

Jacksonville Sheriff's Office Community Survey 2018



Prepared for:
The Jacksonville Sheriff's Office

Prepared by:
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Introduction

County Demographic Profile

Duval County is located in northeast Florida, and is bordered by St. Johns, Clay, Bradford, Baker, and Nassau County. The 2017 U.S. Census estimated that Duval County's 18 years of age and older population was approximately 704,409 individuals. The approximate racial/ethnic breakdown for the total Duval County population of 912,043 individuals according to the 2017 American Community Survey (ACS) Census Bureau is as follows: 54% white non-Hispanic, 29% black non-Hispanic, 9% Hispanic/Latino origin, and 5% Asian non-Hispanic.

Executive Summary

This report was prepared for the Jacksonville Sheriff's Office (JSO) following the administration of the JSO Community Survey. The conclusions and opinions expressed in this report do not necessarily represent those of JSO. This report serves to gauge community perceptions of public safety in Jacksonville, Florida (not including the Beaches Communities). In order to best accomplish this, the Public Opinion Research Laboratory (PORN) at the University of North Florida (UNF) conducted a survey that yielded the following results:

- The overwhelming majority, 71 percent, of Jacksonville residents approve (strongly or somewhat) of the way the Jacksonville Sheriff's Office is handling its job.
- In 2018, white, black, and Hispanic residents all have greater than 60 percent approval for JSO (79 percent, 62 percent, and 64 percent, respectively.)
- Most Jacksonville residents, 85 percent, agree (strongly or somewhat) that they feel safe in their neighborhood.
- In the total sample of Jacksonville residents, 78 percent agree (strongly or somewhat) that JSO personnel are courteous and competent
- Of those respondents who do not think JSO personnel are courteous and competent (strongly or somewhat disagree), 30 percent said they felt that way because JSO personnel were rude, arrogant, unfriendly, or mean.
- Most Jacksonville residents, 52 percent, think JSO does a good job investigating officer-involved shootings.
- A majority of black respondents, 63 percent, strongly or somewhat agree that being the victim of police brutality is something they personally worry about.
- Most Jacksonville residents, 67 percent, strongly or somewhat agree that JSO needs more funding.
- "Increase Patrols/Visibility/Presence" is the most popular response (45 percent) when residents

were asked what one thing JSO could do for them in their neighborhood.

- Half of the sample, 50 percent, would be willing to have direct interaction with a JSO officer.

Methodology

Study Design

The PORN administered a telephone survey from November 30, 2018 through December 13, 2018. To ensure a representative sample was being collected, the county was stratified using the 6 JSO patrol zones, which are broken down into sectors and sub-sectors so that officers can easily navigate and find neighborhoods within the community (see Table 1). Quotas were placed on each of these stratified areas to ensure a proportionate amount of completed surveys from across the zones. Quotas were set for 300 completed surveys per patrol zone (with the exception of the lightly populated Patrol Zone 1 n=214) in order to decrease the margin of error when cross analyzing one patrol zone to another. It is important to understand and recognize the n (sample size) when comparing these patrol zones as their margins of error are higher, meaning there is more uncertainty towards the true population.

Data collection took place at the PORN facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A sample of the polling universe (Florida residents) was selected through the use of Random-Digit-Dialing methodology for both landlines and cell phones. Survey Sampling International provided all of the telephone numbers used for the survey. For individuals answering on a landline telephone, the interviewer asked the first qualified respondent to participate. Cell phone sample respondents were selected by being the first qualified participant to answer the phone.

The breakdown of completed responses on a landline phone to a cell phone was 33% to 67% with less than 1% unknown. The sample is composed of adults (18 years and older) who live in Duval County (not including the Beaches Communities).

A maximum of 5 callbacks were attempted for non-completes with a working residential or cell phone line. To avoid survey bias, surveys were conducted in both English and Spanish. Calls were made from 1:00 p.m. - 9:00 p.m. seven days a week. The total number of completed surveys collected was 1,726.

In order to adjust for oversampling and to correct for non-response bias, weights were applied to the data. The approaches to weighting first included adjusting for the over-sampled patrol zones; those that were oversampled needed to have their values adjusted downward so as not to bias the countywide results. Second, in order to ensure that the results presented were reflective of the adult population of Duval County,

the total sample was weighted by age, sex, race, and education to the estimated 2017 American Community Survey for the adult population of the State of Florida. There were no statistical adjustments made due to design effects.

The demographic questions used for weighting were age, race, sex, and education. For these questions, if 'Don't Know' or 'Refusal' were selected then they were given a weight of 1. The margin of sampling error for the total sample is +/- 2 percentage points (see Table 2). American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used which consists of an estimate of what proportion of cases of unknown eligibility are truly eligible. This study had a 23% response rate.

Public Opinion Research Lab

As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative

and a member of the Association of Academic Survey Research Organizations.

For more information about methodology, contact Dr. Michael Binder by emailing porl@unf.edu or calling (904) 620-2784.

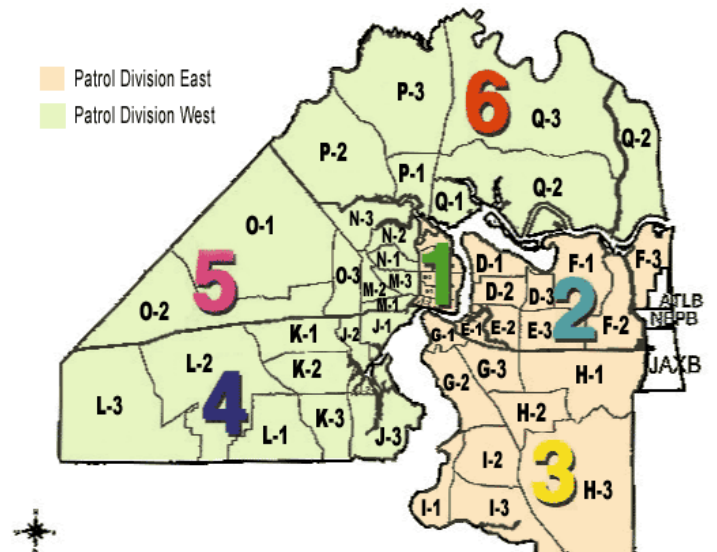
Table 1. Patrol Zone and Sample Size

Designated Market Area	Sample Size
Zone 1	n=214
Zone 2	n=300
Zone 3	n=302
Zone 4	n=301
Zone 5	n=306
Zone 6	n=303
Total	n=1,726

Table 2. Patrol Zone and Margin of Error

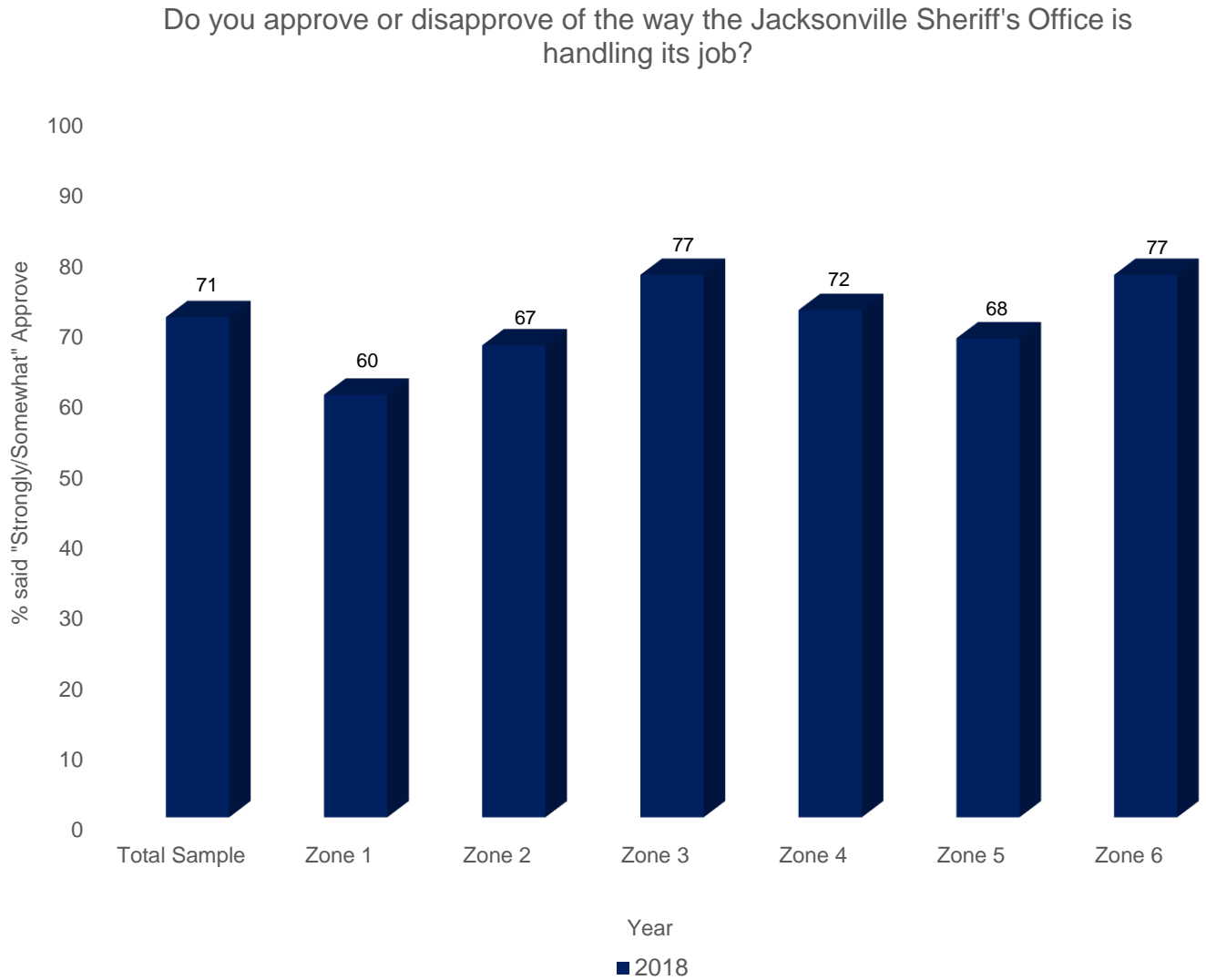
Designated Market Area	Sample Size
Zone 1	+/- 7%
Zone 2	+/- 6%
Zone 3	+/- 6%
Zone 4	+/- 6%
Zone 5	+/- 6%
Zone 6	+/- 6%

ALL ZONES AND SUB-SECTORS



Summary of Findings

Figure 1. JSO Approval by Patrol Zone, 2018



In Figure 1, respondent's approval of JSO is broken out by which patrol zone they live in. The greatest approval can be seen in zones 3 and 6 with 77% approval for JSO, followed by patrol zone 4 with 72% approval. Zone

1 has the least approval of JSO, with 60% agreeing strongly or somewhat. Overall, approval for JSO is at 71%.

Figure 2. JSO Approval by Race, 2018

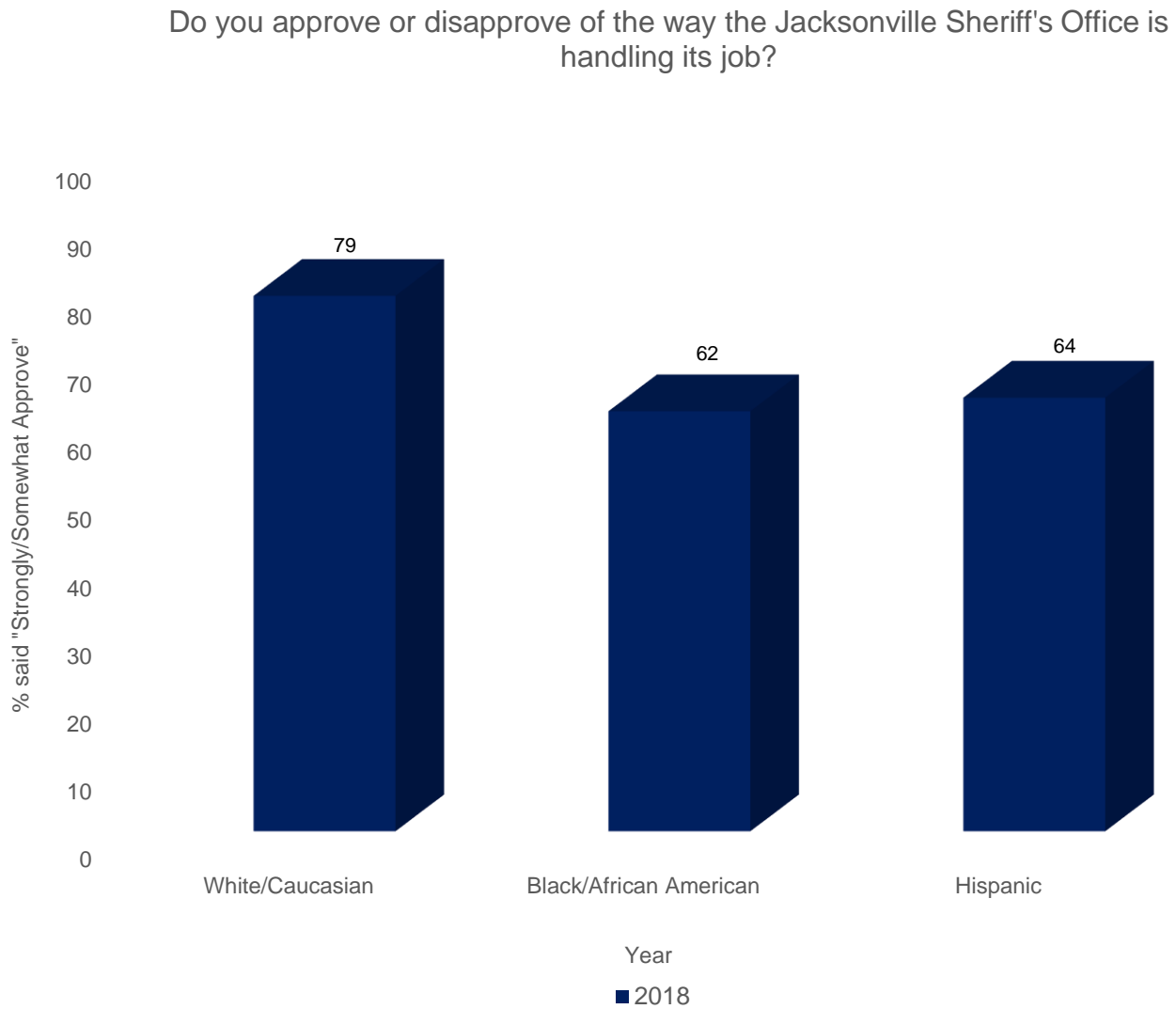


Figure 2 portrays JSO approval in 2018 by respondent race. As the graph illustrates, approval is greatest among white respondents, with 79% approving strongly

or somewhat of JSO, higher than the sample average of 71%. Black and Hispanic respondents have lower approval, with 62% and 64% respectively.

Figure 3. Neighborhood Safety by Patrol Zone, 2018

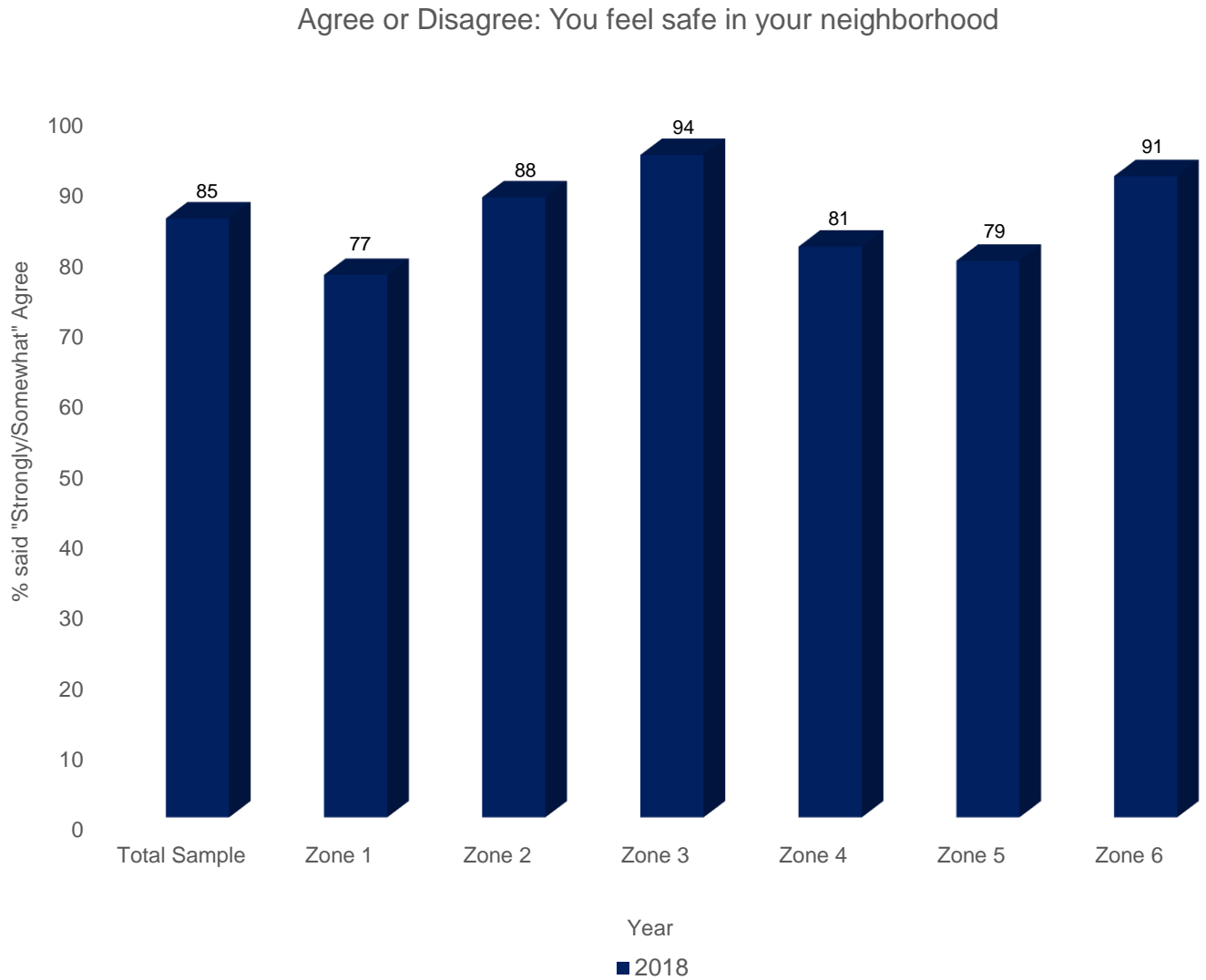
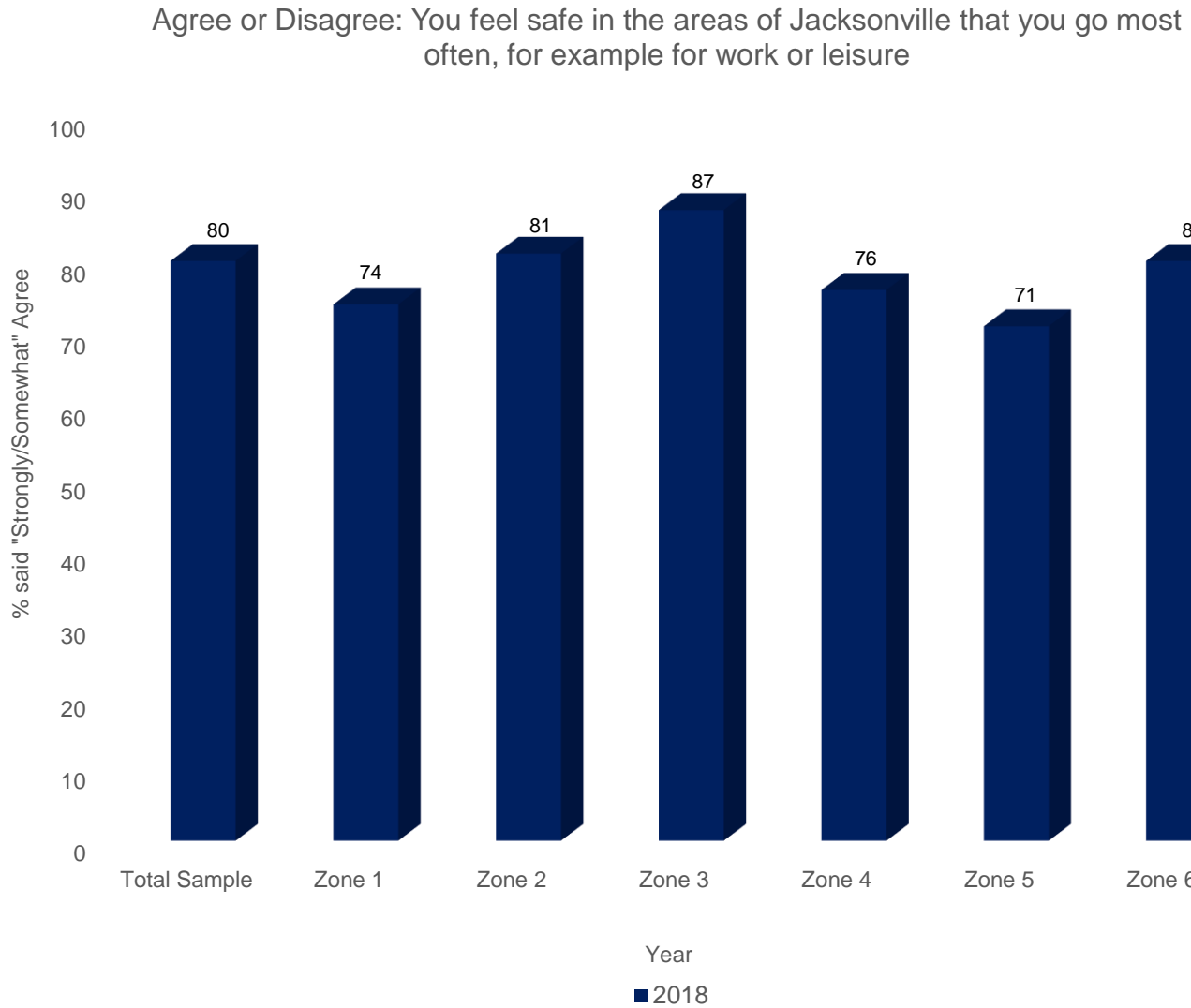


Figure 3 shows the percentage of respondents that agree to feeling safe in their neighborhood by patrol zone. More than 75% of respondents in all zones agree strongly or somewhat that they feel safe in their

neighborhood, with zone 3 at the highest agreement level (94%). The lowest percent of agreement, 77%, is in Zone 1. Overall, 85% of the sample agree that they feel safe in their neighborhood.

Figure 4. Jacksonville Area Safety by Patrol Zone, 2018



Respondents were also asked how safe they felt in areas of Jacksonville they often frequented, displayed above in Figure 4. Zone 3 has the highest agreement with 87% agreeing strongly or somewhat. The least

amount of agreement for feeling safe in areas the respondents go often is in Zone 5, with 71%. Overall, agreement is at 80% for 2018.

Figure 5. Overall Jacksonville Safety by Patrol Zone, 2018

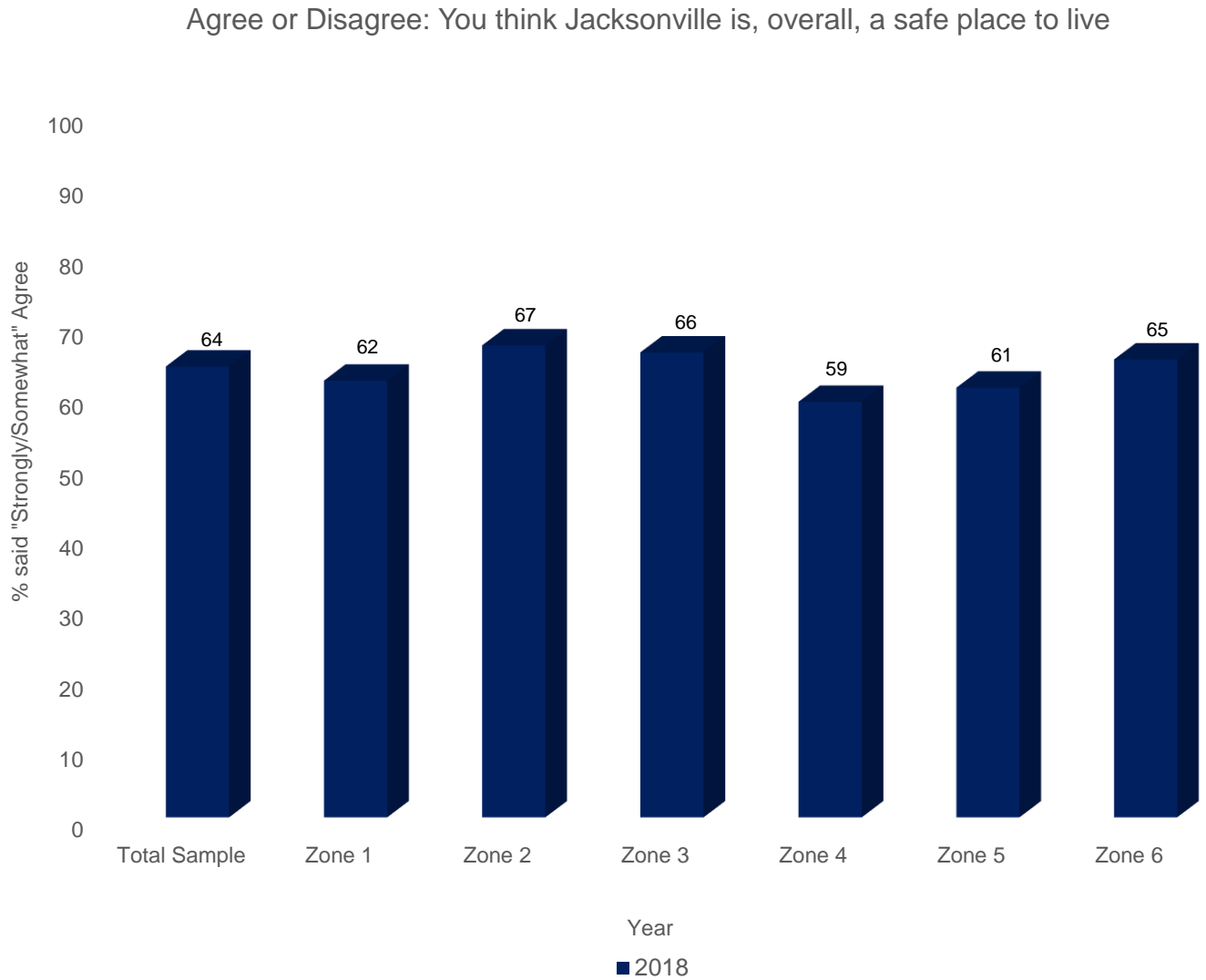
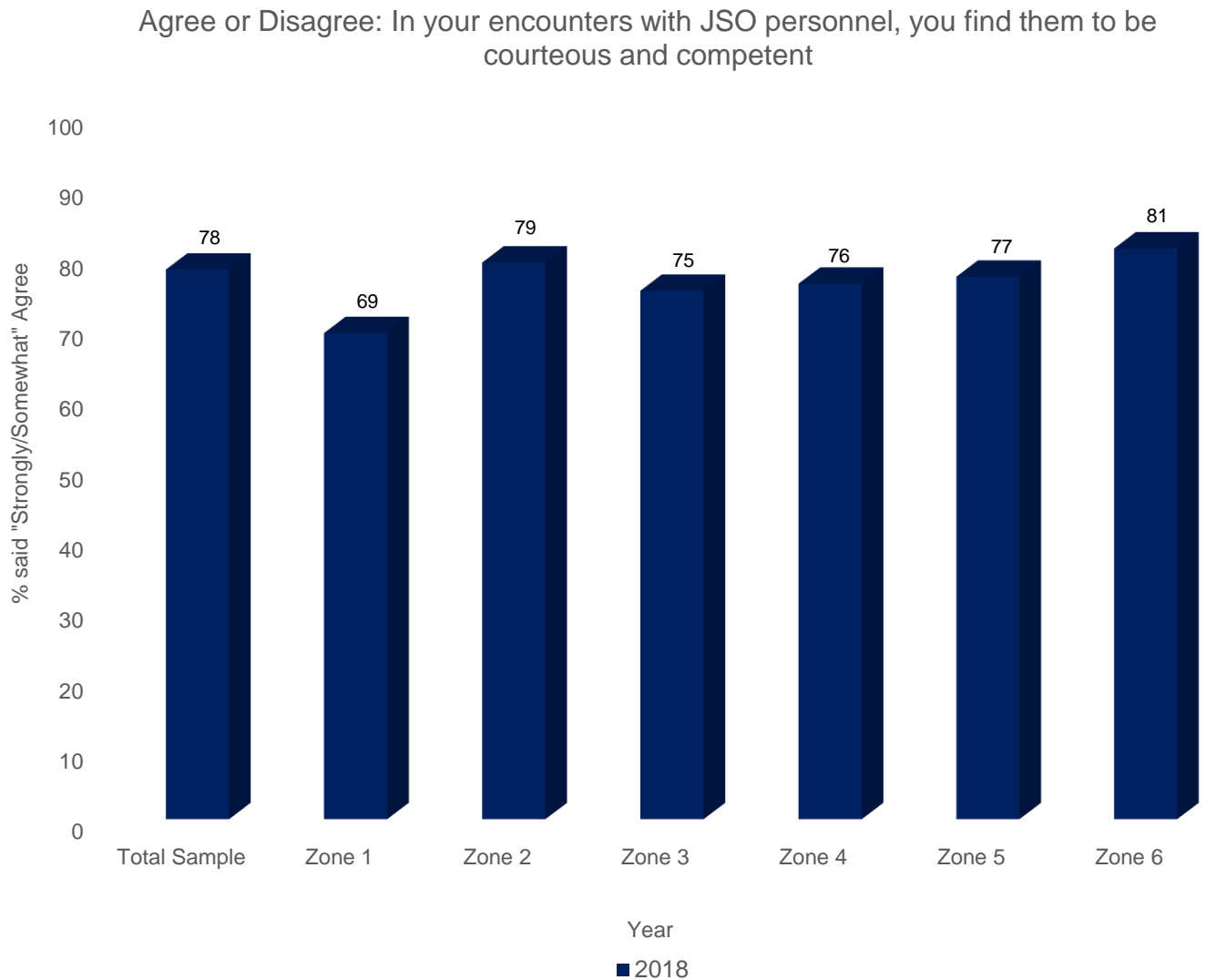


Figure 5 details respondents that believe that Jacksonville is a safe place to live overall. There's not a great deal of variation across zones, with the highest agreement in zone 2 at 67% and the lowest in zone 4

with 59%. For the entire sample, 64% agree strongly or somewhat that Jacksonville is overall a safe place to live.

