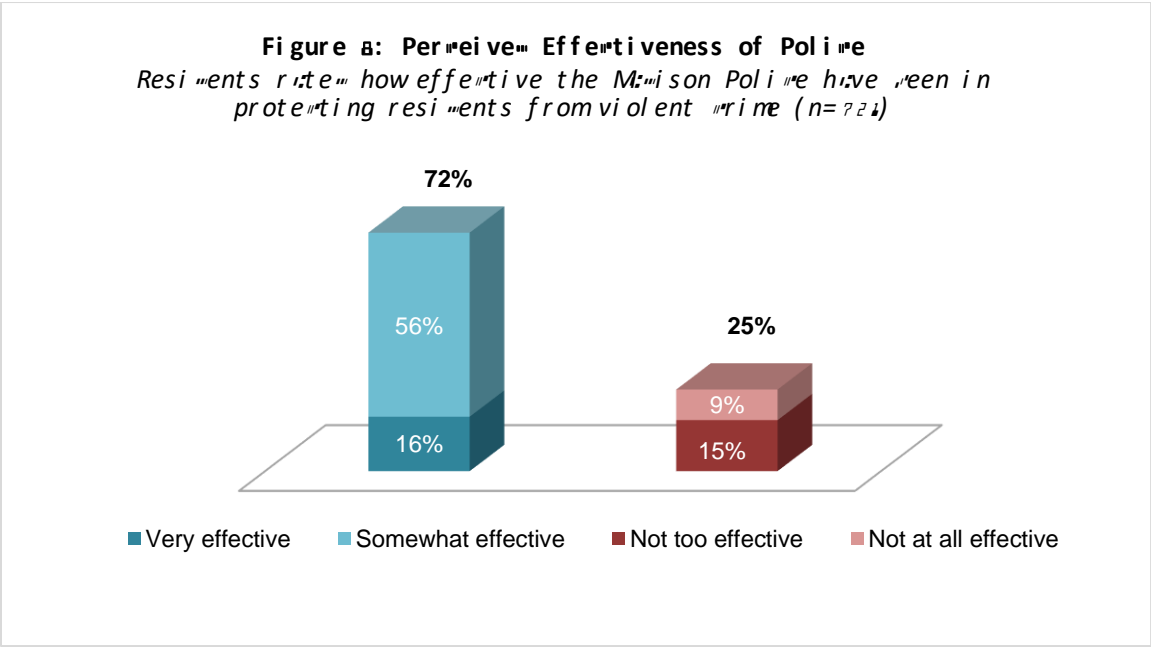
*Figure based on Q4: “Do you think crime in Madison is getting better, worse, or has stayed about the same?” Don’t know/refused not charted.

Half the residents surveyed (49%) report that Madison Police Department is “somewhat responsive” or “very responsive” in addressing public safety concerns raised by the community, as seen in **Figure 7**.



*Figure based on Q8: “When public safety issues are brought up by the community, how responsive has the Madison Police been in addressing them?” Don’t know/Refused not charted.

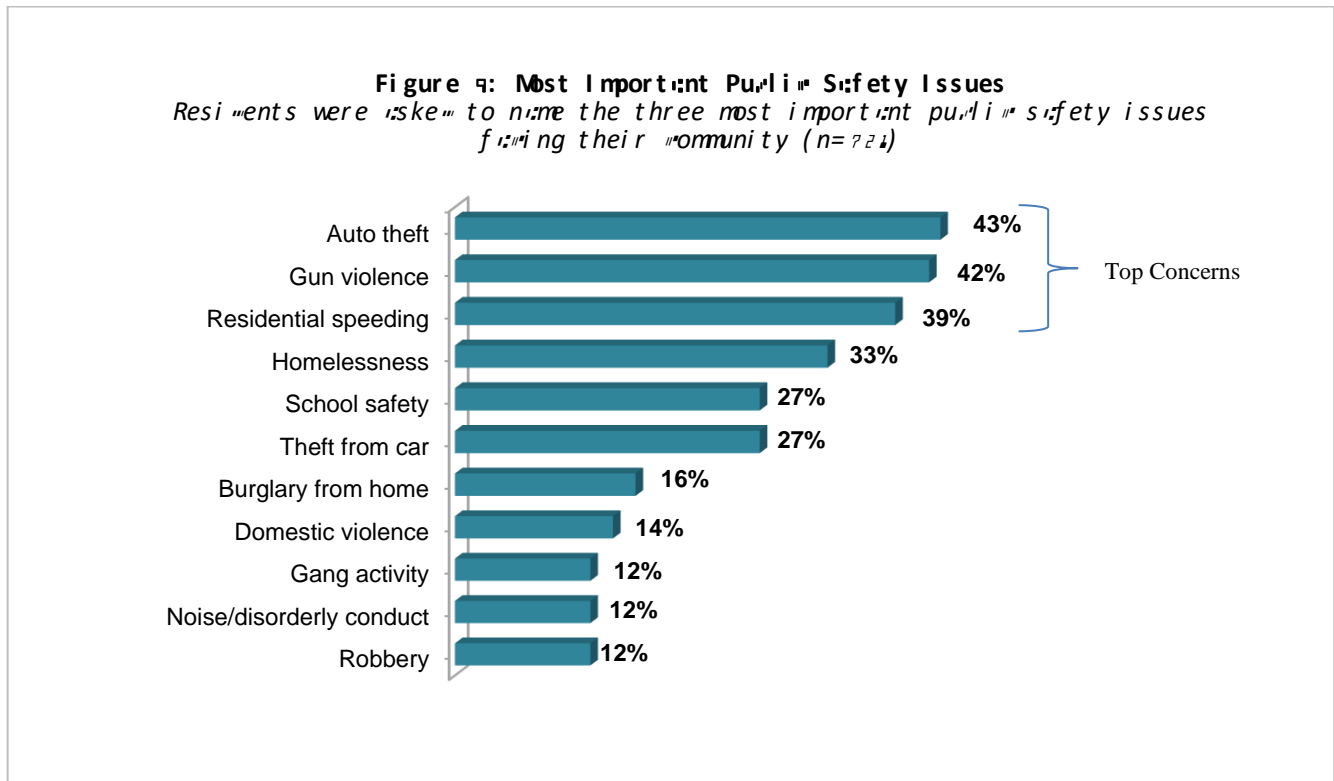
Residents were also asked how effective the Madison Police have been in protecting them from violent crime. Results are presented in **Figure 8**. A total of 72% of residents believe the Madison Police are “very effective” or “somewhat effective” in protecting residents.



*Figure based on Q11: “How effective do you think the Madison Police Department is at protecting residents from violent crime?” Don’t know/Refused not charted.

Most Important Public Safety Issues

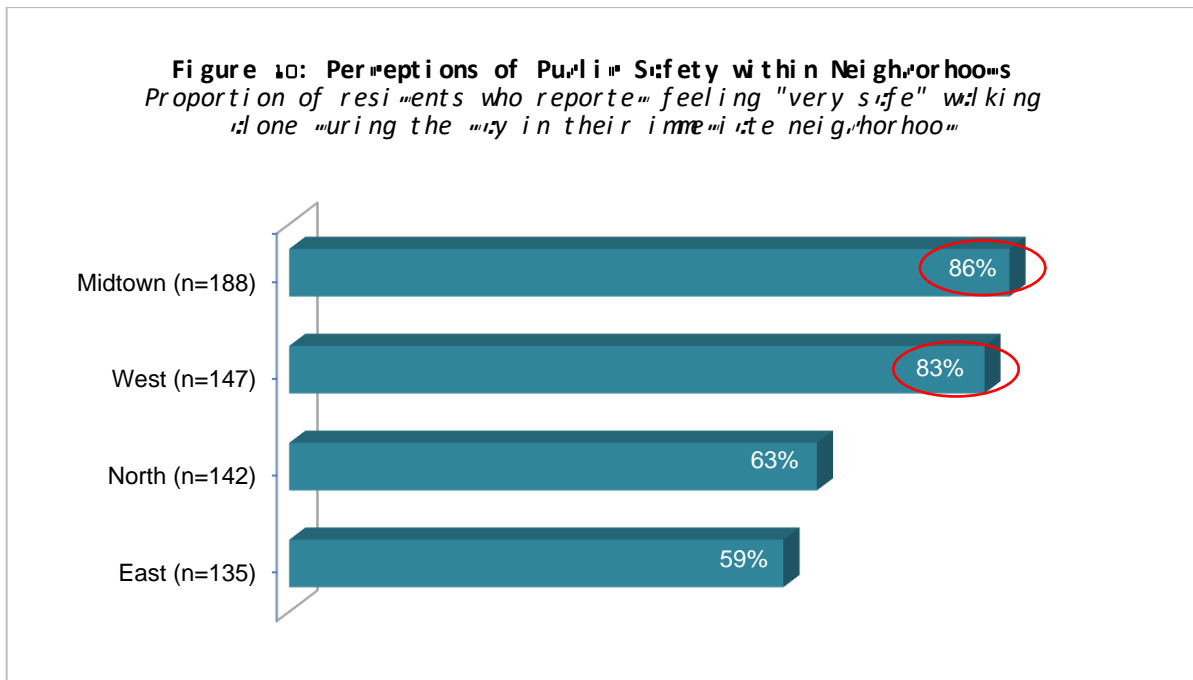
To better understand residents' safety concerns, respondents were asked what they thought were the most important public safety issues facing their community. Results are presented in **Figure 9. Automobile theft, gun violence, and residential speeding were the most frequently cited public safety concerns, each mentioned by approximately 40% of all residents surveyed.**



*Figure based on Q5: "Please select three public safety issues you think are the greatest problems in your community." Auto theft, gun violence, and speeding were mentioned more frequently than other safety concerns, a statistical difference. Don't Know/Refused not charted. Safety issues mentioned by 5% or fewer respondents were not charted.