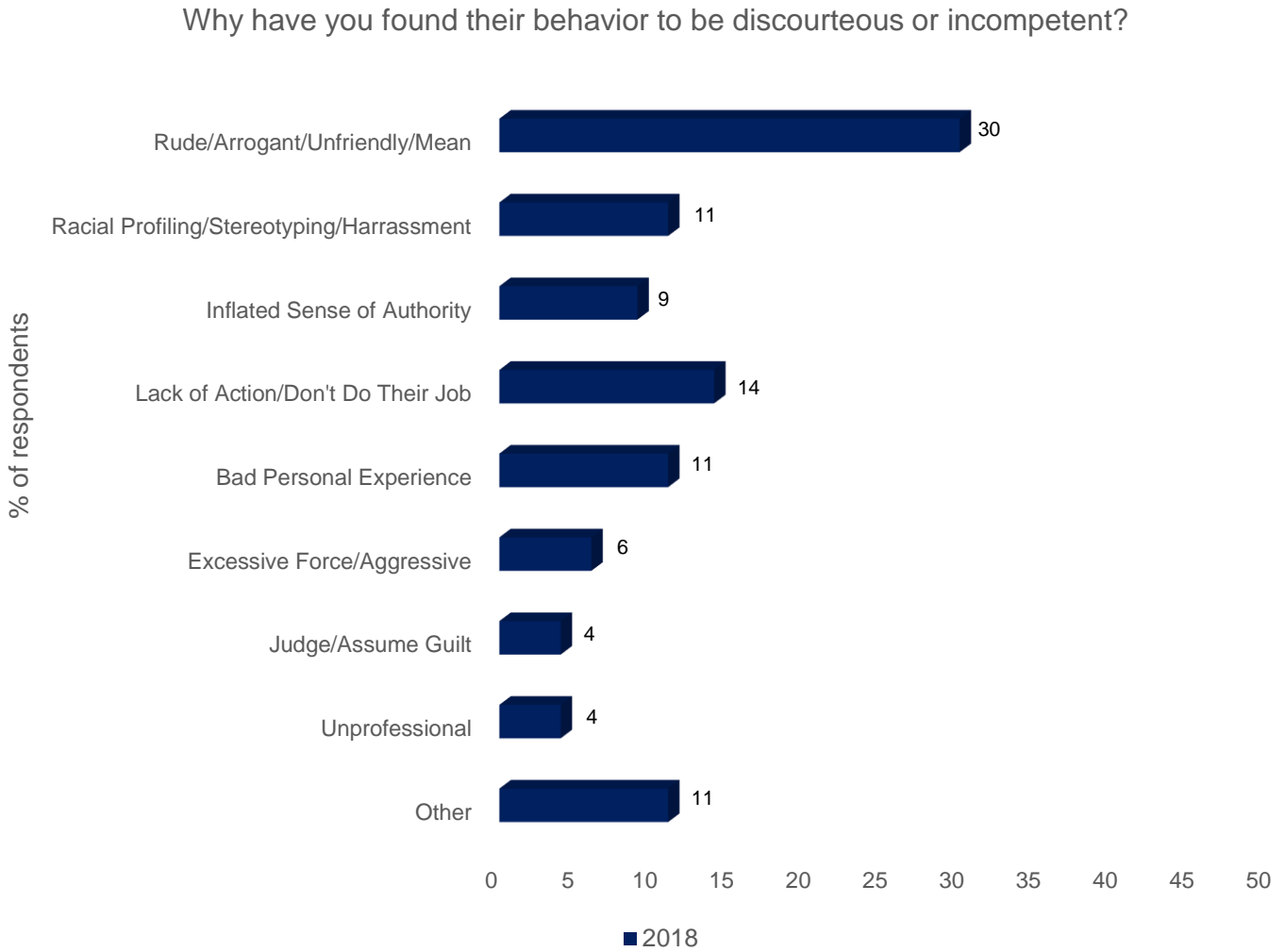
Figure 6. Courtesy and Competence of JSO Personnel by Patrol Zone, 2018



In Figure 6, respondents were asked about their perceptions of JSO personnel. Zone 1 reports the least agreement that JSO personnel are courteous and competent with 69%. Agreement is highest in Zone 6

with 81%, followed closely by zone 2 with 79%. Overall, 78% of the sample agree that they find JSO to be courteous and competent.

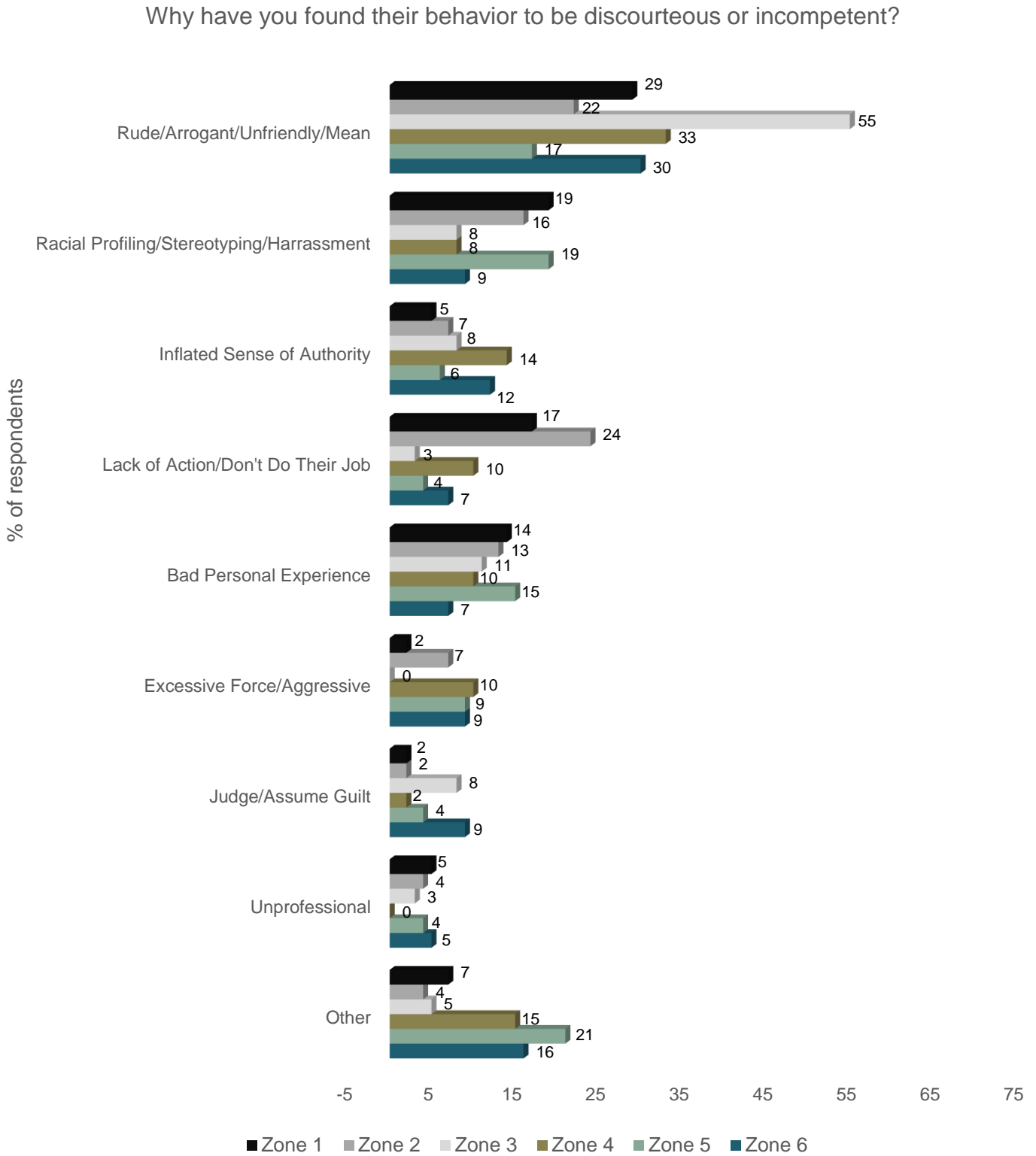
Figure 7. JSO Discourteous and Incompetent, 2018



In Figure 7, respondents that did not believe JSO personnel were courteous and competent were asked to elaborate on why they found them to be discourteous and incompetent. Their responses were then coded to fit into the categories displayed above. Respondents that

believe JSO personnel to be “Rude/Arrogant/Unfriendly/Mean” come in at 30% in 2018, the highest percentage of any category. The next most popular response is “Lack of Action/Don’t Do Their Job” at 14%, followed by “Racial Profiling/Stereotyping” and “Bad Personal Experience”, both at 11%.

Figure 8. JSO Discourteous and Incompetent by Zone, 2018



In Figure 8, respondents that did not believe JSO personnel were courteous and competent were asked to elaborate on why they found them to be discourteous and incompetent. Their responses were then coded to fit into the categories displayed above. A majority of

respondents in Zone 3 report JSO officers to be “Rude/Arrogant/Unfriendly/Mean”, while Zone 2 has the largest percentage of “Lack of Action” at 24%. 19% of Zones 1 and 5% report “Racial Profiling/Stereotyping/Harrasment” from JSO officers.

Figure 9. JSO Discourteous and Incompetent by Race, 2018

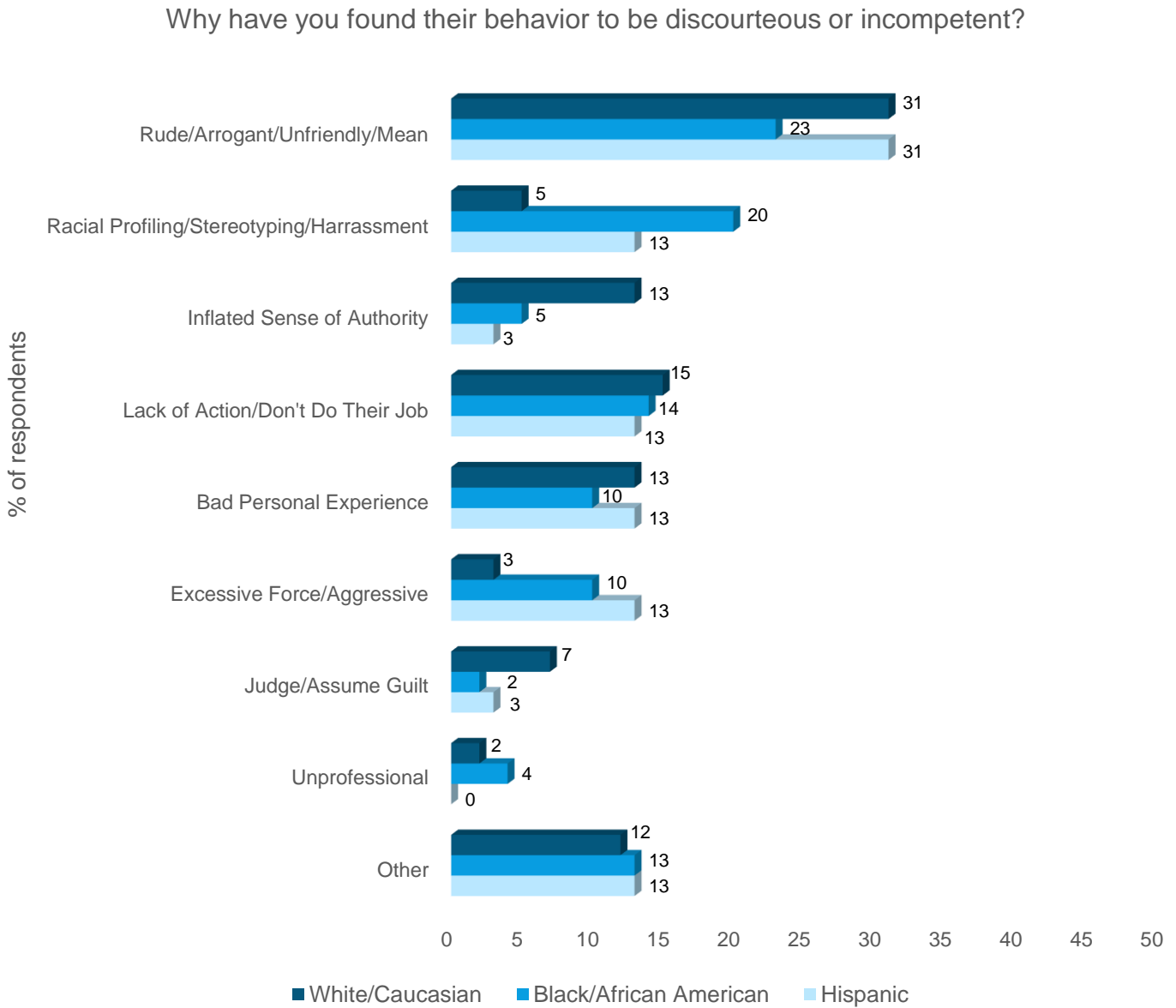


Figure 9 displays the same question as Figure 7 and Figure 8, this time broken down by the respondent's race. "Rude/Arrogant/Unfriendly/Mean" is the most popular response among all racial groups, although "Racial Profiling/Stereotyping" is most prominent among black respondents at 20%, followed by 13% of Hispanic respondents. White respondents are much less likely than minority respondents to see "Excessive

Force/Aggressive" as an issue, at 3% compared to the 10% and 13% from black and Hispanic respondents, respectively. White respondents are also much more likely to say that JSO personnel are discourteous and incompetent due to "Inflated Sense of Authority" than minority respondents, with 13% compared to 5% and 3% from black and Hispanic respondents, respectively.

Figure 10. JSO Complex Investigations by Patrol Zone, 2018

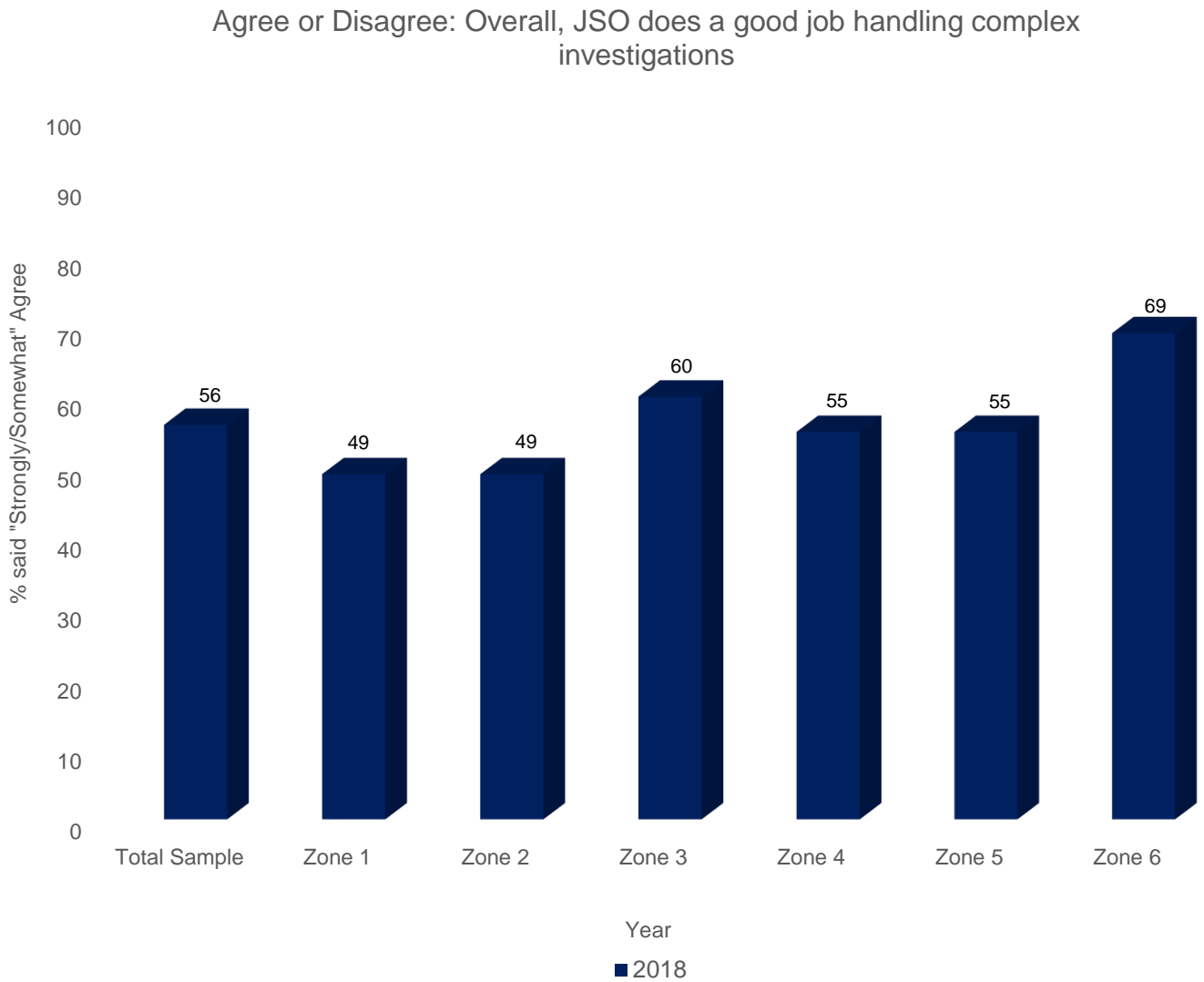


Figure 10 shows the agreement for JSO handling of complex investigations by patrol zone. Zone 6 has the greatest agreement, with 69% who strongly or somewhat agree. The next highest agreement is in zone 3 with

60%. Zones 1 and 2 have below 50% agreement, with 49% agreeing strongly or somewhat that JSO does a good job handling complex investigations.

Figure 11. JSO Complex Investigations by Race, 2018

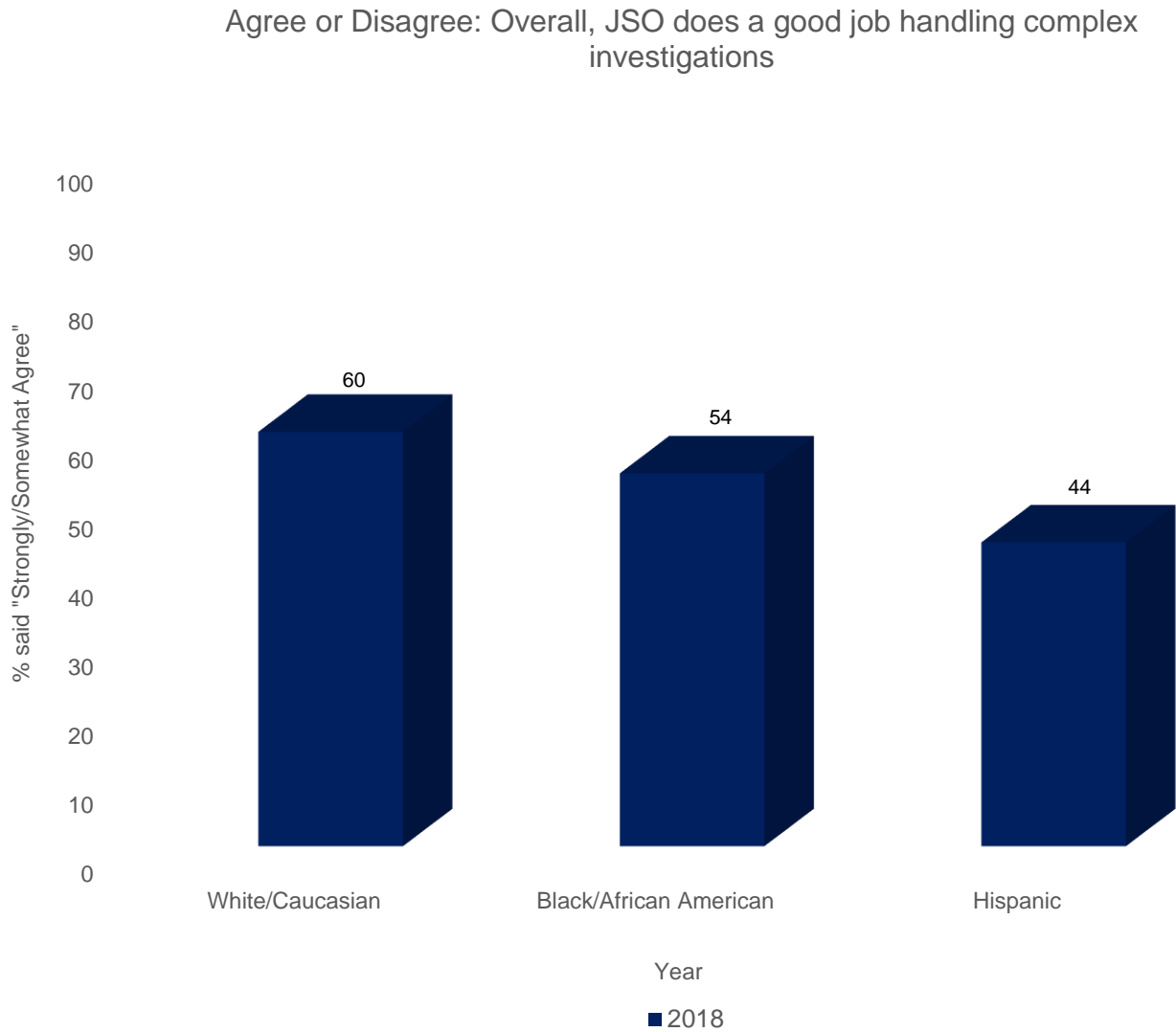


Figure 11 shows the same question as Figure 10 but broken out by race. White respondents have the greatest amount of agreement at 60%, followed by black respondents at 54%. Hispanic respondents have less

than 50% agreement, with 44% in 2018 who agree that JSO does a good job in their handling of complex investigations.

Figure 12. JSO Shooting Investigations by Patrol Zone, 2018

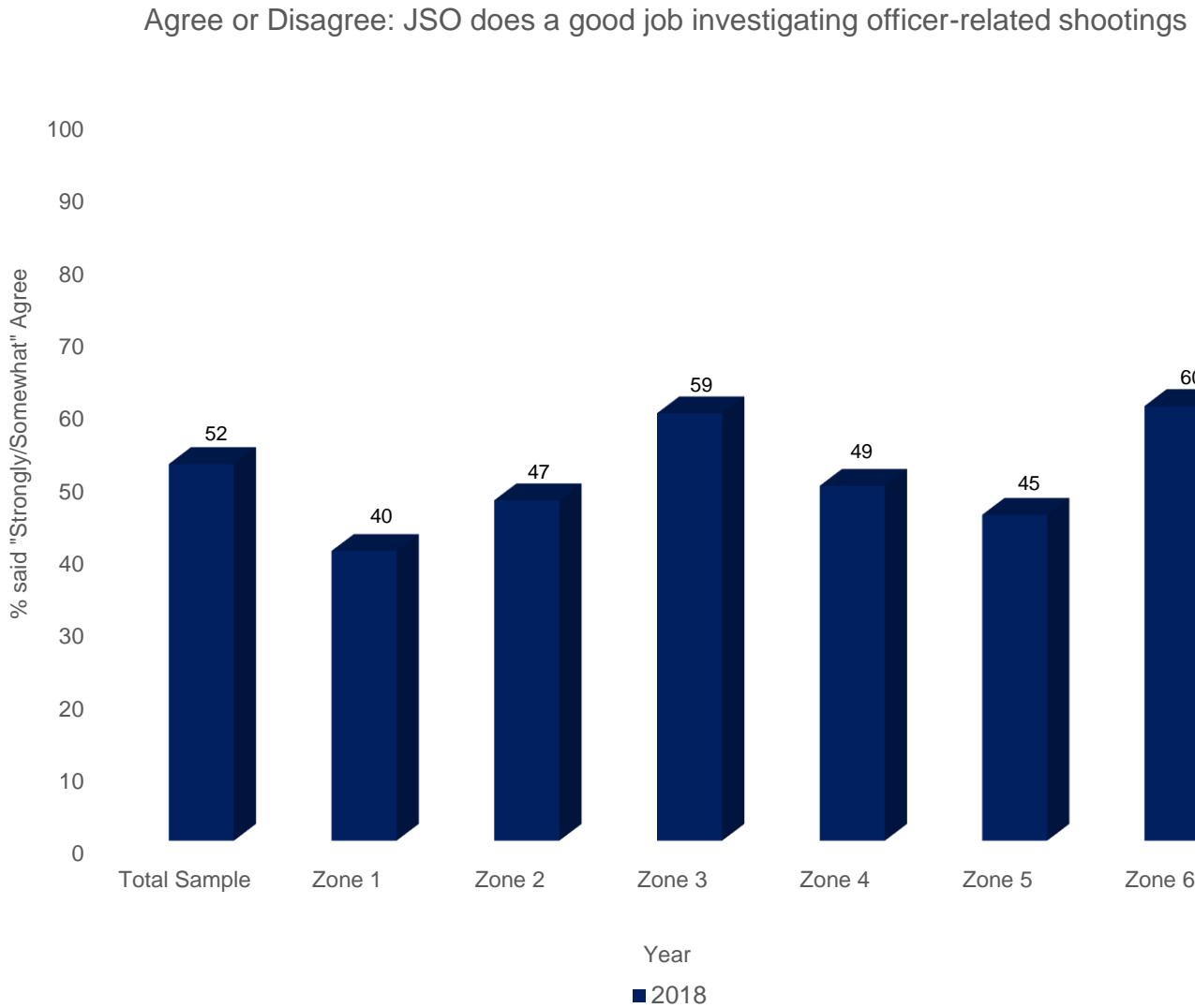
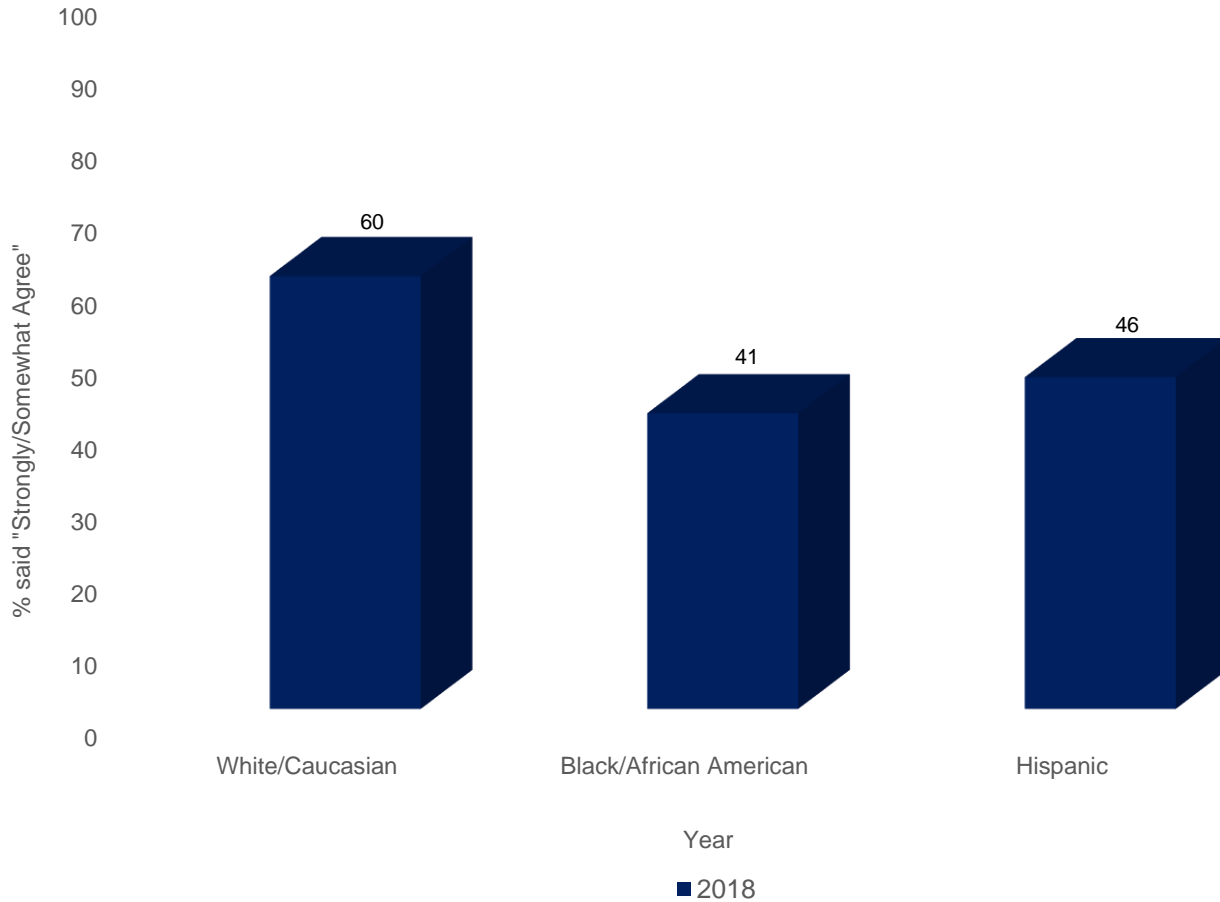


Figure 12 displays agreement that JSO does a good job in investigating officer-related shootings by patrol zone. Zone 6 has the greatest level of agreement with 60% strongly or somewhat agreeing, followed closely by zone 3 with 59% agreement. The rest of the zones have less

than 50% agreement, with zone 1 having the lowest with 40% agreement. Overall, 52% of the sample agree that JSO does a good job in their investigations of officer-related shootings.