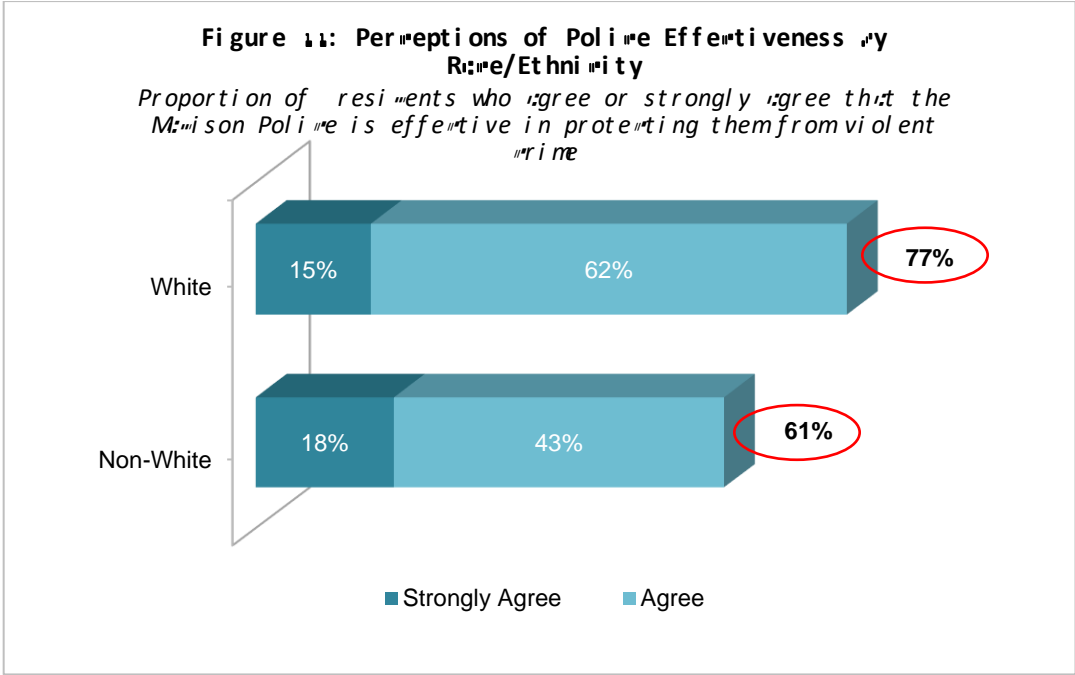
Differences by District, Race and Ethnicity, and Education

Perceptions of public safety varied by district, race/ethnicity, and education. **Residents in the Midtown and West Districts feel safer walking in their neighborhoods during the day compared to residents from other areas.** As seen in **Figure 10**, 86% of Midtown residents and 83% of West District residents feel “very safe” walking alone in their own neighborhoods during the day, compared to 63% of North District residents and 59% of East District residents, a statistically significant difference.



*Figure based on Q1: “How safe do you feel walking alone during the day in your immediate neighborhood?” Don’t Know/Refused not charted. Statistically significant differences are circled. Midtown and West residents were more likely to report that they feel very safe compared to residents from the North and East Districts. Sample size for the Central and South Districts were not sufficient for analysis.

White residents were more likely than non-white residents to report that Madison Police are effective in protecting them from violent crime, as seen in Figure 11. Approximately 77% of white residents strongly agree or somewhat agree that the police are effective at protecting them compared to 61% of non-white residents. College educated residents were also more likely to agree that Madison Police are effective (80%) compared to residents without a college degree 64% respectively. (no chart).

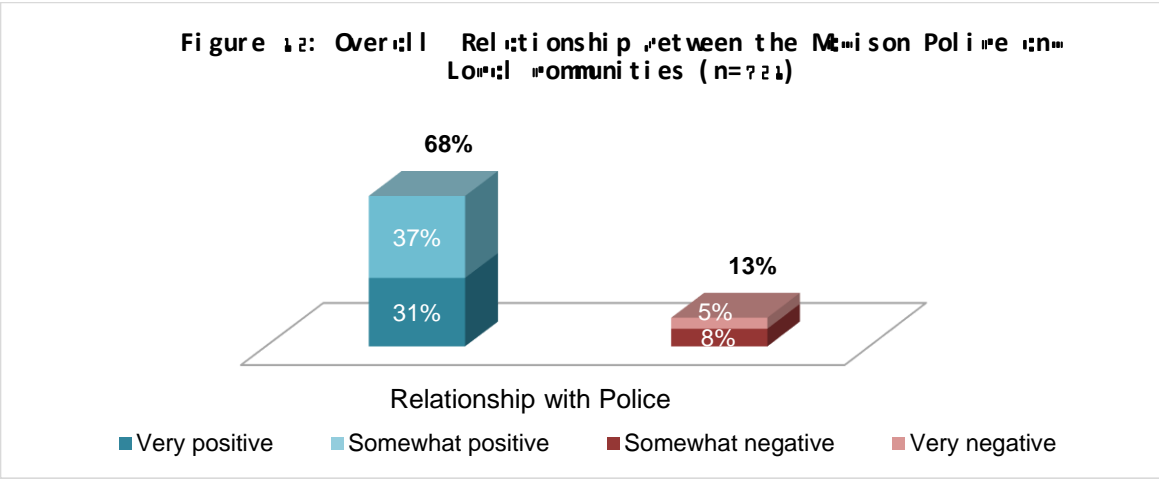


*Figure based on Q11: "How effective do you think the Madison Police Department is at protecting residents from violent crime?" Don't know/Refused not charted. Statistically significant differences are circled. The sample size for white residents was 627, the sample for non-white residents was 87.

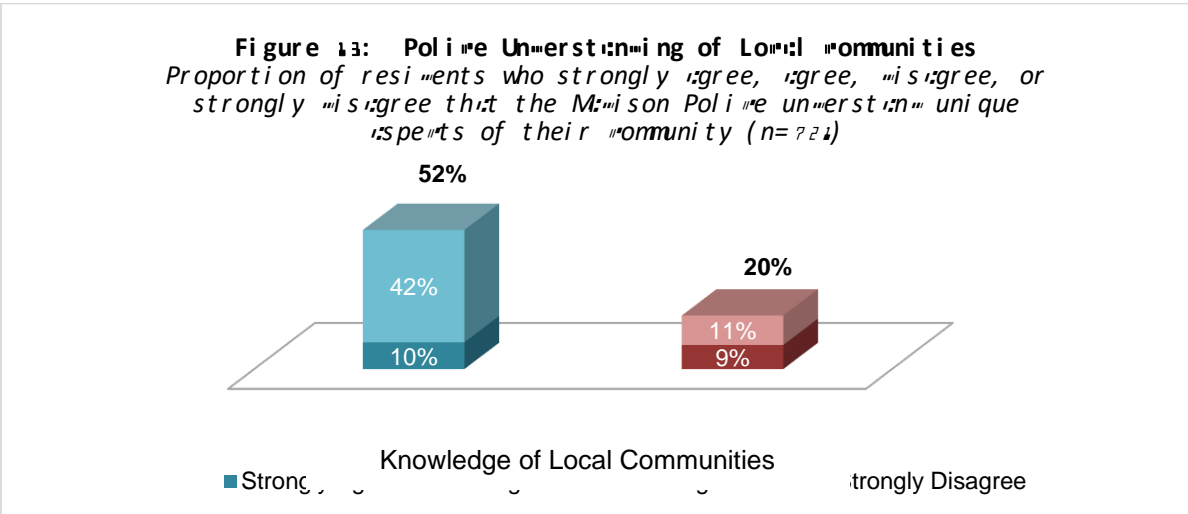
Community Engagement

Relationship between Madison Police and Local Communities

In exploring residents’ perceptions of community policing efforts, respondents were asked about their relationship with the Madison Police. **Overall, the survey found that the majority of Madison residents consider the relationship between their community and the Madison Police to be positive, although residents are less likely to agree that police understand the unique aspects of their community.** Two-thirds of Madison residents (68%) describe their relationship between the Madison Police and their community as “very positive” or “somewhat positive,” and 52% “agree” or “strongly agree” that the police understand their community. Results are presented in **Figures 12 and 13.**

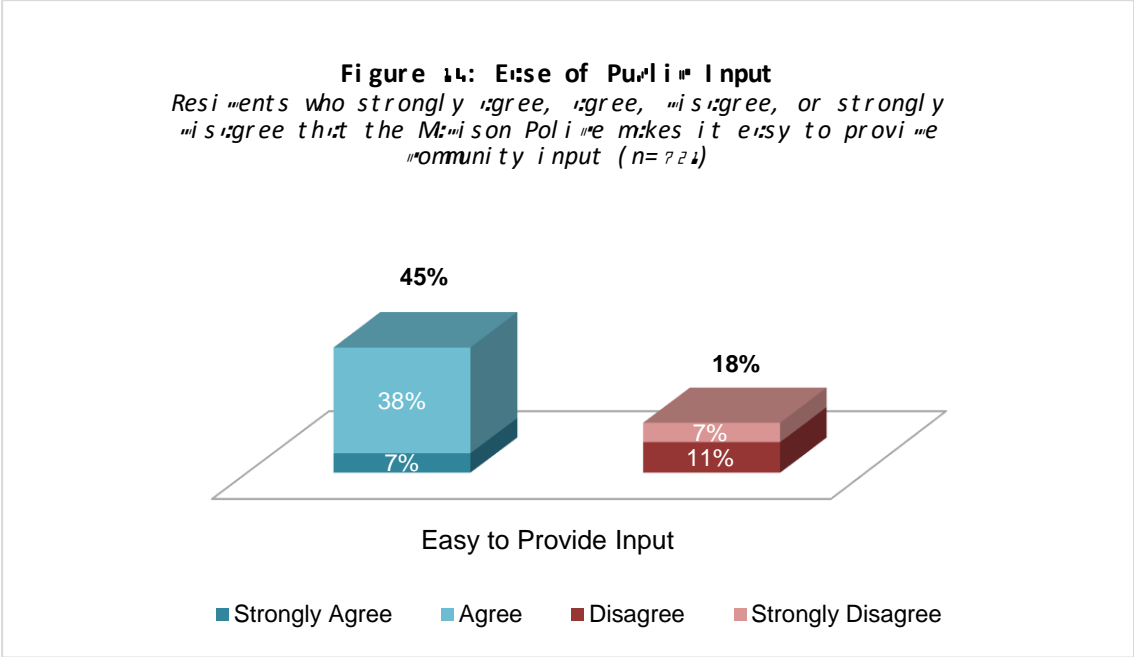


*Figure based on Q7: “Overall, how would you describe the relationship between the Madison Police and the neighborhood where you live? Very Positive, Somewhat Positive, Somewhat Negative, or Very Negative.” Don’t know/refused not charted.



*Figure based on Q9b: “Listed below are a number of statements about the Madison Police Department. Please indicate whether you agree or disagree with each statement. The Madison Police Department understands the unique aspects of my community.” Don’t know/Refused not charted.

Next, residents were asked if it were easy for people from their community to give input and make suggestions to the police. Results are shown in **Figure 14**. The survey found that **less than half of all residents (45%) “agree” or “strongly agree”** that the **Madison Police Department makes it easy for community members to provide feedback**.



*Figure based on Q9a: “Listed below are a number of statements about the Madison Police Department. Please indicate whether you agree or disagree with each statement. The Madison Police Department makes it easy for community members to provide input.” Don’t know/Refused not charted.

Awareness of Community Programs

To help measure community engagement, the survey asked residents if they were familiar with existing programs operated by the Madison Police Department. **The study found that the majority of residents (65%) are familiar with at least one community program operated by the department.** Awareness was highest for the Madison Area Crime Stoppers (55%), followed by the Good Neighborhood Project (22%) and the CORE program (21%), as seen in **Figure 15**.