Figure 13. JSO Shooting Investigations by Race, 2018

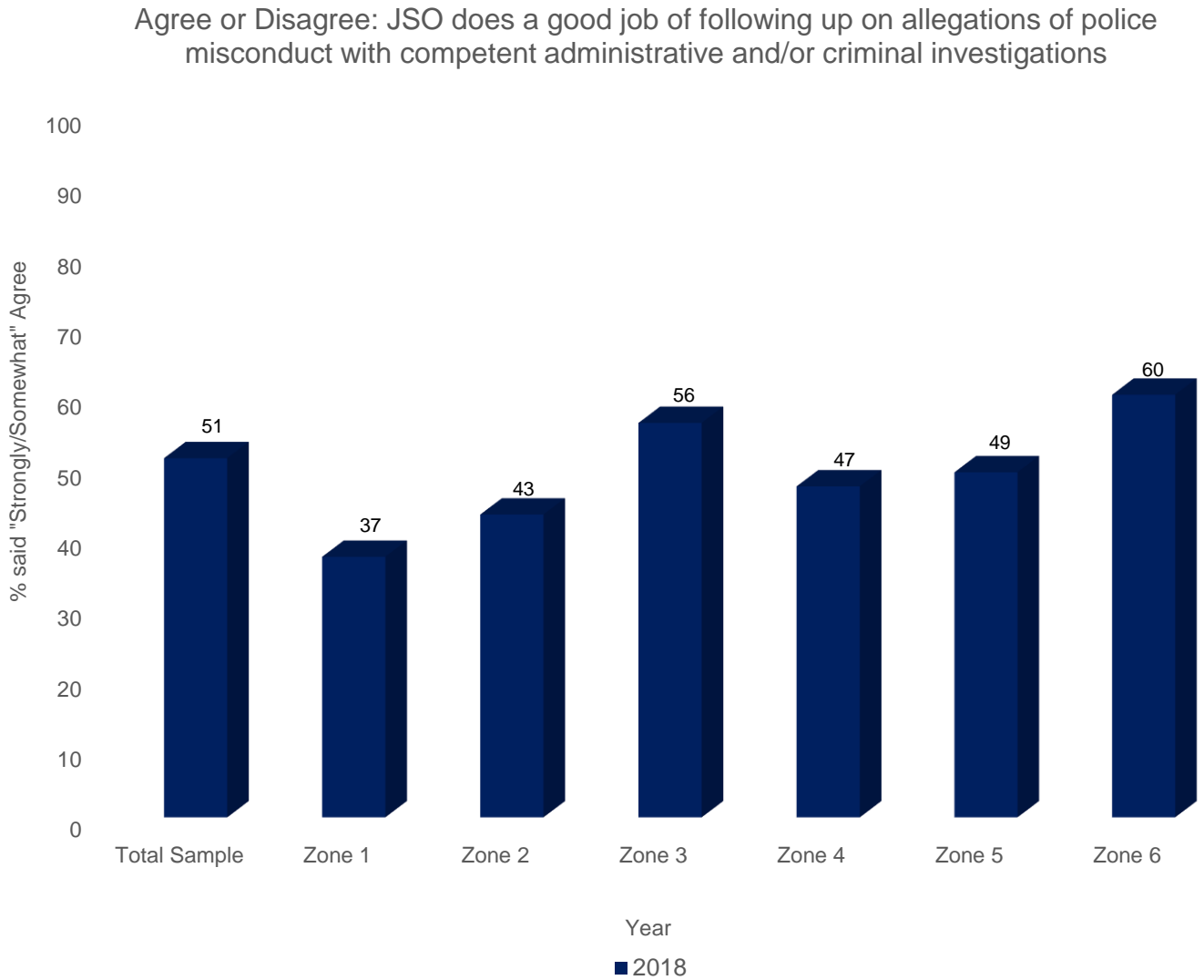
Agree or Disagree: JSO does a good job investigating officer-related shootings



Similar to Figure 12, Figure 13 shows agreement of JSO's handling of investigations into officer-related shootings, this time broken out by race. Agreement among white respondents is greatest out of all the race

categories with 60%. Black and Hispanic respondents have less than 50% agreement, with 46% and 40% strongly or somewhat agreeing, respectively.

Figure 14. JSO Police Misconduct by Patrol Zone, 2018



Respondents were asked about how JSO does in following up on allegations of police misconduct in Figure 14. Zone 6 had the greatest level of agreement, with 60% strongly or somewhat agreeing. This was closely followed by zone 3 with 56% agreement. The

rest of the zones have less than 50% in agreement, with zone one having the lowest at 37% agreement. The overall sample shows 51% of the population believe that JSO does a good job following up on allegations of police misconduct.

Figure 15. JSO Police Misconduct by Race, 2018

Agree or Disagree: JSO does a good job of following up on allegations of police misconduct with competent administrative and/or criminal investigations

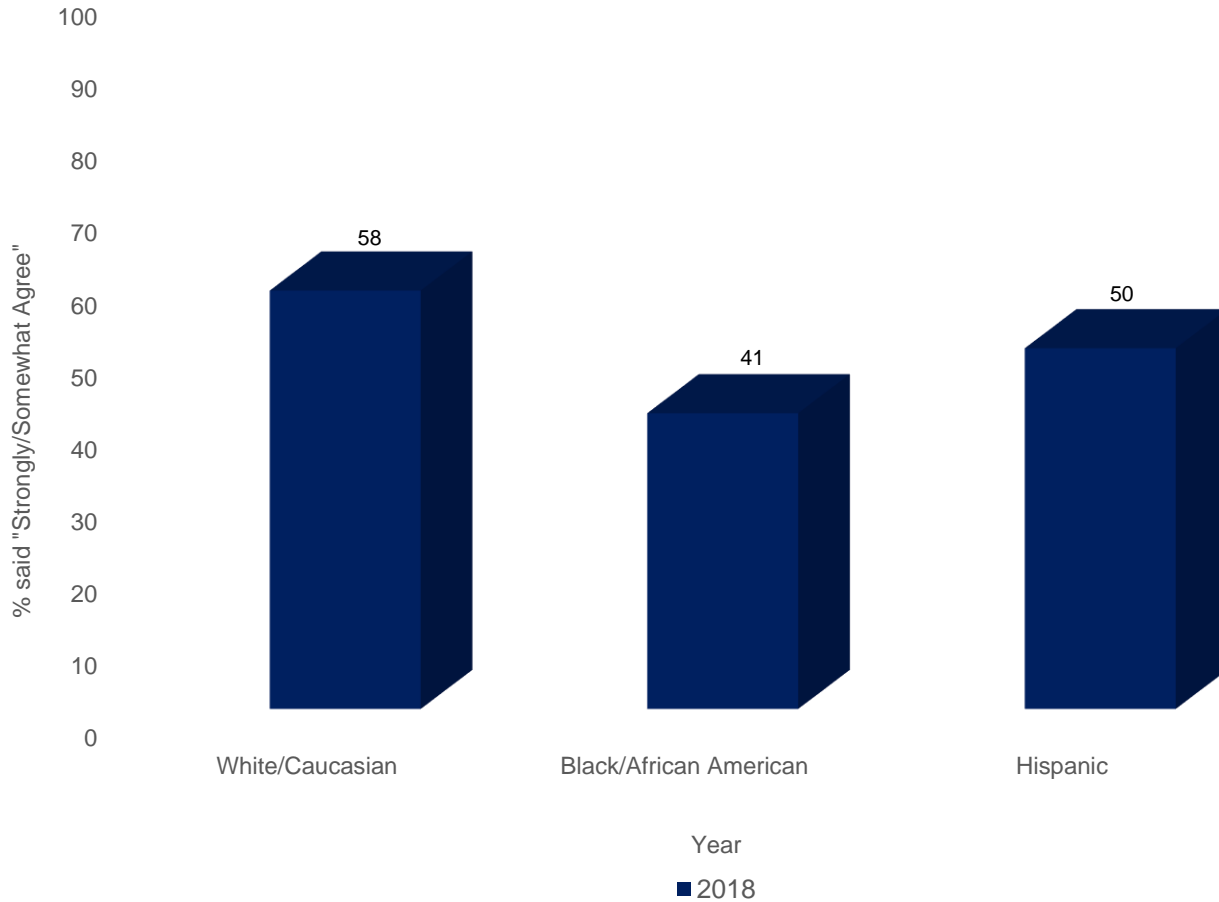


Figure 15 is the same question as Figure 14, broken down by race group. There is higher disagreement among black respondents with the statement than

agreement, with 41% in agreement. White and Hispanic respondents maintained agreement of at least 50%, with white respondents at 58% agreement.

Figure 16. JSO Reporting Back by Patrol Zone, 2018

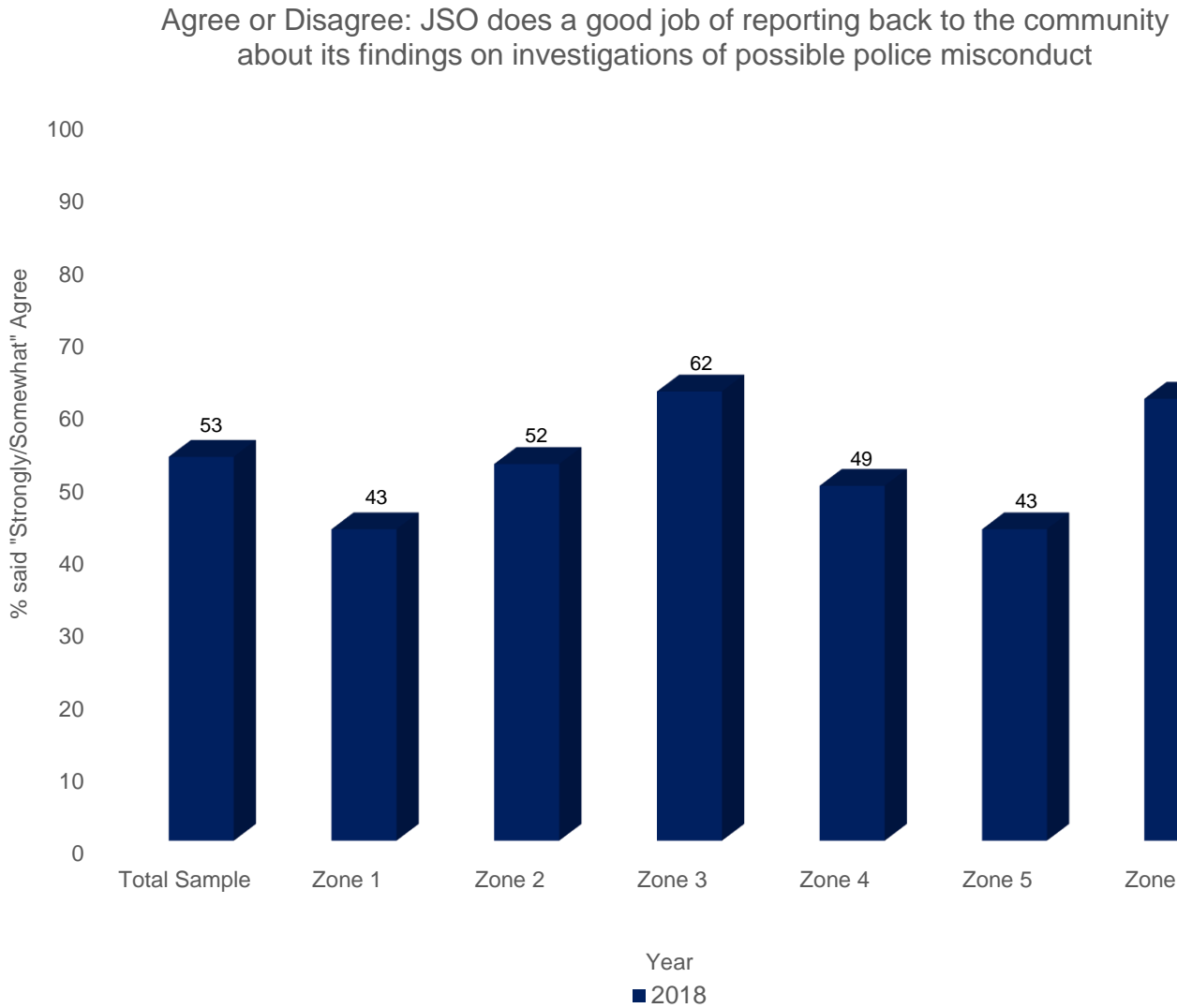


Figure 16 portrays the agreement that JSO does a good job in reporting back findings of possible police misconduct by patrol zone. Zone 3 has the highest level of agreement, with 62% strongly or somewhat agreeing,

followed closely by zone 6 at 61%. Zones 1 and 5 have the lowest level of agreement at 43%. Overall, three zones have less than 50% in agreement. Of the total sample, 53% are in agreement.

Figure 17. JSO Reporting Back by Race, 2018

Agree or Disagree: JSO does a good job of reporting back to the community about its findings on investigations of possible police misconduct

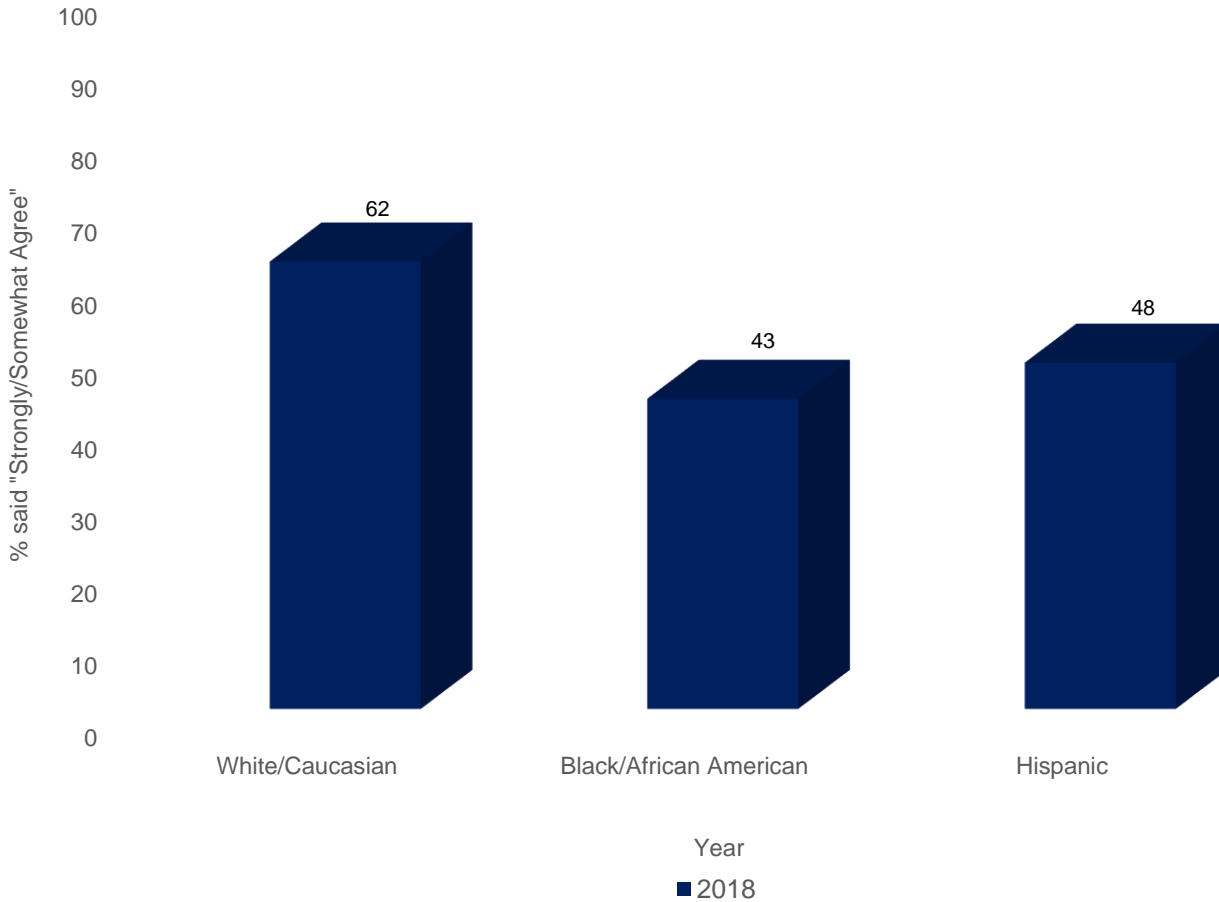


Figure 16 and Figure 17 ask the same question, but Figure 17 is broken down by race. Black respondents have the lowest level of agreement at 43%. More Hispanic respondents agree than black respondents at

48%, but their agreement rate is still less than 50%. White respondents have the highest level of agreement at 62%.

Figure 18. Victim of Police Brutality by Patrol Zone, 2018

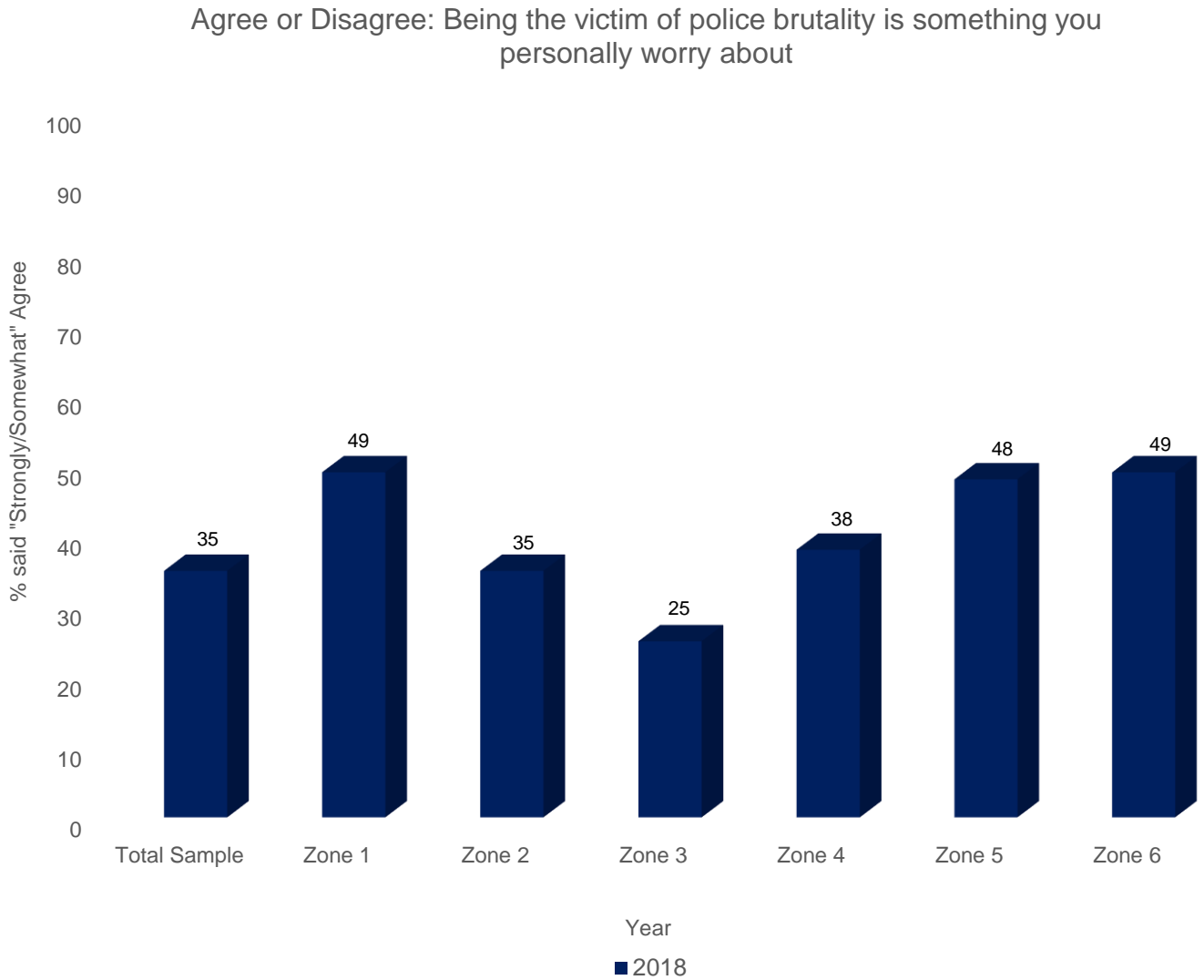


Figure 18 displays respondents who agree that being the victim of police brutality is something they personally worry about by the six patrol zones. Zones 1 and 6 have the highest levels of agreement with 49%, followed

closely by Zone 5 with 48% agreement. Zone 3 has the least amount of agreement, at 25%. Overall, 35% of Jacksonville residents agree that being the victim of police brutality is something they personally worry about.

Figure 19. Victim of Police Brutality by Race, 2018

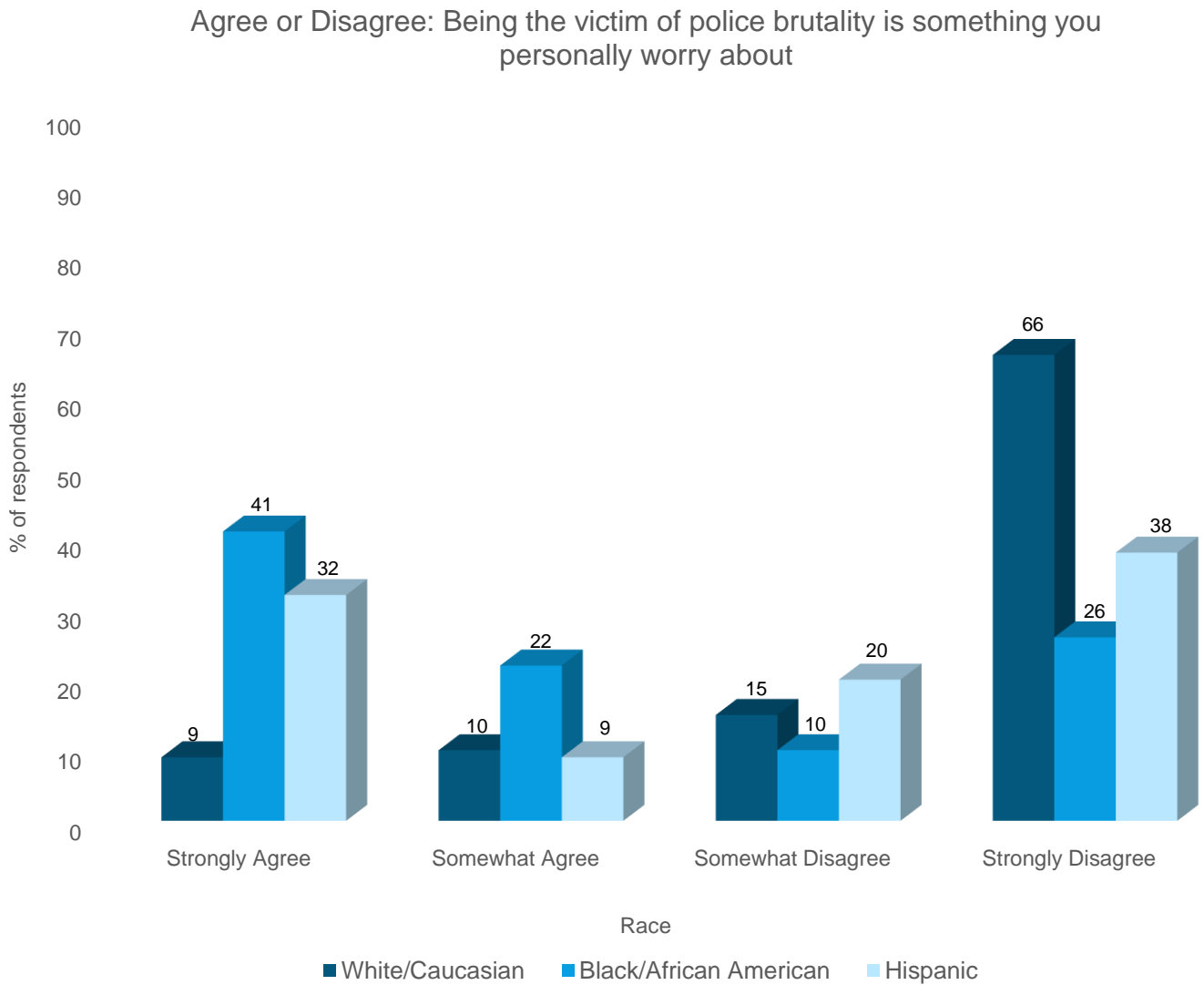


Figure 19 shows the full agreement and disagreement selection for the police brutality question by race. White respondents have the highest levels of disagreement, with 66% strongly disagreeing and 15% somewhat disagreeing, for a total disagreement of 81%. Most Hispanic respondents disagree as well, with a total

disagreement of 58%. Black respondents see an opposite trend, with 41% strongly agreeing with the statement and 22% somewhat agreeing, for a total agreement of 63%. Though more study is required to fully understand the finding, national trends are likely the driving force behind these results.

Figure 20. JSO Funding by Patrol Zone, 2018

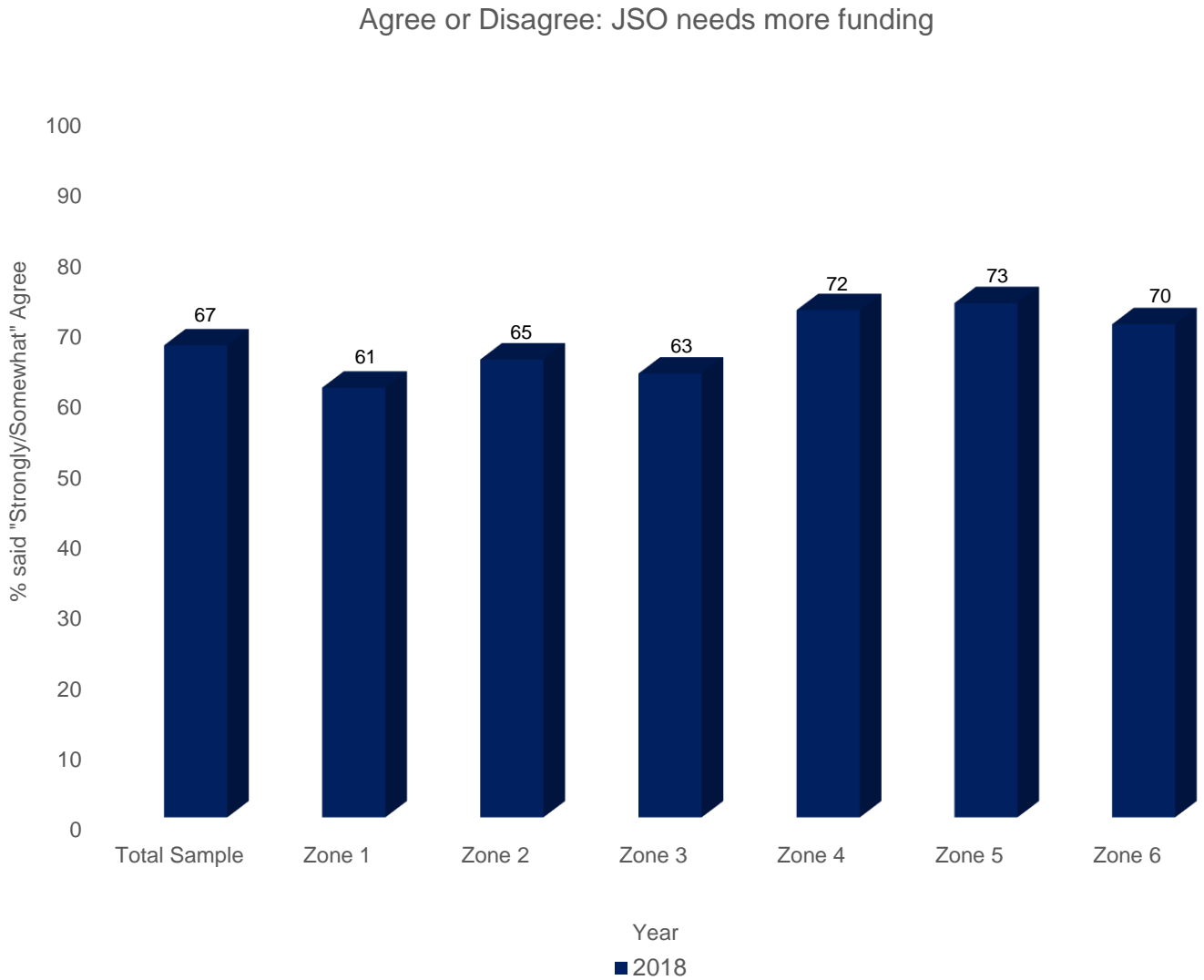


Figure 20 shows agreement that JSO needs more funding by patrol zone. Zones 4 and 5 have the highest rate of agreement at 72% and 73%, respectively. On the other hand, zone 1 has the lowest level of agreement, with 61% of respondents strongly or somewhat agreeing

that JSO needed more funding. It's important to note that all zones have well over 50% of respondents in agreement. 67% of the total sample agree that JSO needs more funding.

Figure 21. JSO Funding by Race, 2018

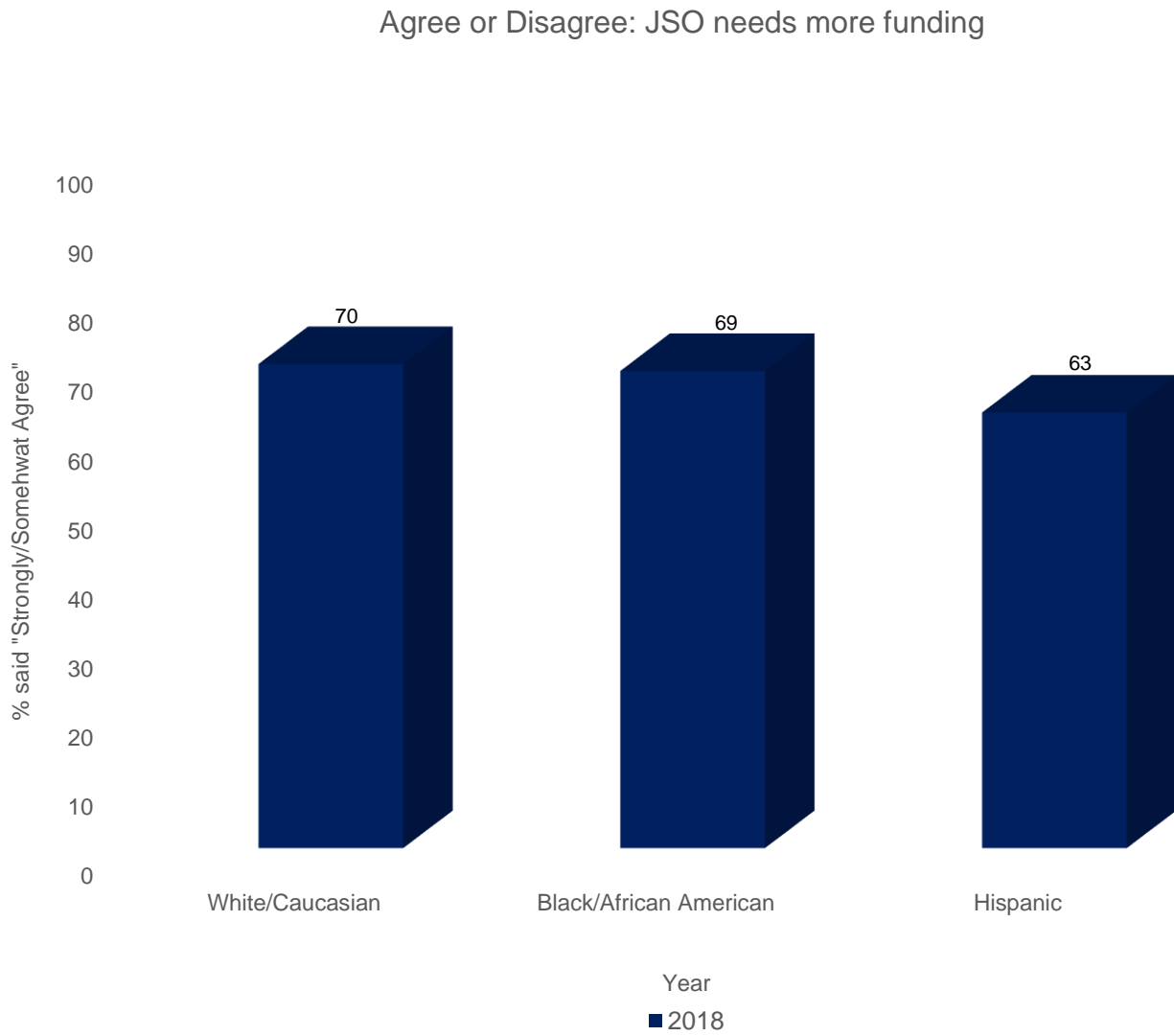


Figure 21 shows agreement for JSO funding by race. 70% of white respondents strongly or somewhat agree that JSO needs more funding. This is closely followed by

black respondents, at 69%. Hispanic respondents have the lowest level of agreement at 63%. It should be noted that all race categories have agreement of over 50%.

Figure 22. JSO Officers for City's Needs by Patrol Zone, 2018

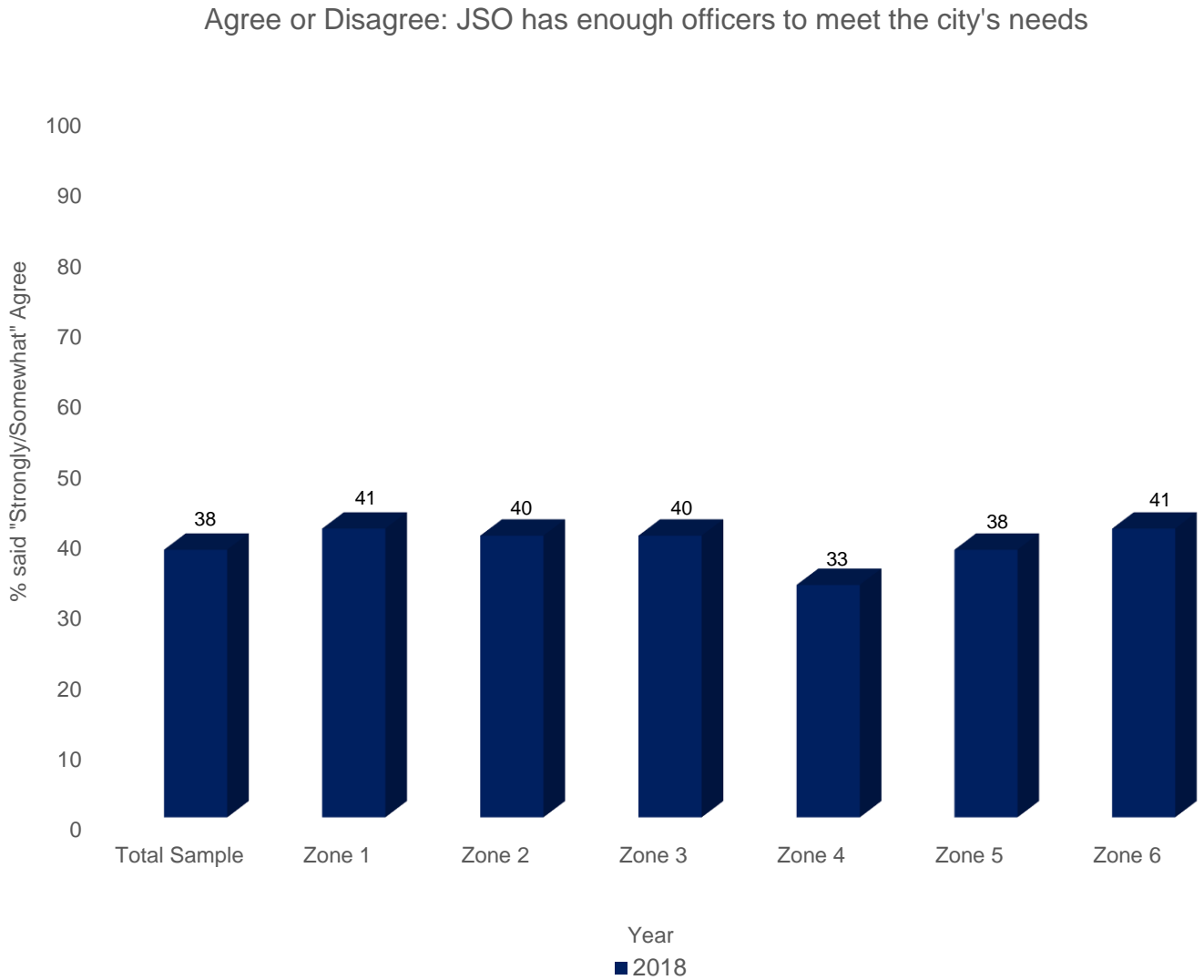
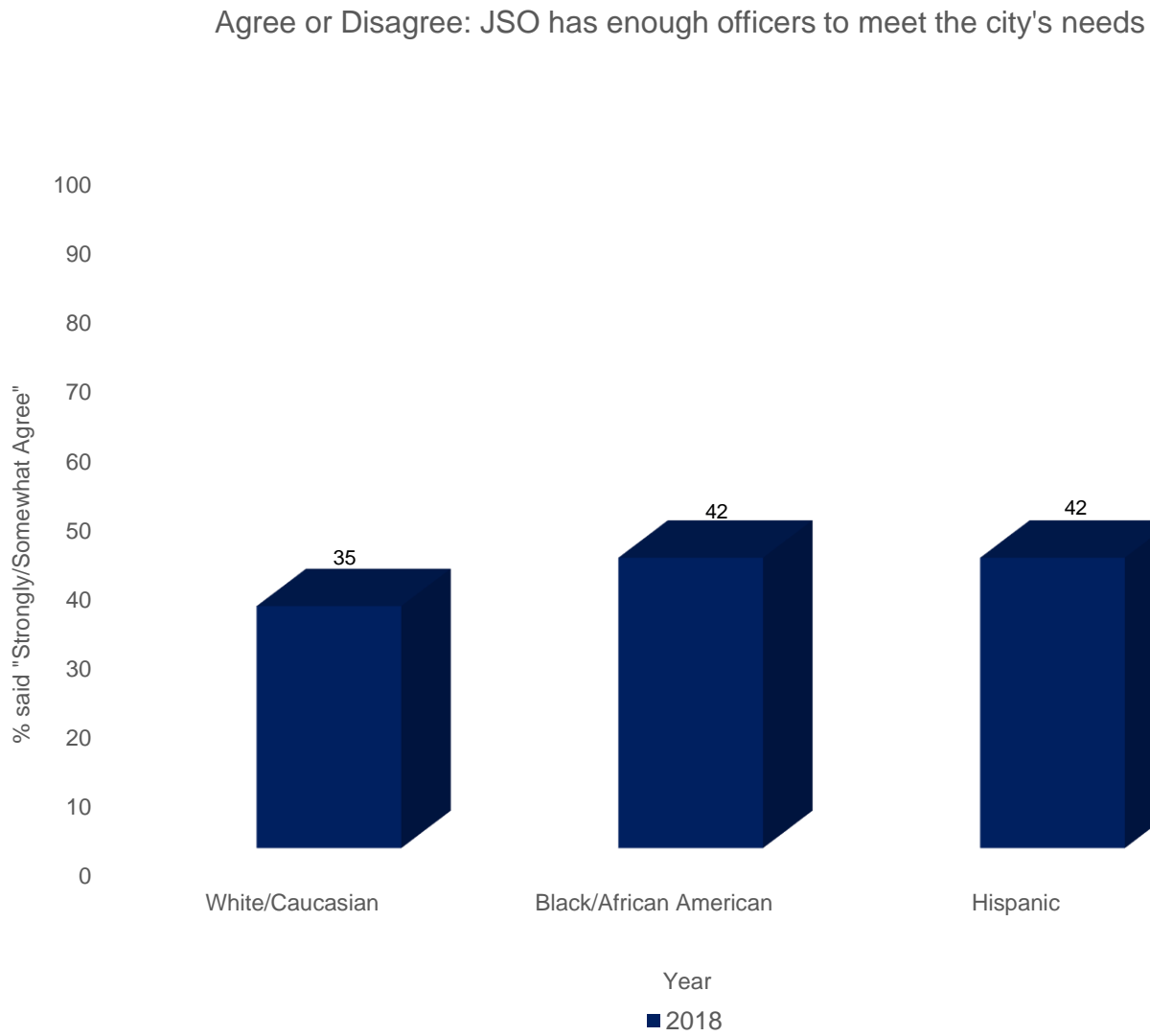


Figure 22 displays agreement for JSO having enough officers to meet the city's needs by patrol zone. Zone 4 has the lowest level of agreement, with 33% of respondents strongly or somewhat agreeing that JSO

has enough officers. Zones 1 and 6 have the highest level of agreement at 41%, and 38% of the total sample agree that JSO had enough officers. None of the patrol zones have over 50% agreement.

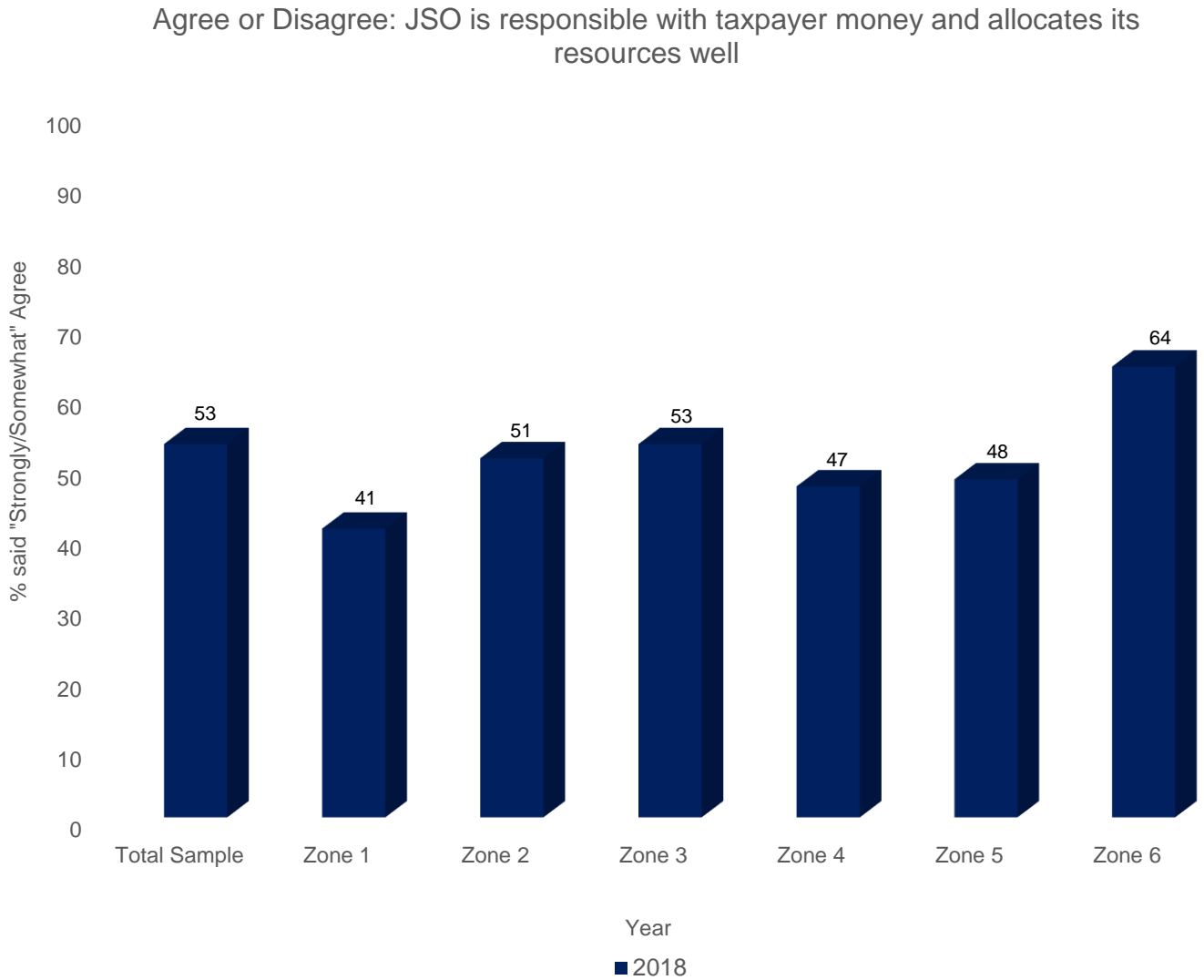
Figure 23. JSO Officers for City's Needs by Race, 2018



Figures 22 and 23 ask the same question, but Figure 23 is broken down by race. 42% of both Hispanic and black respondents agree that JSO had enough officers to meet

the city's needs. White respondents have a lower level of agreement at 35%, and no race category has greater than 50% agreement.

Figure 24. JSO Responsible with Money by Patrol Zone, 2018



Respondents in Figure 24 agree that JSO is responsible with taxpayer money and allocates resources well. More than 50% of the total population believe that JSO is responsible with taxpayer money and allocates its resources well. Zone 6 has the highest level of

respondents who agree, with 64% somewhat or strongly agreeing. Conversely, zone 1 has the lowest level of agreement at 41%. Half of the patrol zones have under 50% agreement: zone 1, zone 4, and zone 5.

Figure 25. JSO Responsible with Money by Race, 2018

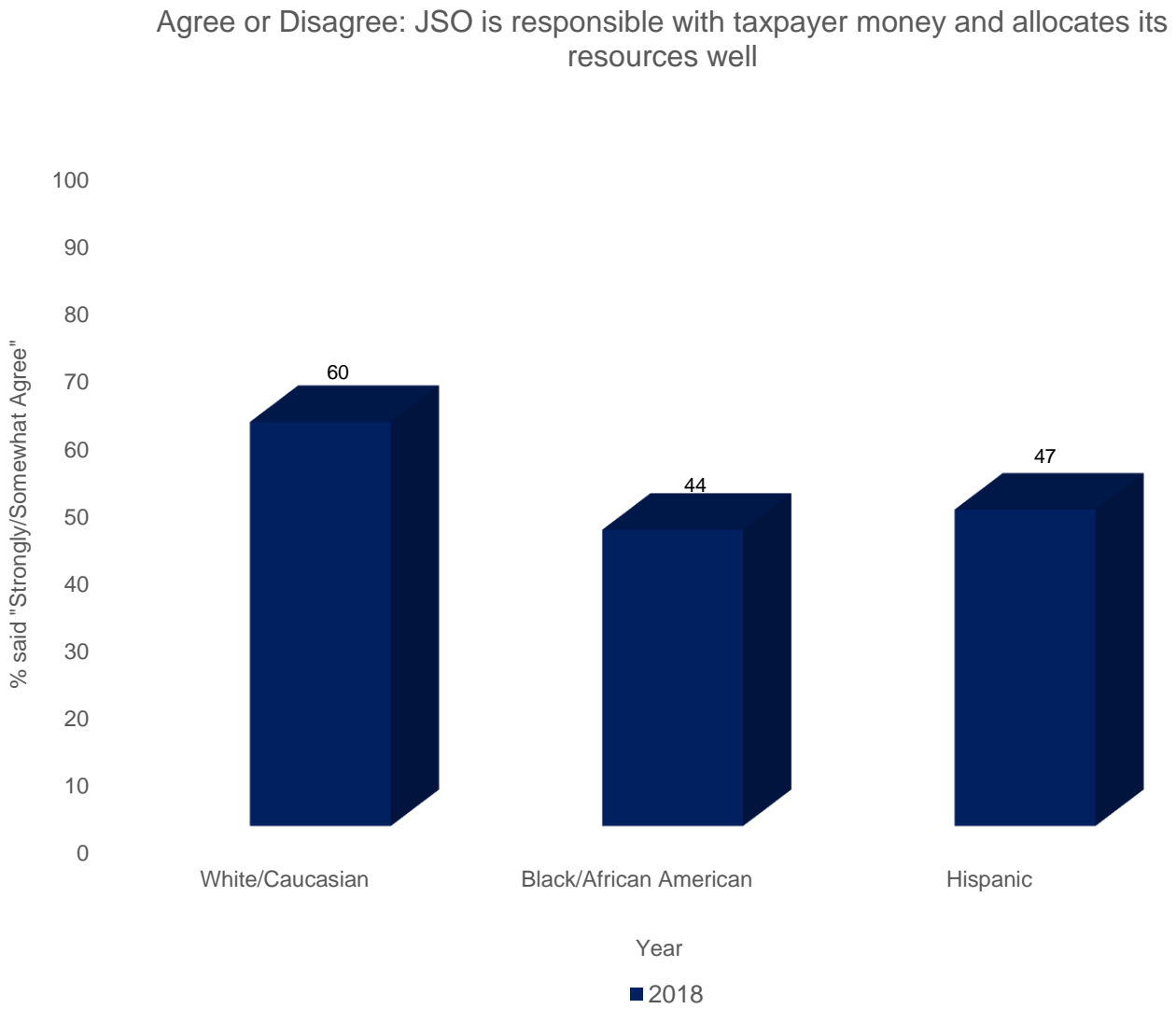


Figure 25 shows agreement for the statement by race. 60% of white respondents strongly or somewhat agree that JSO is responsible with taxpayer money and allocates its resources well. Black respondents have the lowest level of agreement, with 44% of black

respondents strongly or somewhat agreeing. Less than 50% of black and Hispanic respondents believe JSO is responsible with taxpayer money and allocates resources well.

Figure 26. Called Police by Patrol Zone, 2018

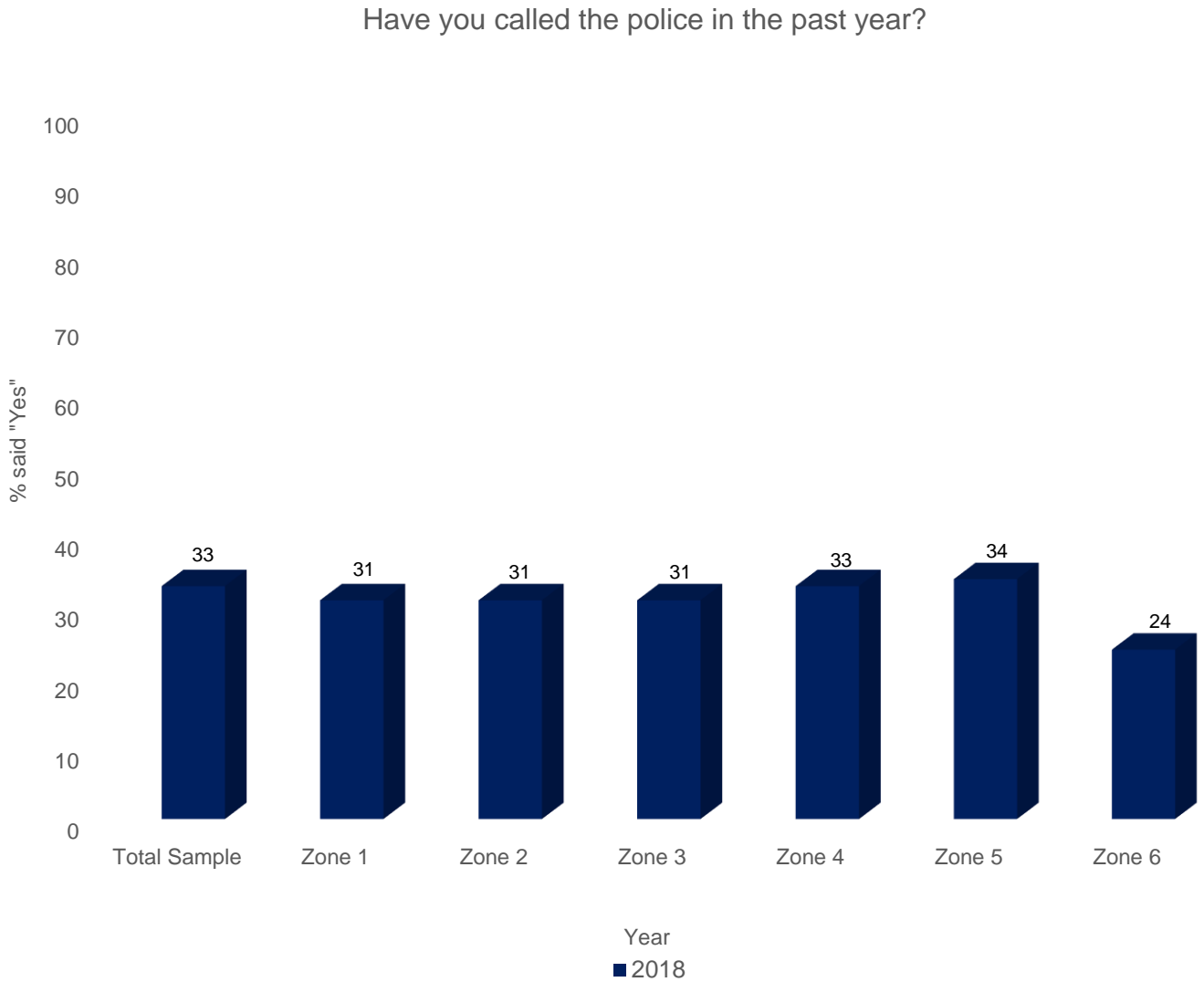


Figure 26 portrays those respondents who had called the police in the past year broken out by patrol zone. Less than 40% of the sample overall and each zone report calling the police within the past year. At 34%,

zone 5 has the highest percentage of respondents who have called the police in the past year. Zone 6 reports the lowest level of respondents who called the police in the past year, at 24%.

Figure 27. Emergency Calls by Patrol Zone, 2018

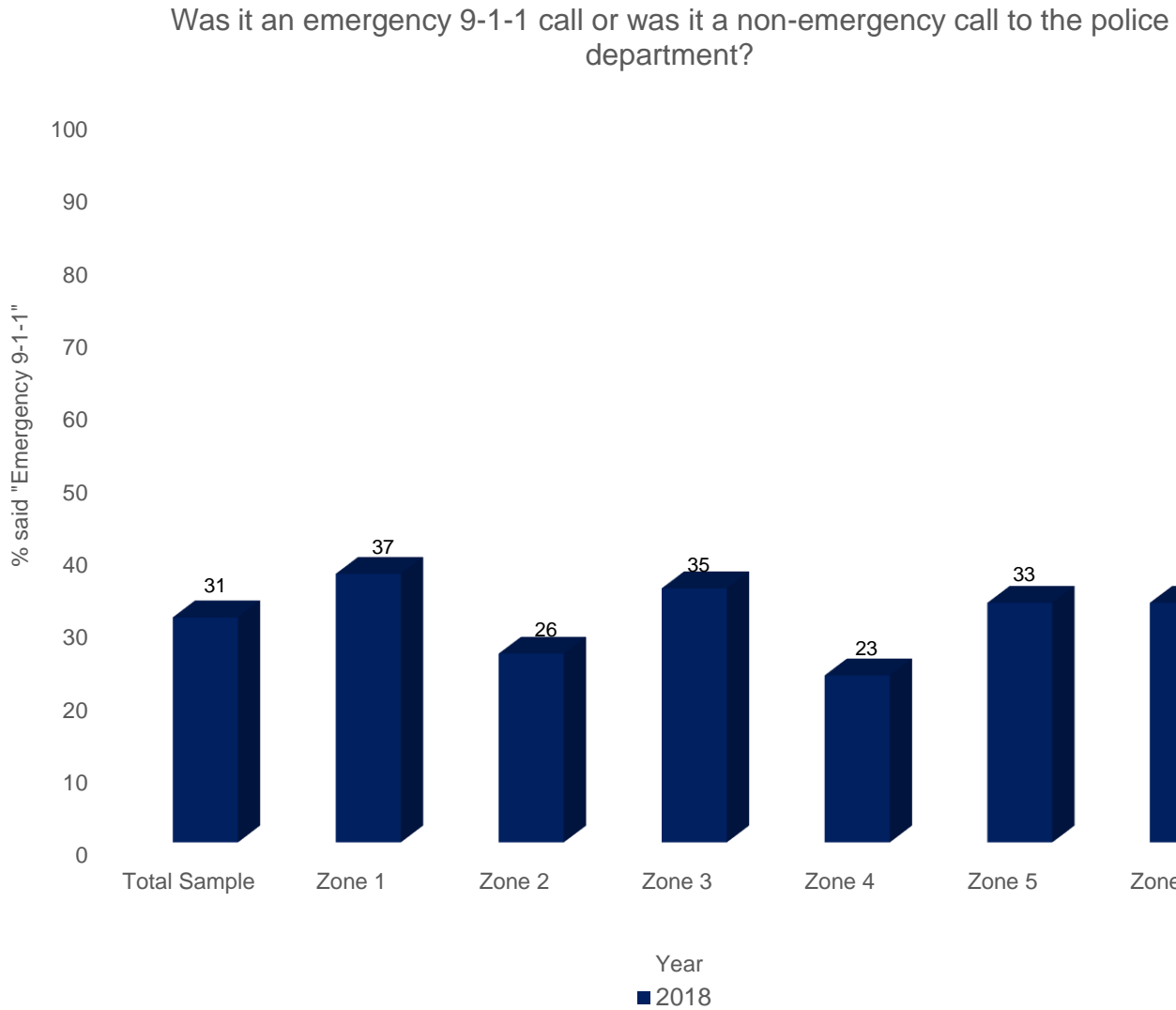


Figure 27 portrays those who indicated that they called only the emergency number when they called the police within the past year. Only 31% of the total sample report calling the emergency number. Zone 1 has the largest

portion of respondents who state they called the police, followed by zone 3 (37% and 35%, respectively). Zone 4 reports calling 9-1-1 the least, at 23%.

Figure 28. Non-Emergency Calls by Patrol Zone, 2018

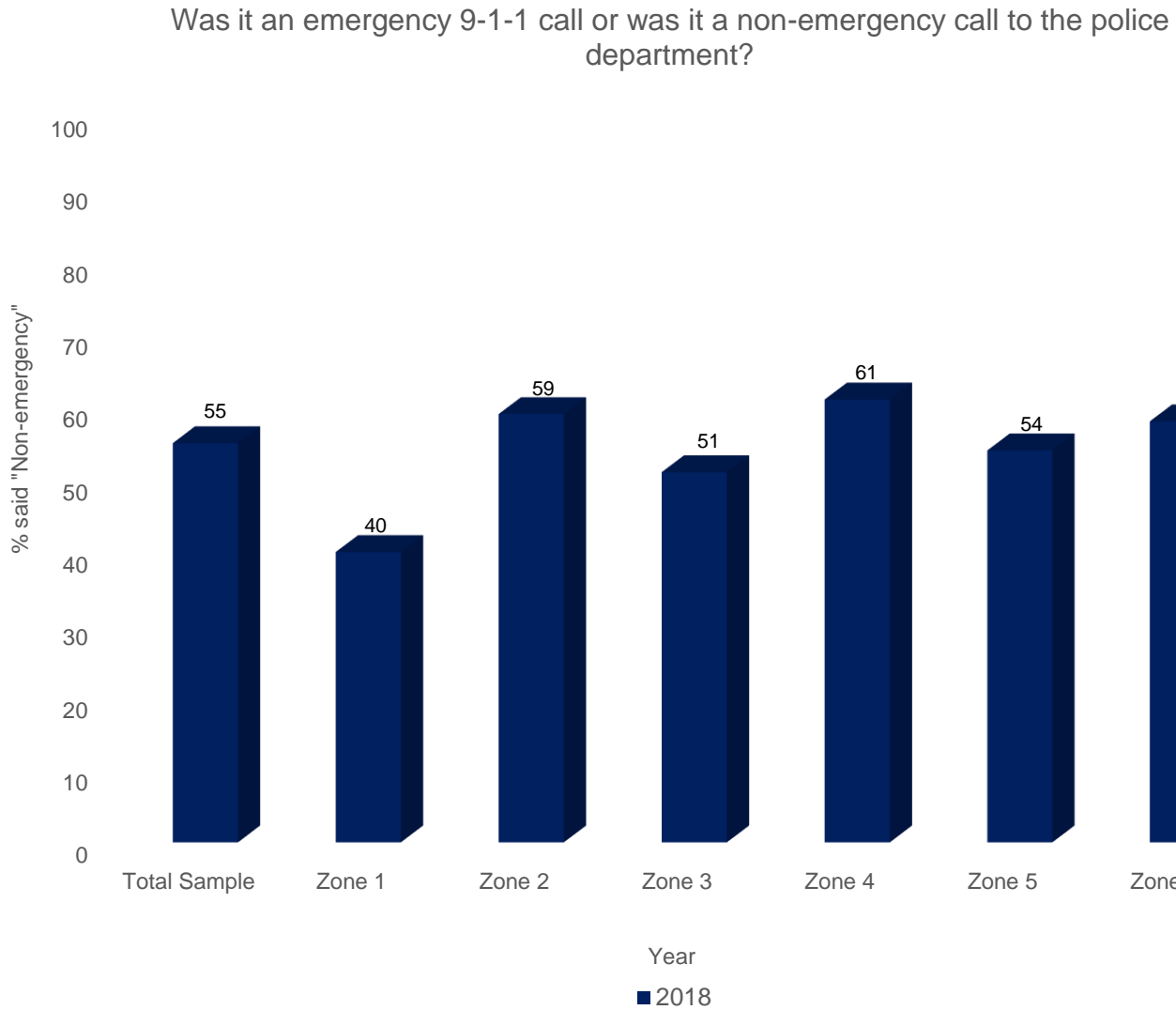


Figure 28 displays those who indicated that they called only the non-emergency number when they called the police within the past year. Zone 4 respondents report the highest number of non-emergency phone calls, 61%.