Residents aware of community programs run by the Madison Police had more favorable views of the police compared to other residents. Three-quarters of residents (74%) aware of at least one of the department's community programs described the relationship between police and their neighborhood as very positive or somewhat positive compared to 57% among residents not aware of existing programs. Residents aware of the community programs were also more likely to strongly agree or somewhat agree that Madison Police understand the unique aspects of their community, 62% compared to 36%, respectively.

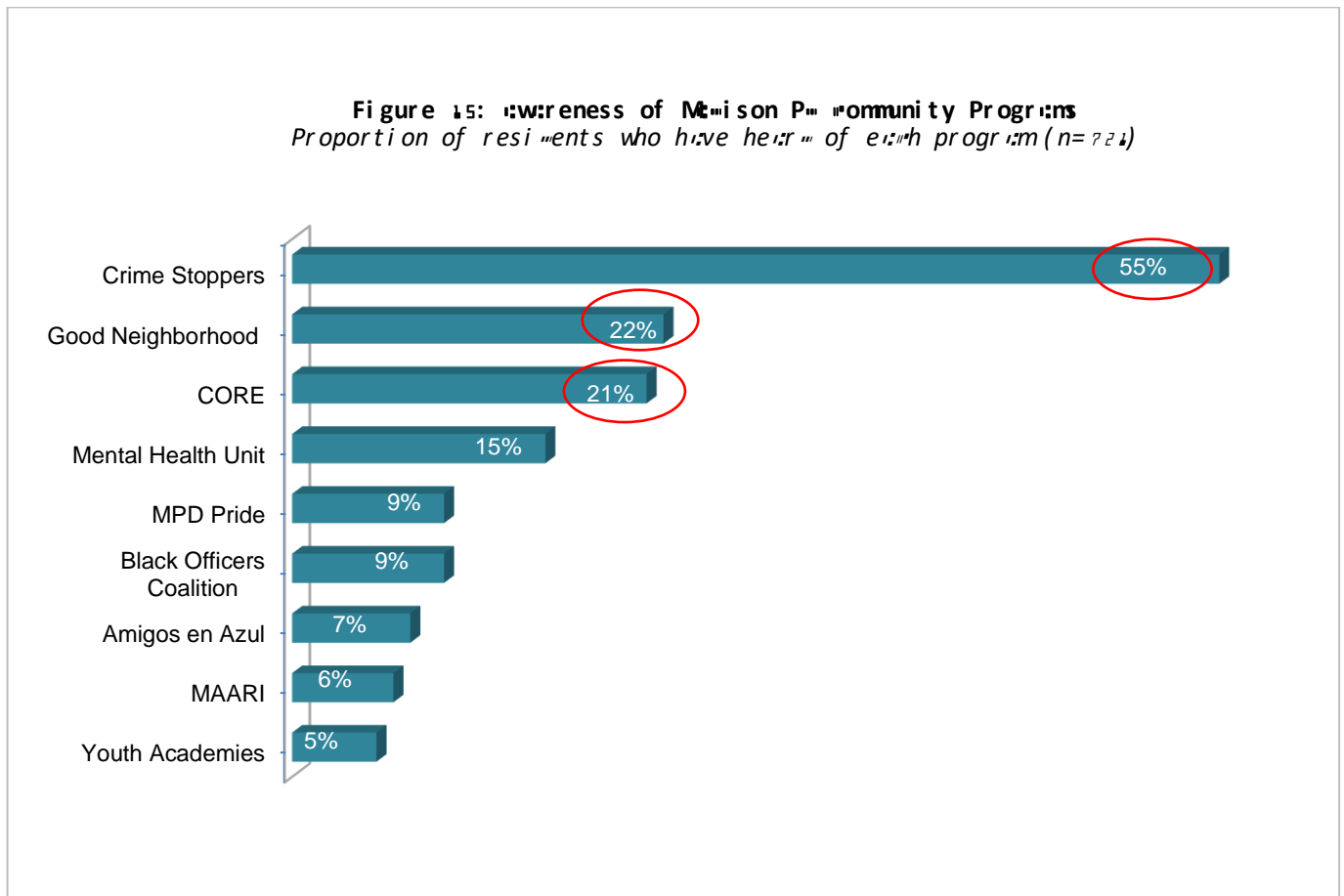


Figure based on Q12: "Are you familiar with any of the following programs operated by the Madison Police Department?" Don't know/Refused not charted. Programs under 5% awareness not charted. Statistically significant differences are circled. Awareness rates were statistically higher for Madison Crime Stoppers, the Good Neighborhood Project, and CORE.

Support for Allocating Duties to Other City Agencies

Finally, to gauge public support for transferring some of the duties currently performed by Madison Police officers to other city departments, residents were asked how important they thought it was that police officers *personally* perform certain duties including neighborhood patrols, attending or hosting community events, responding to mental health calls, and other responsibilities. **The study found that most residents think it is “very important” or “somewhat important” that officers respond to burglaries and car theft, provide patrol in neighborhoods, and attend community meetings; however, approximately half the residents surveyed agreed that another city agency could be able to respond to mental health calls and non-criminal neighbor disputes.** Results are presented in **Tables 1** and **2**.

Table 1: Most Important Duties (n=721)
Proportion of residents who believe it is “very important” or “somewhat important” that the following duties are performed directly by Madison PD officers

	“Very Important”	“Somewhat Important”	Important Combined Total	
Respond to burglaries	82%	13%	95%	Most Important
Car theft	69%	25%	94%	
Patrol neighborhoods	51%	33%	83%	
Attend community meetings	35%	38%	73%	
Attend/host community events	26%	37%	63%	
Check well-being of a neighbor when there is a concern	30%	32%	61%	
Respond to school disturbance	28%	31%	60%	
Respond to mental health call	20%	27%	46%	
Respond to non-criminal neighbor dispute	10%	28%	38%	

*Table based on Q6: “Police officers are asked to respond to many situations. How important do you think it is that Madison Police officers personally perform the following duties as opposed to another city agency?” No opinion not charted. Responding to burglaries and car theft were the most important duties, followed by patrolling neighborhoods and attending community events.