Zone 1 reports the lowest level of non-emergency phone calls at 40% and is the only zone under 50%. 55% of the total sample reported making a non-emergency call within the past year.

Figure 29. Number of Emergency Calls by Patrol Zone, 2018

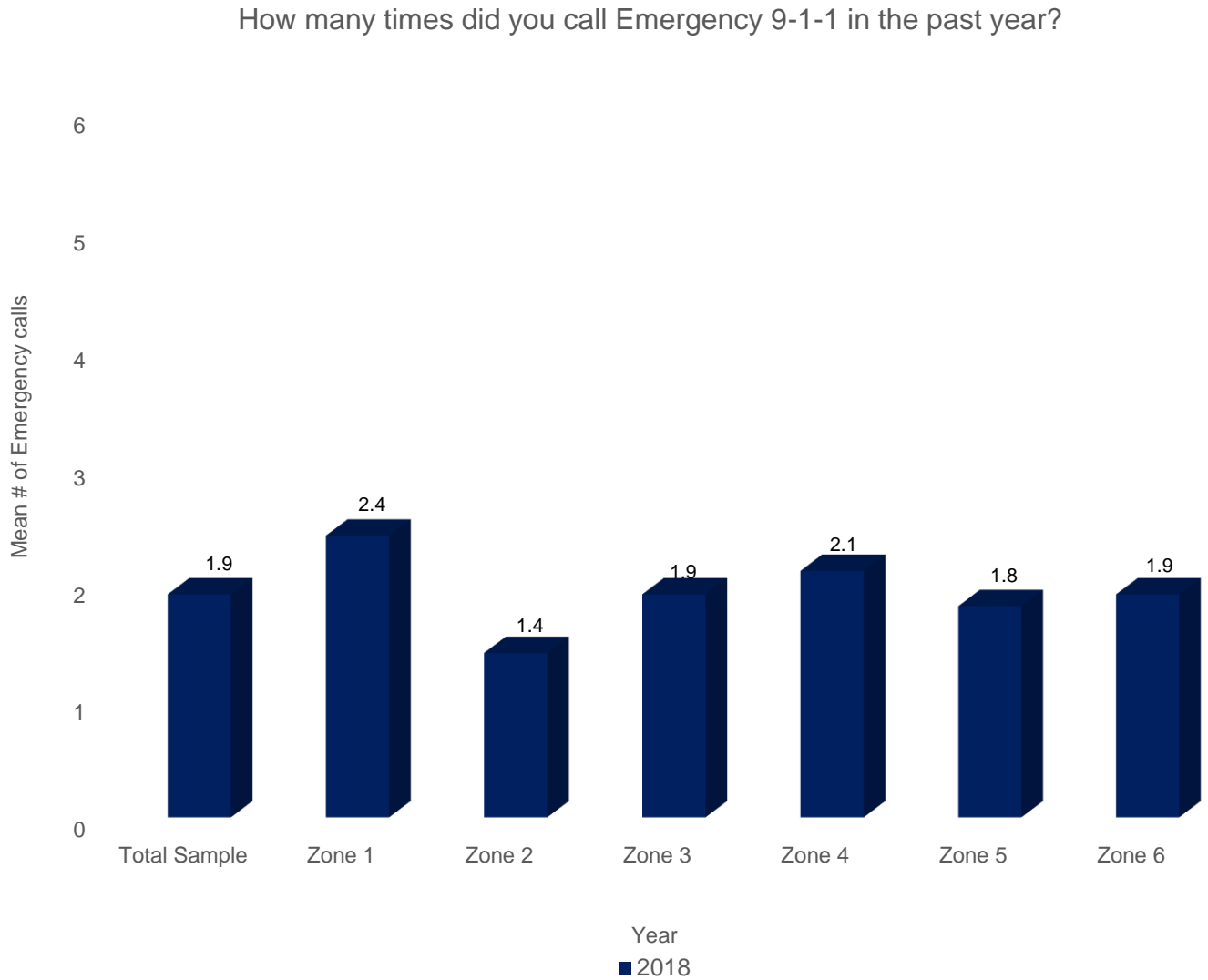


Figure 29 displays the mean number of emergency calls for each patrol zone, as well as the total for Duval County. In 2018, zone 1 had the highest mean for emergency calls, with an average of 2.4 calls. The

lowest average is in Zone 2, with an average of 1.4 calls. The overall average for Jacksonville residents in 2018 is 1.9, almost 2, emergency calls in the past year.

Figure 30. Number of Non-Emergency Calls by Patrol Zone, 2018

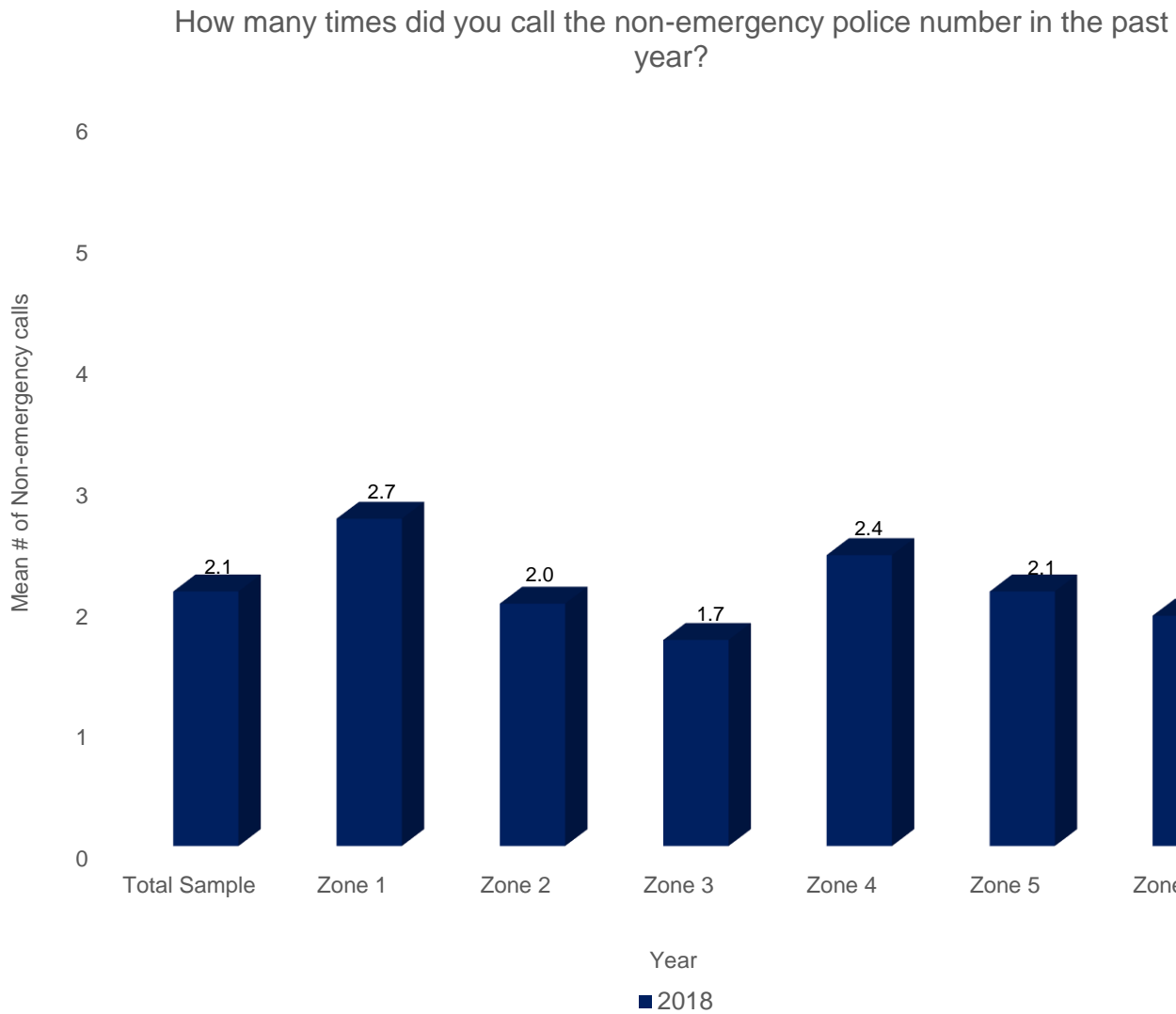


Figure 30 displays the mean number of non-emergency calls as opposed to the emergency calls for 2018. Similar to Figure 29, Zone 1 has the highest average of non-emergency calls in 2018 with 2.7 calls.

Zone 3 has the lowest average in 2018, with 1.7 non-emergency calls in the past year. The average for the total sample was 2.1 calls in 2018.

Figure 31. Non-Emergency Contact by Patrol Zone, 2018

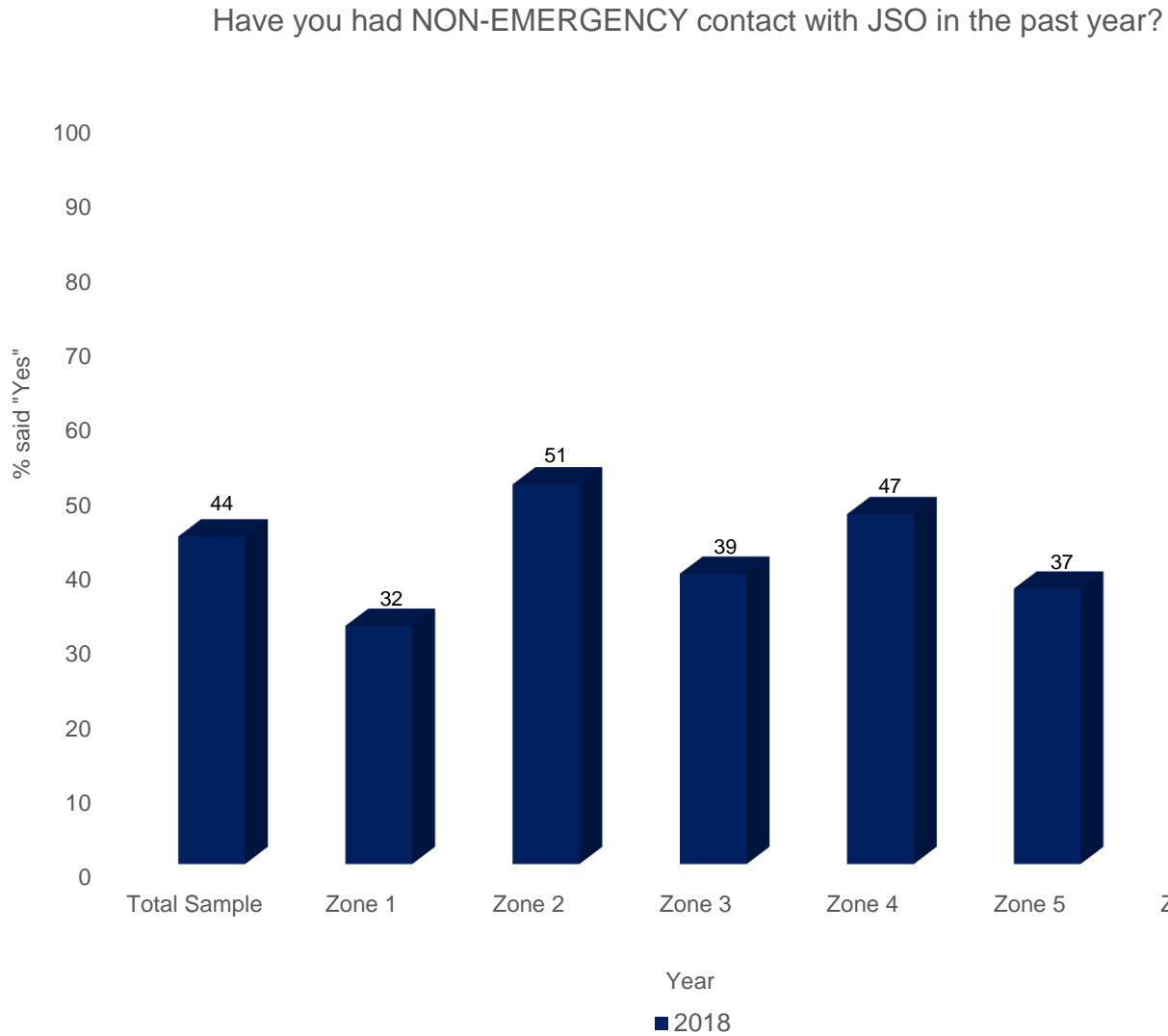


Figure 31 reports the respondents who said yes to having had non-emergency contact with JSO in the past year. 44% of the total sample claim to have had non-emergency contact with JSO in 2018. Zone two has the highest percentage of those who had non-emergency

contact at 51%. Meanwhile, zone 1 has the lowest amount of stated contact at 32%. With the exception of zone 2, less than 50% of respondents from every zone report having had non-emergency contact with JSO.

Figure 32. JSO in Your Neighborhood by Patrol Zone, 2018

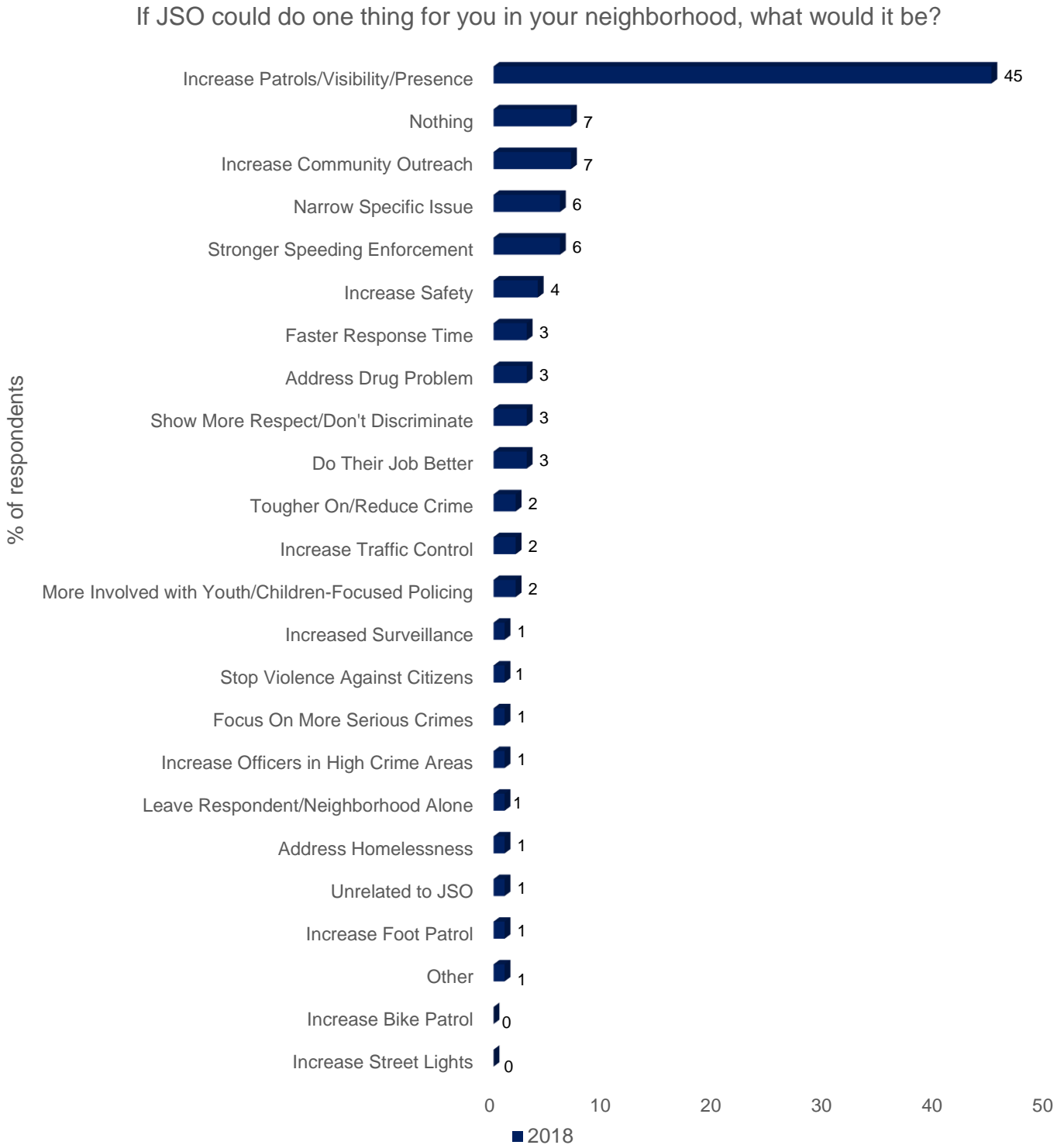


Figure 32 shows the categories for how respondents answered when asked what one thing JSO could do for them in their neighborhood. By far, the most popular response for 2018 is “Increase Patrols/Visibility

”/Presence” at almost half the sample (45%). At 7%, the next highest responses is “Increase Community Outreach” and “Nothing”, followed by “Stronger Speed Enforcement” and “Narrow Specific Issue” at 6%.

Figure 33. News Preference, 2018

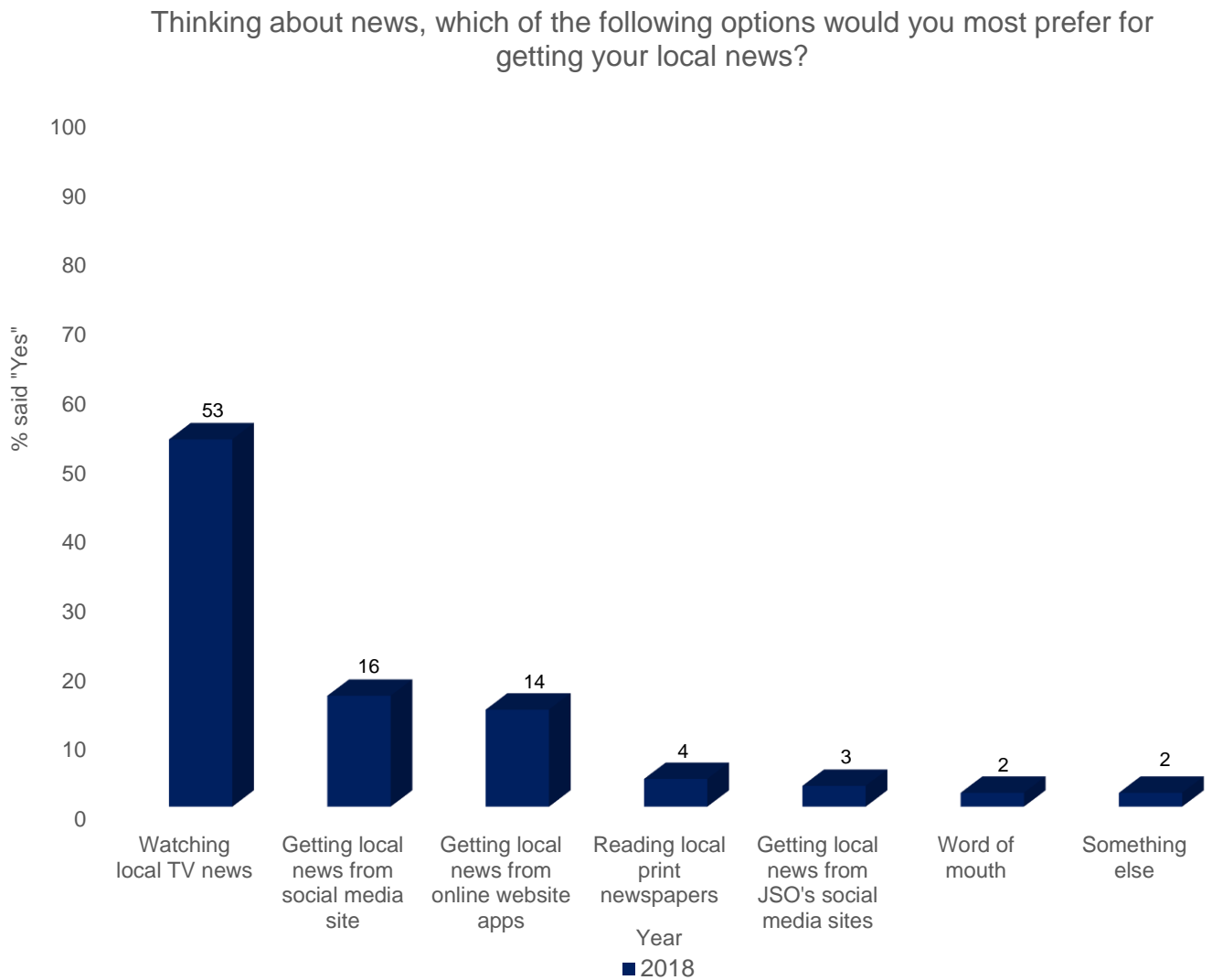


Figure 33 asks respondents their preference for receiving local news. At over half the sample, "Watching local TV news" is the most selected response (53%).

"Getting local news from social media site" and "Getting local news from online website apps" are two close seconds at 16% and 14%, respectively.

Figure 34. Local News on TV, 2018

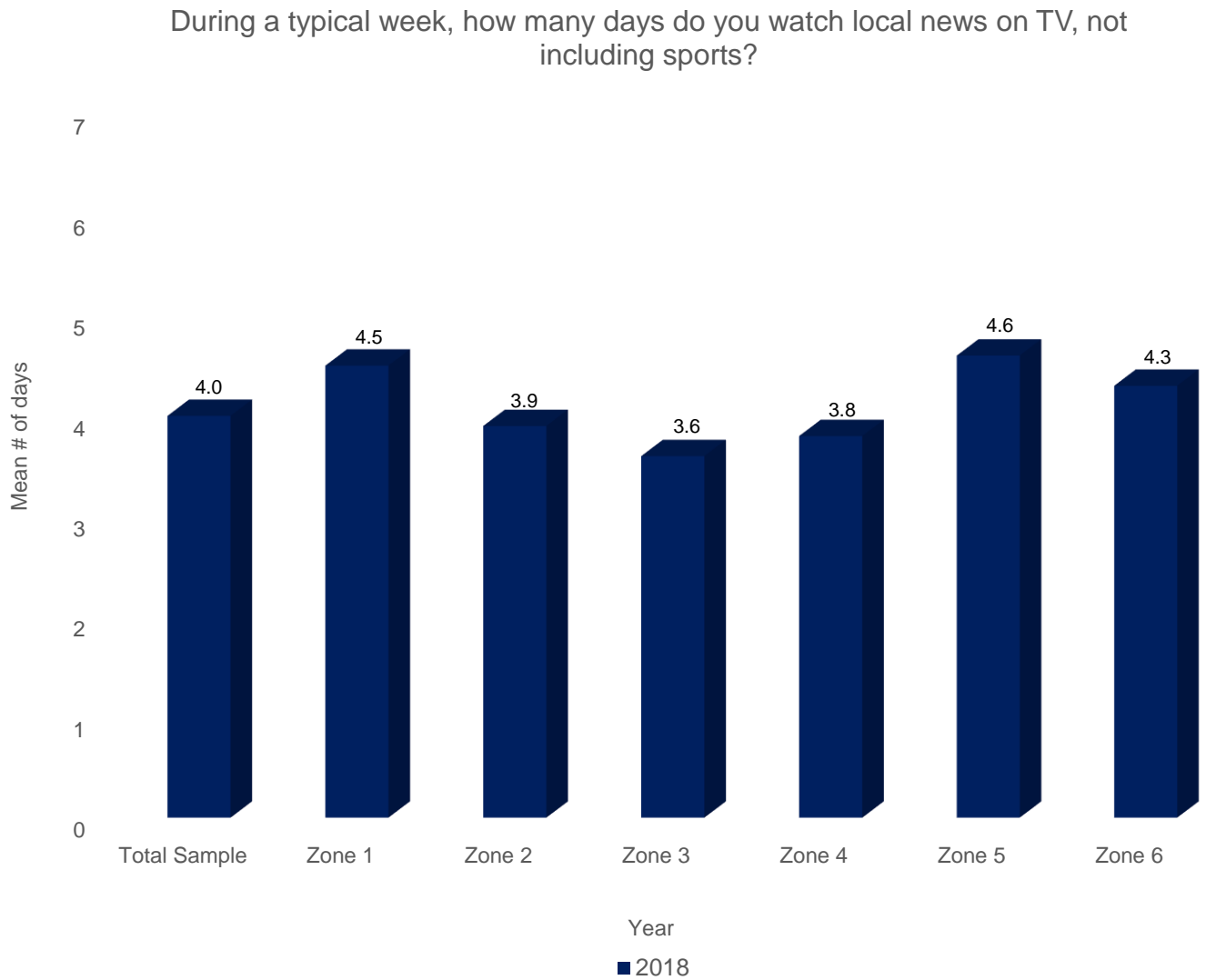


Figure 34 shows the mean number of days that respondents report watching local news on TV by patrol zone. Responses range from 3.6 to 4.6 across 2018, with Zone 3 at the low end of 3.6 mean days, and Zone

5 at the high end with 4.6 mean days in 2018. Overall, the population reports watching the local news on average 4 days a week.

Figure 35. Local News in Newspaper, 2018

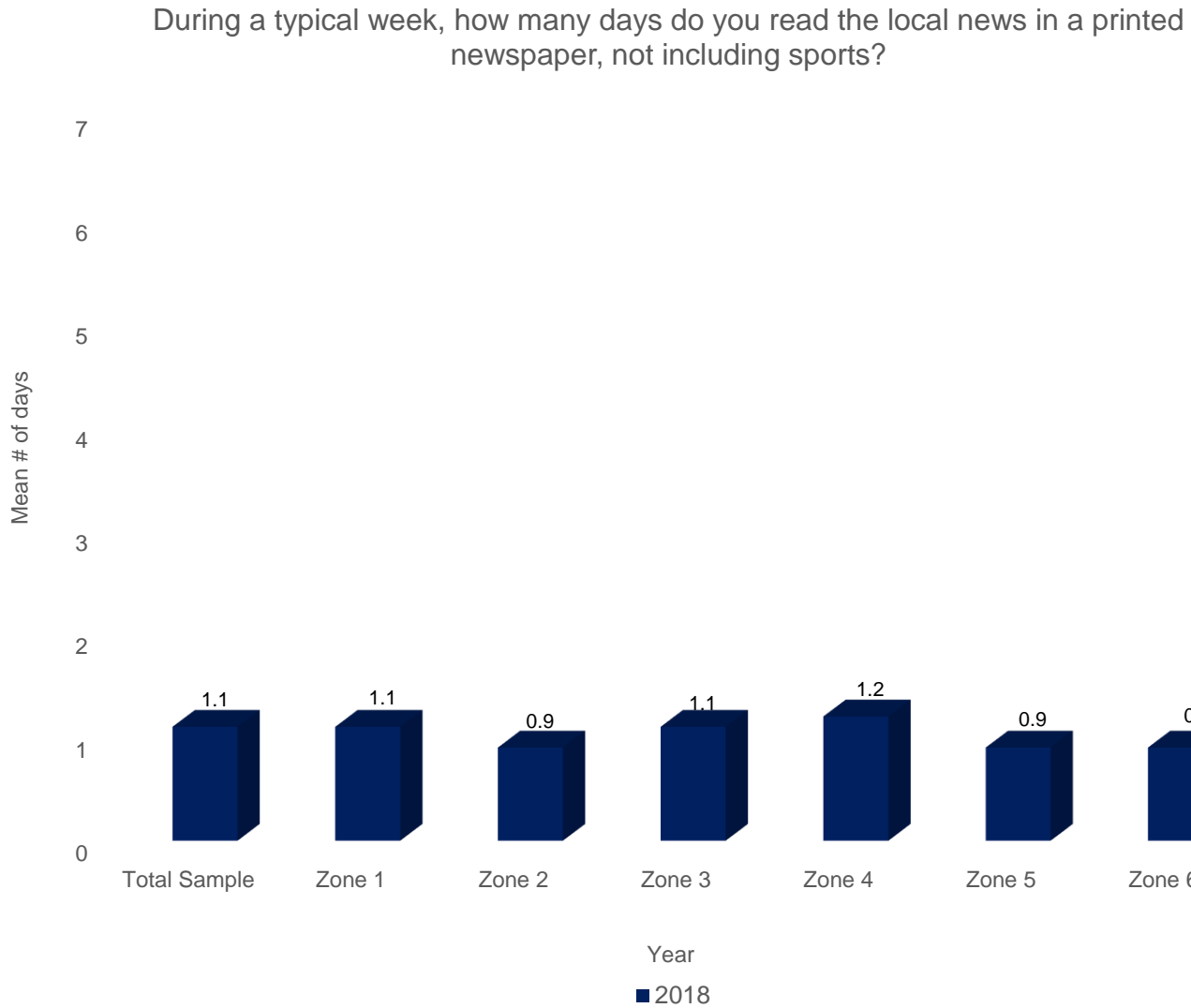


Figure 35 is the mean number of days that respondents report reading the local news in a newspaper by patrol zone. Compared to Figure 34, the mean number of days

is much lower. There's not much variation among the zones, as most respondents tend to read the local news in a newspaper 1 day a week.

Figure 36. Local News on Internet, 2018

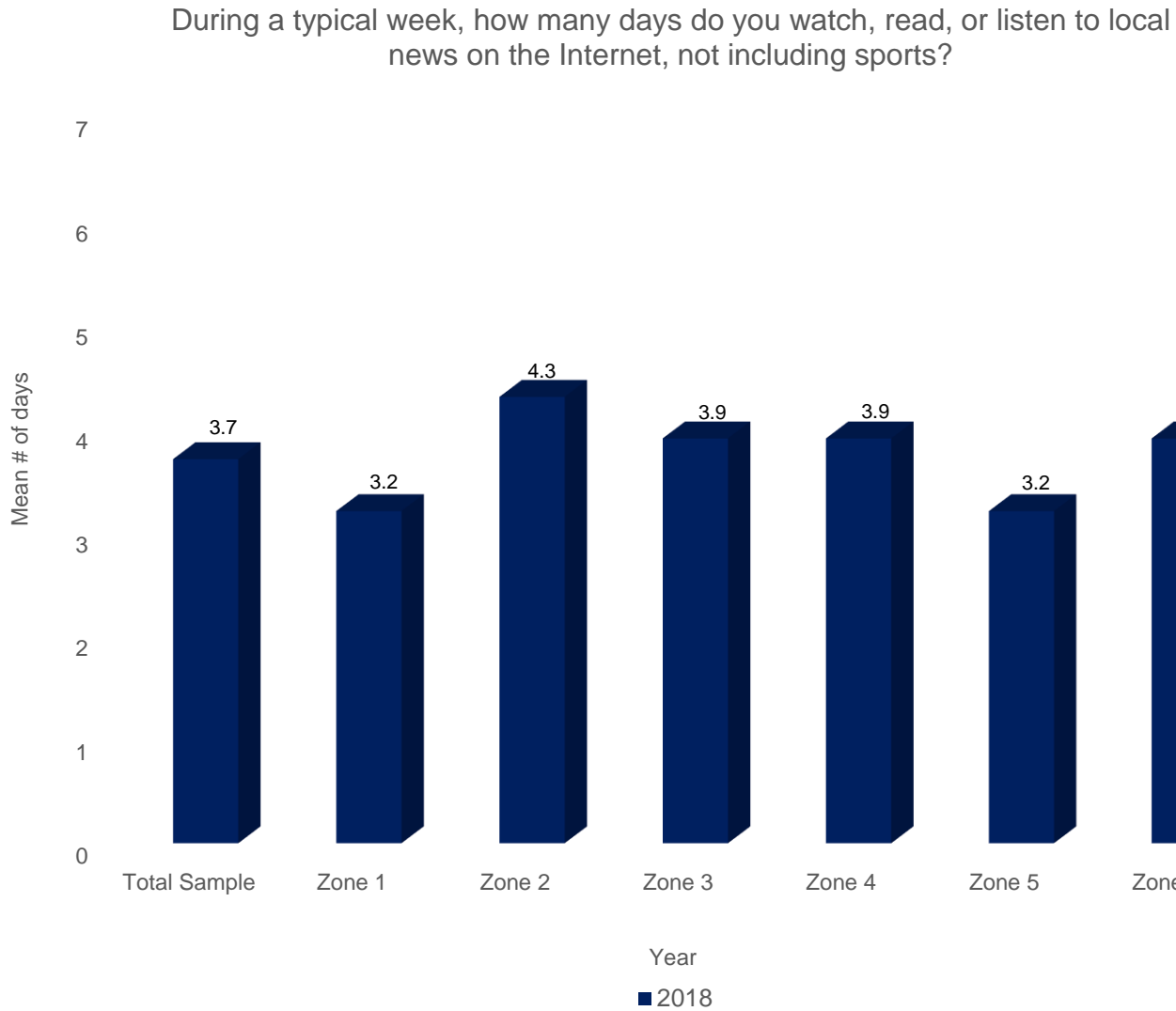


Figure 36 displays the mean number of days respondents received local news on the Internet by patrol zone. Zones 1 and 5 have the lowest average of 3.2 days. Zone 2 has the highest average of 2018, with

4.3 average days. In total, respondents receive local news on the internet almost 4 days a week, with an average of 3.7 days.

Figure 37. Local News on Internet by Race, 2018

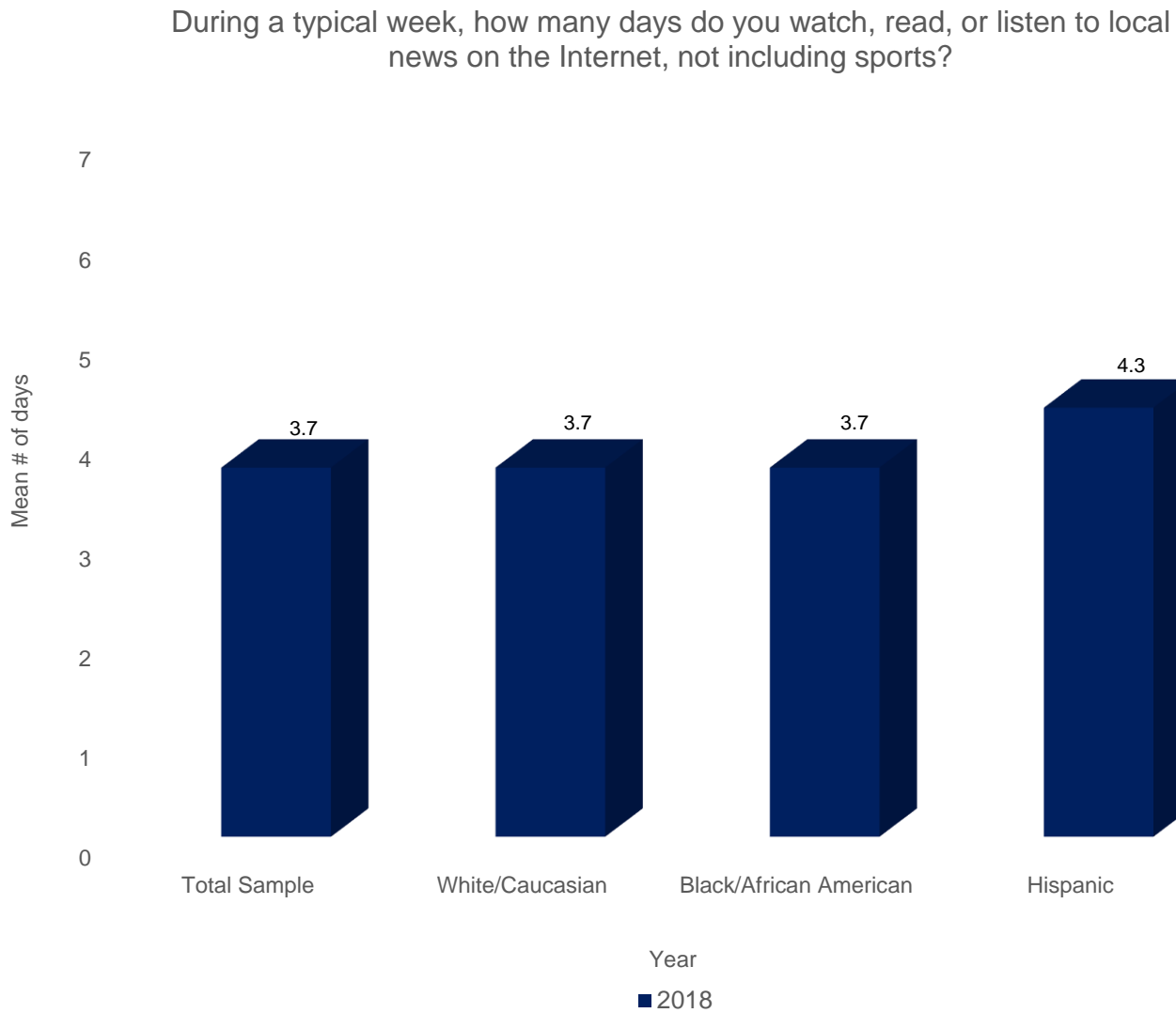


Figure 37 is a presentation of the average number of days respondents received local news via the Internet broken down by race. Hispanic respondents had a

higher average, at 4.3 days per week. White and black respondents have the same average of 3.7 days of news consumption through the Internet.

Figure 38. Local News on Internet by Age, 2018

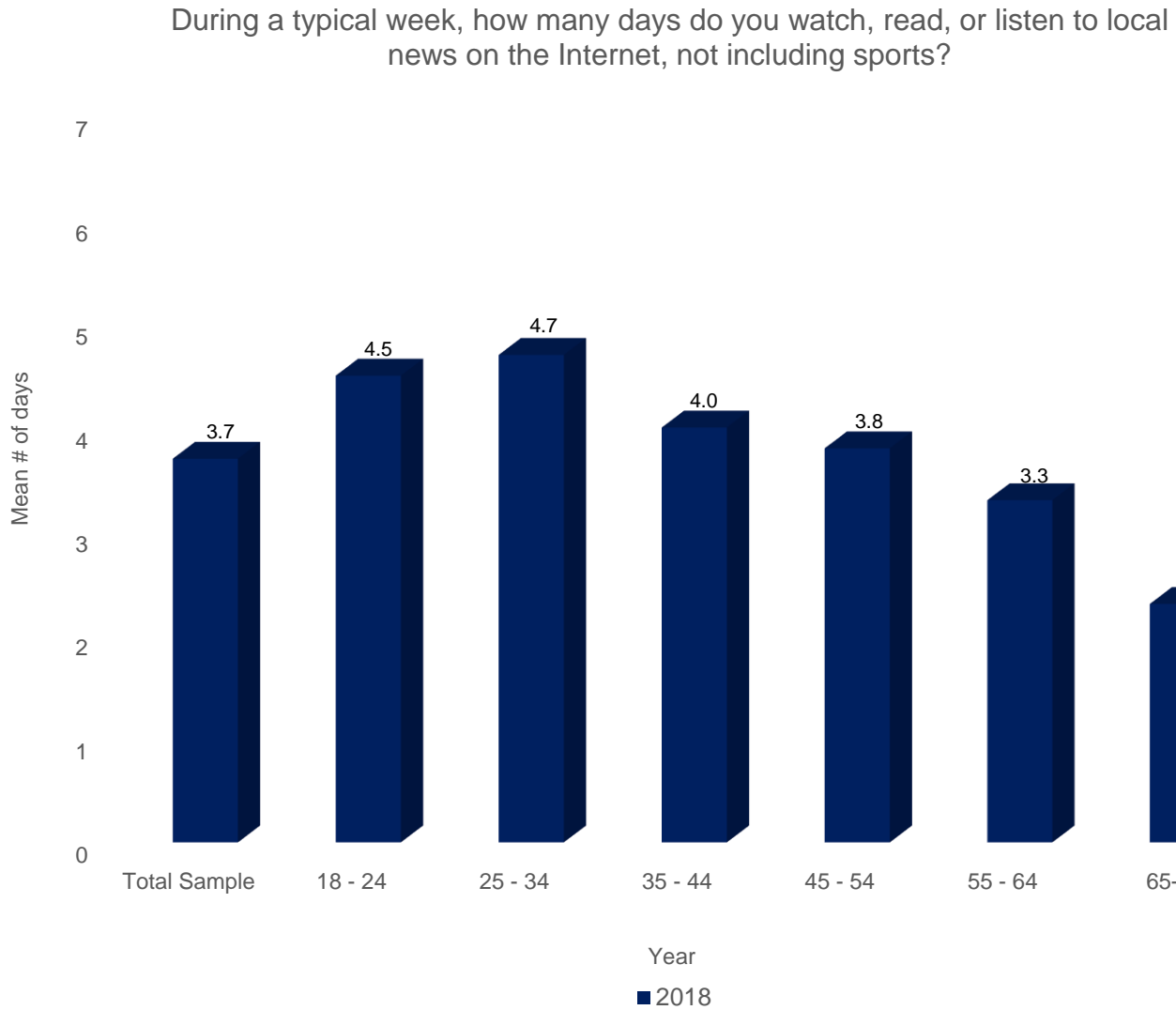


Figure 38 again shows the local news received via Internet, this time broken out by age categories. Ages 18-34 tend to have higher averages for local news

consumed online compared to those 35 and older, as the average begin to trend down towards 2 and 3 days a week as opposed to 4 and 5.

Figure 39. Local News on Internet by Sex, 2018

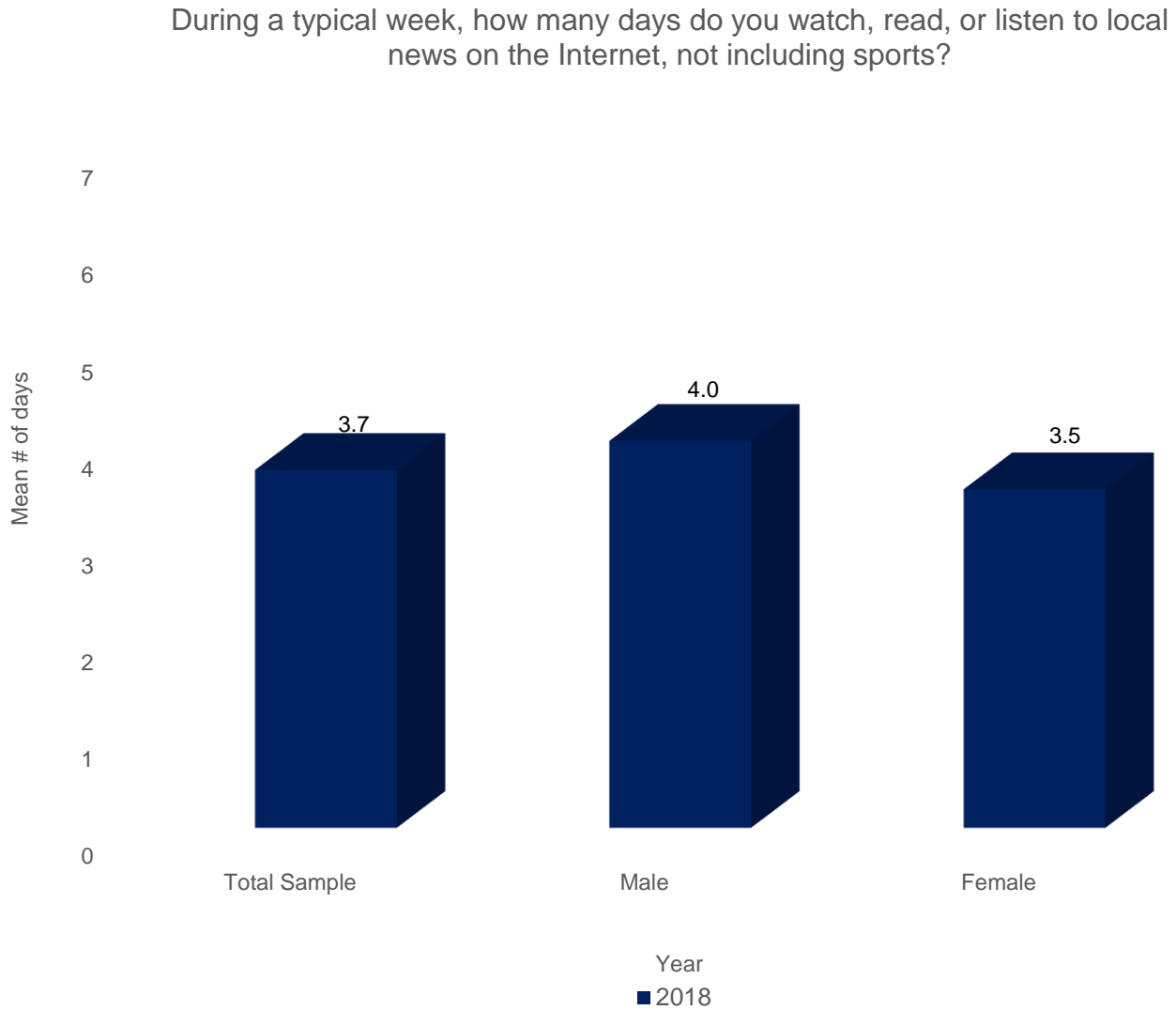


Figure 39 has the final Internet news breakdown by respondent sex. Men seem to consume local news on the Internet slightly more often than women, with

averages of 4 days a week compared to 3.5 days per week for women.

Figure 40. JSO Social Media by Zone, 2018

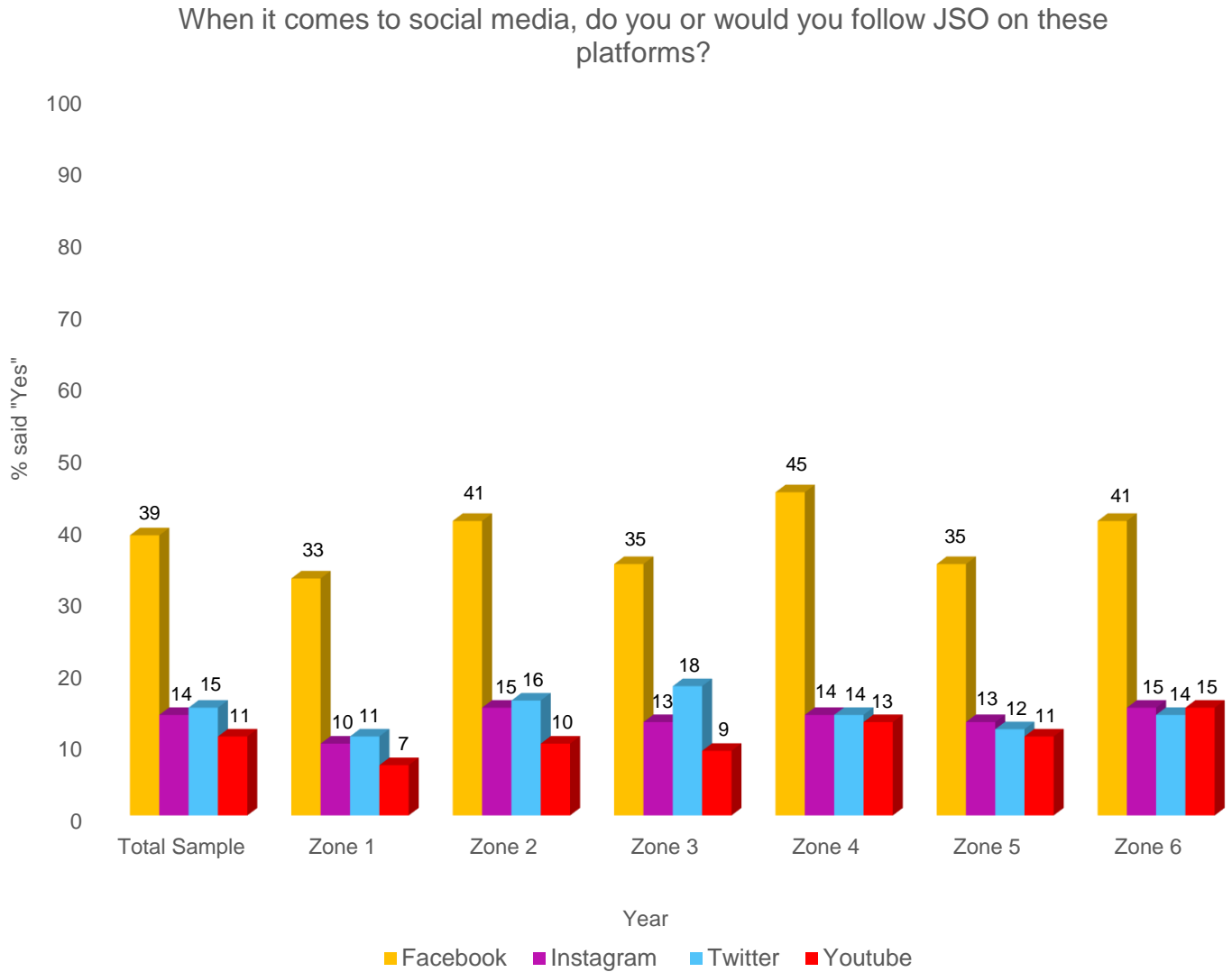


Figure 40 displays the percentage of respondents that would follow JSO on various social media platforms by patrol zone. Facebook by far has the most people willing to or already following JSO. Zone 1 has the lowest

percentage of 2018 with 33%, while Zone 4 has 45%. Twitter and Instagram are next most popular, with YouTube keeping up in Zones 4, 5, and 6, but falling behind in Zones 1 and 3.

Figure 41. JSO Social Media by Race, 2018

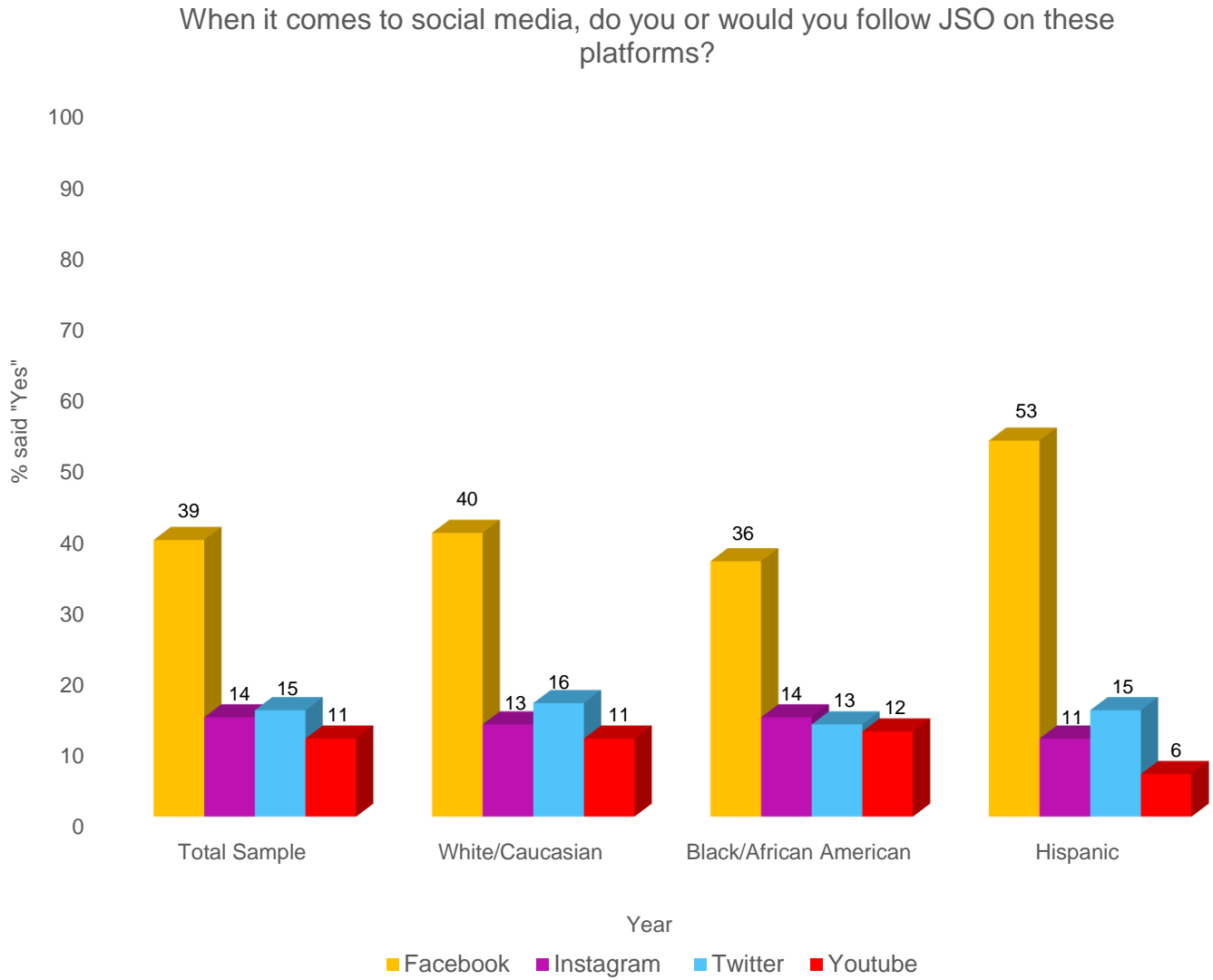
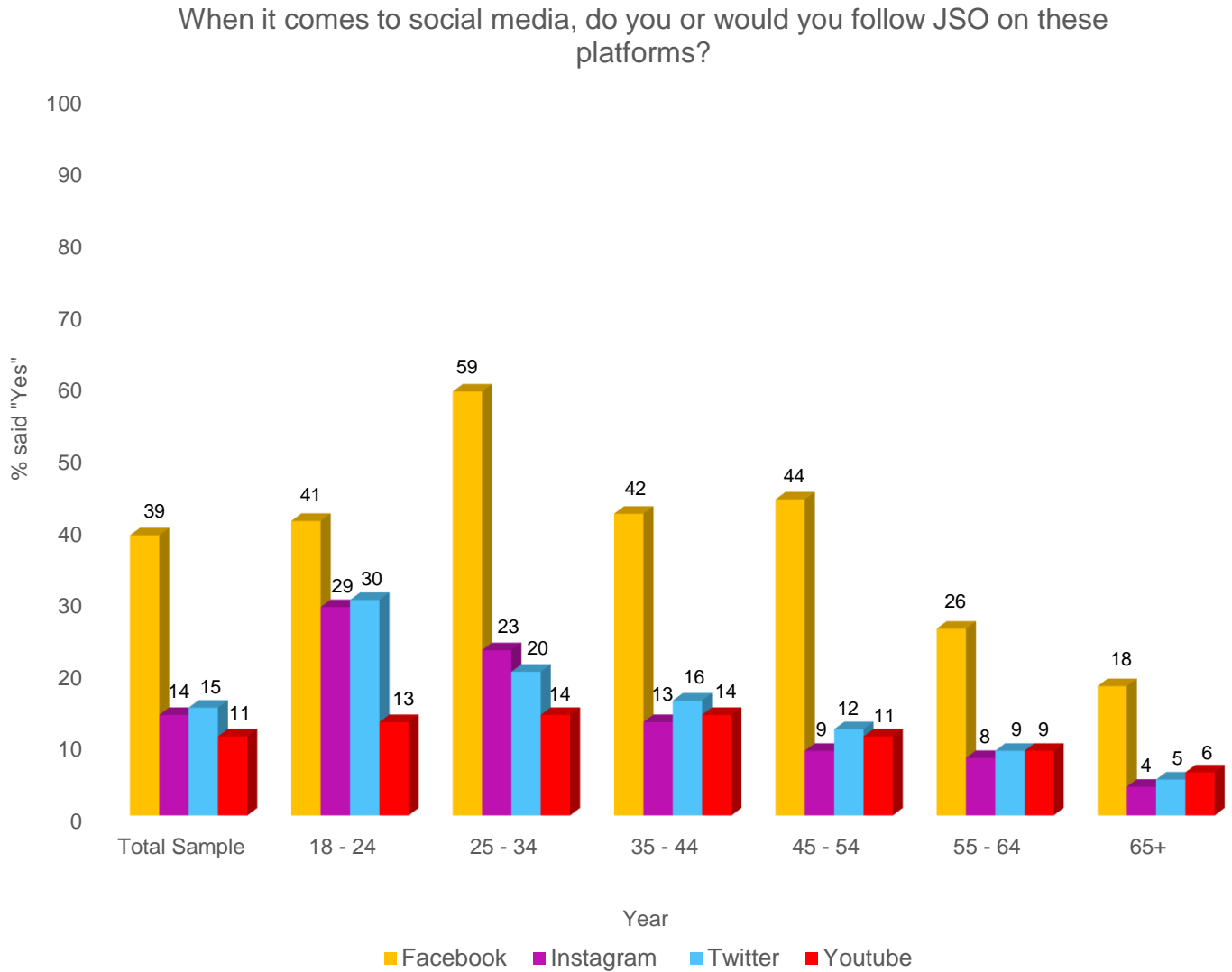


Figure 41 also has would or do follow JSO on social media broken down by race. Hispanic respondents are most likely to select Facebook at 53%, follow by white respondents with 40% and black respondents with 36%.

Again, Twitter and Instagram are both close seconds, with YouTube as the least popular choice for all race groups.

Figure 42. JSO Social Media by Age, 2018



Those willing to or already following JSO on social media are displayed in Figure 42, this time broken out by age groups. Younger age groups, like 18-24 year olds and 25-34 year olds are the most likely to follow JSO on all social media platforms, most notably Facebook with 41% and 59%, respectively. However, older age groups

like 35-44 and 45-54 are just as likely as 18-24 year olds to follow JSO on Facebook, with 42% and 44%, respectively. Yet respondents over 34 are less likely to follow JSO on Instagram and Twitter. 65+ respondents are the least likely to follow JSO on any of the social media sites.