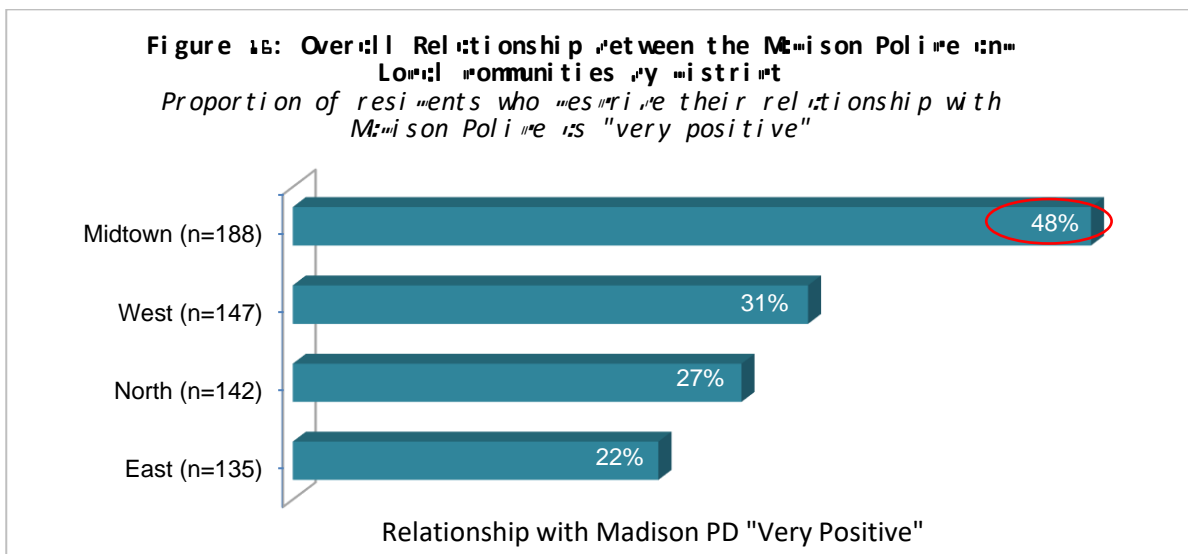
Table 2: Least Important Duties (n=721)
*Proportion of residents who believe it is “not too important” or “not at all important”
that the following duties are performed directly by Madison PD officers*

	“Not too Important”	“Not at all important”	Not Important Combined Total	
Respond to non-criminal neighbor dispute	35%	22%	57%	Least Important
Respond to mental health call	23%	27%	50%	
Respond to school disturbance	23%	14%	37%	
Check well-being of a neighbor when there is a concern	20%	15%	35%	
Attend/host community event	19%	13%	32%	
Attend community meetings	16%	7%	23%	
Patrol neighborhoods	9%	6%	15%	
Car theft/ theft from auto	2%	1%	3%	
Respond to burglaries	2%	1%	3%	

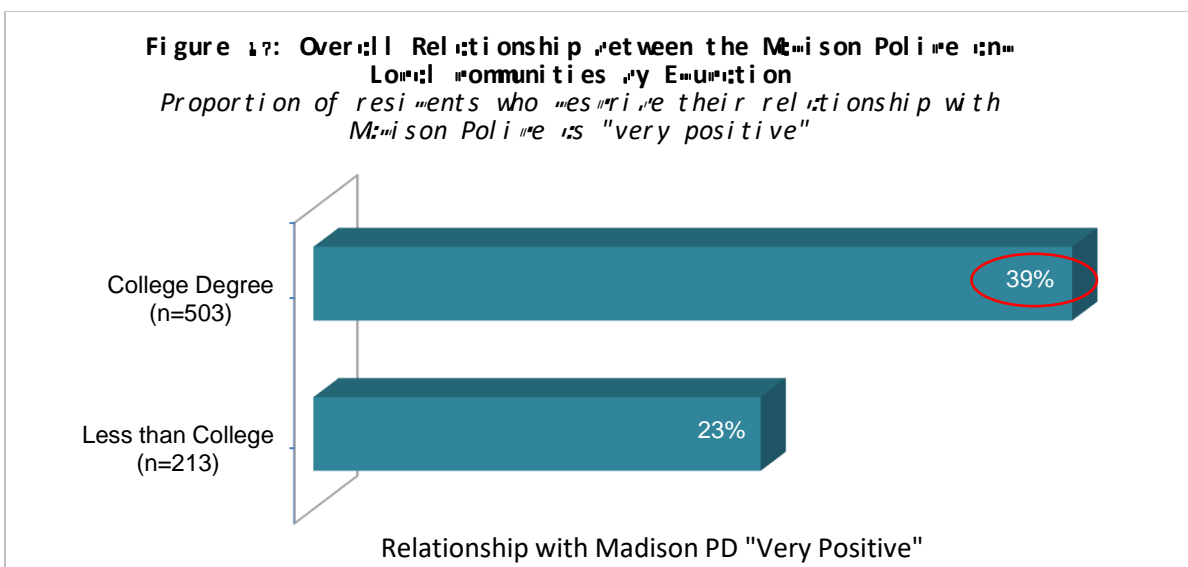
*Table based on Q6: “Police officers are asked to respond to many situations. How important do you think it is that Madison Police officers personally perform the following duties as opposed to another city agency?” No opinion not charted.