Figure 43. JSO Social Media by Zone, 2018

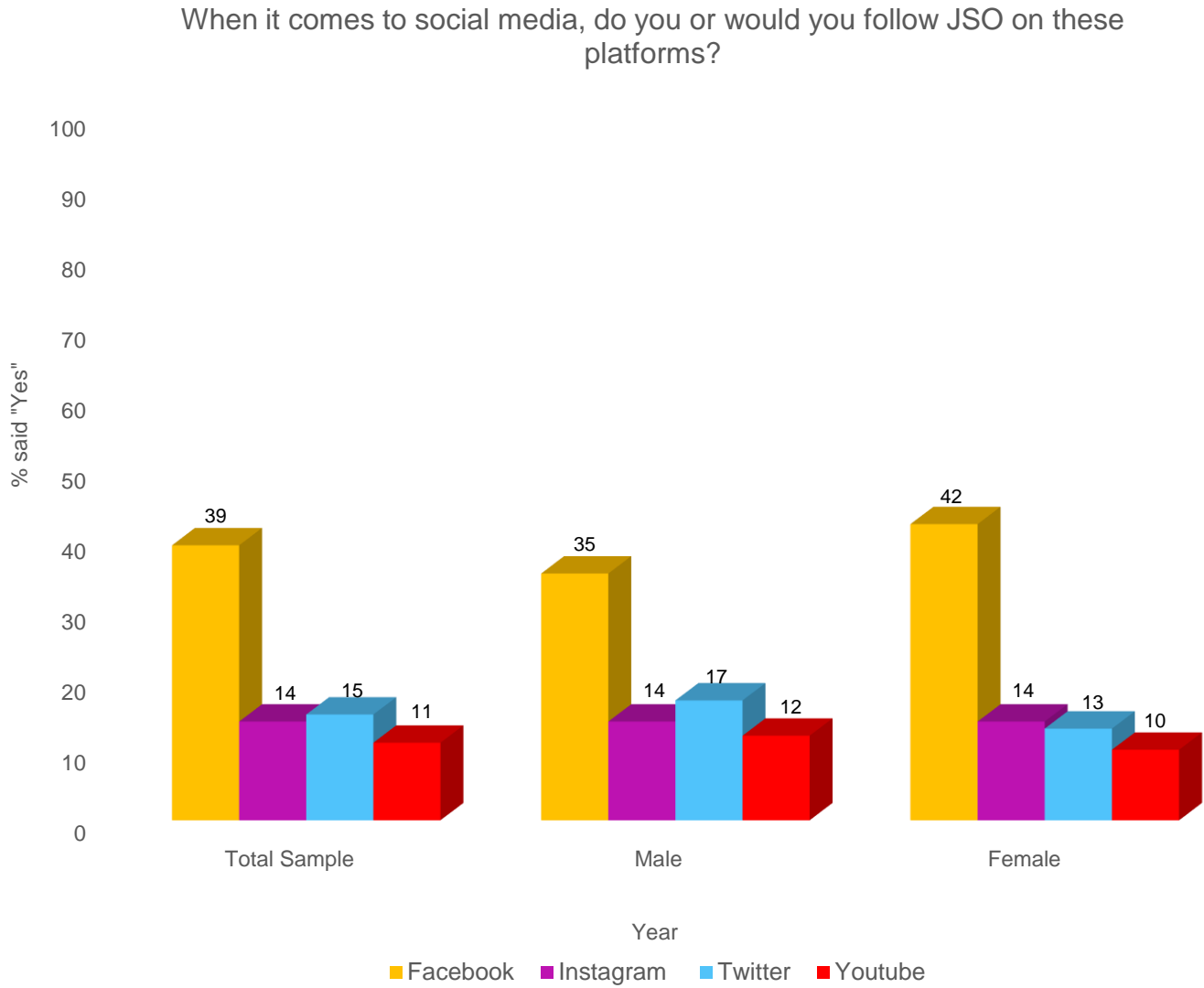


Figure 43 is the final breakdown of JSO social media followers/potential followers based on sex. Females are more likely to follow JSO on Facebook (42%) compared to males (35%), while males are slightly more likely to

follow JSO on Twitter (17%) than females (13%). Men are also slightly more likely to follow JSO on YouTube (12%) than women (10%). Both sexes are equally likely to follow JSO on Instagram (14%).

Figure 44. Respondent Age, 2018

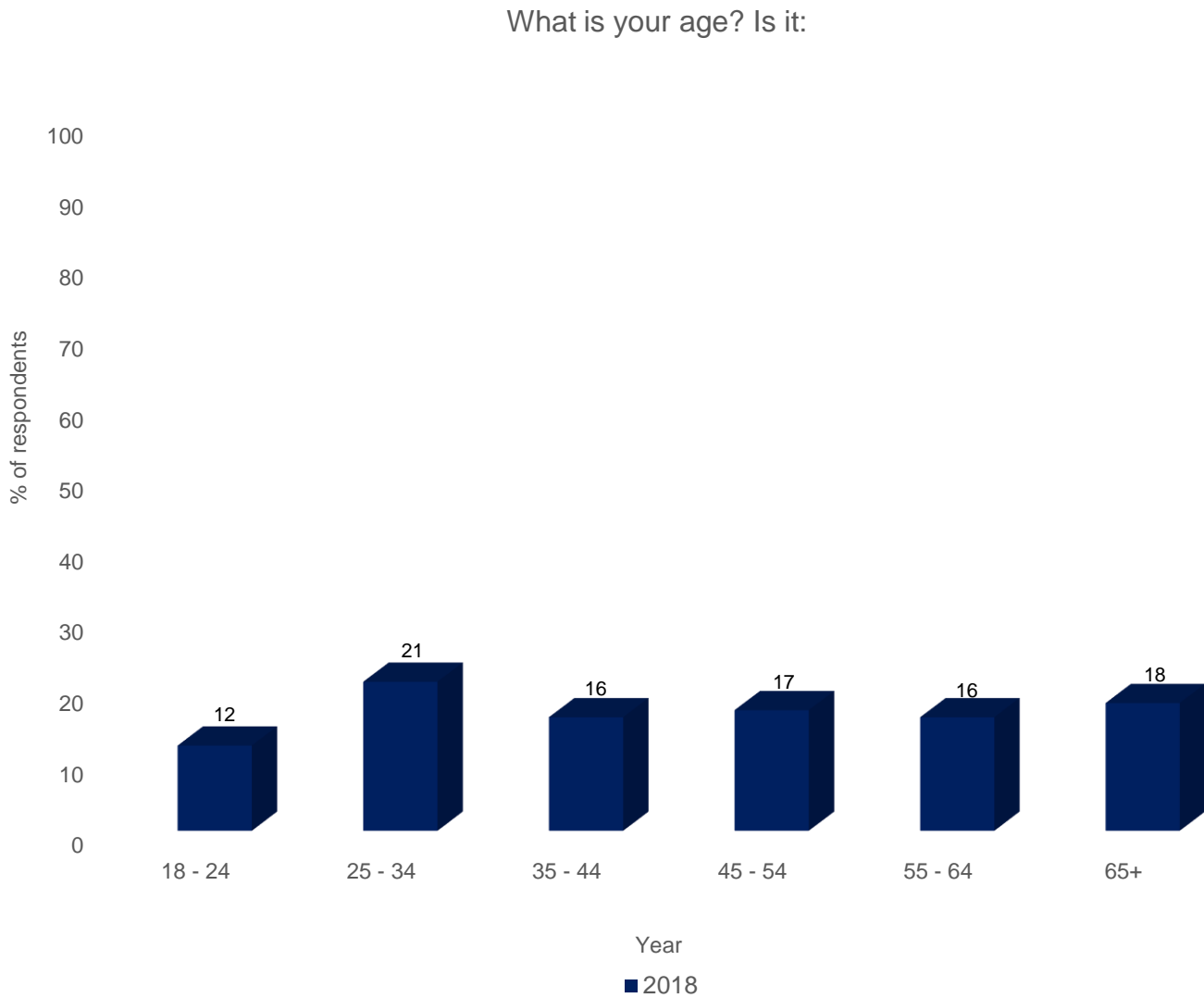


Figure 44 shows the age breakdown of samples from 2018. The age groups across the sample are fairly consistent, with slightly higher amounts of 25-34 years

olds and 65+ year olds, as well as slightly less 18-24 year olds.

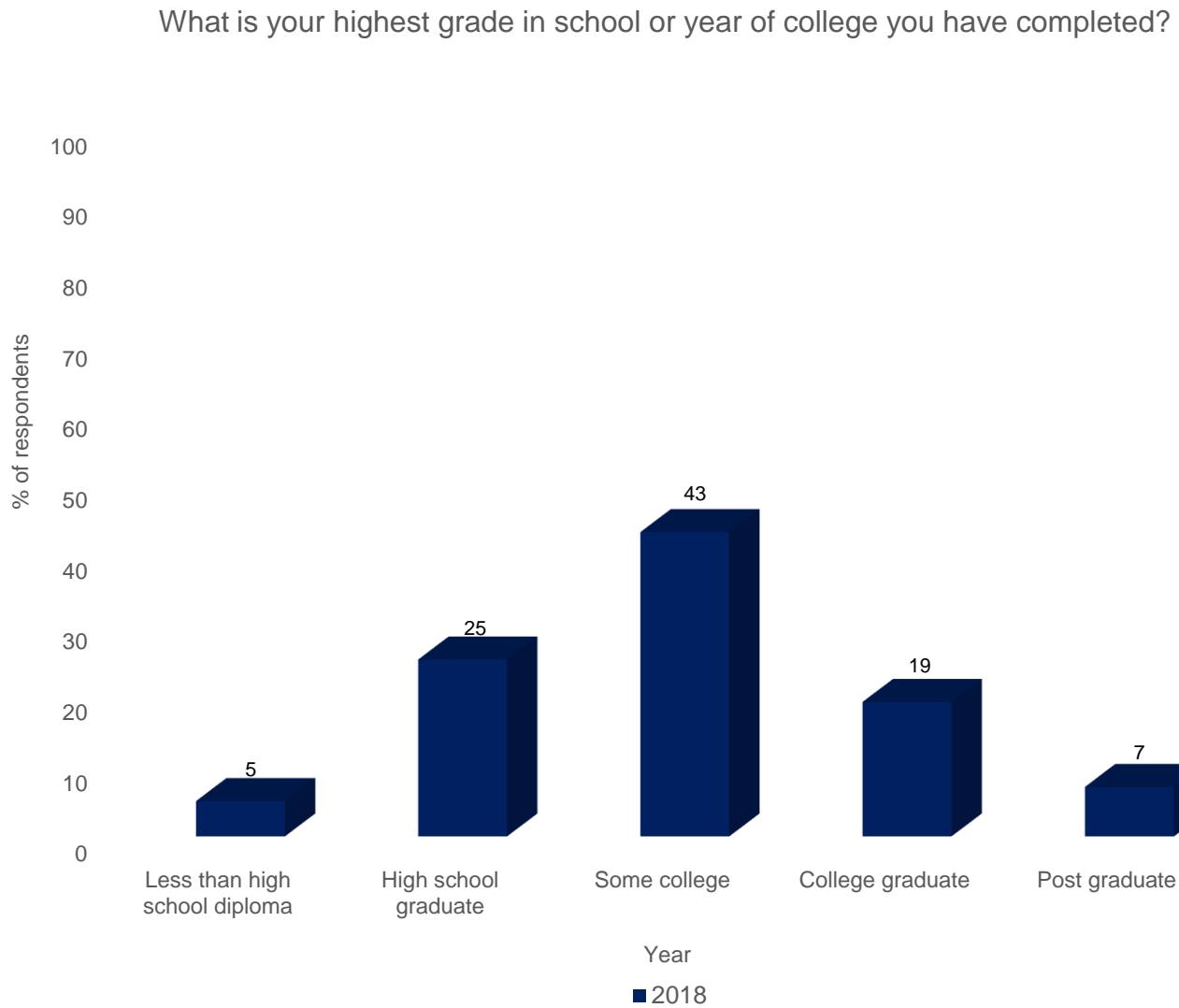
Figure 45. Respondent Education, 2018

Figure 45 has the sample breakdown for education. 73% of respondents have less than a college degree, with 43% of those having some college.

Figure 46. Respondent Race, 2018

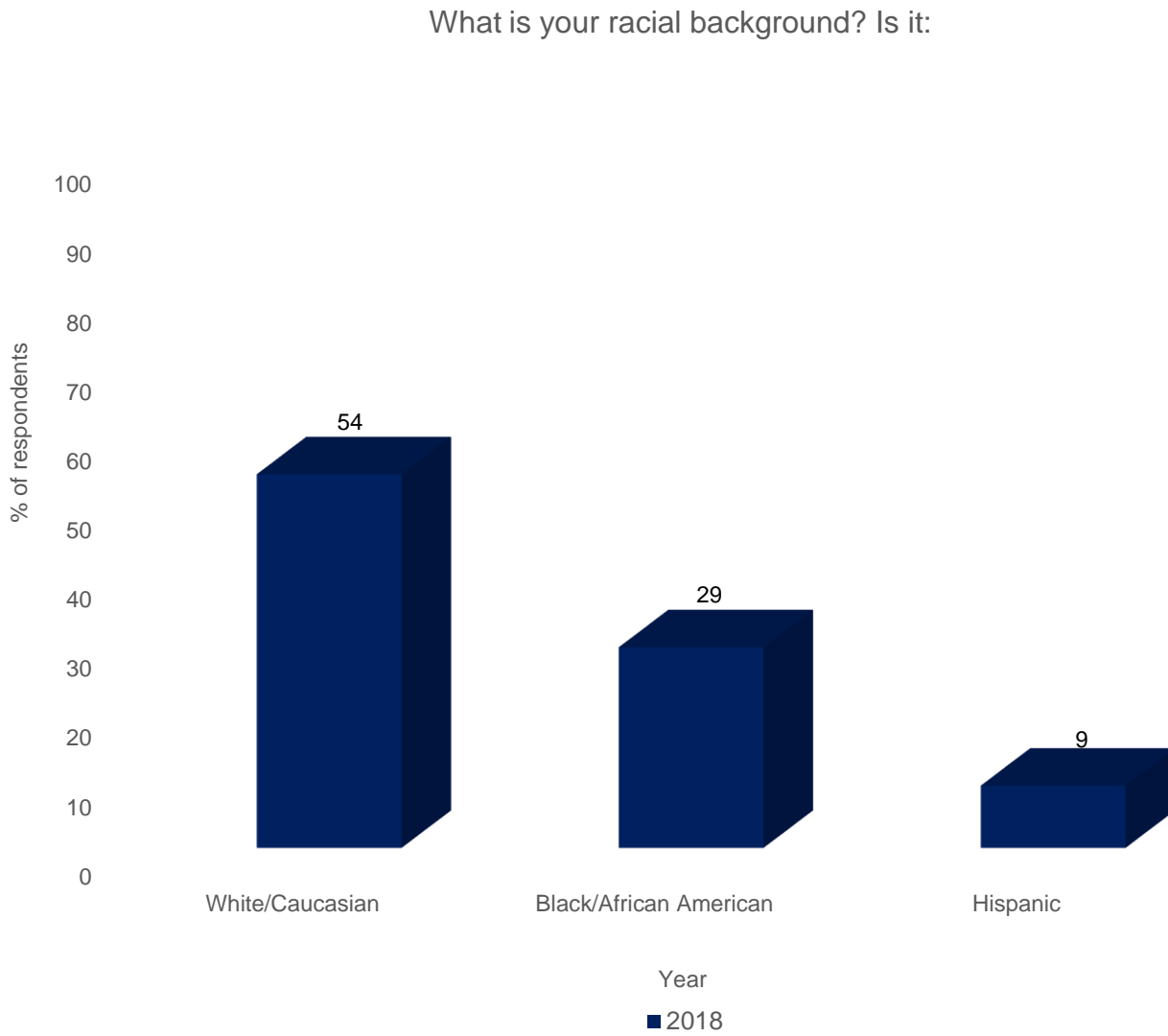


Figure 46 shows the racial breakdown for the 2018 sample. The majority of the sample, 54%, identified as

white/Caucasian. 29% of respondents identified as black/African American and 9% identified as Hispanic.

Figure 47. Respondent Phone Type, 2018

Are we reaching you today on a landline or cell phone?

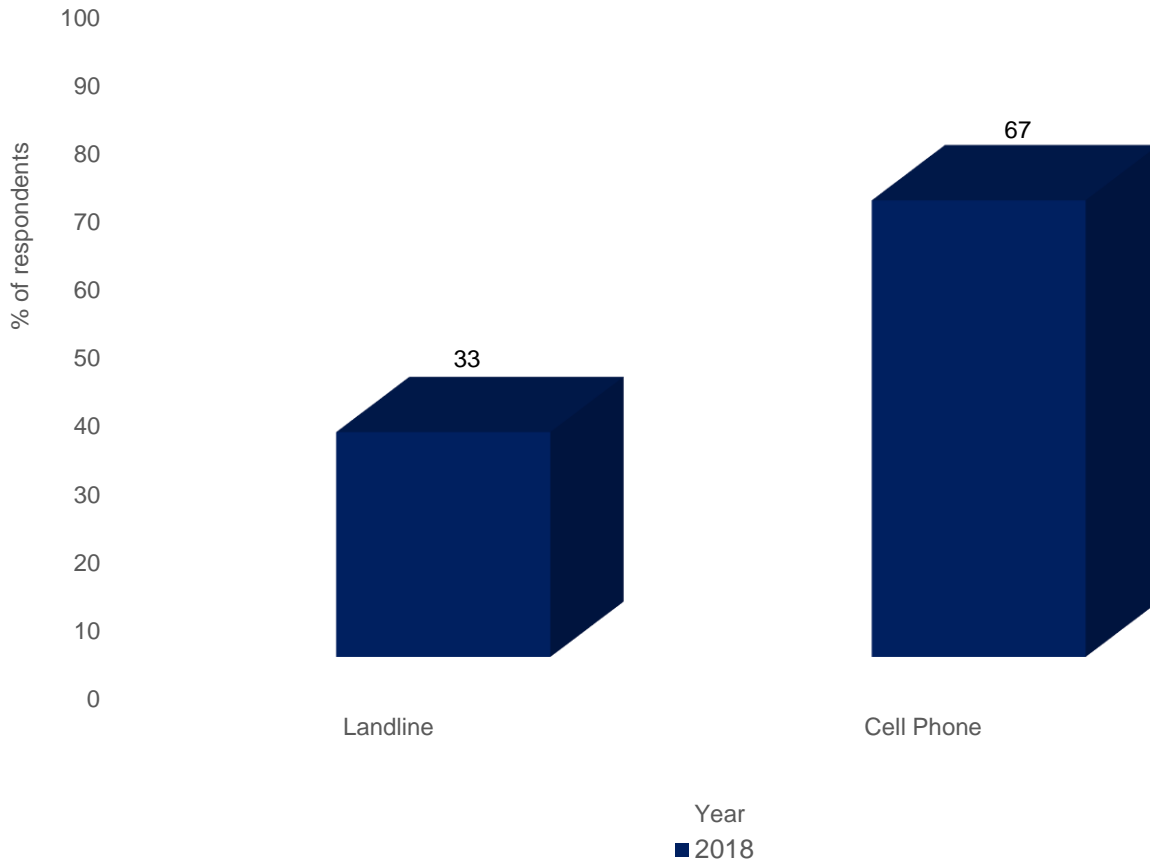


Figure 47 shows that 67% of respondents were reached via cellphone, while 33% of respondents were reached by a landline phone.

Figure 48. Respondent Sex, 2018

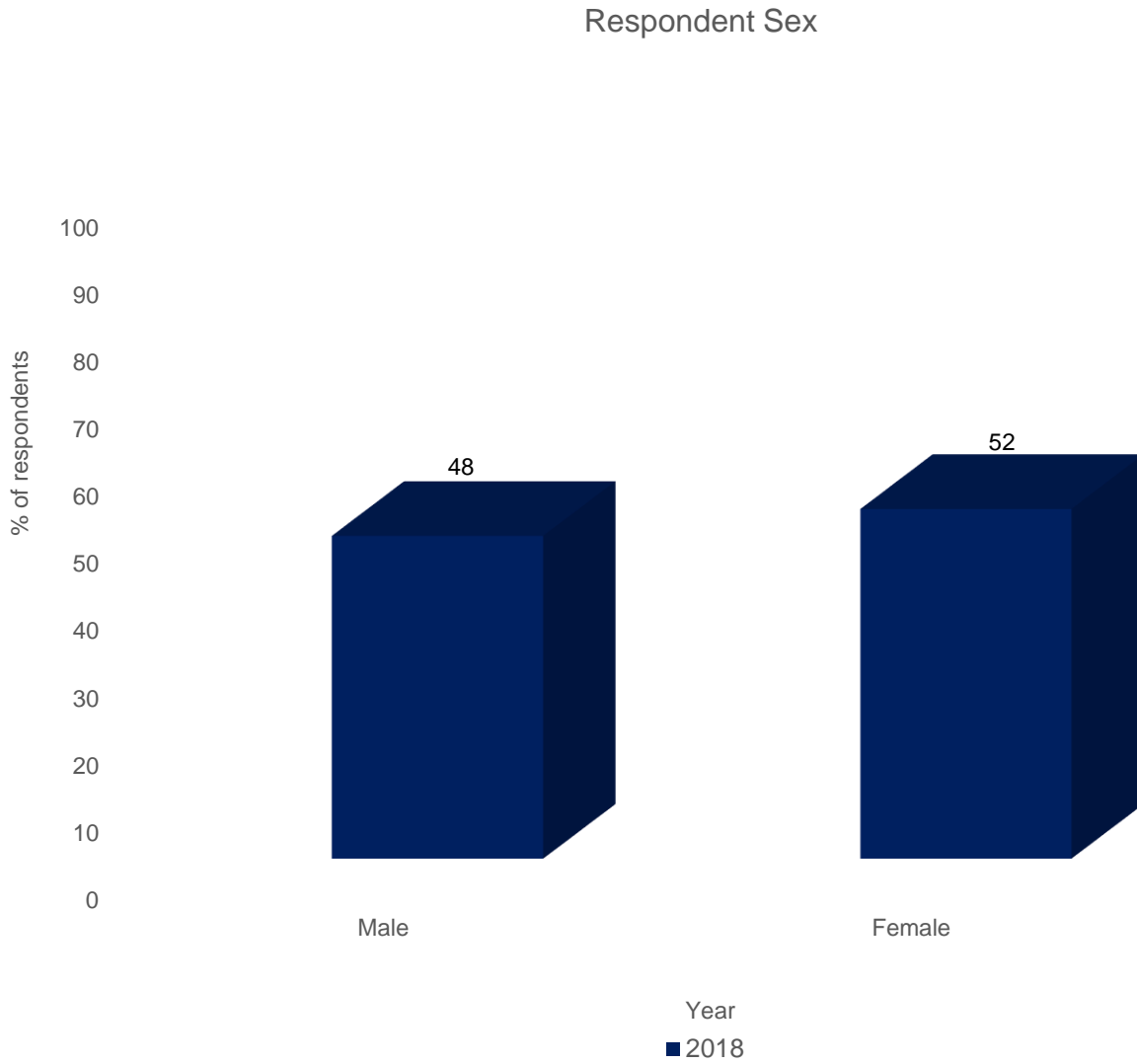


Figure 48 illustrates that there are slightly more female respondents than male respondents, 52% to 48%, respectively.

Figure 49. Respondent Language, 2018

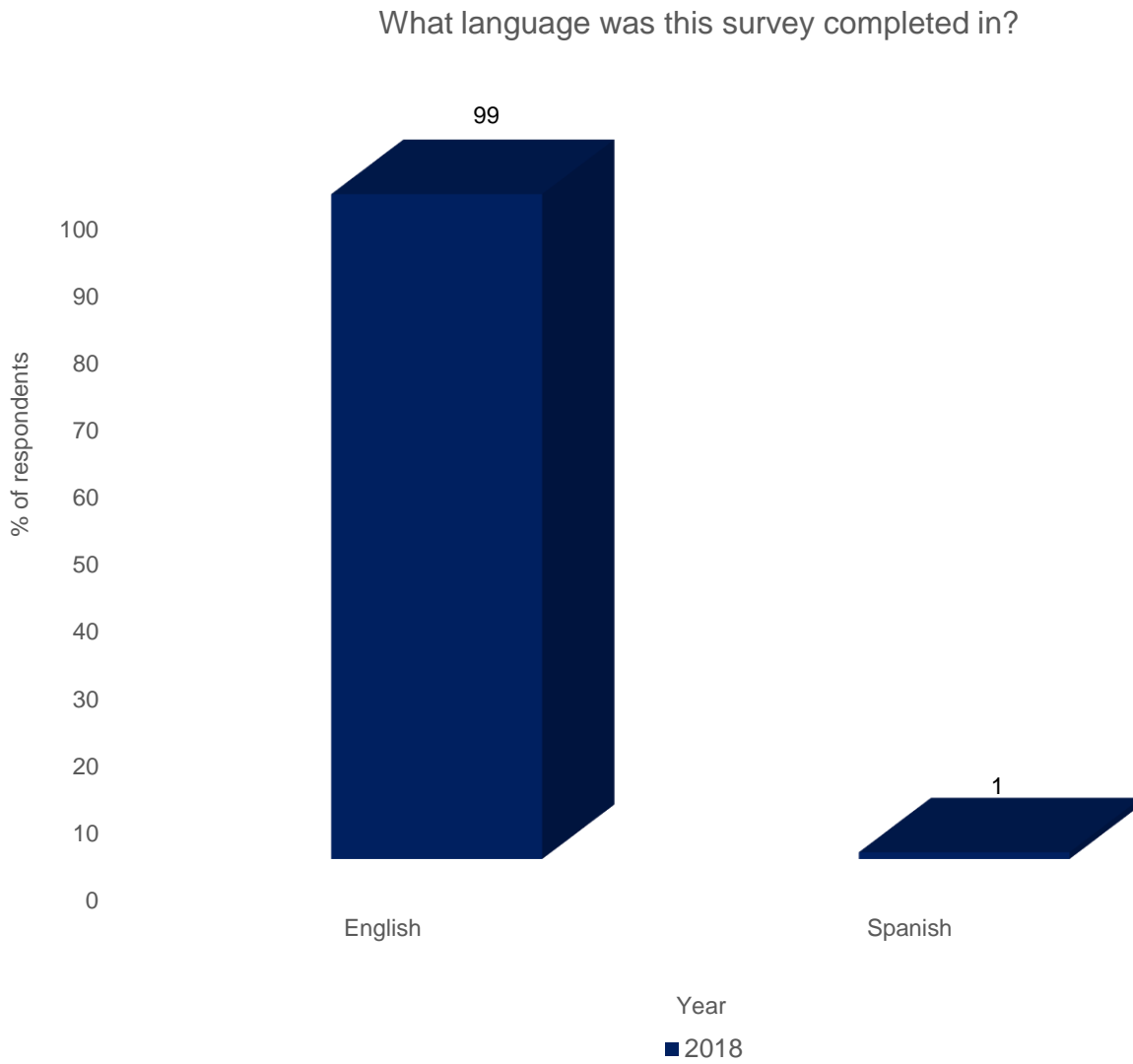


Figure 49 shows that only 1% of surveys were completed in Spanish in 2018.

Appendix I. Survey Results¹

Do you approve or disapprove of the way the Jacksonville Sheriff's Office is handling its job?

Approval/Disapproval and Zone

	Jacksonville Residents* n=1726	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=303	Patrol Zone 4 n=301	Patrol Zone 5 n=305	Patrol Zone 6 n=303
Strongly Approve	31%	22%	29%	36%	26%	30%	33%
Somewhat Approve	40%	38%	38%	41%	46%	38%	44%
Somewhat Disapprove	11%	13%	15%	8%	12%	10%	9%
Strongly Disapprove	10%	16%	7%	5%	11%	17%	9%
Don't Know	8%	12%	11%	10%	5%	6%	5%
Refusal	<1%	-	1%	1%	-	-	<1%

*Adult residents of Jacksonville, Florida- Not including the Beaches Communities

JSO Approval/Disapproval and Race

	White	Black	Hispanic	Asian	Other
Strongly Approve	38%	18%	34%	31%	31%
Somewhat Approve	41%	44%	30%	40%	40%
Somewhat Disapprove	9%	14%	11%	6%	11%
Strongly Disapprove	5%	16%	15%	2%	10%
Don't Know	7%	8%	11%	17%	8%
Refusal	<1%	<1%	-	4%	<1%

You feel safe in your neighborhood.

Neighborhood safety and Zone

	Jacksonville Residents n=1726	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=303
Strongly Agree	54%	49%	51%	62%	52%	46%	63%
Somewhat Agree	31%	28%	37%	32%	29%	33%	28%
Somewhat Disagree	8%	11%	5%	5%	13%	9.8%	4%
Strongly Disagree	6%	11%	6%	1%	7%	11%	5%
Don't Know	<1%	1%	2%	<1%	0%	0%	<1%
Refusal	<1%	-	-	<1%	-	-	-

¹ Due to rounding, some percentages may total to greater than 100%

You feel safe in the areas of Jacksonville that you go to most often, for example for work or leisure.

Safe for Work/Leisure and Zone

	Jacksonville Residents n=1728	Patrol Zone 1 n=215	Patrol Zone 2 n=300	Patrol Zone 3 n=303	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=303
Strongly Agree	46%	47%	50%	55%	40%	36%	48%
Somewhat Agree	34%	27%	31%	32%	36%	35%	32%
Somewhat Disagree	10%	13%	12%	5%	9%	13%	12%
Strongly Disagree	9%	10%	5%	7%	14%	15%	9%
Don't Know	1%	4%	2%	1%	1%	1%	1%
Refusal	<1%	1%	-	-	-	<1%	-

You think Jacksonville is, overall, a safe place to live.

Overall Safe and Zone

	Jacksonville Residents n=1724	Patrol Zone 1 n=214	Patrol Zone 2 n=299	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=302
Strongly Agree	24%	27%	19%	25%	20%	22%	28%
Somewhat Agree	40%	35%	48%	41%	39%	39%	40%
Somewhat Disagree	18%	12%	17%	19%	18%	18%	20%
Strongly Disagree	17%	23%	15%	15%	22%	19%	15%
Don't Know	1%	3%	1%	1%	1%	2%	1%
Refusal	<1%	-	-	-	<1%	-	-

In your encounters with JSO personnel, you find them to be courteous and competent.

Courteous and Zone

	Jacksonville Residents n=1723	Patrol Zone 1 n=213	Patrol Zone 2 n=299	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=302
Strongly Agree	48%	34%	52%	47%	45%	44%	47%
Somewhat Agree	30%	35%	27%	28%	31%	33%	34%
Somewhat Disagree	7%	9%	6%	10%	7%	5%	5%
Strongly Disagree	9%	16%	9%	4%	10%	11%	9%
No Interactions	7%	6%	6%	10%	7%	6%	6%
Don't Know	1%	-	1%	2%	<1%	-	<1%

Why have you found their behaviors to be discourteous or incompetent?

Discourteous and Zone

	Jacksonville Residents n=267	Patrol Zone 1 n=42	Patrol Zone 2 n=45	Patrol Zone 3 n=38	Patrol Zone 4 n=52	Patrol Zone 5 n=47	Patrol Zone 6 n=43
Rude/Arrogant/Unfriendly/Mean	30%	29%	22%	55%	33%	17%	30%
Judge/Assume Guilt	4%	2%	2%	8%	2%	4%	9%
Unprofessional	4%	5%	4%	3%	0%	4%	5%
Inflated Sense of Power and Authority	9%	5%	7%	8%	14%	6%	12%
Excessive Force/Aggression	6%	2%	7%	0%	10%	9%	9%
Racial Profiling/Stereotyping/Harassing	11%	19%	16%	8%	8%	19%	5%
Lack of Action/Don't do their Job	14%	17%	24%	3%	10%	4%	7%
Bad Personal Experience	11%	14%	13%	11%	10%	15%	7%
Other	11%	7%	4%	5%	15%	21%	16%

Discourteous and Race

	White	Black	Hispanic	Asian	Other
Rude/Arrogant/Unfriendly/Mean	31%	23%	31%	80%	40%
Judge/Assume Guilt	7%	2%	3%	-	-
Unprofessional	2%	4%	-	-	40%
Inflated Sense of Power and Authority	13%	5%	3%	-	20%
Excessive Force/Aggression	3%	10%	13%	-	-
Racial Profiling/Stereotyping/Harassing	5%	20%	13%	-	-
Lack of Action/Don't do their Job	15%	14%	13%	20%	-
Bad Personal Experience	13%	10%	13%	-	-
Other	12%	13%	13%	-	-

Overall, JSO does a good job handling complex investigations.

Complex Investigations and Zone

	Jacksonville Residents n=1728	Patrol Zone 1 n=214	Patrol Zone 2 n=301	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=307	Patrol Zone 6 n=303
Strongly Agree	25%	13%	23%	26%	26%	21%	31%
Somewhat Agree	31%	36%	26%	34%	29%	34%	38%
Somewhat Disagree	9%	10%	9%	10%	11%	11%	7%
Strongly Disagree	12%	18%	17%	4%	15%	19%	9%
Don't Know	22%	23%	25%	25%	19%	15%	15%
Refusal	<1%	-	-	1%	<1%	-	1%

Complex Investigations and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	30%	18%	23%	29%	18%
Somewhat Agree	30%	36%	21%	30%	20%
Somewhat Disagree	7%	11%	21%	2%	6%
Strongly Disagree	9%	18%	9%	8%	34%
Don't Know	23%	17%	25%	30%	22%
Refusal	1%	-	1%	-	-

JSO does a good job investigating officer-involved shootings.

Officer-Involved Shootings and Zone

	Jacksonville Residents n=1727	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=304
Strongly Agree	27%	17%	24%	29%	25%	20%	39%
Somewhat Agree	25%	23%	23%	30%	24%	25%	21%
Somewhat Disagree	11%	12%	12%	9%	12%	13%	11%
Strongly Disagree	15%	14%	14%	9%	15%	25%	15%
Don't Know	22%	27%	27%	23%	24%	17%	14%
Refusal	<1%	-	-	1%	<1%	-	-

Officer-Involved Shootings and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	35%	16%	27%	18%	22%
Somewhat Agree	25%	25%	19%	43%	8%
Somewhat Disagree	10%	14%	7%	8%	10%
Strongly Disagree	8%	27%	19%	7%	36%
Don't Know	22%	18%	28%	24%	24%
Refusal	<1%	-	-	-	-

JSO does a good job following up on allegations of police misconduct with competent administrative and/or criminal investigations.

Misconduct Allegations and Zone

	Jacksonville Residents n=1726	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=303
Strongly Agree	24%	12%	21%	25%	22%	24%	30%
Somewhat Agree	27%	25%	22%	31%	25%	25%	30%
Somewhat Disagree	11%	15%	13%	8%	10%	12%	10%
Strongly Disagree	16%	24%	17%	10%	22%	26%	14%
Don't Know	22%	24%	26%	26%	21%	14%	17%
Refusal	<1%	-	-	<1%	<1%	-	-

Misconduct Allegations and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	30%	15%	25%	16%	18%
Somewhat Agree	28%	26%	25%	28%	8%
Somewhat Disagree	9%	15%	7%	20%	6%
Strongly Disagree	10%	28%	15%	5%	42%
Don't Know	22%	17%	27%	32%	26%
Refusal	<1%	-	-	-	-

JSO does a good job reporting back to the community about its findings on investigations of possible police misconduct.

Reporting back to community and zone

	Jacksonville Residents n=1724	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=301	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=302
Strongly Agree	24%	16%	24%	29%	20%	22%	29%
Somewhat Agree	29%	27%	28%	33%	29%	21%	32%
Somewhat Disagree	13%	16%	11%	16%	12%	13%	12%
Strongly Disagree	20%	29%	23%	6%	24%	31%	18%
Don't Know	14%	12%	13%	15%	14%	13%	10%
Refusal	<1%	-	-	-	<1%	-	1%

Reporting back to Community and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	30%	17%	21%	24%	20%
Somewhat Agree	32%	26%	27%	27%	20%
Somewhat Disagree	12%	15%	11%	20%	10%
Strongly Disagree	13%	32%	22%	13%	32%
Don't Know	13%	11%	20%	16%	18%
Refusal	<1%	-	-	-	-

Being the victim of police brutality is something that you personally worry about.

Victim of Police Brutality and Zone

	Jacksonville Residents n=1728	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=303	Patrol Zone 4 n=302	Patrol Zone 5 n=305	Patrol Zone 6 n=304
Strongly Agree	22%	29%	17%	16%	27%	29%	25%
Somewhat Agree	13%	20%	18%	9%	11%	19%	15%
Somewhat Disagree	15%	14%	20%	16%	15%	12%	14%
Strongly Disagree	49%	40%	43%	58%	47%	39%	45%
Don't Know	1%	1%	1%	1%	1%	1%	1%
Refusal	<1%	-	-	-	-	-	<1%

Victim of Police Brutality and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	9%	41%	32%	12%	48%
Somewhat Agree	10%	22%	9%	10%	8%
Somewhat Disagree	15%	10%	20%	33%	20%
Strongly Disagree	66%	26%	38%	41%	24%
Don't Know	1%	1%	1%	5%	-
Refusal	<1%	-	-	-	-

JSO Needs More Funding.

Funding and Zone

	Jacksonville Residents n=1728	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=307	Patrol Zone 6 n=304
Strongly Agree	43%	39%	39%	40%	47%	53%	42%
Somewhat Agree	24%	22%	26%	23%	25%	20%	28%
Somewhat Disagree	8%	8%	6%	14%	8%	6%	7%
Strongly Disagree	13%	25%	12%	9%	11%	13%	11%
Don't Know	12%	7%	16%	15%	9%	7%	11%
Refusal	<1%	-	-	-	<1%	<1%	<1%

Funding and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	45%	46%	37%	25%	46%
Somewhat Agree	25%	23%	26%	33%	12%
Somewhat Disagree	8%	8%	7%	11%	14%
Strongly Disagree	11%	15%	14%	15%	14%
Don't Know	11%	8%	16%	17%	14%
Refusal	<1%	<1%	-	-	-

JSO Has Enough Officers to Meet the City's Needs.

Officers and Zone

	Jacksonville Residents n=1728	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=302	Patrol Zone 5 n=307	Patrol Zone 6 n=303
Strongly Agree	19%	21%	18%	18%	15%	24%	20%
Somewhat Agree	19%	20%	22%	22%	18%	14%	21%
Somewhat Disagree	19%	12%	15%	19%	21%	20%	19%
Strongly Disagree	32%	35%	31%	22%	36%	38%	33%
Don't Know	11%	13%	14%	20%	10%	4%	7%
Refusal	<1%	-	-	-	<1%	<1%	-

Officers and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	17%	22%	17%	21%	26%
Somewhat Agree	18%	20%	25%	25%	12%
Somewhat Disagree	23%	15%	9%	19%	6%
Strongly Disagree	30%	34%	35%	27%	40%
Don't Know	12%	9%	14%	8%	16%
Refusal	<1%	-	-	-	-

JSO is responsible with taxpayer money and allocates its resources well.

Taxpayer Money and Zone

	Jacksonville Residents n=1726	Patrol Zone 1 n=215	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=300	Patrol Zone 5 n=306	Patrol Zone 6 n=303
Strongly Agree	22%	13%	20%	26%	18%	21%	24%
Somewhat Agree	31%	28%	31%	27%	29%	27%	40%
Somewhat Disagree	12%	14%	11%	11%	15%	13%	11%
Strongly Disagree	13%	22%	14%	8%	17%	16%	12%
Don't Know	22%	23%	24%	28%	21%	23%	13%
Refusal	<1%	1%	-	<1%	-	<1%	-

Taxpayer Money and Race

	White	Black	Hispanic	Asian	Other
Strongly Agree	24%	17%	24%	25%	22%
Somewhat Agree	36%	27%	23%	23%	28%
Somewhat Disagree	11%	15%	9%	15%	14%
Strongly Disagree	9%	20%	14%	17%	14%
Don't Know	20%	21%	30%	21%	22%
Refusal	<1%	-	-	-	-

Have You Called the Police in the Past Year?

Called Police and Zone

	Jacksonville Residents n=1726	Patrol Zone 1 n=215	Patrol Zone 2 n=300	Patrol Zone 3 n=301	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=303
Yes	33%	31%	31%	31%	33%	34%	24%
No	67%	69%	69%	69%	67%	66%	76%
Don't Know	<1%	1%	-	<1%	-	-	-
Refusal	<1%	-	-	-	-	-	<1%

Was it an Emergency 911 Call or was it a Non-Emergency Call?

Emergency or Non-Emergency and Zone

	Jacksonville Residents n=527	Patrol Zone 1 n=65	Patrol Zone 2 n=94	Patrol Zone 3 n=92	Patrol Zone 4 n=99	Patrol Zone 5 n=104	Patrol Zone 6 n=73
Emergency	31%	37%	26%	35%	23%	33%	33%
Non-Emergency	55%	40%	59%	51%	61%	54%	58%
Both	14%	22%	16%	14%	16%	14%	10%
Don't Know	<1%	2%	-	-	-	-	-

How many times did you call Emergency 9-1-1 in the past year?

	Valid Percent
1	51%
2	26%
3	12%
4	6%
5	1%
More than 5	4%

How many times did you call Emergency 9-1-1 in the past year?

	Valid Percent
0	2%
1	48%
2	26%
3	11%
4	3%
5	1%
More than 5	10%
Don't Know	1%

Have you had Non-Emergency Contact with JSO in the past year?

Non-Emergency Contact and Zone

	Jacksonville Residents n=1725	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=300	Patrol Zone 5 n=306	Patrol Zone 6 n=303
Yes	44%	32%	51%	39%	47%	37%	46%
No	56%	68%	49%	61%	52%	63%	54%
Don't Know	<1%	-	<1%	<1%	<1%	-	-
Refusal	<1%	-	-	-	-	-	<1%

If JSO could do one thing for you in your neighborhood, what would it be?

What can JSO do and Zone?

	Jacksonville Residents n=1364	Patrol Zone 1 n=181	Patrol Zone 2 n=230	Patrol Zone 3 n=227	Patrol Zone 4 n=242	Patrol Zone 5 n=253	Patrol Zone 6 n=231
Increase Patrols/Visibility/Presence	45%	35%	40%	43%	51%	46%	52%
Stronger Speeding Enforcement	6%	1%	10%	5%	3%	4%	4%
Faster Response Time	3%	3%	2%	3%	5%	4%	4%
Increase Community Outreach/Integration	7%	5%	11%	6%	8%	6%	6%
Address Drug Problem	3%	9%	1%	1%	2%	6%	2%
Tougher on/Reduce Crime	2%	1%	2%	<1%	2%	4%	1%
Increased Surveillance	1%	-	<1%	2%	2%	<1%	2%
Increase Officers in High Crime Areas	1%	1%	1%	-	<1%	2%	2%
Increase Bike Patrol	<1%	1%	-	<1%	-	-	-
Increase Foot Patrol	<1%	1%	-	1%	-	1%	1%
Nothing	7%	4%	8%	12%	6%	5%	9%
Show More Respect/Don't Discriminate	3%	8%	2%	3%	4%	2%	3%
Increase Traffic Control	2%	1%	2%	2%	2%	1%	3%
Stop Violence Against Citizens	1%	3%	1%	<1%	-	3%	-
More Involved w/ Youth/Children-Focused Policing	2%	3%	1%	3%	1%	2%	1%
Focus More on Serious Crime	1%	1%	-	<1%	2%	2%	1%
Increase Safety	4%	6%	5%	3%	3%	1%	4%
Leave Respondent/Neighborhood Alone	1%	3%	1%	<1%	<1%	1%	-
Unrelated to JSO	1%	2%	-	-	1%	-	<1%
Increase Street Lights	<1%	-	-	-	-	<1%	<1%
Address Homelessness	1%	1%	1%	2%	1%	1%	-
Do Their Job Better	3%	4%	2%	3%	3%	2%	3%
Narrow Specific Issues	6%	8%	7%	8%	4%	5%	3%
Other	1%	1%	3%	1%	-	2%	<1%

Thinking about the news, which of the following options would you most prefer for getting your local news?

News and Zone

	Jacksonville Residents n=1724	Patrol Zone 1 n=213	Patrol Zone 2 n=302	Patrol Zone 3 n=301	Patrol Zone 4 n=301	Patrol Zone 5 n=305	Patrol Zone 6 n=302
Watching local television news	53%	65%	49%	48%	51%	64%	56%
Reading local print newspapers	4%	2%	4%	6%	4%	4%	4%
Getting local news from a social media site	16%	14%	15%	16%	20%	11%	21%
Getting local news from online websites or app	14%	11%	16%	17%	13%	10%	8%
Getting local news from JSO's social media sites	3%	2%	3%	3%	1%	3%	2%
Getting local news from JSO's website	3%	1%	6%	2%	5%	2%	3%
Word of mouth	2%	1%	1%	4%	3%	2%	<1%
Something Else	2%	3%	3%	2%	2%	2%	1%
Don't get local news	2%	-	2%	2%	1%	1%	2%
Don't know	1%	1%	1%	1%	1%	<1%	1%
Refusal	<1%	-	-	-	<1%	<1%	<1%

During a typical week, how many days do you watch local news on TV, not including sports?

	Valid Percent
0	21%
1	7%
2	7%
3	8%
4	6%
5	12%
6	3%
7	37%

During a typical week, how many days do you read the local news in a printed newspaper, not including sports?

	Valid Percent
0	72%
1	8%
2	4%
3	4%
4	1%
5	1%
6	<1%
7	10%

During a typical week, how many days do you watch, read, or listen to local news on the Internet, not including sports?

	Valid Percent
0	27%
1	6%
2	7%
3	7%
4	7%
5	9%
6	2%
7	36%

When it comes to social media, do you, or would you follow JSO on these platforms?²

Social Media and Zone

	Jacksonville Residents n=1724	Patrol Zone 1 n=213	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=302
Facebook	39%	35%	41%	37%	44%	36%	41%
Instagram	14%	10%	15%	11%	13%	13%	17%
Twitter	15%	11%	16%	16%	14%	12%	17%
YouTube	11%	9%	9%	10%	12%	12%	15%
Don't Know	18%	21%	16%	17%	19%	19%	16%
Refusal	35%	40%	35%	33%	30%	38%	37%

² Select-All questions may total to greater than 100%

Social Media and Age

	18-24	25-34	35-44	45-54	55-64	65 or older
Facebook	41%	9%	42%	44%	26%	18%
Instagram	29%	23%	13%	9%	8%	4%
Twitter	30%	20%	16%	12%	9%	5%
YouTube	13%	14%	14%	11%	9%	6%
Don't Know	16%	13%	20%	11%	19%	27%
Refusal	21%	20%	31%	38%	47%	52%

Social Media and Sex

	Male	Female
Facebook	35%	42%
Instagram	14%	14%
Twitter	17%	13%
YouTube	12%	10%
Don't Know	19%	16%
Refusal	36%	35%

Social Media and Race

	White	Black	Hispanic	Asian	Other
Facebook	40%	36%	53%	32%	32%
Instagram	13%	14%	11%	16%	24%
Twitter	16%	13%	15%	16%	16%
YouTube	11%	12%	6%	14%	4%
Don't Know	18%	17%	13%	21%	29%
Refusal	35%	39%	24%	37%	28%

In thinking about your engagement with JSO would you be willing to participate in...³

JSO Engagement and Zone

	Jacksonville Residents n=1728	Patrol Zone 1 n=215	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=304
Sheriff's Watch Meetings	37%	48%	36%	34%	36%	39%	40%
Neighborhood Walks	44%	44%	44%	36%	44%	46%	50%
Coffee with a Cop	44%	46%	46%	38%	42%	48%	49%
Safety Fairs	42%	51%	41%	38%	38%	44%	47%
Citizen's Police Academy	29%	35%	28%	22%	30%	33%	36%
Substations and Stop Stations	43%	51%	36%	34%	44%	39%	53%
Direct Officer Interaction	50%	52%	44%	47%	49%	52%	56%
Other	4%	6%	4%	3%	4%	3%	1%
Don't Know	37%	10%	8%	12%	11%	12%	9%
Refusal	44%	12%	17%	16%	10%	11%	16%

³ Select-All questions may total to greater than 100%

JSO Engagement and Age

	18-24	25-34	35-44	45-54	55-64	65 or older
Sheriff's Watch Meetings	32%	34%	38%	44%	40%	32%
Neighborhood Walks	35%	39%	51%	50%	52%	34%
Coffee with a Cop	46%	41%	49%	51%	45%	36%
Safety Fairs	42%	42%	44%	49%	40%	32%
Citizen's Police Academy	32%	37%	31%	29%	26%	20%
Substations and Stop Stations	40%	40%	46%	49%	49%	36%
Direct Officer Interaction	50%	46%	56%	55%	50%	42%
Other	2%	5%	4%	3%	4%	4%
Don't Know	10%	11%	8%	7%	9%	14%
Refusal	16%	15%	13%	11%	14%	18%

JSO Engagement and Sex

	Male	Female
Sheriff's Watch Meetings	36%	37%
Neighborhood Walks	43%	44%
Coffee with a Cop	42%	46%
Safety Fairs	38%	45%
Citizen's Police Academy	28%	30%
Substations and Stop Stations	41%	45%
Direct Officer Interaction	49%	50%
Other	5%	3%
Don't Know	10%	10%
Refusal	17%	12%

JSO Engagement and Race

	White	Black	Hispanic	Asian	Other
Sheriff's Watch Meetings	33%	45%	34%	37%	36%
Neighborhood Walks	41%	47%	39%	68%	46%
Coffee with a Cop	43%	49%	34%	55%	52%
Safety Fairs	37%	51%	38%	54%	42%
Citizen's Police Academy	25%	34%	32%	42%	42%
Substations and Stop Stations	41%	52%	31%	51%	36%
Direct Officer Interaction	49%	53%	45%	59%	44%
Other	4%	3%	3%	4%	18%
Don't Know	10%	9%	13%	5%	6%
Refusal	16%	11%	12%	135	10%

Age and Zone

	Jacksonville Residents n=1713	Patrol Zone 1 n=215	Patrol Zone 2 n=301	Patrol Zone 3 n=300	Patrol Zone 4 n=299	Patrol Zone 5 n=302	Patrol Zone 6 n=296
18-24	12%	13%	14%	10%	14%	11%	14%
25-34	21%	21%	22%	22%	20%	18%	20%
35-44	16%	15%	16%	16%	17%	14%	18%
45-54	17%	16%	18%	17%	17%	18%	19%
55-64	16%	17%	15%	17%	16%	19%	15%
65 or Older	18%	18%	15%	19%	16%	20%	16%

Education and Zone

	Jacksonville Residents n=1725	Patrol Zone 1 n=213	Patrol Zone 2 n=299	Patrol Zone 3 n=303	Patrol Zone 4 n=300	Patrol Zone 5 n=306	Patrol Zone 6 n=304
Less than High School Diploma	5%	4%	2%	1%	5%	11%	4%
High School Graduate	25%	33%	22%	23%	22%	30%	28%
Some College	43%	47%	49%	37%	49%	48%	47%
College Graduate	19%	9%	215	26%	16%	7%	15%
Post Graduate	7%	5%	6%	11%	8%	3%	5%
Don't Know	<1%	1%	-	1%	-	-	-
Refusal	1%	1%	-	<1%	1%	1%	2%

Race and Zone

	Jacksonville Residents n=1683	Patrol Zone 1 n=206	Patrol Zone 2 n=297	Patrol Zone 3 n=293	Patrol Zone 4 n=293	Patrol Zone 5 n=301	Patrol Zone 6 n=293
White	54%	24%	61%	66%	55%	23%	45%
Black	29%	68%	19%	13%	27%	71%	44%
Hispanic	9%	4%	11%	11%	10%	3%	6%
Asian	5%	2%	6%	7%	-	1%	2%
Other	3%	3%	3%	3%	8%	2%	3%

Sex and Zone

	Jacksonville Residents n=1726	Patrol Zone 1 n=214	Patrol Zone 2 n=300	Patrol Zone 3 n=302	Patrol Zone 4 n=301	Patrol Zone 5 n=306	Patrol Zone 6 n=303
Male	48%	52%	49%	49%	47%	45%	46%
Female	52%	48%	51%	51%	53%	55%	54%

Appendix II. Survey Instrument

Jacksonville Sheriff's Office Annual Survey 2018

Intro: Hello my name is _____ and I'm a student at the University of North Florida. How are you this evening?

We're conducting public opinion research on local issues. This is not a sales call. May I speak to someone who is 18 years of age or older for a few minutes?

S1 Are you currently a resident of Duval County, Florida?

1. Yes
2. No [End Survey]

S2. Do you live at the beaches (Jacksonville, Neptune or Atlantic Beach)?

1. Yes [End Survey]
2. No

ZIPCODE. To help determine which JSO Patrol Zone you live in, may I have the zip code where you live?

1. _____ (5 character requirement)
2. Don't Know
3. Refused

[If ZIP = 32207]

Q32207a. Do you live north or south of Beach Boulevard?

1. North
2. South [Go to Q1] [Zone 3]
8. Don't Know [Go to Q1] [Zone 3]
9. Refusal [Go to Q1] [Zone 3]

Q32207b. Do you live east of Miller Creek or Bishop Kenny High School?

1. Yes [Go to Q1] [Zone 2]
2. No [Go to Q1] [Zone 3]
3. Live between Miller Creek and Bishop Kenny [Go to Q1] [Zone 3]
8. Don't Know [Go to Q1] [Zone 2]
9. Refusal [Go to Q1] [Zone 2]

[If ZIP = 32216]

Q32216a. Do you live north or south of Beach Boulevard?

1. North [Go to Q1] [Zone 2]
2. South [Go to Q1] [Zone 3]
8. Don't Know [Go to Q1] [Zone 3]
9. Refusal [Go to Q1] [Zone 3]

[If ZIP = 32208]

Q32208a. Do you live east of Interstate 95 or west of Interstate 95?

(East of 95 is the downtown side of 95)

1. East of Interstate 95 [Go to Q1] [Zone 1]
2. West of Interstate 95 [Go to Q1] [Zone 5]
8. Don't Know [Go to Q1] [Zone 5]
9. Refusal [Go to Q1] [Zone 5]

[If ZIP = 32219]

Q32219a. Do you live inside the 295 Beltway or outside the 295 Beltway?

(Inside the Beltway is East of 295, Outside the Beltway is West of 295)

1. Inside the 295 Beltway [Go to Q1] [Zone 5]
2. Outside the 295 Beltway [Go to Q1] [Zone 6]
8. Don't Know [Go to Q1] [Zone 6]
9. Refusal [Go to Q1] [Zone 6]

Q32234a. Do you live north or south of I-10?

1. North [Go to Q1] [Zone 5]
2. South [Go to Q1] [Zone 4]
8. Don't Know [Zone 4]
9. Refusal [Zone 4]

Q32246a. Do you live north or south of Beach Boulevard?

1. North [Go to Q1] [Zone 2]
2. South [Go to Q1] [Zone 3]
8. Don't Know [Go to Q1] [Zone 2]
9. Refusal [Go to Q1] [Zone 2]

Q32204a. Do you live east of I-95?

1. Yes
2. No [Go to Q32204c]
8. Don't Know [Go to Q32204c]
9. Refusal [Go to Q32204c]

[IF Q32204a != 1 SKP]

Q32204b. Do you live in Lavilla?

1. Yes [Zone 1]
2. No [Zone 4]
8. Don't Know [Zone 4]
9. Refusal [Zone 4]

Q32204c. Do you live north or south of I-10?

1. North [Zone 5]
2. South [Zone 4]
8. Don't Know [Zone 4]
9. Refusal [Zone 4]

Consent: Thank you for your time. We're conducting public opinion research on local public safety on behalf of the Jacksonville Sheriff's Office. There are no foreseeable risks or direct benefits to you for participating in this research. This survey should take about 10 minutes to complete, your identity is unknown, your responses are completely anonymous and your participation is voluntary. You may terminate the call at any time and if you cannot safely complete this call, then please discontinue. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

QALNQAL

Q1. Do you approve or disapprove of the way the Jacksonville Sheriff's Office is handling its job?

1. Strongly Approve
2. Somewhat Approve
3. Somewhat Disapprove
4. Strongly Disapprove
8. Don't Know
9. Refusal

Please tell me whether you agree or disagree with the following statements:

Q2. You feel safe in your neighborhood.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q3. You feel safe in the areas of Jacksonville that you go to most often, for example for work or leisure?

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q4. You think Jacksonville is, overall, a safe place to live.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q5. In your encounters with JSO personnel, you find them to be courteous and competent.

1. Strongly Agree [SKP to Q6]
2. Somewhat Agree [SKP to Q6]
3. Somewhat Disagree
4. Strongly Disagree
5. I have had no interactions with the police [SKP to Q6]
8. Don't Know [SKP to Q6]
9. Refusal [SKP to Q6]

Q5b. Why have you found their behaviors to be discourteous or incompetent?

1. _____
8. Don't Know
9. Refusal

Please tell me whether you agree or disagree with the following statements:

Q6. Overall, JSO does a good job handling complex investigations.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q7. JSO does a good job investigating officer-involved shootings.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q8. JSO does a good job of following up on allegations of police misconduct with competent administrative and/or criminal investigations.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q9. JSO does a good job of reporting back to the community about its findings on investigations of possible police misconduct.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q10. Being the victim of police brutality is something you personally worry about

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q11. JSO needs more funding.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q12. JSO has enough officers to meet the city's needs.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q13. JSO is responsible with taxpayer money and allocates its resources well.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
8. Don't Know
9. Refusal

Q14. Have you called the police in the past year?

1. Yes
2. No [go to Q16]
8. Don't Know [go to Q16]
9. Refusal [go to Q16]

Q15. Was it an emergency 9-1-1 call or was it a non-emergency call to the police department?

1. Emergency 9-1-1
2. Non-emergency [go to Q15b]
3. Both
8. Don't Know _____ (explain details of call/calls) [go to Q16]
9. Refusal [go to Q16]

Q15a. How many times did you call Emergency 9-1-1 in the past year?

0. 0
1. 1
2. 2
3. 3
4. 4
5. 5
6. more than 5
8. Don't Know
9. Refusal

[IF Q15 = 1 Skip]

Q15b. How many times did you call the non-emergency police number in the past year?

0. 0
1. 1
2. 2
3. 3
4. 4
5. 5
6. more than 5
8. Don't Know
9. Refusal

Q16. Have you had NON EMERGENCY contact with JSO (police, civilian employees or corrections officers and employees) in the past year? (Non-emergency includes: non-injury crash, crime from the past, reporting tips to the police, noise complaints, etc.)

1. Yes
2. No
8. Don't Know
9. Refusal

Q17. If JSO could do one thing for you in your neighborhood, what would it be?

1. _____
8. Don't Know
9. Refusal

Q18. Thinking about news (by news we mean information about events and issues that involve more than just your friends and family), which of the following options would you most prefer for getting your local news?

1. Watching local television news
2. Reading local print newspapers
3. Getting local news from a social media site (such as Facebook, Twitter, Instagram or YouTube)
4. Getting local news from online websites or app (such as Jacksonville.com, news4jax.com, etc.)
5. Getting local news from JSO's social media sites
6. Getting local news from JSO's website
7. Word of mouth
8. Something else _____
9. Don't get local news
10. Don't Know
11. Refusal

Q19. During a typical week, how many days do you watch local news on TV, not including sports?

- 0. 0
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. Don't Know
- 9. Refusal

Q20. During a typical week, how many days do you read the local news in a printed newspaper, not including sports?

- 0. 0
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. Don't Know
- 9. Refusal

Q21. During a typical week, how many days do you watch, read or listen to local news on the Internet, not including sports?

- 0. 0
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. Don't Know
- 9. Refusal

Q22. When it comes to social media, do you, or would you follow JSO on these platforms? Select All

- 1. Facebook
- 2. Instagram
- 3. Twitter
- 4. YouTube
- 5. Don't Know
- 6. Refusal

Q23. In thinking about your engagement with JSO, would you be willing to participate in... [Select All]

1. Sheriff's Watch Meetings (monthly citizen-led meetings held in the 19 subsectors of the city with JSO staff on hand to discuss safety topics.)
2. Neighborhood Walks (Scheduled walks within neighborhoods hosted by JSO staff including Lieutenants, Zone Commanders and Sheriff)
3. Coffee with a Cop events (Scheduled meet & greets with officers in various locations – hosted by local businesses to encourage community conversations)
4. Safety Fairs (Scheduled events that bring together local law enforcement, health and other public safety agencies who offer interactive exhibits and demonstrations)
5. Citizen's Police Academy (12 week training for citizens to learn about JSO operations – from Administration, to Patrol to Corrections to Specialized Teams such as K9 and SWAT)
6. Substations and Stop Stations (JSO designated offices within the city's 6 Patrol Zones. Open to assist citizens during business hours with non-emergency services such as police reports, etc)
7. Direct interaction with an officer (Contact with a member of the agency – community education, traffic assistance, etc)
8. Other _____
9. Don't Know
10. Refusal

AGE. What is your age? Is it:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Don't Know
9. Refusal

EDU. What is your highest grade in school or year of college you have completed?

1. Less than high school diploma
2. High school graduate
3. Some college
4. College graduate
5. Post graduate
8. Don't Know
9. Refusal

HISP. Are you of a Latino or Hispanic ethnic background?

1. Yes - [SKIP to LLCELL]
2. No
8. Don't know
9. Refusal

RACE. What is your racial background? Is it:

1. Caucasian
2. African American
3. Asian
4. Something Else _____
8. Don't Know
9. Refusal

LLCELL. Are we reaching you today on landline or cell phone?

1. Landline
2. Cell phone
8. Don't Know
9. Refusal

SEX. Respondent sex – Interviewer selected

1. Male
2. Female

LANG. What language was this survey completed in?

1. English
2. Spanish

Thank you for your time. If you have questions or concerns about this survey, you can contact the main researcher on this project Dr. Michael Binder by calling (904) 620-1205. If you have questions about your rights as a research participant, please contact the chair of the institutional review board by calling (904) 620-2498.