Differences by District and Education

Although the majority of residents surveyed characterize the relationship between their communities and Madison Police as positive, findings suggest that community engagement varied by district and education. **Residents living in the Midtown District and those who graduated from college were more likely than other residents to describe the relationship with the Madison Police as “very positive.”** Approximately half of Midtown residents (48%) and white residents described their community’s relationship with the Madison Police as very positive compared to less than a third of residents who live elsewhere, as seen in **Figure 16**. In similar findings, 39% of college graduates described their relationship as very positive, compared to 23% among those without a college degree (see **Figure 17**).



*Figure based on Q7: “Overall, how would you describe the relationship between the Madison Police and the neighborhood where you live?” No opinion not charted. Sample size in the Central and South Districts was not sufficient for analysis.



SUMMARY

The study found that a majority of Madison residents approve of the job the police are doing and feel safe within their own neighborhoods. Most residents believe the police are effective in protecting them from violent crime and are familiar with one or more of the Department's community outreach programs.

Despite these positive indicators, many residents do not feel safe in the City of Madison overall and only half have confidence in police conduct and accountability. The process for providing community input is perceived as difficult and many residents do not believe the Department is responsive when community concerns are raised.

Moreover, views of the police vary significantly by race, ethnicity, education, and district. Non-white residents and those without a college degree give Madison Police lower ratings for overall job performance and are less likely to describe the police as effective in protecting them from violent crime. In addition, residents from the Midtown and West Districts feel safer in their own neighborhoods compared to residents who live elsewhere. Midtown residents were also more likely to describe their relationship with the Madison police as "very positive" compared to other groups.

Finally, results suggest that there may be public support for transferring some of the duties currently performed by the Madison Police Department to other city agencies. While the majority of residents want and expect police to respond directly to burglaries and car theft, provide patrol in neighborhoods, and attend community meetings, half believe mental health calls and non-criminal neighbor disputes could be handled by another city agency.

**APPENDIX A:
SURVEY INSTRUMENT WITH FREQUENCIES FOR RESPONDENTS
OVERALL**



Madison Wisconsin Police Department 2022 Community Survey Weighted Frequencies (n=721)

Please take a few minutes to complete this survey about crime and policing in the city of Madison, Wisconsin. Your answers are completely confidential and your identity will not be known.

Please mark the answers that best represent your opinion. Your participation in this survey is voluntary and you do not need to answer every question. When completed, please return the survey in the postage-paid envelope provided.

Use dark blue or black pen, not a highlighter or pencil. For questions with check boxes, please mark your survey responses with an "X," keeping the "X" inside the box as much as possible. Thank you.

EXAMPLE: ☒

SECTION 1: How safe do you feel in Madison? (n=721)

	Very Safe	Somewhat safe	Not too safe	Not at all safe	DK/ refused
1. How safe do you feel walking alone during the <u>day</u> in your immediate neighborhood?	73%	26%	1%	0%	0%
2. How safe do you feel walking alone at <u>night</u> in your neighborhood?	23%	46%	22%	8%	1%
3. Overall, how safe do you feel in the City of Madison?	29%	51%	17%	3%	0%

	Better	Worse	Same
4. Do you think crime in Madison is getting better, worse, or has stayed about the same?	3%	61%	35%

SECTION 2: What is most important to you?

5. Please select three (3) public safety issues you think are the greatest problems in your community. (n=721)

- ☐ Auto theft 43% **Top concern**
- ☐ Burglaries from your residence 16%
- ☐ Domestic violence 14%
- ☐ Gang activity 12%
- ☐ Gun violence 42% **Top concern**
- ☐ Homelessness-related issues 33%
- ☐ Noise/Public disorder 12%
- ☐ Robbery 12%
- ☐ School safety (fighting, weapons, bullying) 27%
- ☐ Theft of items from your car or truck 27%
- ☐ Traffic/residential speeding 39% **Top concern**
- ☐ Vandalism and graffiti 5%

☐ Refused/Don't Know 2%

6. **Police officers are asked to respond to many situations. How important do you think it is that Madison Police officers personally perform the following duties as opposed to another city agency? (n=721).**

	Very Important	Somewhat Important	Not too Important	Not at all Important	No Opinion
a. Respond to burglaries	82%	13%	2%	1%	2%
b. Respond to car theft/theft from auto	69%	25%	2%	1%	2%
c. Check the well-being of a community member when there is a concern	30%	32%	20%	15%	4%
d. Respond to a non-criminal neighbor dispute	10%	28%	35%	22%	4%
e. Respond to a mental health call	20%	27%	23%	27%	3%
f. Attend to a general disturbance at a school	28%	31%	23%	14%	3%
g. Attend community meetings	35%	38%	16%	7%	4%
h. Attend or host community events	26%	37%	19%	13%	4%
i. Provide patrol in neighborhoods	51%	33%	9%	6%	2%

SECTION 3: What do you think about community/police relations?

7. **Overall, how would you describe the relationship between the Madison Police and the neighborhood where you live? (n=721)**

☐ Very Positive 31%
☐ Somewhat Positive 37%
☐ Somewhat Negative 8%
☐ Very Negative 5%
☐ Don't Know 19%
☐ Refused 1%

68% positive

8. **When public safety issues are brought up by the community, how responsive has the Madison Police Department been in addressing them? (n=721)**

☐ Very Responsive 17%
☐ Somewhat Responsive 32%
☐ Not too Responsive 11%
☐ Not at all Responsive 3%
☐ Don't Know 36%
☐ Refused 0%

49% responsive

9. Listed below are a number of statements about the Madison Police Department. Please indicate whether you agree or disagree with each statement. (n=721)

	Strongly Agree	Agree	Top 2 Boxes	Disagree	Strongly Disagree	No Opinion
a. The Madison Police Department makes it easy for community members to provide input	7%	38%	45%	11%	7%	36%
b. The Madison Police Department understands the unique aspects of my community	10%	42%	52%	9%	11%	27%
c. I trust the leaders of the Madison Police Department to make decisions that are good for everyone in the community	14%	40%	54%	20%	12%	14%
d. I am confident that Madison Police officers are held accountable for their actions	19%	37%	55%	16%	10%	18%
e. The Madison Police protects the rights of everyone in the community, regardless of race or ethnicity	20%	36%	56%	15%	10%	18%
f. I trust officers to treat all members of the community fairly	19%	35%	54%	19%	13%	13%
g. In general, Madison Police officers use the right amount of force	16%	36%	52%	14%	9%	25%

SECTION 4: Overall perception of the Madison Police Department

10. How would you rate the job the Madison Police are doing providing services to the community? (n=721)

- ☐ Excellent 16%
☐ Good 53%
☐ Only Fair 20%
☐ Poor 10%
☐ DK/ Refused 2%
- 68% good/excellent overall

11. How effective do you think the Madison Police Department is at protecting residents from violent crime? (n=721)

- ☐ Very Effective 16%
☐ Somewhat Effective 56%
☐ Not too Effective 15%
☐ Not at all Effective 9%
☐ DK/Refused 3%

12. **Are you familiar with any of the following programs operated by the Madison Police Department?** *(please select all that apply)* (n=721) Residents familiar with at least one program had more favorable views of the Dept.

- ☐ Amigos en Azul (Friends in Blue) 7%
- ☐ Black Officer Coalition 9%
- ☐ Community Academies 4%
- ☐ Community Outreach and Resource Education (CORE) 21%
- ☐ Good Neighborhood Project 22%
- ☐ Madison Area Addiction Recovery Initiative (MAARI) 6%
- ☐ Madison Area Crime Stoppers 55%
- ☐ Mental Health Unit 15%
- ☐ MPD Pride (LGBTQ+ Resource Group) 9%
- ☐ Neighborhood Resource Trailer 4%
- ☐ Youth Academies 5%
- ☐ None of the above 35%

The last few questions are to make sure that we have a representative sample of Madison residents. Your answers are completely confidential and your identity will not be known.

13. **What racial or ethnic group you most identify with?** (n=721)

- ☐ American Indian or Alaskan Native 1%
- ☐ Asian or Pacific Islander 9%
- ☐ Black/African American (not of Hispanic origin) 6%
- ☐ Hispanic/Latino 6%
- ☐ White/Caucasian (not of Hispanic origin) 72%
- ☐ Another racial or ethnic background 6%
- ☐ Refused 1%

14. **How old are you?** (n=721)

- ☐ Under 18 0%
- ☐ 18-24 10%
- ☐ 25-34 36%
- ☐ 35-44 14%
- ☐ 45-54 12%
- ☐ 55-64 12%
- ☐ 65 or older 15%

15. **What is the highest level of schooling you've completed?** (n=721)

- ☐ Grades 1-8 0%
- ☐ Grades 9-11 1%
- ☐ High School Diploma/GED 18%
- ☐ Some College 19%
- ☐ 2-year College Degree 12%
- ☐ 4-year College Degree Graduate 29%
- ☐ Post Graduate/Professional School 21%
- ☐ Refused 1%

16. **How do you identify?** (n=721)

-
- ☐ Man **48%**
 - ☐ Woman **49%**
 - ☐ Non-Binary **0%**
 - ☐ My gender is not listed **1%**
 - ☐ Refused **2%**

Thank you for your input!

If you did not respond online, please return your survey in the postage-paid envelope provided.

**APPENDIX B:
DEMOGRAPHIC PROFILE OF RESIDENTS SURVEYED COMPARED TO
POPULATION ESTIMATES**

**Demographic Profile of Residents Surveyed
Compared to U.S. Census Population Estimates for the City of Madison, Wisconsin**

Population Characteristic for Adult Population (18 years of age or older)	U.S. Census Adult Population Estimates for Madison, WI (Percent)	Unweighted Sample (Percent)	Weighted Sample (Percent)
Gender/Sex:			
Male	49.5	46.6	49.2
Female	50.5	53.4	50.8
Age:			
18 – 34 years of age	48.1	16.0	46.7
35 – 44 years of age	14.5	12.4	14.0
45 – 54 years of age	11.6	11.8	11.7
55 – 64 years of age	11.5	19.1	12.2
65+ years of age	14.3	40.8	15.4
Education:			
High School Degree or Less	19.2	7.4	18.5
Some College	30.4	22.3	31.0
Bachelor's Degree	30.0	32.5	29.4
Postgraduate	20.4	37.7	21.0
Race:			
American Indian or Native Alaskan	0.4	0.6	0.6
Asian or Pacific Islander	9.0	3.7	8.9
Black/African American	5.8	2.4	5.9
Hispanic/Latino	5.9	2.7	5.8
White	74.2	88.9	74.1
Other or more than 2 Races	4.7	1.7	4.8

Weights for age, race, gender, and education were generated based on population parameters for the City of Madison in Wisconsin from the U.S. Census Bureau 2020.